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APPENDIX A
Questionnaire

**THE ROLE OF VANITY FROM CONSUMER AND THE EFFECT OF MEDIATING
OF BRAND CONSCIOUSNESS AND BRAND IMAGE IN LUXURY FASHION
GOODS CONSUMPTION IN INDONESIA**

Responden yang terhormat,

Perkenalkan nama saya Michelle, mahasiswi jurusan manajemen tingkat akhir di Universitas Pelita Harapan. Saya sedang melakukan penelitian mengenai

**“THE ROLE OF VANITY FROM CONSUMER AND THE EFFECT OF
MEDIATING OF BRAND CONSCIOUSNESS AND BRAND IMAGE IN LUXURY
FASHION GOODS CONSUMPTION IN INDONESIA”**

Sebagai salah satu syarat kelulusan dan mendapatkan gelar sarjana.

Mohon ketersediaannya untuk meluangkan waktu sekitar 5-10 menit untuk mengisi kuesioner ini. Hasil kuesioner ini akan digunakan sebagai sarana pengumpulan data penelitian. Semua informasi akan dijaga kerahasiaannya dan hanya digunakan untuk kepentingan penelitian.

Jika Anda memiliki pertanyaan, mohon untuk email ke:Michelle (ml80209@student.uph.edu).

Atas perhatiannya, saya ucapkan terima kasih.

Hormat,
Michelle

Apakah Anda bersedia untuk mengisi kuesioner ini? - Are you willing to fill out this questionnaire?

- Yes
- No

Apakah anda pernah membeli barang branded? - Have you ever bought branded goods?

- Yes
- No

RESPONDENT PROFILE

Berapakah Usia Anda? - How old are you?

- 18-21
- 22-25
- 26 - 29
- 30+

Apakah anda berdomisili di Jakarta, Bogor, Depok, Tangerang, Bekasi (JABODETABEK)? - Do you live in Jakarta, Bogor, Depok, Tangerang, Bekasi (JABODETABEK)?

- Ya
- Tidak

Jenis Kelamin – Gender

- Pria - Male
- Wanita – Female

Pengeluaran Bulanan - Monthly Expenses

- <Rp 2.000.000
- 2.000.000 - 4.999.999
- 5.000.000 - 10.000.000
- >10.000.000

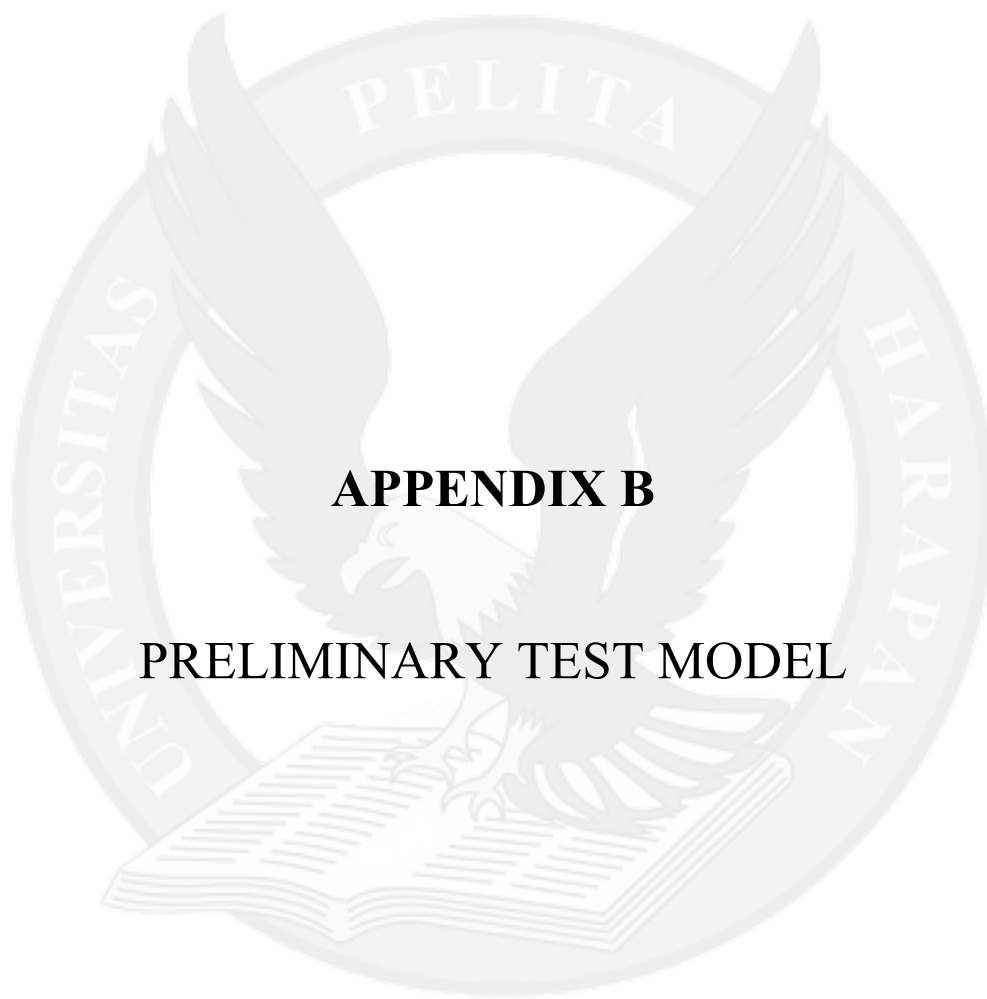
No	Statement	Alternative Answer				
		1	2	3	4	5
Physical Vanity						
1	The way I look is extremely important to me - Penampilan saya sangat penting bagi saya					
2	I am very concerned about my appearance - Saya sangat memperhatikan penampilan saya.					
3	I prefer to buy product which can build self-image of my own. - Saya lebih suka membeli produk yang dapat membangun citra diri saya sendiri.					
4	I will spend more money on buying luxury products - Saya akan menghabiskan lebih banyak uang untuk membeli produk mewah					
5	Looking my best is worth the effort - Tampang terbaik saya sepadan dengan usaha					
Achievement Vanity						

