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**THE CONSUMER PERCEPTION OF BRAND CRISIS RESPONSE STRATEGY,
BRAND REPUTATION, CORPORATE RE-BRANDING, AND BRAND
LOYALTY.**



ROSLIZAWATI BINTI AHMAD

UUM
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
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ABSTRACT

Sustaining brand loyalty is the key success for the survival of any organisation. Maintaining brand loyalty becomes more challenging during a crisis. A slight mistake in responding to the brand crisis will jeopardise the brand image of the organisation. Despite the seriousness of the issue, little is understood how brand crisis response strategy could influence post-crisis brand loyalty. This study investigated the relationship between brand crisis response strategy, namely primary crisis response strategy, secondary crisis response strategy and corporate rebranding of the brand loyalty after the brand crisis occurred. Brand reputation was also taken into consideration as a mediator. The research framework of this study was developed based on the Situational Crisis Communication Theory and the Reciprocity Theory. Personally administered questionnaires were used in collecting the data from the flight passengers in Northern Malaysia with a sample size of 384 respondents. The PLS-SEM was employed to analyse the data. The findings revealed that brand crisis response strategy and corporate rebranding have significant relationships to brand loyalty. Brand reputation mediates the relationship between brand crisis response strategy and corporate rebranding of the brand loyalty. The results of this research have further strengthened the theory and related literature on brand loyalty and put forward recommendations for structuring the comprehensive brand crisis response strategy. This study proposes theoretical and practical contributions for academics and professionals. The limitations of the study have been addressed, and some valuable suggestions for future research are presented.

Keywords: Brand loyalty, brand reputation, brand crisis response strategy and corporate rebranding

ABSTRAK

Kunci kejayaan untuk kelangsungan setiap organisasi ialah mengekalkan kesetiaan jenama dan hal ini menjadi lebih mencabar terutamanya apabila berlakunya krisis. Kesilapan kecil dalam tindak balas kepada krisis jenama akan menjejaskan imej jenama bagi organisasi. Isu ini merupakan satu isu yang serius. Namun, pemahaman mengenai cara tindak balas krisis yang dapat mempengaruhi kesetiaan jenama pascakrisis masih kurang dikaji. Oleh itu, kajian ini bertujuan untuk mengenal pasti hubungan di antara strategi tindak balas krisis jenama yang dinamakan sebagai strategi tindak balas krisis utama dan strategi tindak balas krisis kedua serta penjenamaan semula korporat terhadap kesetiaan jenama selepas krisis jenama berlaku. Reputasi jenama telah diambil kira sebagai pengantara. Kerangka kajian ini telah dibangunkan berdasarkan "*Situational Crisis Communication Theory*" dan "*Reciprocity Theory*". Data dikumpulkan melalui soal selidik daripada penumpang penerbangan di bahagian utara Malaysia dengan sampel saiz sebanyak 384 orang responden. PLS-SEM telah digunakan untuk menganalisis data tersebut. Dapatan kajian menunjukkan bahawa strategi tindak balas krisis jenama dan penjenamaan semula korporat mempunyai hubungan yang signifikan kepada kesetiaan jenama. Selain itu, reputasi jenama mempunyai kesan pengantara di antara strategi tindak balas krisis jenama dan penjenamaan semula korporat terhadap kesetiaan jenama. Hasil kajian ini telah mengukuhkan lagi teori dan sorotan kajian yang berkaitan kesetiaan jenama serta mengemukakan cadangan untuk penstrukturan strategi tindak balas krisis jenama secara menyeluruh. Kajian ini memberi sumbangan secara teori dan praktikal untuk ahli akademik serta profesional. Batasan kajian untuk kajian ini telah dinyatakan, dan beberapa cadangan yang berharga untuk kajian akan datang juga telah dicadangkan.

Katakunci: Kesetiaan jenama, reputasi jenama, strategi tindak balas krisis jenama dan penjenamaan semula korporat

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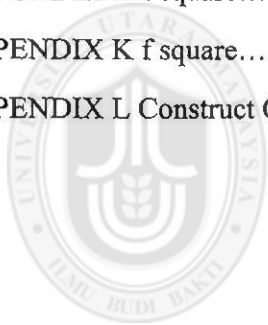


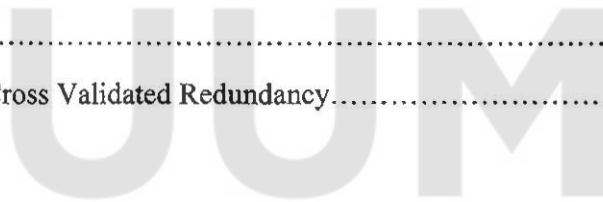
LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CBBE	Customer-Based Brand Equity
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
CSR	Corporate Social Responsibility
ETS	Electric Train Service
GDP	Gross Domestic Product
GoF	Goodness of Fit
LCC	Low-Cost Carrier
MAB	Malaysia Airline
MAS	Malaysia Airline System
PCRS	Primary Crisis Response Strategy
PLS	Partial Least Squares
PLS-SEM	Partial Least Squares-Structural Equation Modelling
SCCT	Situational Crisis Communication Theory
SCRS	Secondary Crisis Response Strategies
SEM	Structural Equation Modeling
SPSS	Statistical Package for the Social Sciences
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VAF	Variance Accounted For
VIF	Variance Influence Factor

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CHAPTER 1

INTRODUCTION

This chapter provides fundamental information regarding the present study. Starting with a brief discussion on the background and the issues of the research, the discussion continues with the problem statement. The discussion then proceeds with the research objectives, research questions, significances of the study and the scope of the study. The last section of this chapter is the definition of key terms used in this study and also the organisation of the thesis.

1.1 Background of Study

Brand loyalty is the vital survival factor for any organisation, especially in term of gaining the competitive advantages and dominates the market share in which brand loyalty will help to increase the organisation's competitive advantage and market share (Dick & Basu, 1994). Organisations with high brand loyalty gain the advantages of charging the premium prices and gain a higher percentage of profit, higher return on investment as well as to create the entry barrier to the competitive brands (Denoue & Saykiewicz, 2009). Furthermore, in facing tremendous market challenges and competitiveness, brand loyalty is considered as the asset and key success factor for organisation sustainability (Gurau, 2012). Gradually, more organisations are recognising the need to expand and maintain brand loyalty to certify long-term profitability, creating and maintaining loyal customers become increasingly complicated in today's competitive environment.

