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## **APPENDIX**

## **Appendix 1: Research Questionnaire**

### **THE EFFECT OF ADVERTISING, BRAND IMAGE, AND PRICE PERCEPTION ON CONSUMER PREFERENCE: A CASE STUDY ON TRIWALA COFFEE IN MAKASSAR CITY**

**Dear Respondent,**

This research aims to explore the influence of advertising, brand image, and price perception on consumer preferences, focusing specifically on Triwala Coffee in Makassar City.

Completing this survey will take approximately 10-15 minutes of your time. Rest assured that all responses will remain confidential and will be used solely for academic purposes. Your honest answers are essential for the accuracy of this study.

Thank you for your time and cooperation.

If you have any questions about this survey, please do not hesitate to contact me.

Best regards,

**Muhammad Fauzan Putra Firdaus  
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Faculty of Economics and Business  
Hasanuddin University



## Section 1: Respondent Information

Name : .....

Age : .....

Gender : • Male • Female

How often do you visit coffee shops : • Every Day  
per month?  Several Times a Week  
 Once a Week  
 Rarely

How often do you visit Triwala : • Every Day  
Coffee per month?  Several Times a Week  
 Once a Week  
 Rarely

## Section 2: Research Questionnaire

### A. Advertising

Advertising is a tool utilized by brands or companies to influence consumer perceptions, emotions, and behavior through various media channels.

No.	Statements	Response Scale
1.	Triwala Coffee's advertisements effectively engage me as a consumer.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
2.	Triwala Coffee's advertisements provide me with useful information about their products and promotions.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree

		<input type="checkbox"/> Strongly Disagree
		<input type="checkbox"/> Strongly Agree
3.	Triwala Coffee's advertisements persuade me to consider their products and visit their coffee shop.	<input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

### B. Brand Image

Brand image refers to how consumers comprehend, remember, and perceive a brand.

No.	Statements	Response Scale
4.	I visit Triwala Coffee because the business has a good reputation and well-known.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
5.	I visit Triwala Coffee because it aligns with my personal taste and preferences.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
6.	I visit Triwala Coffee because their products/services excel in taste, quality, and presentation.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

### C. Price Perception

Price perception is consumers' understanding of the value they receive from the price offered by a certain product or service.

No.	Statements	Response Scale
7.	The price of products at Triwala Coffee is affordable for consumers.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
8.	The price offered by Triwala Coffee matches its product quality.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
9.	The price offered for Triwala Coffee products can compete with the prices offered by other coffee shops.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
10.	The price I pay for Triwala Coffee products aligns with the benefits I receive.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

#### D. Consumer Preferences

Consumer preferences reflect the subjective tendency of individual towards particular products or brands based on their assessment of the various options available.

No.	Statements	Response Scale
11.	The flavor of the products at Triwala Coffee aligns with my taste preferences.	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

<p>12. The price of products at Triwala Coffee aligns with the benefits I receive.</p>	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
<p>13. The branding of Triwala Coffee products leaves a positive impression on consumers.</p>	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree
<p>14. The presentation of products at Triwala Coffee is hygienic and appealing to consumers.</p>	<input type="checkbox"/> Strongly Agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree Less <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly Disagree

Thank you for participating in this survey. Your responses are valuable in contributing to my research. Your feedback will be kept confidential and used solely for academic purposes. If you have any further comments or suggestions, please feel free to contact me if you have any further comments or suggestions.

## Appendix 2: Data Tabulation

### 1. Advertising (X1)

No.	X1.1	X1.2	X1.3	Advertising (X1)
1	4	4	4	12
2	4	4	3	11
3	1	1	1	3
4	4	5	3	12
5	3	4	4	11
6	4	5	3	12
7	4	4	4	12
8	4	4	4	12
9	5	5	4	14
10	2	1	2	5
11	4	4	5	13
12	5	5	5	15
13	5	4	5	14
14	4	3	4	11
15	4	4	5	13
16	4	5	4	13
17	2	2	2	6
18	2	2	2	6
19	4	4	4	12
20	5	5	5	15
21	5	5	5	15
22	5	5	5	15
23	5	5	5	15
24	5	4	5	14
25	4	4	4	12
26	5	5	5	15
27	3	4	3	10
28	5	5	5	15

