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APPENDIX

Appendix I (Respondent's Characteristics)

Gender				
		Frequency	Percent	Valid Percent
Valid	Male	39	39.0	39.0
	Female	61	61.0	61.0
	Total	100	100.0	100.0

Age				
		Frequency	Percent	Valid Percent
Valid	19-21 years old	52	53.0	53.0
	22-25 years old	47	47.0	47.0
	Total	100	100.0	100.0

Gender				
		Frequency	Percent	Valid Percent
Valid	Economics and Business	39	39.0	39.0
	Law	17	17.0	17.0
	Political Science	19	19.0	19.0
	Medicine	5	5.0	5.0
	Cultural Studies	14	14.0	14.0
	Marine & Fisheries Science	6	6.0	6.0
	Total	100	100.0	100.0

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Have Uniqo Purchase Experience				
		Frequency	Percent	Valid Percent
Valid	Yes	100	100.0	300.0

Duration of Making an Uniqlo Purchase				
		Frequency	Percent	Valid Percent
Valid	< 6 Months	2	2.0	2.0
	6 Months - 1 year	3	3.0	3.0
	> 1 year- 2 years	12	12.0	12.0
	> 2 years	83	83.0	83.0
	Total	100	100.0	100.0

Appendix II (Classical Assumption Test)

Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1.84152784
Most Extreme Differences	Absolut	0.59
	Positive	0.59
	Negative	-.038
Test Stastic		.059
Asymp. Sig (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		

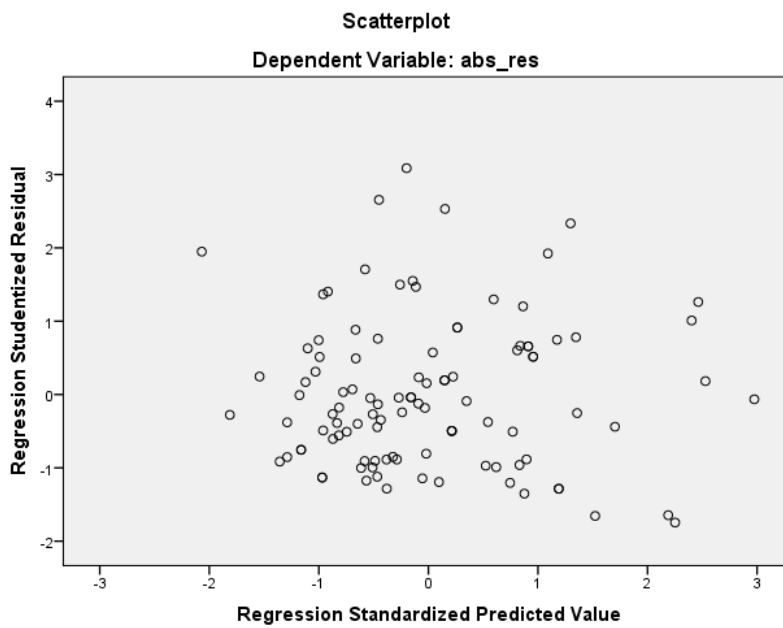
- b. Calculated from data.
- c. Lilliefors Significance Correction
- d. This is a lower bound of the true significance

Multicollinearity Test Coefficients^a

Coefficients ^a		
Model	Colinearity Stastictic	
(Constant)		
X1	.874	1.144
X2	.624	1.602
X3	.750	1.33
X4	.572	1.747

a. Dependent Variable : Y

Heteroscedasticity Test



Appendix III (Validity Test)

Item-Total Statistics

	R-Count	R-Table (df=N-2) Significant Extent 0.05%
Y.1	0.788	0.1966
Y.2	0.807	0.1966
Y.3	0.807	0.1966
Y.4	0.825	0.1966
Y.5	0.820	0.1966

	R-Count	R-Table (df=N-2) Significant Extent 0.05%
XI.1	0.948	0.1966
XII.2	0.928	0.1966
XIII.3	0.960	0.1966

	R-Count	R-Table (df=N-2) Significant Extent 0.05%
XI.2	0.914	0.1966
XII.2	0.895	0.1966
XIII.2	0.945	0.1966

	R-Count	R-Table (df=N-2) Significant Extent 0.05%
X3.1	0.930	0.1966
X3.2	0.905	0.1966
X3.3	0.908	0.1966
X3.4	0.926	0.1966
X4.5	0.820	0.1966

	R-Count	R-Table (df=N-2) Significant Extent 0.05%
X4.1	0.870	0.1966
X4.2	0.858	0.1966
X4.3	0.825	0.1966
X4.4	0.871	0.1966

Appendix IV (Reliability Test)