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APPENDICES



APPENDIX A

Approval letter to collect data in the airports

1



Ruj. Kasm: MASR/PP/2/10.1 JLD 11
Tarikh : 22 November 2016

Roslizawati Bt. Ahmad
Pelajar Ptd,
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
06010 Sintok,
Kedah Darul Aman.

Pada,

KEBENARAN UNTUK MENGHIDARKAN SOAL SELIDIK KAJIAN DI LAPANGAN TERBANG ANTARABANGSA PULAU PINANG

Merujuk kepada perkara di atas dan surat pun bertarikh 15 Nov 2016.

2. Sekiranya dimaklumkan bahawa permohonan pun untuk menjalankan kajian penyelidikan ini adalah diluluskan. Di bahagikan kajian akan dijalankan terhadap penumpang kapal terbang di Lapangan Terbang Antarabangsa Pulau Pinang dari 01 Dis 2016 sehingga 16 Januari 2017. Pihak pun dikehendaki untuk mengisi borang "None Disclosure Agreement" (NDA) yang dilampirkan bersama, borang ini hendaklah diserahkan kepada Pegawai Bertugas.

3. Sila berhubung dengan Pegawai Bertugas di Lapangan Terbang ini melalui talian telefon 94-2520143 atau 012-4145001 bagi pemakluman kaji selidik. Sila laporkan kehadiran anda pada Pegawai Bertugas setiap kali anda menjalankan penyelidikan.

Sekian, terima kasih.

Yang benar,
b.p. MALAYSIA AIRPORTS SDN BHD.,


Hassan bin Dattar
Pegawai Operasi

s.d.

Pengurus Keselamatan (AVSEC)
Eksekutif Kanan Operasi
Pegawai Bertugas (Operasi)



MALAYSIA AIRPORTS SDN. BHD. (1166114)
Lapangan Terbang Antarabangsa Pulau Pinang, 11000 BAYAN LEPAS, Pulau Pinang, Malaysia
Tel: +604-8526252 Fax: +604-8526259

1



Rujukan: MASB/AS/ADM/23 (113)
Tarikh: 05.01.2017

Rosdzawati Binti Ahmad
Pelejar PHD,
Siswazah Perniagaan Otman Yeop Abdullah
Universiti Utara Malaysia,
06010, Sintok, Kedah Darul Aman.

Puan,

**KEBENARAN UNTUK MENGEDAR SOAL SELIDIK DI LAPANGAN TERBANG
SULTAN ABDUL HALIM**

Dengan hormatnya saya merujuk kepada perkara di atas dan emel puan yang bertarikh
05 Jan 2017 adalah berkaitan.

2. Malaysia Airports mengucapkan ribuan terima kasih kerana pihak puan bermintak
untuk mengedarkan soal selidik di Lapangan Terbang Sultan Abdul Halim Alor Setar
pada:

Tarikh: 01 Disember 2016 hingga 15 Januari 2017

3. Pihak kami tiada halangan untuk mengedarkan soal selidik di kawasan terminal
Lapangan Terbang Sultan Abdul Halim serta di nuangan basel bertapis pada tarikh
sepertimana yang telah ditetapkan.

4. Diharap penyelidikan ini dapat melancarkan perjalanan dan kajian puan.

Sekian, terima kasih.

Yang benar,
b.p. MALAYSIA AIRPORTS SDN BHD

PUTEH BIN RAMLI
Pengurus Lapangan Terbang Sultan Abdul Halim



MALAYSIA AIRPORTS SDN. BHD. (220944-0)
(A wholly-owned subsidiary of Malaysia Airports Holdings Berhad)
Lapangan Terbang Sultan Abdul Halim, 06100 Alor Setar, Kedah Darul Aman, Malaysia
Tel: (0994-714244) Fax: (0994-714034)

1

6/16/2017

Gmail - PERMOHONAN KEBENARAN UNTUK EDAR SOAL SELIDIK KAJIAN DI LAPANGAN TERBANG



roslizawati ahmad <roslizawati.ahmad@gmail.com>

PERMOHONAN KEBENARAN UNTUK EDAR SOAL SELIDIK KAJIAN DI LAPANGAN TERBANG

hamidahk@malaysiaairports.com.my <hamidahk@malaysiaairports.com.my>

29 March 2017 at 15:49

To: roslizawati ahmad <roslizawati.ahmad@gmail.com>

Cc: abdullahh@malaysiaairports.com.my, denialm@malaysiaairports.com.my, azami@malaysiaairports.com.my, wzaini@malaysiaairports.com.my, jovyn@malaysiaairports.com.my, mohdzainol@malaysiaairports.com.my

Wslam

Merujuk kepada perkara di atas.

Pihak pengurusan MAB Langkawi telah memberi kebenaran serta kelulusan kepada pihak puan untuk menjalankan aktiviti survey seperti mana yang dijadualkan.

Sehubungan itu, beberapa perkara dan peraturan perlu di patuhi oleh pihak puan sepanjang tempoh berada di LTAB Langkawi.

1. Pemakaian Pas Keselamatan.

* Boleh di peroleh di Kaunter Pas Keselamatan MAB Langkawi dengan cagaran IO / Kad Pengenalan / Lesen Memandu atau Passport pemohon yang Original.

* Caj RM 2.00 akan dikenakan.

2. Kaji selidik yang dilaksanakan tidak mengganggu mana-mana pihak.

3. Pemakaian yang kemas.

4. Memaklumkan kepada Pegawai Bertugas (Duty Officer) terlebih dahulu sebelum aktiviti di laksanakan.

Untuk sebarang pertanyaan, boleh hubungi saya

Sekian, terima kasih.

Hamidah Kamis
Senior Executive Operations
Operations Division

Malaysia Airports Sdn Bhd
Langkawi International Airport
071000 Padang Matsirat
Langkawi
Kedah Darul Aman

① +804 - 955 1311 ext 102

② +804 - 955 1314

③ +8012 - 570 3463

④ hamidahk@malaysiaairports.com.my

*Follow us on Twitter @MY_airports

APPENDIX B

Set of questionnaire

Serial no:



Dear Respected Respondent,

My name is Roslizawati binti Ahmad, a PhD student of Universiti Utara Malaysia. I am currently conducting a research on examining the relationship between brand loyalty, brand reputation and post crisis response strategy among the airline passengers in Northern Region of Malaysia. I would very much appreciate if you could spend of your valuable time to answer enclosed questions. Your responses are very important and significant to the accuracy of the information pertaining to my research. The information gathered from here is **STRICTLY FOR AN ACADEMIC PURPOSES** only and will be treated **STRICTLY CONFIDENTIAL**. If you have any inquiries, do not hesitate to contact me at:



Roslizawati binti Ahmad
School of Business Management,
Universiti Utara Malaysia,
06010, Sintok, Kedah Darul Aman.
Tel: 011-36311588
E-mail: roslizawatiahmad@gmail.com
or my Supervisor:

Dr Hasnizam bin Shaari
School of Business Management,
Universiti Utara Malaysia,
06010, Sintok, Kedah Darul Aman.
Tel: 04-9284000

Your kind cooperation and participation is highly appreciated. Thank you

ROSLIZAWATI BINTI AHMAD
PhD Student,
School of Business Management,
Universiti Utara Malaysia.