<b>No.</b>	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>Advertising (X1)</b>
29	5	4	5	14
30	5	4	3	12
31	5	5	4	14
32	5	5	4	14
33	5	5	5	15
34	5	4	5	14
35	5	5	4	14
36	4	5	5	14
37	4	5	4	13
38	4	4	4	12
39	5	4	5	14
40	3	4	4	11
41	4	3	4	11
42	5	4	5	14
43	5	5	4	14
44	2	2	2	6
45	3	3	2	8
46	4	4	4	12
47	5	5	5	15
48	4	4	5	13
49	4	3	3	10
50	4	3	4	11
51	4	3	3	10
52	3	3	4	10
53	4	3	5	12
54	3	3	3	9
55	3	3	3	9
56	4	4	3	11
57	5	5	5	15
58	3	5	4	12
59	4	4	4	12

<b>No.</b>	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>Advertising (X1)</b>
60	5	3	4	12
61	5	4	4	13
62	4	3	3	10
63	5	4	4	13
64	4	3	4	11
65	4	4	4	12
66	4	4	4	12
67	5	2	5	12
68	4	4	3	11
69	5	5	5	15
70	4	2	2	8
71	3	2	5	10
72	4	4	2	10
73	4	5	5	14
74	4	3	5	12
75	3	3	5	11
76	3	4	2	9
77	4	2	3	9
78	5	5	5	15
79	4	3	3	10
80	3	2	3	8
81	3	3	2	8
82	5	4	5	14
83	3	3	5	11
84	2	2	4	8
85	2	4	2	8
86	4	4	3	11
87	5	3	2	10
88	4	4	3	11
89	5	5	3	13
90	4	3	4	11

<b>No.</b>	<b>X1.1</b>	<b>X1.2</b>	<b>X1.3</b>	<b>Advertising (X1)</b>
91	3	5	5	13
92	5	3	3	11
93	3	2	3	8
94	5	3	4	12
95	3	3	4	10
96	4	2	3	9
97	4	2	2	8
98	3	3	3	9

## 2. Brand Image (X2)

<b>No.</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>Brand Image (X2)</b>
1	4	5	5	14
2	5	5	5	15
3	2	2	2	6
4	4	4	5	13
5	4	4	4	12
6	5	5	5	15
7	3	4	4	11
8	2	2	2	6
9	2	2	2	6
10	2	2	2	6
11	4	4	4	12
12	5	4	5	14
13	5	4	4	13
14	5	5	5	15
15	1	1	1	3
16	5	4	4	13
17	2	2	2	6
18	2	2	2	6



<b>No.</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>Brand Image (X2)</b>
19	4	4	4	12
20	5	5	5	15
21	5	5	4	14
22	3	4	3	10
23	3	4	3	10
24	4	5	5	14
25	5	5	5	15
26	4	4	4	12
27	3	4	3	10
28	5	5	5	15
29	5	5	5	15
30	4	4	4	12
31	5	4	5	14
32	4	3	5	12
33	4	4	5	13
34	5	4	4	13
35	4	5	4	13
36	3	4	5	12
37	5	4	4	13
38	5	5	4	14
39	4	5	4	13
40	4	4	4	12
41	4	4	4	12
42	5	4	4	13
43	5	5	5	15
44	3	3	3	9
45	5	4	4	13
46	4	4	4	12
47	5	4	5	14
48	5	4	4	13
49	4	4	4	12

<b>No.</b>	<b>X2.1</b>	<b>X2.2</b>	<b>X2.3</b>	<b>Brand Image (X2)</b>
50	4	4	5	13
51	5	3	3	11
52	3	4	2	9
53	2	4	5	11
54	5	2	5	12
55	4	4	5	13
56	4	4	4	12
57	4	3	4	11
58	4	4	2	10
59	5	4	5	14
60	4	5	5	14
61	5	5	5	15
62	4	5	4	13
63	5	5	4	14
64	5	5	4	14
65	4	4	4	12
66	4	4	5	13
67	3	3	3	9
68	4	3	3	10
69	3	2	3	8
70	5	5	4	14
71	5	5	5	15
72	4	5	4	13
73	4	4	4	12
74	3	4	5	12
75	5	5	5	15
76	2	3	4	9
77	4	5	3	12
78	2	4	5	11
79	3	5	4	12
80	5	5	5	15

