SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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SOCIAL RESPONSIBILITY AS COMPETITIVE ADVANTAGE IN GREEN BUSINESS

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FOREWORD

INSYMA has become a tradition of its own for the management department of Universitas Surabaya. For more than a decade this event has become a forum for academics and practitioners to share knowledge. Every year management department always brings the latest theme that becomes an important issue for the development of science.

This year, INSYMA raise the theme *"SOCIAL RESPONSIBILITIES AS A COMPETITIVE ADVANTAGE IN GREEN BUSINESS"*. This theme interesting, considering that at this time all the business need to be more accountable to the public and the environment. Corporate social responsibility is not only an obligation, otherwise it would be a distinct competitive advantage for the company.

Hundreds of scientific papers are sent to a conference committee, and the results of a rigorous selection of more than 100 elected. This paper is derived from a variety of authors, both within and outside the country, academics and practitioners. All the articles are then presented at the symposium and documented in these proceedings.

We hope that these proceedings can contribute to the development of science and business practices. Hopefully you can enjoy and gain valuable lessons from this article collection. We look forward to your participation in next INSYMA.

Batu, East Java, Indonesia
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PENGARUH *CONSUMER PERCEPTION FIT* DAN *CORE BRAND ATTITUDE* TERHADAP *PURCHASE INTENTION* PRODUK PERLUASAN MICROSOFT DI SURABAYA

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Abstract

This research testing the influence od core brand attitude and consumer perception fit on purchase intention toward extended product Microsoft in Surabaya. Samples of study were selected using non- probability sampling especially convenience sampling and use 160 sample size. For data processing this research use Structural Equation Modeling (SEM) with LISREL 8.7 software. Result of this research is brand awareness and brand preference have significant and positive effect on Microsoft core brand image. Use Experience and core brand image have significant positive effect on Microsoft core brand attitude. Product connection have significant and positive effect on consumer perception fit of Microsoft. Brand association has no effect on consumer perception fit of Microsoft. Consumer perception fit and core brand attitude have significant and positive effect on purchase intention toward extended product Microsoft.

Keyword: Core brand attitude, consumer perception fit, purchase intention.

Research Background

Currently very tight competition in business, every companies trying to be the best at the market. This competition forcing the company to maintain the product quality. Creating new customer, retain existing customers as well as increase the company's sales is the ultimate goal. Many opinions that states maintain more difficult than getting. Consumer have highly varied needs , when there are companies offering products that comply with the requirements will encourage consumers to buy on the product . Assael (2001: 53) revealed that the purchase intention is an emergent

behavior as a response to an object or also desire is a response that indicates the customer to performpurchase . Through this interest ultimately to consumers decide to buy a product .According Rangkuti (2004: 10-13) a company has five choices which can be used and considered in the determination of the brand strategy line extension , brand extension , multibrand, new brand and co - branding. Furthermore Rangkuti (2004:114) reveals brand extension in general divided into two general categories namely line extension and the extension category . Brand extension is a strategy that is widely used by companies towin the competition. Often the main reason for the use of brand extension strategy is the high cost to be incurred for launching a product that is really new. According Faradissa in " Potential Top Brand for The expansion of brands " (www.frontier.co.id , downloaded 3 October 2013) there some advantage if companies do brand extension is the advantage in building awareness, gain consumer trust , into consumer preferences , and can save investment costs than if launching a new brand . However, marketers need to be careful in using this strategy , because if it fails can affect the risk of a master or parent brand . Microsoft is the market leader or the leader of the market for personal computer operating systems from existing data Microsoft market share of 91.19% . The market share is obtained from a combination of operating systems produced products include windows 8, windows 7, windows vista, windows XP and windows previous series .
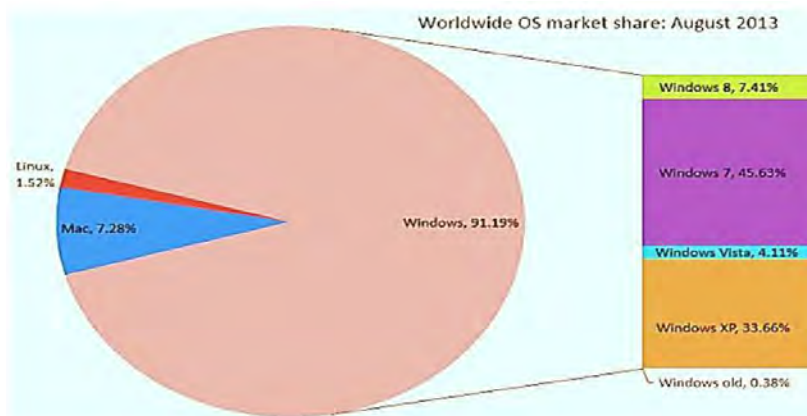
Sumber :http://www.Tekno.kompas.com diunduh pada 3 oktober 2013

Picture 1
Computer Operating System Market Share

If referring to the results of the survey it can be concluded every 100 pc, 91 pc use Microsoft operating system. Microsoft dominates the market for computer operating systems and has the power of a strong brand for the operating system category. However, Microsoft now has to compete with Apple Inc. Mac OS continue to follow the movement of the market share of Microsoft. Based on the existing data of Apple Inc. ranks second after Microsoft with a market share of 7.28%.