6	Professional achievements are obsession with me - Prestasi profesional adalah obsesi bagi saya						
7	I want my achievements to be recognized by others - Saya ingin prestasi saya diakui oleh orang lain						
8	I am an accomplished person - Saya adalah orang yang berprestasi.						
9	I want others to respect me of my achievements - Saya ingin orang lain menghormati saya atas pencapaian saya.						
10	My achievement is well recognized by the others. - Pencapaian saya diakui dengan baik oleh orang lain.						
Brand Consciousness							
11	I am Familiar with the Louis Vuitton brand - Saya familiar dengan merek Louis Vuitton						
12	I recognize the Louis Vuitton brand - Saya mengenali merek Louis Vuitton						
13	I remember the Louis Vuitton brand - Saya mengingat merek Louis Vuitton						
14	I pay attention to the brand names of the products I buy - Saya memperhatikan nama merek produk yang saya beli						
15	Sometimes I am willing to pay more money for a product because of its brand name. - Kadang-kadang saya bersedia membayar lebih banyak uang untuk suatu produk karena nama mereknya.						
16	I believe the brands I buy are a reflection of who I am. - Saya percaya merek yang saya beli adalah cerminan dari siapa saya.						
Arrogance							
17	People notice how attractive I am when I wear luxury product - Orang-orang memperhatikan betapa menariknya saya ketika saya memakai produk mewah						
18	My looks are very appealing to others when I wear luxury product - Penampilan saya sangat menarik						

	bagi orang lain ketika saya memakai produk mewah					
19	In a professional sense, I am a very successful person when I wear luxury product - Dalam arti profesional, saya adalah orang yang sangat sukses ketika saya memakai produk mewah					
20	I am a good example of professional success if I wear luxury product - Saya adalah contoh sukses profesional yang baik jika saya memakai produk mewah					
Attitude						
21	The Louis Vuitton product is appealing to me - Produk Louis Vuitton menarik bagi saya.					
22	I feel pleased to buy Louis Vuitton products - Saya merasa senang membeli produk Louis vuitton					
23	The Louis Vuitton product is good to me - Produk Louis Vuitton bagus untuk saya.					
24	The Louis Vuitton brand is pleasant for me - Merek Louis Vuitton menyenangkan bagi saya.					
25	The Louis Vuitton brand meets my expectation - Merek Louis Vuitton memenuhi ekspektasi saya					
26	The Louis Vuitton brand is favorable for me - Merek Louis Vuitton menguntungkan bagi saya.					
Purchase Intention						
27	I intend to continue use Louis Vuitton brand in the future - Saya berniat untuk terus menggunakan merek Louis Vuitton di masa depan.					
28	I would strongly recommend others to use Louis Vuitton brand - Saya akan sangat menyarankan orang lain untuk menggunakan merek Louis Vuitton.					
29	I want to repeat the purchase of Louis Vuitton brand - Saya ingin mengulang pembelian merek Louis Vuitton.					
30	I have the desire to contact the store to ask for new Louis Vuitton product - Saya memiliki keinginan untuk menghubungi toko untuk meminta produk					