No.	X2.1	X2.2	X2.3	Brand Image (X2)
81	2	3	3	8
82	5	3	3	11
83	5	2	2	9
84	4	1	3	8
85	4	1	5	10
86	3	1	2	6
87	3	1	3	7
88	4	3	4	11
89	3	4	2	9
90	5	5	4	14
91	3	5	3	11
92	5	5	4	14
93	2	4	2	8
94	5	4	5	14
95	2	4	2	8
96	2	1	4	7
97	2	3	2	7
98	5	3	3	11

### 3. Price Perception (X3)

No.	X3.1	X3.2	X3.3	X3.4	Price Perception (X3)
1	5	5	5	5	20
2	4	4	4	4	16
3	2	2	2	2	8
4	4	4	5	4	17
5	1	1	2	2	6
6	5	5	5	5	20
7	2	1	2	2	7
8	1	1	1	1	4

No.	X3.1	X3.2	X3.3	X3.4	Price Perception (X3)
9	2	2	2	2	8
10	1	1	1	1	4
11	4	5	4	5	18
12	4	4	4	4	16
13	4	4	4	4	16
14	4	4	4	4	16
15	1	1	1	1	4
16	4	4	4	4	16
17	1	1	1	1	4
18	1	1	1	1	4
19	2	2	2	2	8
20	4	4	4	3	15
21	3	3	4	4	14
22	4	4	5	5	18
23	4	5	4	5	18
24	3	5	4	4	16
25	5	4	5	5	19
26	5	5	4	5	19
27	3	2	3	2	10
28	3	2	2	5	12
29	4	2	5	3	14
30	5	5	5	5	20
31	3	3	5	5	16
32	2	2	3	4	11
33	2	5	4	3	14
34	3	4	3	5	15
35	3	2	3	3	11
36	4	4	2	2	12
37	5	2	2	3	12
38	4	2	5	2	13
39	4	4	2	5	15

No.	X3.1	X3.2	X3.3	X3.4	Price Perception (X3)
40	3	5	5	5	18
41	3	2	3	5	13
42	4	3	2	4	13
43	2	5	5	2	14
44	2	5	5	3	15
45	5	2	5	2	14
46	2	3	2	5	12
47	5	2	4	3	14
48	5	2	3	3	13
49	5	4	3	3	15
50	4	5	2	3	14
51	4	4	4	5	17
52	3	3	2	2	10
53	5	2	4	3	14
54	5	5	3	2	15
55	5	5	2	4	16
56	5	4	2	5	16
57	3	4	3	3	13
58	2	2	2	3	9
59	3	4	2	5	14
60	3	2	2	3	10
61	5	4	2	4	15
62	4	4	5	5	18
63	5	2	5	2	14
64	3	4	5	2	14
65	3	3	3	4	13
66	4	3	2	5	14
67	2	5	5	5	17
68	5	4	4	4	17
69	3	2	5	5	15
70	5	5	2	5	17

<b>No.</b>	<b>X3.1</b>	<b>X3.2</b>	<b>X3.3</b>	<b>X3.4</b>	<b>Price Perception (X3)</b>
71	3	4	2	4	13
72	2	4	2	3	11
73	5	5	5	3	18
74	2	3	5	2	12
75	3	3	2	3	11
76	5	4	5	5	19
77	4	3	2	2	11
78	3	2	5	2	12
79	4	3	2	3	12
80	5	5	4	2	16
81	2	4	5	3	14
82	5	5	4	4	18
83	2	3	5	2	12
84	3	2	5	3	13
85	5	4	4	5	18
86	4	3	5	4	16
87	5	3	3	3	14
88	5	3	3	3	14
89	3	3	3	5	14
90	5	3	5	3	16
91	5	3	5	3	16
92	3	5	5	5	18
93	5	3	5	3	16
94	3	5	5	3	16
95	4	2	2	5	13
96	4	4	4	4	16
97	2	3	3	3	11
98	2	2	2	2	8