Table 1
Market Share and Revenue Software Vendor 2011 and 2012

Top 5 Worldwide Software Vendors, 2012 Revenues and Market Share (revenues in US$M)

Vendor	2012 Revenue	2012 Market Share	2011 Revenue	2011 Market Share	Year-Over-Year Growth
Microsoft	$58,454	17.1%	$57,694	17.4%	1.3%
IBM	$29,129	8.5%	$28,861	8.7%	0.9%
Oracle	$27,826	8.1%	$26,772	8.1%	3.9%
SAP	$16,988	5.0%	$16,161	4.9%	5.1%
Symantec	$6,423	1.9%	$6,417	1.9%	0.1%
Others	$203,818	59.5%	$194,808	58.9%	4.6%
Total	$342,638	100.0%	$330,712	100.0%	3.6%

Sumber :http://www.itersnews.com diunduh pada 3 oktober 2013

Based on the results of the survey on software vendors , Microsoft and 2012 is still the market leader software vendor overall with 17.1% market share and revenues of $ 58.454 million . Through these results it can be seen that both sales and market share in the software industry Microsoft had a big lead . Based on data on the composition of Microsoft's revenue is clear that Microsoft has several divisions such as Microsoft Business Division , Server and Tools Division , Windows & Windows Live , Entertainment and devices division , as well as online services division (www.microsoft.com/en-gb/default.aspx downloaded 13Februari 2014). Along with increasing competition in the software industry is characterized by the emergence of new software vendors, in 2001 doing brand extension into new product categories that gaming console product categories . Microsoft has several product expansion include bing, MSN, computer accesories and Xbox game consoles.

Microsoft launches game console named Xbox. This step taken by Microsoft to increase the strength of the business and take advantage of its position as market leader in the field of software and computer operating systems . Xbox game console is a product of Microsoft's expansion in Indonesia known by the public because the expansion of the other products are not known by the public, this was due to a rare product of another expansion in Indonesia. It is also done to deal with competitors who began to enter new product categories. Xbox game console is part of the entertainment and devices. Xbox game console can be said to be globally proven success of the data included in the 3 xbox game consoles greatest sales. Microsoft launched the Xbox a few series like Xbox, Xbox360 with a range of new editions and launched on 22 November 2013 the Xbox One (www.republika.co.id/berita/trentek/gadget/13/09/05/msnabo-Xbox-one downloaded on February 13, 2014). For now circulating the Xbox game console in the world is the Xbox360 as the consoles had been produced since November 2005.
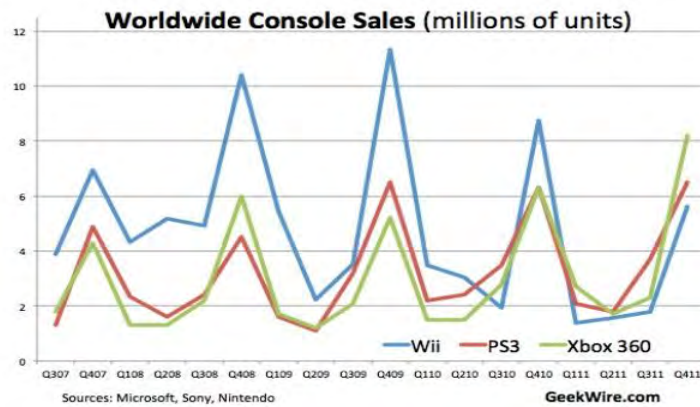
Sumber :http://www.teknoup.com/news/13941/xbox-360-konsol-*game*-paling-laku-tahun-2011/ diunduhpada 8 oktober 2013
Picture 2
Global Sales of Console Game within 2007- 2011

