

**THE INFLUENCE OF SOCIOLINGUISTIC FACTORS
ON THE STUDENT SHOPPING INTEREST OF
ENGLISH BRAND NAMES**

THESIS

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FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG
2020**

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ON THE STUDENT SHOPPING INTEREST OF
ENGLISH BRAND NAMES**

THESIS

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In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**The Influence of Sociolinguistic Factors on The Student Shopping Interest of English Brand Names**” is my original work. I do not include any materials previously written or published by another person, except those ones that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the only person who is responsible for that.

Temanggung, 19 June 2020

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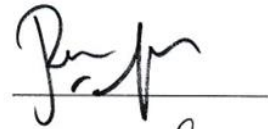
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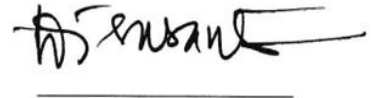
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MOTTO

لا يؤخر الله أمرا إلا لخير
ولا يحرمك أمرا إلا لخير
ولا ينزل عليك بلاء إلا لخير
فلا تحزن ف رب الخير لا يأتي إلا بالخير

God does not delay anything except for good
and do not deprive you of anything except for good
and do not bring down a disaster except for good
Do not be sad, the Good God does not come except for the good

(Iman K)

DEDICATION

This thesis is proudly dedicated to my beloved parents, Ibuk and Buyah, who have already sacrificed many things for always supporting and loving me every time. It is also dedicated to my siblings, rify lavy, my GTM sisters, and my friends. Thank you for your support.

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Alhamdulillah robbil 'alamin, the writer would like to express his highest gratitude to Allah SWT for all His blessings and mercies. In addition, May peace and salutation are always blessed upon the Prophet Muhammad SAW. Along with Allah's grace and gratefulness, finally the writer is able to finish the thesis entitled: The influence of Sociolinguistic factors on students shopping interest of English brand names (A Case Study of UIN Maulana Malik Ibrahim Malang) as one of the requirements for the degree of Sarjana Sastra (S.S) at English Letters Department, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. The writer also would like to thank and give uncounted honour to my parents, Buyah and Ibuk, who never stop supporting and loving me, to my thesis advisor H. Djoko Susanto, M.Ed., Ph.D who has already advised and help me in completing this thesis, to my academic advisor, Muhammad Edy Thoyib, M.A., who has guided and educated me since I was a freshman at UIN Maulana Malik Ibrahim Malang, to all the lecturers at English Literature Department, who have taught and educated me since the first semester, to all of my friends BSI 16 members that I love so much, to all of my friends who have supported and accompanied me in good and bad time. Finally, I realize that this thesis is still far from being perfect, so suggestions and critics are expected and very welcome. I hope this thesis can give advantages to all of the readers.

ABSTRACT

Qoniah, Fitriatul. (2020). *The influence of sociolinguistic factors on the student shopping interest of English brand name.* Undergraduate Thesis.

Department of English Literature, Faculty of Humanities, Universitas Islam Maulana Malik Ibrahim, Malang. Advisor: H. Djoko Susanto, M.Pd, Ph.D.

Keywords: Sociolinguistic factor, Shopping or Buying Interest, Brand Name.

This study investigates the influence of sociolinguistic factors on the student shopping interest of English brand names. This research is important to investigate because currently there are many brands that use English words in Indonesia specifically among students in university. brand name must be appropriate and consider a sociolinguistic factors. Brand names imply the origin of the product, describe the function, or only indicate the maker. Therefore, in choosing a brand name, there must be Sociolinguistic factors that influence it, and that can also affect their shopping interests.

The researcher used descriptive quantitative. Data obtained from UIN Maulana Malik Ibrahim students that customers of several Brand in Indonesia, like: Barbershop, Tea Break, Chatime, Adorable Project, Talk Coffee, etc). From the 98 questionnaire, only 89 data could be calculated because answered the filter question. The researcher analyze the data using the theory of sociolinguistic factors and student shopping or buying interest and from the data, researchers explains based on Grant and Stephen's (2005) theory of Sociolinguistic factors and Kotler's theory (2008) about shopping or buying interest and then use validity test, reliability test and regression test to strengthen the data.

There are sociolinguistic factors that influence student shopping interests include: social class, economic level, gender, hometown, culture. And sociolinguistic factors have an influence on student shopping interests. English brand names that have Brand Knowledge, Brand Image, Overall Quality, Choice intention indicators will increase the power of brand. In this research, the researcher suggest that before determining or choosing English brand names, consumers and companies must check the sociolinguistic factors on the English brand name because its significantly affect the shopping interest.

ABSTRAK

Qoniah, Fitriatul. (2020).*Pengaruh faktor sosiolinguistik pada minat belanja siswa terhadap nama merek berbahasa Inggris.* Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

Advisor : H. Djoko Susanto, M.Ed., Ph.D.

Keywords : Faktor Sosiolinguistik, Minat belanja, Nama merek berbahasa Inggris

Studi ini meneliti tentang pengaruh faktor sosiolinguistik pada minat belanja siswa terhadap nama merek berbahasa Inggris. Penelitian ini penting untuk diselidiki karena saat ini ada banyak merek yang menggunakan kata-kata bahasa Inggris di Indonesia khususnya di kalangan mahasiswa di universitas. nama merek harus sesuai dan mempertimbangkan faktor sosiolinguistik. nama merek menyiratkan asal produk, menjelaskan fungsi, atau hanya menunjukkan pembuatnya. Karena itu, dalam memilih nama merek, harus ada faktor sosiolinguistik yang mempengaruhinya, dan itu juga dapat mempengaruhi minat belanja pelanggan.

Peneliti menggunakan desain penelitian deskriptif kuantitatif. Data diperoleh dari mahasiswa UIN Maulana Malik Ibrahim bahwa pelanggan dari beberapa Merek di Indonesia, seperti: Barbershop, Tea Break, Chatime, Adorable Project, Talk Coffee, dll). Dari 98 kuesioner, hanya 89 data yang dapat dihitung karena menjawab pertanyaan penyaring. Peneliti menganalisis data menggunakan teori faktor sosiolinguistik dan minat belanja siswa dan dari data, peneliti menjelaskan berdasarkan teori Grant dan Stephen (2005) tentang faktor Sosiolinguistik dan teori Kotler (2008) tentang minat belanja dan kemudian menggunakan uji validitas, uji reliabilitas, dan uji regresi untuk memperkuat data.

Faktor sosiolinguistik yang mempengaruhi minat belanja siswa termasuk: kelas sosial, tingkat ekonomi, jenis kelamin, kota asal, budaya. Dan faktor sosiolinguistik memiliki pengaruh terhadap minat belanja siswa. Nama-nama merek Inggris yang memiliki Pengetahuan Merek, Citra Merek, Kualitas Keseluruhan, Indikator niat akan meningkatkan kekuatan suatu merek termasuk merek berbahasa Inggris. Dalam penelitian ini, peneliti menyarankan bahwa sebelum menentukan nama merek Inggris, konsumen dan perusahaan harus memeriksa faktor-faktor sosiolinguistik pada nama merek Inggris karena itu secara signifikan mempengaruhi minat belanja.

البحث مستخلص

فطرية القانعة. 2020. تأثير العوامل اللغوية الاجتماعية على اهتمامات الطلاب بالتسوق على الأسماء التجارية الإنجليزية. مقال. قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانغ.

