

## APPENDIX A : Questionnaire in English

I am a student of UPH Medan Campus, I will do the collection of data about FAG brand at PT. Central Bearindo International by giving questionnaire. This questionnaire is made with the purpose of completing my skripsi with the title “The Influences of Brand Credibility on Purchase Intention at PT. Central Bearindo International”. Hence, fill the questions by crossing the circle shape. The questions that are needed to be answered are as follow: Credibility on Purchase Intention at PT. Central Bearindo International”. Hence, fill the questions by crossing the circle shape. The questions that are needed to be answered are as follow:

Gender	:	<input type="radio"/> Female	<input type="radio"/> Male					
Age	:	<input type="radio"/> Under 20	<input type="radio"/> 20 – 29	<input type="radio"/> 30 - 39	<input type="radio"/> 40 - 49	<input type="radio"/> 50 - 59		
Education	:	<input type="radio"/> Elementary School	<input type="radio"/> Junior High School	<input type="radio"/> Senior High School	<input type="radio"/> Diploma	<input type="radio"/> Bachelor Degree	<input type="radio"/> Master Degree	<input type="radio"/> None of above

1. FAG products always deliver consistent product value

—————  —————  —————  —————   
Strongly Agree    Agree                      Neutral                      Disagree                      Strongly Disagree

2. FAG products are reliable in terms of quality

—————  —————  —————  —————   
Strongly Agree    Agree                      Neutral                      Disagree                      Strongly Disagree

3. FAG products are always innovative

—————  —————  —————  —————   
Strongly Agree    Agree                      Neutral                      Disagree                      Strongly Disagree

4. The quality of FAG products are able to satisfy the needs of users

—————  —————  —————  —————   
Strongly Agree    Agree                      Neutral                      Disagree                      Strongly Disagree

5. I have memorable experience with FAG product

- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
6. FAG products are always attractive for consumers
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
7. I have tendency to buy FAG product from PT. Central Bearindo International
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
8. I am willing to purchase FAG products again within next 6 months from PT.  
Central Bearindo International
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
9. I am interested to know more about FAG products
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
10. FAG products always make the consumers eager to seek more relevant  
information
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
11. FAG products are more preferred to other brand products from PT. Central  
Bearindo International
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
12. The main product brand that will be prioritized to buy is FAG from PT.  
Central Bearindo International
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree
13. FAG brand are always recommended for those in needs
- ——— ○ ——— ○ ——— ○ ——— ○  
Strongly Agree Agree Neutral Disagree Strongly Disagree

14. I always share my experience with FAG products to others

—————  —————  —————  —————

Strongly Agree    Agree            Neutral            Disagree            Strongly Disagree

## APPENDIX B : Questionnaire in Indonesia

Saya mahasiswa UPH Medan, akan melakukan pengumpulan data mengenai merek FAG di PT.Central Bearindo International dalam bentuk kuisisioner. Kuisisioner ini dibuat dengan tujuan untuk menyelesaikan skripsi saya yang berjudul “ Pengaruh Kredibilitas Merek terhadap Niat Beli Konsumen di PT.Central Bearindo International”. Oleh karena itu, isilah pertanyaan dengan menyilang jawaban pada lingkaran. Berikut adalah pertanyaan-pertanyaan yang harus dijawab :

Gender	:	<input type="radio"/> Perempuan	<input type="radio"/> Laki - laki					
Age	:	<input type="radio"/> Dibawah 20	<input type="radio"/> 20 – 29	<input type="radio"/> 30 - 39	<input type="radio"/> 40 - 49	<input type="radio"/> 50 - 59		
Education	:	<input type="radio"/> SD	<input type="radio"/> SMP	<input type="radio"/> SMA	<input type="radio"/> Diploma	<input type="radio"/> S1	<input type="radio"/> S2	<input type="radio"/> Tidak disebutkan