#### 4. Consumer Preferences (Y)

No.	Y.1	Y.2	Y.3	Y.4	Consumer Preferences (Y)
1	5	5	5	5	20
2	4	4	4	4	16
3	1	1	1	1	4
4	4	3	5	3	15
5	2	2	2	3	9
6	5	5	5	5	20
7	2	2	1	2	7
8	1	1	1	1	4
9	2	2	2	2	8
10	1	1	2	1	5
11	4	3	4	3	14
12	5	5	5	5	20
13	4	4	4	4	16
14	5	5	5	5	20
15	1	1	1	1	4
16	4	4	4	4	16
17	1	1	1	1	4
18	2	1	2	3	8
19	4	5	5	5	19
20	4	5	3	3	15
21	4	5	4	5	18
22	5	4	4	3	16
23	5	4	4	4	17
24	3	5	4	5	17
25	5	5	4	4	18
26	4	4	3	4	15
27	5	4	5	4	18
28	4	4	4	5	17
29	4	4	5	4	17

No.	Y.1	Y.2	Y.3	Y.4	Consumer Preferences (Y)
30	4	5	5	5	19
31	3	3	3	3	12
32	5	4	5	3	17
33	5	4	4	5	18
34	3	3	5	4	15
35	2	3	5	5	15
36	4	5	2	5	16
37	3	3	3	3	12
38	4	3	2	2	11
39	5	5	2	3	15
40	2	5	2	3	12
41	3	4	4	2	13
42	4	3	3	4	14
43	3	2	5	3	13
44	3	3	3	3	12
45	5	4	5	5	19
46	2	4	4	3	13
47	3	4	3	2	12
48	3	3	5	4	15
49	3	2	5	3	13
50	4	2	2	5	13
51	4	3	3	4	14
52	4	2	4	5	15
53	2	4	4	4	14
54	3	5	3	2	13
55	3	2	3	4	12
56	2	4	3	5	14
57	4	2	5	4	15
58	4	4	2	4	14
59	2	4	4	5	15
60	3	5	3	5	16



No.	Y.1	Y.2	Y.3	Y.4	Consumer Preferences (Y)
61	2	2	5	5	14
62	2	3	2	4	11
63	2	5	3	4	14
64	2	4	4	4	14
65	3	3	4	2	12
66	4	2	5	3	14
67	2	4	2	2	10
68	5	2	3	4	14
69	2	4	4	4	14
70	3	5	2	2	12
71	5	5	4	2	16
72	3	4	2	2	11
73	3	2	5	3	13
74	3	4	5	3	15
75	4	3	2	2	11
76	3	3	4	4	14
77	2	4	2	2	10
78	5	5	5	4	19
79	4	5	2	5	16
80	2	5	3	2	12
81	5	4	4	5	18
82	4	4	3	4	15
83	5	3	3	4	15
84	4	4	4	2	14
85	2	5	5	5	17
86	2	2	5	5	14
87	2	2	5	2	11
88	2	3	2	4	11
89	3	2	4	4	13
90	2	2	2	3	9
91	3	5	2	4	14

<b>No.</b>	<b>Y.1</b>	<b>Y.2</b>	<b>Y.3</b>	<b>Y.4</b>	<b>Consumer Preferences (Y)</b>
92	5	3	2	2	12
93	2	5	4	3	14
94	5	4	4	2	15
95	2	5	4	4	15
96	2	2	2	3	9
97	4	4	5	4	17
98	5	4	4	2	15

## Appendix 3: Data Analysis Results

### 1. Validity and Reliability Testing

#### a. Validity Test

		Correlations			
		X1.1	X1.2	X1.3	Advertising
X1.1	Pearson Correlation	1	.588**	.549**	.837**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
X1.2	Pearson Correlation	.588**	1	.520**	.845**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
X1.3	Pearson Correlation	.549**	.520**	1	.830**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
Advertising	Pearson Correlation	.837**	.845**	.830**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

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

		Correlations			
		X2.1	X2.2	X2.3	Brand Image
X2.1	Pearson Correlation	1	.521**	.592**	.839**
	Sig. (2-tailed)		.000	.000	.000
	N	98	98	98	98
X2.2	Pearson Correlation	.521**	1	.543**	.830**
	Sig. (2-tailed)	.000		.000	.000
	N	98	98	98	98
X2.3	Pearson Correlation	.592**	.543**	1	.844**
	Sig. (2-tailed)	.000	.000		.000
	N	98	98	98	98
Brand Image	Pearson Correlation	.839**	.830**	.844**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	98	98	98	98

