RESEARCH REPORT

EXAMINING THE ROLE OF ADVERTISING IN BRAND EQUITY
CREATION: INDOMIE INSTANT NOODLE

"Among Perspective of University Students In Yogyakarta"

Written by:

Name of Lecturer   : Anas Hidayat, Drs., MBA., Ph.D

Name of Student   : Ali Akbar Ghifari

Student Number   : 14311038

Departement   : Management

Major Study   : Marketing

DEPARTEMENT OF MANAGEMENT

INTERNATIONAL PROGRAM

FACULTY OF ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2018

EXAMINING THE ROLE OF ADVERTISING IN BRAND EQUITY CREATION: INDOMIE INSTANT NOODLE

"Among Perspective of University Students In Yogyakarta"

Written By:

ALI AKBAR GHIFARI

Student Number: 14311038
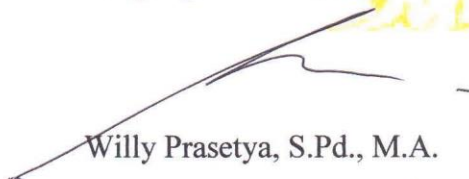
Approved By:

Content Advisor,

Anas Hidayat, Drs., M.B.A., Ph.D.   March 29th, 2018

Language Advisor,

Willy Prasetya, S.Pd., M.A.   April 24th, 2018

EXAMINING THE ROLE OF ADVERTISING IN BRAND EQUITY CREATION: INDOMIE INSTANT NOODLE

"Among Perspective of University Students In Yogyakarta"
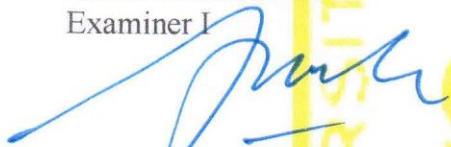
A BACHELOR DEGREE THESIS

Written By:

ALI AKBAR GHIFARI

Student Number: 14311038

Defended before the Board of Examiners
On May 30th, 2018 and Declared Acceptable

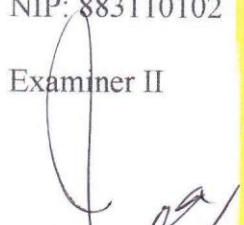Board of Examiners
Examiner I

Anas Hidayat, Drs., M.B.A., Ph.D.   May 30th, 2018
NIP: 883110102

Examiner II

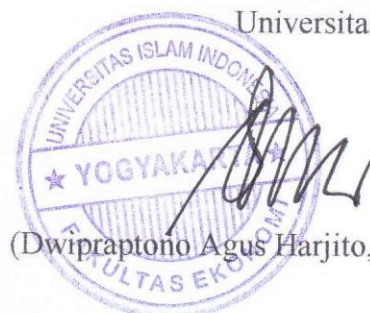Yasid, Drs., M.M.   May 30th, 2018
NIP: 873110105

Yogyakarta, May 30th, 2018

International Program
Faculty of Economics
Universitas Islam Indonesia
Dean

(Dwipraptono Agus Harjito, Drs., M.Si., Dr.)

DECLARATION OF AUTHENTICITY

Hereby I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone elese's words, ideas or expression without acknowledgment. All quotation are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequences.

Yogyakarta, March 29th, 2018

Ali Akbar Ghifari

ACKNOWLEDGMENTS

Asssalamualaikum wr. wb.

With the blessing of our one and only Lord, this thesis entitled "Examining The Role Of Advertising In Brand Equity Creation: Indomie Instant Noodle Among Perspective of University Students In Yogyakarta" can be done. Thesis writing is one of the requirements for student to get a bachelor degree in Department of Management, Faculty of Economics, Universitas Islam Indonesia.

This thesis was finished with the support and the encouragement from several parties. In this occasion, reseacher would like to give gratitude to the parties that helped researcher during the making of this research:

1. My Mother Dewi Karomah, S.H., Not., my Father M.A Desky Drs., S.H., M.H. and my whole family who always support every aspects in my life.

2. Mr. Anas Hidayat, Drs., M.B.A., Ph.D. as the content advisor of this research, who has given the direction and support in finishing the research.

3. Mr. Willy Prasetya, S.Pd., M.A. as the language advisor who helped me correcting my imperfect grammar and sentences.

4. All the staffs in International Program, Faculty of Business and Economics, Universitas Islam Indonesia, who have given the best service while I study.

5. All best friends and awesome colleagues that I got during the study in UII, they are : Ardian Praba Agung (Agung), Ihsan Manshur Putra

(Inan), Bian Rachmadani (Bian), Ridho Nur Syamsu (Ridho), Abdul Fatach Ichwan (Fatach), Rahartyo Gigar (Gigar), Faris Asrof Al Fatih (Asrof), Akhmad Naufal (Naufal), and Mas Archie Yanuardy (Archie). Thank you for bring so much experience, trigger insightful thoughts during my journey in the university. I know you all will be something awesome soon. See you on top!

6. My best friend that always trigger insightful thoughts and inspiration, they are: Boby Prabowo (Boby), Yudha Triantoro (Yudha, Zenmatho)

7. Rascal boys (Social Two Tirtonirmolo year of 2014) who help build tough mentality to face the world, they are: Angga Fajar (Ciawi), Akmal, Dimas, Adib, Axel, Hans, Dio, Josapath, Odi, Arditya, Eddo, Thomas.

8. All the members of Entrepreneur Community FE UII during the period of 2014/2015 and 2015/2016. Indonesian Business Carnival 2015 and 2016. Outbound Management Training Facilitator 2016. Gerakan Kepanduan UNISI 2017/2018.

9. All the students of International Program, Departement of Management, Faculty of Business and Economics, Universitas Islam Indonesia year of 2014. Thank you, may all of us be success in the future.

10. My lecturer, advisory, alliances, and friends during the Student Study Services (KKN) batch 56 years of 2018: Mr. Sumedi P. Nugraha, Ph.D. (DPL 1), Mr. M. Rizal Nasrulloh, SEI. (DPL 2), Mr. Nirman

(Head of Village Nglaris), Mr. Niecken Ardiansyah (Secretary of Village Nglaris), Mrs. Murdiningsih (Head of PKK Nglaris) and all lovely friends from Kaligalih, Ngaglik, Jati, Jumbleng and Siburat.

11. All the parties and people who gave me direct or indirect support.

This research is far from perfect, but, hopefully, this research could be useful for the marketing management study in the future.

Wassalamualaikum wr. wb.

Yogyakarta, March 29th , 2018

Ali Akbar Ghifari

Table of Content

Examining the Role of Advertising in Brand Equity Creation: Indomie Instant Noodle
"Among Perspective of University Students in Yogyakarta"

Ali Akbar Ghifari
Faculty of Economics of Universitas Islam Indonesia
aliakbarghifari@gmail.com

ABSTRACT

Advertising is one of marketing communication components that commonly used by organizations or other entities to build the desired brand equity. According to David Aaker concept of brand equity in 1991, it consists of 4 components which are perceived quality, brand awareness, brand associations, and brand loyalty. The objective of this research is to make business, organizations, and other entities more effective in making a decision on their advertising investment. The researcher tries to examining the correlation between how Indomie instant noodle conducted advertisement and how the consumers react and perceived the perspective on Indomie instant noodle brand equity components. The data was obtained by distributing online questionnaire to 300 university student in Yogyakarta. The data processed with Structural Equation Modeling method by using AMOS and SPSS as the software. The empirical result show that advertising had a positive impact to the brand equity creation.

Menguji Peranan Iklan Terhadap Ekuitas Merek: Mie Instan Indomie
"Perspektif dari Mahasiswa/i di Yogyakarta"

Ali Akbar Ghifari
Fakultas Ekonomi Universitas Islam Indonesia
aliakbarghifari@gmail.com

ABSTRAK

Iklan adalah satu dari beberapa komponen pada komunikasi pemasaran yang sering kali digunakan oleh organisasi atau kesatuan lain demi membangun ekuitas merek yang di inginkan. Mengacu pada konsep dari ekuitas merek oleh David Aaker pada tahun 1991, ekuitas merek terdiri dari empat komponen yang mana adalah; kualitas yang dirasakan, kesadaran merek, asosiasi merek, dan kesetiaan merek. Tujuan dari dilakukannya penelitian ini adalah demi meningkatkan tingkat efektifitas dari keputusan perusahaan dalam melakukan investasi pada iklan. Peneliti mencoba untuk mengkaji hubungan dari iklan yang telah diluncurkan oleh Indomie dan dampaknya terhadap ekuitas merek Indomie dari sudut pandang para konsumen. Data diperoleh dengan menyebarkan kuesioner secara online kepada 300 Mahasiswa yang berdomisili di Yogyakarta. Perolehan data diolah menggunakan metode Model Persamaan Struktural dengan AMOS dan SPSS sebagai perangkat lunak pendukung. Bukti empiris menunjukan bahwa iklan memberikan pengaruh positif terhadap ekuitas merek.

Kata kunci: *Iklan, Ekuitas merek, Kesetiaan merek, Pengeluaran iklan, Perilaku terhadap iklan*

1. Introduction

1.1. Background

The desire of firms and organizations to formulates a competitive advantage were pretty obvious. In this attempt, branding frequently assumes as a critical part. Commonly, it is regularly less expensive to hold clients rather than gain new ones (Rosenberg and Czepiel, 1983); also, the loyalty of the customers are less price sensitive (Krishnamurthi and Raj, 1991); and thirdly, that a company's transactional degree is increasingly relevant with the loyalty expands (Aaker, 1991). Therefore, the loyalty to the brand is seen as a core for some organizations to manage its competitive advantages and considered as a key idea in marketing communication practice (Schiffman and Kanuk, 2010). Oliver (1999) characterizes brand loyalty as a profound that attach a sense of reliablility to repurchase a chosen (or an arrangement) over different brands, it happens autonomously by the outer strengths. For example, the settings in certain situation or showcasing the potential of the brands that attract an exchanging conduct of a certain product or services by the customers (Oliver, 1999). A fundamental definition is provided by Jacoby and Kyner (1973) who characterize brand loyalty as a "one-sided i.e. non-random, behavioral reaction i.e. purchase, that communicated overtime by a similar unit regarding at least one option of a brand and it is a part of human-nature process". Both these definitions suggest that brand loyalty has a behavioral and additionally an attitudinal part. The behavioral

segment alludes to real purchase behavior, rather than expressed by aims (attitudinal component). Moreover, the behavioral part experiences various estimation confinements which, in a developing business sector, are frequently happened because of an absence of fundamental assets to secure the images of the brand.