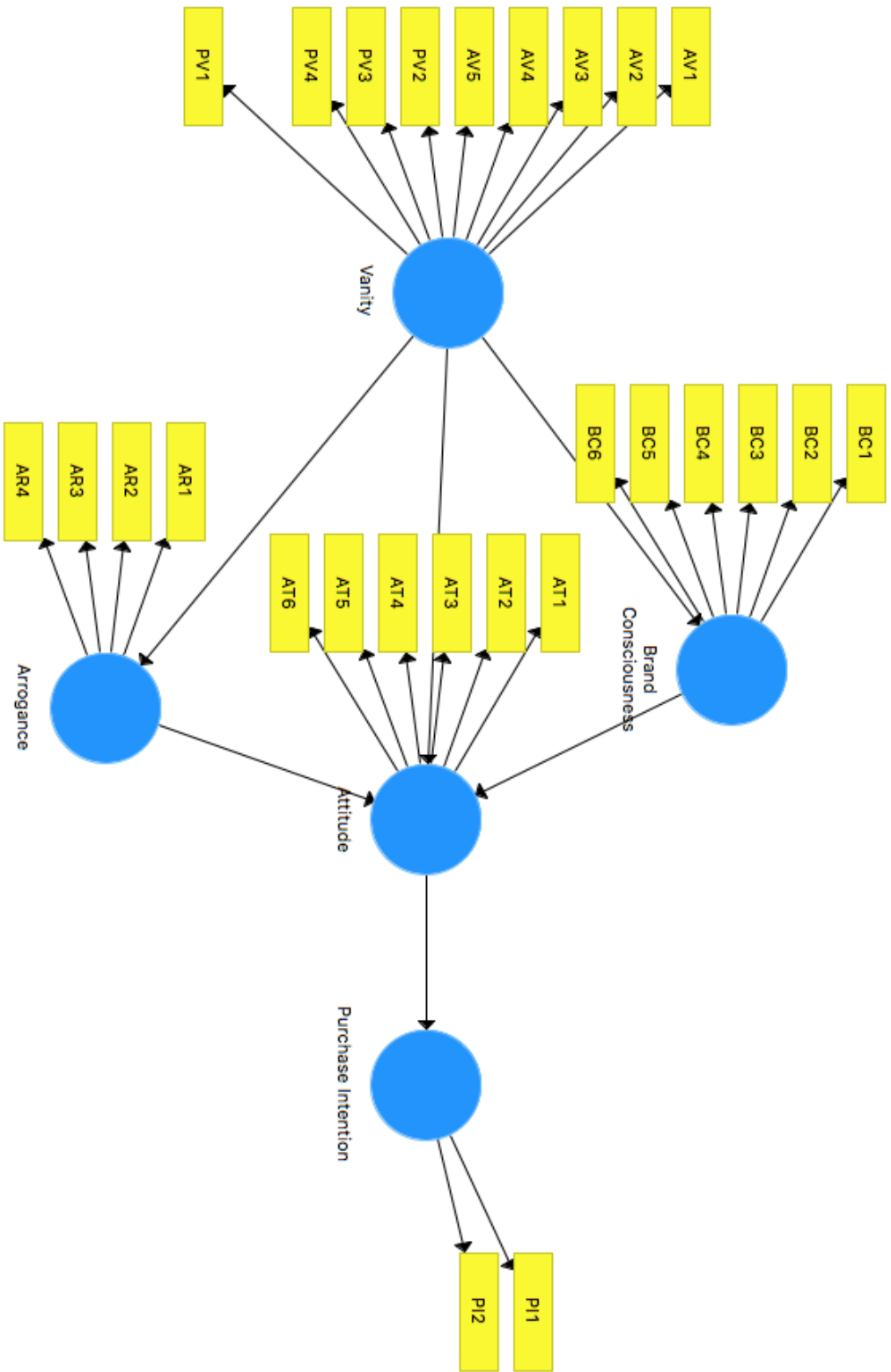
	Louis Vuitton yang baru.					
31	I am likely to buy anything from Louis Vuitton - Saya cenderung membeli apa saja dari Louis Vuitton.					