1. Merek FAG selalu memberikan nilai konsisten kepada pemakai

—————

Sangat Setuju    Setuju    Netral    Tidak Setuju    Sangat tidak setuju

2. Produk FAG dapat dipercaya dalam hal kualitas

—————

Sangat Setuju    Setuju    Netral    Tidak Setuju    Sangat tidak setuju

3. Produk FAG selalu berinovasi

—————

Sangat Setuju    Setuju    Netral    Tidak Setuju    Sangat tidak setuju

4. Kualitas merek FAG dapat memuaskan keinginan pemakai

—————

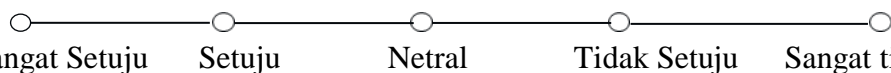
Sangat Setuju    Setuju    Netral    Tidak Setuju    Sangat tidak setuju

5. Pemakaian memiliki pengalaman yang mengesankan dengan produk FAG

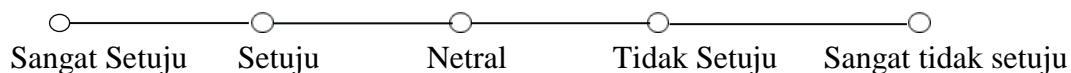
—————

Sangat Setuju    Setuju    Netral    Tidak Setuju    Sangat tidak setuju

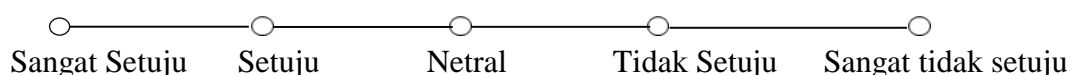
6. Produk FAG selalu menarik bagi saya



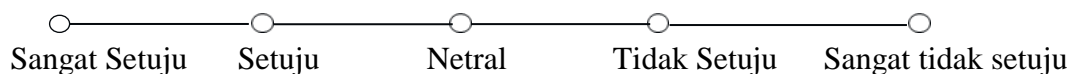
7. Saya cenderung memakai produk FAG dari PT. Central Bearindo International



8. Pemakaian mempunyai keinginan untuk produk FAG dalam 6 bulan ke depan dari PT. Central Bearindo International



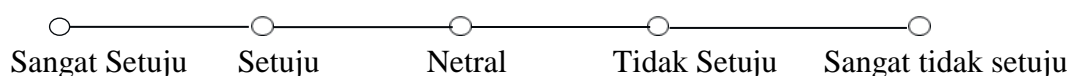
9. Saya tertarik mencari informasi lebih mengenai produk FAG



10. Produk FAG selalu membuat saya untuk mencari informasi



11. Produk FAG lebih diminati daripada produk merek lain dari PT. Central Bearindo International



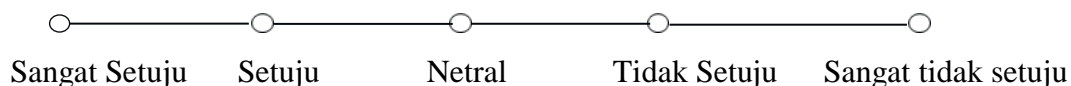
12. Merek produk yang selalu diprioritaskan adalah merek FAG dari PT. Central Bearindo International