مشرف : الدكت الحاجي دجوكو سوسانتو في التعليم الطبعة, دكتوراه

الكلمات المفتاحية : العوامل اللغوية الاجتماعية ، اهتمامات التسوق ، الأسماء التجارية الإنجليزية

تبحث هذه الدراسة في تأثير العوامل اللغوية الاجتماعية على اهتمامات تسوق الطلاب للأسماء التجارية البريطانية. هذا البحث مهم للتحقيق لأنه يوجد حاليًا العديد من العلامات التجارية التي تستخدم الكلمات الإنجليزية في إندونيسيا ، خاصة بين طلاب الجامعات. يجب أن تكون أسماء العلامات التجارية مناسبة وأن تأخذ في الاعتبار العوامل اللغوية الاجتماعية. تشير الأسماء التجارية إلى أصل المنتج ، أو تصف الوظيفة ، أو تشير فقط إلى الشركة المصنعة. لذلك ، عند اختيار اسم العلامة التجارية ، يجب أن تكون هناك عوامل لغوية اجتماعية تؤثر عليه ، ويمكن أن تؤثر أيضًا على اهتمامات التسوق الخاصة بهم.

استخدم الباحثون الكمي الوصفي. تم الحصول على البيانات من طالب UIN مولانا مالك إبراهيم للعلماء من العديد من العلامات التجارية في إندونيسيا ، مثل Barbershop و Tea Break و Chatime و Adorable Projects و Talk Coffee وما إلى ذلك). من 98 استبيانًا ، يمكن حساب 89 بيانات فقط لأنها تجيب على أسئلة التصفية. يقوم الباحث بتحليل البيانات باستخدام نظرية العوامل الاجتماعية وشراء الطلاب وشراءهم ومن البيانات ، يوضح الباحث بناءً على نظرية غرانت وستيفن (2005) حول العوامل اللغوية الاجتماعية ونظرية كوتلر (2008) حول التسوق أو الاهتمام بالشراء ثم يستخدم اختبار الصلاحية ، اختبار الموثوقية ، واختبارات الانحدار لتقوية البيانات.

هناك عوامل اجتماعية لغوية تؤثر على اهتمامات التسوق للطلاب بما في ذلك: الطبقة الاجتماعية ، المستوى الاقتصادي ، الجنس ، مسقط رأس ، الثقافة. والعوامل اللغوية الاجتماعية لها تأثير على اهتمامات تسوق الطلاب. ستزيد أسماء العلامات التجارية البريطانية التي لها معرفة بالعلامة التجارية ، وصورة العلامة التجارية ، والجودة الشاملة ، ومؤشرات النوايا من قوة العلامة التجارية. في هذه الدراسة ، يقترح الباحثون أنه قبل تحديد ماركة أحذية بريطانية ، يجب على المستهلكين والشركات فحص العوامل اللغوية الاجتماعية في اسم العلامة التجارية البريطانية لأنها تؤثر بشكل كبير على الاهتمام بالتسوق.

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CHAPTER I

INTRODUCTION

This chapter discusses several points related to the area of the research itself: background of study, research questions, significances of study, scope and limitation, definition of key terms, previous study and research method.

1.1 Background of Study

This research studies the influence of sociolinguistic factors on student shopping interest of English brand names (a case study on UIN Maulana Malik Ibrahim Malang). Brand naming is a way to give a name or sign to a product. With that name, it can help complete the product, and it is also important to make meaning and accept them representing the symbols and meanings that are in the product. Not only for that, sociolinguistic believe in the importance of linguistic components, such as brand names, whether for business or products are linguistic parts and forms. Besides, brand names as sociolinguistic symbols carry cultural meaning and fulfill the requirements in building relationships. Brand name, just like a personal name, means identification, image, also product reputation. Giving the name of a brand is important to determine the target consumers with the brand both in terms of the quality, proposition, and other things that we want. Therefore, the consumers get the association. Brand naming must be

appropriate and consider a sociolinguistic perspective. A brand is a name with the power to influence the market (Kapferer, 2008).

Some scholars have their own definition of Brand Name. Aaker (1991) and Keller (2011) characterize it as a part of brand identity, brand names are one of the most important points of contact with consumers. In addition, brand names can also make a significant contribution to new products or services (Kotler & Armstrong, 2008). Aaker and Joachimsthaler (1997) argue that brand names have become one of the most valuable assets for many companies. It also becomes clear that our compilation sees the high prices companies pay for brand names. In essence, the brand is the name that influences the buyer, being the purchase criteria. Brand is a name that influences buyers. This definition emphasizes the essence of a brand: a name with the power to influence buyers (Kapferer, 2008). Overall, the brand name, as a part of the identities of a product and sociolinguistic component, is to identify or facilitate the brand or the product itself in the customer.

There are many sociolinguistic factors affecting the purchasing behavior of consumers. These are social and cultural factors such as culture, subculture, social class, reference groups, and family. In addition, social factors in sociolinguistics are something that influences language selection, including naming a brand. Several sociolinguistic factors can also influence a name such as (1) social class, such as the upper social class will see a brand from its background as a brand name, (2) educational background,

people who have a good background will look more closely at a brand, (3) trust, a trust built with the quality and name will affect (4) value, (5) age, (6) economic level, (7) gender, and (8) culture.

English brand name in Indonesia or the phenomenon of companies doing foreign branding strategies is very much found, the above phenomenon proves that Indonesian consumers are still interested in foreign brands. Consumers tend to choose foreign products due to their perceived brand quality and higher brand prestige than local brands. Foreign branding here can be a subtle way to position or reposition a product.

This research is important to investigate because currently there are many brands that use English words in Indonesia especially among students in the university. Brand names are sociolinguistic symbols that carry cultural meaning and are defined as building relationships. Based on previous definitions, the brand name must be appropriate and consider a sociolinguistic perspective.

As stated above about the brand name, the researcher is involved in studying the influence of sociolinguistic factors on student shopping interest of English brand names (a case study on UIN Maulana Malik Ibrahim Malang). According to (Kepkefer, 2008), where brand names can influence buyers, the researcher will examine the extent to the influence of brand names on consumers, the researcher will examine how consumers think in Indonesia about using English to naming a brand and how it is socially viewed, how to name a brand as part of sociolinguistics that can affect the

market, how does the power of brand names affect buyers, and how can brand names trust customers?

Several researchers focusing on a brand name in sociolinguistics perspective have been conducted in various settings. In an academic research setting, Pradika Ananta Tour (2019) conducted an Iconic English business name as a branding tool in a rural area of Yogyakarta, this study discussed English which has a stronger appeal than regional languages. This can benefit businesses to use English as a branding tool that they believe is more effective and efficient in attracting consumers who ignore local languages. This study aimed to describe the name of an English-language business as a branding tool in Yogyakarta Special Region. This research used a descriptive qualitative research method with quantitative features to support analysis. Data obtained from rural areas of Yogyakarta Special Region. Data were analyzed by copying interviews, grouping and analyzing data, and drawing conclusions. The results of this study indicated that the use of English as a branding tool in Yogyakarta signified the names of institutions such as Homestay / Guest House. The English names will become icons of what they offer, providing a guarantee of good quality.

Hasan, Yoke, and Jangga (2015) conducted a multifactorial Sociolinguistic analysis of naming SME business companies in Malaysia. They discussed Choosing the right company name is the same as choosing the right name for a product because branding can have a long-lasting effect on a customer's choice of goods. Small and medium businesses in Malaysia

are also influenced by multicultural and multilingual backgrounds in Malaysia. This study aimed to identify Sociolinguistic factors that can lend SME business owners the choice of naming Business Companies. The effect of using English as a medium to communicate their business operations is good. This study, selecting a number of SMEs requested to participate in surveys and interviews. The results show that there are indeed a number of factors that contribute to business naming and they tend to be biased towards the influence of family and business owner background.