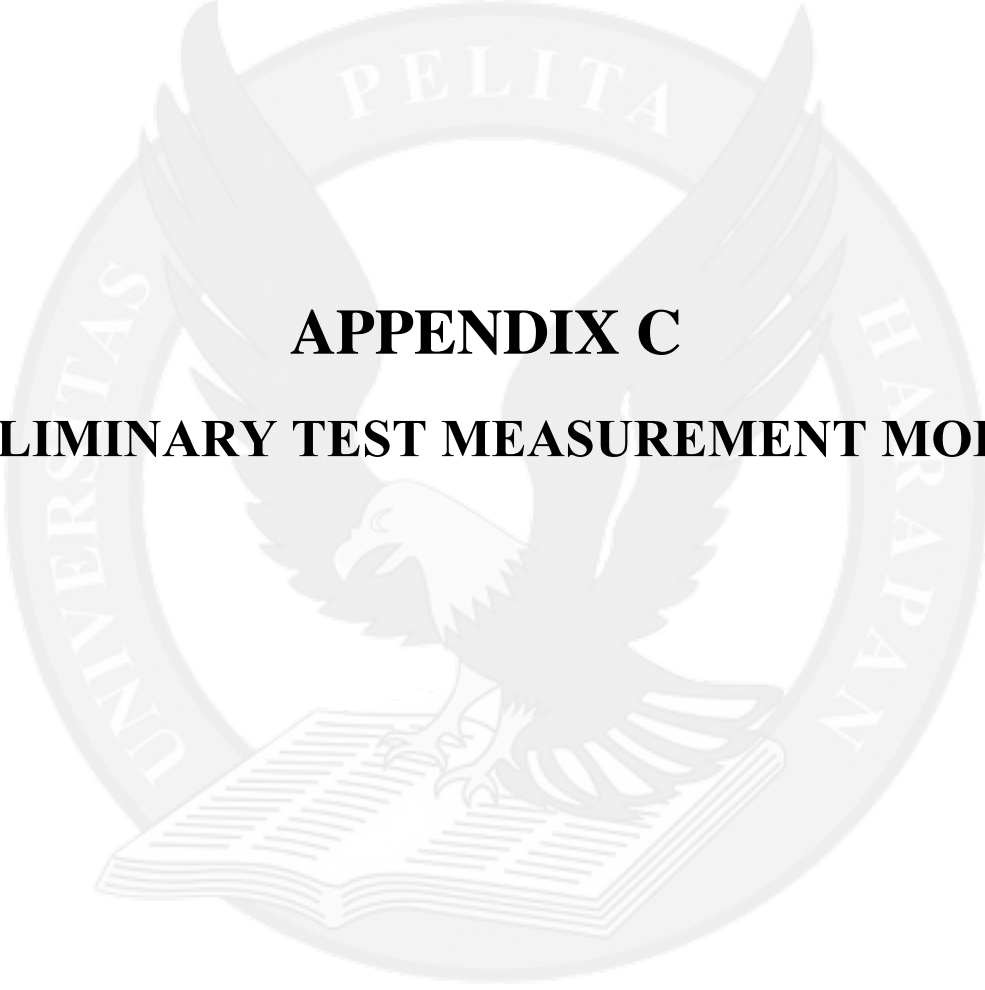




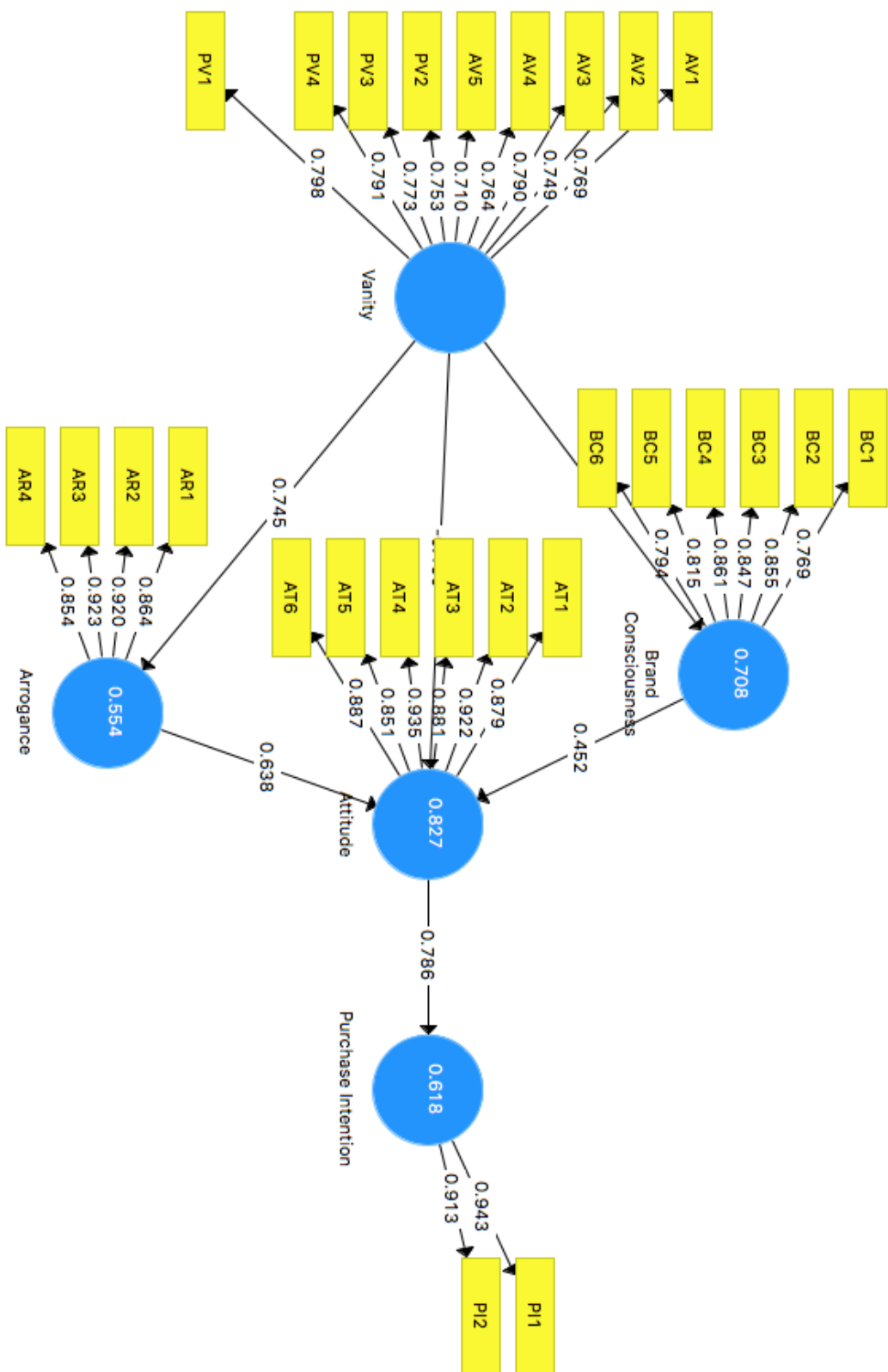
APPENDIX B

PRELIMINARY TEST MODEL





APPENDIX C
PRELIMINARY TEST MEASUREMENT MODEL



PRELIMINARY TEST MEASUREMENT MODEL