Advertising has for quite some times been utilized by business firms to drive in, and hold potential customers through various form of communication (Yang, Bi, and Zhou, 2005). It is regularly trusted that advertising tends to give positive influences to brand loyalty (Agrawal, 1996), with firms particularly rehash the advertising to energize and trigger purchasing (Yang et al., 2005). Thus, the researcher assume that business and organizations believes that advertising is one of the most effective ways to building desired brand equity. This research was trying to analyze how the consumers' response toward advertising that conducted by certain organizations, it is measured by how the consumer react and relate it to the brand equity. Based on the framework also refer to Brand Equity Model by (Aaker, 1991) the writer had been agreeing that brand equity were forming with some aspects which are brand awareness, perceived quality, brand associations, and brand loyalty. Whereas, in this research, the writer attest that brand awareness, perceived quality, brand associations and brand loyalty were affected by advertising spending and consumer attitudes towards the advertisements that launched by the brand.

However, many fractions still wonders how advertising works in brand equity creation of certain product or services. In this research, the writer assume that advertising effects depend on the types of messages that delivered. Thus, massive advertising will affect the message received by the audience. In particular, the belief is that a subject that presented as a stimulus in the advertisement will lead to the responds (i.e. purchase, recall, associations) to that stimulus will produce "behavior" (the object of psychology's study, as a field). It slightly explains how advertising or marketing communication work on the target audience through stimulation of the messages.

At the point when consumers are shelled with a plenty of stimulants from various sources, especially hedonic items, it evokes a higher level of positive feelings than utilitarian items (Shiv and Fedorikhin, 1999) and positive feelings prompt positive reactions towards cause-related items (Kim and Johnson, 2013). As specified, when confronting decisions, customers may likewise feel remorseful, given the difficulty in advocating the purchasing choice (Winterich and Barone, 2011). Disgrace and blame are unsavory and negative exciting reactions that may, thus, act as an excuse for unselfish conduct as a kind of remuneration component (Allen et al., 1992; Rosenhan et al., 1981). Research exhibited that advertising offers may influence target customer's attitudes towards the advertisements (Liu et al., 2009; Hornik and Miniero, 2010) and brand attitude (Wang et al., 2000; Kim and Lee, 2012). In any case, it is obvious

that there is numerous research showing the interconnections among various sorts of advertising appeals, attitude toward advertising, and brand attitude in an integrated model.

Researcher select Indomie as the object of the study. The researcher assumes Indomie had a strong brand equity in perspective of Indonesian customers, particularly university students considering the cost that makes Indomie instant noodle categorized as low involvement product. This assumption also supported with data published by Nielsen Indonesia in 2017 that composing most advertising spender in Indonesia. Indomie instant noodle with Rp765.2 Billion investment on advertising stands in the third position, following by Vivo GSM and Samsung.

Considering the data above, led the researcher to construct a set of hypothesis that with the huge amount of investment on advertising, it does give positive impact in the brand equity of Indomie. Moreover, the research also projecting to reveal the most significant variable in the brand equity referring to Brand Equity Model by David Aaker in 1991 that affected by advertising. The variables are perceived quality, brand awareness, brand associations, and brand loyalty. The findings will enrich insights to the brands and advertisers to formulate effective advertising to give maximum impact on enhancing brand equity.

1.2. Problem Formulation

1. Does advertising spending affect perceived quality?

2. Does advertising spending affect brand awareness?

3. Does advertising spending affect brand associations?

4. Do attitudes toward advertisements affect perceived quality?

5. Do attitudes toward advertisements affect brand awareness?

6. Do attitudes toward advertisements affect brand associations?

7. Does brand awareness give impact to perceived quality and brand associations?

8. Do perceived quality and brand associations affect brand loyalty?

9. Does advertising give positive impact to the brand equity creation?

1.3. Research Objective

From the problem formulation above, it can be classified that, the objectives of this research are:

1. To clarifiy whether advertising spending relates to perceived quality

2. To clarify whether advertising spending relates to brand awareness

3. To describe whether advertising spending affect brand associations

4. To describe whether attitudes toward advertisements affect perceived quality

5. To describe whether attitudes toward advertisements affect brand awareness

6. To describe whether attitudes toward advertisements affect brand associations

7. To investigate on how brand awareness, give impact to perceived quality and brand associations

8. To investigate on how perceived quality and brand associations give impact to brand loyalty

9. To know the correlation of advertising in brand equity creations, identifying the most affected variable influenced by advertising in brand equity creations.

1.4. Benefit of Research

1.4.1. Theoretical Benefits

This examination is a process to a full comprehension in advertising and marketing communication advancements to brand equity creation. In spite of the limitation, the findings that revealed in this paper will offer new perspective to be considered into how to maximize the brand equity enhancement by utilizing advertisements.

1.4.2. Practical Benefits

The research will show how the correlation of capital invested by the advertisers also how the target audience reacts within the advertisement. In this case, the researcher select Indomie as the object of the research and university student from

Yogyakarta as the target audience. The result will be beneficial for brands and advertisers to considers the capital that invested on the advertisement and give some insight about how it affect the brand equity creation of the product or services.

2. Literature Review

2.1. Advertising spending

Advertising spending is the cost caused by issuing a certain advertisement. Spending on advertising to develop brand awareness and improves brand loyalty (Nguyen, Barrett and Mill operator, 2011, Clark, Doraszelski, and Draganska, 2009). Aduloju, Odugbesan, and Oke (2009) are of the supposition this advertising spending should be completely integrated into the communication of marketing mix in order to get the best outcomes from it. A decent strategy for advertising should decide the most proper media mix and distinguish the most appropriate path expected to successfully deliver the message wanted by the organizations. This should be a proper budget that is adequate to carry out the occupation (Rotfeld, 2007). Tai (2007) is the viewpoint that organizations having a low market of the market share should develop their advertising spending plan so as to help their competitive advantage and awareness of their product or services endeavors. These endeavors will at last help in extending the market share of the industry.

H-1a: Consumers' perceptions of a brand's advertising spending have a positive influence on perceived quality

H-1b: Consumers' perceptions of a brand's advertising spending have a positive influence on brand awareness

H-1c: Consumers' perceptions of a brand's advertising spending have a positive influence on brand associations

2.2. Attitudes toward advertisements

Attitudes toward advertising are induced more by advertisements (Mehta, 2000). In a comparable vein, we anticipate that people who hold a dominatingly positive perspective of advertising are more promptly influenced by the "advertising esteems" than participants with a predominantly negative view.

There are distinctive effects behind foreseeing that attitude toward advertising may affect the extent of the primping impacts of advertising on value-driven behavior. In this study, we conduct attitudes toward advertisements as an indicator to measure whether the advertisement by certain business or entity are considered as how the advertiser desired the target audience to response. How people behave and decide to buy a product or services are affected by some factors. Advertising is considered as one of key factors in the creations of values, beliefs, and behaviors of a certain target audience (Usman et al., 2010).

Several studies also found that the advertisements show how the product or services position themselves in the market, when comparing strength and substitution positioning strategies of certain brand, it is strongly considered that benefit positioning is the most superior positioning strategy (Schiffman and Kanuk, 2007; Wind, 1982).

H-2a: Individuals' attitudes toward the advertisements undertaken for a brand have a positive influence on perceived quality

H-2b: Individuals' attitudes toward the advertisements undertaken for a brand have a positive influence on brand awareness

H-2c: Individuals' attitudes toward the advertisements undertaken for a brand have a positive influence on brand associations

2.3. Brand awareness

Brand awareness defined as "the strength of a brand's presence in the consumer's mind" (Aaker, 1996, p. 10). Brand awareness are about the recognize level of certain brand in consumer perspective. However, it assumes that a product that has high level of brand awareness is reflect with the consumer perceived quality of the product. Because, in order to have high level of brand awareness in consumer mind, the product should have a certain characteristic such as number one, initiator in the market, or any other reason that caused the product have high awareness.

Contribution of this study is to empirically compare the impacts of perceived quality, brand awareness, advertising attitudes and store image on brand loyalty in Thailand and Vietnam.

The result shows that manager of international brands in emerging market should recognize the differences between markets in order to design effective loyalty program each market.

H-3: Brand awareness has a positive influence on perceived quality.

H-4: Brand awareness has a positive influence on brand associations.

2.4. Perceived quality

As indicated by (Zeithmal, 1988) defined that perceived quality as customer's supposition in subjective recognition about the quality and amazingness of a product or services. (Parasuraman, et al., 1985) in the other hand expressed that perceived quality as an attitude of customers, in view of the relative consequences of purchasing and real execution of a product or services. This perception is the pre-experience of quality (Hamer, 2006). Bahia and Nantel (2011) recognize that all sort of business or entity look-up for quality, regardless of their form of the business. Perceive quality As stated by Kotler (1997, p. 185) that "there is not only physical stimuli that affects, but also the circumstances or surrounding condition within the individual." Durianto (2001) perceived quality considered as

perception of a whole quality of product or services that desired by the customers.

According to the research indicate by Rüçhan & Huseyin (2007), the components of perceived quality impact either direct and indirect to the brand loyalty. In addition, (Saleem et al., 2015) agree when perceived quality appears trough certain brand, there is a possibility that the customer will loyal to the brand and showing brand loyalty.

H-5: Perceived quality has a positive influence on brand loyalty.

2.5. Brand associations

Brand associations are a relation among a certain brand, product with the consumer. Brand associations are anything that consumers connect to the brand in their memory (Aaker, 1991). Brand associations also considered as anything deep seated in consumer mind that giving some action, impact, similarity to the brand with their personality (Dreyer, 2012). Simply, brand association is how the consumer think that brand is fit with them. Either with their interest, mindset and their behavior.

Brand associations has some attributes that delivered to the market. In this case is advertisement spent, in order to delivering the attributes of the brands to the consumer, a company or other entity need to communicate with them, normally through the marketing communication tools such as Advertising, Public Relations,

sponsorship, event or any other methods (Slabbert, 2012). Bauer et al. (2005) even found a correlation of attitudinal loyalty on behavioral loyalty that give highly significant impact.

H-6: Brand associations have a positive influence on brand loyalty.

