

THE INFLUENCE OF BRAND EQUITY TO THE CUSTOMERS' PURCHASE DECISION

**A Case Study on *simPATI* Pre-paid Card Users
in Nogotirto, Sleman, Yogyakarta**

A THESIS

**Presented as Partial Fulfillment of the Requirements
To Obtain the Bachelor Degree in Management Department**



By

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YOGYAKARTA
2005**

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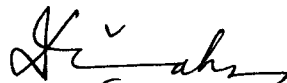
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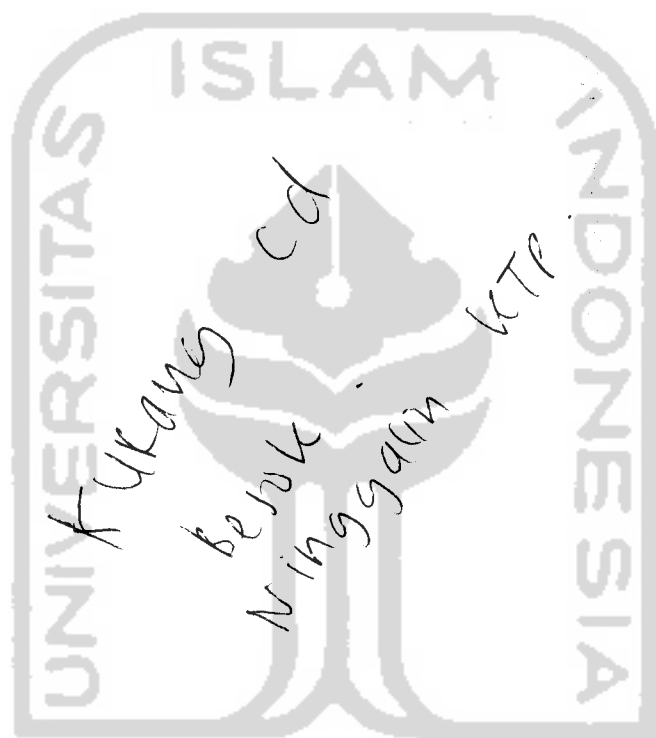
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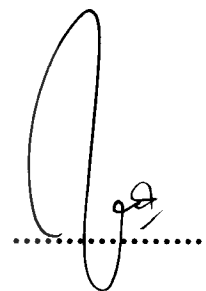
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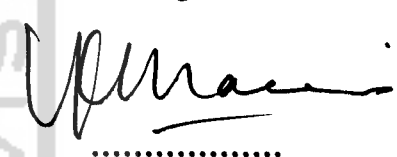
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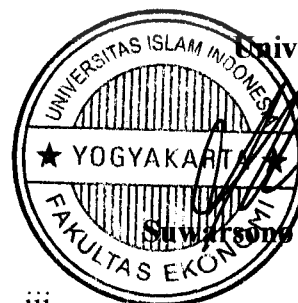
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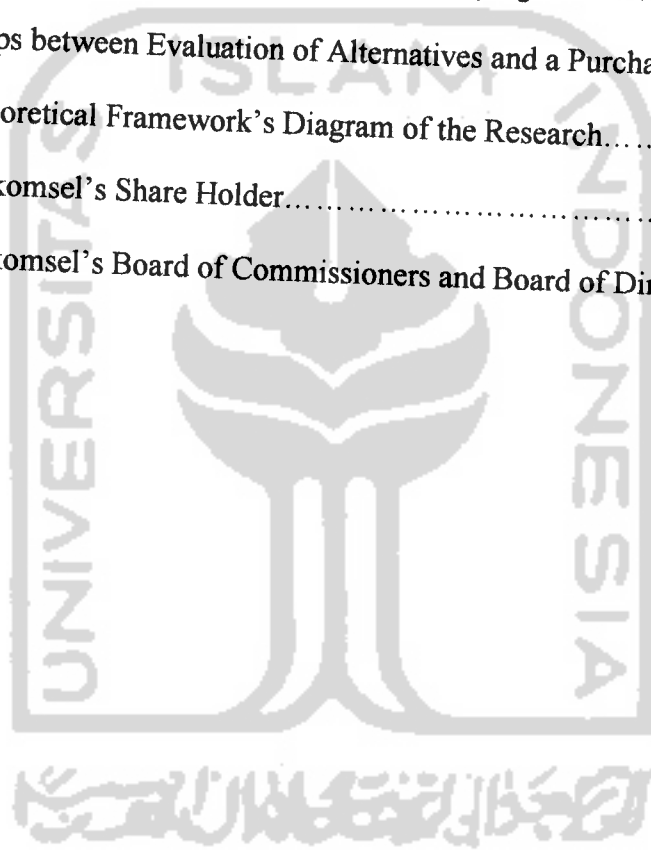
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ABSTRACT

Amalia Sari Wulan (2005), "The Influence of Brand Equity to The Customers' Purchase Decision; A Case Study on *simPATI* Pre-paid Card Users in Nogotirto, Sleman, Yogyakarta". Yogyakarta: Management Department, International Program, Faculty of Economics, Universitas Islam Indonesia.

Brand equity is significantly important for a company's existences. In a study of 96 respondents measured the strength of *simPATI* pre-paid card that has equity on its brand. *simPATI* pre-paid card is a brand name from Telkomsel as a leading mobile network and service provider, and also one of the best operator in Asia. (<http://www.sinarharapan.co.id/ekonomi/promarketing/2004/0113/prom5.html>, September 30th, 2004). This research was conducted in order to obtain the influence of brand equity to the customers' purchase decision and to identify the factors that dominantly influence the purchase decision of the customers of *simPATI* pre-paid card. This research tested five elements of brand equity, namely, brand loyalty, perceived quality, brand awareness, brand association, and other proprietary brand assets. Of those attributes, brand loyalty had the strongest effect on customers' purchase decision, while brand awareness has the least effect.

simPATI pre-paid card has been able to enhanced customers' purchase decision, when the average score of customers' purchase decision exceeds 30.2083. Simultaneously, the influence of Brand Loyalty (X1), Perceived Quality (X2), Brand Awareness (X3), Brand Association (X4), and Other Proprietary Brand Assets (X5) to Customers' Purchase Decision (Y) through Multiple Regression ($R^2 = 0.165$) had been proved statistically. Here, by comparing the score of Beta coefficient, the coefficient score of Brand Loyalty (X5) 0.229 is the dominant factor influencing customers' purchase decision (Y).

One other contrary finding is that although brand equity comprises all five factors being tested, brand awareness showed the smallest effect on brand equity, far eclipsed by brand loyalty and perceived quality. Thus, brand awareness on *simPATI* pre-paid card should be given more attention in order to reach the consumers' alertness. Even though brand loyalty has the highest score in this research; it still needs further study.

Keywords: brand equity, brand loyalty, brand awareness, and purchase decision.

ABSTRAK

Amalia Sari Wulan (2005), "The Influence of Brand Equity to The Customers' Purchase Decision; A Case Study on *simPATI* Pre-paid Card Users in Nogotirto, Sleman, Yogyakarta". Yogyakarta: Manajemen, Program Internasional, Fakultas Ekonomi, Universitas Islam Indonesia.

Ekuitas merek sangatlah penting bagi kelangsungan perusahaan. Pada penelitian 96 responden mengukur kekuatan kartu pra-bayar *simPATI*, yang memiliki ekuitas pada mereknya. Kartu prabayar *simpati* adalah nama merek dari Telkomsel sebagai pemimpin jaringan telepon tanpa kabel dan servis provider, dan juga sebagai salah satu operator terbaik di Asia (<http://www.sinarharapan.co.id/ekonomi/promarketing/2004/0113/prom5.html>, September 30th, 2004). Penelitian ini dilaksanakan untuk mengetahui pengaruh nilai merek (ekuitas merek) dalam keputusan pembelian konsumen dan untuk mengetahui faktor-faktor utama yang mempengaruhi keputusan pembelian pada kartu pra-bayar *simPATI*. Penelitian ini menguji lima elemen ekuitas merek yaitu: loyalitas merek, Penampakan kualitas, kesadaran merek, asosiasi merek dan asset-aset merek lainnya. Dari atribut-atribut tersebut, loyalitas merek memiliki efek terkuat pada keputusan pembelian konsumen, sementara kesadaran merek memiliki efek paling lemah.

Kartu pra-bayar *simPATI* mampu menaikkan keputusan pembelian konsumen, pada saat nilai rata-rata keputusan pembelian konsumen mencapai 30.2083. Secara bersamaan, pengaruh dari Loyalitas Merek (X1), Penampakan Kualitas (X2), Kesadaran Merek (X3), Asosiasi Merek (X4), dan Aset-aset Merek lainnya (X5) terhadap Keputusan Pembelian Konsumen (Y) melalui Regresi Total ($R^2 = 0.165$) telah dibuktikan secara penghitungan statistik. Di sini dinyatakan bahwa, dengan membandingkan skor koefisien Beta, koefisien skor Loyalitas Merek (X5) 0.229 merupakan faktor utama yang mempengaruhi Keputusan Pembelian Konsumen (Y).

Salah satu hasil penelitian yang berbeda yaitu walaupun ekuitas merek di sini berisi lima faktor yang diteliti, Kesadaran Merek menunjukkan efek paling kecil pada ekuitas merek, jauh tertutup oleh Loyalitas Merek dan Penampakan Kualitas. Jadi, kesadaran merek pada kartu pra-bayar *simPATI* seharusnya diberikan perhatian yang lebih mendalam agar dapat meraih perhatian konsumen. Walaupun loyalitas merek memiliki skor tertinggi dalam penelitian ini, loyalitas merek masih membutuhkan penelitian lebih lanjut.

Kata kunci: ekuitas merek, loyalitas merek, kesadaran merek, dan keputusan pembelian.

CHAPTER I

INTRODUCTION

1.1. STUDY BACKGROUND

Globalization era gives chances to the individual even companies to do business. It would create rising market production and opportunity. However, it would bring competition among domestic and foreign producers. Competition between them could not be avoided. It would make them extend and struggle to takes market opportunity.

Like a proverb says if there is a will, there is a way. One of several ways to develops and grasps market opportunity is using resources effectively and efficiently. By using it economically, the producers are possibly to produce greater products; goods and services. There are two kinds of products, tangible and intangible. Only a few products are entirely intangible or completely tangible. Employee appearances dresses are important aspect of the tangible dimension of quality, along with many factors that are independent of service employees such as the service facility, décor, brochures, signage, and so on (Zeithaml and Bitner, 2003: 321). Intangible products are the most basic, and generally refer to the difference between goods and services (Zeithaml and Bitner, 2003: 20). Services are likely to be more intangible than manufactured products because services are performances or actions rather than objects. They cannot be seen, smelt, felt, tasted, or touched in the same manner of tangible products. Thus, manufactured products are likely to be more tangible than services.

Mostly, managers prefer intangible products as basic competition in order to struggle to take market opportunity. One of several intangible products is brand. Today, the primary capital of many businesses is their brands (Kapferer, 1992:1). The word brand is derived from the Old Norse word *brandr*, which means "to burn", as brands were and still are the means by which owners of livestock mark their animals to identify them (Keller, 1998: 3). A brand is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers (Aaker, 1991: 15). A brand thus signals to the customer the source of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical. On the other hand, brand is not a product; it is the product's source, its meaning, and its direction, and it defines its identity in time and space (Kapferer, 1992: 4). However, a product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless as Stephen King has said (Aaker, 1991: 93).

Furthermore, a brand encapsulates identity, origin, specificity, and difference (Kapferer, 1992: 2). A brand represents a promise. Its value to consumers is that it reduces risk, saves time and provides reassurance. Predictable results are the promise of a brand. The point of brand is, and always has been, to provide information (Bradley, 1995: 5). Information that educate the customer about the products benefits, attributes, differentiation, and so on even personality

product. By providing comprehensive information about a product, a consumer is able to know about the product as well. Furthermore, a company might be able to develop good brand equity by increasing awareness on the side of the customers by creating certain associations, perceived quality and increasing loyalty.

Besides, a brand is a significant power to determine the product's marketing (SWA, 2003: 2). Lots of companies failed to seize market opportunity because they were unable to develop their products to become a high valuable brand that had high brand equity as well. They were also unable to keep the brand in their customer's mind emotionally and loyally. In contrast, numerous companies got plenty of profits because they were succeed in placing their brand into the highest place among other products.

As many business executives now recognize, perhaps one of the most valuable assets of a firm is the brand that they have invested in and developed over time (Keller, 1998: 2). A company's brand has to be preserved and kept up because it brings a primary source of its competitive advantage and a valuable strategic asset. Moreover, it has to be maintained in order to persist in customer's mind. The brand can add significant value when it is well recognized and has positive relationships in the mind of the consumer. This concept is referred to as brand equity.

As long as a product or service meets a customer's expectations with no unexpected negative results, a customer is likely to continue to purchase the brand. It is the customer-oriented definition of a brand that is at the heart of the concept of brand equity. Typically, brand equity represents a large proportion of

concept of brand equity. Typically, brand equity represents a large proportion of the value of consumer product or service companies when compared to industrial manufacturers or commodity producers. It is an intangible asset that depends on associations made by the customer. Alvin Achenbaum (Keller, 1998: 3) state more specifically, what distinguishes a brand from its unbranded commodity counter part and gives its equity is the sum of the total of consumers' perceptions and feelings about the product's attributes. Besides how they perform, about the brand name and what it stands for, and about the company associated with the brand.

Because of all the reasons above, it is essential to have a research on this field. The research is entitled: **The Influence of Brand Equity to the Customers' Purchase Decision; A Case Study on *simPATI* Pre-paid Card Users in Nogotirto, Sleman, Yogyakarta.**

1.2. PROBLEM IDENTIFICATION

Based on the study background, the focus of the research is on how the brand equity of *simPATI* Pre-paid Card can affect customer's purchase decision.

1.3. PROBLEM FORMULATION

1. Does brand equity influence the customers' purchase decision?
2. What factors of the brand equity that dominantly influence customers' purchase decision?

1.4. PROBLEM LIMITATION

Problem limitation are needed to focus on which problems that will be investigated

1. This research will focus on *simPATI* pre-paid card.
2. This research is only eligible to those who are *simPATI* pre-paid card users.

1.5. LIMITATION OF RESEARCH AREA

In order to provide a clear description and to be able to impart useful information, the limitations of the study are indicated below:

1. This study is conducted in Nogotirto, Sleman, Yogyakarta
2. The respondents are the *simPATI* pre-paid card users.
3. This study is aimed to observe the relationship between brand equity and customers' purchase decision.

1.6. RESEARCH OBJECTIVES

The purposes of this research are:

1. To examine the influence of brand equity (value of the brand) to customers' purchase decision.
2. To identify the factor of brand equity which dominantly influence customers' purchase decision.

1.7. RESEARCH CONTRIBUTIONS

Some contributions that are expected from the research are:

1. Researcher

This research is expected to give benefits as an experience in marketing research process and to give the writer knowledge, which is empirically characterized, besides other sources as reference books, which can enrich the researcher's knowledge. It also be able to develop an understanding to the researcher about conducting survey research.

2. The company

This research might give useful benefits for PT Telkomsel; particularly for its brand managers or marketing managers. The finding could be used as additional consideration in making decision to maintain or build their's company brand in order to exist in this fierce competition.

3. Other parties

The result of the research can be used as a basis in conducting similar research and to encourage other parties to conduct advanced research.

1.8. DEFINITION OF TERMS

Those are some terms that should be explained to the reader in order to make a good understanding about the research:

- Brand: a distinguishing name and/ or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either

one seller on a group of sellers, and to differentiate those goods or services from those of competitions (Aaker, 1991: 7)

- Brand association: anything “linked” in memory to a brand (Aaker, 1991: 109)
- Brand awareness: related to the strength of the resulting brand node or trace in memory, as reflected by consumers’ ability to identify the brand under different conditions (Keller, 1998: 87)
- Brand equity: the value of the brand, based on the extent to which it has high brand loyalty, brand awareness, perceived quality, strong brand associations and other assets such as patents, trademarks and channel relationship (Kotler, 2000: 228)
- Brand loyalty: consistent preference and/ or purchase of the same brand in a specific product or service category (Aaker, 1991: 39)
- Consumer: a term used to describe two different kinds of consuming entities; *personal consumer* (who buys goods and services for their own); *organizational consumer* (who buys products, equipments and services in order to run their organization) (Schiffman and Kanuk, 1997: 48)
- Customer: a person who buys, especially one who buys from, or patronizes, an establishment regularly.
- Decision: a choice made from two or more alternatives, a commitment to action

- **Evaluation of alternatives:** the third stage in the consumer buying decision process in which the consumer appraises the benefits to be derived from each of the product alternatives being considered (Schiffman and Kanuk, 1997: 570)
- **Influence:** the power of persons or things to affect others, seen only in its effect.
- **Information search:** the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon, 2002: 260)
- **Need recognition:** the first stage in the consumer buying decision process in which the realization by the consumer that there is a difference between 'what is and what should be'.
- **Perceived quality:** the consumer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Aaker, 1991: 85).
- **Pre-paid card:** a rechargeable card that has to be paid first before use.
- **Product:** anything that can be offered to a market to satisfy a need or want.
- **Purchase decision:** the fourth stage in the decision making process, in which the consumer acquires the preferred alternative or an acceptable substitute.

CHAPTER II

REVIEW RELATED LITERATURE

2.1. THEORITICAL REVIEW

The theoretical review presented in this chapter discusses some theories, which are relevant to the topic of the research. These theories are taken from various literatures.

2.1.1. Definition of Marketing

According to Armstrong and Kotler (2000: 5)

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

According to Harper W.B. Jr, Orville C.W. Jr and Jean C. Larroche (1998: 7)

Marketing is a social process involving the activities necessary to enable individuals and organizations to obtain what they need and want through exchanges with others and to develop ongoing exchange relationship.

A leading management theorist, Peter Drucker (Kotler, 2000: 8) mentioned that the aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.

2.1.2. Marketing-Mix

Kotler (2000: 15) defined marketing-mix as tools to elicit desired responses from target markets. In other words, marketing-mix is a set of

marketing tools that the firm uses to pursue its marketing objectives in the target market.

Based on Armstrong and Kotler (2000: 55)

Marketing-mix as the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.

1. Product means the goods and services combination the company offer to the target market.
2. Price is the amount of money customers have to pay to obtain the product..
3. Place include company activities that make the product available to target consumers.
4. Promotion means activities that communicate the merits of the product persuade target customers to buy it.



Figure 2.1 The Four Components of The Marketing Mix

Source: Adapted from Kotler (2000:15)

2.1.3. Product

According to Armstrong and Kotler (2000: 6)

A product is anything that can be offered to a market to satisfy a need or want.

At this point, product is unlimited to physical thing, but anything capable of satisfying a need or want can be called a product.

Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information and ideas (Kotler, 2000: 394)

2.1.4. Definition of Brand

According to Armstrong and Kotler (2000: 227)

A brand is a name, term, sign, symbol, or design or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those competitors.

According to Kotler (2000:404), a brand can convey up to six levels of meaning:

- *Attributes*: a brand has two types of attributes; intrinsic and extrinsic attributes.

Intrinsic attributes refer to functional characteristics of the product, such as its shape, performance, and physical capacity. Extrinsic attributes refer to those elements material functioning, and performance of the product itself, such as a name, price, packaging, marketing communication, and mechanism that enable consumers to form associations that give meaning to brand.

- *Benefits*: a brand is more than attributes must be translated into emotional or functional benefits.
- *Values*: the brand also reveals something about the producer's values toward the product that enable perceive by the consumers.
- *Culture*: the brand may represent certain culture, such as the culture of country of origin of the product.
- *Personality*: the brand can project a certain personality whether reflect a person personality or animal personality.
- *User*: the brand suggests the kind of consumer who buys or uses the product.

The most enduring meanings of a brand are its value, culture and personality. Those factors define the brand's essence. A strategic brand perspective requires managers to be clear about what role brands play for the company in creating customer value and shareholder value. One approach distinguishes the function of the brands for buyers and sellers.

The American Marketing Association (Kotler, 2000: 404) defines brand as name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those competitors.

Jean-Noël Kapferer on Kotler (2000: 404) mention that a brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers. The best brands convey a warranty of quality.

But, a brand is an even more complex symbol. It can convey up to six levels of meanings.

- *Attributes*: a brand brings to mind certain attributes
- *Benefits*: Attributes must be translated into functional and emotional benefits.
- *Values*: the brand also says something about producer's values.
- *Culture*: the brands represent a certain culture.
- *Personality*: the brand can project a certain personality.
- *User*: the brand can suggest the kind of consumer who buys or uses the product.

A brand lives a promise that made to its customers and shareholders. Promises that are kept yield loyal customers and produce steady streams of profits. A brand signals to the customer the source of the product — and protects both the customer and producer from competitors who would attempt to provide products that appear to be identical. By developing strong and consistent images, well-regarded brands generate hidden assets — or brand equity — that give them distinct advantages.

2.1.5. Brand Equity and Its Dimensions

2.1.5.1. Definition of Brand Equity

Brand equity, recently, has received considerable attention in the marketing research. These are several definitions of brand equity based on the perspective that had been observed. Hence, brand equity has been said as multi-dimensional concept.

According to Aaker (1991: 15), brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

Brand equity is the value of a brand, based on the extent to which it has high brand loyalty, name, awareness, perceived quality, strong brand associations and other assets such as patents, trademarks and channel relationship (Armstrong and Kotler, 2000: 228).

Guitinan, Paul and Madden (1997: 176) defined brand equity as the added value that knowledge about a brand brings to a product offering over and above its basic functional qualities.

Brand equity is an intangible asset that depends on associations made by the consumer. There are at least three perspectives from which to view brand equity:

1. Financial - One way to measure brand equity is to determine the price premium that a brand commands over a generic product. For example, if consumers are willing to pay \$100 more for a branded television over the same unbranded television, this premium provides important information about the value of the brand. However, expenses such as promotional costs must be taken into account when using this method to measure brand equity.
2. Brand extensions - A successful brand can be used as a platform to launch related products. The benefits of brand extensions are the leveraging of existing brand awareness thus reducing advertising

expenditures, and a lower risk from the perspective of the consumer. Furthermore, appropriate brand extensions can enhance the core brand. However, the value of brand extensions is more difficult to quantify than are direct financial measures of brand equity.

3. Consumer-based - A strong brand increases the consumer's attitude strength toward the product associated with the brand. Attitude strength is built by experience with a product. This importance of actual experience by the customer implies that trial samples are more effective than advertising in the early stages of building a strong brand. The consumer's awareness and associations lead to perceived quality, inferred attributes, and eventually, brand loyalty.

(<http://www.netmba.com/marketing/brand/equity/+brand+equity&hl=id>,

January 6th, 2005)

Moreover, brand equity implies greater profits, increase cash flow, and greater market share. Marketers can acquire brand equity in three ways; they can build it, borrow it or buy it. Brand equity for customers, involves a strong, positive brand attitude (favourable evaluation of the brand) based on favourable meanings and beliefs that are accessible in memory (easily activated).

Company can build brand equity by ensuring that the brand actually delivers positive consequences and by consistently advertising these important consequences. Company can borrow brand equity by extending a positive brand

consequences. Company can borrow brand equity by extending a positive brand name to other product. A company can buy brand equity by purchasing brands that already have equity.

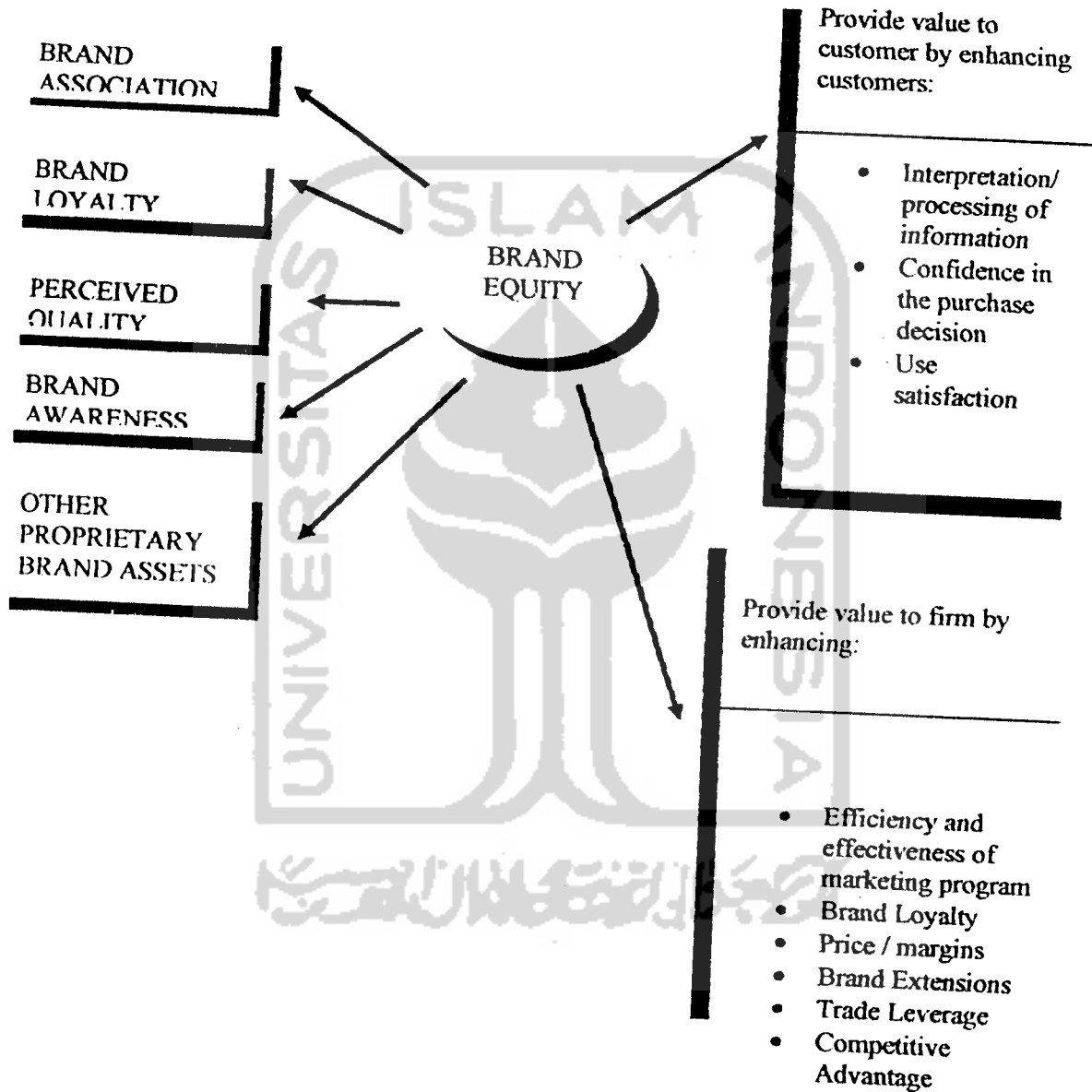


Figure 2.2 Brand Equity Model
(Source: Modified from Aaker, 1991:17)

2.1.5.2. Dimensions of Brand Equity

There are some definitions related to brand equity's dimensions. Aaker (1991: 16) distinguished brand equity into five categories such as follows:

2.1.5.2.1. Brand Loyalty

The brand loyalty of the customer base is often the core of a brand's equity. If customers are indifferent to the brand and, in fact, buy with respect to features, price, and convenience with little concern to the brand name, there is likely little equity. (Aaker, 1991: 39)

A brand loyalty is significant to measure for providing further insight into its range and implications as well as provide a useful instrument in utilizing the construct and linking it to profitability. The measurements are:

- Behaviour Measures
- Switching Costs:
- Measuring Satisfaction
- Liking of the Brand
- Commitment

After measuring the customer's loyalty, a firm should keep them by:

- Treat the customer right
- Stay close to the customer
- Measure or manage customer satisfaction
- Create switching cost
- Provide extras



Figure 2.3 Loyalty Pyramid
(Source: Adapted from Aaker 1991: 40)

2.1.5.2.2. Perceived Quality

Perceived quality is referred as customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternative (Aaker, 1991: 85)

Aaker (1991: 85) stated the other concepts of perceived quality are:

- Actual or objective quality – the extent to which the product or service delivers superior service.
- Product based quality – the nature and quantity ingredients, features, or service included.
- Manufacturing quality - conformance to specification, the 'zero defects' goal.