Fox (2011) conducted Naming an Organisation: a (socio)linguistic perspective, in order to know the function of Sociolinguistic theory for production in corporate naming. The result is the need for sociolinguistic theories, ideas, and concepts, as an effort to create a system that already exists in Sociolinguistics. However, this has added or raised awareness that the name of the company as a form of Sociolinguistic representation and called the company as a sociolinguistic process.

The researcher of this research believed it would be more appropriate to combine Sociolinguistics and organizational studies. Whether a joint project will be Sociolinguistic is framed and contextualized by organizational studies, or an organizational study project that illustrates Sociolinguistics is not very important. However, what is important is the researchers' awareness that in order to fully understand the process of naming companies, one must treat Sociolinguistics and study each other's organizations equally as beneficial and equal.

Danacı (2005) conducted the extent to which foreign languages are used in-store signs and which factors are effective in the process of selecting names for workplaces and the results of this study shown how foreign languages were used on behalf of shops and effective factors in the process of choosing a name for the store. The result was the use of foreign languages in various shop names could be seen from the socio-economic background of the shop owner.

Li and Shoostari (2003) conducted brand names applied in China with Sociolinguistic implications to the international market. The result was that there were two important impacts from the Sociolinguistic background of China on brand naming which was the first, most Chinese people relied more on ideographic features to understand brand names rather than the appeal of their names. Secondly, most Chinese people relied on cultural traditions inherited in personal names to understand and use brand names. Some consumers in China still liked brand names that could (1) express socioeconomic status; (2) provoke memorable visual and mental images; (3) appeal to audience sophistication and sentiment; and (4) show orientation of moral values. A number of things must be considered when using the sociolinguistic approach as a framework for learning brand naming behavior. The most serious thing was the scope of research according to the Sociolinguistic approach. Other things that need to be considered were the demands of the researchers' bi-cultural and bi-lingual competencies so that the results of their cultural interpretations and the accuracy of their

interpretations or translations can be trusted. This study also aimed to explore the sociolinguistic implications of brand naming.

In Sociolinguistics, brand names imply the origin of the product, describe the function, or only indicate the maker. Therefore, in choosing a brand name, there must be Sociolinguistic factors that influence it, and that can also affect their shopping interests.

Interest in buying or shopping has been studied for more than 50 years and one of the factors that influence it is the brand. Therefore, foreign brands imply a particular country of origin (COO) can be an effort to build or improve the perception of certain attributes.

The difference between my research and previous researchers is the focus of the research. The focus of the present study is “the influence of Sociolinguistic factors on student shopping interest of English brand names. It also looks at the brand name from the Sociolinguistic perspective in terms of consumers. And there is a significant effect between sociolinguistic factors on student shopping interest of English brand name.

1.2 Research Problems

Thus, this research purposes to gain the answers for the research questions which are stated below:

- a) Do the sociolinguistic factor significantly influence UIN Maulana Malik Ibrahim students as customers in choosing English Brand Names?
- b) How do the sociolinguistic factors impact the customers?

1.3 Objectives of the Study

Based on the research questions above, this researcher has two objectives of the study, there are:

- a) To find out whether the social factors influence UIN Maulana Malik Ibrahim students as customers in choosing English Brand Names
- b) To describe how the power of the brand name could impact customers.

1.4 Significances of the Study

The significance of the study are:

1. Theoretical benefits

This research provides several contributions as additional information references for those who want to conduct research in linguistic studies, especially in the field of Sociolinguistics specifically the results of this research are expected to linguistic development and knowledge about Sociolinguistics in a brand name.

2. Practical benefits

The results of this study are expected to be useful for the customer to choose the brand with the right name, and to a company or business to give the best name that right in a Sociolinguistic perspective, which will have a lot of impact on the brand or the company. This research is also useful for the customers to help identify products, to take a meaning, and to present.

1.5 Scope and Limitations

This research aims to identify and describe the influence of English brand names on Sociolinguistic perspective. The researcher focus on simplifying the study, and limits on the influence of sociolinguistic factors on student shopping interest of English brand names (a case study on UIN Maulana Malik Ibrahim Malang).The scope of this research is limited to the subject and object investigated.The subject of this research

is UIN Maulana Malik Ibrahim students. The object of this research are the Sociolinguistics factors that influence the use of English brand names.

1.6 Definitions of Key Terms

To avoid misunderstanding, some terms are defined.

1. There are many sociolinguistic factors affecting the purchasing behavior of consumers. These are social and cultural factors such as culture, subculture,

social class, reference groups, and family. In addition, social factors in sociolinguistics are something that influences language selection, including naming a brand. Several other social factors can also influence a name such as (1) social class, such as the upper social class will see a brand from its background as a brand name. (2) educational background, people who have a good background will look more closely at a brand. (3) trust, a trust that is built with the quality and name will affect (4) value. Social factors are also called external factors, which means that the constraints in external factors are social factors that are correlated with social behavior in linguistic variables. Social behavior can be seen from the social factors of each individual or other social group. Social factors that can influence the pattern of language use include social status, education level, age, economic level, gender, culture, hometown, and so on.

2. A brand name, whether for business or products, is a part and form of Linguistics. Brand names as Sociolinguistic symbols carry cultural meaning

and establish boundaries in building relationships. Multinational companies use brand names as a very important part of their marketing strategy. Giving a brand name and having a brand name that is acceptable to society and culture, means that these symbols are culturally diverse businesses and diverse language consumers will drive the global market.

3. Shopping interest or the customer's buying interest is something that arises after receiving stimulation of the products they saw, from there arose an interest in trying the product until finally buying it

1.7 Research Method

A. Research Design

The researcher used descriptive quantitative. Data obtained from UIN Maulana Malik Ibrahim students that customers of several Brand in Indonesia, like: Barbershop, Tea Break, Chatime, Adorable Project, Talk Coffee, Tea Break, Chatime, Barbershop, Talk Coffee, Make Over, Billionaires Project, the executive, Eagle, Silver Queen, 3 Second, Hammer, Minimal, Talk Coffee, Sunsilk, Nice Box, Adorable Project, Well Planed, Chic And Darling, CFC: California Fried Chicken, Word Division, Poison Street, Dear Me Beauty, Eat Two Burger, King Milk, Yummy & Spicy). From the 98 questionnaire, only 89 data could be calculated because answered the filter question. The researcher analyze the data using the theory of sociolinguistic factors and student shopping or buying interest and from the data, researchers explains based on Grant

and Stephen's (2005) theory of Sociolinguistic factors and Kotler's theory (2008) about shopping or buying interest and then use validity test, reliability test and regression test to strengthen the data.

B. Research Instrument

To support the study, the researcher uses certain instruments. To get the data the researcher makes a questionnaire to the participants, First, the researcher makes filter questions, then make the core questionnaire questions into two parts, namely questions about sociolinguistic factors and student shopping interest based on the theory used in this study, which was then divided into several points, then made and distributed the questionnaire using Google Forms.

C. Descriptive analysis of research participant

Respondent Characteristics

The Population in this research is all students. And the Accessible population: those replying the questionnaire online. And Sample: those with complete responses can be processed because it passes in filter question (whether the respondent has been shopping English Brand Name). The spread of this questionnaire is done through Google form.