2.6. Brand loyalty

Refer to Oliver (1999) characterizes brand loyalty as a strong point to repurchase a specific item/benefit in certain period time. This rehash purchase intention is not influenced by any significant factor. An examination (Jensen and Hansen, 2006) reasons that loyal customers don't get influenced by the offer of rival product or services. They will probably spread positive informal word-of-mouth regarding a brand to their colleagues and relative. These are the customers walk into the outlet to repurchase the brand when needed. Ha (1998) is of the view that in order to know that whether or not we are dealing with a loyal customer, the attitude causing the purchase decision must be investigated. Advertiser working in multi-social environments have got hold of brand loyalty by modifying the image of a brand to fit the individual cultures (Palumbo and Herbig, 2000). Contrary to this, Oh and Fiorito (2002) are view that brand loyalty is not related to the demographic factors. The repeat purchase behavior of the customers can be improved by increasing customer's relative

attitude towards a particular brand. Attitude building marketing strategies can help marketers in this regards (Jensen and Hansen, 2006).

H-5: Perceived quality has a positive influence on brand loyalty.

H-6: Brand associations has a positive influence on brand loyalty.

2.7. Conceptual Framework of the Study
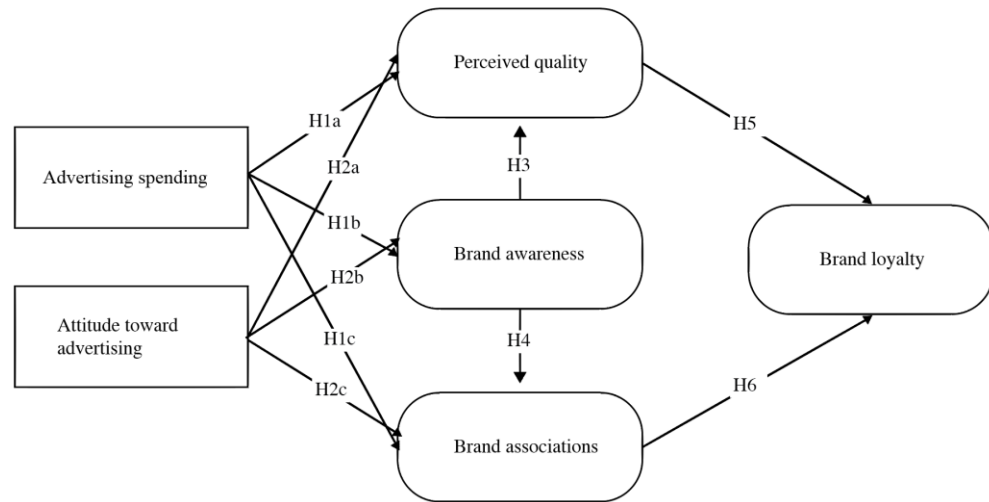
The conceptual framework provides a foundation for research study. The framework consists of 2 independent variables which are Advertising spending and Attitudes toward advertisements, 3 mediating variables which are Perceived quality, Brand awareness, and Brand associations and 1 dependent variable which is Brand loyalty.

3. Research Methodology

3.1. Research Location

The location of this research is in Yogyakarta without any specific area. The reason why the researcher decides to do research here is because it will be more effective for the researcher that currently a student in Faculty of Economics, Universitas Islam Indonesia and also originally from Yogyakarta. The city also known as the city of student whereas proper to get university student respondents.

3.2. Populations and Sample Research

Population is known as a certain group or collection of individuals or object under the study. The sample is collection of several part that has identical characteristic with the population that taken for study. In this study population are the university student in Yogyakarta that had an experience in consuming Indomie and ever watch Indomie advertisements. To minimize the biases, minimum 200 samples are required on every estimated SEM (Loehlin, 1997). The respondents consists of male and female student, numbering 300 samples.

3.3. Types and Data Collection Techniques

The data that used in this research is primary data. Primary data is data that obtained by direct observation by using specific research methodology. In this research, the data obtained through questionnaire which was randomly distributed online to university student in Yogyakarta.

The type of the questionnaire is closed question, which means that the option of the answer is already given.

3.4. Definition of Variable Operational and Measurement Research

The variables that will be analyzed in this study are Advertising spending, Attitudes toward advertisements, Perceived quality, Brand awareness, Brand associations, and Brand loyalty. Advertising spending, Attitudes toward advertisements as the independent variables, the next is four dependent variables which are Perceived quality, Brand awareness,

and Brand associations. The researcher suggest that Perceived quality and Brand associations will affect Brand Loyalty. All items were measured on a six-point agreement scale ranging from 1 = "Strongly disagree" to 6 = "Strongly agree."

3.4.1. Advertising spending

Researcher conclude that perceptions of high advertising spending contribute to developing a more positive perception of brand quality, higher brand awareness and stronger brand associations (Rao and Monroe, 1989). This variable is measured by the following indicators:

- Brand X is intensively advertised
- Brand X seems to spending a lot on its advertising compared to advertising for competing (product category) brands
- The advertisements for brand X are frequently shown

3.4.2. Attitudes toward advertising

Through an original and innovative advertising strategy, business or entity may be more likely to capture consumer's attention. As mentioned earlier, advertising creates brand awareness, links strong, favorable, and unique associations to the brand in consumers' memory,

and elicits positive brand judgments and feelings (Keller, 2007). This variable is measured by the following indicators:

- The advertisements for brand X are original
- The advertisements for brand X are different from the advertisements for competing brands of (product category)

3.4.3. Perceived quality

Perceived quality can be described as the indicator of quality by customer. In this study, the researcher assume that this variable will affected by marketing promotions such as advertising, monetary promotions, and non-monetary promotions (Lavidge and Steiner, 1961). This variable is measured by the following indicators:

- Brand X offers very good quality products
- Brand X offers products of consistent quality
- Brand X offers very reliable products
- Brand X offers products with excellent features

3.4.4. Brand awareness

Brand awareness here is becoming the indicator on how the promotions of the organizations affect the customer awareness or the level of conscious of the product or services by certain company (Keller and Lehmann, 2003). This variable is measured by the following indicators:

- When I think of (product category), brand X is one of the brands that comes to mind
- X is a brand of (product category) I am very familiar with

3.4.5. Brand associations

While brand awareness is intended to be the indicator of the level conscious, brand associations is more about the credibility or familiarities of a product or services (Keller, 1993) by certain business or entity. This variable is measured by the following indicators:

- Brand X is good value for the money
- Within (product category) I consider brand X a good buy
- Brand X has a personality

3.4.6. Brand Loyalty

The level of where customer became loyal to their product or services is tend to be every business or other entity desire to achieved. The situation where customer became committed to the product and make repeat orders from the same brands overtime (Oliver, 1999). This variable is measured by the following indicators:

- I consider myself to be loyal to brand X
- I will not buy other brands of PC if brand X is available at the store

3.5. Validity and Reliability Research Instruments

Before the questionnaire was spread to the sample of the research, the questionnaire would be tested. Firstly, the questionnaire would distributed to 30 (thirty) respondents. After that, the validity and reliability of the data would be tested, the methods also known by pilot test.

The number of question in the questionnaire are 16 questions, which are consist of some variable:

- Variable about Advertising Spending consist of 3 questions
- Variable about Attitude Toward Advertisements consist of 2 questions
- Variable about Perceived Quality consist of 4 questions

- Variable about Brand Awareness consist of 2 questions

- Variable about Brand Associations consist of 3 questions

- Variable about Brand Loyalty consist of 2 questions

The measurement model was evaluated by inspecting the reliability of the individual item loadings and the convergent validity of the measures associated with each construct (Hulland, 1999). Individual item reliabilities were first assessed by examining measures of respective constructs for loadings of. 0.70 (which implies a shared variance of .50 percent between the measure and construct).

3.5.1. Questionnaire Validity Test

The validity of the questionnaire was determined by how the questionnaire able to elaborate the measured variable (Ghozali, 2005). The function of product moment formula is to measure the validity of the questionnaire that given to the respondent (Soehardi Sigit, 2003)

The analysis conducted in order to determine how far the relation of one variable to another. To test the level of validity of the variable, the writer use the SPSS 16.0 for Windows. Product moment formula is: When the r value was able to see with the correlation where $(\alpha) = 0.05$ if Rvalue was greater than Rtable or the level of significant $< \alpha$ then the questionnaire would be considered as invalid.

The requirement for an instrument that categorizes as valid if the coefficient correlation is same or greater than 0.3 (Sugiyono, 2005). Valid here means that the instruments were able to utilize to measure the value desired. The result of validity test was attached in Table 3.1.

Table 3.1

Questionnaire Validity Test

Variable	Indicators	Value	Cut Off	Result
Advertising Spending	AS 1	0,751	0,361	Valid
	AS 2	0,857	0,361	Valid
	AS 3	0,784	0,361	Valid
Attitude Toward Advertisiement	ATA 1	0,918	0,361	Valid
	ATA 2	0,929	0,361	Valid
Perceived Quality	PQ 1	0,822	0,361	Valid
	PQ 2	0,846	0,361	Valid
	PQ 3	0,862	0,361	Valid
	PQ 4	0,760	0,361	Valid
Brand Awareness	BAW 1	0,932	0,361	Valid
	BAW 2	0,904	0,361	Valid
Brand Associations	BAS 1	0,862	0,361	Valid
	BAS 2	0,868	0,361	Valid
	BAS 3	0,843	0,361	Valid
Brand Loyalty	BL 1	0,923	0,361	Valid
	BL 2	0,92	0,361	Valid

Sources: Processed Primary Data (2017)

As mentioned in table 3.1 most of the pilot test result are qualified, refer to validity > Rtable, hereby the indicators of the variable are classified as valid.

3.5.2. Questionnaire Variable Reliability Test

Variable reliability testing is proposing to ensure that the indicator is accurate by not showing any indication of bias or inconsistency of each item (Sekaran, 2000). Therefore, by indicating variable reliability testing, the result be expected to give an better accuracy and consistent result in measuring the variable. In this research, to test the reliability of variable, the researcher's use Cronbach alpha coefficient as the benchmark. Refer to Cronbach alpha concept, the value considered is $\alpha > 0.60$, while the maximum score considered is 1.0.

Result of the variable reliability test are shown in table 3.2

Table 3.2

Questionnaire Reliability Test

No	Variable	Cornbach's Alpha	Requirement	Status
1	Advertising Spending	0,714	0,60	Reliable
2	Attitude Toward Advertising	0,826	0,60	Reliable
3	Perceived Quality	0,833	0,60	Reliable
4	Brand Awareness	0,809	0,60	Reliable
5	Brand Associations	0,820	0,60	Reliable
6	Brand Loyalty	0,823	0,60	Reliable

Sources: Processed Primary Data (2017)

3.6. Analysis Technique

Whereas the analytical tools was proposing to process the data to prove reliability and validity. The researcher's used SPSS. In the other hand, for the hypothesis testing this study used analysis of structural equation modeling or known as (SEM), and AMOS for the software. SEM analysis is methods that allows analyzing the influence of some other variable concurrently (Ghozali, 2008).