Discriminant Validity (HTMT) test uses SmartPLS 3.3.2

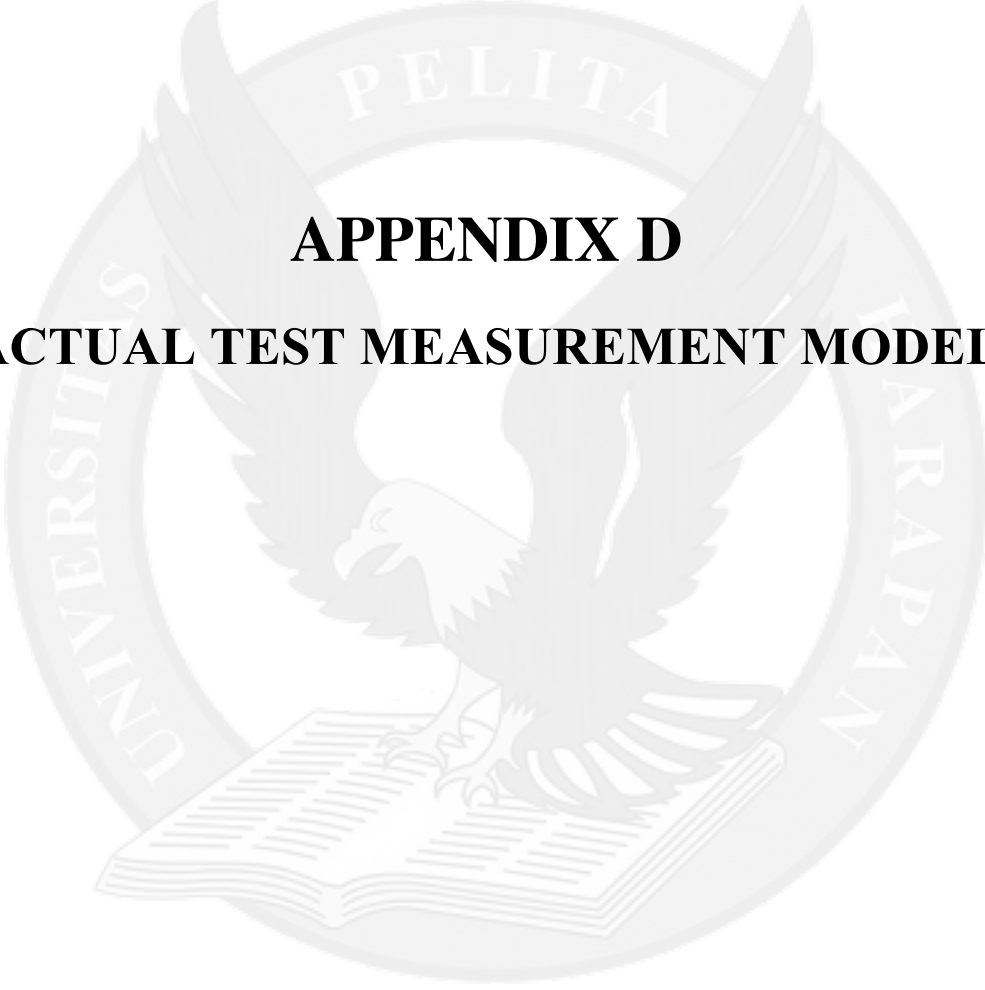
	AR	AT	BC	PI	VA
AT	0.984				
BC	0.881	0.895			
PI	0.831	0.867	0.807		
VA	0.794	0.732	0.916	0.751	
AR					