Microsoft Xbox 360 as a consol *game* with highest sales in 2011, bit Nintendo Wii and Sony Play Station 3. Therefore Xbox 360 be a market leader on hardware since 2006 when PS3 and Wii were launced. in 2011, Microsoft sells 14,9 millions unit Xbox 360, a bit higher than Sony PS3 with 14,1 millions unit, Nintendo Wii sold 10,33 millions unit. For sales total, Nintendo Wii still a market leader with 95

millions unit Wii. Second rank is Xbox 360 with 66 millions unit higher than Sony PS3 with 62 millions unit. (GeekWire.com in teknoup.com)

Table 2
Console Game Sales at Indonesia

Konsol	2010	2011	2012	2013
Sony PS 3	2,202,402	2,355,419	2,142,125	1,421,566
Nitendo Wii	2,963,970	1,949,546	1,242,417	304,503
Xbox	1,564,225	1,904,576	1,610,340	943,910
Handheld	4,594,509	4,168,538	4,237,869	2,599,037

Sumber: http://www.majalahgame.com/lesunya-penjualan-konsol-perkuartal-1-2013.htmldiunduhpada 3 oktober 2013

At Indonesia Xbox game Console was successful is evident according to data of consol game sales, Xbox is Top 3 best selling game console in the market. From 2012 until 2013 Xbox stated on second ranks in sales of conole game at Indonesia, this result still below Sony PS 3 sales at the TOP rank. Based on data it can be concluded that Xbox have large market share although still below Sony PS 3.

Refers to some previous research on the cause of the success of brand extension product result can not be separated from a variety of factors that could cause consumers intention in purchasing extended product. Hem *et al* (2001) revealed that the factors that influence successful of brand extension is perceived risk, congruence between parent brand and extended brand, reputation parent brand and consumer innovativeness. Wu dan Lo (2008) explained that the cause consumer purchase intention is*core brand attitude* and *consumer perception fit.*

Based on following data above, the formulation of the research problem is how brand awareness and brand preference have effect on core brand image Micosoft product, how use experience and Core brand image have effect on core brand attitude Microsoft product, how brand association and product connection have effect on consumer perception fit microsoft product, how core brand atttitudeand

consumerperception fit have effect on Purchase intention toward extended product Microsoft.

The general purpose of this study is can analyze and prove influence of brand awareness and brand preference toward core brand image Microsoft. Analyze and prove influence of use experience and core brand image toward core brand attitude Microsoft. Analyze and prove influence of brand association and product connection toward consumer perception fit Microsoft. Analyze and prove influence of core brand attitude and consumer perception fit on purchase intention toward extended product Microsoft.

Benefit of this research can be devided into 3 things, first for microsoft, this researchcan provide information for Microsoft about the influence core brand attitude and consumer perception fit on purchase intention toward extended product. Second for researcher, this research expected can give more marketing knowledge especially on brand extension strategy and consumer purchase intention. And the last for education, this research expected can be a supplemental reference for complement previous research and increase knowledge in making future research.

Literature Review

Purchase intention toward extended product

Aaker (1991: 7) define *A brand is distinguishing name and symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of seller*.Rangkuti (2004: 10-13) 5 choice brand strategy namely *line extension, brand extension, multibrand, new brand dan co-branding.*Aaker (1997: 310)*brand extension* is use ofexisting brands in a product class to enter new product class.Brand extension mean company decide to use existing brand on origina product but improved to new product category. This research use Microsoft as research object, Microsoft choosing brand extension strategy especially category extension with released game console Xbox. *Microsoft*are famous as developers of computer system operation, almost all

computers around the world using Windows.In this research console game Xbox is extended product from Microsoft.

Simamora (2002 : 131) Intention is something private and related with individual attitude that interest with a object wanna have power and pleasure for do series of behavior to closer or get the object. So, purchase intention according toAssael (2001: 53) is behavior that show as respond toward object, or buying interest that show customer want to purchase. Wu dan Lo (2008) develop purchase intention indicator namelypurchasedan recommend.

Previous study indicates *brand extensions*if see on consumer perception can be devide to 2 major category namely core brand attitude (Aaker and Keller,1990; Flaherty and Pappas,2000; Faircloth *et al* ,2001) and *consumer perception fit*(Rangaswamy*et al*,1993: Morrin,1999; Barone*et al*,2000; Bhat and Reddy,2001) on Wu dan Lo (2008).

Core brand Attitude

Schiffman dan Kanuk (2010) attitude is *a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object.* According to that statement *core brand attitude*is overall consumer evaluation on core brand/ parent brand. Attitude toward brand is overall consumer evaluation toward brand. The simple concept, explain brand attitude is a dimension that representative positif or negative effect. At Tricomponent of attitude theory (Wilkie, 1990:310*)* and (Schiffman dan kanuk, 2010:249-251), attitude contain from cognitive, affective and conative component. Wu dan Lo (2008) use indicator   *like* and *prefer*for interpretation core brand attitude. Some previous research that show accumulation brand image anduse experience is main construc core brand attitude (Carpenter dan Nakamoto,1989; Kardesdan Kalynara,1992; Alpert dan Kamins,1995; Martinez dan Chernatony,2004; Chen dan Liu,2004 dalam Wu dan lo, 2008).