A good quality reputation is usually based on achieving a high level quality. Just delivering quality is not enough. Several firms have found that

perceptions of quality must be created for the firm to realize a competitive advantage.

When it comes to quality, every consumer interprets the word differently, depending on their expectations. In judging quality, consumers utilize many of the same cues they use to reduce risk available information, past experience, brand, price, packaging and store image. All contribute to the final perception. Neither often consumers do nor possess the expertise, knowledge, or information. They need to make decision on their own.

Low expectation will increase perceived quality. Although price and quality are not necessities related, price is often perceived as a good indicator of the quality of product or service.

2.1.5.2.3. Brand Awareness

Many people often choose a recognized brand on top of unknown brand because they are comfy with the recognizable. It is reflect the consumer's familiarity.

Because consumers cannot buy a brand unless they are aware of it, brand awareness is a general communication goal for all promotion strategies (Peter and Olson, 2002: 433). Brand awareness measure the accessibility of the brand in memory (Chandon, 2003: 1)

Aaker (1991: 62) mention that brand awareness is the ability of a potential buyer to recognize or recall that brand is a member of certain product category. A link between product class and brand is involved. Brand awareness involves a

continuum ranging from an uncertain feeling that the brand is recognized, to a belief that it is the only one in the product class.



Figure 2.4 Awareness Pyramid
(Source: Adapted from Aaker 1991:62)

Advertising probably has the greatest influence on brand awareness, although publicity, personal selling, and sales promotion also can increase awareness.

Furthermore, the level of consumers' brand awareness is necessary for purchase varieties depending on how and where they make the purchase decision for that product category or form. Consumers do not need to recall a brand name; they need only to be able to quickly recognize familiar brands so as to often base on package cues, which then activate their relevant brand knowledge in memory.

In decision situation, a higher level of brand awareness is necessary to influence brand choice. If the purchase decision is made at home or in another environment where few brand-related cues are available, the brand must be recalled in memory in order to enter the consideration set.

2.1.5.2.4. Brand Associations

A brand association is anything “linked” in memory to a brand, for example what product attributes or product symbols that the brand stands for in the customer’s mind (Aaker, 1991: 109). It is important to the company in knowing how they want their customers to perceive their brand, and most essentially is that customers association with the brand and what they believe that it stands for is positive.

If a company treat a brand only as a name, it misses the point. Company have to develop a deep set of positive associations for the brand. Aaker (Kotler, 2000: 405) distinguished five levels of customer attitude toward brand from lowest to highest:

1. Customer will change brands, especially for price reasons. No brand loyalty.
2. Customer is satisfied. No reason to change the brand.
3. Customer is satisfied and would incur costs by changing brand.
4. Customer values the brand and sees it as a friend.
5. Customer is devoted to the brand.

Still according to Aaker (Kotler 2000: 405) besides brand equity is highly related to how many customer are related on classes (3), (4), or (5), its also related to the degree of brand-name recognition, perceived brand quality, strong mental and emotional association, and other assets such as patents, trademarks, and channel relationships

Strong brand equity provides the following benefits:

- Facilitates a more predictable income stream.
- Increases cash flow by increasing market share, reducing promotional costs.
- Allowing premium pricing.

Brand equity exist an asset that can be sold or leased. However, brand equity is not always positive in value. Some brands acquire a bad reputation that results in negative brand equity. Negative brand equity can be measured by surveys in which consumers indicate that a discount is needed to purchase the brand over a generic product.

(www.netmba.com/marketing/brand/equity/+brand+equity&hl=id, January 6th, 2005)

2.1.5.2.5. Other Proprietary Brand Assets

This last category signifies other proprietary brand assets as patents, trademarks, and channel relationships. Brand assets will be most valuable if they reduce or prevent competitors from eroding a customer base and loyalty. For instance, a trademark will keep brand equity from competitors who might desire to confuse the consumers by using a similar name, symbol, or package. If strong and relevant to customer choice, a patent is being able to avoid direct competition. A brand is able to controlled distribution channel because of brand performance's history.

2.1.6. Brand Equity Drivers'

Aaker (1991: 16) mentioned that **for assets or liabilities to underline brand equity they must linked to name and/or symbol of the brand.** If the brand's name or symbol should change, some or all of the assets or liabilities could be affected and even less. The assets and liabilities of brand equity are drives its categories: brand loyalty, perceived quality, brand awareness, brand association as an addition to the perceived quality and other.

Brand equity is highly related to how many customers are classes point (c), (d), and (e). High brand equity provides a number of competitive advantages:

- a. The company will enjoy reduced marketing costs because of consumers brand awareness and loyalty.
- b. The company will have more trade leverage in bargaining with distributors and retailers because customers expect them to carry the brand.
- c. The company can charge a higher price than its competitors because the brand has higher perceived quality.
- d. The company can more easily more launch extension because the brand name carries high credibility.
- e. The brand offers the company some defence against price competition (Kotler, 2000: 406).

2.1.7. Measuring Brand Equity

A number of methods have been suggested for measuring brand equity. Most evaluations of brand equity involve utility estimation. Specifically, an effort to measure the value (utility) of a product's features and price level and also measure the overall utility of a product when including brand name. The difference between total utility and the utility of the product features is the value of the brand (brand equity). In other situations, the utility of the brand is measured directly and added to the feature utilities to produce an overall utility for the product.

Besides utilities, contributing factors such as current awareness levels of each brand, overall perceptions of each brand, and brands currently used should be measured. It is also useful to obtain estimates of marketing, advertising and promotional expenses for the major brands in the market. Together with utility estimates, it provides a more complete picture of the relative value of each brand and set aside an understanding the major forces driving brand equity: product features, price, market awareness, market perceptions and expenditures to build and support those brands.

Cobb-Walgren., *et al.* (1995), affirmed that operationalizations of brand equity usually fall into two groups: those involving consumer perceptions (brand awareness, brand associations, and perceived quality) and that involving consumer behaviour (brand loyalty, and willingness to pay high price).

Price premiums and replacement cost can be used to measure brand equity (Washburn, *et al.* 2000: 593). Both can be develop into one basis of tracking

brand equity (Aaker, 1991: 24). Nevertheless, both of them are stagnant approach. The result may be similar to existing power of the brand. It unreasonably considers the upcoming change's impact such as enhanced quality.

2.1.8. Consumer Decision Making

Decision about brand choice continue right up to the moment of purchase; even if the consumer is fairly certain of a brand before they go to the shop, their possibility of their being influenced by point-of-sale advertising or sales person. Furthermore, the purchase act does not consist single decision, that of brand choice. It is a complex selection involving sub decision regarding time and place of purchase.

When choosing which products or services to consume, people tend to make a decision making. Consumer will make a decision to assess and choose among alternative products that might satisfy their needs. By the time consumers reach the purchase decision, they have already used a motivation as a tool to identify a need; perception and learning to collect and manage information about available products; attitude configuration to assess these products.

All decisions making involves information. Consumers must understand the relationship between attributes and benefits in order to develop assessment criteria that will assist them to gather their needs. In addition, consumers must be able to collect information about the attributes of each alternative.

Consumer decision-making varies with the type of buying decision. Assael on Kotler (2000: 177) distinguished four types of consumer buying behaviour based on the degree of buyer involvement and the degree of differences.

Consumer decision-making varies with the type of buying decision. Assael (on Kotler 2000: 177) distinguished four types of consumer buying behaviour based on the degree of buyer involvement and the degree of differences.

2.1.8.1. Complex Buying Behaviour

Consumer engages in complex buying behaviour when they are highly involved in purchase and aware of significant differences among brands. The case when the product is expensive, bought infrequently, risky and highly self-expressive.

1. Buyer develops beliefs about the product.
2. Buyer develops attitudes about the product
3. Buyer makes a thoughtful choice

Generally, people are more willing to utilize effort to satisfy high involvement need than a low involvement one. If a consumer perceives a significant risk in choosing the wrong product, they will utilize more effort during the purchase process.

2.1.8.2. Dissonance-Reducing Buying Behaviour

The buyer learns what is available but will buy fairly quickly, perhaps responding primarily to a good price or to purchase convenience. After purchase the consumer might experience dissonance or conflict that demanding from noticing certain disquieting features or hearing favourable things about other brand. The consumers will be alert to the information that supports their decision. Consumers first acted, and then acquired news beliefs, then end up with a set of attitudes.

2.1.8.3. Habitual Buying Behaviour

Products are bought under condition of low involvement and the absence of significant brand differences. Consumers do not search extensively for information, evaluate characteristics, and make a decision on which brand to buy.

2.1.8.4. Variety Seeking Buying Behaviour

Buying situation sometimes characterized by low involvement but significant brand differences. Here consumers often do a lot of brand switching.

	High Involvement	Low Involvement
Significant Differences between Brands	Complex Buying Behaviour	Variety-seeking Buying Behaviour
Few Differences Between Brands	Dissonance-reducing Buying Behaviour	Habitual Buying Behaviour

Figure 2.5 Four Types of Buying Behaviour
(Source: Kotler 2000: 177)

2.1.9. Consumer Buying Decision Process

According to Armstrong and Kotler (2000: 54) buyer decision process consists of five stages, i.e.: need for recognition, information search, evaluation of alternatives, purchase decision, and post purchase behaviour.

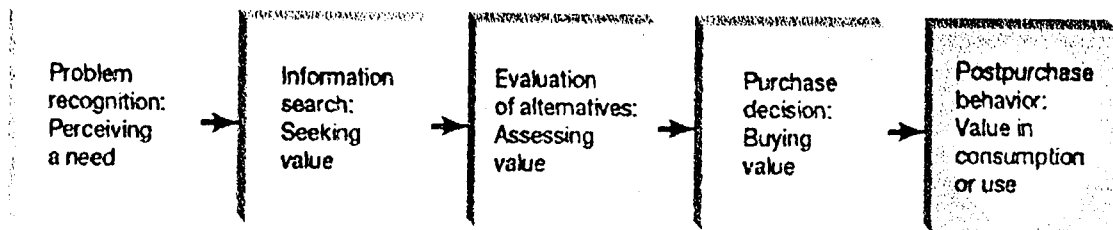


Figure 2.6 Five Stages Model of the Consumers Buying Process
(Source: Modified from Kotler, 2000:179)

2.1.9.1. Need for Recognition

The buyers recognize a problem or need. The need may be triggered by internal stimuli (hunger, thirst, etc) and external stimuli (a person admires neighbour's new car, the thought of cameras after talking with a friend about photography or seeing camera ad. However, consumers buy things when they believe a product's ability to solve a problem is worth more than the cost of buying it, thereby, making recognition, sometimes called problem recognition (Blackwell, *et al.*, 2001: 72).

2.1.9.2. Information Search

An aroused consumer may or may not search and or tending to search for more information. If the consumer drive is strong and a satisfying product is near at hand, the consumer may store the need in memory to undertake an information search related to the need.

Consumer can obtain information from any of several sources:

1. Personal sources: family, friends, neighbours, acquaintances
2. Commercial sources: advertising, salesperson, dealers, packaging, displays.

3. Public sources: mass media, consumer-rating organization.
4. Experimental sources: handling, examining, and using the products.

Generally, consumer receives most information about a product from commercial sources (inform the buyer). The most effective sources tend to be personal (legitimate to the buyer).

2.1.9.3. Evaluation of Alternatives

There is no single evaluation process used by all consumers or by one consumer in all buying situations. The consumers make assessment largely on a conscious and rational basis. It does depend on the individual consumers and the specific buying situation. In some cases, consumer use careful calculations and logical thinking. At the other time, the same consumers do little or no evaluating. Instead, they buy or impulses rely on intuition. Sometime consumer make buying decision on they own, sometimes they turn to friend consumer guide

Basic concept of consumer evaluation process:

1. Consumer is trying to satisfy a need.
2. Consumer is looking for certain benefits from the product solution.
3. A consumer sees each product as a bundle of attributes with varying abilities of delivering the benefits sought to satisfy this need.

Based on Kotler (2000: 182) in executing purchase intention, the consumer possibly will comprise to five purchase sub decisions:

1. Brand decision (Brand A)
2. Vendor decision (Dealer 2)
3. Quantity decision (One Computer)
4. Timing decision (Weekend)
5. Payment-Method Decision. (Credit card)

Purchase everyday products involve fewer decisions and less consideration. Intrinsically, the consumer purchase processes are various decisions to be made concerning which brands to purchase. For that reason, the purchase process may result in uncertainty and remind the fear of as consequences if the wrong product is selected.

2.1.9.4. Purchase Decision

Generally, the consumer purchase decision will be buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. Firstly, attitudes of others followed by unexpected situational factors.

a. Attitudes of others

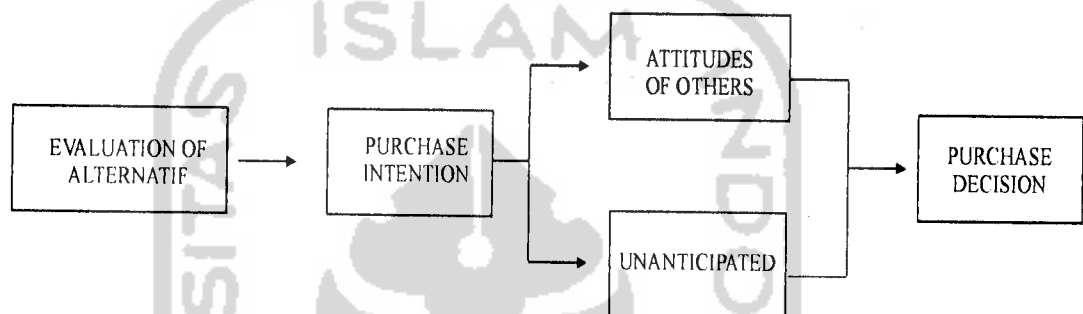
Another person's attitudes changes because of two things;

- a. The intensity of other's person attitude toward consumer preferred alternatives and consumer's motivation to comply with the other person's wishes.

b. The influence of other become complex when several people close to the buyer contradictory opinions and the buyer would like to please them all.

b. Unanticipated situational factors

Preferences and even purchase intention are not completely reliable predictions of purchase behaviour.



**Figure 2.7 Steps between Evaluations of Alternatives
and a Purchase Decision**

(Source: Kotler, 2000: 182)

A consumer's decision to modify, postpones, or avoids a purchase decision are heavily influenced by perceived risk. In addition, there are three possibilities of purchase decision, i.e.:

I. For whom to buy: which depends on such considerations

a. terms of sale

b. past experience buying from the seller

- a. terms of sale
- b. past experience buying from the seller
- c. return policy.

2. When to buy: which preserve influenced by

- a. store atmosphere
- b. time pressure
- c. a sale
- d. pleasantness of the shopping experience

3. Do not buy

2.1.9.5. Post-purchase Behaviour

After purchasing a product, consumer will experience satisfaction or dissatisfaction post purchase action and post purchase product use and disposal. Consumer satisfaction or dissatisfaction will influence sequent behaviour. Consumer's expectation and product's perceived performance. If product falls short of expectation, the consumer will be dissatisfied and may abandon or return to the product.. If product meets expectation, the consumer will be satisfied and exhibit a higher probability of purchasing repetition. If product exceeds expectation, the consumer will be delighted.

2.2. THEORETICAL FRAMEWORK

The theoretical framework of the problem and solution is described further below.

The value of a brand namely brand equity is significantly important for a company existence. The marketing mix should focus on building and protecting brand equity. For example, if the brand is positioned as a premium product, the product quality should be consistent with what consumers expect of the brand, low sale prices should not be used to compete, the distribution channels should be consistent with what is expected of a premium brand, and the promotional campaign should build consistent associations. Finally, potentially dilutive extensions that are inconsistent with the consumer's perception of the brand should be avoided. Extensions also should be avoided if the core brand is not yet sufficiently strong.

In this case, brand equity can be measured in relative or absolute terms. From the firm's perspective, absolute measures are probably more useful. Managers have an interest in maximizing their brand's equity. Thus, they need the ability to determine targets and objectives for individual brands, which can then be contrasted against competitive offerings and industry norms.

However, when comparing a very limited number of brand equity scores (as in the present study), absolute measures are virtually meaningless. Furthermore, not all the operationalization allows the calculation of an absolute score. Therefore, this investigation relied on a relative measure.

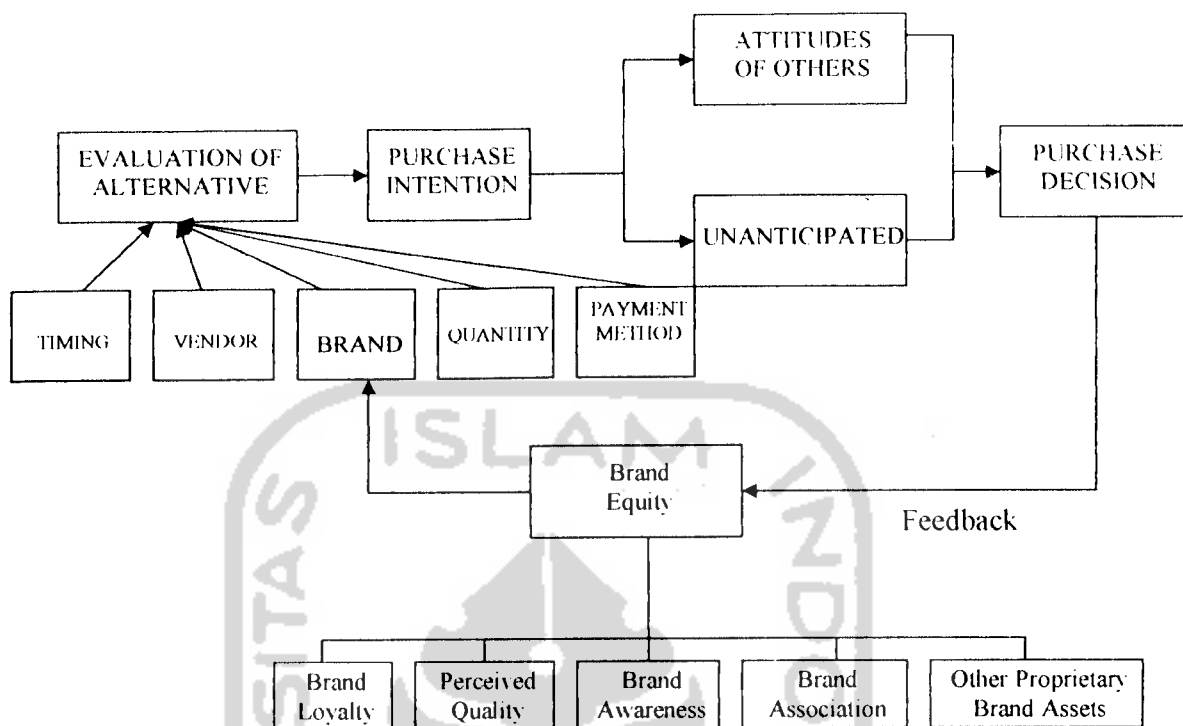


Figure 2.8 Theoretical Framework's Diagram of The Research

(Source: Modified from Kotler, 2000: 182)

2.3. HYPOTHESIS FORMULATION

Hypothesis is a statement of supposition about the correlation between two or more variables. Two criteria of good hypothesis are hypothesis comprise a statement about the correlation of variables, and secondly, hypothesis consist of clear implication for evaluating. In order to give the response to the existing problems, the hypothesis presented in the research are as follows:

1. There are significant influences of brand equity to customer's purchase decision.
2. Brand loyalty is the dominant factor of brand equity that influences customer's purchase decision.



CHAPTER III

RESEARCH METHOD

3.1. COMPANY PROFILE

3.1.1. PT Telkomsel in Brief

PT Telekomunikasi Selular (Telkomsel) is the market leader in Cellular Telecommunications Services (mobile operator) in Indonesia, having a share of more than 50% of the total Indonesian cellular market which consists of over 20 million active users. The company served 10.75 million customers by the end of the first quarter of 2004, 90% of which are pre-paid users, on a nationwide network covering about 85% of the population of this fourth most populous country in the world. Telkomsel operates a Dual Band GSM 900/1800 network in Indonesia, completed with GPRS services, WiFi hotspots and EDGE technology in selected locations. The company is jointly owned by PT. Telekomunikasi Indonesia, Tbk (“Telkom” - JSX: TLKM; NYSE: TLK; LSE: TKID) 65% and Singapore Telecom (“SingTel” – SGX: TELE.SI) 35%.

PT Telkomsel was operated officially in May 26, 1995, as a GSM cellular telecommunication services in Indonesia. PT Telkomsel began its networks in Batam and Medan. PT Telkomsel mission is becoming the Indonesian societies’ operator choice which provides communication solution.

In year 1996, PT Telkomsel started its operation in Jakarta and succeeds to serve the whole province in Indonesia by operating facilities in Ambon, Timor

Timur, and Jayapura. Until this moment, PT Telkomsel networks have been reached more than 500 big cities in Indonesia.

In November, 1997, PT Telkomsel launched *simPATI* as the pioneer of pre-paid card in Asia that can be rechargeable. Allowance of ISO 9002 certificate issued for **CAROLINE** (Customer Service Online) as a mark of PT Telkomsel services has already overflowing international standard. A pre-paid card named *simPATI Nusantara* was launched in 1998. It has a motto: “Dengan *simPATI* tetap terkendali” and can be used in many places throughout Indonesia. At that moment, PT Telkomsel proclaimed **World Class Operator** as their standard services.

A new system was launched in 1999 which was called as **BIANCA** (Billing and Customer Care). This service provides customer's information possibility, conversation records, until claim processes which could be done simultaneously. In this year, PT Telkomsel achieved “**The Best in Achieving Customer Satisfaction toward Service Quality**” for the best operator cellular services.

A mobile banking service was developed in the year 2000 in collaboration with Panin Bank. PT Telkomsel acquired a reputation as “**Total Satisfaction for *simPATI* pre-paid card**” emanate from SWA magazine. Then came another award which was “**The Big 10 Leading Company in Indonesia**” issue from Far Eastern Economic Review magazine, Hongkong.

GSM dualband (900 and 1800) was started to operate in 2001. With this technology, PT Telkomsel proceeded to be the first operator using service facility

which gives value-added data basis for Mobile Banking, WAP, and GPRS. Again, PT Telkomsel was awarded **“The Big 10 Leading Company in Indonesia”** issued from Far Eastern Economic Review an increased its position from the 9th position into the 7th position.

In 2002, PT Telkomsel began to use 2.5G by launching a service basis GPRS which was commenced with a launch of Telkomsel Mobile Data Service (TMDS) through WAP basis, WEB, and SMS. At the moment in time, two awards have been achieved **“Indonesian Customer Satisfaction Award”** and **“The Best Product and Brand for *kartuHALO* post-paid and *simPATI* pre-paid”** which come from SWA magazine. Besides, **“e-Company Award”** category as a telecommunication company with the best e-business application and an award on **“Non-Investment Grade Bond Award for 2002”** from AsiaMoney magazine.

Moreover, PT Telkomsel expands their local cellular zone on a national scale in 2003. As a result, the customers of *kartuHALO* and *simPATI* can be easier in having communication. For a second time, PT Telkomsel was awarded **“Indonesia Customer satisfaction Award”** and **“Indonesia Best Brand Award for *kartuHALO* post-paid and *simPATI* pre-paid”** from SWA/Frontier/Mars. This year, PT Telkomsel achieved SUPERBRAND Indonesia. Besides, an award as **“The Best Call Centre among the Other Operator Base on Result of Mystery Shopping”** was awarded SYNOVATE Research Institution.

In addition, **ISO 9001: 2000** was issued for the Call Centre (Customer Service Online) of PT Telkomsel from PT RWTüV. It is much important to give

the best for its customers through systematic and organisable service guarantee. This matter is relevant with Telkomsel's commitment as a leading mobile network and service provider, and also one of the best operators in Asia (<http://www.sinarharapan.co.id/ekonomi/promarketing/2004/0113/prom5.html>, September 30th, 2004).

In year 2004, PT Telkomsel once more became a pioneer in cellular technology primarily by launching 3G (third generation) services through its implementation EDGE technology (Enhanced Data Rate GSM Evolution). In addition, Telkomsel further innovation prepaid recharge distribution methods by launching M-KIOS, used by dealers throughout the country to recharge customers' pre-paid cards automatically through secure mobile-to-mobile transmissions, thus rapidly expanding Telkomsel's pre-paid credit distribution network (<http://www.telkomsel.com/web/corporate/index.php?id=4>, January 22nd, 2005).

3.1.2. Telkomsel's Share Holders

Telkomsel's shareholders are Perusahaan Perseroan (Persero) PT Telekomunikasi Indonesia Tbk (TELKOM) and Singapore Telecom Mobile Pte Ltd (SingTel Mobile) Telkom, which owns 65% of Telkomsel's issued share capital, is the largest full-service telecommunications operator in Indonesia. Telkom is listed on the Jakarta Stock Exchange (JSX: TLKM), the New York Stock Exchange (NYSE : TLK) and the London Stock Exchange (LSE: TKID) and is majority-owned by the Government of Indonesia. SingTel Mobile owns 35% of Telkomsel's issued share capital and is a wholly owned subsidiary of

Singapore Telecommunications Limited (SingTel). SingTel is one of Asia's leading telecommunications service operators. SingTel is listed in the Singapore Exchange (SGX: TELE.SI) and the Australian Stock Exchange Limited (ASX: SGT). SingTel is ultimately majority-owned by the Government of Singapore.



Figure 3.1 Telkomsel's Share Holders

Source: <http://www.telkomsel.com/web/corporate/index.php?id=2>,

<January 22nd, 2005>

Telkomsel cooperates closely with its parent companies (the TELKOM Group and the SingTel Group), especially in the area of product development, resulting in efficient, speedy and innovative new service development. Cooperation is done in the area of benchmarking to be able to always stay at the forefront of development and be able to gain substantial benefits from joint development or joint purchasing projects.