4. Analysis and Discussion

This chapter elaborate and discuss the result of data that the writer's has analyze regarding "Examining The Role Of Advertising In Brand Equity Creation: Indomie Instant Noodle Among Perspective of University Students In Yogyakarta". The discussion start by showing the result of quantitative data that already collected through questionnaire and proceed by several statistic software. The analysis is covering the goodness of fit index, Structural Equation Modeling or known as SEM, and hypothesis testing.

After the questionnaires are distributed, the researcher does filtering the data in order to separate the outlier and invalid response. It resulted of 300 respondents in total. All received data are attached in the appendix and data recapitulation chapter.

4.1. Respondents Characteristic

a) **Gender**

The study has been divided respondents gender characteristic as follows:

Table 4.1
Respondents Gender Classificiation

No	Gender	Frequency	Percentage
1	Male	140	46,7%
2	Female	160	53,3%
Total		300	100,0%

Source: Processed Primary Data, 2018

Refering to table 4.1 above, the table describes that female respondents shows a higher percentage than male respondents. However, it did not means that female respondents are more aware of Indomie advertisements rather than male. The gender classifications show that the study result would have a slight tendency to the female response because the gap between male and female respondents is 6,6% or 20 respondent.

b) Age

In the age distribution, the respondents are classifying as follows:

Table 4.2

Respondents Age Distribution

No	Age	Frequency	Percentage
1	< 20	38	12,7%
2	20-35	262	87,3%
3	36-50	0	0%
4	>50	0	0%
Total		300	100,0%

Source: Processed Primary Data, 2018

As described in Table 4.2 the respondents that came from less than 20 years old were represent 12,7% of the respondents, and the rest are represented by those who 20-35 years old. It is because the study was focused on the university student in Yogyakarta that makes the age distribution were not significant. The result concludes that the study would only discuss the perspective of respondents who are less than 20 to 35 years old.

c) Occupation

Regarding the occupations of the respondents, the distribution was shown as follows:

Table 4.3
Respondents Occupation

No	Occupation	Frequency	Percentage
1	Student/University student	300	100,0%
Total		300	100,0%

Source: Processed Primary Data, 2018

As discussed earlier in the previous chapter, the focus of the study was university students in Yogyakarta. The data shows that all of the respondents are active student/university students. It is mean that the respondents are accurate from what the writer has planned to observe.

d) Income

The study also use income as the demography distribution of the data collected.

Table 4.4
Respondents Income/Allowance

No	Income/Allowance	Frequency	Percentage
1	Rp0 - Rp1,000,000	136	45,3%
2	Rp1,000,001- Rp3,000,000	145	48,3%
3	Rp3,000,001 - Rp5,000,000	15	5,0%
4	More than Rp5,000,000	4	1,3%
Total		300	100,0%

Source: Processed Primary Data, 2018

As shown in Table 4.4 the respondents had differences in terms of income/allowance, even though that the difference were not significant. Most of the students receive Rp1,000,001 – Rp3,000,000 every month, it represented by 48,3% while the other significant percentage is 45,3% that receive Rp0 – Rp1,000,000 every month. It means that 93,6% of our respondents receive no more that Rp3,000,000 each month. Those who earn more were only the slight of the respondents, that representing 6,4% of the data.

4.2. Data Analysis

4.2.1.   Variable Description Analysis

Table 4.5

Respondents Classification to All Variable

No	Variable	Total Mean Variable	Mean Variable	Rounding Up	Category
1	Advertising Spending	13,8	4,60	5	Agree
2	Attitude Toward Advertising	9,08	4,54	5	Agree
3	Perceived Quality	18,97	4,74	5	Agree
4	Brand Awareness	10,52	5,26	5	Agree
5	Brand Associations	14,61	4,87	5	Agree
6	Brand Loyalty	8,28	4,14	5	Agree
	Average	12,54	4,69	5	Agree

Source: Processed Primary Data, 2018

Refer to Table 4.5 it shows that the respondents tend to give positive responses to the indicators. The mean of the variable was 4,69 out of 6 which categorized as agree. It shows that the respondents were responds positively in how the advertising spending and attitude toward advertising affect the brand equity dimension which consists of perceived quality, brand awareness, brand associations, and brand loyalty.

4.2.2. Evaluation of Measurement Model

Measurement model analysis essentially used to test the unidimensionality of the indicators that represent factors or a latent variable. In context to verify that the indicators are qualified to represent the dimension of the factors. Evaluation methods that used were based on the t score from the parameters and its significance value. According to Holmes-Smith (2001) it stated when $\alpha = 0{,}05$ the parameters that have t value greater than 1.96 indicate that the parameters were significant or categorize as valid. Another approach to model-fit is to accept a model that approximates the true model through the index, Root Mean Square Error of Approximation (RMSEA), with typically an RMSEA of less than 0.05 indicating close fit, and values between 0.05 and 0.08 indicating acceptable fit.

The result of measurement model Analysis could be seen in Table 4.6 on the next page.

Table 4.6

t-value and Level of Significant

Item	t-value	p-value	Result
AS 1	1	-	Valid
AS2	8,835	0,000	Valid
AS 3	9,906	0,000	Valid
ATA 1	1	-	Valid
ATA 2	1	-	Valid
PQ 1	1	-	Valid
PQ 2	16,645	0,000	Valid
PQ 3	20,778	0,000	Valid
PQ 4	13,971	0,000	Valid
BAW 1	1	-	Valid
BAW 2	1	-	Valid
BAS 1	1	-	Valid
BAS 2	8,104	0,000	Valid
BAS 3	8,225	0,000	Valid
BL 1	1	-	Valid
BL 2	1	-	Valid

Source: Processed Primary Data, Structural Equation Modeling (SEM), 2018

4.2.3. Measuring the Model Fit

In context of Structure Equation Modeling (SEM), there are no main statistical tools in order to test the hypothesis. In purpose to measure the degree of model-fit, the resaearchers were able to combine some of goodness of fit index (Hair et al; 1998).

The section below will be discussed several methods that commonly used in order to measure the degree of goodness of fit of a model. There also will be discussed some of cut-off criteria that used in this research.

Chi-Square (χ^2). The test was conducted to measure if there any differences between population covariance matrix and sample covariance matrix. In this study, the researcher expects that the population covariance matrix was equaled to sample covariance matrix. Refer to goodness of fit index, model that considered as good if it has low chi-square score and has $p > 0,05$ cut-off value (Holmes, 2001).

Root Mean Square Error of Approximation (RMSEA). The test was purposed to compress the chi-square in a large amount of sample. RMSEA may reflect the degree of model fit in a certain sample. The model has considered if it has value RMSEA $\leq 0,08$ (Browne and Cudeck, 1993)

The Goodness of Fit Index (GFI). GFI was known as the analog of R square value in multiple-regression (Tabachnick, 2001). The index fit of GFI used to calculate the proportion of variance in sample covariance matrix that elaborated by estimated population covariance matrix. The range of GFI value is between 0 - 1, if the value was higher than 0,90 it shows that the model was fit (Jöreskog and S örbom, 1996)

Tucker Lewis Index (TLI). The test is an alternative to an incremental fit index which comparing a certain model toward baseline model. The value that considered in the test is $\geq 0,90$ if the value closer to 1, it indicates that the model was considered a good model (Hair et al, 1998).

The Comparative Fit Index (CFI). Alongside with TLI, this test was recommended to measure the degree of goodness of fit model because it is not sensitive to the amount of sample also the complexity of the model. The range of CFI value was 0 to 1. In order to considered as good, the model should has the value of CFI $\geq$ 0,95, however, if the value is $\geq 0,90$ also acceptable (Holmes, 2001).

Table 4.7
Goodness of Fit Index

Goodness of Fit Index	Cut off Value
X^2 (Chi-Square)	Small value
CMIN/DF	≤ 2.00
GFI (Goodness of Fit Index)	≥ 0.90
RMSEA (Root Mean Square Error of Approximation)	≤ 0.08
AGFI (Adjusted Goodness of Fit)	≥ 0.90

TLI (Tucker Lewis Index)	≥ 0.90
CFI (Comparative Fit Index)	≥ 0.90

Source: Ferdinand (2002)

The result of model fit-test could be seen in Table

4.8 on the next page.

Table 4.8
Goodness of Fit Index Result

Constructs	χ^2	RMSEA	GFI	TLI	CFI	Status
AS	1,000	0	1,000	1,000	1,000	Good Fit
ATA	1,000	0	1,000	1,000	1,000	Good Fit
PQ	4,419	0,064	0,993	0,990	0,997	Good Fit
BAW	1,000	0	1,000	1,000	1,000	Good Fit
BAS	1,000	0	1,000	1,000	1,000	Good Fit
BL	1,000	0	1,000	1,000	1,000	Good Fit

Source: Processed Primary Data, Structural Equation Modeling (SEM), 2018

According to the normality test it shows that RMSEA score < 0,08, GFI > 0,90, TLI and CFI > 0,90. This result describes that the structural equation modeling is considered as fit.

4.2.4. Validity and Reliability Test Result

Validity is the degree of appropriation of some point or indicators in order to measure a construction, or it is mean that validity is made sure that the items really representing what should be represented (Anderson and Gerbing, 1998). It is an obligation for the researcher to conduct validity test to make sure the unidimensionality of the constructed indicators that involve in the study before conducting the reliability test.

Researcher testing the observed variable by the approach of convergent validity. Convergent validity may be seen from the measurement model by deciding whether

each estimated indicators correctly measured the dimension from the tested concept. Indicators that showing the significant convergent validity if the coefficient variable of the indicator were greater than twice of the standard error (Anderson and Gerbing, 1988) or contain twice greater critical ratio from the standard error square (Ferdinand 2002). AMOS version 24 facilitate the measurement of the convergent validity by observing the critical value or t-value of each indicator. The criteria if indicators t-value ≥ 1,96 means that the indicators is significant in the level of α = 0,05 (Holmes-Smith, 2001).

Joreskog and Sorbom (1996) also stated that if the index of GFI ≥ 0,90 it shows that the indicators measured were valid and categorizes as unidimensionality of the tested construct, with the result that the construct was appropriate to test the hypothesis in the study.

Reliability is the measurement of internal consistency for the indicators in a certain construct that showing the degree of each indicator to indicate the general construction, or simply a consistency level and stability of the instrument (Ferdinand, 2002). In SEM there are some statistical tools in context to measure the reliability of

constructs which are construct reliability and variance extracted.