Core brand image - Kotler (1999)*brand image*is *The set of beliefsconsumershold about a patricular brand*. Riezebos (2003:63) *brand*

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image is *A subjective mental picture of a brand shared by a group of consumer.*Wu and Lo (2008) develop measurement of core brand image with indicator *Reputation , quality* dan execellent *function.*To sum up, many researchers have proposed that brand awareness and brand preference are the main constituents of core-brand image (e.g. Aaker and Keller, 1990; Smith and Park, 1992). Brand awareness and brand preference will affect the core brand image and is positively related to core-brand attitude (Kardes and Kalyanaram,1992; Alpert and Kamins, 1995).

Brand awareness -According toAaker (1997:90) *BrandAwareness is ability of a potential buyer for recognize or recall that brand is a part of some product category.Brand awareness*can be divided into 4 level that is *unawarere of brand, brand recognition, brand recall*), and *top of mind*.Wu dan Lo (2008) develop for brand awareness that is indicator *leading, brand visibility, profit earning capabilities, business scale, product quality, innovation capabilities, dan expert zing capabilities.*

Brand preference - Simamora (2003:87) preference comes from prefer that mean inclination or fondness for someone to pick something. Simamora also provides an illustration of brand preference as : I prefer this brand. Susan said and pointing to a famous brand of tea. *Brand Preference*reflection from word: "*I prefer this brand*". So*brand preference*refers to the tendencyof consumer to choose a brand, was strongly associated with brand awareness some brand. Wu dan Lo (2008) develop indicator for brand preference that is *popular, reliable dan wise product option.*

Use Experience - Aaker (1997:208-209) argues that rather than asking what the brand used by the respondents and the reason, betterdicussion focused on the experience of using. Smith and Park (1992) stated that products can be divided into (a) product use experience and (b) product availability for visual evaluation. They found that when products were categorized under product experience, consumers were inclined to utilize their experience of the core-brand during product quality evaluation on frequency, actual purchase behavior and satisfaction after use. Wu and

Lo (2008) stated measurement indicator of use experience that is *frequently used, purchased,* dan *satisfaction.*

Consumer perception fit

Perception is the process by which people select, organize, and interpret information from the outside world (Solomon,MichaelR ; Marshall and Stuart,2002:162). According toAakerdan Keller,1990 ;BoushdanLoken, 1991; Barone et al., 2000 on Wu dan Lo (2008)*consumer perception fit*the similarity andcharacteristic overlap between core-brands and extended categories. According to Tauber (1988), consumer perception fit refers to the perceived consistency and similarity between original products and extended products.Aaker(1997: 328) explain fit can be build on functional attribute that related with brand appearance or intangible like prestise or status.

Wu and Lo (2008) use complement and transfer dimension with indicator suit to develop dan connection completely. Klink and Smith (2001) divided perception fit into two forms: that of brand association between original brands and extended products (Broniarczyk and Alba, 1994), and product connection between original brands and extended brands (Aaker and Keller, 1990; Herr et al., 1996; Smith and Park, 1992).

Brand association -According to Aaker (1997: 160) brand association is anything that dealswith the memory of a brand. Brand association is beneficial for the company as well as a thing that can make a company win the competitio. Durianto, Sugiarto and Sitinjak (2001, 70-72) correlate association on a brand with *product attribute, intangibles attributes, customer's benefits, relative price, application, user/customer, celebrity/person, life style, product class, competitors and country/geographic area*. But, Wu dan Lo (2008) correlate brand association with *directly associate*dan*indirectly associate.*

Product connection -According to klink andsmith (2001) in Wu and Lo (2008) product connection is the similarity between the original brand and extended product.*Similarity* product attribute that find on *core brand*dan*extended product result greater perception fit. Similarity is level that consumer assume extended product have equality with original* (Smith dan Park, 1992 dalam Hem *et al*, 2001).Wu dan Lo (2008) develop measurement of product connection with indicator perception level of *impression, concept, nature, promotion,* and *purchase combination* between*extended product* and *core brand*.

Influence of brand awareness toward core brand image

According to some study (Broniarczyk dan Alba, 1994; Reddy et al, 1994) brand strength is important factor on brand extension process. Tauber (1981) and Reddy et al (1994) find that brand leading market in general have brand publicity and market share, and this brand have superior review from consumer.