Kepada Responden yang dihormati,

Nama saya Roslizawati binti Ahmad, seorang pelajar PhD di Universiti Utara Malaysia. Saya kini sedang menjalankan penyelidikan mengenai perhubungan antara kesetiaan jenama, reputasi jenama dan strategi tindak balas selepas krisis dikalangan penumpang syarikat penerbangan di Wilayah Utara Malaysia. Saya sangat menghargai sekiranya anda sudi meluangkan masa berharga anda untuk menjawab soal selidik ini. Jawapan anda adalah sangat penting kepada ketepatan maklumat yang berkaitan dengan kajian saya. Maklumat yang dikumpulkan adalah **HANYA UNTUK TUJUAN AKADEMIK SAHAJA** dan ianya adalah **SULIT**. Jika anda mempunyai sebarang pertanyaan, jangan teragak-agak untuk menghubungi saya di:



Roslizawati binti Ahmad
School of Business Management,
Universiti Utara Malaysia,
06010, Sintok, Kedah Darul Aman.
Tel : 011-36311588
E-mail : roslizawatiahmad@gmail.com
atau Penyelia saya:

Dr. Hasnizam bin Shaari
School of Business Management,
Universiti Utara Malaysia,
06010, Sintok, Kedah Darul Aman.
Tel : 04-9284000

Kesudian dan kerjasama dari anda amat saya hargai. Terima kasih.

ROSLIZAWATI BINTI AHMAD
Pelajar PhD,
School of Business Management ,
Universiti Utara Malaysia.

THE NEWSPAPER

Newspaper.com

THE WORLD'S FAVOURITE NEWSPAPER

9 SEPT 2016

Malaysia Airlines 'technically bankrupt'



Malaysia Airlines is "technically bankrupt", its chief executive has said, as he announced a restructuring programme and plans to cut about 6,000 jobs. The announcement follows the twin air disasters which forced its nationalization last year. The airline said it had "offered jobs" to 14,000 of its 20,000 workforce. The move was expected and follows the appointment of new chief executive Christoph Mueller in May. "We are technically bankrupt," Mr. Mueller told a news conference. "The decline of performance started long before the tragic events of 2014."

The airline is operating as normal and no flights are currently affected. In March last year, Malaysia Airlines flight MH370 disappeared with 239 passengers and crew aboard. The plane is still missing. Four months later, flight MH17 was shot down by a suspected ground-to-air missile while in Ukrainian airspace, with the loss of 298 passengers and crew. The two disasters proved to be the final straw for the already struggling business, which had reported losses for several years as a result of strong regional competition.

BERITA KINI

beritakini.com

AKHBAR TERBAIK DUNIA

9 SEPT 2016

Malaysia Airlines “secara teknikalnya muflis”



Malaysia Airlines “secara teknikalnya muflis”, kata ketua eksekutifnya ketika mengumumkan program penyusunan semula dan merancang untuk mengurangkan kira-kira 6,000 pekerja. Pengumuman itu susulan bencana udara berkenibar yang memaksa nasionalisasinya tahun lepas. Syarikat penerbangan itu berkata ia mempunyai pekerjaan yang ditawarkan sebanyak 14,000, manakala tenaga kerja sedia ada adalah sebanyak 20,000. Langkah itu telah dijangka setelah pelantikan Ketua Eksekutif baru Christoph Mueller pada bulan Mei lalu. “Kami secara teknikalnya telah bankrap,” kata Mueller pada sidang akhbar. “Penurunan prestasi telah bermula sekian lama sebelum peristiwa-peristiwa tragis 2014 lagi.”

Syarikat penerbangan itu beroperasi seperti biasa dan tiada penerbangan yang terjejas. Pada Mac tahun lepas, Malaysia Airlines telah kehilangan MH370 bersama 239 penumpang dan anak kapal. Empat bulan kemudian, penerbangan MH17 telah ditembak jatuh oleh peluru berpandu di ruang udara Ukraine, mengakibatkan kehilangan 298 penumpang dan anak kapal. Kedua-dua bencana ini menjadi kemuncak kepada perniagaan yang sudah lama bermasalah, yang mana telah melaporkan kerugian selama beberapa tahun akibat persaingan serantau yang mencabar.

SECTION C: POST CRISIS RESPONSE STRATEGY/ STRATEGI TINDAK BALAS SELEPAS KRISIS

Using the scale of 1 - 7, please circle the appropriate number that best describe your perception based on the news provided in page 4.

Dengan menggunakan skala 1 - 7, sila bulatkan nombor yang sesuai yang paling menggambarkan persepsi anda berdasarkan keratan akhbar dihalaman 5.

(1= strongly disagree/sangat tidak setuju, 4= natural/natural, 7= strongly agree/sangat setuju)

PC 1 : Primary crisis response strategy PC 1 : Strategi tindak balas krisis utama		Strongly Disagree.....Strongly Agree Sangat TIDAK Setuju..... Sangat Setuju						
PC1	MAS should confront the person or group claiming something is wrong with this airlines carrier. MAS perlu bersemuka dengan orang atau kumpulan yang mendakwa sesuatu yang tidak kena dengan syarikat penerbangan ini.	1	2	3	4	5	6	7
PC2	MAS should attack the accuser or the accusation. MAS perlu menyerang penuduh atau tuduhan itu.	1	2	3	4	5	6	7
PC3	MAS's Crisis Manager should assert that there is no crisis in this airlines carrier. Pengurus Krisis MAS perlu menegaskan bahawa tidak ada krisis dalam syarikat penerbangan ini.	1	2	3	4	5	6	7
PC4	MAS should deny of the accusation. MAS perlu menafikan tuduhan tersebut.	1	2	3	4	5	6	7
PC5	MAS should blame other person or group outside this organization for the crisis happened. MAS perlu menyalahkan orang atau kumpulan lain di luar organisasi ini bagi krisis itu berlaku.	1	2	3	4	5	6	7
PC6	MAS should state that this crisis is a reasonable response to someone else's act or to public policy change. MAS perlu menyatakan bahawa krisis ini adalah tindakbalas yang munasabah untuk perbuatan orang lain atau untuk perubahan dasar awam.	1	2	3	4	5	6	7
PC7	MAS should state that the organization has been framed by irresponsible party. MAS perlu menyatakan bahawa organisasi itu telah diperangkap oleh pihak yang tidak bertanggungjawab.	1	2	3	4	5	6	7
PC8	MAS should state that the company lacked the resources or had no ability to prevent the event from happening. MAS perlu menyatakan bahawa syarikat itu kekurangan sumber atau tidak mempunyai keupayaan untuk mencegah kejadian itu daripada berlaku.	1	2	3	4	5	6	7
PC9	MAS should state that the event stemmed from the corporation's good intentions. MAS perlu menyatakan bahawa peristiwa itu berpunca daripada niat baik organisasi itu.	1	2	3	4	5	6	7
PC 10	MAS should focus on new issues occur after the crisis. MAS perlu memberi tumpuan kepada isu-isu baru berlaku selepas krisis tersebut.	1	2	3	4	5	6	7
PC 11	MAS should show concern and/or sorrow to express the feelings. MAS perlu menunjukkan keprihatinan dan / atau kesedihan untuk meluahkan perasaan.	1	2	3	4	5	6	7