In this study, the reliability constructs tested with the approach of construct reliability by calculating the instrument reliability index that used by the analyzed SEM model. The construct reliability obtained from the formula by Fornell and Laker's (1981) as seen below:

$$\text{Construct Reliability} = \frac{(\Sigma \lambda_i)^2}{(\Sigma \lambda_i)^2 + \Sigma \varepsilon_i}$$

λ_i = Standard loading of each indicators (observed variable)

ε_i = The degree of error of each indicators (1 – indicators reliability).

The result of validity and reliability test could be seen on Table 4.8 in the next page:

Table 4.9
Validity and Reliability Test of The Study

Indicator	λ_1	ε_1	Status	Construct Reliability	Status
Advertising Spending					
AS1	0,785	0,069	Valid		Valid
AS2	0,546	0,066	Valid	0,921	Valid
AS3	0,882	0,054	Valid		Valid
Attitude Toward Advertising					
ATA1	0,740	0,057	Valid	0,914	Valid
ATA2	0,635	0,072	Valid		Valid
Perceived Quality					
PQ1	0,853	0,035	Valid		Valid
PQ2	0,793	0,037	Valid	0,956	Valid
PQ3	0,938	0,025	Valid		Valid
PQ4	0,705	0,056	Valid		Valid
Brand Awareness					
BAW1	0,815	0,043	Valid	0,954	Valid
BAW2	0,869	0,038	Valid		Valid
Brand Associations					
BAS1	0,653	0,060	Valid		Valid
BAS2	0,752	0,071	Valid	0,910	Valid
BAS3	0,681	0,076	Valid		Valid
Brand Loyalty					
BL1	0,781	0,101	Valid	0,865	Valid
BL2	0,679	0,127	Valid		Valid

Source: Processed Primary Data, 2018

Refer to Table 4.8 it shows that the probability statistic was> 0,50, therefore, all the indicators in the questionnaire in the variable Advertising Spending, Attitude Toward Advertising, Perceived Quality, Brand Awareness, Brand Associations, and Brand Loyalty < Level of Significant = 0,05 or above the average of 0,113 from

the rtable are considered as valid. Considering that Construct Reliability coefficient > 0,60, therefore, all the questions or indicators in the questionnaire in variable Advertising Spending, Attitude Toward Advertising, Perceived Quality, Brand Awareness, and Brand Loyalty are reliable.

4.2.5.   Structural Equation Analysis

Analysis instrument that used in this study is Structural Equation Model (SEM). The instrument was used to find out whether Advertising Spending will give positive impact to Perceived Quality, Brand Awareness, and Brand Associations. Attitude Toward Advertising will give positive impact to Perceived Quality, Brand Awareness, and Brand Associations. Brand Awareness will give positive impact on Perceived Quality, and Brand Associations. Perceived Quality will give positive impact to Brand Loyalty, and Brand Associations will give positive impact to Brand Loyalty.

Table 4.10
Goodness Fit Result

Constructs	χ^2	RMSEA	GFI	TLI	CFI	Status
Model	151,063	0,046	0,941	0,914	0,973	Good Fit

Source: Processed Primary Data, Structural Equation Modeling (SEM), 2018

Refer to the normality test, it resulted that the value of RMSEA < critical value = 0,08, GFI > 0,90, TLI and CFI ≥ 0,90. Therefore, it represents that the structural equation modeling in this study is fit.

Here is the result of Structural Equation Model (SEM):

Picture 4.1
Structural Model
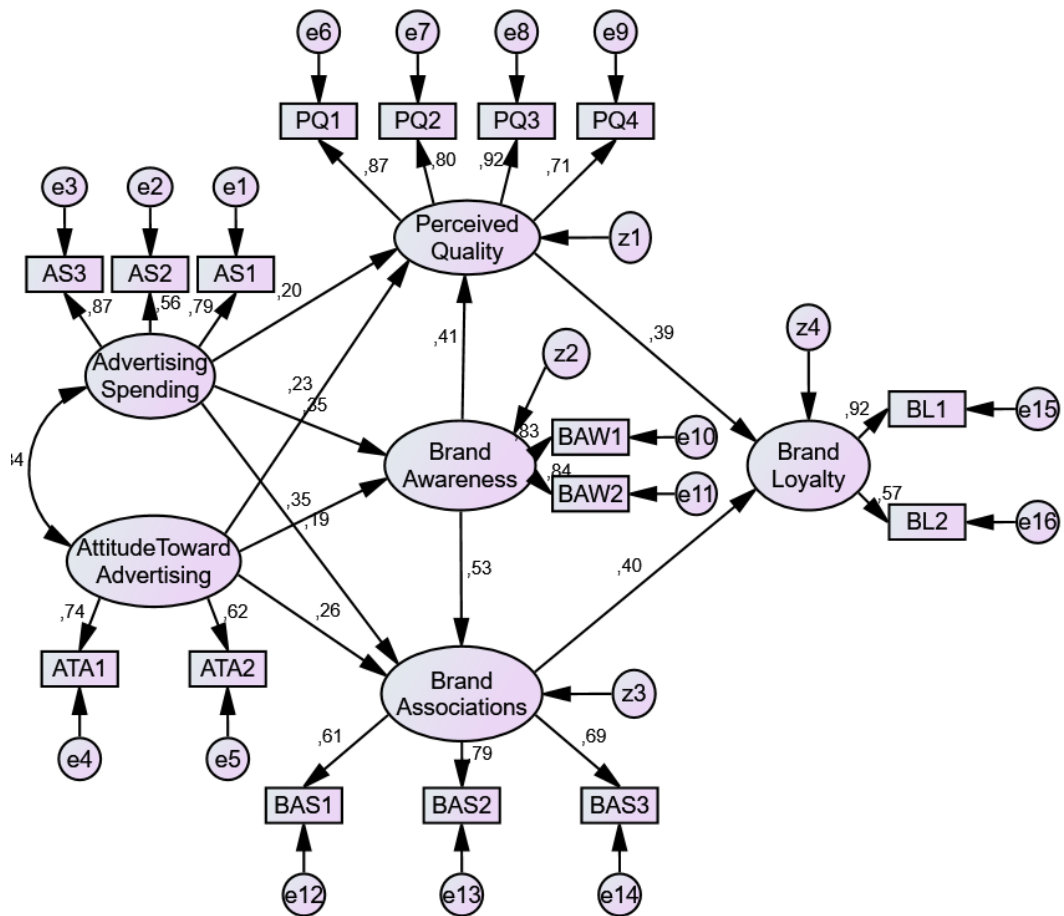
Table 4.11
Result of Structural Equation Modeling (SEM)

Hypothesis	Regression Weight	Regression Coefficient	Standard Error	t-value	Probability	Status
H1a	AS-PQ	0,259	0,082	3,172	0,002	Significant
H1b	AS-BAW	0,380	0,079	4,835	0,000	Significant
H1c	AS-BAS	0,149	0,055	2,725	0,006	Significant
H2a	ATA-PQ	0,313	0,109	2,869	0,004	Significant
H2b	ATA-BAW	0,416	0,105	3,952	0,000	Significant
H2c	ATA-BAS	0,230	0,075	3,068	0,002	Significant
H3	BAW-PQ	0,486	0,088	5,538	0,000	Significant
H4	BAW-BAS	0,395	0,066	6,009	0,000	Significant
H5	PQ-BL	0,485	0,082	5,880	0,000	Significant
H6	BAS-BL	0,783	0,150	5,212	0,000	Significant

Source: Processed Primary Data, Structural Equation Modeling (SEM), 2018

According to the calculation of the analysis and statistical program AMOS 24 it obtained a score of probability between Advertising Spending toward Perceived Quality, Advertising Spending toward Brand Awareness, Advertising Spending toward Brand Associations, Attitude Toward Advertising toward Perceived Quality, Attitude Toward Advertising toward Brand Awareness, Attitude Toward Advertising toward

Brand Associations, Brand Awareness toward Perceived Quality, Brand Awareness toward Brand Associations, Perceived Quality toward Brand Loyalty, and Brand Associations toward Brand Loyalty is < Level of Significant = 0,05, therefore all the variables have positive impact.

4.3. Hypothesis Testing

T-test used to proven the correlation between Advertising Spending toward Perceived Quality, Advertising Spending toward Brand Awareness, Advertising Spending toward Brand Associations, Attitude Toward Advertising toward Perceived Quality, Attitude Toward Advertising toward Brand Awareness, Attitude Toward Advertising toward Brand Associations, Brand Awareness toward Perceived Quality, Brand Awareness toward Brand Associations, Perceived Quality toward Brand Loyalty, and Brand Associations toward Brand Loyalty. According to the calculation of AMOS 24 statistical program, the hypothesis testing was such as the following:

1. The test of variable Advertising Spending toward Perceived Quality.

   H1a : Consumers' perceptions of a brand's advertising spending have a positive influence on perceived quality.

   - With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 3,172 with the probability of 0,002.

   - Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05,

therefore it conclude that there is a positive impact between Advertising Spending and Perceived Quality.

2. The test of variable Advertising Spending toward Brand Awareness.

    H1b : Consumers' perceptions of a brand's advertising spending have a positive influence on brand awareness.

    - With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 4,835 with the probability of 0,000.

    - Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Advertising Spending and Brand Awareness.

3. The test of variable Advertising Spending toward Brand Associations.

    H1c : Consumers' perceptions of a brand's advertising spending have a positive influence on brand associations.

    - With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 2,725 with the probability of 0,006.

- Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Advertising Spending and Brand Associations.

4. The test of variable Attitude Toward Advertising toward Brand Perceived Quality.

   H2a : Individuals' attitudes toward the advertisements undertaken for a brand have a positive influence on perceived quality.

   - With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 2,869 with the probability of 0,004.

   - Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Attitude Toward Advertising and Perceived Quality.

5. The test of variable Attitude Toward Advertising toward Brand Awareness.

   H2b : Individuals' attitudes toward the advertisements undertaken for a brand have a positive influence on brand awareness.

- With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 3,952 with the probability of 0,000.

- Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Attitude Toward Advertising and Brand Awareness.

6. The test of variable Attitude Toward Advertising toward Brand Associations.

H2c : Individuals' attitudes toward the advertisements undertaken for a brand have a positive influence on brand associations.

- With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 3,068 with the probability of 0,002.

- Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Attitude Toward Advertising and Brand Associations.

7. The test of variable Brand Awareness toward Perceived Quality

H3 : Brand awareness has a positive influence on perceived quality.

- With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 5,538 with the probability of 0,000.

- Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Brand Awareness and Perceived Quality.