H1: Brand awareness significantly and positively effect core brand image.

Influence of brand preference toward core brand image

Some study argues that brand awareness dan brand preference is main factor Core Brand Image (Aaker and Keller, 1990 Smith and Park, 1992 dalam Wu dan Lo, 2008). According to Odin (2001) on Amalia (2013) brand preference is a consumer attitude while in situation must choose one or more brand in the one product category. :

H2: Brand preference significantly and positively effect core brand image.

Influence of core brand image toward core brand attitude

Kardes and Kalyaram (1992), Alpert and Kamins (1995) dalam Wu dan Lo (2008) stated that brand awareness dan brand preference will effect core brand image and positively impact on core brand attitude.

H3: Core brand image significantly and positively effect core brand attitude

Influence of use experience toward core brand attitude

Smith and Park (1992) stated thatproducts can be divided into (a) product use experience and (b) product availability for visual evaluation. They found that when products were categorized under product experience, consumers were inclined to utilize their experience of the core-brand during product quality evaluation on frequency, actual purchase behavior and satisfactionafter use.

H4: Use experience significantly and positively effect core brand attitude.

Influence of core brand attitude on purchase intention toward extended product

Consumer's core-brand attitude will affect their intention to purchase extended products (Miller et al., 1971; Aeker and Keller, 1990; Faircloth et al., 2001; Nan, 2006). Flahery and Papps (2000) believe that attitude towards a core-brand is the critical factor in determining this purchase intention toward extended product

H5: Core brand attitude significantly and postively effect consumer's purchase intention of extended products.

Influence of brand association toward consumer perception fit

Brand association is the core of brand equity,and helps consumers process and remember relevant information and create perception fit toward extended product (Aaker, 1991). Aaker and Keller (1990) stated that brand association is available for any given brand. Extension capacity and association are rooted deep within each and every consumer. Brand extension is easyfor a brand with strong association (Yeung andWyer, 2005).When brand association is not related to a product there is greater room of consumer perception fit for brand extensions (Aaker, 1990).

H6: Brand association significantly and postively effect consumer perception fit.

Influence of product connection toward consumer perception fit

If product connection comes with the sameproduct attributes for extended categories and core-brands, higher perception fit will result (Keller and Aaker, 1992). A greater level of connection directly implies the higher possibility of core-brand rights being transferred. Consumer purchase intention towards extended products will therefore also be higher (Barone et al., 2000).

H7: Product connection significantly and postively effect consumer perception fit.

Influence of consumer perception fit on purchase intention toward extended product

Bottomley dan Doyle (1996) when consumer perception fit is high, consumers tend to transferrecognition from original brand to extended products. Morrin (1999) also indicated that when consumer percept there are fit association between extended products and original brand products, a greater purchase intention for those extended products is realized. Extended fit will also affect the categorization of already established brands.

H8: Consumer perception fit significantly and postively effect consumer purchase intention toward extended product.

Research Model
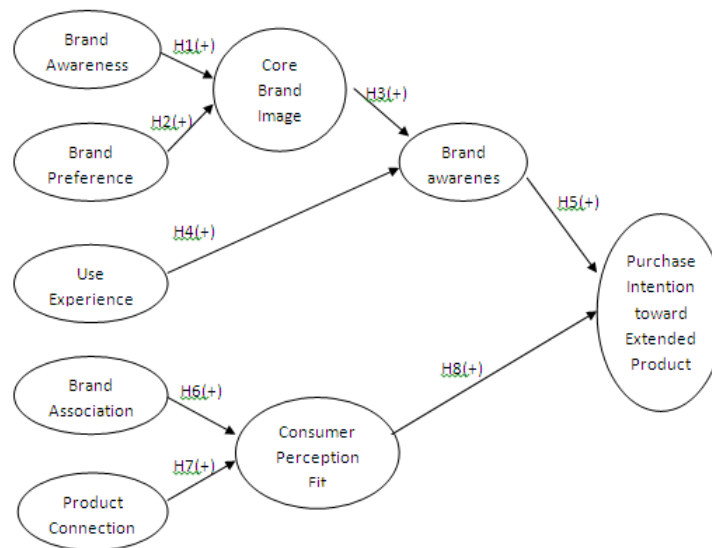
Picture 3
Research Model

Research Method

The research type is causal research because this research testing cause and effect relationship. This research is conclusive research because the main purpose is testing a hipotesis and use quantitative approach. The researcher use Structural Equation Modeling (SEM) for data processing. Population target of this research is customer that using or have use software from Microsoft minimum last 6 month and minimum 15 years old with junior high school education required.Responden must use and buy game conole Xbox.On this research population is not difined clearly, so researcher usenon probability sampling especially convinience sampling. Sample size ofthis research is 160 respondent. For goodness of fit analysis in this research refers to hair on ferdinand (2002) use 7 main goodness of fit that is Chi- Square and P value, CMIN/df, RMSEA, GFI, AGFI, NNFI, and CFI. In this research using α= 10% because this research using google docs for distribute research form to respondent. Hipotesis testing use T value > 1,65 for decide accept or reject hipotesis.

