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APPENDIX A

QUESTIONNAIRE



Analysis of the Influence that Packaging Has on Consumer Purchase Intention in Regards to Coca-Cola Products

WILLINGNESS TO COMPLETE THE QUESTIONNAIRE

Dear Respondents,

We, Justin Rahman Soendaore and Sandra Sembel, a research team from the University of Pelita Harapan are conducting research on the influence that packaging has on affecting purchase intention in regard to Coca-Cola beverages. We kindly ask for your contribution in completing this questionnaire as a means of collecting data to aid in answering the question as to The influence that packaging has on affecting purchase intention in regards to coca cola beverages: A study towards a range of generations in Indonesia.

It should be highlighted that the results of this research will be kept confidential and will only be utilized for the purpose of this research project.

If you are willing to participate, please place a tick (✓) in the box which says yes. This provides that you are willing to participate in the questions below.

Thank you for your attention and willingness to take part in this research.

Thank you,

Responden yang terhormat,

Kami, Justin Rahman Soendaore dan Sandra Sembel, tim peneliti dari Universitas Pelita Harapan sedang melakukan penelitian tentang pengaruh kemasan terhadap minat beli minuman coca cola. Kami mohon kontribusi Anda dalam mengisi kuesioner ini sebagai sarana pengumpulan data untuk membantu menjawab pertanyaan tentang Pengaruh kemasan terhadap niat pembelian dalam hal coca minuman cola: Kajian terhadap berbagai generasi di Indonesia.

Perlu ditekankan bahwa hasil penelitian ini akan dirahasiakan dan hanya akan digunakan untuk tujuan proyek penelitian ini.

Jika Anda bersedia untuk berpartisipasi, harap beri tanda centang (✓) pada kotak yang menyatakan ya. Ini dengan syarat bahwa Anda bersedia untuk berpartisipasi dalam pertanyaan di bawah ini.

Terima kasih atas perhatian dan kesediaan Anda untuk mengambil bagian dalam penelitian ini.

Terima kasih,

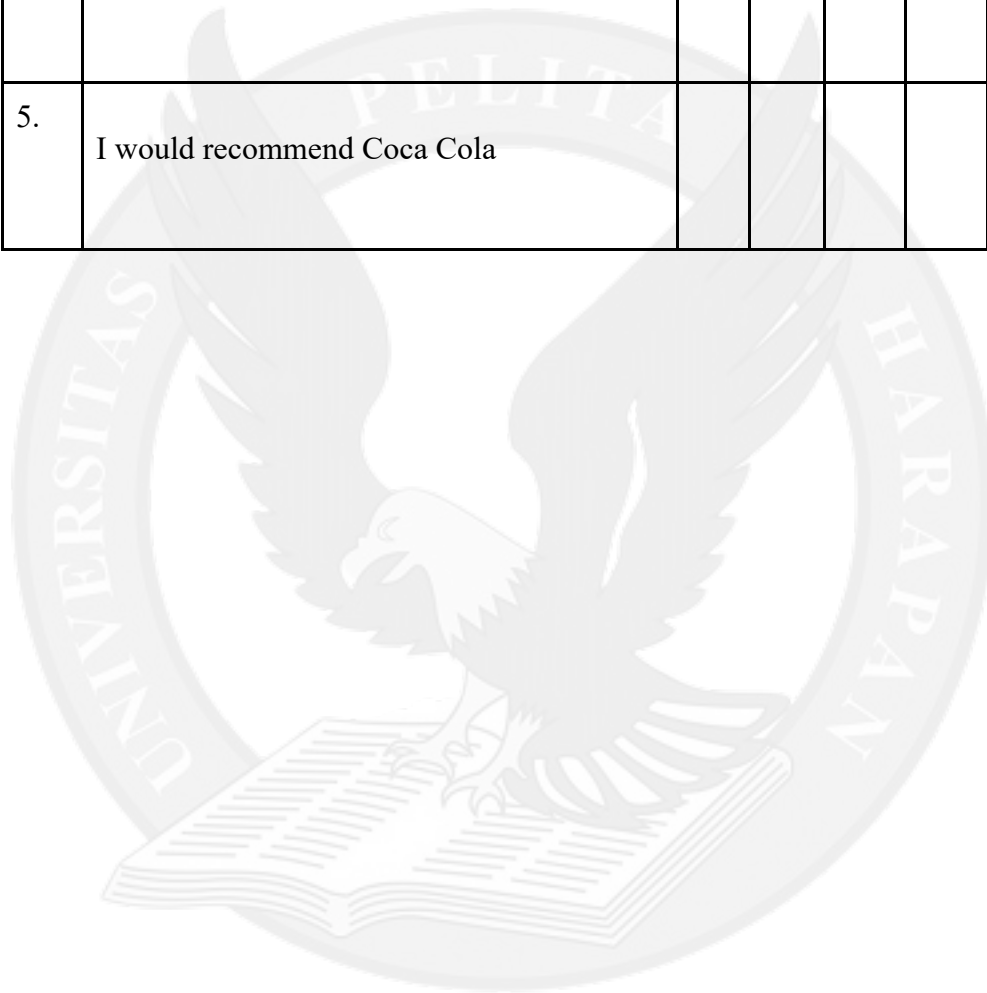
Salam Hormat,
Tim peneliti (Justin & Sandra)

No.	Questions	Answer				
		SA	AG	NT	DA	SDA
Packaging Color						
1.	I like the color of coca cola packaging					
2.	Color of packaging of this beverage influences whether or not i buy this product					
3.	I remember coca cola when the same colored packaging is available					
4.	I can associate the color of coca cola as brand image					
Packaging Design						
1.	The way the beverage is designed effects my decision to buy it					
2.	The design influences what i think about					

	the brand					
Packaging Material						
1.	I would buy this beverage because they use high quality material.					
2.	The overall packaging of the beverage is appealing to me					
3.	Because the quality of the packaging is high I think the beverage is good.					
4.	Because the packaging is good i think its a renowned brand.					
Printed Information						
1.	I read the Information that is on the beverage					
2.	I judge the beverage based on the					

	information that available					
3.	I believe that information about the product on the packaging is important					
Font Style						
1.	The font that is used in this packaging is appealing					
2.	I like the font that is used					
3.	The size of the font makes me remember the brand					
Consumer Purchase						
1.	The likelihood of me buying this beverage is high					
2.	I would buy this beverage again					

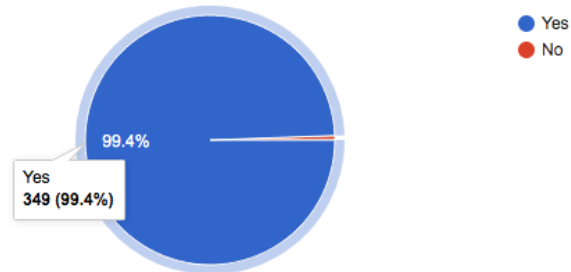
3.	I consider buying this beverage every time I think of Soda					
4.	I think about buying Coca Cola					
5.	I would recommend Coca Cola					



Are you willing to fill out this questionnaire?
Apakah anda bersedia mengisi kuesioner ini?