8. The test of variable Brand Awareness toward Brand Associations.

H4 : Brand awareness has a positive influence on brand associations.

- With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 6,009 with the probability of 0,000.

- Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05,

therefore it conclude that there is a positive impact between Brand Awareness and Brand Associations.

9. The test of variable Perceived Quality toward Brand Loyalty.

   H5 : Perceived quality has a positive influence on brand loyalty.

   - With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 5,880 with the probability of 0,000.

   - Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05, therefore it conclude that there is a positive impact between Perceived Quality and Brand Loyalty.

10. The test of variable Brand Associations toward Brand Loyalty.

    H6 : Brand associations have a positive influence on brand loyalty.

    - With the significant level (α) = 5% = 0,05 and the calculation result of Structural Equation Modeling (SEM) it obtained a value of t_{value}= 5,212 with the probability of 0,000.

    - Refer to the result of processing data it obtained **score of probability** = 0,000 < **Level of Significant** = 0,05,

therefore it conclude that there is a positive impact between Brand Associations and Brand Loyalty.

4.4. Discussion

The result of the analysis shows that the score of probability = 0,002 < Level of Significant = 0,05, therefore it can be conclude that there is a positive impact on Advertising Spending and Perceived Quality. This result means that how a certain brand spends on their advertising would affect the consumer perception on the perceived quality of the product or services that offer by the brand. In this study, means that Indomie already spent a proper amount of capital in their advertising in order to improve the perceived quality of their product. Align with the study that conducted by (Buil, et al, 2013) advertising spending has slight impact on the perceived quality even the enhancement was not significant. Consistent with the previous study, consumers seem to be forming their quality perceptions through the different mechanism for durable goods and non-durable, consumers may acquire more objective information about durables before purchase because of the greater commitment and financial outlay that involve in the brand itself (Moorthy, and Zhao, 2000). It reflects that how the brand invest on their advertisement seems to give positive impact to consumer perceived quality of the product or services.

The result of the analysis shows that the score of probability = 0,000 < Level of Significant = 0,05, therefore it can be concluded that there is a positive impact between Advertising Spending and Brand

Awareness. This result means that how certain brand spends on their advertising would affect the consumer awareness of the brand. The previous study also reveals that perceived advertising spending has a positive impact on brand awareness, even though that advertising investment seems do not necessarily enhance perceived quality and brand associations (Buil, et al., 2013). For a brand that at the top of the market should formulating a larger communications strategy in order to create brand awareness (Human, et al., 2011) and to formulating a larger communication strategy in order enhance the advertising awareness, surely a brand need to invest more on their advertising.

The result of the analysis shows that the score of probability = 0,006 < Level of Significant = 0,05, therefore it can be concluded that there is a positive impact on Advertising Spending and Brand Associations. This result means that how certain brand spends on their advertising would affect the consumer associations of the brand. Gwinner and Eaton (1999) agree that the brand image is brand associations in the memory of the consumers to concerning the brand, it might be the similarity of them to the brand or how familiar some brand in the perspective of the consumers. The writers suspect that brand associations are a slightly above the awareness, which brand associations reflect that the consumers already know well the brand and make them repeat to utilize the product or services of the brand. In the study that conducted by Buil, et al (2013) the investment on the advertising is not sufficient to

positively influence the brand associations, however, the research is conducted in different product category also different demography with this study. There is many factors that influence the behavior of the consumers to act toward the advertisement (Keller, 2003).

The result of the analysis shows that the score of probability = 0,004 < Level of Significant = 0,05, therefore it can be concluded that there is a positive impact between Attitude Toward Advertising and Perceived Quality. This result means that how certain brand executes their advertising would affect the consumer perception of the quality of the product or services offers by the brand. Farris and Albion (1980) stated that persuasive advertising affects the consumer preferences, tastes, changes product attributes and differentiates the product or services toward the competitors. This study also reveals that there is a correlation between how the advertising delivers its messages regarding the consumer perception of the quality, proven by the t-value of 2,725. Thus, it is important for the business or entity to develop well their advertisement to be able to represent its product quality.

The result of the analysis shows that the score of probability = 0,000 < Level of Significant = 0,05, therefore it can be concluded that there is a positive impact between Attitude Toward Advertising and Brand Awareness. This result means that how certain brand executes their advertising would affect the consumer awareness of the brand. This also in line with the statement of Farris and Albion (1980) in their study that "We

propose that persuasive advertising is more likely to encourage consumers to ask their doctors about an advertised drug than reminder and informational advertising", means that the customers likely to seek another information about the product that they see in the advertisement, it is good for the business that the customers already aware of their product or services and probably will become their loyal customers. The correlation between attitude toward advertising and brand awareness also gives most significant impact compared with the other correlation to brand equity dimension, with t-value of 3,952.

The result of the analysis shows that the score of probability = 0,002 < Level of Significant = 0,05, therefore it can be conclude that there is a positive impact between Attitude Toward Advertising and Brand Associations. This result means that how certain brand executes their advertising would affect the consumer associations on the brand. Consistently, how the brand communicates with the customers may be the key factor to increase brand equity. Thus, as the study conducted, individuals' attitudes toward advertisements give significant impact to influencing perceived quality, brand awareness, and brand associations (Buil, et al., 2013).

The result of the analysis shows that the score of probability = 0,000 < Level of Significant = 0,05, therefore it can be conclude that there is a positive impact between Brand Awareness and Perceived Quality. This result means that how the degree of consumers awareness of certain

brands will reflect their perspective on the quality of the product or services that offers by the brand. Customers are occasionally unsure about the quality of the product or services, and therefore perceive their decisions as risky. According to the theory of information economics, brand awareness may decrease buyer perceived risk because it can reduce buyer information costs (Erdem and Swait 1998). More specifically, brand awareness role as a significant signal of outstanding good reputation of certain brand product or services (Hoyer and Brown 1990). Thus, purchasing high-awareness brands is considered with reducing the risk for the consumers.

The result of the analysis shows that the score of probability = 0,000 < Level of Significant = 0,05, therefore it can be conclude that there is a positive impact between Brand Awareness and Brand Associations. This result means that how the degree of consumers awareness of certain brands will reflect their perspective of how the brands might be familiar with them. It seems that consumers tend to buy a brand that associated with high awareness levels such the brand that has strong brand equity. In the other hand, brand awareness affects customer purchase process through the strength of its associations to the brand (Keller 1993; Erdem and Swait 1998). Improving brand awareness may increase the degree of its brand association (Aaker 1996). Besides, brand awareness will positively influence the perceived value of the brand. Consumers often

prefer to buy brands that they already familiar and well-known(Aaker 1996).

The result of the analysis shows that the score of probability = 0,000 < Level of Significant = 0,05, therefore it can be conclude that there is a positive impact between Perceived Quality and Brand Loyalty. This result means that how the product quality are developed will gives impact to their loyalty of a certain brand. Perceived quality is considered to be one of the contributing factors of brand loyalty. Khan, Zain-ul-Aabdean, Nadeem and Rizwan (2016) investigated the impact of perceived quality on brand loyalty and the correlation analysis results showed that perceived quality is considered as highly correlated with brand loyalty and have a and significant relationship. It means that an increase or decrease in perceived quality will give an impact on brand loyalty (Khan, Zain-ul-Aabdean, Nadeem & Rizwan 2016). Reich, McCleary, Tepanon, & Weaver, (2006) investigated in their study that the product or service quality affect brand loyalty. Their results showed that quick-service restaurants in Nigeria need to be more concerned with product quality especially in taste, freshness, and temperature, and focus on the overall service quality to build brand loyalty. In line with the previous study, the study that conducted in this research also reveals that the perceived quality of Indomie has a highly significant impact on the brand loyalty, considering the t-value of 5,880.

The result of the analysis shows that the score of probability = 0,000 < Level of Significant = 0,05, therefore it can be concluded that there is a positive impact between Brand Associations and Brand Loyalty. This result means that how familiar them with the brand will gives impact to their loyalty of a certain brand. According to Atilgan, Aksoy, and Akinci (2005) a strong brand association creates higher loyalty. In the previous study conducted by Azadi, Esfahani and Mohammadpoori (2015) investigated the correlations between the brand association and brand loyalty in the customers of private clubs in Iran. The result has shown that there was a significant relationship between brand association and brand loyalty in the customers of the private club. Moreover, a study done by Atilgan, Aksoy, and Akinci (2005) revealed that if customers have more positive association with the brand, they would be loyal to the brand and vice versa. It is in line with the study that conducted by the writer, that the correlation between brand associations and brand loyalty were the most significant correlation in compare to the other. Brand association which lay on some aspects such the familiarity of the customers with the product or services, the reflection of the customers on the brand itself, it will highly influence them to become loyal to the brand.

4.4.1. Direct Effects of The Variable

The result of direct effect analysis of advertising spending, attitude toward advertising,

56

perceived quality, brand awareness, brand associations, and brand loyalty of Indomie instant noodle among university students in Yogyakarta as seen on the next page:

Table 4.12
Direct Effects of The Variable

Variable	Advertising Spending	Attitude Toward Advertising	Perceived Quality	Brand Awareness	Brand Associations
Perceived Quality	0,204	0,225	-	0,415	-
Brand Awareness	0,351	0,351	-	-	-
Brand Associations	0,186	0,262	-	0,534	-
Brand Loyalty	-	-	0,394	-	0,403

Source: Processed Primary Data, 2018

According to the calculating above, it describes that there is a direct effects of advertising spending toward perceived quality in the amount of 0,204, effects of advertising spending toward brand awareness in the amount of 0,351, effects of advertising spending toward brand associations in the amount of 0,186, effects of attitude toward advertising toward perceived quality in the amount of 0,225, effects of attitude toward advertising toward brand awareness in the amount of 0,351, effects of attitude toward advertising toward brand associations in the amount of 0,262, effects of brand awareness toward perceived quality in the amount of 0,415, effects of brand awareness toward brand associations in the amount of 0,534, effects of

perceived quality toward brand loyalty in the amount of

0,394, effects of brand associations toward brand loyalty in

the amount of 0,403.