3.1.3. Telkomsel's Management

In accordance with Indonesian Company law, Telkomsel has a Board of Commissioners and a Board of Directors. The two Boards are separate and no individual may be a member of both Boards.

The members of the Board of Commissioners are elected by the Shareholders of Telkomsel in the General Meeting of Shareholders. Telkom is currently entitled to nominate four Commissioners, and SingTel Mobile is entitled to nominate two Commissioners.

A shareholder will lose its entitlement to nominate Commissioners if the number of shares it owns falls below 10% of the total number of shares. Currently Telkomsel has the following Board of Commissioners and Board of Directors:

Board of Commissioners

Name	Position
Mr. Mochammad Hasjim Thojib	President Commissioner
Mr. Lim Chuan Poh	Commissioner
Mr. Woeryanto Soeradji	Commissioner
Ms. Triwahyusari	Commissioner
Mr. Hui Weng Choong	Commissioner

Board of Directors

Name	Position
Mr. Bajoe Narbito	President Director
Mr. Jusuf Kurnia	Director of Finance
Mr. Bambang Riadhy Oemar	Director of Planning and Development
Mr. Leong Shin Loong	Director of Commerce
Mr. Ng Kwoon Kee	Director of Operations

Figure 3.2 Telkomsel's Board of Commissioner and Board of Director

Source: <http://www.telkomsel.com/web/corporate/index.php?id=3>,
<January 22nd, 2005>

3.1.3.1. Board of Commissioners

Telkomsel's Articles of Association (the "Articles") provide that the Board of Commissioners shall consist of six members, including the President Commissioner. The Shareholders' Agreement further provides that the President Commissioner shall be appointed by the shareholder holding the greater number of shares. The Articles provide that the principal functions of the Board of Commissioners are to supervise the management of Telkomsel by the Board of Directors, and the implementation of Telkomsel's business plan.

The Board of Commissioners is accountable to the General Meeting of Shareholders. The members of the Board of Commissioners are elected by the shareholders of Telkomsel. Pursuant to the Shareholders' Agreement, the shareholders are entitled to nominate a number of candidates as Commissioners (and recommend the removal of such Commissioners) in proportion to the size of their respective shareholdings.

PT Telkom is currently entitled to nominate four Commissioners, and SingTel Mobile is entitled to nominate two Commissioners. One position in the Board of Commissioners is currently vacant. Meetings of the Board of Commissioners must be held at least once every three months and at any other time upon request of any member of the Board of Commissioners. The quorum for all Board of Commissioners meetings is four members of the Commissioners, one of whom must be a Commissioner nominated by SingTel Mobile. Resolutions of meetings of the Board of Commissioners shall be by affirmative vote of a

majority of the members of the Board of Commissioners. In the event of a tie, the matter shall be referred to a General Meeting of the Shareholders for resolution.

- **Mochammad Hasjim Thojib**

Mr. Thojib graduated with a degree in Accounting from the Institute of Finance. At present, he is the Head of Corporate Planning Group of PT Telkom. He was a Director at PT Indosat between 1999-2000 and held a position as Commissioner at PT Arthaloka Indonesia from 1997-2000.

- **Triwahyusari**

Ms. Triwahyusari is the Vice President of Accounting of PT Telkom and has been working in the company for more than 20 years. She graduated from the University of Airlangga.

- **Woeryanto Soeradji**

Mr. Soeradji graduated with a degree in Electrical Engineering from Bandung Institute of Technology and obtained his MBA from the Institute of Indonesian Management Development. Formerly he was the Director of Commerce of PT Telkomsel and currently is the Corporate Secretary of PT Telkom.

- **Hui Weng Cheong**

Hui Weng Cheong joined SingTel in 1980 and is currently the Vice President of Consumer Products. He oversees the development of new services for the mobile, paging, internet, broadband and telephone businesses. Weng Cheong is also currently the Vice President Commissioner of PT Bukaka SingTel International. Previously, he was the Managing Director of Shinawatra Paging of

Thailand. He holds an MBA (1993) from the University of Southern California.

▪ **Christopher John Anderson**

Chris Anderson joined Optus in 1997 in the position of CEO. Prior to joining Optus, he held the position of Group Chief Executive at Television New Zealand. Before that he was the Managing Director and Group Editorial Director of John Fairfax Ltd. He graduated with a Bachelor of Economics from the University of Sydney and Diploma in Industrial Law.

3.1.3.2. Board of Directors

The principal functions of the Board of Directors are to lead and manage Telkomsel and to control and manage Telkomsel's assets. In accordance with the Shareholders' Agreement and the Articles provide that the Board of Directors shall consist of five Directors, one of whom shall be the President Director.

The Shareholders' Agreement provides that the shareholders shall be entitled to nominate candidates as Directors (and recommend the removal of such Directors) in proportion to their respective shareholdings. In accordance with the Shareholders' Agreement, PT Telkom is currently entitled to nominate three Directors and SingTel Mobile is entitled to nominate two Directors. The President Director and Director of Finance shall be PT Telkom's representatives. The Articles provide that meetings of the Board of Directors must be held at least once every two months and at any other time upon the request of any Director. The Articles further provide that the quorum for all Directors' meetings is four

members of the Board of Directors present or represented in such meeting, one of whom must be a Director nominated by SingTel Mobile.

- **Bajoe Narbito**

As President Director and Chief Executive Officer, Mr. Narbito is responsible for Telkomsel's overall management. He has previously served as a Corporate Secretary of PT Telkom and the Director of the Jakarta regional office of PT Telkom. Mr. Narbito has a degree in Electrical Engineering from Trisakti University and has over 23 years of experience in the telecommunications industry.

- **Bambang Riadhy Oemar**

Graduated with a degree in Telecommunications Engineering from Bandung Institute of Technology and as Director of Planning and Development, Mr. Bambang has had over 23 years experience in the telecommunications industry. He previously served as the President Director of PT Indo Nusa Telemedia, a subsidiary of PT Telkom.

- **Laurens J. M. Bulters***

Graduated in Civil Engineering and has had over 20 years experience in the telecommunications industry. Mr. Bulters, Director of Operations, is in charge of Network Design and Operational Management. Mr. Bulters previously served as the Director of Mobile Communications of PTT Telecom Netherlands (Asia).

- **Replaced by Ng Kwon Kee, effective January 1, 2004**

- **Leong Shin Loong**

Responsible for all Marketing, Sales, Product and Service activities of Telkomsel and as Director of Commerce, Mr. Leong has had over 22 years experience in information technology and telecommunications. He had been the Director of Planning and Development of Telkomsel from December 2001 to March 2003. He graduated with a degree in Engineering from Northwestern and Rennesleair Polytechnic Institute, USA and completed the Advanced Management Program at Harvard Business School in 1999.

- **Jusuf Kurnia**

As Director of Finance and Chief Financial Officer, Mr. Jusuf is responsible for the overall financial management of Telkomsel. He was previously become a chief in PT Telkom's activities based costing project. He has a degree in Economics from the University of Tanjungpura and has over 23 years experience in the telecommunications industry.

Additionally, the Commissioners and Directors receive compensation determined at the General Meeting of Shareholders of Telkomsel. No fees are paid to the Commissioners or Directors for their attendance at their respective board meetings. For the year ended December every year the aggregate compensation paid by Telkomsel to all Commissioners and Directors as a group was approximately Rp 12 billion.

3.1.3.3. Telkomsel's Committee

Based upon the Shareholders' Agreement, each Board may from time to time form or authorize the formation of committees of its members to deal with matters pertinent to or assist in the discharge of the relevant Board's responsibilities and obligations. The members of any committee shall include at least one person nominated by SingTel Mobile. At present Telkomsel have the following committees:

1. An Audit Committee of the Board of Commissioners, having responsibility for reviewing the audited financial statements of the company and discussing with the auditors the accounting policies to be adopted, subject to the approval by the shareholders of the audited financial statements, the unanimous approval by the directors of the audited financial statements, the unanimous directors approval of any change in accounting policy, and unanimous Commissioners approval of the audited financial statements.
2. A Remuneration Committee of the Board of Commissioners having responsibility to determine the remuneration of the Board of Directors, subject to unanimous Board of Commissioners approval.
3. An Investment Committee of the Board of Commissioners having responsibility for reviewing the investment plans and management of the implementation of those plans by the company.

3.1.3.4. Telkomsel's Employee

Telkomsel unveiled its competency-based organization and human resources development model. First, Telkomsel developed the competency model for all jobs and positions. Then identified the required skills and knowledge for each position, and placed their peoples based on their competencies. Finally, Telkomsel developed training programmes on the basis of the resulting skills-and-gap analysis derived from the first two initiatives.

Another key initiative which Telkomsel also undertook in human resources in 2003 was to realign the organizational structure in order to place more emphasis on customer satisfaction, as well as becoming more responsive to different market needs. This is achieved primarily by empowering regional offices to take more initiatives in order to drive business growth by enhancing the customer experience or activating corporate accounts in their respective markets. This move contributed in no small measure to the growth of Telkomsel in 2003, and expected it to drive Telkomsel's growth for many years to come.

Completing the human resources management and development model is a newly formulated compensation plan that is strongly tied to competence and performance. The remuneration system was matched more closely to competence, whereas incentives recognized to individual performances and achievements as measured through the Key Performance Indicators (KPI) of each department. Indeed, Telkomsel is in the process of developing a balanced score-card system to measure performances based on KPI's.

As at year-end 2003, Telkomsel employed 2,869 people at a ratio of 3,342 customers per employee, up from 2,370 customers per employee in 2002, which places Telkomsel in the top league in terms of efficiency. An organization structure of PT Telkomsel can be seen on Appendix 1.

3.1.4. Telkomsel's Product Portfolio

Telkomsel's product portfolio is focused around two main products; *kartuHALO*, the post-paid service and the pre-paid solution *simPATI*. According to independent research studies by companies like AC Nielsen, Synovate, Frontier and MARS, both products are market leaders in the Indonesian market in their respective product categories. The products are leading the market in terms of total numbers of active customers, brand awareness and preference, as well as customer satisfaction. Thus, both products feature a wide range of value added services, ranging from the regular person-to-person Short Messaging Service (SMS), to full-fledged multi-access personal mobile data services.

3.1.4.1. PT Telkomsel Product and Services

3.1.4.1.1. *KartuHALO* (Post-paid)

Telkomsel's main offers for the post-paid product include tailor-made value propositions for the Corporate Account market and a Family Package called *HALOkeluarga* for the residential market which enjoys very high market acceptance. In order to further simplify the registration, data-verification and activation process for new prospective *kartuHALO* customers.

kartuHALO is subscriber identity module (SIM) card GSM Telkomsel. Inside *kartuHALO*, there are customers' data, amenities and services to facilitate the customers and also personal identification number (PIN) that stored confidential data within. Besides, *kartuHALO* able to stored 200 phone numbers and 40 short messages service (SMS).

kartuHALO has uniqueness that does not exist in other SIM cards. With a picture that shows cultural diversity in the whole province of Indonesia, Telkomsel want to declare that Telkomsel is a cellular operator who is capable to cover all Indonesia. Furthermore, *kartuHALO* has benefits such as:

- Various features

Customers are able to use various feature unprovided in other SIM card such as: e-phone that has no charge by using it.

- Economical tariff

kartuHALO tariff has reasonable tariff by using broaden point of charging. It is supported by calculation credit system that uncharged minimum value.

- The most numerous roaming partners

Telkomsel already cover five continents and cooperate with more than 100 cellular operators all over the world.

3.1.4.1.2. *simPATI* (Pre-paid)

The prepaid segment is the area of the largest growth in the Indonesian market, and also for Telkomsel. Sales of the *simPATI* product have been very high

and are still on the rise. No Compromise, No Problem is the *simPATI*'s jargon. *simPATI* is Telkomsel's pre-paid GSM card that can be used in many places throughout Indonesia. It can be used in all areas covered by Telkomsel network in Indonesia. Customers are able to make and receive local, long distance, and international calls. The card is rechargeable. It can be recharged with an unlimited amount of units anytime before the recharging period ends or else it cannot be used anymore.

There are facilities such as:

- CALiPSO (ID caller) feature is allowing customer to see on the cellular phone's screen, the telephone number of incoming calls.
- VERONICA (Voice Mail) feature has functioned as an answering machine. The caller are able to leave any message to be heard when the cellular phone is inactive or out of public area (no signal).
- SMILE (Short Message Service) enables the users to receive written short text message (SMS).
- Call Holding feature has function as answering the call when the users are online, without call-ended the first caller.

In year 2004, *simPATI* gave more services by facilitating *free roaming* among Telkomsel card users. Thus, the customers are able to receive any calls even long distance and no charge on it.

The growth in the *simPATI* customer base was supported by the regular innovation of starter packs offered by Telkomsel in the market, including a Multi Media Edition offering a number of free MMS.

3.1.4.1.3. *kartuAs*

kartuAs is Telkomsel's innovative pre-paid GSM card with many value-added services such as: national free roaming, strongest network with widest coverage in Indonesia, affordable tariff, and low voucher price started from 20,000 rupiah. *kartuAs* is rechargeable as *simPATI*. *kartuAs* has two special tariffs, i.e.:

1. Super Cheap Tariff (flat tariff between *Kartu As* users)
2. Cheap Tariff (flat tariff between *Kartu As* users to *Kartu Halo* and *simPATI* users)

It recommends **flat-rate**, means that same tariff for calling among Telkomsel's customers throughout Indonesia (no long distance charge) and super cheap tariff for calling among *kartuAs* users. It also uses **flat time band**, which is the tariff calculation based on time splits, there is no peak tariffs.

kartuAs Nggak Ada Matinya is a jargon of *kartuAs*. It means that the active principal period starting when the customers activated *kartuAs* directly. It has active period during 30 days and recharge period during 30 days (before *kartuAs* has only 10 days active period its principal).

3.1.4.2. Telkomsel's IT and Networks

Since Telkomsel's establishment, the IT mission has been reshaped and refocused again and again along its short journey. Nowadays, the IT role is to support company business' goals and to deliver best customer experience through

innovative, agile, and cost effective information systems. Key IT strategy is to stabilize operations and adopting better service culture by implementing IT infrastructure library.

Facilitating network capacity growth is a key to acquiring market share and maintaining market leadership in a rapidly growing cellular telecommunications market such as Indonesia's. As the leading cellular service provider in the country, Telkomsel has the largest cellular network capacity in the country with over 4,820 BTS, 14.5 million HLR Switching units and 38,624 TRX which cover more than 85% of population and more than 600 cities. Telkomsel also has the widest international roaming coverage with 217 operators from 135 countries.

Besides, a significant expansion of Telkomsel's network capacity was undertaken in 2003 with the aim of both enhancing market achievement, and positioning in advance of market growth as well. Instead of having to 'catch-up' with the pace of the market, Telkomsel's growth strategy since 2001 has been to lay down the infrastructure beforehand - to invest ahead of growth. As such, Telkomsel continue to focus on expanding and enhancing its network capacity and infrastructure in order to capture the full value that can be derived from the explosive growth of cellular telecommunications in Indonesia. As a result of this strategy, Telkomsel achieved 30%-to-40% savings on its procurement costs, deployed additional network capacity with speed, involved vendors in project planning to ensure smooth execution, and addressed key development issues while also improving the network quality.

Furthermore, in 2003, Telkomsel completed the implementation of Account Receivables (A/R) of its post-paid billing system into the so-called GENEVA billing system which had been deployed in 2002. This enhancement simplifies the internal process of bills settlement whilst also providing more transparency in the monitoring of subscriber accounts and payment records. As a result of this migration, the entire billing process has improved.

The rapid growth of the cellular telecommunications market has created an enormous demand for the production and supply of SIM cards and top-up Vouchers on a national scale. In order to have a measure of control over this supply chain, and simultaneously keep our fingers on the pulse of the cellular market, Telkomsel has established a supply chain network system called PARADISE among hundreds of thousands outlets/distribution channels throughout Indonesia. These vendors provide regular feedbacks on the level of demand in their respective areas, thus providing Telkomsel with valuable information to set monthly production level for its SIM Cards and Vouchers, and allocate their distribution accordingly in line with the prevailing demand in respective regions.

Therefore, Telkomsel has begun to implement an integrated financial system, linking and automating back-office financial and administrative processes with front-office policies and business executions. Full implementation of the system is set to come on line by early 2005, in which Telkomsel will have satisfied the rigors of financial management and control in line with best international practices. It planned to deploy a Human Resource Management

Information System (HRMIS) to improve our company capability to track, preserve and augment our valuable employee competence.

In addition to this, all of management information systems in Telkomsel are supported by a massive data communications network linking our service counters, retail outlets, regional offices, data centres, switching sites and radio base stations. Building a high-performance organization is part of Telkomsel's strategic imperatives, in which the focus is to develop human resources that are customer-centric and highly competitive.

Moreover, network development included the trial of *EDGE* (Enhanced Data rate for GSM Evolution), which represents the latest evolution on the GSM cellular network towards mobile multimedia communications. Through *EDGE*, Telkomsel will be able to provide data transmission services at faster speed than GPRS (General Packet Radio Service) as well as that of the CDMA 2000-1X system. The *EDGE* trial used a test-bed and was carried out in a controlled lab environment. The aim was to verify that the *EDGE* delivery and performance was up to the expected standards.

3.2. RESEARCH METHOD

In this research, the type of study is an empirical research with study case and in the form of descriptive and quantitative research. Case study engages comprehensively, comparative analyses of related situation in other organizations, where the nature of the problem and the problem definition occur to be the same

as the one experienced in the current situation. The method used in this research is a survey method by using questionnaire to subject of the research.

3.3. RESEARCH SUBJECT

3.3.1. Subject

The subjects will be investigate in the research is The Influence of Brand Equity to Customer Purchase Decision; A case study on *simPATI* Pre-paid Card Users in Nogotirto, Sleman, Daerah Istimewa Yogyakarta.

3.3.2. Population

Zikmund (2000) defined population as any complete group of entities sharing some common set of characteristics. In this research, the population was the *simPATI* pre-paid card users in Nogotirto, Sleman, Daerah Istimewa Yogyakarta. Nogotirto has about 7.084 male and 6.949 female citizens, and the totals are 14.033 populations until January, 2005. They are chosen as the main respondents because of the convenience purpose for the researcher in conducting research.

3.3.3. Samples

Sample is a subset or some part of larger population (Zikmund, 2000: 462). Obviously, the amount of a split of population should be less than the amount of population. In this research due to the limitation of time and fund, the researcher preferred to use convenience sampling on the method of samples collection. In

this case, the researcher is free to choose the users of *simPATI* pre-paid card in Nogotirto, Sleman daerah Istimewa Yogyakarta. Thus, the researcher took 96 respondents as samples. It is as follows:

Table 3.3

Distribution of samples

Area	Number of sample
I. Kajor	12
II. Kwarasan	12
III. Karang Tengah	12
IV. Ponowaren	12
V. Nogosaren	12
VI. Cambahan	12
VII. Sawahan	12
VIII. Mlangi	12
Total sample	96

3.4. RESEARCH SETTING

3.4.1. Place

This research took place in Nogotirto, Sleman, Yogyakarta.

3.4.2. Time

This research began on September 15th, 2004 to February 15th, 2005

3.5. RESEARCH INSTRUMENT

Specific survey questions become accurate information only if they are reliable and valid. Those are two major criteria for evaluating the Goodness of Data (Sekaran, 2000). In this research reliability and validity are tested by using SPSS 12.0 for *Windows*. The survey conducted in two phases: the pre-test and the main study. A pre-testing phase used to collect the data from small samples – 30 respondents. Thus, a small-scale pre-test study provides an advance opportunity for the author to check the data collection form to minimize errors due to improper design elements. The obtained data are used to test the validity and reliability of the questionnaires. Those validity and reliability questions are used to collect data in the main study.

3.5.1. Reliability for the Test

Reliability is the degree to which measurements are free from random error and, therefore, provide consistent result (Zikmund, 2000: 375). The less error the measurement has, the more reliable the research is, and as a result a measurement that is free of error is a correct measure. By using measurement technique of the Alpha coefficient Cronbach's and processing with SPSS program, the reliability test can be done. If the result of Alpha is fairly high (near 1) the measurement tool (questionnaire) is seen as a reliable measurement tool.

The result on the analysis of reliability to the questionnaire for each research variable (brand loyalty, perceived quality, brand awareness, brand association, and other proprietary brand assets) is as follows:

Table 3.4
Validity and Reliability Pre-test Result Summary

Item Number	Corrected Item-Total Correlation	Status of Validity	Alpha (α)	Status of Reliability
Y	0.628	Valid	0.757	Valid
	0.419	Valid		
	0.608	Valid		
	0.544	Valid		
	0.631	Valid		
X ₄	0.546	Valid	0.762	Valid
	0.628	Valid		
	0.627	Valid		
	0.527	Valid		
	0.479	Valid		
X ₂	0.361	Valid	0.758	Valid
	0.690	Valid		
	0.452	Valid		
	0.420	Valid		
	0.558	Valid		
	0.541	Valid		
	0.825	Valid		
	0.547	Valid		
	0.756	Valid		
	0.740	Valid		
X ₃	0.501	Valid	0.761	Valid
	0.713	Valid		
	0.746	Valid		
	0.528	Valid		
	0.611	Valid		
	0.627	Valid		
	0.736	Valid		
	0.584	Valid		
	0.578	Valid		
	0.533	Valid		
	X ₄	0.543		
0.409		Valid		
0.628		Valid		
0.520		Valid		
0.550		Valid		
0.466		Valid		
0.456		Valid		
0.444		Valid		
0.608		Valid		
0.430		Valid		
X ₅	0.511	Valid	0.759	Valid
	0.634	Valid		
	0.646	Valid		
	0.517	Valid		
	0.454	Valid		

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

- a. The calculation of reliability trial in measurement of customer purchase decision results research required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.757. This indicates that all of items have fulfilled the requirement as a reliable factor.
- b. The calculation of reliability trial in measurement of brand loyalty results research required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.762. This indicates that all of items have fulfilled the requirement as a reliable factor.
- c. The calculation of reliability trial in measurement of perceived quality results research required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.758. This indicates that all of items have fulfilled the requirement as a reliable factor.
- d. The calculation of reliability trial in measurement of brand awareness results research required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.761. This indicates that all of items have fulfilled the requirement as a reliable factor.

- e. The calculation of reliability trial in measurement of brand association results research required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.740. This indicates that all of items have fulfilled the requirement as a reliable factor.
- f. The calculation of reliability trial in measurement of other proprietary brand assets results research required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.759. This indicates that all of items have fulfilled the requirement as a reliable factor.

3.5.2. Validity for the Test

Validity is defined as the ability of a scale to measure what was intended to be measured (Zikmund, 2000: 376). It addresses the issue of whether what the researcher was trying to measure was essentially measured. By using SPSS program it will be found the correlation between each sub variable value with total variable value, and the value of each question item with the total value of question item per variable. To find the R correlation, Cronbach's Alpha was used. The indicator of the validity of the sub variable and questions items is achieved when calculation result matched with the critical number of Cronbach's Alpha.

a. Brand loyalty

From the calculation of the validity analysis of each brand loyalty variable, the result is as follows:

Table 3.5

Validity test – Brand loyalty

Item Number	Mean	R	Validity
X ₁	5.8	0.546	Valid
	5.4	0.628	Valid
	5.3	0.627	Valid
	4.5	0.527	Valid
	5.27	0.479	Valid

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

The result shows that all variables of brand loyalty were valid.

b. Perceived quality

From the calculation of the validity analysis of each perceived quality variable, the result is as follows:

Table 3.6

Validity test - Perceived quality

Item Number	Mean	R	Validity
X ₂	6.033	0.361	Valid
	5.4	0.690	Valid
	6	0.452	Valid
	5.2	0.420	Valid
	5.33	0.558	Valid
	5.77	0.541	Valid
	5.4	0.825	Valid
	5.7	0.547	Valid
	5.4	0.756	Valid
	5.53	0.740	Valid

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

The result shows that all variables of perceived quality were valid.

c. Brand awareness

From the calculation of the validity analysis of each brand awareness variable, the result is as follows:

Table 3.7

Validity test – Brand awareness

Item Number	Mean	R	Validity
X ₃	6.23	0.501	Valid
	5.73	0.713	Valid
	5.77	0.746	Valid
	5.8	0.528	Valid
	5.6	0.611	Valid
	5.5	0.627	Valid
	5.63	0.736	Valid
	5.7	0.584	Valid
	5.97	0.578	Valid
	5.8	0.533	Valid

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

The result illustrates that all variables of brand awareness were valid.

d. Brand association

From the calculation of the validity analysis of each brand association variable, the result is as follows:

Table 3.8

Validity test – Brand association

Item Number	Mean	R	Validity
X ₄	6.033	0.543	Valid
	6	0.409	Valid
	5	0.628	Valid
	5.47	0.520	Valid
	6.033	0.550	Valid
	5.87	0.466	Valid
	5.87	0.456	Valid
	5	0.444	Valid
	4.633	0.608	Valid
	4.77	0.430	Valid

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

The result explains that all variables of brand association were valid.

e. Other proprietary brand assets

From the calculation of the validity analysis of each other proprietary brand assets variable, the result is as follows:

Table 3.9

Validity test – Other proprietary brand assets

Item Number	Mean	R	Validity
X ₅	6	0.511	Valid
	5.33	0.634	Valid
	5.13	0.646	Valid
	4.3	0.517	Valid
	5	0.454	Valid

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

The result stated that all variables of other proprietary brand assets were valid.

f. Customer purchase decision

From the calculation of the validity analysis of each customer purchase decision variable, the result is as follows:

Table 3.10

Validity test – Purchase decision

Item Number	Mean	R	Validity
Y	5.63	0.628	Valid
	5.1	0.419	Valid
	5.53	0.608	Valid
	5	0.544	Valid
	5.77	0.631	Valid

Source: based on the statistical calculation from SPSS release 12.00 Windows program (see Appendix: 4)

The result stated that all variables of customer purchase decision were valid.

3.6. RESEARCH VARIABLES

Research variables used in this research consist of:

1. Independent variables

An independent variable is one that influences the dependent variable in either a positive or a negative way (Sekaran, 2000: 93). Here in this research, the independent variable is brand equity that consists of:

a. Brand loyalty

It is a pattern of repeat product purchases accompanied by an underlying positive attitude toward the brand.

b. Perceived quality

Perceived quality is referred to as customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternative

c. Brand awareness

This dimension relates to the ability of a potential buyer to recognize or recall that brand is a member of certain product category.

d. Brand associations

Brand association is defined as anything "linked" in memory to a brand.

e. Other proprietary brand assets

Other proprietary brand assets represent such other proprietary brand assets as patent, trademark, and channel relationships.

2. Dependent variables

A dependent variable is the variable of primary interest to the researcher (Sekaran, 2000: 92). The dependent variable in this research is customers' purchase decision, measured on a 7-point scale. Customer's purchase decision is the fourth stage in the decision making process, in which the consumer acquires the preferred alternative or an acceptable substitute. It shows whether the customer decided to purchase or not.