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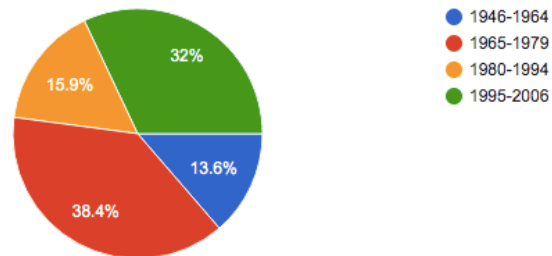
351 responses



When were you born?
Di tahun berapa anda lahir?

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359 responses



Give your honest opinion regarding the following statements

Berikan pendapat jujur Anda mengenai pernyataan berikut,

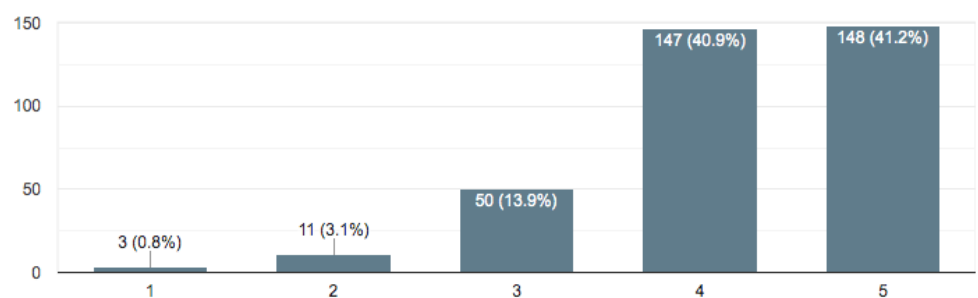
Packaging Color / Warna Kemasan

I like the color of coca cola packaging

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Saya suka warna yang ada di kemasan coca cola

359 responses

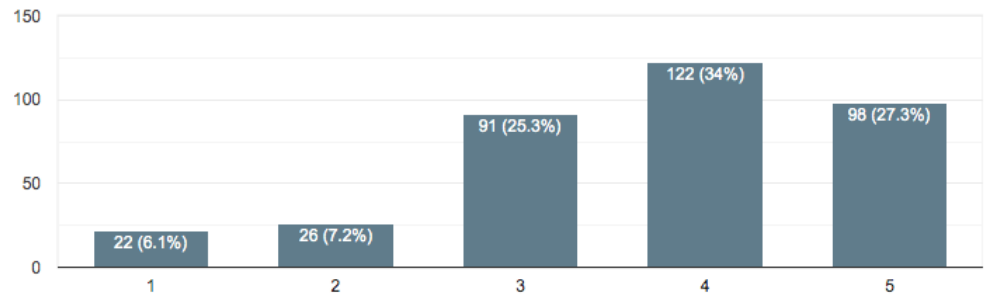


The Color of the packaging of this beverage influences whether or not I buy this product

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Warna kemasan minuman ini mempengaruhi keinginan saya untuk membeli produk ini atau tidak

359 responses

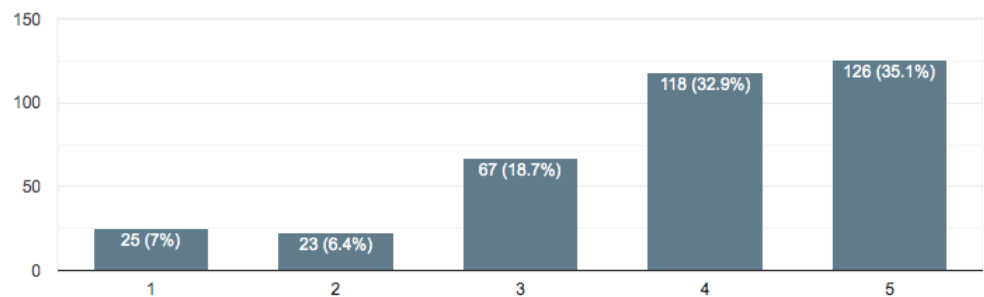


I remember coca cola when the same colored packaging is available in other products

[Copy](#)

Saya ingat coca cola ketika kemasan berwarna sama tersedia di produk lain

359 responses

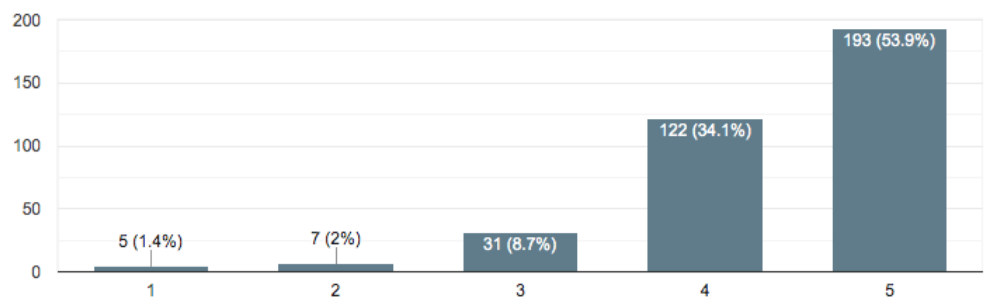


I can associate the color that describes coca cola as a brand image

[Copy](#)

Saya bisa mengasosiasikan warna yang menggambarkan coca cola sebagai citra merek

358 responses



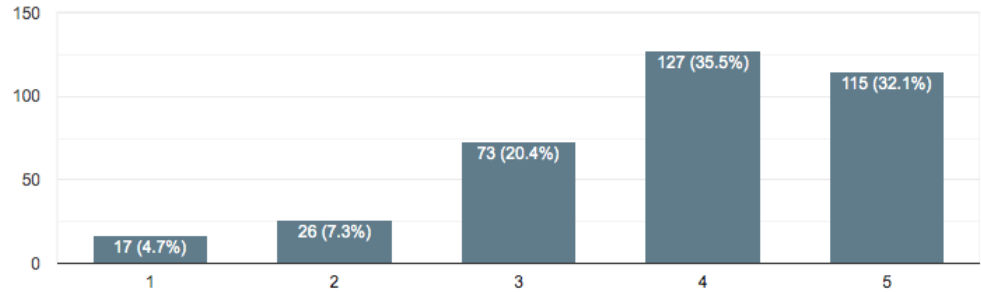
Packaging Design / Desain Kemasan

The way the packaging of this beverage is designed affects my decision to buy it

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Cara kemasan minuman dirancang memengaruhi keputusan saya untuk membelinya