Result and Discussion

Chi-Square=645.75, df=445, P-value=0.00000, RMSEA=0.053
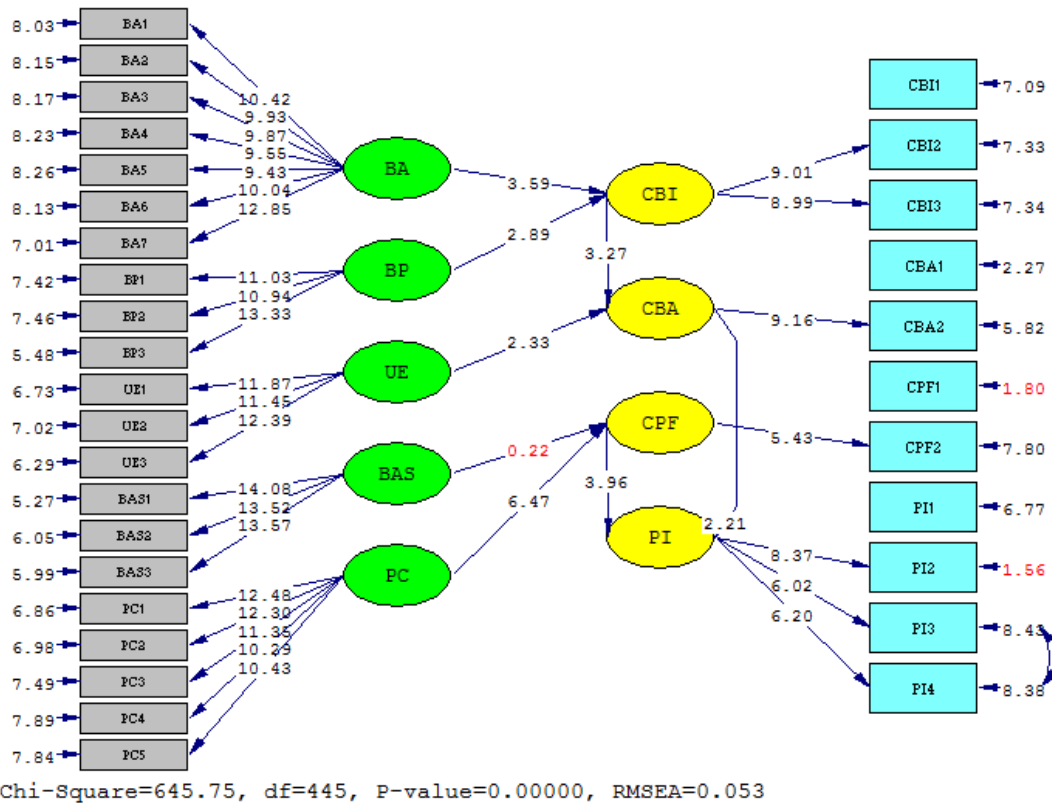
Picture 4
Tvalue Structural Model

Table 3
Evaluation CoefisienStrukturalModel dan Relation with Research Hipotesis

Hipotesis	Path	*T-value*	Keterangan
H1	BA→CBI	3,59	Signifikan (Hipotesis diterima)
H2	BP→CBI	2,89	Signifikan (Hipotesis diterima)
H3	CBI→CBA	3,27	Signifikan (Hipotesis diterima)
H4	UE→CBA	2,33	Signifikan (Hipotesis diterima)
H5	CBA→PI	2,21	Signifikan (Hipotesis diterima)
H6	BAS→CPF	0,22	Tidak Signifikan (Hipotesis ditolak)
H7	PC→CPF	6,47	Signifikan (Hipotesis diterima)
H8	CPF→PI	3,96	Signifikan (Hipotesis diterima)

Sumber: HasilPengolahanLisrel 8.70, diolah.