The characteristics of respondents are an integral part of the research variables. So from the results of research that has been done can be known characteristics of respondents as follows:

A. Characteristics of respondents based on gender

Analysis of respondents according to gender is performed to determine the proportion of gender of the respondent. The data on the gender of respondents can be seen below:

Table 1.1

Gender	Frequency	Percentage
Women	79	80,6%
Man	19	19,4%
Total	98	100

Table 1.1 shows that the number of respondents was 98 people. The number of female student respondents amounted to 79 people or 80.6% and the remaining males were 19 people or 19.4%. This amount was taken randomly to represent the student UIN Maulana Malik Ibrahim.

B. Respondent characteristics based on majors

Analysis of respondents according to the majors is conducted to determine the proportion of respondents. The data on the respondent's majors can be seen below:

Table 1.2

Departments	Frequency	Percentage
Sastra Inggris	41	41,9%
Matematika	12	12,2
Bahasa dan Sastra Arab	9	9,2%
P.IPS	8	8,2%

P. Bahasa Arab	6	6,1%
Teknik Arsitektur	5	5,1%
PGMI	4	4,1%
Psikologi	4	4,1%
Akuntansi	4	4,1%
PAI	3	3,1%
Perbankan Syariah	1	1,0%
Hukum Tata Negara	1	1,0%
Total	98	100%

Table 1.2 shows that the number of respondents was 98 people. The number of respondents to the English literature students amounted to 41 people or 41.9% and mathematics students amounted to 12 people or 12.2% and students of language and Arabic literature of 9 persons or 9.2% and students of P. IPS are 8 persons or 8.2% and students of PBA for 6 persons or 6.1% and students of TA majors are 5 persons or 5.1% and students of PGMI , Psychology, accounting, 4 persons or 4.1% each and the PAI students are 3 persons or 3.1% of the remaining students of Sharia banking and constitutional law, each of which is 1 person or 1.0%. This amount was taken randomly to represent the student UIN Maulana Malik Ibrahim.

D. Data and data Source

The data in this research is the English brand name used at Indonesia. To make this research more specific, researchers only use a few English brand names that are often used by the students, so the main data source in this research are Barbershop, Make Over, Billionares Project, The Excecutive, Eagle, Silver Queen, 3 Second, Hammer , Minimal, Talk Coffee, Sunsilk, Nice Box, Adorable Project, Well Planed, Chic And Darling, CFC: California Fried Chicken, Word Division, Poison Street, Dear Me Beauty, Eat Two Burgers, King Milk, Yummy & Spicy, Tea Break , Chatime. The secondary data sources in this research are any relevant references to support researcher in analyzing the data.

E. Data Collection

To collect the data, the researcher sent questionnaire to 98 students of UIN Maulana Malik Ibrahim Malang. The researcher first give a 'filter question' which function to identify which student who like buying / shopping English brand name. After that, the students who like shopping English brand name were give further questionnaire about sociolinguistic factors and shopping interest on English brand name. the researcher collected the data herself from early to the end of May 2020. The final data were collected to the selected student (89) to answer the questionnaire about sociolinguistic factors and shopping interest on English brand name.

F. Data Analysis

In this research, the statement of the results of the questionnaire collected will be calculated. After that, the data are analyzed based on the data displayed and theory used. The researcher use any Research Instrument test to strengthen the data analysis:

1. Validity Test

The validity test is a measure that shows the level of or the validity of an instrument. Significant trials were conducted by Compare the value of R count with R table for degree of freedom (DF) = $n-2$, N is the number of samples. On output appearance SPSS 16.0 On Cronbach Alpha in the Correlated column of the item-total correlation, if r Count greater than r table and positive value then the question item or The indicator is declared valid (Ghozali, 2006:45). The validity test measurement can be Compare the value of R count with R table for degree of Freedom (DF) = $n-2$, where is the number of sample respondents. Criteria The instrument is said to be valid when the correlation value (Pearson Correlation is positive and the probability value of {sig. (2-tailed)} is \leq degrees Significant 0.05 ($\alpha = 5\%$). Research ini menggunakan 98 responden namun hanya 89 angket yang dapat dihitung karena melewati pertanyaan penyaring terlebih dahulu.

2. Reliability Test

Reliability Test is actually a tool for measuring a questionnaire that is a Variable or construct indicator. A reliable Questionnaire or reliable

if a person's answer to the statement is consistent or stable from time to time. Reliability measurements can be done In two ways:

1. Repeated Measure or Remeasurement

Respondents will be offered the same question at the time And then see if it remains consistent with the Answer.

2. One Shot or single result measurement

The measurement is done once and then the result Compared to other questions or measuring correlation between Answers to questions. SPSS for Windows Release 16.00 delivers Facilities to measure reliability with statistical test results Cronbach Alfa. To facilitate calculations according to Ghozali (2006:42) SPSS 16.0 provides facilities for measuring reliability With statistical test Cronbach Alfa (a). A contraction or variable is said to be reliable if the value of the Cronbach Alfa > 0.60 .

3. Regression Test

The regression test used in this research is a simple linear regression analysis is one of the regression methods that can be used as a statistical inference tool to determine the influence of a free (independent) variable against the dependent variables.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter examines a literature review containing a number of theories that are used to guide the process of this research. The discussion deals with sociolinguistics, sociolinguistic factors, sociolinguistic perspective, brand name, brand name effect, the power of brand name. This research also describes the use of English in Indonesian brand naming as the subject of the research and previous studies that have been conducted on the subject. In addition, the conceptual framework and analytical structure of the research are also provided.

A. Literature Review

2.1 Sociolinguistics

“Sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur.”

(gumpers 1971)

Sociolinguistics is the placement of language in a broader context, focusing on the relationship between language use and society (Downes, 1998).

Sociolinguistics is a studio about languages related to social conditions such as language characters, language variations, language functions, and the use of language in language interactions and functions in society.

2.1.1 Sociolinguistic Factors

According to (Grant and Stephen, 2005: 451), There are many sociolinguistic factors affecting the purchasing behavior of consumers.

These are social and cultural factors such as culture, subculture, social class, reference groups and family. In addition, social factors in sociolinguistics are something that influences language selection, including naming a brand. Several other social factors can also influence a name such as: (1) social class, such as the upper social class will see a brand from its background as a brand name. (2) educational background, people who have a good background will look more closely at a brand. (3) trust, a trust that is built with the quality and name will affect (4) value.

Social factors according to Wolfram in Lucas (2004: 63) are also called external factors, "External constraints are the factors of social nature that may correlate with the behavior of the linguistic variable" (Wolfram, 1991: 23), which means that the constraints in external factors are social factors that are correlated with social behavior in linguistic variables. The social behaviour can be seen from the social factors of each individual or other social group. Social factors that can influence the pattern of language use include social status, education level, age, economic level, gender, culture, and so on. As Milroy argues in Lucas (2004: 62)

2.2 Brand Name

2.2.1 The Definition of Brand Name

According to Dutta, (2013), A brand is not a name or an accessory added at the end of the production process but it is a value that needs to be considered at each and every step of the creation of the product. The brand is what consumers feel and try to compile to listen and see your product. Brand is not just your logo or company name, but someone's image or perception of your product or company. A brand is a complete combination of associations that people imagine when they hear the name of a company or product.

Like people, brands have names, too. A relatively new category of names offered from the symbolic importance of the relationship between brand and society, brand names – such as personal names – stands for partnership, identity, image, and competition.