3.7. RESEARCH PROCEDURES

3.7.1. Brand loyalty

This variable measures the customer's perceptions and reactions to the brand on how likely a customer will be to switch to another brand especially when that brand makes a change, either price or in product features, customer's willingness to pay price premium, consider customer's actual purchase patterns, possess satisfaction after purchasing it, and liking the brand, such as:

- a. A constant customer's preference of the brand.
- b. Liking of the brand that can generate trust and loyal to the brand.
- c. Customer's commitment to the brand, always try to buy the same brand as a result of satisfaction feeling; therefore the customers recommend it to another person.

3.7.2. Perceived quality

This variable measures whether the customer perceived that the brand perform better quality than others, customer feel that they buy into brand concept or thought, the brand always posses innovation and customer acceptance to the brand. It is using indicators, such as:

- a. Facility
- b. Innovation
- c. Service
- d. Quality

3.7.3. Brand awareness

This variable measures whether customers have recognition to the brand, the dominance of the brand between other brand in the market, recall of the brand, brand knowledge and opinion. It is all about customer's understanding, responsiveness, and consideration of the brand, such as:

- a. Fame
- b. Familiarity
- d. Brand to be in the top of customers' mind

3.7.4. Brand association

This variable measures whether the brand has strong relationship with customer's personality and how valuable customer's money that they have spent for it. The indicators are:

- a. Brand's characteristic, such as quality, feature, and design.
- b. Intangible factors, such as technological leadership, perceived value, or perceived quality.
- c. Customer benefits, such as the availability of the brand that is afforded in all places providing the customer retail satisfaction
- d. Life style or personality

3.7.5. Other proprietary brand assets

This variable measures whether the brand has respectability benefit that can be lived on customer's mind, such as name that forms the essence of brand concept, symbol that represents a brand's meaning, and slogan that supports both name and symbol of the brand as an added value and remove some ambiguity that probably consist on the name and symbol. The indicators, i.e.:

- a. Trademark and/ or patent
- b. Name, symbol, and/ or slogan
- c. Channel relationship

3.7.6. Customers' purchase decision

Customers purchase decisions are measured through the customer's decision about their purchase decision with the indicators:

- a. Decision that is customer eager to purchase with brand loyalty
- b. Decision that is customer eager to purchase with perceived quality
- c. Decision that is customer eager to purchase with brand awareness

- d. Decision that is customer eager to purchase with brand association
- e. Decision that is customer eager to purchase with other proprietary brand assets

3.8. DATA COLLECTION TECHNIQUES

The data are collected using several methods:

1. Primary Data

According to Aaker, Kumar and Day (2001), primary data are collected especially to address a specific research object and survey is the overwhelming choice of researchers for collecting primary data.

Meanwhile, Zikmund (2000) determine primary data as data gathered and assembled specifically for the research project at hand. Survey is a research technique in which information is gathered from a sample of people by the use of questionnaire, a method of data collection based on communication with representative sample of individuals.

In order to get the valid and reliable data, which are relevant to the research objective and problems, the researcher distributes questionnaire to get in-depth information from the respondents about the research topic. This questionnaire was used to collect primary data and the respondents to fill it in and assign edit to the research.

2. Secondary Data

Secondary data were collected for some purposes other than solving the present problem (Aaker, Kumar, and Day, 2001). The researcher used

information system method, which includes collecting information from company's record and databases. Textbook, journal, and other supporting sources are used as guidance in this research.

3.9. TECHNIQUE OF DATA ANALYSIS

3.9.1. Descriptive Analysis

This research was based on the information from the respondents. The questionnaire results were used to find out the impact of brand equity on customers purchase decision. The analysis consisted of:

1. Customers' variables (customer purchase decision)
2. Product variables (brand loyalty, perceived quality, brand awareness, brand association, and other proprietary brand assets)

3.9.2. Quantitative Analysis

To find out the influence of brand equity to the customer purchase decision the researcher used Multiple Linear Regression. The analysis determines the relationship and the correlation happen on dependent and independent variables of the research.

According to Zikmund (2000), the regression shows the values of continuous, interval-scales ratio-scaled dependent variables from the specific values of the independent variable, and the correlation shows the covariant or association between one variable with others.

The basic model for the research is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \dots + \beta_t X_t + \xi$$

Where: Y = customer purchase decision

X_1 = brand loyalty

X_2 = perceived quality

X_3 = brand awareness

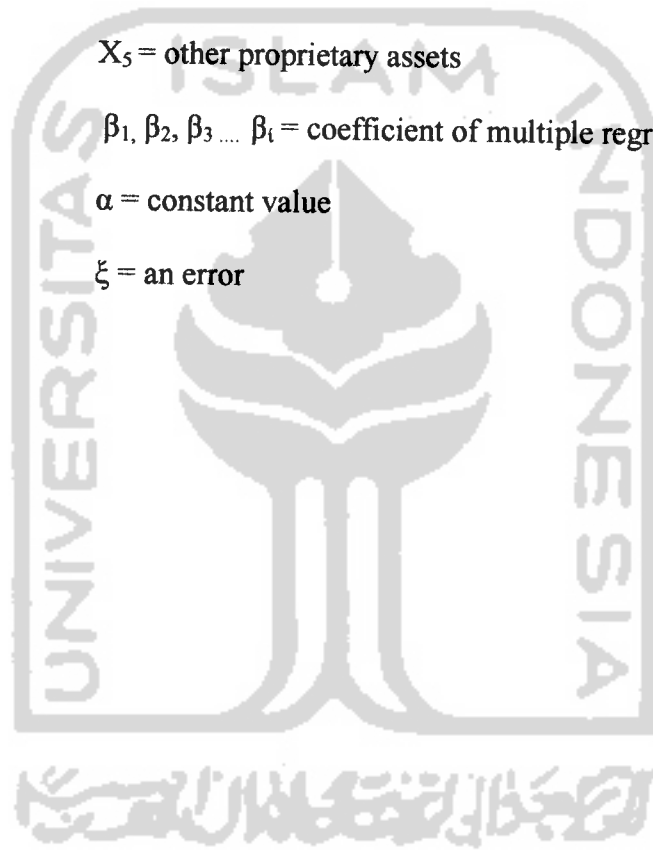
X_4 = brand association

X_5 = other proprietary assets

$\beta_1, \beta_2, \beta_3 \dots \beta_t$ = coefficient of multiple regression

α = constant value

ξ = an error



CHAPTER IV
RESEARCH FINDINGS AND DISCUSSIONS

4.1. RESEARCH FINDINGS

4.1.1. Reliability for the Data

The result on the analysis of reliability of the questionnaire for each research variable (brand loyalty, perceived quality, brand awareness, brand association, and other proprietary brand assets) is as follows:

Table 4.1
Validity and Reliability Test Summary

Item Number	Corrected Item-Total Correlation	Status of Validity	Alpha (α)	Status of Reliability
Y	0.750	Valid	0.801	Valid
	0.711	Valid		
	0.771	Valid		
	0.761	Valid		
	0.607	Valid		
X ₁	0.643	Valid	0.770	Valid
	0.612	Valid		
	0.636	Valid		
	0.591	Valid		
	0.508	Valid		
X ₂	0.440	Valid	0.751	Valid
	0.514	Valid		
	0.422	Valid		
	0.454	Valid		
	0.474	Valid		
	0.558	Valid		
	0.651	Valid		
	0.632	Valid		
	0.683	Valid		
0.695	Valid			
X ₃	0.461	Valid	0.757	Valid
	0.574	Valid		
	0.718	Valid		
	0.651	Valid		
	0.534	Valid		
	0.619	Valid		
	0.592	Valid		

Item Number	Corrected Item-Total Correlation	Status of Validity	Alpha (α)	Status of Reliability
	0.483	Valid		
	0.610	Valid		
	0.666	Valid		
X ₄	0.422	Valid	0.762	Valid
	0.647	Valid		
	0.747	Valid		
	0.669	Valid		
	0.491	Valid		
	0.521	Valid		
	0.587	Valid		
	0.682	Valid		
	0.701	Valid		
	0.677	Valid		
X ₅	0.720	Valid	0.802	Valid
	0.662	Valid		
	0.772	Valid		
	0.782	Valid		
	0.715	Valid		

Source: based on statistical calculation from SPSS release 12.00 Windows program (see Appendix: 6)

- a. The calculation of reliability trial in measurement of customer purchase decision research required that all valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.801. This indicates that all items have fulfilled the requirement as a reliable factor.
- b. The calculation of reliability trial in measurement of brand loyalty results required that all of valid item should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.770. This indicates that all of items have fulfilled the requirement as a reliable factor.
- c. The calculation of reliability trial in measurement of perceived quality results required that all of valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient

- was. 0.757 This indicates that all items have fulfilled the requirement as a reliable factor.
- d. The calculation of reliability trial in measurement of brand awareness results required that all valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.762. This indicates that all of items have fulfilled the requirement as reliable factor.
 - e. The calculation of reliability trial in measurement of brand association results required that all valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.762. This indicates that all of items have fulfilled the requirement as reliable factor.
 - f. The calculation of reliability trial in measurement of other proprietary brand assets results required that all valid items should be tested its level of reliability by using Alpha technique; the result of reliability coefficient was 0.802. This indicates that all of items have fulfilled the requirement as reliable factor.

4.1.2. Validity for the Data

- a. Brand Loyalty

From the calculation of the validity analysis of each brand loyalty variable, the result is as follows:

Table 4.2
Validity test – Brand loyalty

Item Number	Mean	R	Validity
X ₁	6.010	0.643	Valid
	5.28	0.612	Valid
	5.66	0.636	Valid
	5.292	0.591	Valid
	5.78	0.508	Valid

Source: based on statistical calculation from SPSS release 12.00 Windows program (see Appendix: 6)

The result verifies that all variables of brand loyalty were valid.

b. Perceived Quality

From the calculation of the validity analysis of each perceived quality variable, the result is as follows:

Table 4.3
Validity test –Perceived quality

Item Number	Mean	R	Validity
X ₂	5.875	0.440	Valid
	5.438	0.514	Valid
	5.135	0.422	Valid
	5.167	0.454	Valid
	5.229	0.474	Valid
	5.563	0.558	Valid
	5.406	0.651	Valid
	5.469	0.632	Valid
	5.427	0.683	Valid
	5.427	0.695	Valid

Source: based on statistical calculation from SPSS release 12.00 Windows program (see Appendix: 6)

The result proves that all variables of perceived quality were valid.

c. Brand Awareness

From the calculation of the validity analysis of each brand awareness variable, the result is as follows:

Table 4.4

Validity test – Brand awareness

Item Number	Mean	R	Validity
X ₃	5.91	0.461	Valid
	5.604	0.574	Valid
	5.469	0.718	Valid
	5.50	0.651	Valid
	5.438	0.534	Valid
	5.396	0.619	Valid
	5.354	0.592	Valid
	5.135	0.483	Valid
	5.365	0.610	Valid
	5.198	0.666	Valid

Source: based on statistical calculation from SPSS release

12.00 Windows program (see Appendix: 6)

The result shows that all variables of brand awareness were valid.

d. Brand Association

From the calculation of the validity analysis of each brand association variable, the result is as follows:

Table 4.5

Validity test – Brand association

Item Number	Mean	R	Validity
X ₄	5.625	0.422	Valid
	5.427	0.647	Valid
	5.125	0.747	Valid
	5.375	0.669	Valid
	5.865	0.491	Valid
	5.74	0.521	Valid
	5.67	0.587	Valid
	5.083	0.682	Valid
	5.031	0.701	Valid
	4.823	0.677	Valid

Source: based on statistical calculation from SPSS release

12.00 Windows program (see Appendix: 6)

The result demonstrates that all variables of brand association were valid.

e. Other Proprietary Brand Assets

From the calculation of the validity analysis of each other proprietary brand assets variable, the result is as follows:

Table 4.6

Validity test – Other proprietary brand assets

Item Number	Mean	R	Validity
X ₅	6.292	0.720	Valid
	5.948	0.662	Valid
	5.698	0.772	Valid
	5.563	0.782	Valid
	5.635	0.715	Valid

Source: based on statistical calculation from SPSS release

12.00 Windows program (see Appendix: 6)

The result illustrates that all variables of other proprietary brand assets were valid.

f. Purchase Decision

From the calculation of the validity analysis of each purchase decision variable, the result is as follows:

Table 4.7

Validity test – Purchase decision

Item Number	Mean	R	Validity
Y	6.271	0.750	Valid
	6.177	0.711	Valid
	6.063	0.771	Valid
	5.844	0.761	Valid
	5.854	0.607	Valid

Source: based on statistical calculation from SPSS release

12.00 Windows program (see Appendix: 6)

The result explains that all variables of purchase decision were valid.

4.1.3. Respondents' Demographic Characteristics

The respondents' demographic characteristics in this research are described into five categories which are based on the respondents' gender, age, education, income, and employment. The demographic characteristics discussed may represent the residents of Nogotirto, Sleman, Yogyakarta.

The impact of the respondents' demographic characteristics such as age and gender on the evaluation of brand equity towards purchase decision are not developed and investigated specifically in this research. The respondents' demographic characteristics are treated as additional information which may be used to support the influence of brand equity on consumers' purchase decision. The following shows the tables of the respondents' demographic review.

4.1.3.1. Respondents' Gender

The total respondents surveyed show nearly equal distribution among female and male respondents. Of the 96 respondents, the female respondents are 50 people or about 52.083 %, whereas the male respondents are 46 people or about 47.916 %.

Table 4.8
The Respondents' Gender

GENDER		
Cluster	Number of Respondents	Percentage
Female	50	52.083 %
Male	46	47.916 %
Total	96	100%

Source: Primary data (see Appendix: 2)

4.1.3.2. Respondents' Age

Most of the respondents range between the ages of 16 to 25 years old. This range of age usually shows the period of study in high school until college or university. It can be concluded that the respondents are mostly scholars. The age class of 46 to 55 years old, 36 to 45 years old, and 26 to 35 years old shared almost the same percentages. Those ranges of age are considered as employed respondents. The respondents of 46 to 55 years old are about 18 people. The productive people, who are considered to be between 21 to 55 years old, dominantly take part in the survey.

Table 4.9
The Respondents' Age

AGE		
Cluster	Number of Respondents	Percentage
16-25	37	38.542 %
26-35	16	16.67 %
36-45	17	17.708 %
46-55	18	18.75 %
55 >	8	8.33 %
Total	96	100%

Source: Primary data (see Appendix: 2)

4.1.3.3. Respondents' Education

Most of the respondents are students of secondary school and undergraduate degree. About 37.5 % of them have finished their senior high school, thus, most of them are now studying either in college or university. The rest of the respondents have already finished their undergraduate degree, and about 8.33 % of the respondents have the graduate/post graduate degree. Less than 4 % of the respondents are in the junior secondary level. Therefore, it can be concluded that most of the respondents are well educated.

Table 4.10
The Respondents' Education

EDUCATION		
Cluster	Number of Respondents	Percentage
SMP	3	3.125 %
SMA	36	37.5 %
College/Diploma	12	12.5 %
Undergraduate	40	41.67 %
Graduate/Post graduate	8	8.33 %
Total	96	100%

Source: Primary data (see Appendix: 2)

4.1.3.4. Respondents' Income

The respondents are asked to provide their average monthly income. It is shown that 45.83 % of the respondents have the income of between less than 500,000 rupiahs to 1,500,000 rupiahs including students' stipend.

About 30.208 % of the respondents have the income between 1,500,000 until 2,000,000 rupiahs. The income more than 4,500,000 is only 5.208 %. It can be concluded that the average income of the respondents is in the range between 500,000 and 1,500,000 rupiahs.

Table 4.11
The Respondents' Income

INCOME		
Cluster	Number of Respondents	Percentage
≤ 500 – 1500	44	45.83 %
1500 – 2000	29	30.208 %
2500 – 3500	12	12.5 %
3500 – 4000	6	6.25 %
4500 >	5	5.208 %
Total	96	100%

Source: Primary data (see Appendix: 2)

4.1.3.5. Respondents' Employment

Only 24 % of the respondents are unemployed. About 29.167 % of those respondents work for private sector and most of them are scholars. The rest of the respondents are civil servant, entrepreneur, and retired.

Table 4.12
The Respondents' Employment

EMPLOYMENT		
Cluster	Number of Respondents	Percentage
Unemployment (Student)	23	23.958 %
Civil servant	14	14.583 %
Private employee	28	29.167 %
Entrepreneur	21	21.875 %
Retired	4	4.167 %
Total	96	100 %

Source: Primary data (see Appendix: 2)

4.2. DISCUSSIONS AND IMPLICATIONS

As it has been mentioned formerly, the major hypothesis of this research mentions that the Brand Loyalty, Perceived Quality, Brand Awareness, Brand Association and Other Proprietary Brand Assets simultaneously have significant influence to the Purchase Decision. The major hypothesis was tested by using the multiple linear regression analysis.

Based on simple regression analysis result using SPSS for Windows program, the following mathematics model is obtained:

Table 4.13
The Computation of Multiple Regressions

B	R	R ²	Coef. Sig.
X ₁ = 0.229	0.407	0.165	X ₁ = 0.017
X ₂ = 0.078			X ₂ = 0.140
X ₃ = 0.020			X ₃ = 0.667
X ₄ = - 0.132			X ₄ = 0.004
X ₅ = 0.160			X ₅ = 0.066

Source: based on statistical calculation from SPSS release 12.00 Windows program (see Appendix: 7)

Before the equation obtained is interpreted, it must be tested first to the significance regression model. The regression model was tested by using the *F*-test and *t*-test.

a. *F*-test (Significance level)

F-test is to know the influence of Independent Variable (X) to the Dependent Variable (Y) by noticing the significance level.

Hypothesis H₀: There are no significant influences of brand equity to customer purchase decision.

H_a: There are significant influences of brand equity to customer purchase decision.

The test criteria: If the probability $< \alpha$ 0.05 thus, H₀ is rejected and
If the probability $> \alpha$ 0.05 thus, H₀ is accepted

The significance level on ANOVA table is 0.005 (see Appendix: 7). Thus, the probability is $0.005 < \alpha$ 0.05. As a result, H₀ is rejected and H_a is accepted.

The important conclusion can be drawn that five variables Brand Loyalty (X₁), Perceived Quality (X₂), Brand Awareness (X₃), Brand Association (X₄), and Other Proprietary Brand Assets (X₅) collectively have significant influence to

customer purchase decision (Y). In other words, clear factor of X_1 , X_2 , X_3 , X_4 and X_5 can be used to predict Y.

b. *t*-test

This test is to describe whether each Independent Variable (X) influences the change of Dependent Variable (Y).

Hypothesis: H_0 : There are no significant influences of each Brand Loyalty (X_1), Perceived Quality (X_2), Brand Awareness (X_3), Brand Association (X_4), and Other Proprietary Brand Assets (X_5) to Customer Purchase Decision (Y).

H_a : There are significant influences of each Brand Loyalty (X_1), Perceived Quality (X_2), Brand Awareness (X_3), Brand Association (X_4), and Other Proprietary Brand Assets (X_5) to Customer Purchase Decision (Y).

The test criteria: (based on probability)

If the absolute score of coefficient significance is $< \alpha 0.05$, thus H_0 is rejected and

If the absolute score of coefficient significance is $> \alpha 0.05$, thus H_0 is accepted.

Moreover, the test result from each independent variable is presented in the following table:

Table 4.14

t-test Result to Each Independent Variables

Independent Variables	Coef. Sig.	α	Result
Brand Loyalty (X ₁)	0.017	0.05	Ha Accepted
Perceived Quality (X ₂)	0.140	0.05	Ha Rejected
Brand Awareness (X ₃)	0.667	0.05	Ha Rejected
Brand Association (X ₄)	0.004	0.05	Ha Accepted
Other Proprietary Brand Assets (X ₅)	0.066	0.05	Ha Rejected

Source: based on statistical calculation from SPSS release 12.00 Windows program (see Appendix: 7)

Coefficient significance (probability) X₁ (Brand Loyalty) is $0.017 < \alpha 0.05$, it means that X₁ influences significantly to customers' purchase decision (Y), while the influence of other variables is constant. Coefficient significance (probability) X₂ (Perceived Quality) is $0.140 > \alpha 0.05$, it means that X₂ does not influence significantly to customers' purchase decision (Y). Coefficient significance (probability) X₃ (Brand Awareness) is $0.667 > \alpha 0.05$, it means that X₃ does not influence significantly to customers' purchase decision (Y). Coefficient significance (probability) X₄ (Brand Association) is $0.004 < \alpha 0.05$, it means that X₄ influences significantly to customers' purchase decision (Y), while the influence of other variables is constant. Coefficient significance (probability) X₅ (Other Proprietary Brand Assets) is $0.066 > \alpha 0.05$, it means that X₅ does not influence significantly to customers' purchase decision (Y).

The mathematic model of the influence of independent variables, i.e.: Brand Loyalty (X₁), Perceived Quality (X₂), Brand Awareness (X₃), Brand Association (X₄), and Other Proprietary Brand Assets (X₅) to the dependent variable, Customers' Purchase Decision (Y) can be written in the following equation:

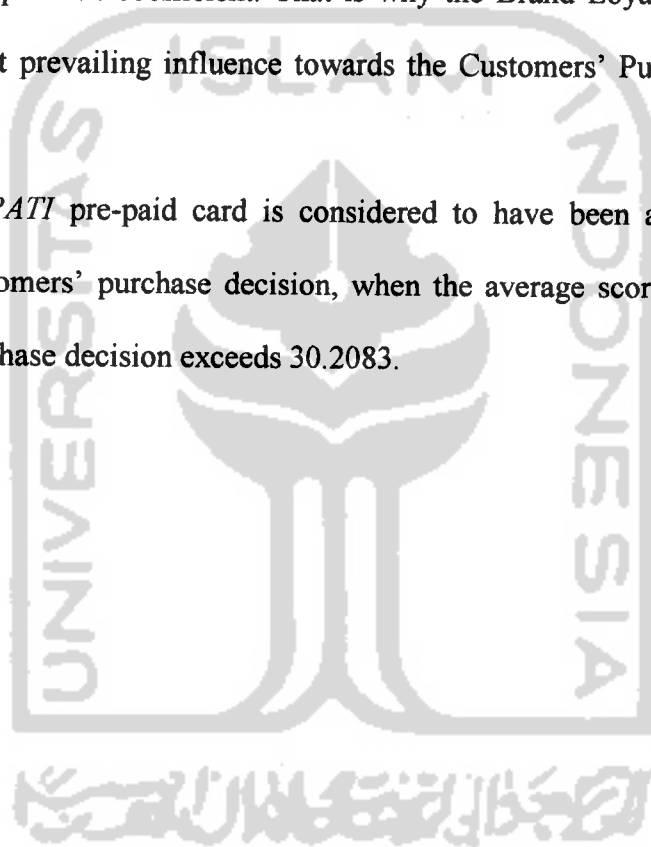
$$Y = 20.851 + 0.229 X_1 + 0.078 X_2 + 0.020 X_3 - 0.132 X_4 + 0.160 X_5$$

Based on that mathematic model above, the following explanation can be concluded:

1. The initial point of customer purchase decision of *simPATI* pre-paid card is 20.851, when the influence of the variables is constant.
2. In case of the constant condition of the other variables, each increasing score of Brand Loyalty (X_1) variable will have impacts on the raise of Customers' Purchase Decision (Y) variable score of 0.229.
3. In the case of the constant condition of the other variables, each increasing score of Perceived Quality (X_2) variable will have impacts on the raise of Customers' Purchase Decision (Y) variable score of 0.078.
4. In the case of the constant condition of the other variables, each increasing score of Brand Awareness (X_3) variable will have impacts on the count up of Customers' Purchase Decision (Y) variable score of 0.020.
5. In the case of the constant condition of the other variables, each increasing score of Brand Association (X_4) variable will have impacts on the decline of Customers' Purchase Decision (Y) variable score of 0.132.
6. In the case of the constant condition of the other variables, each increasing score of Other Proprietary Brand Assets (X_5) variable will

have impacts on the move up of Customers' Purchase Decision (Y) variable score of 0.160.

7. According the preceding data computation, it is acquired that Brand Loyalty (X_1) is a variable that dominantly influences the Customers' Purchase Decision (Y). By comparing the score of Beta coefficient, the coefficient score of Brand Loyalty (X_1) 0.229 is higher than the other independent coefficient. That is why the Brand Loyalty (X_1) has the most prevailing influence towards the Customers' Purchase Decision (Y).
8. *simPATI* pre-paid card is considered to have been able to enhance customers' purchase decision, when the average score of customers' purchase decision exceeds 30.2083.



CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1. CONCLUSIONS

This chapter highlights the discussion of the finding in Chapter IV. Based on the research finding of the survey and the analysis, several conclusions can be derived regarding on the dominance of brand equity in the buying decision process especially on its influences to propose customers' purchase decision. This research has a purpose to examine the influence of brand equity (value of the brand) to customers' purchase decision, and to identify the brand equity that dominantly influences customers' purchase decision, the result are as follows:

1. There are positive influences of brand equity to customers' purchase decision. The result from F -test can be drawn through significance level on ANOVA table is 0.005. Thus, the probability is $0.005 < \alpha 0.05$. As a result, H_0 is rejected and H_a is accepted. Hence, it can be concluded that there are positive influences of brand equity to the customers' purchase decision of *simPATI* pre-paid card. It means that the independent variables that are brand loyalty, perceived quality, brand awareness, brand association, and other proprietary brand assets have positive influence to customers' purchase decision. The more customers know about brand equity, the more customers' confidence in the purchase decision.

2. The mathematic model which calculates the influence of the brand loyalty, perceived quality, brand awareness, brand association, and other proprietary brand assets to the customers' purchase decision can be stated with the following equation:

$$Y = 20.851 + 0.229 X_1 + 0.078 X_2 + 0.020 X_3 - 0.132 X_4 + 0.160 X_5$$

Based on the above mathematic model, the following interpretations are made:

- a. The starting point of customers' purchase decision possessed by *simPATI* pre-paid card users in Nogotirto is high, it does cause the customers' to be decided to purchase. It happens because the average score of purchase decision exceeds 30.2083, meaning that the customers are confidence in the purchase decision.
- b. Brand association (X_4) has negative influence ($b_4 = - 0.132$) and it is significant to the customers' purchase decision. However, *simPATI* pre-paid card should perform brand association carefully because by increasing brand association has a chance to reduce the customers' purchase decision.
- c. Brand loyalty (X_1) has positive influence ($b_1 = 0.229$) and it is significant to the customers' purchase decision. Therefore, in order to increase customers' purchase decision, *simPATI* pre-paid card should perform the brand loyalty variable of 0.229.
- d. Perceived quality (X_2) has positive influence ($b_2 = 0.078$) and it is significant to the customers' purchase decision. Therefore, in order

- to increase customers' purchase decision, *simPATI* pre-paid card should perform the brand loyalty variable of 0.078.
- e. Brand awareness (X_3) has positive influence ($b_3 = 0.020$) and it is significant to the customers' purchase decision. Therefore, in order to increase customers' purchase decision, *simPATI* pre-paid card should perform the brand loyalty variable of 0.020.
 - f. Other proprietary brand assets (X_5) has positive influence ($b_5 = 0.160$) and it is significant to the customers' purchase decision. Therefore, in order to increase customers' purchase decision, *simPATI* pre-paid card should perform the brand loyalty variable of 0.160.
 - g. Obviously, it can be seen that the Brand Loyalty (X_1) is the brand equity factor that has the biggest and dominant influence to the customers' purchase decision.