PC 1 : Primary crisis response strategy PC 1 : Strategi tindak balas krisis utama		Strongly Disagree.....Strongly Agree Sangat TIDAK Setuju....Sangat Setuju						
PC 12	MAS should state those others airlines carrier had similar or more offensive crisis events. MAS perlu menyatakan bahawa syarikat penerbangan lain mempunyai peristiwa yang sama atau lebih menyakitkan.	1	2	3	4	5	6	7
PC 13	MAS should explain the cause of this airlines carrier's crisis to the customer. MAS perlu menjelaskan punca krisis itu kepada pelanggan.	1	2	3	4	5	6	7
PC 14	MAS should state that the event is not as serious as outsider views it. MAS perlu menyatakan bahawa krisis itu tidak begitu serius sebagaimana anggapan orang luar.	1	2	3	4	5	6	7
PC 15	MAS should reframe the facets or the causes of the crisis in a more advantageous view. MAS perlu merangka semula aspek atau punca-punca krisis di dalam pandangan yang lebih berfaedah.	1	2	3	4	5	6	7
PC 16	MAS should admit the alleged accusation. MAS perlu mengaku pertuduhan yang dituduh.	1	2	3	4	5	6	7
PC 17	MAS should promise to change the corporate public policy. MAS perlu berjanji untuk mengubah dasar awam korporat.	1	2	3	4	5	6	7
PC 18	MAS should provide the public with instructive information, (e.g., how to react to a crisis in terms of actual behaviour) and adaptive information, (e.g., informing the people how to react to a crisis in terms of psychological reactions). MAS perlu menyediakan orang ramai dengan maklumat berbentuk pengajaran, (contohnya, bagaimana untuk bertindak balas kepada krisis dari segi tingkah laku sebenar) dan maklumat berbentuk penyesuaian, (contohnya, memberitahu rakyat bagaimana untuk bertindak balas kepada krisis dari segi tindak balas psikologi).	1	2	3	4	5	6	7
PC 19	MAS should promise to compensate the victims. MAS perlu berjanji untuk membayar pampasan kepada mangsa.	1	2	3	4	5	6	7
PC 20	MAS should take full responsibility for the crisis and asks for forgiveness. MAS perlu bertanggungjawab sepenuhnya ke atas krisis dan memohon maaf.	1	2	3	4	5	6	7
PC 21	MAS should apologize and/or ask for forgiveness. MAS perlu memohon maaf dan / atau meminta ampun.	1	2	3	4	5	6	7
PC 22	MAS should promise to correct the wrong and/or make proactive actions for the future. MAS perlu berjanji untuk membetulkan yang salah dan / atau membuat tindakan proaktif untuk masa depan.	1	2	3	4	5	6	7

SC 1 : Secondary crisis response strategy SC 1 : Strategi tindak balas krisis kedua		Strongly Disagree.....Strongly Agree/ Sangat TIDAK Setuju.....Sangat Setuju						
SC 1	MAS should offer more price-off promotion to the customers after the crisis. <i>MAS perlu tawar lebih promosi potongan harga kepada pelanggan selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 2	MAS should give more free gifts to their customers after the crisis. <i>MAS perlu memberi hadiah percuma kepada pelanggan mereka selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 3	MAS should offer more coupons to their customers after the crisis. <i>MAS perlu memberi kupon kepada pelanggan mereka selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 4	MAS should offer greater rewards points to be redeemed after the crisis. <i>MAS perlu menawarkan ganjaran mata yang lebih besar untuk ditebus selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 5	MAS should more aggressively advertise their airlines services in media after the crisis. <i>MAS perlu lebih agresif mengiklankan perkhidmatan penerbangan mereka dalam media selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 6	MAS should offer other support to the victims of the crisis personally other than compensation. <i>MAS perlu menawarkan sokongan lain kepada mangsa-mangsa krisis secara peribadi selain daripada pampasan selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 7	MAS should praise the support or loyalty of their customers on their main website after the crisis. <i>MAS perlu memuji sokongan atau kesetiaan pelanggan mereka di laman web utama mereka selepas krisis berlaku.</i>	1	2	3	4	5	6	7
SC 8	MAS should inform that they learn a lot from the customer's feedback. <i>MAS perlu memaklumkan bahawa mereka banyak belajar daripada maklum balas pelanggan.</i>	1	2	3	4	5	6	7
SC 9	MAS should implement most of the improvement suggestion by their customers on their service after the crisis. <i>MAS perlu melaksanakan kebanyakan cadangan penambahbaikan oleh pelanggan mereka pada perkhidmatan mereka selepas krisis berlaku.</i>	1	2	3	4	5	6	7

SC 10	MAS should inform personally to their customer about their previous and current achievements. <i>MAS perlu memaklumkan secara perbadi kepada pelanggan mengenai pencapaian sebelum dan semasa yang telah dicapai.</i>	1	2	3	4	5	6	7
SC 11	MAS should remind the customers that they are also the victim of the crisis. <i>MAS perlu mengingatkan pelanggan bahawa mereka juga adalah mangsa krisis.</i>	1	2	3	4	5	6	7
SC 12	MAS should state they had no ability to prevent the event from happening. <i>MAS perlu menyatakan bahawa mereka tidak mempunyai keupayaan untuk mencegah kejadian ini daripada berlaku.</i>	1	2	3	4	5	6	7
SC 13	MAS should confess that the crisis is normal events and frequently happened to other airlines carrier also. <i>MAS perlu mengakui bahawa krisis ini adalah peristiwa biasa dan sering berlaku kepada dengan syarikat penerbangan lain juga.</i>	1	2	3	4	5	6	7
SC 14	MAS should emphasize their previous positive records and their noble actions as proves that they are NOT intentionally involved in the crisis. <i>MAS perlu menekankan rekod positif mereka sebelum ini dan tindakan mulia mereka sebagai membuktikan bahawa mereka TIDAK sengaja terlibat dalam krisis.</i>	1	2	3	4	5	6	7



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SECTION D: CORPORATE REBRANDING/PENJENAMAAN SEMULA KORPORAT

Using the scale of 1 - 7, please circle the appropriate number that best describe your perception based on the statement given below.