358 responses

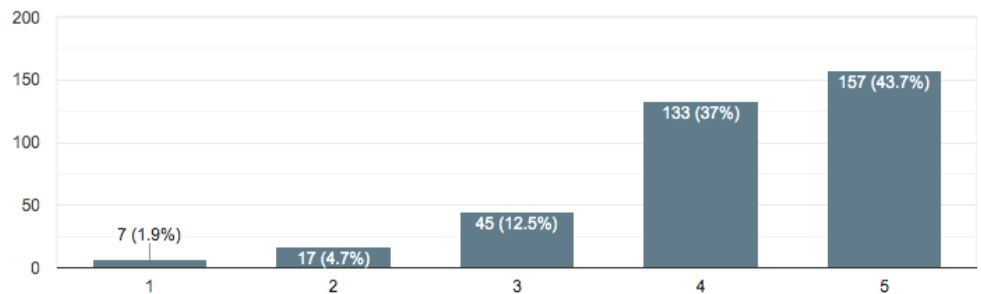


The design influences what I think about the brand

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Desain memengaruhi apa yang saya pikirkan tentang merek

359 responses

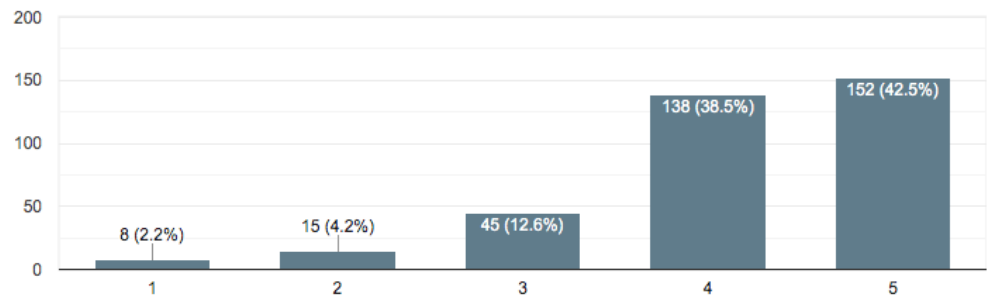


The design of the product builds a perception in my mind about this product

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Desain produk ini membangun persepsi di kepala saya tentang produk ini

358 responses



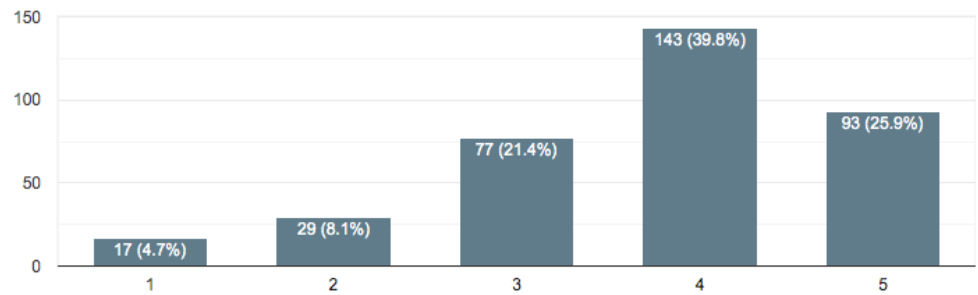
Packaging Material / Bahan Kemasan

I would buy Coca-Cola products because they use high-quality material on the packaging

[Copy](#)

Saya akan membeli produk Coca-Cola karena menggunakan bahan berkualitas tinggi pada kemasannya

359 responses

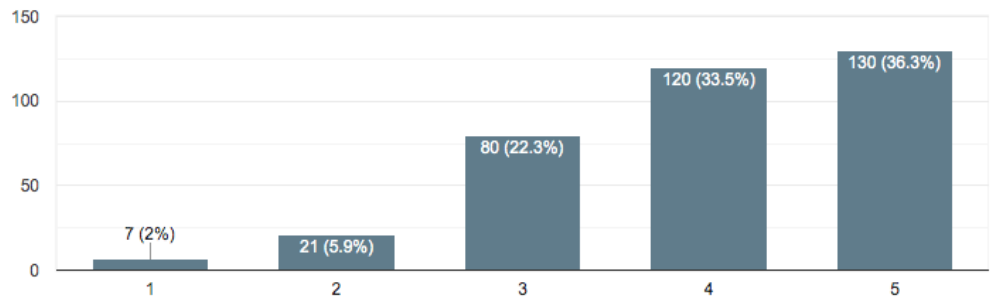


The overall packaging material of Coca Cols products is appealing to me

[Copy](#)

Bahan kemasan keseluruhan produk Coca Cols menarik bagi saya

358 responses

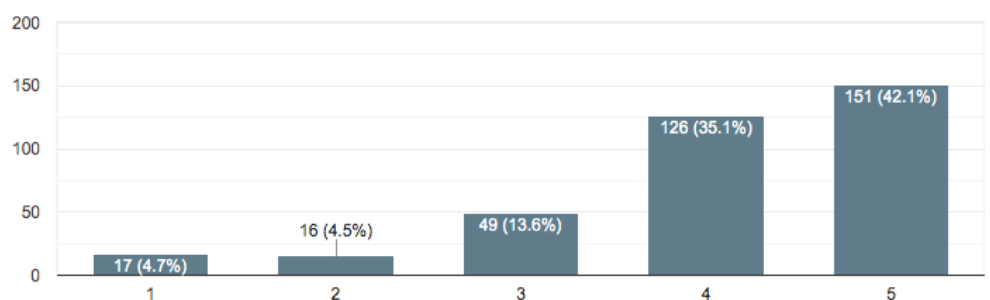


The quality of the packaging reflects the quality of the product.

[Copy](#)

Kualitas kemasan merefleksikan kualitas produk

359 responses

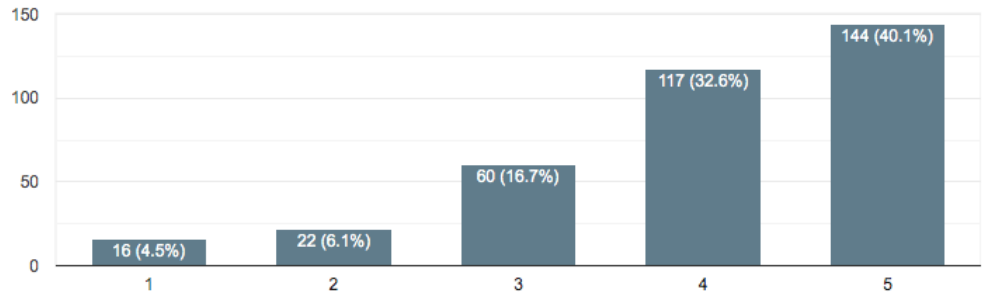


A good quality packaging means it comes from a renown brand.

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Kemasannya bagus berasal dari merek yang dikenal dengan baik.