13. Produk FAG selalu direkomendasikan kepada yang membutuhkan



14. Saya selalu membagikan pengalaman saya dengan produk FAG kepada orang lain



**APPENDIX C : QUESTIONNAIRE TABULATION OF BRAND  
CREDIBILITY**

Respondent	Number of Question						Total (X)
	Q1	Q2	Q3	Q4	Q5	Q6	
1	5	5	3	4	4	5	26
2	5	5	4	4	4	4	26
3	4	3	2	3	4	3	19
4	3	4	4	3	4	4	22
5	4	2	4	4	4	4	22
6	5	5	5	5	5	5	30
7	4	4	3	4	4	4	23
8	4	3	3	4	4	4	22
9	5	4	4	3	4	4	24
10	5	5	4	4	5	4	27
11	3	3	3	3	2	2	16
12	5	3	5	5	4	4	26
13	5	5	3	4	4	5	26
14	5	5	5	5	5	5	30
15	5	5	5	5	5	5	30
16	4	4	4	4	3	3	22
17	3	4	4	4	4	4	23
18	4	5	3	3	4	4	23
19	4	4	3	3	3	3	20
20	4	3	2	3	3	3	18
21	3	4	3	4	3	4	21
22	5	5	5	5	5	5	30
23	4	4	3	4	4	3	22
24	3	4	3	2	3	3	18
25	3	3	3	4	3	3	19
26	4	4	4	4	3	3	22
27	4	4	3	4	4	4	23
28	4	3	3	4	4	4	22
29	5	5	3	4	3	4	24
30	4	4	4	4	4	4	24
31	4	4	2	4	4	5	23
32	5	4	4	5	5	5	28
33	5	5	5	5	5	5	30
34	5	5	4	5	5	5	29
35	5	5	3	5	5	5	28

36	5	5	4	4	4	4	26
37	5	4	5	5	5	5	29
38	4	4	3	5	5	5	26
39	3	3	3	3	3	2	17
40	5	4	5	5	5	5	29
41	5	4	5	4	5	3	26
42	5	5	4	5	4	5	28
43	5	5	5	4	5	4	28
44	5	4	4	5	5	4	27
45	5	5	5	5	5	4	29
46	5	5	5	5	5	5	30
47	4	4	2	4	3	4	21
48	4	3	4	3	3	3	20
49	5	4	3	4	3	3	22
50	4	2	3	3	3	3	18
51	4	3	3	3	2	2	17
52	4	4	2	4	4	5	23
53	4	3	4	3	4	4	22
54	4	2	3	3	2	2	16
55	4	4	3	3	3	2	19
56	4	4	4	4	3	3	22
57	5	5	3	4	4	3	24
58	4	4	4	4	4	4	24
59	5	4	3	4	3	3	22
60	5	4	4	4	4	4	25
61	5	4	4	4	4	4	25
62	5	4	4	4	5	4	26
63	4	5	4	4	4	4	25
64	4	4	3	4	4	4	23
65	4	4	3	4	5	4	24
66	5	5	5	4	5	5	29
67	5	5	5	5	5	5	30
68	4	5	3	3	4	4	23
69	5	4	4	4	4	4	25
70	4	5	5	5	4	5	28
71	5	4	5	4	4	4	26
72	3	3	3	3	2	3	17
73	3	3	3	4	4	3	20
74	4	3	4	3	3	4	21
75	5	5	5	4	5	5	29
76	5	5	5	5	5	4	29

77	5	4	4	4	5	5	27
78	4	2	3	4	3	2	18
79	4	3	3	3	3	3	19
80	4	3	4	4	4	3	22
81	4	4	3	4	3	4	22
82	4	4	3	4	4	5	24



**APPENDIX D: QUESTIONNAIRE TABULATION PURCHASE  
INTENTION**

Respondent	Number of Question								Total (Y)
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
1	5	3	5	5	4	4	4	5	35
2	4	5	3	5	4	5	4	4	34
3	4	4	3	4	3	3	5	5	31
4	4	4	3	4	4	4	4	4	31
5	4	5	3	4	4	4	4	4	32
6	5	5	5	5	5	5	5	5	40
7	4	5	3	4	5	3	5	4	33
8	5	3	4	4	5	4	4	5	34
9	4	5	4	4	4	5	4	4	34
10	5	5	4	4	4	5	5	5	37
11	4	3	3	3	4	4	3	4	28
12	4	4	4	5	5	4	4	4	34
13	5	4	4	4	4	4	4	5	34
14	5	5	5	4	4	5	5	5	38
15	5	5	5	4	5	5	5	5	39
16	4	4	4	4	4	4	4	4	32
17	4	5	4	4	4	4	4	4	33
18	4	5	4	3	4	4	5	4	33
19	4	4	3	4	4	4	4	4	31
20	4	4	3	3	5	4	4	4	31
21	4	4	4	4	4	3	4	4	31
22	5	5	5	4	3	5	5	5	37
23	3	4	3	3	4	5	4	3	29
24	4	3	4	4	4	4	3	4	30
25	4	4	3	4	3	4	4	4	30
26	4	4	2	4	4	4	5	4	31
27	4	4	3	4	3	4	5	4	31
28	4	4	3	4	5	4	5	4	33
29	4	4	4	3	4	4	4	5	33
30	5	5	3	4	4	4	4	5	34
31	5	5	4	2	4	4	5	5	34
32	5	5	4	4	4	4	4	5	35
33	4	5	4	4	4	5	5	5	36
34	5	5	4	4	4	5	4	5	36