Dengan menggunakan skala 1 - 7, sila bulatkan nombor yang sesuai yang paling menggambarkan persepsi anda berdasarkan kenyataan yang diberi dibawah.

(1= strongly disagree/sangat tidak setuju, 4= natural/natural, 7= strongly agree/sangat setuju)

"On 1 September 2015, Malaysia Airlines started their business as a new entity when its holding company, Malaysian Airline System Berhad (MAS), changed to Malaysia Airlines Berhad (MAB)"

"Pada 1 September 2015, Malaysia Airlines memulakan perniagaan mereka sebagai entiti baru apabila syarikat induknya, Malaysian Airline System Berhad (MAS), ditukar kepada Malaysia Airlines Berhad (MAB)"

CR 1 : Corporate rebranding CR 1 : Penjenamaan semula korporat		Strongly Disagree Strongly Agree/ Sangat TIDAK Setuju Sangat Setuju						
CR1	I prefer MAB brand name than MAS brand name. Saya lebih suka jenama MAB daripada jenama MAS.	1	2	3	4	5	6	7
CR2	I think MAB is a positive brand name. Saya rasa MAB adalah nama jenama yang positif.	1	2	3	4	5	6	7
CR3	I think MAB is a favourable brand name. Saya rasa MAB adalah nama jenama yang digemari.	1	2	3	4	5	6	7
CR4	I think MAB is a good brand name. Saya rasa MAB adalah nama jenama yang baik.	1	2	3	4	5	6	7
CR5	I know very much about airline services. Saya tahu banyak mengenai perkhidmatan syarikat penerbangan.	1	2	3	4	5	6	7
CR6	I am experienced in using airline services. Saya adalah seorang yang berpengalaman dalam menggunakan perkhidmatan syarikat penerbangan.	1	2	3	4	5	6	7
CR7	I am informed about the airlines services-related information. Saya sedia maklum mengenai maklumat syarikat penerbangan perkhidmatan yang berkaitan.	1	2	3	4	5	6	7
CR8	Compared with average, I am an expert airlines services user. Secara purata, saya adalah pengguna yang pakar mengenai syarikat penerbangan.	1	2	3	4	5	6	7
CR9	I like MAB. Saya suka MAB.	1	2	3	4	5	6	7
CR 10	My overall opinion on MAB is positive. Pada pendapat saya secara keseluruhan di MAB adalah positif.	1	2	3	4	5	6	7
CR 11	I think MAB is a good brand. Saya rasa MAB adalah satu jenama yang baik.	1	2	3	4	5	6	7
CR 12	I will choose MAB the next time to fly. Saya akan memilih MAB untuk penerbangan pada masa akan datang.	1	2	3	4	5	6	7

SECTION E: DEMOGRAPHIC INFORMATION/ MAKLUMAT DEMOGRAFI

Please tick (✓) at appropriate box that suit yourself.
Sila tandakan (✓) pada kotak yang berkenaan dengan anda.

What is your gender? Apakah jantina anda?	☐ Male/ Lelaki	☐ Female/Perempuan
What is your age? Berapakah umur anda?	☐ 25-35 ☐ 47-57	☐ 36-46 ☐ 57 and above/57 dan lebih
What is your citizenship? Apakah kerakyatan anda?	☐ Malaysia	☐ Non Malaysia/bukan Malaysia
What is your education level? Apakah tahap pendidikan anda?	☐ High school/Menengah ☐ Master/Ijazah Sarjana	☐ Bachelor degree/Ijazah Sarjana Muda ☐ PhD/ Doktor Falsafah
Please specify your race. Sila nyatakan keturunan anda.	☐ Malay/Melayu ☐ India	☐ Chinese/ Cina ☐ Others/ Lain-lain
What is your current job? Apakah pekerjaan anda sekarang?	☐ Government servant/ Kakitangan kerajaan ☐ Self-employed/ Bekerja sendiri	☐ Private sector / Pekerja sektor swasta ☐ Retired/ Pesara
What category best describe your monthly income?/Apakah kategori pendapatan anda?	☐ < RM2000 ☐ RM 4001 – RM 6000	☐ RM2001 – RM 4000 ☐ > RM6001
Please specify your preferable airline company/Sila nyatakan syarikat penerbangan kegemaran anda.	☐ MAS ☐ Others, please specify/ Lain-lain, sila nyatakan	☐ Air Asia
How often you use airline service? Berapa kerap anda menggunakan perkhidmatan syarikat penerbangan?	☐ At least once in a week/Seminggu sekali ☐ At least once in a month/ Sebulan sekali ☐ At least once in a year/ Setahun sekali	
How did you first hear about MAS's crisis? Bagaimana anda pertama kali mendengar mengenai krisis MAS?	☐ TV ☐ Newspaper/Surat khabar ☐ Word of mouth/ mulut ke mulut ☐ Others, please specify/ Lain-lain, sila nyatakan.	☐ Radio ☐ Magazine/Majalah ☐ Internet

THANK YOU VERY MUCH FOR YOUR ASSISTANCE IN COMPLETING THIS QUESTIONNAIRE.

TERIMA KASIH DIATAS BANTUAN ANDA UNTUK MENGGISI SOAL SELIDIK INI.