359 responses



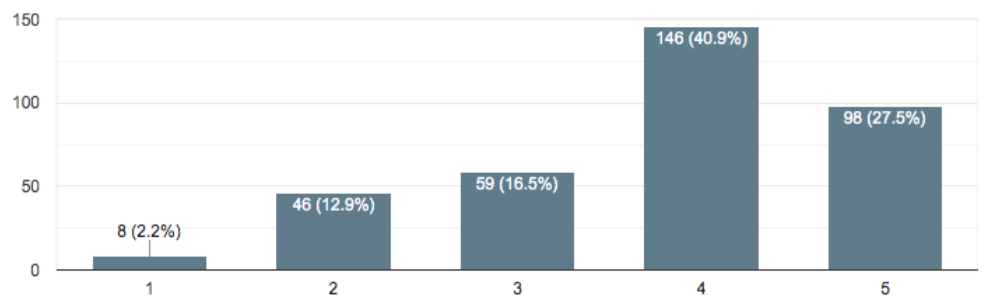
Printed Information / Informasi Cetak

I read the Information that is available on the packaging

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Saya membaca Informasi yang tersedia pada kemasan

357 responses

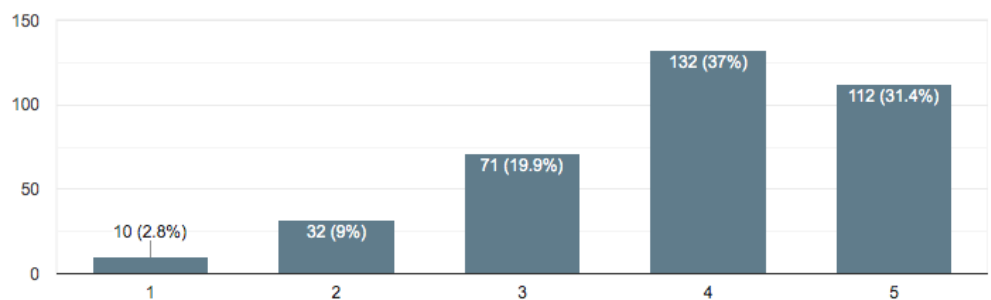


I judge the beverage based on the information that is available.

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Saya menilai minuman berdasarkan informasi yang tersedia.

357 responses

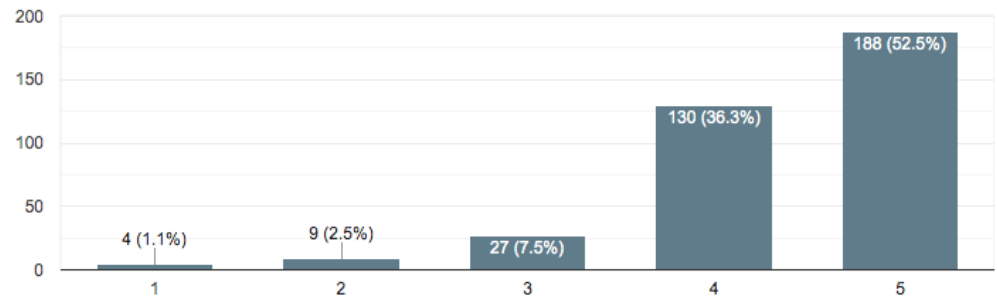


I believe that information about the product on the packaging is important

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Saya percaya bahwa informasi tentang produk pada kemasan itu penting

358 responses



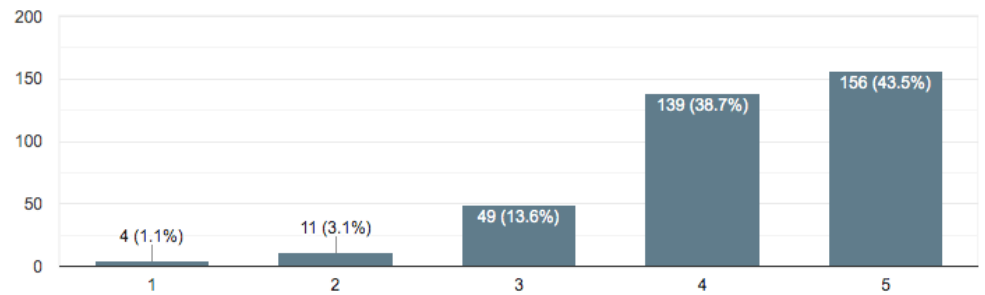
Font Style / Gaya Tulisan

The font that is used in Coca-Cola's packaging is appealing

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Font yang digunakan dalam kemasan Coca-Cola menarik

359 responses

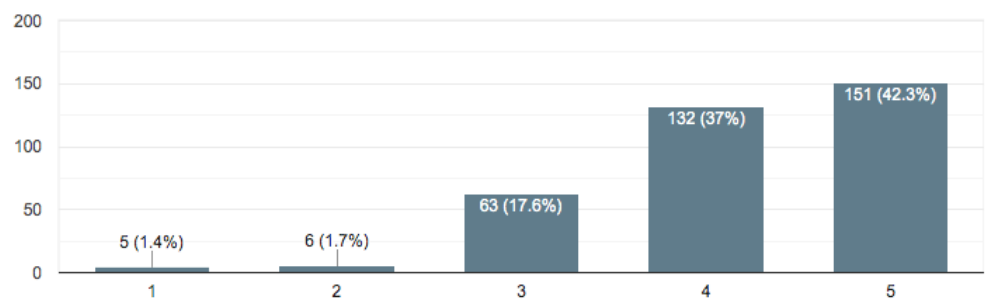


I like the font that is used in Coca-Cola Packaging

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Saya suka font yang digunakan dalam Kemasan Coca-Cola

357 responses

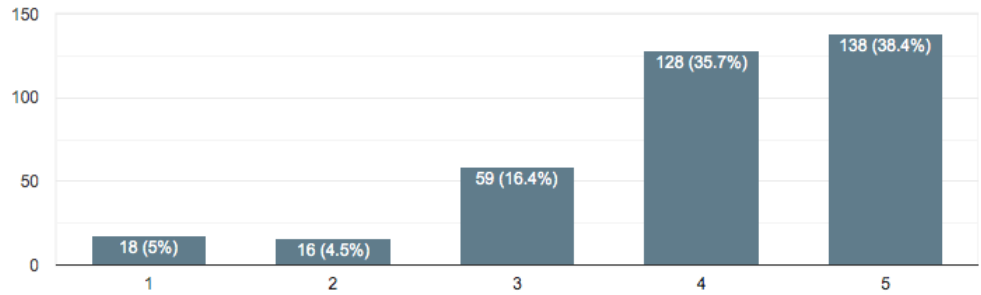


The size of the font makes me remember the brand

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Ukuran font membuat saya mengingat produknya

359 responses



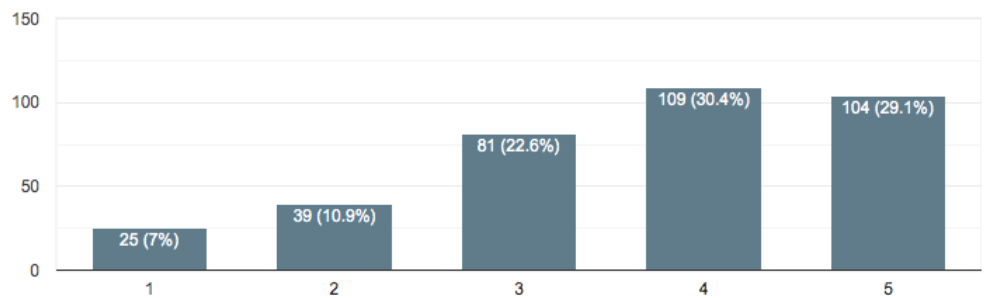
Consumer Purchase Intention / Niat Beli Konsumen