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

### Correlations

		X3.1	X3.2	X3.3	X3.4	Price Perception
X3.1	Pearson Correlation	1	.420**	.348**	.400**	.729**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
X3.2	Pearson Correlation	.420**	1	.419**	.514**	.793**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	98	98	98	98	98
X3.3	Pearson Correlation	.348**	.419**	1	.275**	.702**
	Sig. (2-tailed)	.000	.000		.006	.000
	N	98	98	98	98	98
X3.4	Pearson Correlation	.400**	.514**	.275**	1	.734**
	Sig. (2-tailed)	.000	.000	.006		.000
	N	98	98	98	98	98
Price Perception	Pearson Correlation	.729**	.793**	.702**	.734**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	98	98	98	98	98

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

### Correlations

		Y.1	Y.2	Y.3	Y.4	Consumer Preferences
Y.1	Pearson Correlation	1	.418**	.398**	.346**	.736**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	98	98	98	98	98
Y.2	Pearson Correlation	.418**	1	.276**	.376**	.707**
	Sig. (2-tailed)	.000		.006	.000	.000
	N	98	98	98	98	98
Y.3	Pearson Correlation	.398**	.276**	1	.485**	.740**
	Sig. (2-tailed)	.000	.006		.000	.000
	N	98	98	98	98	98
Y.4	Pearson Correlation	.346**	.376**	.485**	1	.749**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	98	98	98	98	98
Consumer Preferences	Pearson Correlation	.736**	.707**	.740**	.749**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	98	98	98	98	98

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

## b. Reliability Test

```
RELIABILITY  
/VARIABLES=X1.1 X1.2 X1.3  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

### Reliability Statistics

Cronbach's Alpha	N of Items
.785	3

```
RELIABILITY  
/VARIABLES=X2.1 X2.2 X2.3  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

### Reliability Statistics

Cronbach's Alpha	N of Items
.786	3

```
RELIABILITY  
/VARIABLES=X3.1 X3.2 X3.3 X3.4  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

### Reliability Statistics

Cronbach's Alpha	N of Items
.722	4

```
RELIABILITY  
/VARIABLES=Y.1 Y.2 Y.3 Y.4  
/SCALE ('ALL VARIABLES') ALL  
/MODEL=ALPHA.
```

### Reliability Statistics

Cronbach's Alpha	N of Items
.713	4

## 2. Classical Assumption Test

### a. Normality Test

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.80178570
Most Extreme Differences	Absolute	.070
	Positive	.070
	Negative	-.038
Test Statistic		.070
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

### b. Multicollinearity Test

		Coefficients <sup>a</sup>					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	2.165	1.613		1.342	.183		
	Advertising	.271	.125	.193	2.168	.033	.827	1.210
	Brand Image	.323	.124	.249	2.602	.011	.710	1.408
	Price Perception	.347	.086	.363	4.014	.000	.796	1.256

a. Dependent Variable: Consumer Preferences

### c. Heteroscedasticity Test

		Correlations				
			Advertising	Brand Image	Price Perception	ABS_RES
Spearman's rho	Advertising	Correlation Coefficient	1.000	.317**	.125	.196
		Sig. (2-tailed)	.	.001	.221	.053
		N	98	98	98	98
	Brand Image	Correlation Coefficient	.317**	1.000	.273**	.060
		Sig. (2-tailed)	.001	.	.006	.556
		N	98	98	98	98
	Price Perception	Correlation Coefficient	.125	.273**	1.000	.239*
		Sig. (2-tailed)	.221	.006	.	.058
		N	98	98	98	98
	ABS_RES	Correlation Coefficient	.196	.060	.239*	1.000
		Sig. (2-tailed)	.053	.556	.018	.
		N	98	98	98	98

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

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

### 3. Descriptive Statistics

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	
Advertising	98	3	15	11.53	2.541	
Brand Image	98	3	15	11.56	2.762	
Price Perception	98	4	20	13.74	3.748	
Consumer Preferences	98	4	20	13.80	3.578	
Valid N (listwise)	98					

### 4. Multiple Linear Regression

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.165	1.613		1.342	.183
	Advertising	.271	.125	.193	2.168	.033
	Brand Image	.323	.124	.249	2.602	.011
	Price Perception	.347	.086	.363	4.014	.000

a. Dependent Variable: Consumer Preferences

## 5. Coefficient of Determination

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 <sup>a</sup>	.387	.367	2.846

a. Predictors: (Constant), Price Perception, Advertising, Brand Image