APPENDIX C

Reliability result for pilot test

1. Brand Loyalty

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.915	.917	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Loyalty 1	28.10	58.714	.876	.865	.888
Brand Loyalty 2	28.47	63.223	.870	.872	.888
Brand Loyalty 3	28.27	71.099	.573	.433	.921
Brand Loyalty 4	28.30	67.666	.784	.697	.898
Brand Loyalty 5	28.23	68.944	.742	.660	.902
Brand Loyalty 6	27.47	72.189	.715	.711	.906
Brand Loyalty 7	27.77	75.013	.680	.705	.910

2. Brand reputation

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.857	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Reputation 1	46.30	45.183	.749	.719	.771
Brand Reputation 2	46.60	42.524	.701	.762	.769
Brand Reputation 3	48.50	63.500	-.349	.271	.903
Brand Reputation 4	46.23	43.771	.824	.812	.761
Brand Reputation 5	45.87	45.292	.706	.741	.774
Brand Reputation 6	46.37	44.516	.785	.725	.766
Brand Reputation 7	45.87	46.051	.699	.696	.776
Brand Reputation 8	46.03	46.654	.681	.665	.779
Brand Reputation 9	46.60	41.076	.795	.750	.756
Brand Reputation 10	46.33	52.782	.112	.176	.839

3. Primary crisis response strategy

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.780	.797	22

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Primary Crisis Response Strategy 1	98.54	168.110	.352	.906	.771
Primary Crisis Response Strategy 2	97.64	161.497	.484	.948	.761
Primary Crisis Response Strategy 3	97.46	171.962	.313	.953	.773
Primary Crisis Response Strategy 4	99.00	175.333	.220	.916	.778
Primary Crisis Response Strategy 5	97.93	162.143	.518	.957	.759
Primary Crisis Response Strategy 6	98.25	174.565	.198	.954	.781
Primary Crisis Response Strategy 7	97.57	165.143	.452	.896	.764
Primary Crisis Response Strategy 8	98.11	169.433	.330	.962	.772
Primary Crisis Response Strategy 9	96.32	166.004	.595	.910	.759

Primary Crisis Response Strategy 10	96.43	166.476	.510	.855	.762
Primary Crisis Response Strategy 11	97.75	159.602	.687	.944	.751
PrimaryCrisis Response Strategy 12	95.86	164.127	.601	.917	.757
Primary Crisis Response Strategy 13	98.14	178.720	.099	.935	.787
PrimaryCrisis Response Strategy 14	96.14	172.201	.338	.894	.772
Primary Crisis Response Strategy 15	98.00	172.741	.264	.967	.776
Primary Crisis Response Strategy 16	96.64	173.053	.317	.924	.773
Primary Crisis Response Strategy 17	96.50	171.963	.348	.864	.771
Primary Crisis Response Strategy 18	95.89	169.803	.518	.918	.764
PrimaryCrisis Response Strategy 19	96.82	185.115	-.049	.932	.799
PrimaryCrisis Response Strategy 20	96.54	180.258	.066	.965	.789
Primary Crisis Response Strategy 21	95.79	184.101	.007	.938	.788
Primary Crisis Response Strategy 22	96.18	172.671	.415	.799	.769

4. Secondary crisis response strategy

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.821	.848	14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Secondary Crisis Response Strategy 1	67.46	92.554	.557	.957	.801
Secondary Crisis Response Strategy 2	67.36	92.831	.552	.962	.801
Secondary Crisis Response Strategy 3	67.18	90.671	.588	.799	.798
Secondary Crisis Response Strategy 4	66.46	98.406	.643	.836	.800
Secondary Crisis Response Strategy 5	66.54	97.962	.599	.818	.801
Secondary Crisis Response Strategy 6	66.29	99.841	.640	.930	.802
Secondary Crisis Response Strategy 7	66.39	98.766	.622	.927	.801
Secondary Crisis Response Strategy 8	66.64	98.460	.577	.780	.803

Secondary Crisis Response Strategy 9	66.93	95.847	.663	.697	.797
Secondary Crisis Response Strategy 10	67.18	93.041	.631	.592	.796
Secondary Crisis Response Strategy 11	67.46	104.036	.171	.597	.833
Secondary Crisis Response Strategy 12	68.57	99.069	.302	.623	.823
Secondary Crisis Response Strategy 13	66.79	96.249	.494	.649	.806
Secondary Crisis Response Strategy 14	69.86	117.757	-.234	.460	.858



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5. Corporate rebranding

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.845	.823	12

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Corporate Rebranding 1	43.59	89.823	.628	.798	.824
Corporate Rebranding 2	42.90	84.310	.779	.873	.811
Corporate Rebranding 3	43.38	85.458	.775	.953	.812
Corporate Rebranding 4	43.17	84.219	.765	.953	.812
Corporate Rebranding 5	41.72	108.350	.017	.582	.863
Corporate Rebranding 6	40.83	109.362	-.023	.817	.865
Corporate Rebranding 7	41.28	108.707	.018	.871	.860
Corporate Rebranding 8	42.03	97.534	.413	.609	.840
Corporate Rebranding 9	42.72	85.421	.783	.922	.811
Corporate Rebranding 10	42.24	92.190	.598	.758	.827
Corporate Rebranding 11	42.52	85.901	.757	.929	.813
Corporate Rebranding 12	41.90	95.953	.442	.716	.839

APPENDIX D

Independent Sample t-test

Independent Samples Test

			Levene's Test for Equality of Variances		t-test for Equality of Means				
			F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
IV1	Equal variances assumed		1.086	.298	.794	381	.428	.09181	.111
	Equal variances not assumed				.802	258.385	.423	.09181	.111
IV2	Equal variances assumed		3.605	.058	.025	382	.980	.00279	.111
	Equal variances not assumed				.026	282.344	.979	.00279	.111
IV3	Equal variances assumed		.019	.892	-.790	382	.430	-.10840	.111
	Equal variances not assumed				-.790	254.655	.430	-.10840	.111
MV	Equal variances assumed		.006	.939	-.460	380	.646	-.03532	.050
	Equal variances not assumed				-.457	248.633	.648	-.03532	.050
DV	Equal variances assumed		2.441	.119	.868	382	.386	.13672	.111
	Equal variances not assumed				.894	275.838	.372	.13672	.111

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APPENDIX E

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
BL1 <- BL	0.888098	0.889326	0.020612	0.020612	43.086247
BL1 <- Attitude	0.936961	0.938089	0.012238	0.012238	76.561683
BL2 <- BL	0.881084	0.882287	0.023389	0.023389	37.670209
BL2 <- Attitude	0.937738	0.938397	0.011969	0.011969	78.349260
BL3 <- BL	0.793044	0.790952	0.042540	0.042540	18.642127
BL3 <- Attitude	0.857423	0.855043	0.034884	0.034884	24.579441
BL4 <- BL	0.899978	0.900357	0.021142	0.021142	42.569050
BL4 <- Behaviour	0.876005	0.875982	0.023763	0.023763	36.864352
BL5 <- BL	0.822585	0.822420	0.042404	0.042404	19.398547
BL5 <- Behaviour	0.848819	0.848612	0.034748	0.034748	24.427676
BL6 <- BL	0.851948	0.849382	0.036535	0.036535	23.318461
BL6 <- Behaviour	0.919843	0.918179	0.022572	0.022572	40.751501
BL7 <- BL	0.849301	0.846841	0.036146	0.036146	23.496576