The likelihood of me buying this beverage is high

[Copy](#)

Kemungkinan saya membeli minuman ini tinggi

358 responses

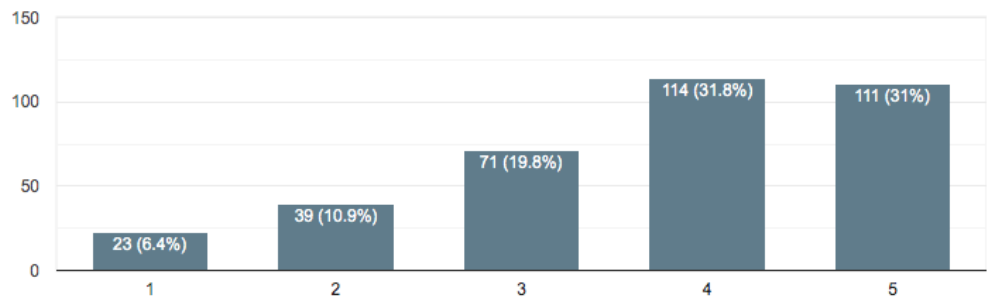


I would buy this beverage

[Copy](#)

Saya akan membeli minuman ini

358 responses

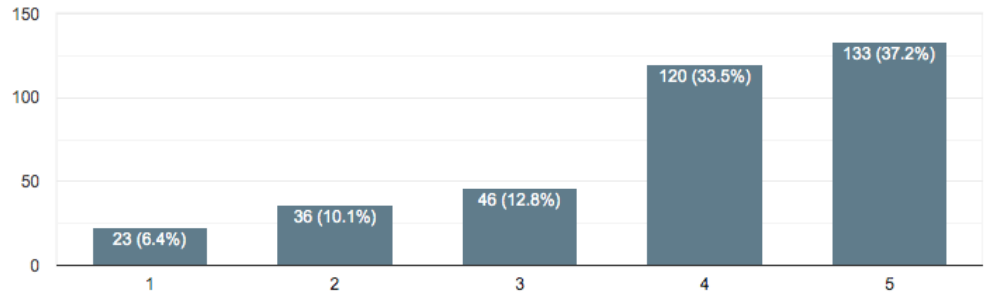


I consider buying this beverage every time I think of Soda

[Copy](#)

Saya mempertimbangkan untuk membeli minuman ini setiap kali memikirkan Soda

358 responses

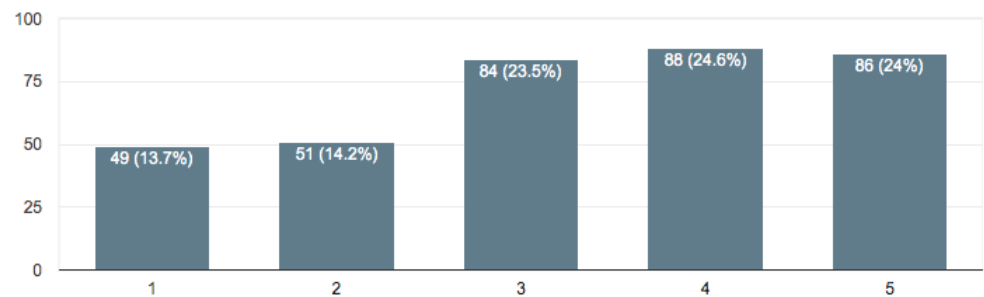


I think about buying Coca-Cola often

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Saya sering berpikir untuk membeli Coca-Cola

358 responses

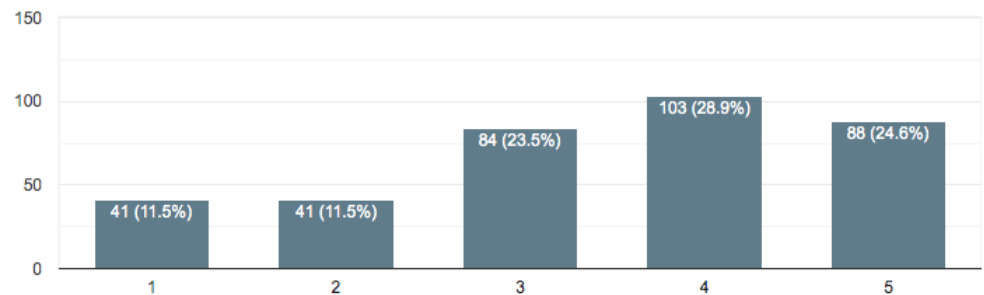


I would recommend Coca-Cola to other people

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Saya akan merekomendasikan Coca-Cola kepada orang lain