Table 4
Goodness of fit Result Struktural Model

No	Uji Kecocokan	Kriteria Kecocokan	Hasil	Keterangan
1	Statistik Chi-Square	Diharapkan kecil, $p \geq 0,05$	Chi-square = 645,75 p = 0,00000	*Not fit*
2	RMSEA	RMSEA $\leq 0,08$	0,053	*Good fit*

3	GFI	GFI ≥ 0,90	0,80	*Marginal fit*
4	AGFI	AGFI≥0,90	0,76	*Not fit*
5	CMIN/DF	CMIN/DF ≤ 2	1,451	*Good fit*
6	TLI/NNFI	TLI ≥ 0,90	0,97	*Good fit*
7	CFI	CFI ≥ 0,95	0,98	*Good fit*

Sumber: HasilPengolahanLisrel 8.70, diolah.

Based on result of this result, Brand awareness have significant and positive effect on Core brand image. Brand awareness from Microsoft brand have effect on brand image Microsoft, this suggest consumer aware with Microsoft as computer operating system vendor and make Microsoft famous on operating system category. Brand preference have significant and positive effect on core brand image. Consumer prefer to choose Microsoft product than competitor, this cause Microsoft is getting formed stronger brand image.

Core brand image and use experience have significant and positive effect on core brand attitude. The greater image and use experience can effect consumer attitude toward brand. Microsoft have strong image and based on research customer of microsoft feel fine and satisfied experience with Microsoft operating system product. Costomer satisfied and have good experience make costomer positive attitude towards Microsoft brand.

Brand association has no effect on consumer perception fit, because of association that is formed from the Microsoft brand is not in accordance with game console product category. Association formed is developer, seller computer system operation software license (www.forbes.com/companies/microsoft). So, respondent haven't relation perception between Microsoft and Xbox game console. In other side according responden opinion, perceived fit that Xbox customer feel not at association related Microsoft brand, but feature evaluation on the Microsoft product and Xbox game console.

Core brand attitude and consumer perception fit have significant and positive effect on purchase intention toward extended product. Attitude toward Microsoft brand and perceived similariy that costomer feel between original product and extended product make customer intend to buy extended product.

Conclusion

a. Based on the results of the study, explained the value, the mean BA 3 getting less than 6 other assessmentitems, which means Microsoft needs to do to clarify the process of positioning the brand in the market for clearly brand visibility.

b. If the views the results of the study, the influence of BA-track CBI has the second-largest value with the value estimate sebesar0, 52 it suggests that the effect of Microsoft's brand awareness have large effect on imge of Microsoft brand. Brand with strong brand awareness have advantage while brand awareness can improve brand image next step brand image can push consumer attitude and push consumer purchase intention toward extended product.

c. Based on the research results, can be explained value of BP2 getting less than 2 other assesment item, Microsoft software must improve quality of software product that Microsoft production in order to be reliable product. If Microsoft being reliable product, so customer prefer Microsoft product. That can supportMicrosoft image as a professional software developerand competent.

d. Based on the results of the study, the mean value og CBI 3 getting less than 2 other assesment item,it can be explained that Microsoft must do performance appraisal for the software that product have expected perfect function. So that can trigger positve consumer attitude toward Microsoft brand and product

e.Result show that *core brand attitude*have large effect on *purchase intention toward extended product*, it explain consumer attitude toward Microsoft trigger purchase intention toward Xbox game console as extended product from Microsoft. At the future Microsoft have an opportunity use consumer attitude toward Microsoft brand for trigger consumer purchase intention toward other extended product.

f. Value of UE2 getting less than 2 other assesment item, it explain Microsoft must do research and innovation related with consumer need and want that Microsoft can meet software need and want of the community. This solution applied that can improve consumer positive experience toward Microsoft product.

g. Based on result of this research, T value of brand association getting less than product connection. According to respondent assesment mean value BAS1 getting

less than 2 other assesment item, it means must do promotion activities for Xbox game console because in indonesia Microsoft only do promotion activities for Software product. So that many indonesian people not perception that Xbox is part of Microsoft.

h. Result of this research show path PC→CPF is the largest estimate value is worth 0,62 dan T value worth 6,4, it means similarity between original brand and extended product have strong effect toward similarity perception that consumer feel. Thereforewhen Microsoft will do brand extension should pay attention on product connection between original product and extended product.

Limitation and Future Research

This research was applied on the Xbox game console, future research can be applied to other extended product of Microsoft and can be tested research consistency. Extended product choosen more better related with the orignal brand. This research scope only surabaya, for future research can enrich the research scope.