BL7 <- Behaviour	0.918396	0.916864	0.020563	0.020563	44.661834
BR1 <- BR	0.732217	0.731609	0.060969	0.060969	12.009688
BR10 <- BR	0.881382	0.883162	0.019461	0.019461	45.290659
BR2 <- BR	0.663018	0.661409	0.082918	0.082918	7.996072
BR3 <- BR	0.884100	0.885776	0.018976	0.018976	46.590069
BR4 <- BR	0.867100	0.869626	0.025493	0.025493	34.013320
BR5 <- BR	0.746177	0.744522	0.047693	0.047693	15.645328
BR6 <- BR	0.868755	0.869994	0.029346	0.029346	29.604372
BR7 <- BR	0.782895	0.783032	0.049393	0.049393	15.850301
BR8 <- BR	0.765021	0.767382	0.056135	0.056135	13.628157
BR9 <- BR	0.693929	0.691549	0.070854	0.070854	9.793820
CR1 <- CR	0.767757	0.770713	0.053374	0.053374	14.384566
CR10 <- CR	0.738388	0.739370	0.057029	0.057029	12.947657
CR11 <-	0.514753	0.514471	0.113884	0.113884	4.519963

CR					
CR12 <-	0.511029	0.510981	0.114417	0.114417	4.466365
CR					
CR2 <-	0.762063	0.762064	0.056161	0.056161	13.569320
CR					
CR3 <-	0.663847	0.661815	0.082805	0.082805	8.016999
CR					
CR4 <-	0.825407	0.826899	0.034243	0.034243	24.104360
CR					
CR5 <-	0.824390	0.825984	0.035605	0.035605	23.153515
CR					
CR6 <-	0.735201	0.733712	0.047424	0.047424	15.502555
CR					
CR7 <-	0.863048	0.864817	0.026980	0.026980	31.989007
CR					
CR8 <-	0.781816	0.782526	0.048867	0.048867	15.998728
CR					
CR9 <-	0.836780	0.837361	0.043749	0.043749	19.126860
CR					
PC1 <- BCRS	0.876193	0.877716	0.036642	0.036642	23.912420
PC10 <- BCRS	0.889704	0.891557	0.019161	0.019161	46.433760
PC11 <- BCRS	0.886380	0.887972	0.022649	0.022649	39.135198
PC12 <- BCRS	0.774251	0.771861	0.044689	0.044689	17.325285
PC13 <- BCRS	0.867094	0.867618	0.031561	0.031561	27.473824

PC14 <- BCRS	0.769421	0.769712	0.052450	0.052450	14.669489
PC15 <- BCRS	0.719506	0.722733	0.063465	0.063465	11.336970
PC16 <- BCRS	0.650671	0.649936	0.073801	0.073801	8.816516
PC17 <- BCRS	0.888220	0.890011	0.019743	0.019743	44.988836
PC18 <- BCRS	0.699294	0.698288	0.066673	0.066673	10.488374
PC19 <- BCRS	0.628106	0.626533	0.087041	0.087041	7.216180
PC2 <- BCRS	0.878022	0.879674	0.030060	0.030060	29.209011
PC20 <- BCRS	0.865120	0.867347	0.035086	0.035086	24.657399
PC21 <- BCRS	0.877135	0.878475	0.027565	0.027565	31.820561
PC22 <- BCRS	0.763741	0.760845	0.052845	0.052845	14.452465
PC3 <- BCRS	0.774212	0.771616	0.044378	0.044378	17.446008
PC4 <- BCRS	0.877534	0.878429	0.027045	0.027045	32.447133
PC5 <- BCRS	0.771103	0.771365	0.052040	0.052040	14.817527
PC6 <- BCRS	0.806855	0.806593	0.039857	0.039857	20.243949
PC7 <- BCRS	0.671221	0.672685	0.065796	0.065796	10.201552
PC8 <- BCRS	0.684879	0.685951	0.071685	0.071685	9.554028
PC9 <- BCRS	0.625218	0.622576	0.089047	0.089047	7.021205

SC1 <- BCRS	0.702211	0.701041	0.067154	0.067154	10.456716
SC10 <- BCRS	0.887454	0.889629	0.018955	0.018955	46.818440
SC11 <- BCRS	0.889417	0.891277	0.018552	0.018552	47.942675
SC12 <- BCRS	0.892562	0.894134	0.020821	0.020821	42.867430
SC13 <- BCRS	0.780911	0.778184	0.043051	0.043051	18.139145
SC14 <- BCRS	0.871138	0.873303	0.028630	0.028630	30.427590
SC2 <- BCRS	0.623378	0.621558	0.087612	0.087612	7.115195
SC3 <- BCRS	0.878479	0.881377	0.030119	0.030119	29.167222
SC4 <- BCRS	0.878528	0.879950	0.027281	0.027281	32.203187
SC5 <- BCRS	0.776125	0.773785	0.044434	0.044434	17.466811
SC6 <- BCRS	0.856415	0.857148	0.042817	0.042817	20.001602
SC7 <- BCRS	0.736578	0.737735	0.064767	0.064767	11.372796
SC8 <- BCRS	0.710748	0.715368	0.069237	0.069237	10.265381
SC9 <- BCRS	0.650211	0.649054	0.073917	0.073917	8.796492

APPENDIX F

Average Variance Extracted (AVE)

	AVE
Attitude	0.830807
BCRS	0.629860
BL	0.732526
BR	0.627730
Behaviour	0.794361
CR	0.553329

Composite Reliability (CR)

	CR
Attitude	0.936330
BCRS	0.983723
BL	0.950343
BR	0.943501
Behaviour	0.939151
CR	0.935601