Discriminant Validity (Cross loadings) test uses Smart PLS 3.3.2

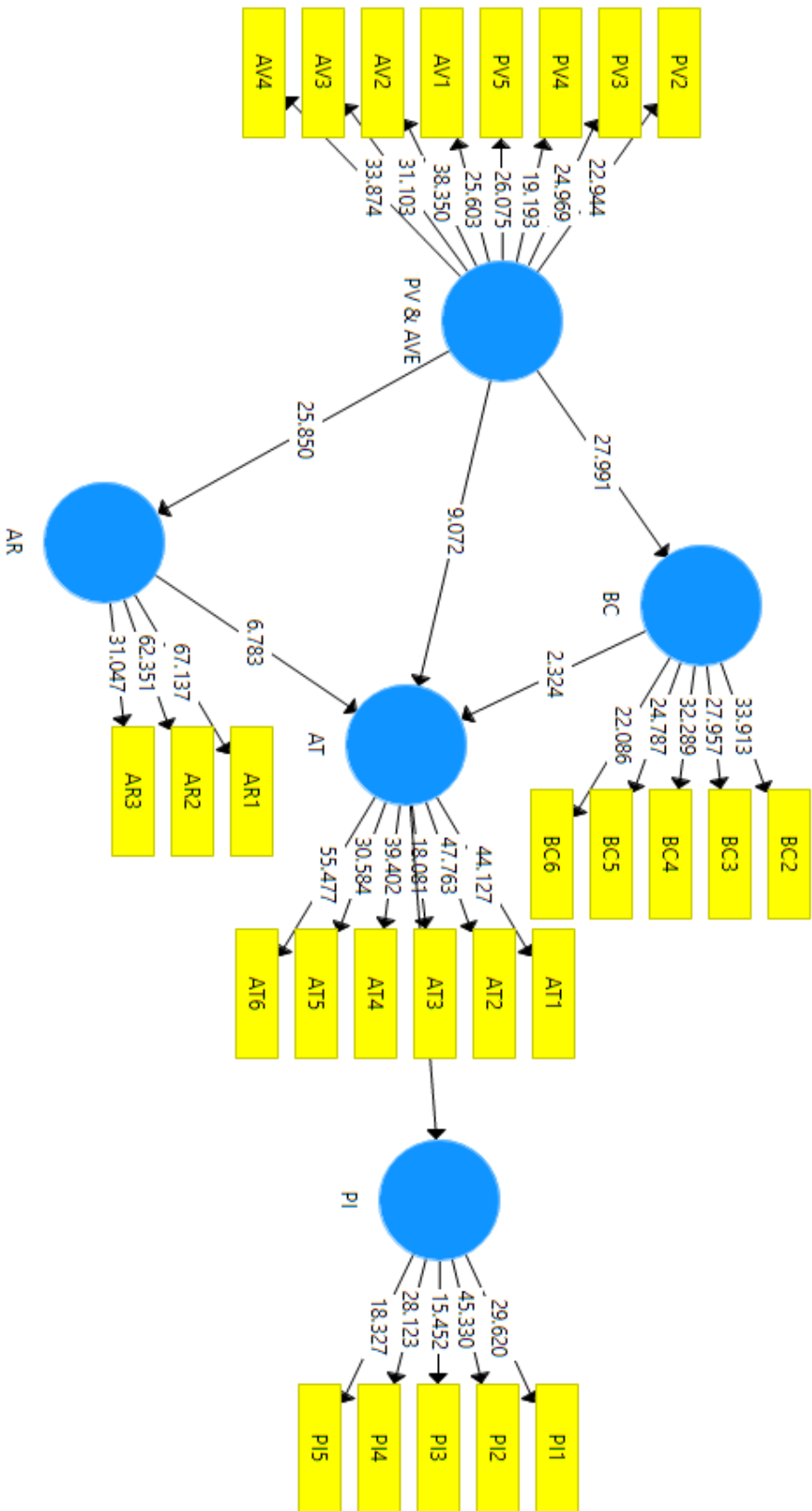
	AR	AT	BC	PI	VA	Result
AR 1	0.864	0.721	0.643	0.719	0.630	Valid
AR 2	0.920	0.781	0.733	0.658	0.710	Valid
AR 3	0.923	0.810	0.745	0.664	0.684	Valid
AR 4	0.854	0.827	0.732	0.577	0.626	Valid
AT 1	0.835	0.879	0.744	0.606	0.649	Valid
AT 2	0.819	0.922	0.766	0.654	0.621	Valid
AT 3	0.790	0.881	0.733	0.592	0.608	Valid
AT 4	0.794	0.935	0.770	0.692	0.656	Valid
AT 5	0.739	0.851	0.701	0.817	0.596	Valid
AT 6	0.752	0.887	0.729	0.824	0.598	Valid
AV 1	0.593	0.466	0.587	0.462	0.769	Valid
AV 2	0.526	0.456	0.619	0.496	0.749	Valid
AV 3	0.800	0.714	0.742	0.570	0.790	Valid
AV 4	0.676	0.604	0.691	0.589	0.764	Valid
AV 5	0.441	0.517	0.671	0.474	0.710	Valid
BC 1	0.594	0.630	0.769	0.617	0.769	Valid
BC 2	0.601	0.727	0.855	0.550	0.663	Valid
BC 3	0.728	0.757	0.847	0.598	0.630	Valid
BC 4	0.703	0.678	0.861	0.565	0.699	Valid
BC 5	0.735	0.705	0.815	0.571	0.674	Valid