5.2. RECOMMENDATIONS

The researcher recommends the marketing practitioners and managers; especially brand manager the following ideas:

To create a creative and innovative performance to enhance the value of a brand, the challenge is to understand better the links among brand assets, including brand loyalty, perceived quality, brand awareness, and brand association, and future performance, so that the brand construction performance can be justified. This research can provide an understanding on how each one of

the value of a brand may differ in terms of influencing the consumers' purchase decision, which one has stronger effect than others.

The effect of the value of the brand can be very important to ensure and certify the customers that the brand means not only its name but deeper than that. Furthermore, in some cases, customers often lack the capability or driving force to analyse brand-choice decision at a sufficient depth which has close impact on a purchase decision toward a brand. Therefore, a systematic approach is needed before deciding which dimensions of brand equity is absorbed and implemented into a brand.

The results of this study suggest some important considerations for the marketing practitioners especially brand manager. As the brand loyalty is related to the customers' purchase decision toward a brand, systematic treatments of the customers is needed by measuring satisfaction, staying close to the customer, providing extras, and generally over-invest in customers. As the brand association is anything emotionally linked to the brand, it can affect the processing and recall of information, provide a point of differentiation, provide a reason to buy, create positive attitudes and feelings, and serve as the basis of extensions. When the key tangible product attribute is effective, such as: physical facilities, product appearance, a tool used to provide service, etc., a positioning on the basis of association with attributes can drive purchase decision.

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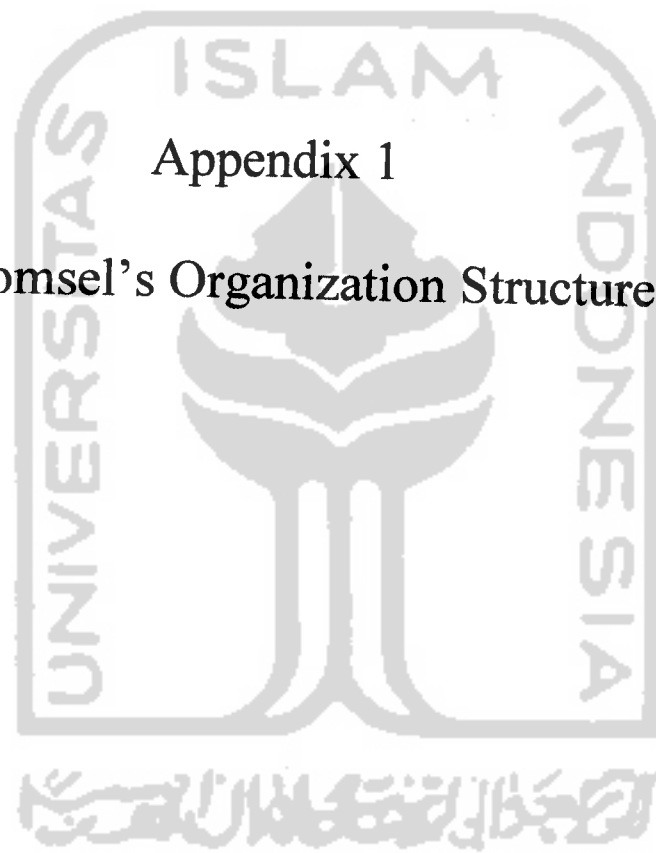
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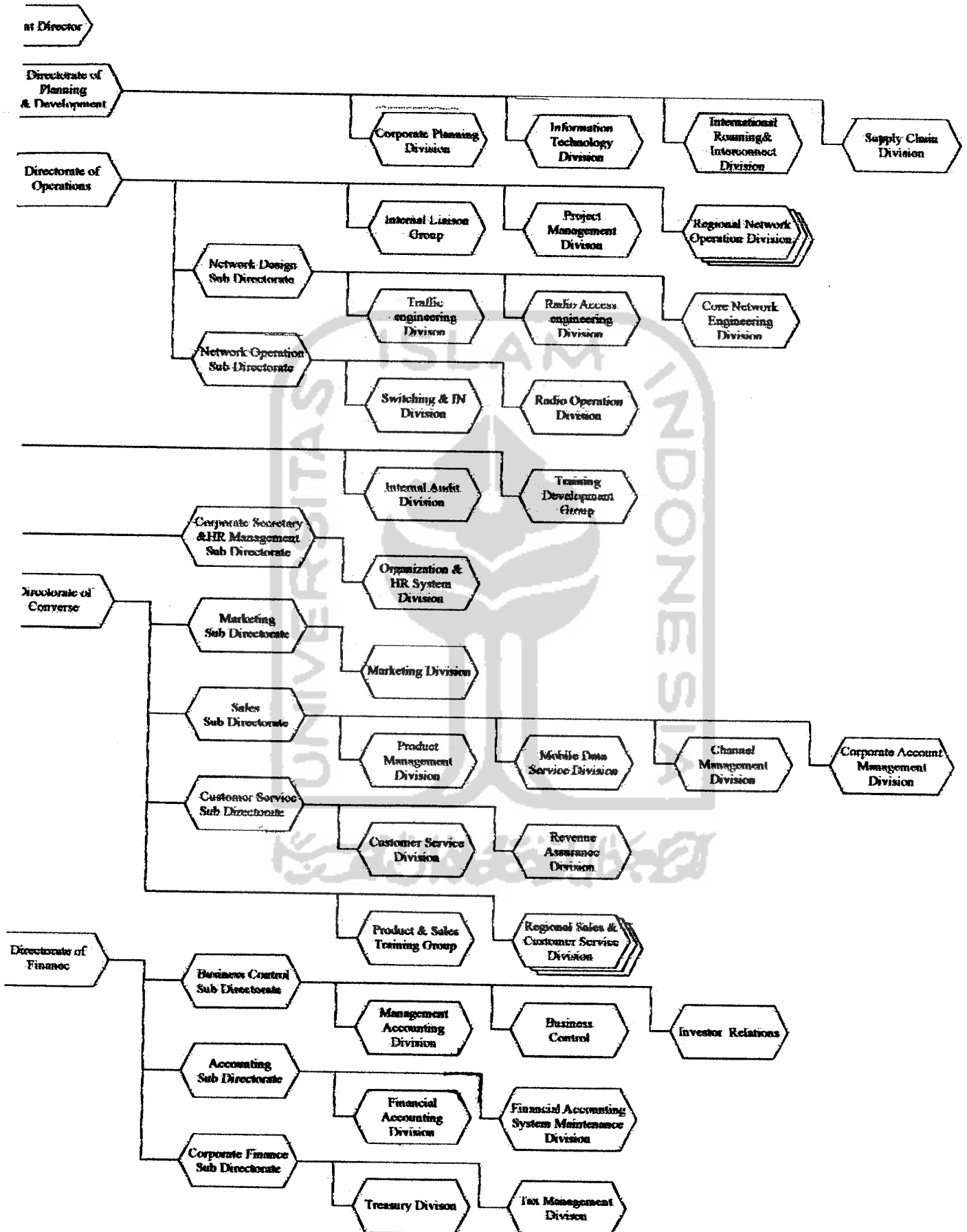
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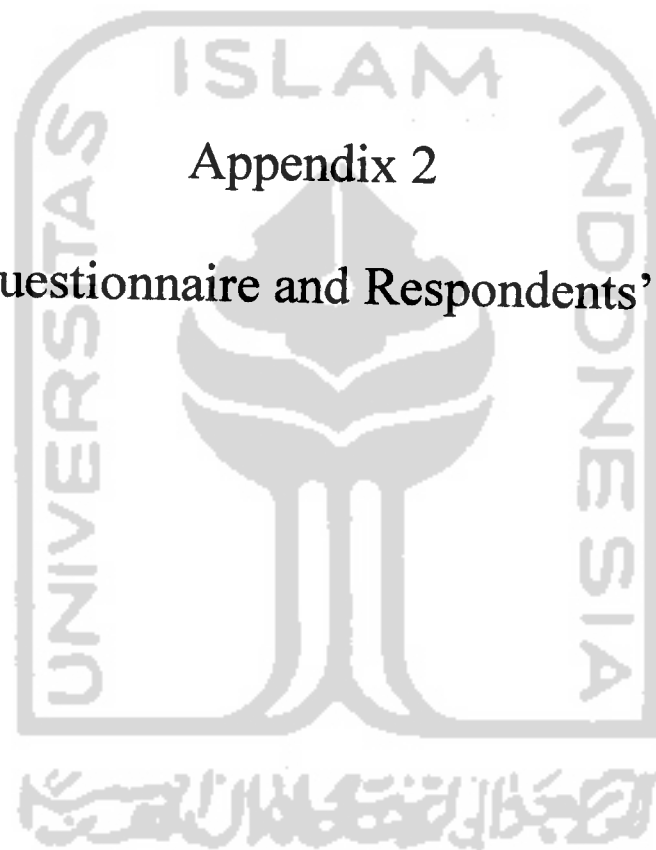


Appendix 1

Telkomsel's Organization Structure

ORGANIZATIONAL STRUCTURE





Appendix 2

List of Questionnaire and Respondents' Profile

Yth. Bapak/Ibu/Saudara
Di Nogotirto

Assalamualaikum wr. wb.
Dengan hormat,

Saya, Amalia, mahasiswi UII, Program internasional Fakultas Ekonomi jurusan Manajemen sedang melakukan penelitian di Nogotirto untuk sebuah skripsi dengan judul: Pengaruh Ekuitas Merek (Nilai Merek) terhadap Konsumen dalam Keputusan Pembelian. Studi Kasus pada kartu **simpATI** Prabayar di Nogotirto, Sleman.

Pada kesempatan ini, saya mengharap kesediaan Bapak/Ibu/Saudara untuk berpartisipasi dalam penelitian ini dengan cara menjawab kuesioner berikut sesuai pendapat Bapak/Ibu/Saudara.

Tidak ada jawaban benar atau salah dan semua jawaban maupun identitas yang Bapak/Ibu/Saudara berikan saya jamin kerahasiaannya. Mohon tidak mencantumkan nama. Hasil dari kuesioner ini hanya digunakan untuk keperluan ilmiah, dan tidak dikaitkan dengan keperluan komersial merek produk tertentu.

Terimakasih atas partisipasi Bapak/Ibu/Saudara dalam penelitian ini.

Wassalamualaikum wr. wb.
Yogyakarta, Februari 2005
Amalia Sari Wulan

Identitas Anda

Petunjuk: Berilah tanda (X) atau (√) pada pilihan yang sesuai:

- | | |
|-----------------------------------|------------------------------|
| 1. Jenis kelamin | 4. Penghasilan |
| ___ Perempuan | ___ ≤ Rp 500.000 – 1.500.000 |
| ___ Lelaki | ___ Rp 1.500.000 – 2.000.000 |
| | ___ Rp 2.500.000 – 3.500.000 |
| 2. Usia pada ulang tahun terakhir | ___ Rp 3.500.000 – 4.500.000 |
| ___ 16 – 25 tahun | ___ ≥ Rp 4.500.000 |
| ___ 26 – 35 tahun | |
| ___ 36 – 45 tahun | 5. Pekerjaan |
| ___ 46 – 55 tahun | ___ Pelajar Mahasiswa |
| ___ ≥ 55 tahun | ___ PNS/BUMN/TNI |
| | ___ Pegawai Swasta |
| 3. Pendidikan terakhir | ___ Wiraswasta |
| ___ SMP | ___ Pensiunan |
| ___ SMA | |
| ___ Diploma /Akademi | |
| ___ Sarjana | |
| ___ Pasca Sarjana | |

III. Pernyataan tentang Kesadaran Merek (Name Awareness)

Merek tersebut:							
	STS	TS	ATS	N	AS	S	SS
1. Terkenal							
2. Berkelas							
3. Berkualitas							
4. Mudah dikenali							
5. Dapat diandalkan							
6. Moderen							
7. Canggih							
8. Inovatif							
9. Memuaskan							
10. Harganya terjangkau							

IV. Pernyataan tentang Asosiasi Merek (Brand Association)

Menurut saya merek tersebut:							
	STS	TS	ATS	N	AS	S	SS
1. Jangkauan sinyalnya paling luas							
2. Masa berlakunya paling lama							
3. Harga perdananya murah							
4. Harga voucher isi ulangnya murah							
5. Mudah didapatkan dimana saja							
6. Sesuai kepribadian saya							
7. Banyak fasilitas yang ditawarkan							
8. Tampilan kemasannya menarik							
9. Selalu berinovasi							
10. Berasosiasi pada kegiatan bermusik							

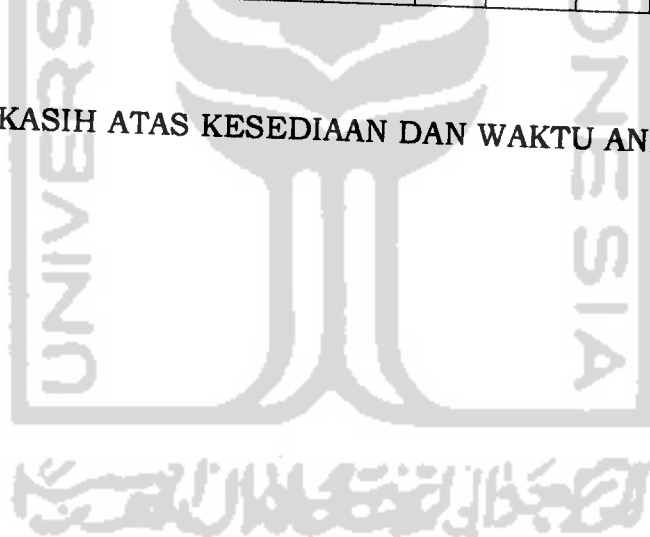
V. Pernyataan tentang Aset Kepemilikan Merek Lainnya (Other Proprietary Brand Assets)

Menurut saya merek tersebut:							
	STS	TS	ATS	N	AS	S	SS
1. Resmi terdaftar (ber-trademark)							
2. Memiliki 'nama' terkenal							
3. Memiliki simbol mudah dikenal							
4. Memiliki slogan yang mudah diingat							
5. Memiliki hubungan (channel) kuat dengan perusahaan lain yang sejenis							

VI. Pernyataan tentang Keputusan Pembelian (Purchase Decision)

Saya selalu:							
	STS	TS	ATS	N	AS	S	SS
1. Mempertimbangkan kesetiaan merek Dalam keputusan pembelian							
2. Mempertimbangkan penampakan kualitas dalam keputusan pembelian							
3. Mempertimbangkan kesadaran Merek dalam keputusan pembelian							
4. Mempertimbangkan asosiasi merek Dalam keputusan pembelian							
5. Mempertimbangkan aset kepemilikan merek lainnya, seperti paten, trademark, dan channel dengan perusahaan lain yang sejenis dalam keputusan pembelian							

~ TERIMA KASIH ATAS KESEDIAAN DAN WAKTU ANDA ! ~



Identities:

Hint: Please gives a mark (X) or (√) on the most suitable choice:

- | | |
|---|---|
| <p>1. Gender</p> <p><input type="checkbox"/> Woman</p> <p><input type="checkbox"/> Man</p> | <p>4. Income</p> <p><input type="checkbox"/> ≤ Rp 500.000 – 1.500.000</p> <p><input type="checkbox"/> Rp 1.500.000 – 2.500.000</p> <p><input type="checkbox"/> Rp 2.500.000 – 3.500.000</p> <p><input type="checkbox"/> Rp 3.500.000 – 4.500.000</p> <p><input type="checkbox"/> ≥ Rp 4.500.000</p> |
| <p>2. Age on the last birthday</p> <p><input type="checkbox"/> 16 – 25 years old</p> <p><input type="checkbox"/> 26 – 35</p> <p><input type="checkbox"/> 36 – 45</p> <p><input type="checkbox"/> 46 – 55</p> <p><input type="checkbox"/> ≥ 55</p> | <p>5. Job</p> <p><input type="checkbox"/> Student</p> <p><input type="checkbox"/> Civil Servant/Military</p> <p><input type="checkbox"/> Private worker</p> <p><input type="checkbox"/> Entrepreneur</p> <p><input type="checkbox"/> Retired</p> |
| <p>2. Education (last)</p> <p><input type="checkbox"/> Junior High School</p> <p><input type="checkbox"/> Senior High School</p> <p><input type="checkbox"/> Diploma / College</p> <p><input type="checkbox"/> Undergraduate</p> <p><input type="checkbox"/> Graduate/Post Graduate</p> | |

Brand Equity Evaluation

Hint: Please gives your rate by put a sign (X) or (√) on paper with suitable choice:

- | | | |
|----------------------------|-----------------|-------------------------|
| 1 = SD (Strongly Disagree) | 4 = Neutral (N) | 5 = QA (Quite Agree) |
| 2 = D (Disagree) | | 6 = A (Agree) |
| 3 = QD (Quite Disagree) | | 7 = SA (Strongly Agree) |

I. Statement about Brand Loyalty

	SD	D	QD	N	QA	A	SA
1. This brand is always becoming my first choice							
2. I consider that I'm loyal with this brand							
3. If I cannot get this brand in a shop, I will looks for it in another shop							
4. I will recommend this brand to other person (friend, family)							
5. I'm satisfied during use this brand							

II. Statement about Perceived Quality

I think this brand:							
	SD	D	QD	N	QA	A	SA
1. Has the widest networks coverage							
2. Has the long active principal period							
3. Has the cheap price of opening card							
4. Has the cheap price of recharge voucher							
5. The electronic recharge voucher are fast, easy and save							
6. Has various and sophisticated facilities							
7. Easy to get service on service center							
8. Has big capacity to stored phone number and sms							
9. Has consistent quality since the first time of launching up to now							
10. Good distribution since the first time of launching up to now							

III. Statement about Name Awareness

This brand is :							
	SD	D	QD	N	QA	A	SA
1. Famous							
2. Classy							
3. Eminence (quality)							
4. Recognizable							
5. Trustworthy							
6. Modern							
7. Sophisticated							
8. Innovative							
9. Satisfied							
10. Reasonable price							

IV. Statement about Brand Association

I think this brand:							
	SD	D	QD	N	QA	A	SA
1. Has the widest networks coverage							
2. Has the long active principal period							
3. Has the cheap price of recharge voucher							
4. Has the cheap price of recharge voucher							

5. Easy to find everywhere							
6. Suit with my personality							
7. Lots facility being offered							
8. Interesting package							
9. Always innovate							
10. Associated with music activities							

V. Statement about Other Proprietary Brand Assets

I think this brand:							
	SD	D	QD	N	QA	A	SA
1. Trademark registered							
2. Has famous name							
3. Has a recognizable symbol							
4. Has memorable slogan							
5. Has a strong channel with same kind of companies							

VI. Statement about Purchase Decision

I always:							
	SD	D	QD	N	QA	A	SA
1. Consider about brand loyalty in purchase decision							
2. Consider about perceived quality in purchase decision							
3. Consider about name awareness in purchase decision							
4. Consider about brand association in purchase decision							
5. Consider about other proprietary brand asset such as trademark, patent and strong channel with same kind of companies in purchase decision							

~ THANKS FOR YOUR TIME! ~

RESPONDENTS' PROFILE

number	gender	age	education	income	employment
1	p	36-45	sma	≤ 500-1,5	w
2	p	16-25	sma	≤ 500-1,5	pl
3	p	46-55	d3	≤ 500-1,5	ps
4	p	16-25	sma	≤ 500-1,5	pl
5	l	46-55	sar	2,5	pns
6	l	26-35	ps	3,5	w
7	p	46-55	s	≤ 500-1,5	w
8	p	16-25	sma	≤ 500-1,5	w
9	p	16-25	sma	≤ 500-1,5	pl
10	l	16-25	sma	≤ 500-1,5	pl
11	l	16-25	smp	≤ 500-1,5	pl
12	p	16-25	d3	≤ 500-1,5	w
13	l	26-35	sma	≤ 500-1,5	ps
14	p	16-25	smp	≤ 500-1,5	pl
15	p	16-25	sma	≤ 500-1,5	pl
16	p	16-25	sma	≤ 500-1,5	ps
17	p	26-35	sma	≤ 500-1,5	w
18	l	26-35	s	2,5	w
19	p	36-45	pasca	4,5	pns
20	p	55 ≥	ps	1,5	ps
21	l	46-55	s	1,5	ps
22	p	16-25	s	≤ 500-1,5	ps
23	p	16-25	smp	≤ 500-1,5	pl
24	p	16-25	sma	1	ps
25	l	26-35	sma	≤ 500-1,5	ps
26	l	46-55	s	2,5	pns
27	p	36-45	s	2,5	w
28	p	26-35	d3	≤ 500-1,5	w
29	p	16-25	sma	≤ 500-1,5	p
30	l	26-35	d3	≤ 500-1,5	w
31	l	26-35	s	1,5	ps
32	p	26-35	s	1,5	ps
33	l	16-25	sma	≤ 500-1,5	pl
34	l	16-25	sma	≤ 500-1,5	pl
35	l	46-55	s	3,5	ps
36	p	46-55	s	1,5	pns
37	l	36-45	s	4,5 ≥	ps
38	p	46-55	s	1,5	ps
39	l	16-25	sma	≤ 500-1,5	pl
40	p	36-45	s	1,5	pens
41	l	26-35	d3	1,5	w
42	p	46-55	sma	1,5	w
43	l	46-55	pasca	1,5	pns
44	l	16-25	sma	≤ 500-1,5	pl
45	p	36-45	d3	1,5	w
46	l	55 ≥	d3	≤ 500-1,5	pens
47	p	46-55	d3	≤ 500-1,5	pens
48	l	16-25	sma	≤ 500-1,5	pl
49	p	16-25	sma	≤ 500-1,5	pl
50	p	26-35	sma	≤ 500-1,5	ps
51	p	46-55	sma	1,5	ps
52	l	26-35	s	2,5	w

53	p	26-35	pasca	1,5	ps
54	l	16-25	sma	≤ 500-1,5	pl
55	l	46-55	d3	2	pns
56	l	16-25	sma	≤ 500-1,5	pl
57	p	16-25	sma	≤ 500-1,5	pl
58	l	55 ≥	pasca	1,5	pns
59	p	16-25	sma	≤ 500-1,5	pl
60	l	55 ≥	s	4,5 ≥	pens
61	l	16-25	sma	≤ 500-1,5	pl
62	l	36-45	s	4,5 ≥	ps
63	p	16-25	sma	≤ 500-1,5	pl
64	l	46-55	s	1,5	pns
65	l	36-45	s	1,5	pns
66	p	16-25	smp	≤ 500-1,5	pl
67	p	26-35	s	1,5	ps
68	l	46-55	s	2,5	w
69	p	36-45	d3	1,5	w
70	p	16-25	sma	≤ 500-1,5	pl
71	l	16-25	s	1	ps
72	p	16-25	sma	≤ 500-1,5	pl
73	l	46-55	s	2,5	w
74	l	36-45	pasca	3,5	ps
75	p	26-35	s	1	ps
76	l	16-25	s	1	ps
77	p	36-45	d3	1,5	pns
78	l	16-25	sma	≤ 500-1,5	pl
79	l	46-55	s	3,5	ps
80	p	16-25	sma	≤ 500-1,5	pl
81	p	36-45	sma	1	w
82	l	16-25	s	1	ps
83	l	36-45	s	1,5	w
84	l	55 ≥	s	1	pens
85	p	16-25	sma	≤ 500-1,5	pl
86	p	36-45	pasca	2,5	ps
87	p	16-25	s	1	ps
88	l	36-45	pasca	2,5	ps
89	l	36-45	s	1,5	pns
90	p	46-55	d3	2,5	w
91	l	46-55	s	3,5	ps
92	p	16-25	sma	≤ 500-1,5	pl
93	p	16-25	sma	≤ 500-1,5	pl
94	l	36-45	d3	1,5	pns
95	l	16-25	s	1	w
96	p	26-35	s	2,5	w