2.2.2 The Impact of Brand Name

Building a brand is an important step that must be considered when building a business. A strong brand will form a good image for the business you are building. such as: Making a business unique and faster known, Building customer trust, Establishing important relationships with various parties, Can bring in the right workforce.

2.2.3 The Power of Brand Name

According to Pappu(2006) argue that brands vary in terms of the strength and value it has in market. To win that competition the tighter, a brand must issue all the advantages it has. For companies, brands can become increasingly valuable, because it can use it to build the basis of consumer confidence in determining choice of a product. Besides the brand thing that needs to be attention by companies in competing is promotion conducted by the company.

After consuming a product, consumers will remember the impression captured from the product. If consumers have felt the benefits, consumers' memories of the product will be even greater than when consumers have not used it. That is what makes consumers' memories stronger about brand associations. The strength of the brand association is shown by the good reputation the product has in the eyes of consumers, the product is considered to have the benefit of self-expression and increase consumer confidence.

2.3 Shopping Interest

Customer Shopping or Buying interest is something that arises after receiving the stimulus of the product he saw, from there arise interest in trying the product until the end arises a desire to buy to be able to have it (Kotler, 2008). Thamrin (2003:142) argues the interest of buying consumers is part of the consumer behaviour component in the attitude of consuming,

the tendency of respondents to act before buying decisions are actually implemented. So it can be deduced the interest in buying consumers is the intention arising from within a person to make a purchase of a product or service in consideration before the purchase process takes place.

2.4 English Brand Name

The effect of the brand in a foreign language indicates the country of origin of the brand which affects the perception of the brand image. Consumers tend to choose brands that smell foreign than domestic brands. This is because products in developing countries are perceived to be of lower quality compared to developed country products. Indonesian brands, for example, are perceived to be lower than products from foreign countries, such as America. The difference in a more positive attitude towards brands in English compared to Indonesian is consistent with Leclerc et al. (1994) also Thakor and Pacheco (1997) who in their research mentioned that products with brands in foreign languages are more valued than products with brands in local languages. This is because brands in foreign languages or in this study brands in English relate to the image of the country of origin.

4.1 The Use of English in Brand Name in Indonesia

The use of English as the name of a brand in Indonesia today is very much found, Globalization which offers free trade issues has an unfavourable impact on the journey of Indonesian. Indonesian seems to be a subordination of foreign languages (especially English) whose roles are

so important in communication in the fields of science and technology and economics.

The use of foreign languages with various types of variations on business nameplates in Indonesia arises because of two things: First, some of them admit that the foreign language was deliberately used to get a positive image for their business. They say that the use of foreign words (especially English) is considered to give a better impression, more quality, more prestigious, more classy, and so on.

Secondly, some of the business actors only use a foreign language or are influenced by others. This group actually never thought that the foreign language they used was intended to get a certain impression or image, such as higher quality, more prestigious, more interesting, more classy, and so on. They use foreign languages because they see other similar business actors also use foreign languages.

CHAPTER III

Findings and Discussion

3.1 Findings

3.1.1 Sociolinguistic factors that influence UIN Students Maulana Malik Ibrahim in choosing English Brand Name.

There are sociolinguistic factors affected the students of UIN Maulana Malik Ibrahim as consumers in choosing English brand name. The sociolinguistic factors include social status, education level, age, economic level, gender, culture, and so on.

In this research, researchers do not used all the factors above, researchers only used a number of factors that can be classified for students, namely: social class, economic level, gender, culture, hometown.

A. Social class

Social class is a relatively permanent and relatively organized division of community groups whose members have similar values, interests, and behaviors. Still clearly visible differences in social class factors, including among students, and this influences how they societal, choose or do something. Basically, all societies have social strata, including among Student. The strata sometimes take the form of a caste system in which members of different castes are raised in certain roles and cannot change their caste membership. Stratification is more often found in the form of social class. Class is a relatively homogeneous and permanent division of society, arranged in a hierarchical manner and has members with similar values, interests, and behaviors. Social class not only reflects income, but also other

indicators, such as: education, employment, and income. Social class has several characteristics, among others: a) People in the same social class tend to behave more uniformly than people of different social classes. b) People who feel occupy or superior in relation to their social class c) A person's social class is characterized by a set of variables such as: work, welfare, education, and views of the value of one variable. d) Individuals can move from one social class to another throughout their life. The influence of social class on purchases and consumption:

a. The social class aspect is important for marketers. Consumers buy certain products because these products are liked by members of their own social class or higher class, and consumers may avoid other products because they feel they are "lower class" products.

b. Systematic approaches to measuring social class fall into the following broad categories: subjective measures, reputation measures, and objective measures of social classes

c. Consumer researchers have found evidence that in every social class, there are lifestyle factors certain (common beliefs, attitudes, activities, and behaviors) that tend to distinguish members of each class from other class members

d. individuals can move up or down in the social class position from the class position held by their parents. Commonly thought by people is an upward movement because of the availability of education and various opportunities to develop and advance themselves.

Table 3.1.1

No/ variable	Statements	Score					Sum
		SS	S	N	TS	STS	
X1	Orang yang menggunakan atau mengkonsumsi merek dengan nama merek berbahasa inggris kebanyakan adalah orang dengan kelas social menengah keatas	12	30	31	11	5	89
X2	Orang dengan kelas social menengah kebawah menganggap merek dengan nama berbahsa Inggris lebih eksklusif	8	45	25	9	2	89

From the calculation above the table taken from the questionnaire that has been distributed shows that social class including sociolinguistic factors affect student shopping interest. This has been strengthened using validity test, reliability test.

B. Economic Level

Choosing a product is strongly influenced by the economic situation; income that can be spent, economic level also includes social factor, the community is still closely related to the economic factors, likewise the student environment. There are three economic level: A) upper class, this class is rich people, executive

group and so on. B) Middle class, this class is usually identified by professionals and smaller business. C) Lower class, this class is the group that earns income in return for their work which is less than their basic needs.

Table 3.1.2

No/ variable	Statements	Score					Sum
		SS	S	N	TS	STS	
X3	Orang kaya lebih memiliki minat akan merek berbahasa Inggris, mereka menganggap merek berbahasa Inggris layak untuk dilihat	18	44	14	9	4	89
X4	Orang berkecukupan / tingkat ekonominya menengah akan melihat bagaimana perbandingan Antara merek berbahasa Inggris dan merek local	17	36	26	9	1	89
X5	Orang kurang berkecukupan akan menganggap merek dengan nama berbahasa Inggris	16	32	30	10	1	89

memiliki harga diatas
merek berbahasa local

From the calculation above the table taken from the questionnaire that has been distributed shows that Economic Level including sociolinguistic factors affect student shopping interest. This has been strengthened using validity test, reliability testz

C. Gender

Gender differences are also included in this discussion because in choosing something, each gender has its own tendencies. The sexes in this study were female and male. In buying or shopping interests, there is a tendency of its own. women show great sensitivity to the specific situation cues in determining something. use more complicated and more accurate description forms in making a product assessment. men prefer a little concentration, more interested in cues that are easy to find.

Table 3.1.3

No/ variable	Statements	Score					Sum
		SS	S	N	TS	STS	
X6	Kebanyakan orang berjenis kelamin perempuan lebih memiliki	22	32	20	9	6	89

minat terhadap merek
berbahasa Inggris daripada
orang berjenis kelamin
laki-laki

From the calculation above the table taken from the questionnaire that has been distributed shows that Gender including sociolinguistic factors affect student shopping interest. This has been strengthened using validity test, reliability test.