Case Processing Summary

Cases	N	%
Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Purchasing Decisions (Y)

Reliability Statistics

Cronbach's Alpha	N of items
.809	6

Cultural Factor (X1)

Reliability Statistics

Cronbach's Alpha	N of items
.876	4

Social Factor (X1)

Reliability Statistics

Cronbach's Alpha	N of items
.871	4

Personal Factor (X1)

Reliability Statistics

Cronbach's Alpha	N of items
.829	6

Appendix V (Regression Analysis)

R²

Model Summary^b

Model	R	R square	Adjusted R square	Std, Error of the Estimate
1	.642	.412	.388	1.880

- a. Predictors: (Constant), X4, X3, X2, X1
 b. Dependent Variable: Y

F Test

ANOVA^a

Model	Sum of Squares	df	Mean square	F	Sig.
1	235.579	4	58.895	16,665	.000 ^b
	335.731	95	3.534		
	571.310	99			

- a. Dependent Variable: Y
 b. Predictors: (Constant), X4, X3, X2, X1

t Test

Model	Unstandardized Coefficients		Unstandardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	9.522	1.251		7.610	.000
X1	187	076	.206	2.447	.673
X2	347	108	.319	3.201	.002
X3	-.128	.056	-.207	-2.277	.025
X4	.392	.108	.378	3.639	.000

Appendix VI (Questionnaire)

Respondent criteria:

1. Registered as Hasanuddin University student.
2. Has Uniqlo purchase experience.'

3. Age
 - a). 19-21 Years old
 - b). 22-25 Years old

4. Faculty

5. Have your ever purchased Uniqlo product
 - a). Yes
 - b). No (you do need to continue filling out the questionnaire

6. How long have you been purchasing Uniqlo product
 - a). < 6 Months
 - b). 6 Months – 2 years
 - c). > 1 Year – 2 years

Cultural Factor Indicators

1. Culture
2. Sub- Culture
3. Social Class

Cultural Factor	SA	A	N	D	SD
I shop at Uniqlo because I keep up with current culture					
Uniqlo because it fits my life in a modern society					
I shop at Uniqlo with brands in mind that are popular today					

Social Factor Indicators

1. Reference Group
2. Family
3. Role and Status

Social Factor	SA	A	N	D	SD
I shop at Uniqlo because my social environment influences me (Reference Group)					
I shop at Uniqlo because of previous experiences with my family members.(Family)					
I shop at Uniqlo with brands in mind that are popular today					

Personal Factor Indicators

1. Age and Life Stages
2. Work and Economic Conditions
3. Personality and Self-Concept
4. Lifestyle and Values

Personal Factor	SA	A	N	D	SD
I shop at Uniqlo because it suits my needs (Age and Life Stages)					
I shop at Uniqlo because it suits my working age (Age and Life Stages)					

I shop at Uniqlo because it suits my economic circumstances (Work and Economic Conditions)					
I shop at Uniqlo because it reflects my Lifestyle (Lifestyle and Values)					
I buy and use Uniqlo products because of my confidence when using the brand (Personality and Self-Concept)					

Psychological Factor Indicators

1. Motivation
2. Perception
3. Learning
4. Memory

Psychological Factor	SA	A	N	D	SD
I have the motivation to buy and wear Uniqlo products (Motivation)					
I bought a Uniqlo product because I was interested in advertising the product (Perception)					
I bought Uniqlo products because I knew well the information about the quality of the products (Learning)					
I bought Uniqlo products because of confidence in the quality of the products (Memory)					

Purchasing decision Indicators

1. Problem Identification

2. Information search
3. Alternative evaluation
4. Purchasing decision
5. Post Purchase Behavior

Purchasing Decision	SA	A	N	D	SD
I shop at Uniqlo because it suits my needs (Problem Identification)					
I am trying to find more information about the Uniqlo products offered (Information search)					
I compared the advantages of one product with another available at Uniqlo (Alternative evaluation)					
I made a purchase in Uniqlo based on the results and information searches I did before (Purchasing decision)					
I feel satisfied every time I finish shopping at Uniqlo (Post purchase behaviour)					

BiOGRAPHY

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Educational Background

2006- 2013 : Sekolah dasar Negeri 7 Sungguminasa,Gowa
2013-2016 : Smp negeri 2 Sungguminasa,Gowa
2016- 2018 : Sma Negeri 1 Makassar

Course and Training

1. Virtual Summerschool in Humber College (2021)
2. Basic Character and Study Skill Training Hasanuddin University
3. Leadership Training Manajemen (2019)

Work Experience

1. Businessman Franchise drink serius coklat

Social Experience

1. Chairman of the commite leadership training

Makassar, July,7 ,2023

Alfian Mustari