4.4.2. Indirect Effects of The Variable

The result of indirect effect analysis of advertising spending, attitude toward advertising, perceived quality, brand awareness, brand associations, and brand loyalty of Indomie instant noodle among university students in Yogyakarta as seen on the table below:

Table 4.13
Indirect Effects of The Variable

Variable	Advertising Spending	Attitude Toward Advertising	Perceived Quality	Brand Awareness	Brand Associations
Perceived Quality	0,146	0,145	-		-
Brand Awareness	-	-	-	-	-
Brand Associations	0,187	0,187	-	-	-
Brand Loyalty	0,288	0,327	-	0,379	-

Source: Processed Primary Data, 2018

According to the calculating above, it describes that there is a indirect effects of advertising spending toward perceived quality in the amount of 0,146, effects of advertising spending toward brand awareness in the amount of 0,187, effects of advertising spending toward brand loyalty in the amount of 0,288, effects of attitude toward advertising toward perceived quality in the amount of

0,145, effects of attitude toward advertising toward brand associations in the amount of 0,187, effects of attitude toward advertising toward brand loyalty in the amount of 0,327, effects of brand awareness toward brand loyalty in the amount of 0,379.

4.4.3. Total Effects of The Variable

The result of total effect analysis of advertising spending, attitude toward advertising, perceived quality, brand awareness, brand associations, and brand loyalty of Indomie instant noodle among university students in Yogyakarta as seen on the table below:

Table 4.14
Total Effects of The Variable

Variable	Advertising Spending	Attitude Toward Advertising	Perceived Quality	Brand Awareness	Brand Associations
Perceived Quality	0,350	0,371	-	0,415	-
Brand Awareness	0,351	0,351	-	-	-
Brand Associations	0,374	0,449	-	0,534	-
Brand Loyalty	0,288	0,327	0,394	0,379	0,403

Source: Processed Primary Data, 2018

According to the calculating above, it describes that there is a total effect of advertising spending toward

perceived quality in the amount of 0,350, effects of advertising spending toward brand awareness in the amount of 0,351, effects of advertising spending toward brand associations in the amount of 0,374, effects of advertising spending toward brand loyalty in the amount of 0,288, effects of attitude toward advertising toward perceived quality in the amount of 0,371, effects of attitude toward advertising toward brand awareness in the amount of 0,351, effects of attitude toward advertising toward brand associations in the amount of 0,449, effects of attitude toward advertising toward brand loyalty in the amount of 0,327, effects of brand awareness toward perceived quality in the amount of 0,415, effects of brand awareness toward brand associations in the amount of 0,534, effects of brand awareness toward brand loyalty in the amount of 0,379, effects of perceived quality toward brand loyalty in the amount of 0,394, effects of brand associations toward brand loyalty in the amount of 0,403.

5. Conclusion and Suggestion

This conclusion and suggestion is part of the research about "Examining The Role Of Advertising In Brand Equity Creation: Indomie Instant Noodle Among Perspective of University Students In Yogyakarta". In the research that already conducted, it can be concluded that there is a positive impact among the variables. Between Advertising Spending toward Perceived Quality, Advertising Spending toward Brand Awareness, Advertising Spending toward Brand Associations, Attitude Toward Advertising toward Perceived Quality, Attitude Toward Advertising toward Brand Awareness, Attitude Toward Advertising toward Brand Associations, Brand Awareness toward Perceived Quality, Brand Awareness toward Brand Associations, Perceived Quality toward Brand Loyalty, and Brand Associations toward Brand Loyalty.

5.1. Conclusion

Compared with the previous study and considering the background of the research, the researcher sums up into several points. All the hypothesis are supported, led the researcher to conclude that advertising has proven to give positive impact to the creation of brand equity. Besides, comparing the findings that already occur, brand awareness give the most significant value that affected by advertising, in comparison of other three variables in David Aaker Brand Equity Model which are perceived quality, and brand associations. In contrast, brand association is the most insignificance variables that affected by advertising. However,

the value is still considering as positive. This findings hopefully will give insights to marketing enthusiast, particularly brands and advertising practitioner to generate effective advertising for their product or services, specifically in low involvement category.

5.2. Suggestion

Firstly, The result of brand equity dimension which are: perceived quality, brand awareness, brand associations, and brand loyalty. From those four variables, brand awareness is the most significant component that affected by the amount of advertising spending on brands. Therefore, it is important for the brand to focussing design advertisements that target a massive awareness, even the perceived quality and also brand associations are also should be considered. However, formulate advertising that focuses on the awareness are the most effective. Alongside with the advertising spending, the next variable which is the attitude toward advertising also give most significant impact in the brand awareness in the amount of 0,416 or 41,6% it means that creating advertising that focuses on the awareness is most effective for the brand.

Secondly, The researcher believes that there will be some update regarding brand equity in the future, this field was never settled and always be dynamical. It is important if there will be another study regarding this topic in the future, increasing the amount of the sample, improving the indicators, also add the observed variable would increase the future research accuracy and credibility.

References

Aaker, D. A. (1991), Managing brand equity: Capitalizing on the value of a brand name. New York: Free Press.

Aaker, D. A. (1996), Building strong brands. New York: Free Press.

Agrawal, D. (1996), "Effect of brand loyalty on advertising and trade promotions: A game theoretic analysis with empirical evidence". *Marketing Science*, 15(1): 86-106.

Allen, C.T., Machleit, K.A. and Kleine, S.S. (1992), "A comparison of attitudes and emotions as predictors of behavior at diverse levels of behavioral experience", *Journal of Consumer Research,* Vol.18. No.4, pp.493-504.

Anderson, J. C., & Gerbing, D. W. (1988), "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach". *Psychological Bulletin*, 103(3), 411-423.

Atilgan, E., Aksoy, S., & Akinci, S, (2005), "Determinants Of The Brand Equity: A Verification Approach In The Beverage Industry In Turkey", *Marketing Intelligence & Planning*, 23(3), pp. 237-248.

Azadi, E.M. (2015), "Relationship Between Brand Association And Brand Loyalty In The Fans Of Private Clubs In Iran", *Biomed Pharmacol Journal*, 8(2), pp. 1

Bahia,K., Nantel, J., Nantel,J.,and Hautes,Â.E. (2011), "A reliable and valid measurement scale for the perceived service qualityof banks". *International Journal of Bank Marketing*, 18(2), 84 -91

Bauer, J., Schmitt, P., Morwitz,V. and Winer, R. (2005), "Managerial decision making in customer management: adaptive, fast and frugal?", *Journal of the Academy of Marketing Science*, Vol.41No.4,pp. 436-455.

Browne, M.W. & Cudeck, R. (1993), "Alternative ways of assessing model fit. In Bollen, K.A. & Long, J.S." [Eds.] *Testing structural equation models*. Newbury Park, CA: Sage, 136–162.

Buil, I., Chernatony L.D. and Martinez, E. (2013), "Examining The Role Of Advertising And Sales Promotions In Brand Equity Creation", *Journal of Business Research,* vol.66 pp.115-122.

Clark, C.R., Doraszelski, U. & Draganska, M. Quant Mark Econ (2009), 7: 207. https://doi.org/10.1007/s11129-009-9066-

Dreyer, A (2012), "The perceptions of tourists regarding the branding of South African National Parks. Potchefstroom" : North West University of Potchefstroom.

Durianto, Darmadi. (2001), "Strategi Menaklukan Pasar Melalui Riset Ekuitas Dan Perilaku". Jakarta : PT Gramedia Pustaka Utama.

Erdem, T., Swait, J. (1998), "Brand Equity as a Signaling Phenomenon", *Journal of Consumer Psychology*, 7(2), pp. 131–157.

Ferguson, J. (1982), "Comments On "The Impact Of Advertising On The Price Of Consumer Products", *Journal of Marketing*, 46(1), pp.102-105.

Ferdinand, A. (2002), "Structural Equation Modelling dalam Penelitian Manajemen". Semarang: FE UNDIP.

Fornell, C., and Larcker, D. F. (1981), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error", *Journal of Marketing Research*, (18:1), pp. 39-50.

Ghozali, I. (2005), *"Aplikasi Analisis Multivariate dengan SPSS"* Semarang: Badan Penerbit UNDIP.

Gwinner K., P. Eaton, J. (1999), "Building Brand Image Through Event Sponsorship: The Role Of Image Transfer", *Journal of Advertising*, 28(4): pp.47 - 57.

Ha, C. L. (1998), "The Theory Of Reasoned Action Applied To Brand Loyalty", *Journal of Product and Brand Management*, 7(1), pp. 51 – 61.

Hair Jr., J. F. et al. (1998), "Multivariate Data Analysis with Readings. Englewood Cliffs, NJ: Prentice-Hall".

Hamer, L. O. (2006), "A confirmation perspective on perceived service quality", *Journal of Services Marketing*, 20(4), pp. 219–232.

Holmes-Smith, P. (2001) "Introduction to Structural Equation Modeling Using LISREL". ACSPRI Winter Training Program, Perth.

Hornik, J. and Miniero, G. (2010), "A Comparative And Cumulative Meta-Analysis Of Advertising Appeals", Working Paper No 7/2010.

Hoyer, W.D., Brown, S.P. (1990), "Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product", *Journal of Consumer Research*, 17(2), pp.141–148.

Hulland, J. (1999), "Use Of Partial Least Squares (PLS) In Strategic Management Research: A Review Of Four Recent Studies", Journal of Strategic Management(20), pp. 195–204.

Human, G., Ascott-Evans, B. and Xabanisa, SS. (2011), "Advertising, Brand Knowledge And Attitudinal Loyalty In Low-Income Markets: Can Advertising Make A Difference At The 'Bottom-Of-The-Pyramid'?", *Management Dynamics*, vol.20 no.2

Jacoby, Jacob., B. Kyner, David. (1973). "Brand Loyalty vs. Repeat Purchasing Behavior". "*Journal of Marketing Research"*. 10. 1. 10.2307/3149402. Jakarta.

Jensen, J. M., and Hansen, T. (2006), "An Empirical Examination Of Brand Loyalty". *Journal of Product and Brand Management*, 15(7), 442–449.

Jöreskog, K.G. & Sörbom, D. (1996), "LISREL 8 User's Reference Guide. Chicago: Scientific Software".

Keller, K.L. (1993), "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity". *Journal of Marketing*, 57, 1-22. http://dx.doi.org/10.2307/1252054

Keller, K.L. and Lehmann, D.R. (2003), "How Do Brands Create Value?", *Marketing Management*, Vol. 12 No. 3, pp. 27-31.

Khan, M. N., Zain-ul-Aabdean, M. S., Nadeem, B., & Rizwan, M. (2016), "The Impact of Product and Service Quality on Brand Loyalty: Evidence from Quick Service Restaurants", *American Journal of Marketing Research*, 2(3), pp. 84-94

Kim, H. and Lee, C. (2012), "Differential effects of fear-eliciting DTCA on elaboration, perceived endorser credibility, and attitudes", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 6 No. 1, pp. 4-22.