35	5	5	5	3	4	5	5	5	37
36	4	5	4	4	4	5	5	4	35
37	5	5	3	4	4	4	5	5	35
38	4	5	4	4	4	5	5	4	35
39	3	4	2	2	4	3	3	4	25
40	5	4	3	5	5	5	4	5	36
41	5	5	4	3	4	5	5	5	36
42	5	5	4	4	5	5	5	5	38
43	5	5	5	5	4	5	5	5	39
44	5	5	3	4	4	5	4	5	35
45	5	5	4	4	5	5	5	5	38
46	5	5	4	5	5	5	5	5	39
47	4	3	4	4	4	4	3	4	30
48	4	3	3	4	4	4	5	4	31
49	4	5	4	3	3	5	4	4	32
50	5	3	3	2	3	5	3	4	28
51	5	3	4	3	3	3	3	5	29
52	4	5	3	4	3	4	5	4	32
53	5	4	5	3	4	4	3	5	33
54	4	3	3	3	3	3	3	3	25
55	3	3	2	4	3	3	4	4	28
56	5	3	4	3	4	4	3	5	31
57	4	4	3	4	4	4	4	4	31
58	4	4	4	3	4	4	5	4	32
59	4	4	4	4	3	4	5	4	32
60	4	4	4	4	4	4	5	5	34
61	5	4	3	4	4	4	5	5	34
62	4	4	5	4	5	5	4	4	35
63	4	5	3	4	5	4	4	4	33
64	5	4	4	3	3	4	5	5	33
65	4	4	4	4	5	3	4	5	33
66	5	4	4	4	4	5	5	5	36
67	5	5	4	4	4	5	4	5	36
68	5	4	3	4	4	4	5	5	34
69	3	5	4	4	4	5	5	4	34
70	5	4	4	4	4	5	4	5	35
71	5	5	4	3	3	5	5	5	35
72	3	3	4	3	4	4	4	4	29
73	4	3	3	4	4	4	3	4	29
74	4	4	3	3	4	3	4	4	29
75	5	5	5	3	3	4	5	4	34

76	5	5	4	4	5	4	5	5	37
77	5	5	4	4	5	5	5	5	38
78	4	4	3	3	4	3	4	4	29
79	4	4	4	4	4	3	5	4	31
80	4	4	4	4	4	3	5	4	31
81	4	3	3	5	4	4	4	4	31
82	4	5	4	4	4	4	4	4	33

## APPENDIX E : SPSS OUPUTS

### Purchase Intention

		Statistics							
		Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14
N	Valid	82	82	82	82	82	82	82	82
	Missing	53	53	53	53	53	53	53	53
Mean		4.37	4.27	3.71	3.79	4.02	4.21	4.34	4.44
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	5	4	4	4	4	5	4
Std. Deviation		0.599	0.738	0.728	0.662	0.608	0.680	0.689	0.547
Variance		0.358	0.544	0.531	0.438	0.370	0.463	0.475	0.299

### Brand Credibility

		Statistics					
		Q1	Q2	Q3	Q4	Q5	Q6
N	Valid	82	82	82	82	82	82
	Missing	0	0	0	0	0	0
Mean		4,34	4,02	3,70	3,99	3,95	3,90
Median		4,00	4,00	4,00	4,00	4,00	4,00
Mode		5	4	3	4	4	4
Std. Deviation		,671	,846	,885	,711	,859	,897
Variance		,450	,715	,782	,506	,738	,805