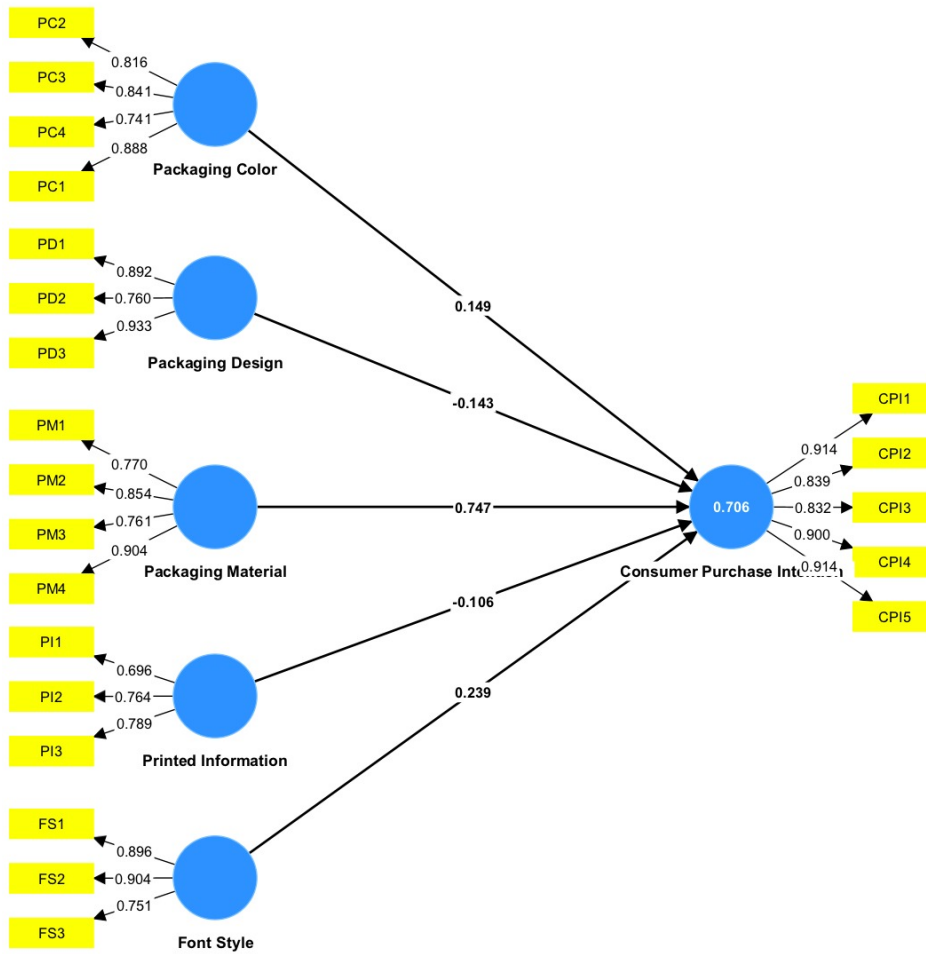
357 responses





APPENDIX B

PRELIMINARY TESTING & MEASUREMENT MODEL



Preliminary Test Model and Measurement model

Outer loadings - Matrix Zoom (80%)

	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
CPI1	0.914					
CPI2	0.839					
CPI3	0.832					
CPI4	0.900					
CPI5	0.914					
FS1		0.896				
FS2		0.904				
FS3		0.751				
PC2			0.816			
PC3			0.841			
PC4			0.741			
PD1				0.892		
PD2				0.760		
PD3				0.933		
PI1						0.696
PI2						0.764
PI3						0.789
PM1					0.770	
PM2					0.854	
PM3					0.761	
PM4					0.904	
PC1			0.888			

Outer loadings

Construct reliability and validity - Overview Zoom (80%)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Purchase Intention	0.927	0.929	0.945	0.775
Font Style	0.810	0.827	0.888	0.728
Packaging Color	0.840	0.864	0.893	0.677
Packaging Design	0.833	0.924	0.898	0.748
Packaging Material	0.843	0.867	0.894	0.680
Printed Information	0.612	0.610	0.794	0.564

Construct Reliability and Validity

Collinearity statistics (VIF) - Outer model - List

Zoom (80%)

Copy to Excel

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	VIF
CPI1	8.154
CPI2	4.007
CPI3	2.207
CPI4	5.399
CPI5	6.324
FS1	2.478
FS2	2.519
FS3	1.394
PC2	3.040
PC3	3.013
PC4	2.111
PD1	2.583
PD2	1.526
PD3	2.607
PI1	1.102
PI2	1.381
PI3	1.373
PM1	1.633
PM2	2.205
PM3	1.719
PM4	2.768
PC1	2.796

Outer VIF

Discriminant validity - Fornell-Larcker criterion

Zoom (80%)

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	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
Consumer Purchase Intention	0.881					
Font Style	0.666	0.853				
Packaging Color	0.667	0.713	0.823			
Packaging Design	0.694	0.721	0.812	0.865		
Packaging Material	0.822	0.678	0.734	0.833	0.824	
Printed Information	0.645	0.786	0.809	0.749	0.735	0.751

Fornell Larcker

Path coefficients - Matrix Zoom (80%)

	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
Consumer Purchase Intention						
Font Style	0.239					
Packaging Color	0.149					
Packaging Design	-0.143					
Packaging Material	0.747					
Printed Information	-0.106					