D. Culture.

The culture of glorifying English cannot be eliminated from our environment, including the environment of students, they assume everything that has a western element has a certain interest. Likewise in seeing a brand, a brand that uses English for example, is considered to carry a good image like the country of origin of the language used by the brand.

Table 3.1.4

No/ variable	Statements	Score					Sum
		SS	S	N	TS	STS	
X7	Budaya mengagungkan Bahasa Inggris dikalng muda saat ini masih belum	28	41	16	3	1	89

dapat dilepaskan, mereka
 menganggap apapun yang
 berunsur barat menarik
 perhatian mereka,
 termasuk merek berbahasa
 Inggris

From the calculation above the table taken from the questionnaire that has been distributed shows that Culture including sociolinguistic factors affect student shopping interest. This has been strengthened using validity test, reliability test.

E. Hometown

Hometown also include sociolinguistic factors that influence someone in seeing a brand, such as difeerences in people from urban areas and rural areas in seeing a brand.

Table 3.1.5

No/ variable	Statements	Score					Sum
		SS	S	N	TS	STS	
X8	Orang yang berasal dari daerah kota akan menjadi lebih pemilih dengan nama	18	39	25	7	0	89

	merek terutama merek berbahasa Inggris							
X9	Orang yang berasal dari daerah pedalaman akan memiliki pandangan bahwa merek berbahasa inggris jauh dari jangkauan mereka	12	26	35	14	2	89	

From the calculation above the table taken from the questionnaire that has been distributed shows that hometown including sociolinguistic factors affect student shopping interest. This has been strengthened using validity test, reliability test.

F. Others

As they also consider something, English brand name has a wider target.

Table 3.1.6

No/ variable	Statements	Score					Sum
		SS	S	N	TS	STS	
X10	Merek berbahasa Inggris mempunyai target market yang lebih luas	31	33	17	8	0	89

From the calculation above the table taken from the questionnaire that has been distributed shows that this factor (has a wider target) including sociolinguistic factors affect student shopping interest. This has been strengthened using validity test, reliability test

3.1.2. How the power of English brand names can impact customers

A brand creates value, both for companies and customers, the brand name could provide the power to attract costumers. The strength of a brand according to the customer's perspective is a form of response or response from customers to a brand (Shoker et al, 1994). The indicators in a brand used in this study are Brand Knowledge, Brand Image, Overall Quality, Choice Intention.

So, from this research can be found;

English Brand name that contains choice intention indicators such as Y1 (Consumer choice on shopping), Y2 (Prefer to choose the Brand), Y3 (Choosing Recommend the brand), Y6 (Being the main choice), in the questionnaire (view on table 3.) what has been shared shows that Choice Interaction in English Brand Name will increase the strength of a brand.

English Brand names that contain Brand Image indicators such as Y5 (more interesting), Y9 (Good Image), in the questionnaire (view on table 3.) that have been shared show that Brand Image in English Brand Name will increase the strength of a brand.

English Brand names that contain Overall Quality indicators such as Y7 (Good quality), in the questionnaire (view on table 3.) that have been shared show that Overall Quality in English Brand Name will increase the strength of a brand.

English Brand names that contain Brand Knowledge indicators such as Y4 (Recommendation), Y8 (Gather information about the brand) in the questionnaire (view on table 3.) that have been shared show that Brand Knowledge in English Brand Name will increase the strength of a brand.

Then the results of the data analysis above show that English Brand names that have Brand Knowledge, Brand Image, Overall Quality, Choice Intention indicators will increase the Power of a brand. For example the English brand name mentioned in the previous chapter, such as tea break, chatime, adorable project, has these indicators to improve their brand. In addition, the above brands also use the country of origin (COO) impact the perception of the brand, they use the country of origin to give an image of the country on the brand.

3.2. Descriptive analysis of research variables

To make this thesis research more directed, it is necessary to determine the variables to be examined. Sugiyono (2007: 142) defines a variable as a symbol that contains a value. Here the variables studied consist of two parts, namely Independent Variables and Dependent Variable.

A. Independent Variable

Independent variable in this case includes Sociolinguistic factors, which is symbolized as X variable. This variable consists of 10 items.

Table 3.2.1: Independent Variable (X): Sociolinguistic factors

No/ variable	Score					Sum
	SS	S	N	TS	STS	
X1	12	30	31	11	5	89
X2	8	45	25	9	2	89
X3	18	44	14	9	4	89
X4	17	36	26	9	1	89
X5	16	32	30	10	1	89
X6	22	32	20	9	6	89
X7	28	41	16	3	1	89
X8	18	39	25	7	0	89
X9	12	26	35	14	2	89
X10	31	33	17	8	0	89

B. Dependent Variable

Dependent variable in this case includes the buying/shopping interest on English brand name which is associated as Y variable. The students' shopping interest or (Y) variable consists of 9 items:

Table 3.2.2:

Dependent Variable (Y):

The students' shopping interest in English Brand Name

No/ variable	Score					Total
	SS	S	N	TS	STS	

Y1	10	49	27	3	0	89
Y2	17	40	29	3	0	89
Y3	6	24	36	13	10	89
Y4	9	41	26	12	1	89
Y5	22	35	29	2	1	89
Y6	7	33	36	13	0	89
Y7	14	51	23	1	0	89
Y8	35	43	10	1	0	89
Y9	19	37	25	8	0	89

3.3 Data Analysis Results

3.3.1. Validity Test Result

Table 3.3.1

	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	XFS
SIG		,000	,001	,	,133	,005	,160	,526	,047	,011	0,11
	,000		,000	,005	,000	,006	,003	,000	,089	,010	,000
	,001	,000		,003	,001	,001	,000	,000	,401	,008	,000
	,115	,005	,003		,000	,092	,006	,011	,001	,005	,000
	,133	,000	,001	,000		,025	,007	,000	,023	0,01	,000
	,005	,006	,001	,092	,025		,000	,006	,211	,000	,000

	,160	,003	,000	,006	,007	,000		,000	,901	,000	,000
	,526	,000	,000	,011	,000	,006	,000		,304	,001	,000
	0,047	,089	,402	,001	,023	,211	,901	,304		,381	,000
	,011	0,01	,008	,005	,001	,000	,000	,001	,381		,000

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

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

The observation results in the r-Table obtained the value of the sample (N) = 89 of 0.2084. Referring to the outcome of validity test resulted that all instruments starting from X variable consisting of variables x1, x2, X3, X4, X5, X6, X7, X8, x9, x10 all Generate value (Rcount) > than R-table. In addition, the Y variable consists of Y1, Y2, Y3, Y4, Y5, Y6, Y7, Y8, and Y9. All results in the R-count value were higher (>) rather than the R-table. So it can be concluded that all instruments in this research can be said as valid.

3.3.2. Reliability Test

a. Variable X

Table 3.3.2

Reliability Statistics	
Cronbach's	
Alpha	N of Items

,801	10
------	----

VARIABLE Y

Table 3.3.3

Reliability Statistics

Cronbach's	
Alpha	N of Items
,728	9

From the results of the reliability test obtained all the values of the results of the x and Y variables result in an alpha value of Cronbach > 0.6 . So, all instruments in this study are reliable.