Explanation:

p = female

l = male

s = undergraduate

pasca = post graduate/graduate

smp = junior high school

sma = senior high school

d3 = college/diploma

w = entrepreneur

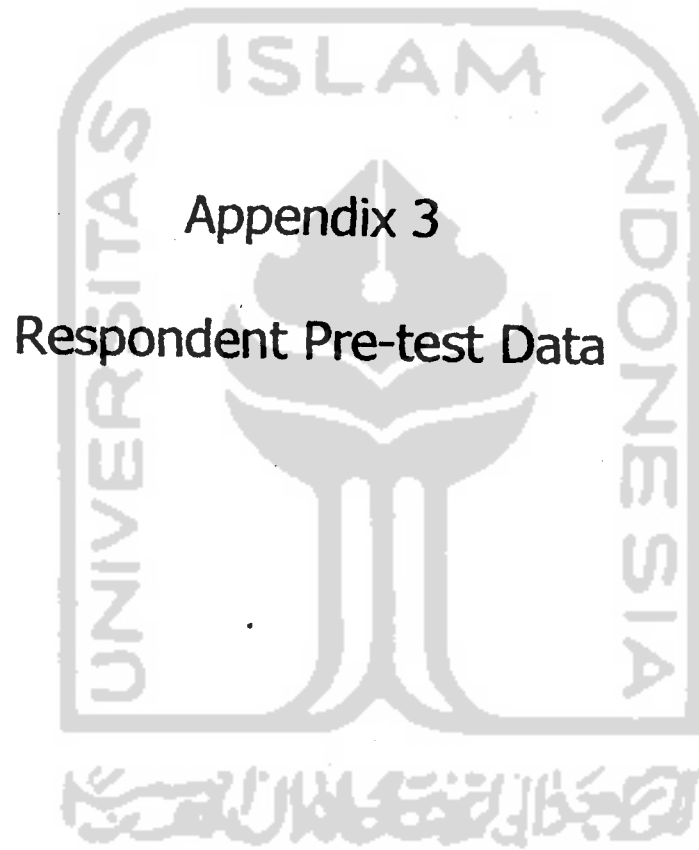
pl = student

pns = civil servant/military

ps = private worker

pens = retired

INDONESIA



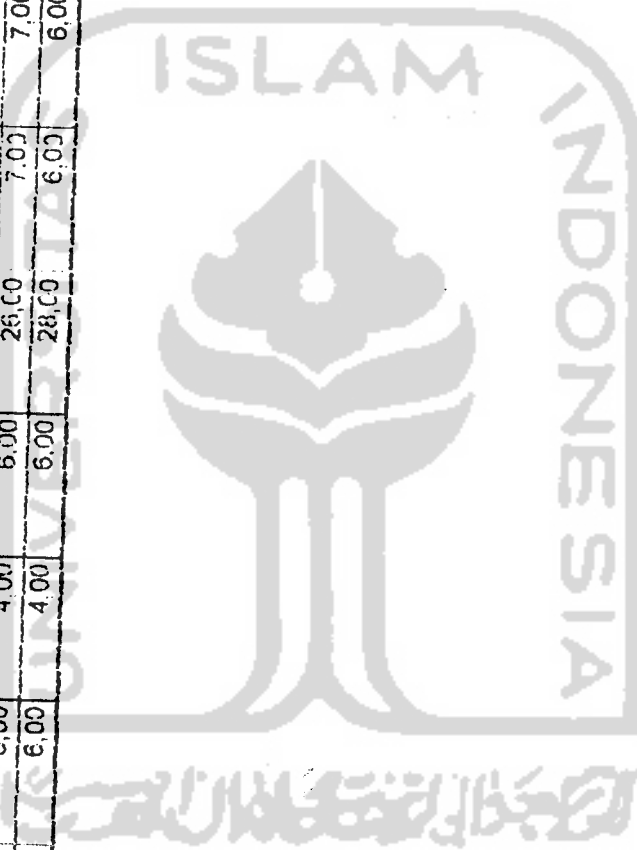
Appendix 3

Respondent Pre-test Data

	BLYT_1	BLYT_2	BLYT_3	BLYT_4	BLYT_5	TOT_BLYT	PQTY_1	PQTY_2	PQTY_3	PQTY_4	PQTY_5
1	6,00	6,00	6,00	5,00	5,00	28,00		2,00	6,00	2,00	4,00
2	6,00	6,00	4,00	4,00	6,00	26,00	6,00	6,00	4,00	6,00	6,00
3	5,00	4,00	6,00	5,00	5,00	25,00	6,00	6,00	5,00	5,00	4,00
4	4,00	4,00	4,00	4,00	4,00	20,00	6,00	5,00	5,00	5,00	5,00
5	6,00	5,00	5,00	5,00	4,00	25,00	7,00	4,00	4,00	7,00	4,00
6	6,00	6,00	5,00	6,00	6,00	29,00	6,00	6,00	5,00	6,00	4,00
7	6,00	5,00	6,00	7,00	6,00	30,00	6,00	6,00	5,00	5,00	7,00
8	5,00	5,00	6,00	6,00	6,00	28,00	6,00	5,00	6,00	6,00	4,00
9	7,00	6,00	6,00	6,00	7,00	32,00	7,00	7,00	3,00	3,00	7,00
10	5,00	5,00	4,00	4,00	7,00	25,00	7,00	5,00	4,00	4,00	4,00
11	5,00	6,00	6,00	4,00	6,00	27,00	6,00	4,00	4,00	4,00	4,00
12	6,00	5,00	6,00	7,00	6,00	30,00	7,00	6,00	6,00	5,00	6,00
13	6,00	4,00	6,00	6,00	5,00	27,00	6,00	6,00	5,00	5,00	7,00
14	7,00	6,00	6,00	7,00	7,00	33,00	7,00	6,00	5,00	5,00	7,00
15	6,00	6,00	6,00	6,00	6,00	30,00	7,00	6,00	6,00	6,00	6,00
16	5,00	4,00	5,00	5,00	5,00	24,00	6,00	4,00	4,00	5,00	5,00
17	6,00	5,00	6,00	5,00	6,00	28,00	5,00	5,00	5,00	6,00	5,00
18	5,00	4,00	5,00	4,00	6,00	24,00	6,00	5,00	5,00	5,00	6,00
19	6,00	6,00	6,00	4,00	6,00	28,00	6,00	7,00	6,00	6,00	6,00
20	6,00	4,00	5,00	4,00	5,00	24,00	7,00	5,00	6,00	5,00	4,00
21	5,00	3,00	3,00	4,00	5,00	20,00	6,00	6,00	5,00	4,00	4,00
22	6,00	3,00	7,00	7,00	6,00	29,00	7,00	6,00	6,00	7,00	6,00
23	6,00	6,00	7,00	6,00	7,00	32,00	7,00	6,00	5,00	5,00	6,00
24	6,00	6,00	6,00	2,00	6,00	26,00	4,00	4,00	5,00	5,00	5,00
25	5,00	6,00	6,00	6,00	6,00	29,00	2,00	6,00	3,00	6,00	3,00

	PQTY 6	PQTY 7	PQTY 8	PQTY 9	PQTY 10	TOT PQTY
1	6,00	2,00	5,00	2,00	2,00	38,00
2	6,00	4,00	4,00	6,00	6,00	54,00
3	6,00	5,00	5,00	5,00	6,00	54,00
4	4,00	4,00	4,00	4,00	5,00	47,00
5	5,00	7,00	7,00	7,00	7,00	59,00
6	6,00	6,00	3,00	7,00	5,00	57,00
7	7,00	6,00	7,00	5,00	4,00	58,00
8	6,00	6,00	5,00	6,00	6,00	57,00
9	7,00	7,00	7,00	6,00	6,00	60,00
10	7,00	5,00	4,00	5,00	6,00	51,00
11	5,00	5,00	4,00	4,00	4,00	44,00
12	7,00	6,00	6,00	7,00	7,00	63,00
13	6,00	5,00	6,00	7,00	5,00	58,00
14	6,00	6,00	6,00	7,00	7,00	62,00
15	7,00	6,00	3,00	6,00	6,00	62,00
16	5,00	4,00	5,00	6,00	6,00	50,00
17	7,00	6,00	6,00	6,00	6,00	58,00
18	6,00	6,00	6,00	6,00	5,00	56,00
19	6,00	6,00	7,00	7,00	7,00	64,00
20	5,00	5,00	4,00	4,00	5,00	50,00
21	4,00	3,00	3,00	4,00	4,00	45,00
22	5,00	5,00	7,00	2,00	4,00	56,00
23	6,00	6,00	3,00	7,00	7,00	60,00
24	4,00	4,00	5,00	4,00	4,00	44,00
25	6,00	6,00	6,00	3,00	6,00	47,00

	BLYT 1	BLYT 2	BLYT 3	BLYT 4	BLYT 5	TOT BLYT	PQTY 1	PQTY 2	PQTY 3	PQTY 4	PQTY 5
26	4,00	6,00	6,00	3,00	5,00	24,00	3,00	5,00	5,00	5,00	6,00
27	6,00	6,00	4,00	4,00	6,00	26,00	6,00	5,00	6,00	5,00	6,00
28	5,00	5,00	6,00	5,00	6,00	27,00	6,00	5,00	3,00	3,00	6,00
29	6,00	4,00	6,00	4,00	6,00	26,00	7,00	7,00	4,00	3,00	7,00
30	6,00	6,00	6,00	4,00	6,00	28,00	6,00	6,00	4,00	4,00	6,00



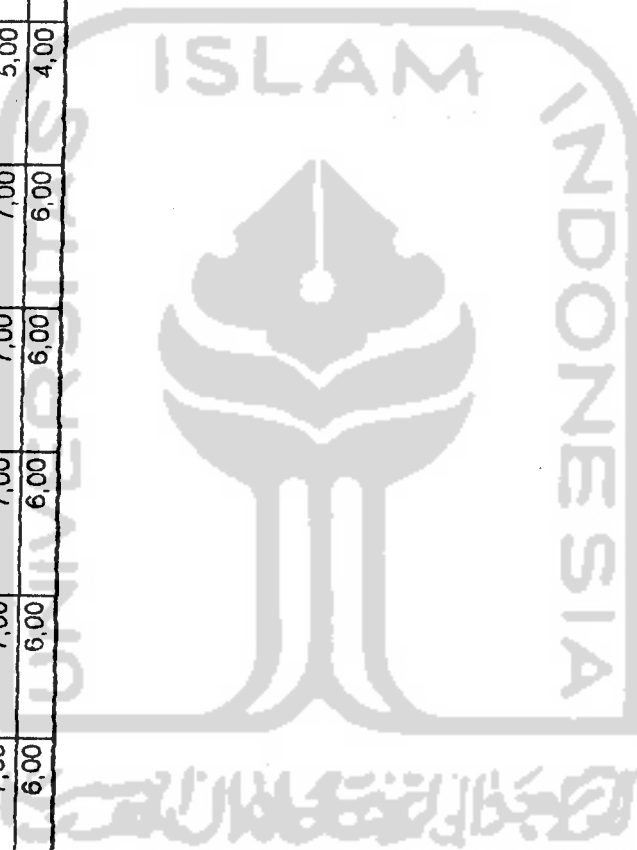
	PQTY 6	FQTY 7	PQTY 8	PQTY 9	FQTY 10	TOT PQTY
26	6,00	6,00	5,00	5,00	5,00	51,00
27	5,00	5,00	5,00	5,00	6,00	54,00
28	4,00	6,00	5,00	5,00	5,00	49,00
29	7,00	7,00	7,00	7,00	7,00	63,00
30	6,00	6,00	6,00	7,00	7,00	58,00



	BASSC_1	BASSC_2	BASSC_3	BASSC_4	BASSC_5	BASSC_6	BASSC_7	BASSC_8	BASSC_9	BASSC_10	TOT_BASS_C
1	6,00	6,00	5,00	6,00	5,00	5,00	6,00	5,00	5,00	5,00	54,00
2	6,00	6,00	4,00	6,00	6,00	6,00	6,00	6,00	4,00	5,00	55,00
3	6,00	6,00	4,00	5,00	6,00	5,00	5,00	5,00	4,00	4,00	50,00
4	5,00	6,00	5,00	5,00	6,00	6,00	6,00	4,00	4,00	4,00	51,00
5	7,00	6,00	4,00	7,00	7,00	7,00	5,00	4,00	4,00	4,00	55,00
6	5,00	5,00	6,00	7,00	7,00	6,00	6,00	4,00	4,00	4,00	54,00
7	6,00	5,00	4,00	5,00	7,00	6,00	6,00	7,00	6,00	5,00	57,00
8	6,00	6,00	6,00	7,00	7,00	7,00	7,00	7,00	6,00	6,00	65,00
9	7,00	6,00	6,00	7,00	7,00	6,00	6,00	4,00	4,00	5,00	58,00
10	7,00	7,00	6,00	4,00	5,00	4,00	7,00	6,00	4,00	6,00	56,00
11	6,00	6,00	4,00	6,00	6,00	6,00	6,00	4,00	4,00	4,00	52,00
12	7,00	7,00	5,00	7,00	5,00	5,00	5,00	7,00	6,00	5,00	59,00
13	5,00	6,00	4,00	5,00	5,00	5,00	6,00	4,00	4,00	4,00	48,00
14	7,00	7,00	6,00	6,00	7,00	7,00	7,00	6,00	6,00	6,00	65,00
15	6,00	6,00	6,00	6,00	7,00	6,00	6,00	5,00	5,00	5,00	58,00
16	5,00	6,00	4,00	5,00	6,00	5,00	6,00	4,00	4,00	4,00	49,00
17	6,00	6,00	4,00	4,00	6,00	6,00	7,00	4,00	6,00	7,00	56,00
18	6,00	6,00	4,00	4,00	4,00	6,00	6,00	4,00	4,00	4,00	48,00
19	6,00	6,00	6,00	6,00	6,00	6,00	6,00	4,00	4,00	4,00	54,00
20	5,00	5,00	5,00	5,00	6,00	6,00	5,00	4,00	4,00	4,00	49,00
21	7,00	7,00	4,00	4,00	7,00	6,00	6,00	4,00	4,00	4,00	53,00
22	5,00	6,00	5,00	6,00	7,00	6,00	5,00	5,00	6,00	6,00	57,00
23	7,00	6,00	6,00	6,00	7,00	7,00	6,00	6,00	5,00	6,00	62,00
24	6,00	5,00	4,00	4,00	6,00	6,00	4,00	6,00	4,00	4,00	49,00
25	6,00	6,00	4,00	4,00	4,00	6,00	6,00	4,00	4,00	4,00	48,00

	PDEC_1	PDEC_2	PDEC_3	PDEC_4	PDEC_5	TOT_PDE_C
1	6,00	6,00	6,00	6,00	6,00	30,00
2	5,00	5,00	6,00	6,00	5,00	27,00
3	4,00	4,00	7,00	6,00	6,00	27,00
4	6,00	6,00	6,00	6,00	6,00	30,00
5	5,00	4,00	5,00	5,00	6,00	25,00
6	6,00	4,00	5,00	4,00	7,00	26,00
7	4,00	3,00	6,00	6,00	6,00	25,00
8	5,00	7,00	5,00	5,00	5,00	27,00
9	4,00	5,00	5,00	5,00	5,00	24,00
10	6,00	6,00	7,00	7,00	7,00	33,00
11	6,00	6,00	7,00	6,00	6,00	31,00
12	4,00	5,00	6,00	5,00	4,00	24,00
13	6,00	6,00	6,00	4,00	6,00	28,00
14	6,00	5,00	5,00	5,00	6,00	27,00
15	7,00	7,00	7,00	7,00	6,00	34,00
16	6,00	6,00	6,00	6,00	6,00	30,00
17	7,00	6,00	6,00	6,00	7,00	32,00
18	6,00	6,00	6,00	6,00	4,00	28,00
19	6,00	5,00	5,00	5,00	5,00	26,00
20	6,00	4,00	4,00	3,00	3,00	20,00
21	6,00	6,00	4,00	4,00	4,00	24,00
22	5,00	5,00	5,00	5,00	4,00	24,00
23	5,00	4,00	4,00	4,00	4,00	21,00
24	4,00	4,00	4,00	3,00	6,00	21,00
25	5,00	6,00	5,00	7,00	5,00	28,00

	BASSC_1	BASSC_2	BASSC_3	BASSC_4	BASSC_5	BASSC_6	BASSC_7	BASSC_8	BASSC_9	BASSC_10	TOT_BASS C
26	6,00	5,00	5,00	5,00	5,00	6,00	6,00	6,00	5,00	5,00	54,00
27	5,00	5,00	4,00	5,00	5,00	5,00	5,00	5,00	4,00	4,00	47,00
28	6,00	6,00	4,00	4,00	6,00	5,00	5,00	6,00	6,00	6,00	54,00
29	7,00	7,00	7,00	7,00	7,00	7,00	7,00	5,00	5,00	5,00	64,00
30	6,00	6,00	6,00	6,00	6,00	6,00	6,00	4,00	4,00	4,00	54,00



	PDEC_1	PDEC_2	PDEC_3	PDEC_4	PDEC_5	TOT_PDE C
26	5,00	6,00	4,00	5,00	5,00	25,00
27	5,00	6,00	6,00	6,00	7,00	30,00
28	6,00	6,00	6,00	6,00	7,00	31,00
29	5,00	4,00	4,00	5,00	6,00	24,00
30	6,00	6,00	3,00	4,00	6,00	25,00



	OTHP_1	OTHP_2	OTRP_3	OTRP_4	OTRP_5	TOT_OTR_P	NAMEAW_1	NAMEAW_2	NAMEAW_3	NAMEAW_4	NAMEAW_5
1	6,00	6,00	6,00	6,00	6,00	30,00	6,00	6,00	6,00	6,00	4,00
2	6,00	5,00	6,00	4,00	5,00	26,00	6,00	6,00	6,00	4,00	5,00
3	6,00	4,00	4,00	5,00	5,00	24,00	6,00	6,00	6,00	6,00	6,00
4	4,00	4,00	6,00	4,00	6,00	24,00	6,00	3,00	4,00	5,00	4,00
5	7,00	6,00	4,00	4,00	4,00	25,00	7,00	4,00	4,00	7,00	4,00
6	6,00	5,00	5,00	5,00	6,00	27,00	6,00	6,00	5,00	6,00	4,00
7	6,00	4,00	4,00	3,00	6,00	23,00	7,00	6,00	6,00	5,00	6,00
8	7,00	7,00	6,00	4,00	6,00	30,00	7,00	6,00	6,00	6,00	6,00
9	6,00	6,00	6,00	3,00	4,00	25,00	6,00	6,00	6,00	6,00	7,00
10	6,00	6,00	5,00	4,00	5,00	26,00	7,00	6,00	5,00	7,00	5,00
11	6,00	5,00	5,00	5,00	6,00	27,00	6,00	4,00	4,00	4,00	5,00
12	6,00	6,00	6,00	5,00	6,00	29,00	7,00	6,00	6,00	5,00	6,00
13	6,00	5,00	5,00	4,00	6,00	26,00	6,00	6,00	6,00	6,00	5,00
14	6,00	6,00	6,00	6,00	6,00	30,00	7,00	7,00	7,00	7,00	7,00
15	5,00	5,00	5,00	4,00	5,00	24,00	7,00	7,00	7,00	7,00	7,00
16	7,00	6,00	6,00	5,00	5,00	29,00	5,00	5,00	5,00	5,00	5,00
17	6,00	6,00	6,00	2,00	4,00	24,00	7,00	7,00	7,00	6,00	7,00
18	5,00	5,00	5,00	2,00	5,00	22,00	6,00	6,00	7,00	6,00	7,00
19	6,00	6,00	6,00	4,00	6,00	28,00	7,00	6,00	6,00	4,00	6,00
20	7,00	6,00	5,00	4,00	5,00	27,00	6,00	5,00	6,00	6,00	6,00
21	5,00	5,00	6,00	6,00	6,00	28,00	4,00	5,00	5,00	6,00	5,00
22	6,00	6,00	5,00	5,00	5,00	27,00	7,00	6,00	6,00	6,00	7,00
23	6,00	6,00	6,00	6,00	6,00	30,00	7,00	6,00	6,00	6,00	5,00
24	4,00	4,00	4,00	4,00	4,00	20,00	6,00	6,00	5,00	5,00	6,00
25	6,00	5,00	6,00	5,00	6,00	28,00	6,00	6,00	6,00	6,00	6,00

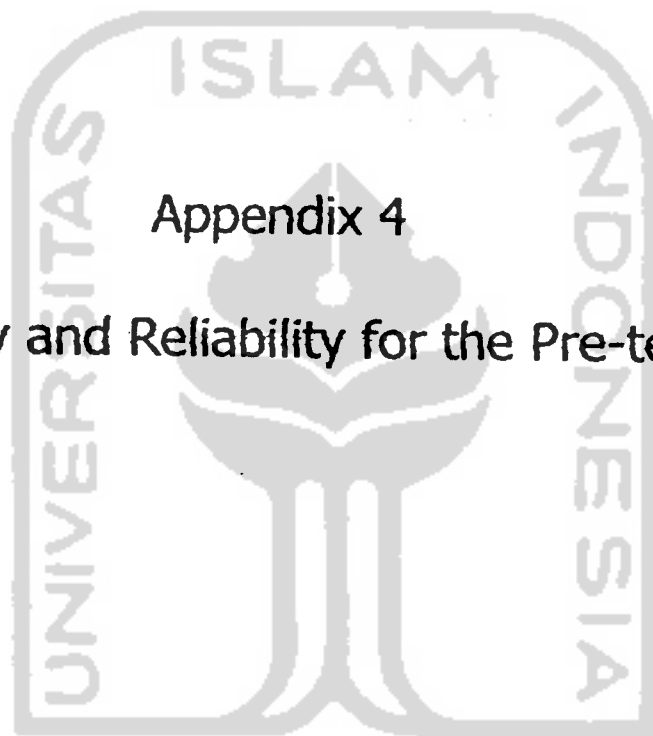
	NAMEAW_6	NAMEAW_7	NAMEAW_8	NAMEAW_9	NAMEAW_10	TOTNAMEAW
1	6,00	5,00	5,00	5,00	6,00	55,00
2	4,00	4,00	6,00	6,00	6,00	53,00
3	6,00	6,00	5,00	5,00	5,00	57,00
4	3,00	4,00	4,00	5,00	5,00	43,00
5	5,00	7,00	7,00	7,00	7,00	59,00
6	6,00	6,00	6,00	7,00	5,00	57,00
7	7,00	6,00	6,00	7,00	7,00	63,00
8	6,00	5,00	7,00	6,00	6,00	61,00
9	7,00	7,00	7,00	7,00	3,00	62,00
10	5,00	5,00	4,00	7,00	6,00	57,00
11	4,00	4,00	4,00	4,00	4,00	43,00
12	7,00	6,00	6,00	7,00	7,00	63,00
13	5,00	6,00	6,00	5,00	5,00	56,00
14	6,00	6,00	6,00	7,00	7,00	67,00
15	7,00	7,00	7,00	7,00	7,00	70,00
16	5,00	5,00	5,00	5,00	5,00	50,00
17	7,00	6,00	6,00	6,00	7,00	66,00
18	6,00	6,00	5,00	6,00	7,00	60,00
19	6,00	6,00	7,00	7,00	7,00	64,00
20	5,00	6,00	6,00	5,00	5,00	55,00
21	4,00	4,00	7,00	7,00	5,00	54,00
22	4,00	6,00	4,00	7,00	6,00	57,00
23	6,00	6,00	6,00	6,00	5,00	60,00
24	4,00	4,00	4,00	5,00	5,00	49,00
25	6,00	6,00	3,00	3,00	6,00	54,00

	OTHP_1	OTHP_2	OTRP_3	OTRP_4	OTRP_5	TCT_OTR_P	NAMEAW_1	NAMEAW_2	NAMEAW_3	NAMEAW_4	NAMEAW_5
26	6,00	6,00	6,00	4,00	6,00	28,00	3,00	5,00	5,00	5,00	5,00
27	6,00	6,00	6,00	6,00	6,00	30,00	6,00	6,00	6,00	6,00	6,00
28	4,00	4,00	4,00	2,00	4,00	18,00	6,00	6,00	5,00	6,00	5,00
29	6,00	6,00	6,00	4,00	5,00	28,00	7,00	6,00	7,00	7,00	7,00
30	6,00	6,00	6,00	4,00	4,00	26,00	7,00	6,00	6,00	7,00	6,00



	NAMEAW_6	NAMEAW_7	NAMEAW_8	NAMEAW_9	NAMEAW_10	TOTNAMEAW
26	6,00	5,00	9,00	6,00	6,00	52,30
27	6,00	6,00	6,00	5,00	5,00	58,30
28	6,00	6,00	6,00	6,00	6,00	59,30
29	4,00	7,00	7,00	7,00	7,00	66,30
30	6,00	6,00	9,00	6,00	6,00	62,30





Appendix 4

Validity and Reliability for the Pre-test

UNIVERSITAS ISLAM INDONESIA

Reliability and Validity Pre-Test Data

**** Method 2 (covariance matrix) will be used for this analysis ****

RELIABILITY ANALYSIS - SCALE (ALPHA)

1. B_LOYAL
2. PERC_Q
3. NAME_A
4. B_ASSC
5. OTHER_P
6. P_DEC

		Mean	Std Dev	Cases
1.	B_LOYAL	28,0667	3,7959	30,0
2.	PERC_Q	56,3000	5,8731	30,0
3.	NAME_A	58,8667	5,6430	30,0
4.	B_ASSC	54,5667	6,5479	30,0
5.	OTHER_P	28,7667	3,7846	30,0
6.	P_DEC	29,2667	2,8519	30,0

Correlation Matrix

	B_LOYAL	PERC_Q	NAME_A	B_ASSC
OTHER_P				
B_LOYAL	1,0000			
PERC_Q	,2512	1,0000		
NAME_A	,0584	,2676	1,0000	
B_ASSC	,1122	,5792	,5042	1,0000
OTHER_P	,2051	,3042	,2342	,4661
1,0000				
P_DEC	,4379	,3430	,0323	,1504
,1338				
P_DEC				
P_DEC				
	1,0000			

RELIABILITY ANALYSIS - SCALE (ALPHA)

N of Cases = 30,0

Statistics for Scale	Mean	Variance	Std Dev	N of Variables	
	255,8333	347,9368	18,6531	6	
Item Means Variance	Mean	Minimum	Maximum	Range	Max/Min
	42,6389	28,0667	58,8667	30,8000	2,0974
235,1686					

Interitem

Correlations	Mean	Minimum	Maximum	Range	Max/Min
Variance	,2720	,0323	,5792	,5469	17,9402
,0268					

Item-total Statistics

	Scale Mean	Scale Variance	Corrected Item-Total Correlation	Squared Multiple Correlation
Alpha if Item Deleted				
B_LOYAL,6993	227,7667	298,8747	,2640	,2237
PERC_Q,6011	199,5333	214,9471	,5720	,4099
NAME_A,6732	196,9667	247,5506	,3860	,2571
B_ASSC,5673	201,2667	188,9609	,6449	,5327
OTHER_P,6580	227,0667	278,2023	,4389	,2410
P_DEC,6925	226,5667	309,2885	,3042	,2535

Analysis of Variance

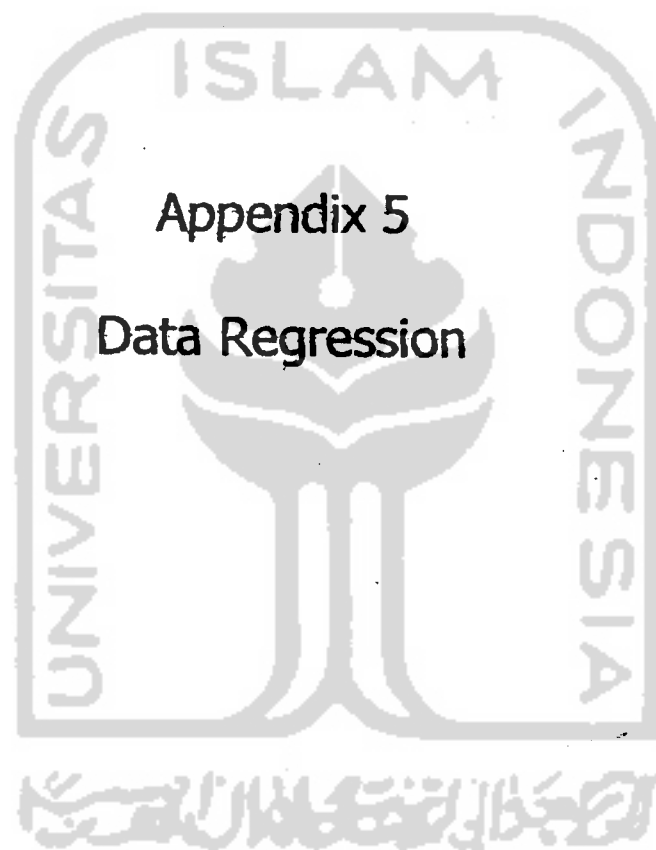
Source of Variation	Sum of Sq.	DF	Mean Square	F
Prob.				
Between People	1681,6944	29	57,9895	
Within People	37829,8333	150	252,1989	
Between Measures	35275,2944	5	7055,0589	
400,4572 ,0000				
Residual	2554,5389	145	17,6175	
Total	39511,5278	179	220,7348	
Grand Mean	42,6389			

Hotelling's T-Squared = 1363,9999 F = 235,1724
 Prob. = ,0000
 Degrees of Freedom: Numerator = 5
 Denominator = 25