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APPENDIX

Responden yang terhormat,

Saya Albert mahasiswa Universitas Surabaya Jurusan Manajemen yang sedang mengerjakan tugas akhir ingin melakukan survei terhadap pengguna produk **Microsoft (system operasi Windows, Microsoft office dan windows mobile)** untuk mengetahui pengaruh Core *brand attitude* dan *consumer perception* terhadap *purchase intention toward extended product* **Microsoft** (konsol game **Xbox**). Maka dari itu saya mohon kesediaan saudara/i agar berkenan mengisi kuesioner yang say aberikan. Atas perhatian dan waktunya saya ucapkan terimakasih.

1. **ApakahandamenggunakanProdukdari Microsoft (Windows, Office)?**	**5. Tingkat pendidikanterakhirAnda?**
a.Ya b. Tidak	a.SMP b.SMA/SMU/SMK c.Diploma d.Sarjana (S1) e.Lainnya _____
2. ApakahAndasudahmenggunakan Microsoft selama 6 bulan terakhir ?	
a. Ya b. Tidak	
3.Usia anda saat ini ?	**Alasan membeli Xbox**
a. 15 -19 tahun d. 30-34 tahun b. 20 -24 tahun e. diatas 34 tahun c. 25 -29 tahun	
4.JenisKelamin ?	
a.Laki- laki b. Perempuan	

Untuk mengisi kuesioner dibawah ini mohon memberikan tanda (V) pada tempat yang telah disediakan. Angka 1 menunujukkan anda **tidak setuju** dengan pernyataan yang ada sementara angka 7 menunjukkan anda **setuju** dengan pernyataan yang ada.

A. Brand Awareness

Pernyataan	1	2	3	4	5	6	7
1. Microsoft adalah market leader diantara para pesaing.							
2. Microsoft memiliki kemampuan untuk memperoleh keuntungan yang baik.							
3. Microsoft memiliki kejelasan merek yang tinggi diatara pesaing.							
4. Microsoft merupakan perusahaan dengan skala usaha yang besar.							
Pernyataan	1	2	3	4	5	6	7

	1	2	3	4	5	6	7
5. Microsoft memiliki kualitas produk yang baik.							
6. Microsoft memiliki kemampuan berinovasi.							
7. Microsoft memiliki kemampuan yang ahli.							

B. Brand Preference

Pernyataan	1	2	3	4	5	6	7
1. Microsoft adalah merek yang sangat popular.							
2. Microsoft adalah produk yang handal.							
3. Microsoft adalah pilihan produk yang bijaksana.							

C. Core Brand Image

Pernyataan	1	2	3	4	5	6	7
1. Microsoft adalah produk yang terkenal.							
2. Microsoft memiliki kualitas yang tinggi.							
3. Microsoft memiliki fungsi yang sempurna.							

D. Use Experience

Pernyataan	1	2	3	4	5	6	7
1. Anda sering menggunakan produk *software/* perangkat lunak Microsoft,							

2. Software/ perangkat lunak Microsoft adalah produk yang biasa dibeli sebelumnya.							
3. Microsoft adalah produk yang memuaskan setelah digunakan.							

E. Core Brand Attitude

Pernyataan	1	2	3	4	5	6	7
1. Anda menyukai produk Microsoft.							
2. Anda lebih memilih produk Microsoft.							

F. Brand Association

Pernyataan	1	2	3	4	5	6	7
1. Microsoft secara langsung berhubungan dengan konsol game Xbox.							
2. Microsoft secara tidak langsung berhubungan dengan konsol game Xbox.							
3. Konsol game Xbox secara langsung berhubungan dengan Microsoft.							

G. Product Connection

Pernyataan	1	2	3	4	5	6	7
1. Microsoft dan konsol game Xbox memiliki kesan yang sama.							
2. Microsoft dan konsol game Xbox memiliki konsep yang sama.							
3. Microsoft dan konsol game Xbox memiliki sifat dasar yang sama.							

4. Microsoft cocok untuk mempromosikan konsol game Xbox.	
5. Membeli Microsoft dan konsol game Xbox adalah kombinasi yang tepat.	

H. Consumer Perception Fit

Pernyataan	1	2	3	4	5	6	7
1. Microsoft sesuai untuk mengembangkan konsol game Xbox.							
2. Microsoft windows NT dan konsol game Xbox saling terhubung dengan baik.							

I. Purchase Intention

Pernyataan	1	2	3	4	5	6	7
1. Anda akan membeli konsol game Xbox pada harga yang sama.							
2. Anda akan merekomendasikan konsol game Xbox kepada teman untuk membeli.							
3. Anda akan membeli konsol game Xbox bahkan dengan harga yang lebih tinggi.							
4. ANda akan merekomendasikan konsol game Xbox kepada teman untuk membeli bahkan dengan harga yang lebih tinggi.							

Saran dan kritik untuk Microsoft

TerimaKasih