3.3.3. Regression Test

Table 3.3.4: The Calculation of Regression Test

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1325,316	1	1325,316	69,546	,000 ^b
	Residual	1657,920	87	19,057		
	Total	2983,236	88			

a. Dependent Variable: XfaktorSosiolinguistics

b. Predictors: (Constant), YshoppingInterest

From the output known as F count = 69.546 with a significance rate of 0.000 < 0.005, the regression model can be used to predict that there is an influence of X variable (Sociolinguistic factor) to Y variable (student shopping interest).

Table 3.3.5:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667 ^a	.444	.438	4,365

a. Predictors: (Constant), YshoppingInterest

The table of regression test summary model explains the magnitude of 0.667. From the result/output, it is obtained coefficient of determination (R Square) of 0.444 which contains the definition of X variables (Sociolinguistic factors) to Y variables (students' shopping interest) is 44.4%

3.3 Discussion

The results of analysis provide some detailed information about the influence of each variable to other variables. Independent variables (X) are Sociolinguistic factors, while the dependent variable (Y) is student shopping interest. The hypothesis between the independent variables and the dependent variables is done through SPSS. It will be discussed against each hypothesis as the octane:

The sociolinguistic factor (X) has an effect on student shopping interest (Y).

From the output known as F count = 69.546 with a signification rate of $0.000 < 0.005$. The regression model can be used to predict that there is an influence of Xvariable (Sociolinguistic factor) to Y variable (student shopping interest). So the hypothesis statedthat Sociolinguistic factors influence the students' shopping interest.

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 CONCLUSION

After analyzing the data on the previous chapter, the researcher concludes that the sociolinguistic factors that the most dominant influences when UIN students Maulana Malik Ibrahim shop for English brand names is Culture, because the culture in our society is already very attached, as well as for students, such as the culture of glorifying English, therefore, they consider this English brand names to be considered even their choice when shopping.

The second most dominant sociolinguistic factor that influences the shopping interest of UIN students Maulana Malik Ibrahim towards English brand names is Economic Level because Choosing a product is strongly influenced by the economic situation; income that can be spent, the economic level also includes social factors, the community is still closely related to economic factors, as well as the environment of students.

The third one is Social Class and Hometown, this is the third most dominant sociolinguistic factor in students' interest in shopping for UIN Maulana Malik Ibrahim students because this social class greatly affects the market, a social class will choose a product that is equivalent to their social class or a social class above them, also in each social class has their lifestyle. Hometown like people from urban areas or rural areas has different views about English-speaking brands. The last sociolinguistic factor that had the

least influence was gender, although there were differences when choosing an English-speaking brand between women and men, very little significant influence was seen.

The results in this study also show that English brand names that have several indicators such as Brand Knowledge, Brand Image, Overall Quality, and Choice intention can increase the strength of a brand. The most influential indicator among UIN Maulana Malik Ibrahim students is Overall Quality, the better the quality of English brand names will also increase the strength of the brand, the second most influential indicator among UIN Maulana Malik Ibrahim students is Brand Knowledge, UIN students will gather information about the brand and seeing recommendations from people they know, the more Brand Knowledge they know will increase the brand's strength. Indicators that greatly affect the four strengths of the brand are Brand Image. English brand names here they think are more attractive and have a good image. the better the image of a brand the higher the strength of the brand, and the indicator that greatly influences the strength of the fourth brand is choice intention. English brand names that contain indicators of choice intentions such as: Choosing consumers to shop, preferring those brands, becoming brands recommended by brands, and Becoming the top choice when shopping. Choice Interactions in English Brand Names will increase the strength of the brand.

4.2 SUGGESTION

After composing this study, based on the conclusion session, the thesis is far from being perfect. Hence, a suggestion proposed to the next researcher who do research in the same field for the sake of it is improvement. Since the study on the influence of sociolinguistic factors on student shopping interest of English brand names (a case study on UIN Maulana Malik Ibrahim Malang) is limited, the next researcher can enrich reference of this field study. The researcher hopes that next researchers are also able to explore brand names on sociolinguistic, not only the impact of the sociolinguistic factors as the previous studies but also other subject of linguistics. In this research the author also advises the parties interested in this research:

1. For consumers, should choose english brand names also see the meaning according to sociolinguistic, social influence of the brand, and find information about the brand including the brand image.
2. For the company, should before determining the name of the brand should examine the meaning, social factors, and other factors because of the brand name affect on the shopping interest

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LIST OF APPENDICES

Questionnaire

KUESIONER PENELITIAN

The influence of English brand names on UIN Maulana Malik Ibrahim student shopping interest:
Sociolinguistic perspectives.

Berikut ini adalah kuesioner yang berkaitan dengan penelitian tentang pengaruh brand berbahasa Inggris pada minat belanja dikalangan mahasiswa UIN Maulana Malik Ibrahim; Sociolinguistik pespektif. Oleh karena itu disela-sela kesibukan anda, kami memohon dengan hormat kesediaan anda untuk dapat mengisi kuesioner berikut ini. Atas kesediaan dan partisipan anda sekalian untuk mengisi kuesioner yang ada, saya ucapkan banyak terimakasih.

IDENTITAS RESPONDEN

Nama:

Angkatan/ tahun masuk:

Jenis Kelamin:

DAFTAR KUESIONER:

Mohon untuk memberikan tanda (v) pada pernyataan yang anda pilih.

Keterangan:

SS: Sangat Setuju

S: Setuju

N: Netral

TS: Tidak Setuju

STS: Sangat Tidak Setuju

No/ variable	Statements	Score					Sum
		Ss	s	n	ts	sts	
X1	Orang yang menggunakan atau mengkonsumsi merek dengan nama merek berbahasa inggris kebanyakan adalah orang dengan kelas social menengah keatas	12	30	31	11	5	89
X2	Orang dengan kelas social menengah kebawah menganggap merek dengan nama berbahsa Inggris lebih eksklusif	8	45	25	9	2	89
X3	Orang kaya lebh memiliki minat akan merek berbahasa Inggris, mereka menganggap merek	18	44	14	9	4	89

	berbahasa inggrinlayak untuk dilihat						
X4	Orang berkecukupam / tingkat ekonominya menengah akan melihat bagaimana perbandingan Antara merek berbahasa Inggris dan merek local	17	36	26	9	1	89
X5	Orang kurang berkecukupan akan menganggap merek dengan nama berbahsa Inggris memiliki harga diatas merek berbahasa local	16	32	30	10	1	89
X6	Kebanyakan orang berjenis kelamin perempuan lebih memiliki minat terhadap merek berbahasa Inggris daripada orang berjenis kelamin laki-laki	22	32	20	9	6	89
X7	Budaya mengagungkan Bahasa Inggris dikalng muda saat ini masih belum dapat dilepaskan, mereka menganggap apapun yang berunsur barat menarik perhatian mereka, termasuk merek berbahasa Inggris	28	41	16	3	1	89
X8	Orang yang berasal dari daerah kota akan menjadi lebih pemilih dengan nama merek terutama merek berbahasa Inggris	18	39	25	7	0	89
X9	Orang yang berasal dari daerah pedalaman akan memiliki pandangan bahwa merek berbahasa inggris jauh dari jangkauan mereka	12	26	35	14	2	89
X10	Merek berbahasa Inggris mempunyai target market yang lebih luas	31	33	17	8	0	89