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients 6 items

Alpha = ,6962 Standardized item alpha = ,6915



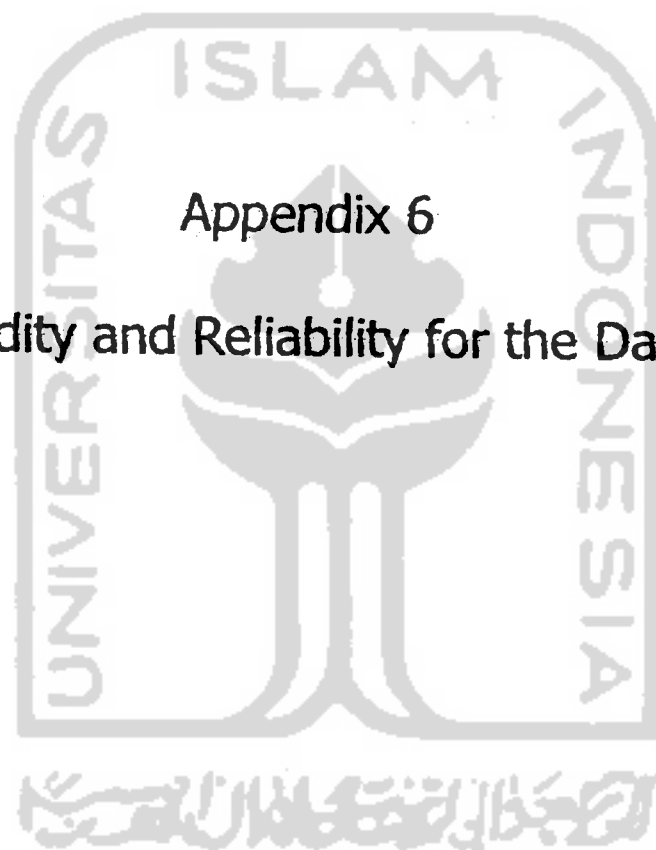
Appendix 5
Data Regression

	BrandLoy alty	Perceived Quality	NameAwa reness	BrandAss ociation	OtherProp rietaryBra ndAsset	Purchase Decision
1	26,00	51,00	58,00	56,00	26,00	30,00
2	18,00	50,00	54,00	50,00	22,00	27,00
3	24,00	55,00	55,00	52,00	29,00	27,00
4	22,00	51,00	56,00	52,00	30,00	28,00
5	30,00	52,00	54,00	46,00	24,00	29,00
6	30,00	57,00	63,00	59,00	35,00	33,00
7	33,00	57,00	60,00	56,00	30,00	30,00
8	30,00	48,00	63,00	54,00	29,00	24,00
9	30,00	58,00	58,00	55,00	30,00	29,00
10	30,00	61,00	58,00	64,00	34,00	29,00
11	25,00	64,00	69,00	69,00	32,00	32,00
12	33,00	65,00	67,00	65,00	35,00	34,00
13	35,00	68,00	67,00	67,00	25,00	31,00
14	28,00	61,00	58,00	61,00	29,00	32,00
15	24,00	56,00	56,00	52,00	28,00	30,00
16	25,00	67,00	59,00	52,00	23,00	30,00
17	25,00	58,00	57,00	54,00	28,00	23,00
18	29,00	62,00	60,00	55,00	35,00	30,00
19	32,00	54,00	49,00	54,00	26,00	27,00
20	29,00	54,00	59,00	46,00	28,00	28,00
21	30,00	47,00	57,00	47,00	22,00	33,00
22	28,00	59,00	63,00	53,00	23,00	31,00
23	31,00	57,00	61,00	54,00	33,00	33,00
24	25,00	58,00	60,00	56,00	30,00	28,00

	BrandLoy alty	Perceived Quality	NameAwa reness	BrandAss ociation	OtherProp rietaryBra ndAsset	Purchase Decision
25	27,00	57,00	56,00	65,00	32,00	26,00
26	30,00	60,00	43,00	47,00	31,00	32,00
27	27,00	51,00	63,00	48,00	27,00	27,00
28	33,00	47,00	51,00	45,00	27,00	33,00
29	23,00	46,00	67,00	56,00	30,00	25,00
30	30,00	58,00	65,00	47,00	30,00	27,00
31	32,00	62,00	50,00	62,00	33,00	32,00
32	29,00	58,00	66,00	58,00	28,00	34,00
33	28,00	56,00	60,00	45,00	26,00	32,00
34	24,00	54,00	52,00	47,00	33,00	32,00
35	26,00	50,00	55,00	51,00	29,00	28,00
36	26,00	49,00	54,00	54,00	33,00	32,00
37	24,00	55,00	57,00	48,00	27,00	30,00
38	27,00	61,00	60,00	50,00	28,00	26,00
39	30,00	49,00	49,00	57,00	33,00	32,00
40	27,00	48,00	54,00	60,00	30,00	28,00
41	33,00	51,00	52,00	43,00	23,00	33,00
42	32,00	54,00	57,00	57,00	28,00	32,00
43	24,00	49,00	59,00	53,00	29,00	33,00
44	33,00	42,00	51,00	46,00	33,00	31,00
45	28,00	58,00	53,00	43,00	21,00	28,00
46	28,00	48,00	55,00	62,00	33,00	32,00
47	24,00	56,00	57,00	50,00	27,00	28,00
48	23,00	53,00	55,00	62,00	23,00	34,00

	BrandLoy alty	Perceived Quality	NameAwa reness	BrandAss ociation	OtherProp rietaryBra ndAsset	Purchase Decision
49	27,00	53,00	54,00	57,00	25,00	30,00
50	32,00	56,00	52,00	43,00	31,00	32,00
51	27,00	48,00	47,00	63,00	33,00	28,00
52	33,00	50,00	49,00	56,00	32,00	28,00
53	28,00	52,00	54,00	67,00	26,00	20,00
54	26,00	60,00	52,00	70,00	27,00	28,00
55	29,00	56,00	58,00	50,00	25,00	33,00
56	33,00	56,00	43,00	66,00	29,00	28,00
57	28,00	52,00	49,00	60,00	30,00	32,00
58	31,00	49,00	46,00	64,00	35,00	29,00
59	24,00	64,00	43,00	55,00	18,00	27,00
60	27,00	55,00	55,00	54,00	27,00	28,00
61	30,00	64,00	56,00	57,00	28,00	33,00
62	27,00	58,00	47,00	60,00	33,00	28,00
63	26,00	50,00	46,00	45,00	29,00	35,00
64	30,00	50,00	48,00	56,00	33,00	33,00
65	29,00	55,00	45,00	47,00	25,00	32,00
66	27,00	51,00	50,00	62,00	26,00	23,00
67	31,00	62,00	52,00	58,00	28,00	34,00
68	29,00	57,00	51,00	45,00	30,00	35,00
69	24,00	63,00	54,00	49,00	29,00	32,00
70	25,00	56,00	52,00	47,00	32,00	29,00
71	29,00	45,00	52,00	54,00	28,00	29,00
72	28,00	64,00	50,00	45,00	31,00	35,00

	BrandLoy alty	Perceived Quality	NameAwa reness	BrandAss ociation	OtherProp rietaryBra ndAsset	Purchase Decision
73	22,00	62,00	66,00	57,00	29,00	30,00
74	29,00	56,00	50,00	60,00	29,00	33,00
75	23,00	46,00	55,00	45,00	33,00	28,00
76	26,00	48,00	46,00	50,00	31,00	27,00
77	32,00	47,00	55,00	52,00	33,00	32,00
78	28,00	47,00	45,00	45,00	28,00	28,00
79	26,00	53,00	57,00	55,00	28,00	32,00
80	32,00	48,00	63,00	48,00	32,00	33,00
81	24,00	52,00	61,00	54,00	29,00	32,00
82	29,00	51,00	51,00	48,00	35,00	30,00
83	27,00	48,00	57,00	53,00	32,00	35,00
84	26,00	56,00	43,00	65,00	33,00	28,00
85	29,00	55,00	50,00	54,00	32,00	32,00
86	30,00	49,00	56,00	49,00	30,00	32,00
87	29,00	56,00	51,00	45,00	31,00	34,00
88	28,00	56,00	44,00	56,00	29,00	29,00
89	26,00	55,00	57,00	47,00	28,00	28,00
90	32,00	41,00	43,00	61,00	33,00	29,00
91	29,00	45,00	50,00	59,00	27,00	32,00
92	27,00	48,00	56,00	45,00	30,00	35,00
93	29,00	60,00	47,00	50,00	28,00	33,00
94	28,00	44,00	54,00	44,00	29,00	33,00
95	31,00	57,00	50,00	55,00	24,00	29,00
96	28,00	54,00	45,00	48,00	33,00	30,00



Appendix 6

Validity and Reliability for the Data

Case Processing Summary

	N	%
Cases Valid	96	100,0
Excluded ^a	0	,0
Total	96	100,0

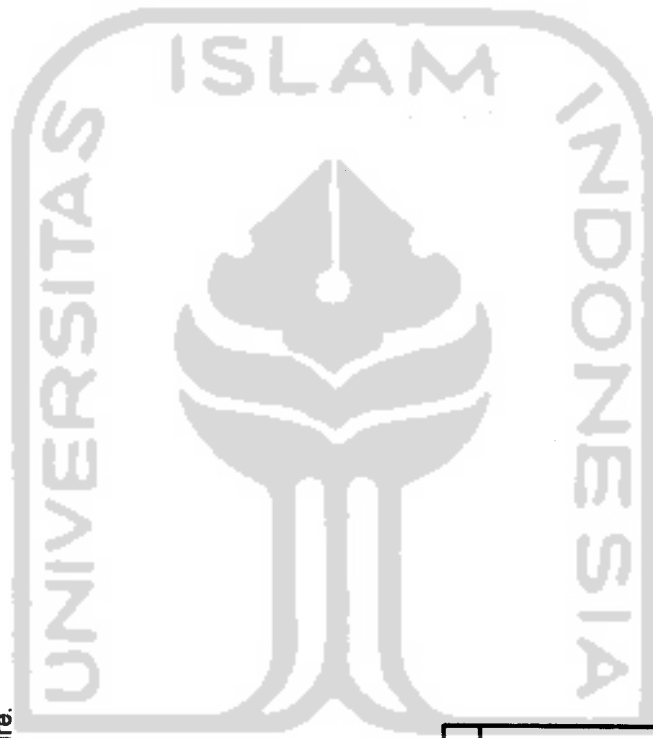
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,770	,835	6

Item Statistics

	Mean	Std. Deviation	N
BLYT_1	6,0104	,78800	96
BLYT_2	5,2813	1,11169	96
BLYT_3	5,6563	,80561	96
BLYT_4	5,2917	1,07524	96
BLYT_5	5,7813	,71382	96
TOT_BLYT	28,0208	3,10510	96



	BLYT_1	BLYT_2	BLYT_3	BLYT_4	BLYT_5	TOT_BLYT
BLYT_1	1,000	,393	,404	,394	,341	,714
BLYT_2	,393	1,000	,438	,265	,238	,718
BLYT_3	,404	,438	1,000	,336	,325	,710
BLYT_4	,394	,265	,336	1,000	,303	,698
BLYT_5	,341	,238	,325	,303	1,000	,591
TOT_BLYT	,714	,718	,710	,698	,591	1,000

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	9,340	5,281	28,021	22,740	5,306	83,831	6
Item Variances	2,302	,510	9,642	9,132	18,922	13,018	6
Inter-Item Correlations	,458	,238	,718	,480	3,023	,030	6

The covariance matrix is calculated and used in the analysis.

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
BLYT_1	50,0313	32,199	,643	.	,738
BLYT_2	50,7604	29,889	,612	.	,724
BLYT_3	50,3854	32,113	,636	.	,738
BLYT_4	50,7500	30,400	,591	.	,730
BLYT_5	50,2604	33,837	,508	.	,759
TOT_BLYT	28,0208	9,642	1,000	.	,709

Mean	Variance	Std. Deviation	N of Items
56,0417	38,567	6,21021	6

ANOVA^a

	Sum of Squares	df	Mean Square	F	Sig.
Between People	610,639	95	6,428		
Within People	40239,056	5	8047,811	5448,475	,000
Residual	701,611	475	1,477		
Total	40940,667	480	85,293		
Total	41551,306	575	72,263		

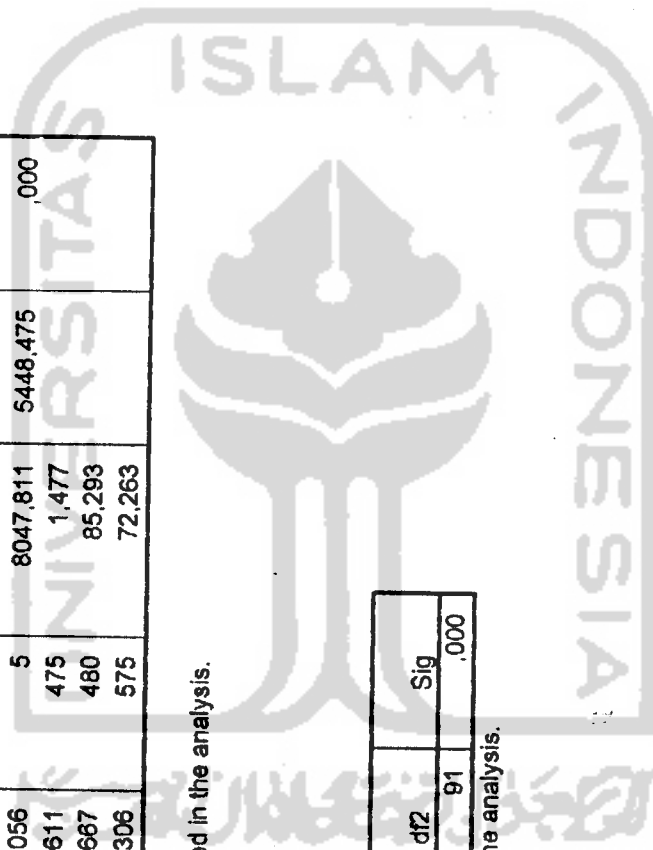
Grand Mean = 9,3403

a. The covariance matrix is calculated and used in the analysis.

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig.
9817,383	1860,804	5	91	,000

The covariance matrix is calculated and used in the analysis.



	Intraclass Correlation ^a	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig.
Single Measures	.358 ^b	.271	.457	4.352	95,0	475	.000
Average Measures	.770 ^c	.691	.835	4.352	95,0	475	.000

Two-way mixed effects model where people effects are random and measures effects are fixed.

- Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.
- The estimator is the same, whether the interaction effect is present or not.
- This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.



Case Processing Summary

	N	%
Cases Valid	96	100,0
Excluded ^a	0	,0
Total	96	100,0

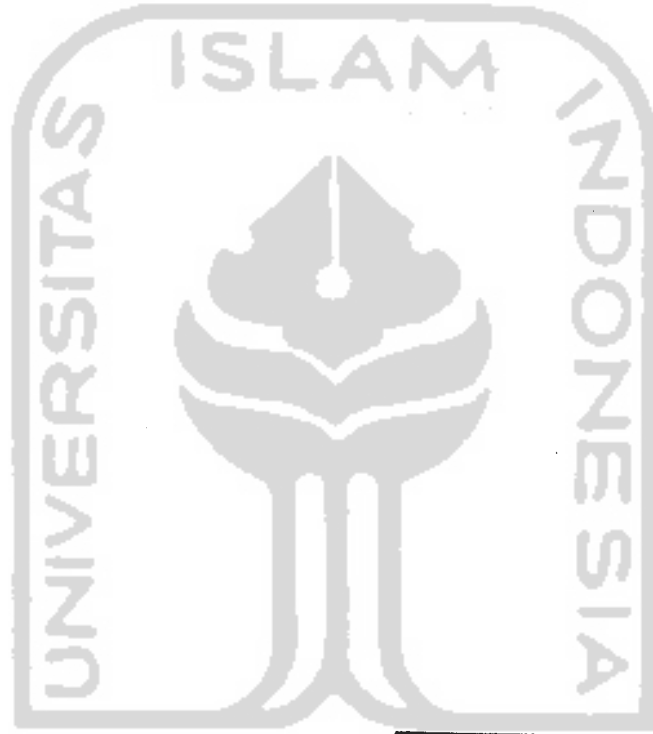
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,751	,859	11

Item Statistics

	Mean	Std. Deviation	N
PQTY_1	5,8750	1,00786	96
PQTY_2	5,4375	,77883	96
PQTY_3	5,1354	,88994	96
PQTY_4	5,1667	,93659	96
PQTY_5	5,2292	,97850	96
PQTY_6	5,5625	,91551	96
PQTY_7	5,4063	,94677	96
PQTY_8	5,4688	,91713	96
PQTY_9	5,4271	1,15845	96
PQTY_10	5,4271	,98135	96
TOT_PQTY	54,1354	5,82304	96



	PQTY_1	PQTY_2	PQTY_3	PQTY_4	PQTY_5	PQTY_6	PQTY_7	PQTY_8	PQTY_9	PQTY_10	TOT PQTY
PQTY_1	1,000	,379	,195	,089	,115	,260	,230	,235	,254	,331	509
PQTY_2	,379	1,000	,202	,130	,309	,301	,285	,358	,281	,318	562
PQTY_3	,195	,202	1,000	,579	,194	,112	,196	,218	,168	,162	484
PQTY_4	,089	,130	,579	1,000	,176	,184	,196	,300	,254	,277	517
PQTY_5	,115	,309	,194	,176	1,000	,278	,330	,325	,340	,204	538
PQTY_6	,260	,301	,112	,184	,278	1,000	,511	,259	,436	,491	629
PQTY_7	,230	,285	,196	,196	,330	,511	1,000	,578	,435	,480	696
PQTY_8	,235	,358	,218	,300	,325	,259	,578	1,000	,444	,430	678
PQTY_9	,254	,281	,168	,254	,340	,436	,435	,444	1,000	,717	734
PQTY_10	,331	,318	,162	,277	,204	,491	,480	,430	,717	1,000	738
TOT_PQTY	,509	,562	,484	,517	,538	,629	,596	,678	,734	,738	1 000

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

Item	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	9,843	5,135	54,135	49,000	10,542	215,843	11
Item Variances	3,913	,607	33,908	33,301	55,900	99,001	11
Inter-Item Correlations	,357	,089	,738	,648	8,269	,031	11

The covariance matrix is calculated and used in the analysis.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PQTY_1	102,3958	124,705	.440		.737
PQTY_2	102,8333	128,035	.514		.737
PQTY_3	103,1354	126,392	.422		.740
PQTY_4	103,1042	125,231	.454		.737
PQTY_5	103,0417	124,335	.474		.735
PQTY_6	102,7083	123,051	.578		.730
PQTY_7	102,8646	121,171	.651		.725
PQTY_8	102,8021	121,992	.632		.727
PQTY_9	102,8438	117,165	.683		.716
PQTY_10	102,8438	119,733	.695		.721
TOT_PQTY	54,1354	33,908	1,000		.812

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
106,2708	135,631	11,64608	11

ANOVA^a

	Sum of Squares	df.	Mean Square	F	Sig.
Between People	1171,360	95	12,330		
Within People	207209,34	10	20720,934	6747,864	,000
Residual	2917,203	950	3,071		
Total	210128,55	960	218,882		
Total Corrected	211297,91	1055	200,282		

Grand Mean = 9,8428

a. The covariance matrix is calculated and used in the analysis.

Hotelling's T-Squared	F	df1	df2	Sig.
9704,608	878,522	10	86	,000

The covariance matrix is calculated and used in the analysis.

Intraclass Correlation Coefficient

	Intraclass Correlation ^a	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig.
Single Measures	,215 ^b	,156	,291	4,015	95,0	950	,000
Average Measures	,751 ^c	,670	,819	4,015	95,0	950	,000

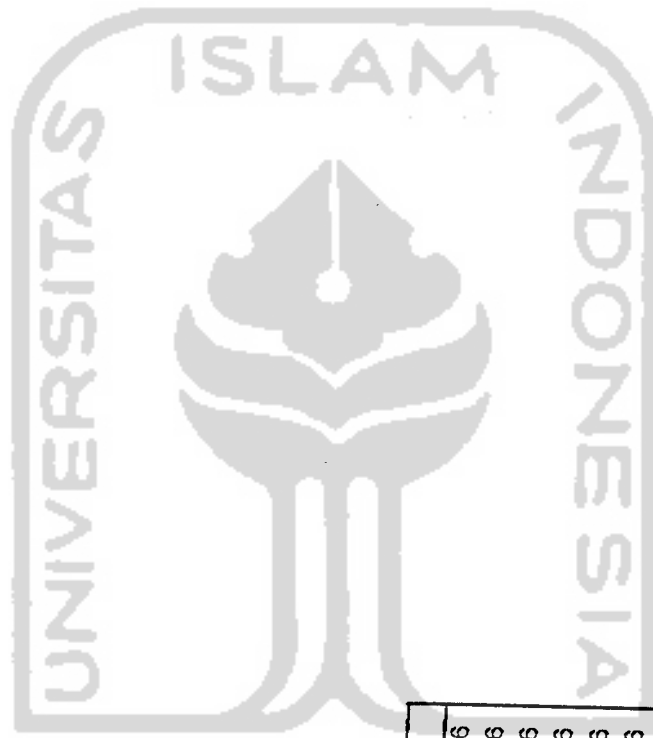
Two-way mixed effects model where people effects are random and measures effects are fixed.

- Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.
- The estimator is the same, whether the interaction effect is present or not.
- This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise

Case Processing Summary

Cases	Valid	N	%
	96		100.0
Excluded ^a	0		.0
Total	96		100.0

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



Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.757	.880	11

Item Statistics

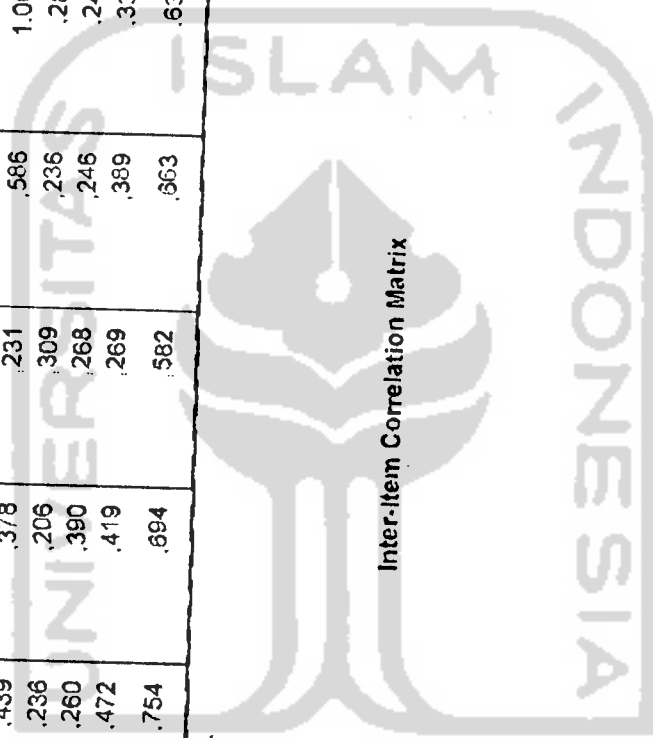
Item	Mean	Std. Deviation	N
NAMEAW_1	5.9063	.98492	96
NAMEAW_2	5.6042	.83954	96
NAMEAW_3	5.4688	.95093	96
NAMEAW_4	5.5000	.94032	96
NAMEAW_5	5.4375	.85609	96
NAMEAW_6	5.3958	.91167	96
NAMEAW_7	5.3542	.85814	96
NAMEAW_8	5.1354	1.16637	96
NAMEAW_9	5.3646	1.13434	96
NAMEAW_10	5.1979	1.08210	96
TCTHAME_AV	54.3646	6.22240	96

	NAMEAW_1	NAMEAW_2	NAMEAW_3	NAMEAW_4	NAMEAW_5	NAMEAW_6	NAMEAW_7	NAMEAW_8	NAMEAW_9
NAMEAW_1	1,000								
NAMEAW_2	,426	1,000							
NAMEAW_3	,407	,630	1,000						
NAMEAW_4	,313	,387	,571	1,000					
NAMEAW_5	,112	,317	,432	,405	1,000				
NAMEAW_6	,288	,386	,427	,378	,396	1,000			
NAMEAW_7	,314	,372	,439	,206	,231	,586	1,000		
NAMEAW_8	,039	,023	,236	,390	,309	,236	,288	1,000	
NAMEAW_9	,219	,219	,260	,419	,268	,246	,244	,615	1,000
NAMEAW_10	,284	,377	,472	,694	,269	,389	,332	,346	,567
TOTNAME_AW	,523	,618	,754	,684	,582	,663	,636	,553	,665

The covariance matrix is calculated and used in the analysis.

	NAMEAW_10	TOTNAME_AW
NAMEAW_1	,284	,523
NAMEAW_2	,377	,618
NAMEAW_3	,472	,754
NAMEAW_4	,419	,694
NAMEAW_5	,269	,582
NAMEAW_6	,389	,663
NAMEAW_7	,332	,636
NAMEAW_8	,346	,553
NAMEAW_9	,567	,665
NAMEAW_10	1,000	,713
TOTNAME_AW	,713	1,000

The covariance matrix is calculated and used in the analysis.



	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	9,884	5,135	54,365	49,229	10,586	217,674	11
Item Variances	4,391	,705	38,718	38,013	54,933	129,671	11
Inter-Item Correlations	,399	,023	,754	,730	32,668	,029	11

The covariance matrix is calculated and used in the analysis.

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
NAMEAW_1	102,8229	143,031	,461		,743
NAMEAW_2	103,1250	142,658	,574		,740
NAMEAW_3	103,2604	137,942	,718		,729
NAMEAW_4	103,2292	139,526	,651		,734
NAMEAW_5	103,2917	143,198	,534		,742
NAMEAW_6	103,3333	140,667	,619		,736
NAMEAW_7	103,3750	142,026	,592		,739
NAMEAW_8	103,5937	140,181	,483		,739
NAMEAW_9	103,3648	137,371	,610		,731
NAMEAW_10	103,5312	136,841	,666		,728
TOTAL MEAN	54,3648	38,718	1,000		,836

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
108,7292	154,873	12,44481	11

	Sum of Squares	df	Mean Square	F	Sig.
Between People	1337,542	95	14,079		
Within People	208967,38	10	20896,738	6106,438	,000
Residual	3250,979	950	3,422		
Total	212218,36	960	221,061		
Total	213555,91	1055	202,423		

Grand Mean = 9,8845

a. The covariance matrix is calculated and used in the analysis.

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig.
9061,394	820,295	10	86	,000

The covariance matrix is calculated and used in the analysis.