### Validity Test Result of Brand Credibility

		Correlations						
		Q1	Q2	Q3	Q4	Q5	Q6	TOTAL
Q1	Pearson Correlation	1	.390*	0.344	.553**	.490**	0.316	.652**
	Sig. (2-tailed)		0.033	0.062	0.002	0.006	0.089	0.000
	N	30	30	30	30	30	30	30
Q2	Pearson Correlation	.390*	1	0.291	.424*	.495**	.404*	.678**
	Sig. (2-tailed)	0.033		0.119	0.019	0.005	0.027	0.000
	N	30	30	30	30	30	30	30
Q3	Pearson Correlation	0.344	0.291	1	.512**	.537**	0.278	.653**
	Sig. (2-tailed)	0.062	0.119		0.004	0.002	0.137	0.000
	N	30	30	30	30	30	30	30
Q4	Pearson Correlation	.553**	.424*	.512**	1	.674**	.609**	.827**
	Sig. (2-tailed)	0.002	0.019	0.004		0.000	0.000	0.000
	N	30	30	30	30	30	30	30
Q5	Pearson Correlation	.490**	.495**	.537**	.674**	1	.812**	.901**
	Sig. (2-tailed)	0.006	0.005	0.002	0.000		0.000	0.000
	N	30	30	30	30	30	30	30
Q6	Pearson Correlation	0.316	.404*	0.278	.609**	.812**	1	.783**
	Sig. (2-tailed)	0.089	0.027	0.137	0.000	0.000		0.000
	N	30	30	30	30	30	30	30
TOTAL	Pearson Correlation	.652**	.678**	.653**	.827**	.901**	.783**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	30	30	30	30	30	30	30

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).



## APPENDIX F : TABLE – R

df = (N-2)	Tingkat signifikansi untuk uji satu arah				
	0.05	0.025	0.01	0.005	0.0005
	Tingkat signifikansi untuk uji dua arah				
	0.1	0.05	0.02	0.01	0.001
1	0.9877	0.9969	0.9995	0.9999	1
2	0.9	0.95	0.98	0.99	0.999
3	0.8054	0.8783	0.9343	0.9587	0.9911
4	0.7293	0.8114	0.8822	0.9172	0.9741
5	0.6694	0.7545	0.8329	0.8745	0.9509
6	0.6215	0.7067	0.7887	0.8343	0.9249
7	0.5822	0.6664	0.7498	0.7977	0.8983
8	0.5494	0.6319	0.7155	0.7646	0.8721
9	0.5214	0.6021	0.6851	0.7348	0.847
10	0.4973	0.576	0.6581	0.7079	0.8233
11	0.4762	0.5529	0.6339	0.6835	0.801
12	0.4575	0.5324	0.612	0.6614	0.78
13	0.4409	0.514	0.5923	0.6411	0.7604
14	0.4259	0.4973	0.5742	0.6226	0.7419
15	0.4124	0.4821	0.5577	0.6055	0.7247
16	0.4	0.4683	0.5425	0.5897	0.7084
17	0.3887	0.4555	0.5285	0.5751	0.6932
18	0.3783	0.4438	0.5155	0.5614	0.6788
19	0.3687	0.4329	0.5034	0.5487	0.6652
20	0.3598	0.4227	0.4921	0.5368	0.6524
21	0.3515	0.4132	0.4815	0.5256	0.6402
22	0.3438	0.4044	0.4716	0.5151	0.6287
23	0.3365	0.3961	0.4622	0.5052	0.6178
24	0.3297	0.3882	0.4534	0.4958	0.6074
25	0.3233	0.3809	0.4451	0.4869	0.5974
26	0.3172	0.3739	0.4372	0.4785	0.588
27	0.3115	0.3673	0.4297	0.4705	0.579
28	0.3061	0.361	0.4226	0.4629	0.5703
29	0.3009	0.355	0.4158	0.4556	0.562
30	0.296	0.3494	0.4093	0.4487	0.5541
31	0.2913	0.344	0.4032	0.4421	0.5465
32	0.2869	0.3388	0.3972	0.4357	0.5392
33	0.2826	0.3338	0.3916	0.4296	0.5322