APPENDIX G

Cross Loading

Variables		Attitude	BCRS	BL	BR	Behaviour	CR
Brand Loyalty (BL)	BL1	0.936961	0.677838	0.888098	0.673862	0.772236	0.658323
	BL1	0.936961	0.677838	0.888098	0.673862	0.772236	0.658323
	BL2	0.937738	0.675715	0.881084	0.662058	0.759740	0.650954
	BL2	0.937738	0.675715	0.881084	0.662058	0.759740	0.650954
	BL3	0.857423	0.626782	0.793044	0.608830	0.672697	0.617170
	BL3	0.857423	0.626782	0.793044	0.608830	0.672697	0.617170
	BL4	0.829783	0.677469	0.899978	0.678748	0.876005	0.694100
	BL4	0.829783	0.677469	0.899978	0.678748	0.876005	0.694100
	BL5	0.698341	0.585688	0.822585	0.600312	0.848819	0.615847
	BL5	0.698341	0.585688	0.822585	0.600312	0.848819	0.615847
	BL6	0.673408	0.615493	0.851948	0.619041	0.919843	0.668342
	BL6	0.673408	0.615493	0.851948	0.619041	0.919843	0.668342
	BL7	0.669741	0.594853	0.849301	0.596042	0.918396	0.646282
	BL7	0.669741	0.594853	0.849301	0.596042	0.918396	0.646282
Brand Reputation (BR)	BR1	0.464135	0.709210	0.543634	0.732217	0.559462	0.761519
	BR10	0.671834	0.892352	0.631181	0.881382	0.544252	0.832988
	BR2	0.410862	0.645318	0.450659	0.663018	0.443164	0.674433
	BR3	0.677350	0.896230	0.638090	0.884100	0.551665	0.837946
	BR4	0.701591	0.890092	0.657616	0.867100	0.565805	0.830789
	BR5	0.625707	0.775594	0.565209	0.746177	0.467845	0.729441
	BR6	0.611739	0.873465	0.683057	0.868755	0.679129	0.859939
	BR7	0.506917	0.769802	0.627504	0.782895	0.667973	0.777383
	BR8	0.493721	0.725041	0.579209	0.765021	0.596000	0.770199

Brand Crisis Response Strategy (BCRS)	BR9	0.395299	0.650591	0.451888	0.693929	0.457301	0.669903
	PC1	0.661640	0.876193	0.621164	0.862083	0.535265	0.817302
	PC10	0.668105	0.889704	0.633811	0.877358	0.551651	0.831120
	PC11	0.695415	0.886380	0.653156	0.863832	0.563089	0.825374
	PC12	0.624226	0.774251	0.564004	0.745000	0.466959	0.728551
	PC13	0.606128	0.867094	0.676957	0.861922	0.673150	0.852777
	PC14	0.504372	0.769421	0.625867	0.782758	0.667171	0.776950
	PC15	0.489029	0.719506	0.573935	0.759143	0.590732	0.762937
	PC16	0.396623	0.650671	0.452453	0.693051	0.457190	0.669183
	PC17	0.663158	0.888220	0.625357	0.876524	0.541233	0.829378
	PC18	0.459706	0.699294	0.531011	0.716721	0.541397	0.743584
	PC19	0.403627	0.628106	0.435343	0.640237	0.422754	0.649415
	PC2	0.688857	0.878022	0.641783	0.855470	0.548891	0.819577
	PC20	0.639425	0.865120	0.600234	0.849650	0.517162	0.801464
	PC21	0.695092	0.877135	0.649581	0.852249	0.557276	0.814972
	PC22	0.631580	0.763741	0.572004	0.733251	0.474822	0.712597
	PC3	0.621152	0.774212	0.565169	0.746480	0.471439	0.726861
	PC4	0.619781	0.877534	0.686919	0.869887	0.679341	0.865907
	PC5	0.511602	0.771103	0.630176	0.781869	0.668805	0.782210
	PC6	0.538626	0.806855	0.673264	0.802854	0.721740	0.844426
	PC7	0.442497	0.671221	0.501676	0.675394	0.505122	0.730579
	PC8	0.445166	0.684879	0.522379	0.705684	0.538238	0.734824
	PC9	0.393084	0.625218	0.432509	0.641823	0.426266	0.653060
	SC1	0.460233	0.702211	0.533838	0.720108	0.545825	0.748020
	SC10	0.665216	0.887454	0.624622	0.876254	0.538301	0.827677
	SC11	0.672052	0.889417	0.634996	0.876851	0.550570	0.831098
	SC12	0.704027	0.892562	0.661756	0.869359	0.570950	0.834946

	SC13	0.629744	0.780911	0.571469	0.751678	0.475317	0.733870
	SC14	0.615458	0.871138	0.681905	0.862822	0.674221	0.860097
	SC2	0.396432	0.623378	0.430226	0.635474	0.419778	0.646454
	SC3	0.657343	0.878479	0.619395	0.863546	0.535626	0.816728
	SC4	0.692822	0.878528	0.645815	0.854062	0.552641	0.816361
	SC5	0.626396	0.776125	0.565733	0.746252	0.468201	0.727351
	SC6	0.597680	0.856415	0.666310	0.850024	0.661706	0.839733
	SC7	0.477208	0.736578	0.597412	0.747810	0.640193	0.745096
	SC8	0.483522	0.710748	0.569535	0.747723	0.587579	0.755478
	SC9	0.395900	0.650211	0.451803	0.693294	0.456692	0.669236
Corporate Rebranding (CR)	CR1	0.490148	0.721674	0.575576	0.761551	0.592636	0.767757
	CR10	0.429444	0.674359	0.491462	0.679119	0.498037	0.738388
	CR11	0.326007	0.407400	0.350403	0.418718	0.338883	0.514753
	CR12	0.334206	0.403781	0.355660	0.416009	0.341358	0.511029
	CR2	0.464662	0.709255	0.543831	0.732229	0.559372	0.762063
	CR3	0.397189	0.632109	0.436836	0.650468	0.430420	0.663847
	CR4	0.665656	0.873912	0.626253	0.861920	0.540758	0.825407
	CR5	0.719311	0.869449	0.676527	0.848016	0.583955	0.824390
	CR6	0.636706	0.778776	0.580722	0.750023	0.485580	0.735201
	CR7	0.619950	0.870726	0.692618	0.864435	0.688919	0.863048
	CR8	0.517448	0.768927	0.635773	0.779822	0.673709	0.781816
	CR9	0.542280	0.797792	0.675729	0.793335	0.723110	0.836780

APPENDIX H

Fornell-Larcker Criterion

	Attitude	BCRS	BL	BR	Behaviour	CR
Attitude	1.000000					
BCRS	0.724631	1.000000				
BL	0.938260	0.744525	1.000000			
BR	0.711886	0.995390	0.741940	1.000000		
Behaviour	0.807717	0.695370	0.961796	0.701013	1.000000	
CR	0.704629	0.977009	0.759953	0.980346	0.737491	1.000000

APPENDIX L

Construct Cross Validated Redundancy

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Loyalty	384.0000	13.1050	0.9659
Brand Reputation	384.0000	5.3992	0.9859



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