BC 6	0.600	0.597	0.794	0.604	0.723	Valid
PI 1	0.744	0.795	0.706	0.943	0.623	Valid
PI 2	0.605	0.651	0.602	0.913	0.613	Valid
PV 1	0.583	0.538	0.680	0.564	0.798	Valid
PV 2	0.409	0.409	0.565	0.450	0.753	Not Valid
PV 3	0.482	0.511	0.616	0.475	0.773	Not Valid
PV 4	0.497	0.491	0.578	0.462	0.791	Not Valid

Variables	Indicators	Factor Loading (>0.7)	AVE (>0.5)	Result	Composite Reliability (>0.7)	Cronbach Alpha (>0.7)	Result
Vanity (Physical Vanity & Achievement Vanity)	PV 1	0.798	0.588	Valid	0.588	0.913	Reliable
	PV 2	0.753					
	PV 3	0.773					
	PV 4	0.791					
	AV 1	0.769					
	AV 2	0.749					
	AV 3	0.790					
	AV 4	0.764					
	AV 5	0.710					
Brand Conscious- ness	BC 1	0.769	0.679	Valid	0.679	0.905	Reliable
	BC 2	0.855					
	BC 3	0.847					
	BC 4	0.861					
	BC 5	0.815					
	BC 6	0.794					
Arrogance	AR 1	0.864	0.794	Valid	0.939	0.913	Reliable
	AR 2	0.920					
	AR 3	0.923					
	AR 4	0.854					
Purchase Intention	PI 1	0.943	0.861	Valid	0.861	0.841	Reliable
	PI 2	0.913					
Attitude Towards Luxury Brand	AT 1	0.879	0.797	Valid	0.797	0.949	Reliable
	AT 2	0.922					
	AT 3	0.881					
	AT 4	0.935					
	AT 5	0.851					
	AT 6	0.887					



APPENDIX D
ACTUAL TEST MEASUREMENT MODEL



ACTUAL TEST MEASUREMENT MODEL

Descriptive Statistics

	Mean	Median	Min	Max	Standard Deviation
AR1	4,303	4	1	5	0,707
AR2	4,319	4	1	5	0,711
AR3	4,121	4	1	5	0,841
AT1	4,104	4	1	5	0,783
AT2	4,324	4	1	5	0,719
AT3	4,005	4	1	5	0,883
AT4	3,768	4	1	5	1,073
AT5	4,132	4	1	5	0,849
AT6	4,331	4	1	5	0,730
AV1	3,922	4	1	5	0,788
AV2	4,090	4	1	5	0,722
AV3	3,983	4	1	5	0,835
AV4	4,253	4	1	5	0,728
BC2	3,757	4	1	5	0,878
BC3	4,203	4	1	5	0,729
BC4	4,236	4	1	5	0,805
BC5	3,645	4	1	5	0,761
BC6	3,645	4	1	5	0,758
PI1	4,045	4	1	5	0,772
PI2	4,388	4	1	5	0,685
PI3	4,279	4	1	5	0,755
PI4	4,430	4	1	5	0,734
PI5	4,099	4	1	5	0,899
PV2	4,147	4	1	5	0,632
PV3	3,998	4	1	5	0,733
PV4	4,092	4	1	5	0,730
PV5	4,229	4	1	5	0,719