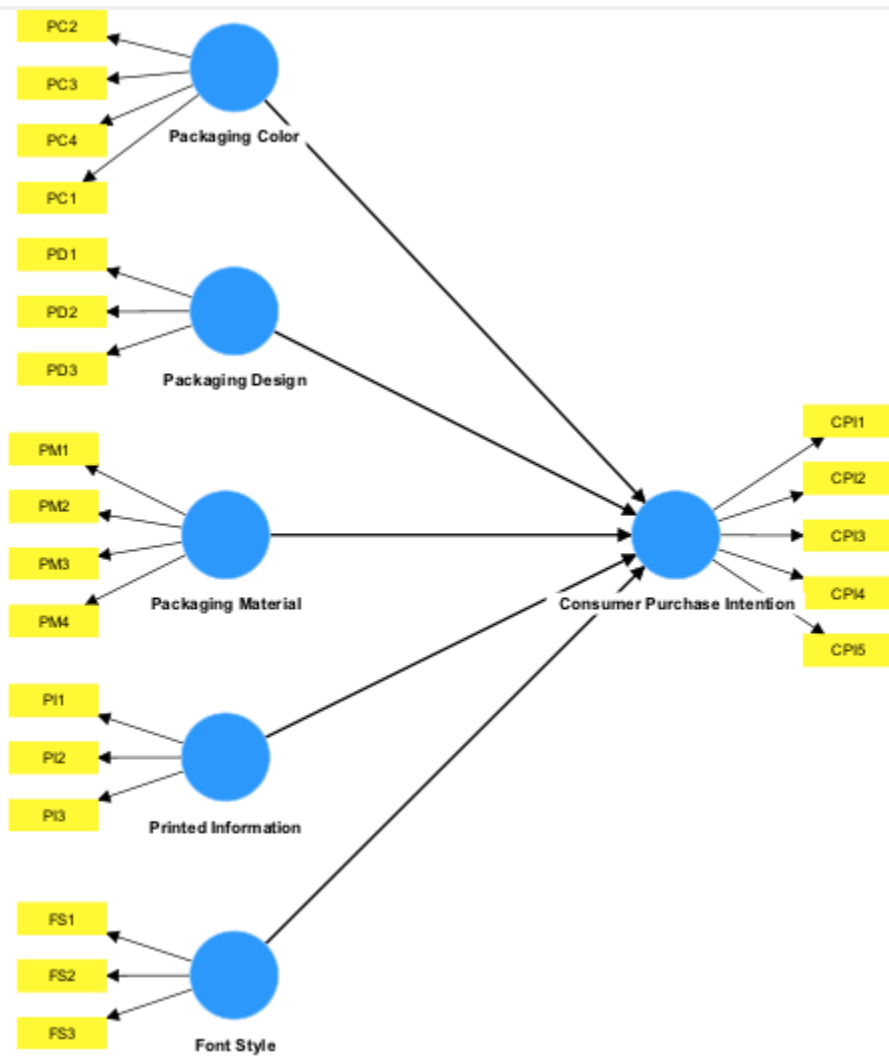
Path Coefficients



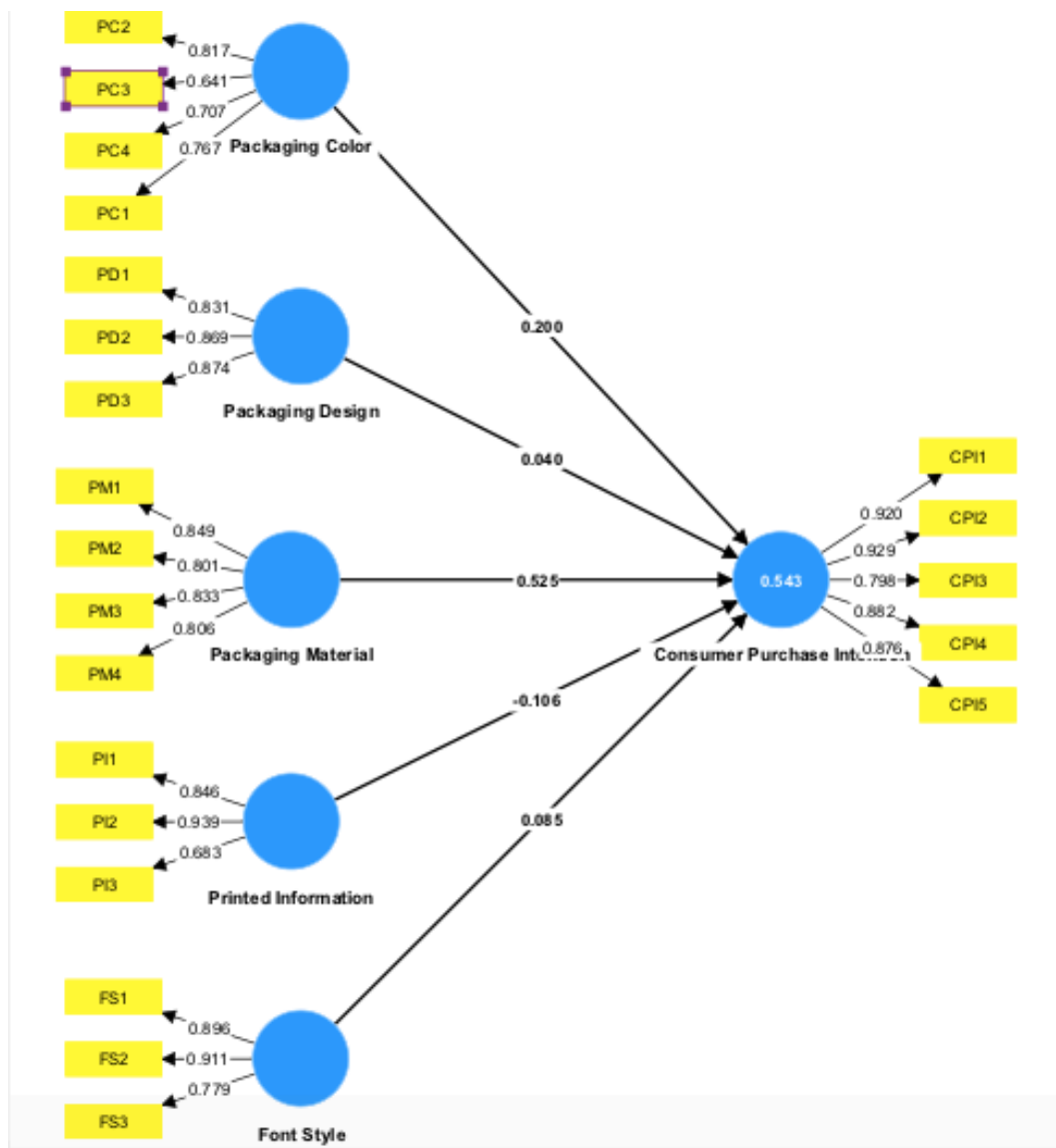


APPENDIX C

ACTUAL TESTING & MEASUREMENT MODEL



Research (Actual Testing) Model



Actual Testing Measurement Model

Construct reliability and validity - Overview [Zoom \(80%\)](#)

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Consumer Purchase Intention	0.928	0.930	0.946	0.778
Font Style	0.827	0.831	0.898	0.747
Packaging Color	0.723	0.760	0.824	0.542
Packaging Design	0.821	0.822	0.893	0.737
Packaging Material	0.840	0.840	0.893	0.676
Printed Information	0.788	1.010	0.867	0.687

Construct Reliability and Validity

Outer loadings - Matrix Zoom (80%)

	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
CPI1	0.920					
CPI2	0.929					
CPI3	0.798					
CPI4	0.882					
CPI5	0.876					
FS1		0.896				
FS2		0.911				
FS3		0.779				
PC2			0.817			
PC3			0.641			
PC4			0.707			
PD1				0.831		
PD2				0.869		
PD3				0.874		
PI1						0.846
PI2						0.939
PI3						0.683
PM1					0.849	
PM2					0.801	
PM3					0.833	
PM4					0.806	
PC1			0.767			

Outer loadings

Discriminant validity - Cross loadings Zoom (70%)

	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
CPI1	0.920	0.461	0.588	0.532	0.643	0.125
CPI2	0.929	0.450	0.560	0.527	0.657	0.153
CPI3	0.798	0.482	0.533	0.458	0.641	0.151
CPI4	0.882	0.442	0.491	0.445	0.575	0.150
CPI5	0.876	0.362	0.522	0.494	0.603	0.163
FS1	0.450	0.896	0.573	0.532	0.521	0.269
FS2	0.433	0.911	0.523	0.488	0.510	0.254
FS3	0.410	0.779	0.452	0.414	0.472	0.282
PC2	0.586	0.425	0.817	0.577	0.611	0.231
PC3	0.331	0.280	0.641	0.412	0.417	0.270
PC4	0.356	0.453	0.707	0.521	0.508	0.282
PD1	0.506	0.439	0.581	0.831	0.590	0.302
PD2	0.452	0.499	0.558	0.869	0.561	0.237
PD3	0.476	0.494	0.614	0.874	0.654	0.275
PI1	0.114	0.268	0.247	0.214	0.254	0.846
PI2	0.191	0.264	0.279	0.285	0.310	0.939
PI3	0.063	0.285	0.349	0.357	0.235	0.683
PM1	0.570	0.474	0.586	0.552	0.849	0.331
PM2	0.584	0.572	0.585	0.547	0.801	0.276
PM3	0.581	0.414	0.561	0.607	0.833	0.177
PM4	0.597	0.450	0.574	0.601	0.806	0.277
PC1	0.466	0.593	0.767	0.485	0.506	0.208

Cross Loadings

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix Zoom (80%)

	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
Consumer Purchase Intention						
Font Style	0.570					
Packaging Color	0.717	0.765				
Packaging Design	0.637	0.674	0.875			
Packaging Material	0.801	0.697	0.886	0.843		
Printed Information	0.181	0.403	0.481	0.422	0.391	

HTMT

Collinearity statistics (VIF) - Outer model - List Zoom (80%)

	VIF
CPI1	4.869
CPI2	5.454
CPI3	1.913
CPM	3.131
CPI5	3.188
FS1	2.849
FS2	3.054
FS3	1.444
PC2	1.411
PC3	1.278
PC4	1.409
PD1	1.567
PD2	2.150
PD3	2.147
PI1	1.840
PI2	1.965
PI3	1.440
PM1	2.132
PM2	1.751
PM3	1.971
PM4	1.728
PC1	1.438