## APPENDIX G : TABLE-Z

<b>z</b>	<b>0</b>	<b>0.01</b>	<b>0.02</b>	<b>0.03</b>	<b>0.04</b>	<b>0.05</b>	<b>0.06</b>	<b>0.07</b>
<b>0</b>	0	0.004	0.008	0.012	0.016	0.02	0.024	0.028
<b>0.1</b>	0.04	0.044	0.048	0.052	0.056	0.06	0.064	0.068
<b>0.2</b>	0.079	0.083	0.087	0.091	0.095	0.099	0.103	0.106
<b>0.3</b>	0.118	0.122	0.126	0.129	0.133	0.137	0.141	0.144
<b>0.4</b>	0.155	0.159	0.163	0.166	0.17	0.174	0.177	0.181
<b>0.5</b>	0.192	0.195	0.199	0.202	0.205	0.209	0.212	0.216
<b>0.6</b>	0.226	0.229	0.232	0.236	0.239	0.242	0.245	0.249
<b>0.7</b>	0.258	0.261	0.264	0.267	0.27	0.273	0.276	0.279
<b>0.8</b>	0.288	0.291	0.294	0.297	0.3	0.302	0.305	0.308
<b>0.9</b>	0.316	0.319	0.321	0.324	0.326	0.329	0.332	0.334
<b>1</b>	0.341	0.344	0.346	0.349	0.351	0.353	0.355	0.358
<b>1.1</b>	0.364	0.367	0.369	0.371	0.373	0.375	0.377	0.379
<b>1.2</b>	0.385	0.387	0.389	0.391	0.393	0.394	0.396	0.398
<b>1.3</b>	0.403	0.405	0.407	0.408	0.41	0.412	0.413	0.415
<b>1.4</b>	0.419	0.421	0.422	0.424	0.425	0.427	0.428	0.429
<b>1.5</b>	0.433	0.435	0.436	0.437	0.438	0.439	0.441	0.442
<b>1.6</b>	0.445	0.446	0.447	0.448	0.45	0.451	0.452	0.453
<b>1.7</b>	0.455	0.456	0.457	0.458	0.459	0.46	0.461	0.462
<b>1.8</b>	0.464	0.465	0.466	0.466	0.467	0.468	0.469	0.469
<b>1.9</b>	<del>0.471</del>	<del>0.472</del>	<del>0.473</del>	<del>0.473</del>	<del>0.474</del>	<del>0.474</del>	0.475	0.476
<b>2</b>	0.477	0.478	0.478	0.479	0.479	0.48	0.48	0.481
<b>2.1</b>	0.482	0.483	0.483	0.483	0.484	0.484	0.485	0.485



## APPENDIX H : LETTER



**PT. CENTRAL BEARINDO INTERNATIONAL**

MEDAN \* JAKARTA \* SURABAYA \* PEKAN BARU \* PALEMBANG \* JAMBI \* PADANG

TELP : 061 664 2222 FAX : 061 662 3666

Medan, 22 April 2019

**Kepada Yth.**  
**Bapak/Ibu**  
**Departemen Studi Program Manajemen**  
**Univeristas Pelita Harapan**  
**Medan**

Hal : Surat Keterangan Izin Pengambilan Data untuk Keperluan Skripsi

Dengah Hormat,

Melalui surat ini kami menyatakan :

**Nama** : Maya Christy  
**Kelas** : 15M1  
**Jurusan** : Bisnis Internasional

Telah melakukan pengumpulan data dan interview di PT. Central Bearindo International di cabang Medan.

Demikian surat ini kami sampaikan, atas perhatiannya kami ucapkan terima kasih.

Hormat Kami

Nina