Convergent Validity

	AR	AT	BC	PI	PV & AV
AR1	0,900				
AR2	0,891				

AR3	0,836				
AT1		0,818			
AT2		0,841			
AT3		0,692			
AT4		0,799			
AT5		0,785			
AT6		0,877			
AV1					0,743
AV2					0,803
AV3					0,743
AV4					0,779
BC2			0,772		
BC3			0,738		
BC4			0,771		
BC5			0,745		
BC6			0,719		
PI1				0,760	
PI2				0,827	
PI3				0,728	
PI4				0,783	
PI5				0,708	
PV2					0,720
PV3					0,730
PV4					0,706
PV5					0,729

Convergent Validity Test – AVE Actual Test

	Variable	AVE	Rule Of Thumb	Model Evaluation
Convergent Validity	Arrogance	0,767	> 0.50	Valid
	Attitude Towards Brand	0,646		Valid
	Brand Consciousness	0,562		Valid
	Purchase Intention	0,581		Valid
	Vanity	0,555		Valid

Discriminant Validity

	AR	AT	BC	PI	PV & AV
AR1	0,900	0,746	0,621	0,583	0,712
AR2	0,891	0,671	0,583	0,603	0,674

AR3	0,836	0,612	0,469	0,491	0,546
AT1	0,710	0,818	0,649	0,615	0,698
AT2	0,700	0,841	0,607	0,653	0,721
AT3	0,502	0,692	0,468	0,452	0,510
AT4	0,590	0,799	0,441	0,490	0,601
AT5	0,533	0,785	0,451	0,516	0,606
AT6	0,669	0,877	0,597	0,658	0,741
AV1	0,509	0,558	0,551	0,535	0,743
AV2	0,583	0,643	0,602	0,524	0,803
AV3	0,539	0,650	0,522	0,583	0,743
AV4	0,645	0,789	0,556	0,688	0,779
BC2	0,428	0,500	0,772	0,461	0,550
BC3	0,587	0,600	0,738	0,517	0,589
BC4	0,581	0,569	0,771	0,483	0,583
BC5	0,377	0,416	0,745	0,401	0,501
BC6	0,385	0,399	0,719	0,365	0,487
PI1	0,455	0,549	0,500	0,760	0,636
PI2	0,555	0,595	0,485	0,827	0,620
PI3	0,437	0,464	0,410	0,728	0,516
PI4	0,476	0,512	0,493	0,783	0,559
PI5	0,506	0,571	0,404	0,708	0,504
PV2	0,532	0,588	0,515	0,520	0,720
PV3	0,476	0,506	0,496	0,525	0,730
PV4	0,549	0,501	0,480	0,499	0,706
PV5	0,559	0,554	0,609	0,549	0,729

Discriminant Validity - Heterotrait Monotrait Ratio (HTMT)

	Arrogance	Attitude Towards Brand	Brand Consciousness	Purchase Intention	Vanity (Physical Vanity & Achievement Vanity)
AR					
AT	0,880				
BC	0,752	0,772			
PI	0,761	0,818	0,729		
PV & AVE	0,844	0,897	0,852	0,869	

Reliability of Cronbach's Alpha and Composite Reliability for Actual Test

	Cronbach's Alpha	Composite Reliability	Rule of Thumb	Model Evaluation
Arrogance	0,848	0,908	>0.70	Reliable
Attitude Towards Brand	0,890	0,916		Reliable
Brand Consciousness	0,807	0,865		Reliable
Purchase Intention	0,819	0,874		Reliable
Vanity (Physical Vanity & Achievement Vanity)	0,885	0,909		Reliable

Goodness of Fit

	Model	Estimated Model	RMS Theta
SRMR	0,073	0,083	0,141
NFI	0,766	0,757	

Collinearity (VIF)

Collinearity Statistics (VIF) – Outer VIF Value

	VIF
AR1	2,239
AR2	2,242
AR3	1,837
AT1	2,268
AT2	2,496
AT3	1,617
AT4	2,301
AT5	2,187
AT6	2,920
AV1	2,123
AV2	2,559
AV3	2,241
AV4	2,343
BC2	1,627
BC3	1,614
BC4	1,687
BC5	2,545
BC6	2,463
PI1	1,601
PI2	1,934
PI3	1,585
PI4	1,769
PI5	1,389

PV2	1,849
PV3	2,174
PV4	1,837
PV5	1,869

Collinearity Statistics (VIF) – Inner VIF Value

	Arrogance	Attitude Towards Brand	Brand Consciousness	Purchase Intention	Vanity (Physical Vanity & Achievement Vanity)
AR		2,331			
AT				1,000	
BC		2,242			
PI					
PV & AV	1,000	2,920	1,000		

R² Value

	R²
Arrogance	0,549
Attitude Towards Brand	0,731
Brand Consciousness	0,531
Purchase Intention	0,505

ACTUAL TEST RESPONDENT RESULTS