VIF Outer Model

Collinearity statistics (VIF) - Inner model - List

	VIF
Font Style -> Consumer Purchase Intention	1.754
Packaging Color -> Consumer Purchase Intention	2.471
Packaging Design -> Consumer Purchase Intention	2.356
Packaging Material -> Consumer Purchase Intention	2.526
Printed Information -> Consumer Purchase Intention	1.163

VIF Inner Model

R-square - Overview

	R-square	R-square adjusted
Consumer Purchase Intention	0.543	0.536

R Squared

Path coefficients - Mean, STDEV, T values, p values

Zoom (80%)

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	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Font Style -> Consumer Purchase Intention	0.085	0.080	0.062	1.383	0.083
Packaging Color -> Consumer Purchase Intention	0.200	0.208	0.069	2.908	0.002
Packaging Design -> Consumer Purchase Intention	0.040	0.038	0.066	0.604	0.273
Packaging Material -> Consumer Purchase Intention	0.525	0.524	0.074	7.078	0.000
Printed Information -> Consumer Purchase Intention	-0.106	-0.093	0.048	2.194	0.014

Path Coefficient

Path coefficients - Matrix

Zoom (80%)

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	Consumer Purchase Intention	Font Style	Packaging Color	Packaging Design	Packaging Material	Printed Information
Consumer Purchase Intention						
Font Style	0.085					
Packaging Color	0.200					
Packaging Design	0.040					
Packaging Material	0.525					
Printed Information	-0.106					

Path Coefficient Matrix





APPENDIX D

TURNITIN CHECK RESULTS



Written as a partial fulfillment of the academic requirements to
obtain the degree of Sarjana Management

BY:

NAME : JUSTIN RAHMAN SOENDAROE
NPM : 01013190038

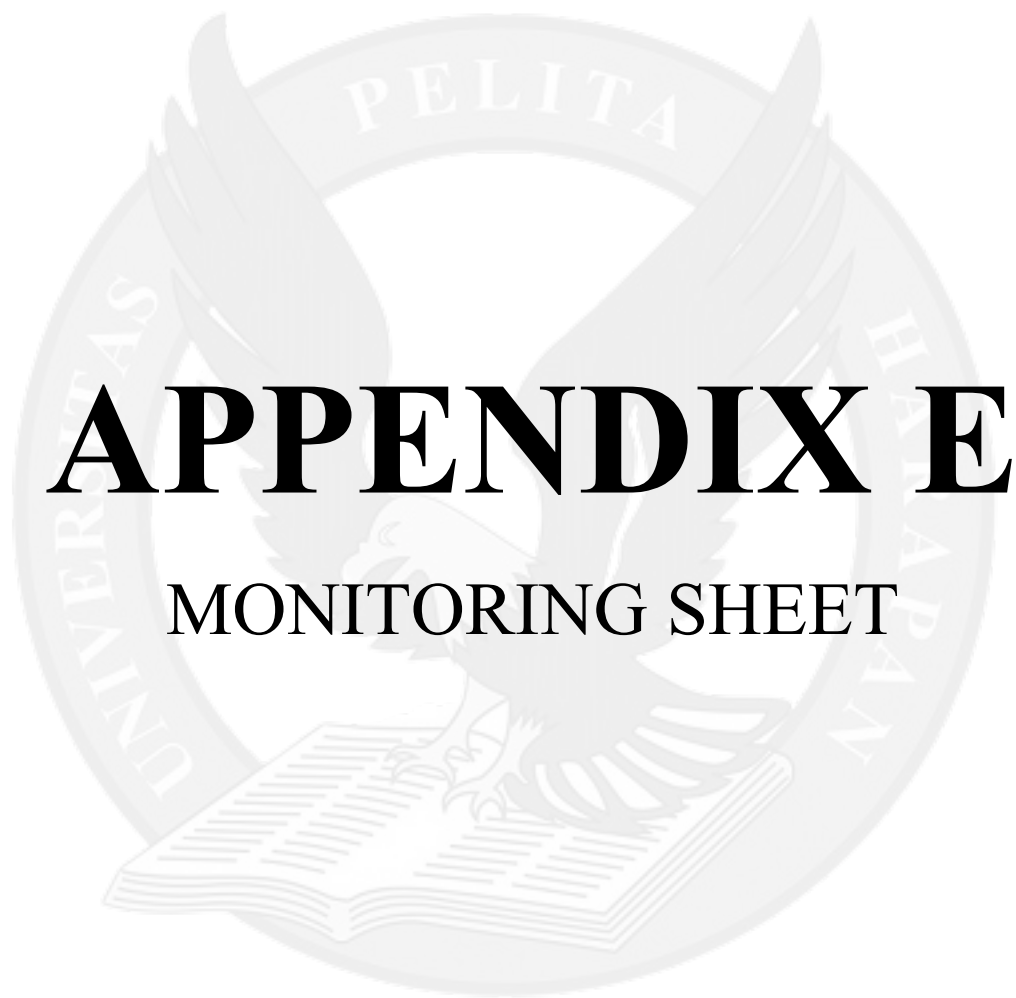


⁶²
STUDY PROGRAM OF MANAGEMENT
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APPENDIX E

MONITORING SHEET



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Revisi : 02

FORM LEMBAR MONITORING BIMBINGAN TUGAS AKHIR

Tanggal : 22 Agustus 2016

Halaman : 1 dari 3

Nama Mahasiswa : Justin Rahman Soendaroe
NPM : 01013190038
Program Studi : Manajemen
Fakultas : Ekonomi
Semester : 9

Nama Dosen Pembimbing/Co-Pembimbing : Sandra Sembel

Minggu Ke-	Hari	Tanggal	Materi yang didiskusikan	Tanda tangan Dosen Pembimbing / Co-Pembimbing *)	Catatan
1	Senin	18 Januari 2023	Research Model Indicators Chapter 1		
2	Rabu	25 Januari 2023	Chapter 1-3		
3	Rabu	15 Februari 2023	Questionnaire development		
4	Senin	27 Februari 2023	Discuss progress 1: Chapter 1-3 + questionnaire		
4	Selasa	28 Februari 2023	Discuss progress 2: Chapter 2-3		
7	Jumat	10 Maret 2023	Ethical clearance check		

True Knowledge, Faith in Christ, Godly Character





UNIVERSITAS PELITA HARAPAN
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No. Dok. : FOR03/PRO07/STA05/SPMI-UPH

Revisi : 02

FORM LEMBAR MONITORING BIMBINGAN TUGAS AKHIR

Tanggal : 22 Agustus 2016

Halaman : 2 dari 3

9	Kamis	6 April 2023	Data Collection		
10	Selasa	13 April 2023	Data Analysis		
11	Selasa	18 April 2023	Chapter 4 and 5		
12	Selasa	25 April 2023	Chapter 1-5		
12	Rabu	26 April 2023	Finalizing chapter 1-5		
	Kamis	27 April 2023	Finalizing chapter 1-5		

True Knowledge, Faith in Christ, Godly Character