No/ variable	Statements	Score					Total
		ss	s	n	ts	sts	

Y1	Merek / brand berbahasa Inggris menjadi pilihan konsumen saat berbelanja	10	49	27	3	0	89
Y2	Konsumen lebih senang membeli merek/ brand berbahasa Inggris	17	40	29	3	0	89
Y3	Saya akan merekomendasikan merek / brand berbahasa Inggris pada kerabat	6	24	36	13	10	89
Y4	Merek / brand berbahasa Inggris adalah rekomendasi kerabat saya saat berbelanja	9	41	26	12	1	89
Y5	Merek / brand berbahasa Inggris terlihat lebih menarik	22	35	29	2	1	89
Y6	Merek / brand berbahasa Inggris menjadi pilihan utama saya saat berbelanja	7	33	36	13	0	89
Y7	Merek / brand berbahasa Inggris memiliki kualitas yang bagus	14	51	23	1	0	89
Y8	Saya akan mengumpulkan informasi sebanyak mungkin sebelum membeli suatu merek / brand berbahasa Inggris	35	43	10	1	0	89
Y9	Saya telah mengetahui citra merek / brand berbahasa Inggris yang akan saya beli	19	37	25	8	0	89

Filter Question on Questionnaire (Pertanyaan Penyaring dalam angket)

Pernahkah anda berbelanja brand / merek berbahasa Inggris? (seperti: Make over, Adorable Project, Eagle, Biliioaners project, The excecutive, Minimal, Hammer, Talk coffee, Eat two burger, Dear me beauty, tea break, chatime, atau yang lainnya)

- Ya
- Tidak

The result of validity test

Table 3.3.1

		Correlations										XFactorSosi
		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	olinguistics
x1	Pearson Correlation	1	,384**	,337**	,168	,160	,295**	,150	,068	,212*	,270*	,523**
	Sig. (2-tailed)		,000	,001	,	,133	,005	,160	,526	,047	,011	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x2	Pearson Correlation	,384**	1	,498**	,294**	,459**	,290**	,313**	,431**	,181	,272**	,674**
	Sig. (2-tailed)	,000		,000	,005	,000	,006	,003	,000	,089	,010	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x3	Pearson Correlation	,337**	,498**	1	,309**	,346**	,336**	,404**	,440**	,090	,279**	,674**
	Sig. (2-tailed)	,001	,000		,003	,001	,001	,000	,000	,402	,008	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x4	Pearson Correlation	,168	,294**	,309**	1	,476**	,179	,290**	,270*	,347**	,293**	,594**
	Sig. (2-tailed)	,115	,005	,003		,000	,092	,006	,011	,001	,005	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x5	Pearson Correlation	,160	,459**	,346**	,476**	1	,238*	,283**	,464**	,241*	,349**	,654**
	Sig. (2-tailed)	,133	,000	,001	,000		,025	,007	,000	,023	,001	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x6	Pearson Correlation	,295**	,290**	,336**	,179	,238*	1	,471**	,291**	,134	,421**	,629**
	Sig. (2-tailed)	,005	,006	,001	,092	,025		,000	,006	,211	,000	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x7	Pearson Correlation	,150	,313**	,404**	,290**	,283**	,471**	1	,471**	-,013	,468**	,627**
	Sig. (2-tailed)	,160	,003	,000	,006	,007	,000		,000	,901	,000	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x8	Pearson Correlation	,068	,431**	,440**	,270*	,464**	,291**	,471**	1	,110	,339**	,625**
	Sig. (2-tailed)	,526	,000	,000	,011	,000	,006	,000		,304	,001	,000
	N	89	89	89	89	89	89	89	89	89	89	89
x9	Pearson Correlation	,212*	,181	,090	,347**	,241*	,134	-,013	,110	1	,094	,402**
	Sig. (2-tailed)	,047	,089	,402	,001	,023	,211	,901	,304		,381	,000
	N	89	89	89	89	89	89	89	89	89	89	89

x10	Pearson Correlation	,270*	,272**	,279**	,293**	,349**	,421**	,468**	,339**	,094	1	,627**
	Sig. (2-tailed)	,011	,010	,008	,005	,001	,000	,000	,001	,381		,000
	N	89	89	89	89	89	89	89	89	89	89	89
Xfakto rSosio linguis tics	Pearson Correlation	,523**	,674**	,674**	,594**	,654**	,629**	,627**	,625**	,402**	,627**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	**
	N	89	89	89	89	89	89	89	89	89	89	89

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

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

Correlations

		y1	y2	y3	y4	y5	y6	y7	y8	y9	YShoppingI nterest
y1	Pearson Correlation	1	,565**	,263*	,252*	,414**	,336**	,189	,115	,205	,638**
	Sig. (2-tailed)		,000	,013	,017	,000	,001	,075	,284	,054	,000
	N	89	89	89	89	89	89	89	89	89	89
y2	Pearson Correlation	,565**	1	,352**	,186	,480**	,403**	,119	,200	,251*	,695**
	Sig. (2-tailed)	,000		,001	,081	,000	,000	,267	,061	,018	,000
	N	89	89	89	89	89	89	89	89	89	89
y3	Pearson Correlation	,263*	,352**	1	,519**	,312**	,457**	,214*	-,156	,003	,638**
	Sig. (2-tailed)	,013	,001		,000	,003	,000	,044	,144	,979	,000
	N	89	89	89	89	89	89	89	89	89	89
y4	Pearson Correlation	,252*	,186	,519**	1	,154	,183	,163	,003	,005	,516**
	Sig. (2-tailed)	,017	,081	,000		,150	,086	,128	,980	,960	,000
	N	89	89	89	89	89	89	89	89	89	89
y5	Pearson Correlation	,414**	,480**	,312**	,154	1	,351**	,155	,252*	,254*	,669**
	Sig. (2-tailed)	,000	,000	,003	,150		,001	,147	,017	,016	,000
	N	89	89	89	89	89	89	89	89	89	89
y6	Pearson Correlation	,336**	,403**	,457**	,183	,351**	1	,258*	-,025	,166	,630**
	Sig. (2-tailed)	,001	,000	,000	,086	,001		,015	,814	,121	,000
	N	89	89	89	89	89	89	89	89	89	89

y7	Pearson Correlation	,189	,119	,214*	,163	,155	,258*	1	,002	,151	,419**
	Sig. (2-tailed)	,075	,267	,044	,128	,147	,015		,982	,159	,000
	N	89	89	89	89	89	89	89	89	89	89
y8	Pearson Correlation	,115	,200	-,156	,003	,252*	-,025	,002	1	,520**	,342**
	Sig. (2-tailed)	,284	,061	,144	,980	,017	,814	,982		,000	,001
	N	89	89	89	89	89	89	89	89	89	89
y9	Pearson Correlation	,205	,251*	,003	,005	,254*	,166	,151	,520**	1	,492**
	Sig. (2-tailed)	,054	,018	,979	,960	,016	,121	,159	,000		,000
	N	89	89	89	89	89	89	89	89	89	89
Y Sho ppin gInt erest	Pearson Correlation	,638**	,695**	,638**	,516**	,669**	,630**	,419**	,342**	,492**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,001	,000	
	N	89	89	89	89	89	89	89	89	89	89

The result of reliability test

Reliability Statistics

Cronbach's Alpha	N of Items
,801	10

Reliability Statistics

Cronbach's Alpha	N of Items
,728	9

The result of regression test

ANOVAa

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1325,316	1	1325,316	69,546	,000b
	Residual	1657,920	87	19,057		
	Total	2983,236	88			

a. Dependent Variable: XFaktorSosiolinguistics

b. Predictors: (Constant), YShoppingInterest

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,667a	,444	,438	4,365

a. Predictors: (Constant), YShoppingInterest