Intraclass Correlation Coefficient

	Intraclass Correlation ^a	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig.
Single Measures	,221 ^b	,161	,297	4,114	95,0	950	,000
Average Measures	,757 ^c	,678	,823	4,114	95,0	950	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

- Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.
- The estimator is the same, whether the interaction effect is present or not.
- This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

Case Processing Summary

	N	%
Cases Valid	96	100.0
Excluded ^a	0	.0
Total	96	100.0

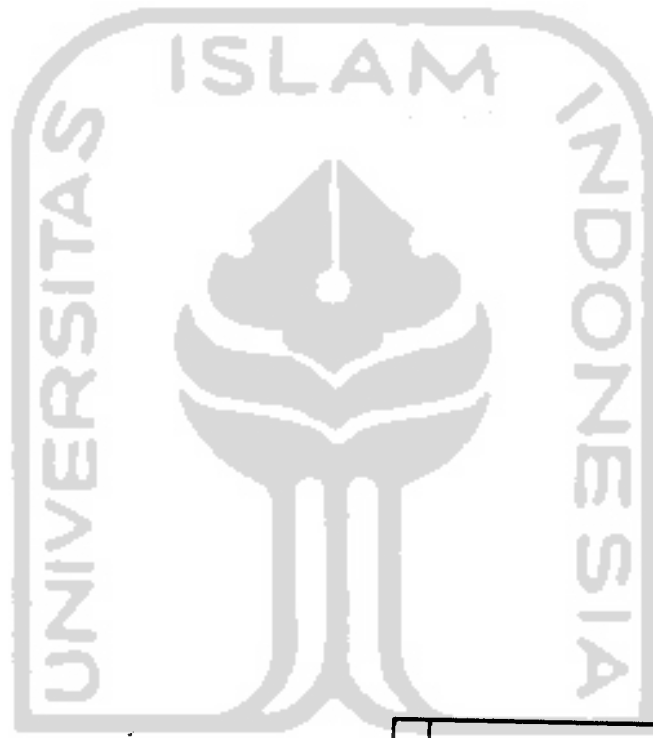
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.762	.890	11

Item Statistics

	Mean	Std. Deviation	N
BAFSC_1	5,6250	,93189	96
BAFSC_2	5,4271	,92617	96
BAFSC_3	5,1250	1,05880	96
BAFSC_4	5,3750	1,08821	96
BAFSC_5	5,8646	,94724	96
BAFSC_6	5,7396	,86139	96
BAFSC_7	5,6563	,86849	96
BAFSC_8	5,0833	1,17578	96
BAFSC_9	5,0313	1,15579	96
BAFSC_10	4,8229	1,13318	96
TOT_BASSC	53,7500	6,76212	96



	BASSC_1	BASSC_2	BASSC_3	BASSC_4	BASSC_5	BASSC_6	BASSC_7	BASSC_8	BASSC_9	BASSC_10	TOT_BASSC
BASSC_1	1,000										
BASSC_2	,395	1,000									
BASSC_3	,368	,482	1,000								
BASSC_4	,424	,424	,589	1,000							
BASSC_5	,013	,331	,374	,407	1,000						
BASSC_6	,113	,233	,371	,459	,459	1,000					
BASSC_7	,242	,446	,471	,283	,667	,667	1,000				
BASSC_8	,144	,431	,490	,485	,292	,292	,317	1,000			
BASSC_9	,353	,440	,496	,468	,156	,156	,294	,703	1,000		
BASSC_10	,365	,404	,492	,387	,265	,265	,365	,607	,607	1,000	
TOT_BASSC	,478	,686	,781	,712	,544	,567	,629	,727	,743	,721	1,000

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	9,773	4,823	53,750	48,927	11,145	212,849	11
Item Variances	5,105	,742	45,726	44,984	61,626	181,566	11
Inter Item Correlations	,425	,013	,781	,767	58,193	,030	11

The covariance matrix is calculated and used in the analysis.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
BASSC_1	101,8750	171,732	,422	.	,753
BASSC_2	102,0729	166,574	,647	.	,742
BASSC_3	102,3750	161,668	,747	.	,733
BASSC_4	102,1250	163,121	,669	.	,737
BASSC_5	101,6354	169,876	,491	.	,750
BASSC_6	101,7604	170,437	,521	.	,750
BASSC_7	101,8438	168,891	,587	.	,747
BASSC_8	102,4167	161,172	,682	.	,734
BASSC_9	102,4688	161,010	,701	.	,733
BASSC_10	102,6771	162,095	,677	.	,735
TOT_BASSC	53,7500	45,726	1,000	.	,858

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
107,5000	182,905	13,52425	11

ANOVA^a

	Sum of Squares	df	Mean Square	F	Sig.
Between People	1579,636	95	16,628		
Within People	204334,85	10	20433,485	5169,634	,000
Residual	3754,968	950	3,953		
Total	208089,82	960	216,760		
Total Corrected	209669,45	1055	198,739		

a. R Squared = .97727

3. The covariance matrix is calculated and used in the analysis.

Hotelling's T-Squared	F	df1	df2	Sig
9099,543	823,748	10	86	,000

The covariance matrix is calculated and used in the analysis.

Intraclass Correlation Coefficient

	Intraclass Correlation ^a	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	,226 ^b	,165	,303	4,207	95,0	950	,000
Average Measures	,762 ^c	,685	,827	4,207	95,0	950	,000

Two-way mixed effects model where people effects are random and measures effects are fixed.

- a. Type C intraclass correlation coefficients using a consistency definition-the between-measure variance is excluded from the denominator variance.
- b. The estimator is the same, whether the interaction effect is present or not.
- c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.

Case Processing Summary

	N	%
Cases Valid	96	100.0
Excluded	0	.0
Total	96	100.0

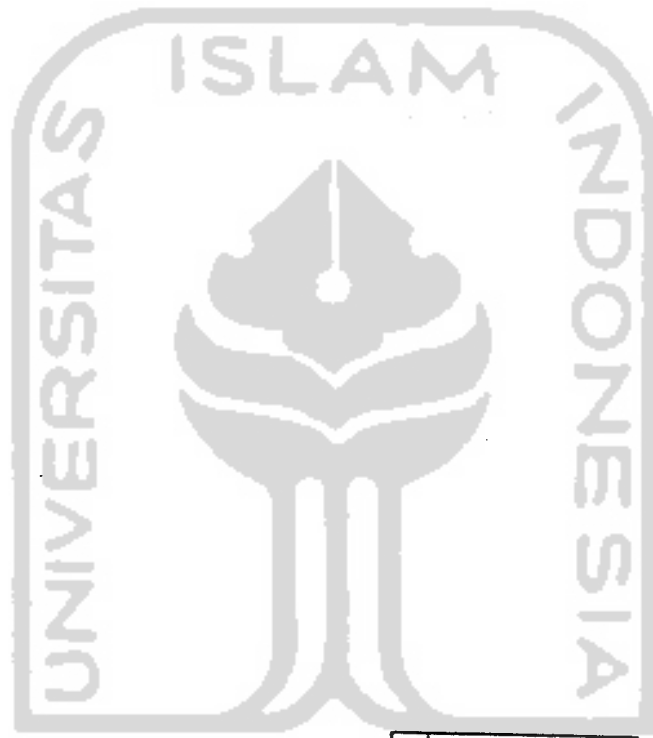
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.802	.904	6

Item Statistics

	Mean	Std. Deviation	N
OTRP_1	6.2917	.66359	96
OTRP_2	5.9479	.68698	96
OTRP_3	5.6979	.93042	96
OTRP_4	5.5625	1.00328	96
OTRP_5	5.6354	.94166	96
TOT_OTRP	29.1354	3.49020	96



	OTHP_1	OTHP_2	OTRP_3	OTRP_4	OTRP_5	TOT_OTRP
OTHP_1	1,000	,670	,485	,510	,475	,764
OTHP_2	,670	1,000	,542	,388	,343	,730
OTRP_3	,485	,542	1,000	,646	,522	,823
OTRP_4	,510	,388	,646	1,000	,665	,835
OTRP_5	,475	,343	,522	,665	1,000	,777
TOT_OTRP	,764	,730	,823	,835	,777	1,000

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	9,712	5,563	29,135	23,573	5,238	90,617	6
Item Variances	2,695	,440	12,181	11,741	27,663	21,637	6
Inter-Item Correlations	,612	,343	,835	,492	2,437	,024	6

The covariance matrix is calculated and used in the analysis.

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
OTHP_1	51,9792	42,084	,720	,783	,783
OTHP_2	52,3229	40,474	,662	,775	,775
OTRP_3	52,5729	38,900	,772	,758	,758
OTRP_4	52,7083	38,040	,782	,752	,752
OTRP_5	52,6354	39,392	,715	,765	,765
TOT_OTRP	29,1354	12,181	1,000	,841	,841

Mean	Variance	Std. Deviation	N of Items
53.2708	48.726	6.98039	6

ANOVA^a

	Sum of Squares	df	Mean Square	F	Sig.
Between People	771,493	95	8,121		
Within People	43496,243	5	8699,249	5405,567	,000
Residual	764,424	475	1,609		
Total	44260,667	480	92,210		
Total	45032,160	575	78,317		

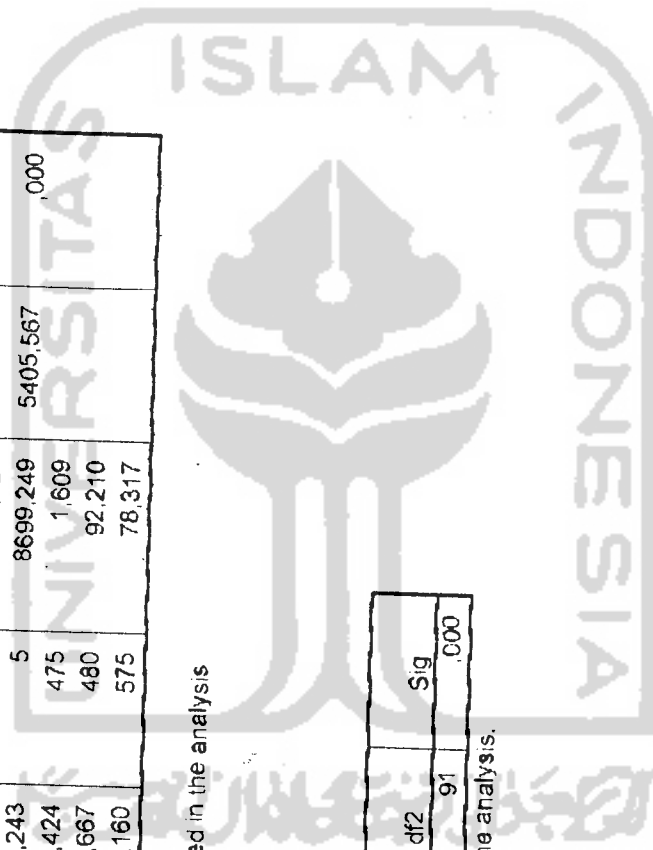
Grand Mean = 9,7118

3. The covariance matrix is calculated and used in the analysis

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig.
9085,340	1740,560	5	91	,000

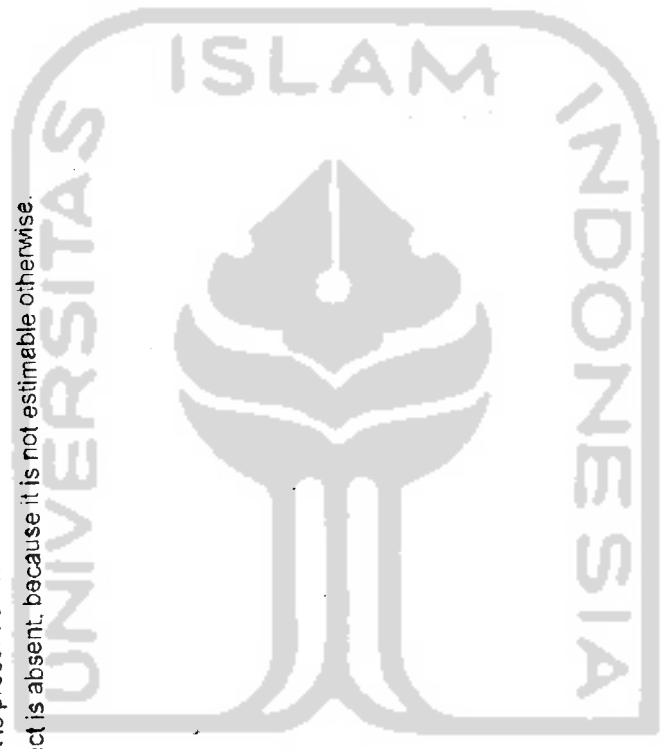
The covariance matrix is calculated and used in the analysis.



	Intraclass Correlation ^a	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig.
Single Measures	.403 ^b	.314	.501	5.046	95.0	475	.000
Average Measures	.802 ^c	.733	.857	5.046	95.0	475	.000

Two-way mixed effects model where people effects are random and measures effects are fixed.

- a. Type C intraclass correlation coefficients using a consistency definition-the between-measures variance is excluded from the denominator variance
- b. The estimator is the same, whether the interaction effect is present or not.
- c. This estimate is computed assuming the interaction effect is present or not.



Case Processing Summary

	N	%
Cases Valid	96	100.0
Excluded ^a	0	.0
Total	96	100.0

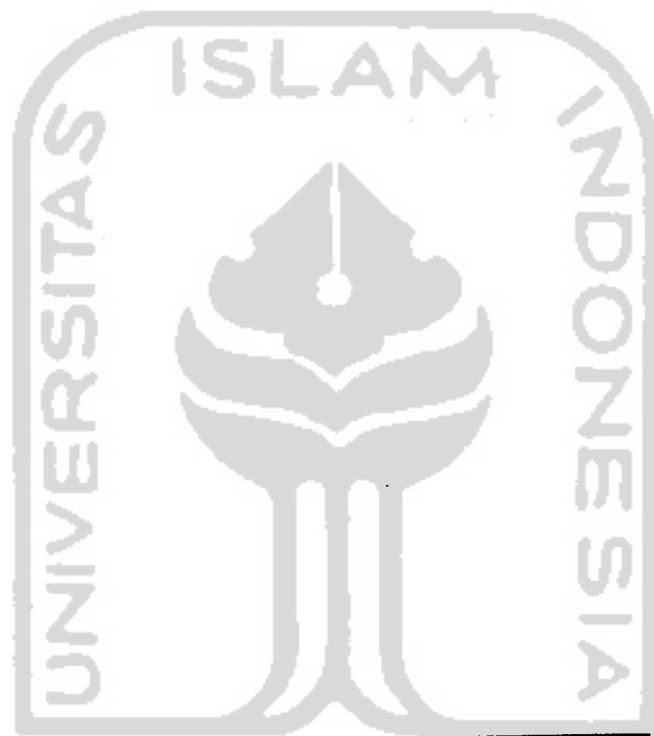
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	.801	N of Items	6
Cronbach's Alpha Based on Standardized Items	.899	N of Items	6

Item Statistics

	Mean	Std. Deviation	N
PDE_1	6,2708	,71788	96
PDE_2	6,1771	,71074	96
PDE_3	6,0625	,83114	96
PDE_4	5,8438	,75650	96
PDE_5	5,8542	,78108	96
TOT_PDEC	30,2083	2,95908	96



	PDEC_1	PDEC_2	PDEC_3	PDEC_4	PDEC_5	TOT_PDEC
PDEC_1	1,000	,668	,536	,523	,428	,801
PDEC_2	,668	1,000	,569	,442	,350	,768
PDEC_3	,536	,569	1,000	,684	,387	,825
PDEC_4	,523	,442	,684	1,000	,494	,812
PDEC_5	,428	,350	,387	,494	1,000	,687
TOT_PDEC	,801	,768	,825	,812	,687	1,000

The covariance matrix is calculated and used in the analysis.

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	10,069	5,844	30,208	24,365	5,169	97,067	6
Item Variances	1,942	,505	8,756	8,251	17,334	11,148	6
Inter Item Correlations	,598	,350	,825	,475	2,354	,025	6

The covariance matrix is calculated and used in the analysis.

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
PDEC_1	54,1458	28,736	,750	,766	,766
PDEC_2	54,2396	29,068	,711	,771	,771
PDEC_3	54,3542	27,600	,771	,754	,754
PDEC_4	54,5729	28,310	,761	,761	,761
PDEC_5	54,5625	29,280	,607	,779	,779
TOT_PDEC	30,2083	8,756	1,000	,836	,836

Mean	Variance	Std. Deviation	N of Items
6,4167	35,025	5,91816	6

ANOVA^a

	Sum of Squares	df	Mean Square	F	Sig.
Between People	554,556	95	5,837		
Within People	46736,201	5	9347,240	8036,594	,000
Residual	552,465	475	1,163		
Total	47288,667	480	98,518		
Total	47843,222	575	83,206		

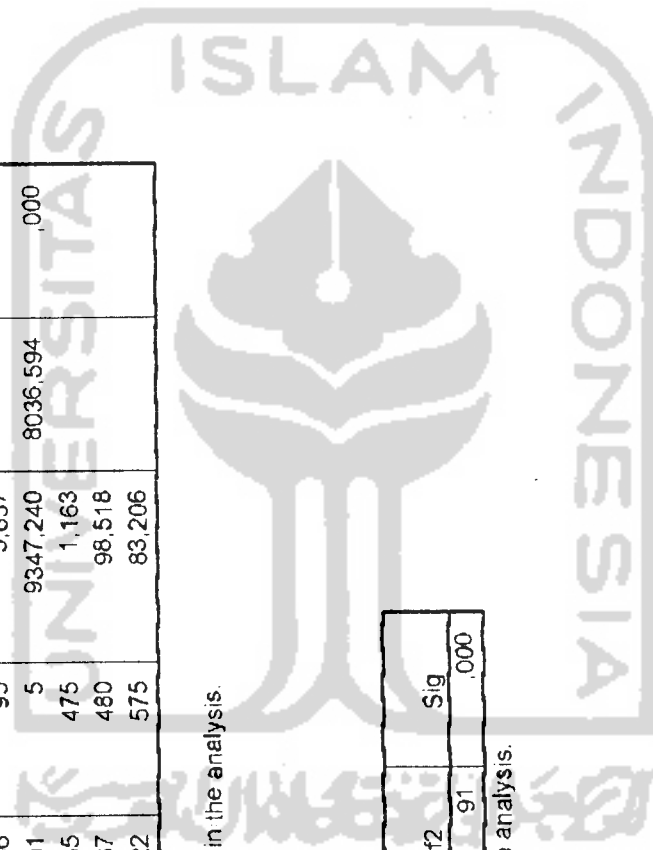
Grand Mean = 10,0694

^a The covariance matrix is calculated and used in the analysis.

Hotelling's T-Squared Test

Hotelling's T-Squared	F	df1	df2	Sig.
1,505,341	2012,602	5	91	,000

The covariance matrix is calculated and used in the analysis.



	Intraclass Correlation ^a	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig.
Single Measures	.401 ^b	.313	.499	5.019	95,0	475	.000
Average Measures	.801 ^c	.732	.857	5.019	95,0	475	.000

a. Intraclass correlation coefficients using a consistency definition—the between-measure variance is excluded from the denominator variance.

b. The estimator is the same, whether the interaction effect is present or not.

c. This estimate is computed assuming the interaction effect is absent, because it is not estimable otherwise.



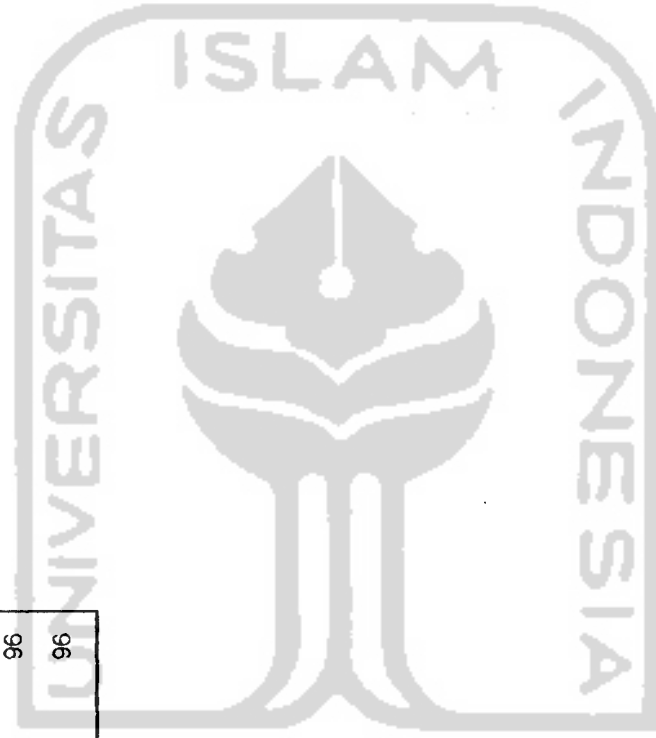


Appendix 7

The Computation of Multiple Regressions

Descriptive Statistics

	Mean	Std. Deviation	N
Purchase Decision	30,2083	2,95906	96
Brand Loyalty	28,0208	3,10510	96
Perceived Quality	54,1354	5,82304	96
Name Awareness	54,3646	6,22240	96
Brand Association	53,7500	6,76212	96
Other Proprietary Brand Asset	29,1354	3,49020	96



	Purchase Decision	Brand Loyalty	Perceived Quality	Name Awareness	Brand Association	Proprietary Brand Asset
Pearson Correlation	Purchase Decision	,250	,070	,026	-,211	,157
	Brand Loyalty	1,000	,003	-,109	,074	,194
	Perceived Quality	,003	1,000	,242	,225	-,146
	Name Awareness	-,109	,242	1,000	,070	-,039
	Brand Association	,074	,225	,070	1,000	,179
	Other Proprietary Brand Asset	,194	-,146	-,039	,179	1,000
Spearman (1-tailed)	Purchase Decision	,007	,250	,402	,019	,063
	Brand Loyalty	,250	,489	,144	,235	,029
	Perceived Quality	,402	,009	,009	,014	,078
	Name Awareness	,019	,014	,248	,248	,353
	Brand Association	,063	,078	,353	,040	,040
	Other Proprietary Brand Asset	,96	,96	,96	,96	,96
Spearman (2-tailed)	Purchase Decision	,96	,96	,96	,96	,96
	Brand Loyalty	,96	,96	,96	,96	,96
	Perceived Quality	,96	,96	,96	,96	,96
	Name Awareness	,96	,96	,96	,96	,96
	Brand Association	,96	,96	,96	,96	,96
	Other Proprietary Brand Asset	,96	,96	,96	,96	,96

Model	Entered	Removed	Method
1	Other Proprietary Brand Asset, Name Awareness, Brand Association, Brand Loyalty, Perceived Quality		Enter

a. All requested variables entered.

b. Dependent Variable: PurchaseDecision

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,407 ^a	,165	,119	2,77737

a. Predictors: (Constant), OtherProprietaryBrandAsset, NameAwareness, BrandAssociation, BrandLoyalty, PerceivedQuality

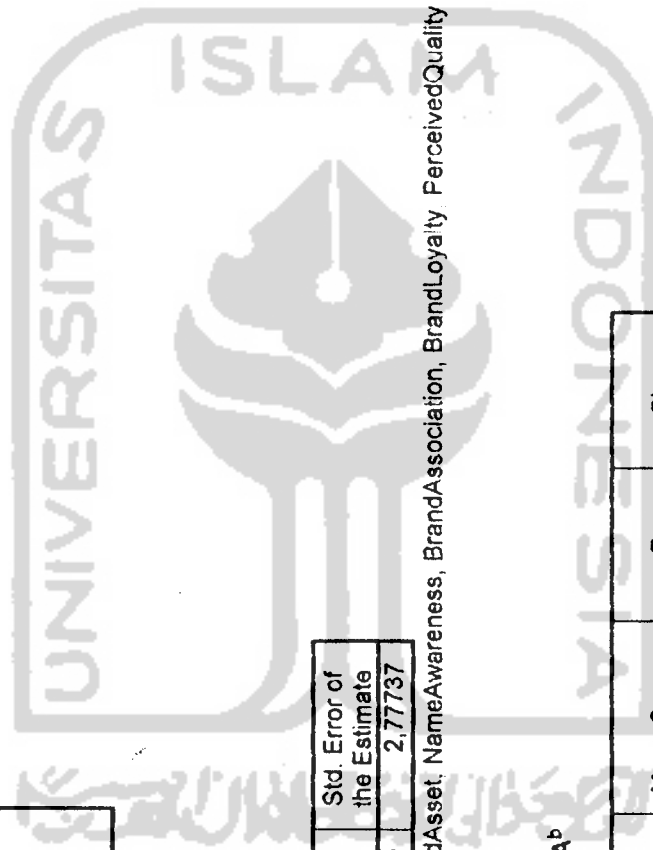
b. Dependent Variable: PurchaseDecision

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression Residual Total	5 90 95	27,518 7,714	3,567	,005 ^a

a. Predictors: (Constant), OtherProprietaryBrandAsset, NameAwareness, BrandAssociation, BrandLoyalty, PerceivedQuality

b. Dependent Variable: PurchaseDecision



Model	Coefficients			t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
	(Constant)	20,851	4,984				4,183	,000
BrandLoyalty	,229	,094	,240	2,431	,017	,250	,248	,234
PerceivedQuality	,078	,053	,154	1,487	,140	,070	,155	,143
NameAwareness	,020	,048	,043	,431	,667	,026	,045	,042
BrandAssociation	,132	,044	-,301	-2,968	,004	-,211	-,299	-,286
OtherProprietary BrandAsset	,160	,086	,189	1,859	,066	,157	,192	,179

a. Dependent Variable: PurchaseDecision

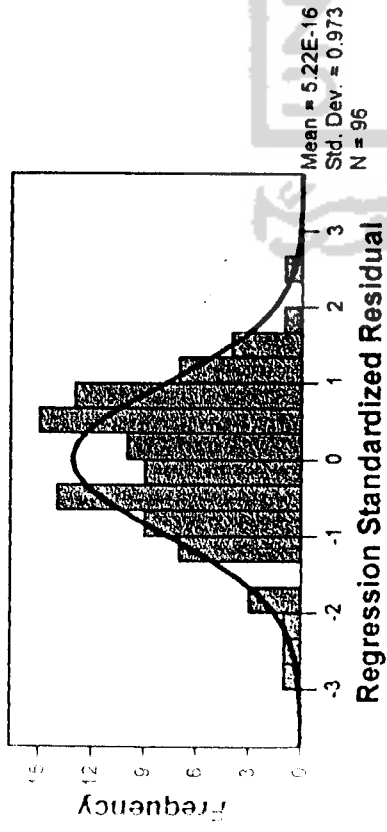
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Adjusted Value	26,9134	32,9319	30,2083	1,20347	96
Standard Error of Predicted Value	-2,738	2,263	,000	1,000	96
Adjusted Predicted Value Residual	,342	1,254	,671	,178	96
Standard Residual	26,1607	33,0018	30,2072	1,21320	96
Deleted Residual	-7,78217	7,08659	,00000	2,70329	96
Standard Deleted Residual	-2,802	2,552	,000	,973	96
Adjusted Residual	-2,922	2,684	,000	1,004	96
Deleted Residual	-8,46452	7,63932	,00113	2,87498	96
Standard Deleted Residual	-3,054	2,782	-,002	1,017	96
Adjusted Distance	,447	18,388	4,948	3,350	96
Deleted Distance	,000	,127	,011	,020	96
Adjusted Leverage Value	,005	,194	,052	,035	96

a. Dependent Variable: PurchaseDecision

Charts

Dependent Variable: PurchaseDecision



Normal P-P Plot of Regression Standardized Residual

Dependent Variable: PurchaseDecision