Kim, J., Johnson, K.K. (2013), "The impact of moral emotions on cause-related marketing campaigns: a cross-cultural examination", *Journal of Business Ethics*, Vol. 112 No. 1, pp.79-90.

Kotler, Philip. (1997), "Standing Room Only: Strategies for Marketing the Performing Arts". Boston: Harvard Business School Press.

Kotler., Keller. (2007), Manajemen Pemasaran, Edisi 12, Jilid 1, PT.Indeks,

Krishnamurthi, L., Raj, S. P. (1991). "An Empirical Analysis of the Relationship between Brand Loyalty and Consumer Price Elasticity" , *Marketing Science*, 10, 172-183

Lavidge, R., & Steiner, G. (1961), "A Model for Predictive Measurements of Advertising Effectiveness", *Journal of Marketing*, 25(6), 59-62. doi:10.2307/1248516

Limbu, Y., & Torres, I. M. (2009), "The Effects Of Involvement And Ad Type On Attitudes Toward Direct-To-Consumer Advertising Of Prescription Drugs", *Journal of Health and Human Services Administration*, 32(1), pp. 51-38.

Liu, F., Cheng, H. and Li, J. (2009), "Consumer responses to sex appeal advertising: a cross-cultural study", *International Marketing Review*, Vol. 26 No. 4, pp. 501-20.

Loehlin, J.C. (1997), Latent Variable Models: An Introduction to Factor, Path, and Structural Analysis. Hillsdale, NJ: Erlbaum.

Lubis, Mila. (2017, September 13). *Belanja Iklan Tumbuh Perlahan.* Retrived from http://www.nielsen.com/id/en/press-room/2017/BELANJA-IKLAN-TUMBUH-PERLAHAN.html

Mehta, A. (2000), "Advertising attitudes and advertising effectiveness", *Journal of Advertising Research*, Vol. 40 No. 3, pp. 67-72.

Moorthy, S. and Zhao, H. (2000), "Advertising Spending and Perceived Quality", *Marketing Letters,* vol.11 no.3, pp. 221

Oh, J., and Fiorito, S. S. (2002), "Korean women's clothing brand loyalty", *Journal of Fashion Marketing and Management*, 6(3), 206-222.

Oliver, R. (1999). "Whence Consumer Loyalty?", *Journal of Marketing*, 63, pp. 33-44. doi:10.2307/1252099

Palumbo, F., Herbig, P., and Palumbo, F. (2000), "The multicultural context of brand loyalty", *European Journal of Innovation Management*, 3(3), pp. 116 –125.

Parasuraman, A., Zeithaml, V.A. and Berry, L.L. (1985), "A conceptual model of service quality and its implication", *Journal of Marketing*, Vol. 49, Fall, pp. 41-50.

Reich, A. Z., McCleary, K. W., Tepanon, Y., & Weaver, P. A., (2006), "The Impact Of Product And Service Quality On Brand Loyalty: An Exploratory Investigation Of Quick-Service Restaurants", *Journal of Foodservice Business Research*, 8(3), pp.35-53.

Rosenhan, D.L., Karylowski, J., Salovey, P. and Hargis, K. (1981), "Emotion and altruism", in Rushton, J.P. and Sorrentino, R.M. (Eds), "*Altruism and Helping Behaviour*", Lawrence ErlbaumAssociates ,Hillsdale, NJ , pp.233-248.

Rotfeld, H. J. (2007), "Is There A Strategy Behind Buying Advertising Time And Space?", *Journal of Consumer Marketing*, 24(3), pp.131–132.

Rüçhan Kayaman, Huseyin Arasli, (2007), "Customer based brand equity: evidence from the hotel industry", *Managing Service Quality: An International Journal*, Vol. 17 Issue: 1, pp.92-109

S.A. Aduloju, A.O. Odugbesan, S.A. Oke, (2009), "The effects of advertising media on sales of insurance products: a developing-country case", *The Journal of Risk Finance*, Vol. 10 Issue: 3, pp.210-227.

Saleem, M., S. Yang, Grace., and Ramasubramanian, S. (2016), "Reliance on Direct and Mediated Contact and Public Policies Supporting Outgroup Harm", *Journal of Communication*.

Schiffman, L. and Kanuk, L. (2010). Consumer behavior. 10th ed. Englewood Cliffs, N.J.: Pearson education.

Sekaran, U. (2000), "Research Methods For Business: A Skill-Building Approach". New York: J. Wiley.

Shiv, B., Fedorikhin, A. (1999), "Heart And Mind In Conflict: The Interplay Of Affect And Cognition In Consumer Decision Making", *Journal of Consumer Research*, Vol. 26 No. 3, pp.278-292.

Sigit, Soehardi. 2003. "*Pengantar Metodologi Penelitian Sosial-Bisnis-Manajemen Cetakan Ke-Tiga*",

Swanepoel, B., Slabbert, J. A., De, B. A., & Joubert, Y. (2012), "Introducing labour relations management in South Africa: Adding value to Africa". Durban: LexisNexis.

Tabachnick, B.G., & Fidell, L. S. (2001), "Using Multivariate Statistics" (5th ed.). Pearson.

Tai, S. H. C. (2007), "Correlates of successful brand advertising in China. Asia Pacific" , *Journal of Marketing and Logistics*, 19(1), pp.40–56

Tho D. Nguyen., Nigel J. Barrett, Kenneth E. Miller, (2011), "Brand loyalty in emerging markets", *Marketing Intelligence & Planning*, Vol. 29 Issue: 3, pp.222-232.

Usman, M., Ilyas, S., Hussain, M.F. and Qureshi, T.M. (2010), "General attitude towards advertising: cultural influence in Pakistan", *International Journal of Marketing Studies*, Vol. 2 No. 2, pp.124-34.

Wang, C.L., Bristol, T., Mowen, J.C. and Chakraborty, G. (2000), "Alternative modes of self-construal: dimensions of connectedness-separateness and advertising appeals to the cultural and gender-specific self", *Journal of Consumer Psychology*, Vol. 9 No. 2, pp. 107-15.

Wind, Yoram (1982), "Product Policy: Concepts, Methods and Strategy" . Reading: Addison

Winterich, K. and Barone, M. (2011), "Warm glow or cold, hard cash? Social identify effects on consumers choice for donation versus discount promotion". *Journal of Marketing Research*, Vol. 48 No.5, pp.855-868

Yang, Z., Bi, Z. and Zhou, N. (2005). "The double jeopardy phenomenon and the mediating effect of brand penetration between advertising and brand loyalty". *Journal of Advertising Research* , 45(2): pp.211-221

Zeithaml, V. A. (1988), "Consumer perceptions of price, quality, and value: A means-end model synthesis of evidence", *Journal of Marketing*, 52, pp.2-22.

Appendix

AS1	AS2	AS3	ATA1	ATA2	PQ1	PQ2	PQ3	PQ4	BAW1	BAW2	BAS1	BAS2	BAS3	BL1	BL2
5	4	5	4	4	6	3	5	6	6	6	6	5	5	4	5
4	5	4	5	4	4	5	4	5	4	5	4	4	5	4	4
4	5	5	3	4	4	4	5	4	6	6	5	5	5	5	5
5	4	5	5	5	5	5	5	5	5	5	4	5	5	4	4
5	5	5	5	4	5	5	5	5	5	6	5	6	5	5	5
5	6	6	5	5	5	5	5	6	4	5	6	5	4	4	4
4	4	4	5	4	5	4	5	4	5	4	6	4	5	5	4
6	5	4	4	4	5	3	5	5	6	6	6	6	6	5	6
3	5	4	3	2	5	5	5	3	4	4	5	5	5	3	3
5	4	5	4	4	5	5	5	5	4	4	5	4	5	5	4
4	4	4	5	4	4	4	5	5	4	4	6	5	5	5	5
4	3	3	4	4	4	5	5	4	4	5	6	6	6	6	6
5	4	5	4	3	4	3	4	3	3	4	3	4	3	3	3
4	4	4	5	4	5	4	4	4	6	5	5	6	5	4	6
5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5
5	6	5	6	6	6	6	6	6	6	6	6	6	6	6	6
5	5	4	6	6	6	6	6	6	6	6	5	5	5	6	6
6	6	5	5	4	6	6	6	6	6	6	6	6	6	6	6
4	4	4	4	4	4	3	3	5	6	5	3	3	3	3	4
4	5	5	4	4	6	6	6	6	6	6	4	5	6	4	5
5	5	6	5	5	6	6	6	5	6	6	6	6	5	4	5
6	5	4	4	5	6	6	6	5	6	6	6	6	6	5	4
6	5	5	5	5	6	6	6	5	6	6	5	4	5	5	5
6	6	5	4	4	4	6	6	4	6	4	5	6	4	4	5
4	4	5	5	4	5	5	5	5	6	6	5	5	4	6	6
6	6	5	5	5	5	5	5	5	6	6	6	5	5	4	5
6	4	4	4	4	4	4	4	4	4	4	4	4	3	5	4
4	3	3	4	4	4	3	4	3	3	4	4	3	4	4	4
5	5	5	5	4	4	5	6	5	6	4	6	5	4	6	6
5	5	6	5	5	5	6	5	5	6	6	5	5	4	4	5
6	3	6	5	4	4	4	4	5	6	6	4	4	4	4	4
5	5	5	3	5	5	5	5	5	6	6	5	6	6	4	3
5	4	5	4	5	6	6	6	5	6	6	5	6	4	5	3
4	4	4	4	4	6	6	6	5	6	6	6	6	6	6	6
4	5	5	5	5	5	5	5	5	6	6	5	5	5	5	4
4	5	5	4	5	3	3	3	3	5	6	5	5	2	3	3
6	4	6	6	6	6	6	6	6	6	6	6	6	6	5	6
4	5	4	5	4	4	5	5	5	6	5	5	5	4	5	6
4	6	5	6	4	6	6	6	6	4	6	5	6	6	4	4
4	4	2	5	5	3	4	4	3	2	3	4	4	4	3	2

3	5	3	4	5	4	5	2	1	4	5	6	5	4	3	3
6	5	4	6	5	6	5	4	4	6	6	5	6	5	4	6
6	4	5	3	2	6	6	6	6	6	6	6	6	6	5	4
4	4	4	3	3	5	5	5	3	5	5	5	5	3	4	3
5	5	6	3	3	5	6	6	4	6	6	2	6	5	5	2
6	5	5	5	5	6	6	6	6	6	6	6	6	6	5	3
5	6	6	5	5	6	5	6	5	6	6	6	6	5	4	4
5	6	6	4	6	4	5	4	5	6	5	6	5	5	5	4
5	4	5	4	4	5	5	4	4	5	5	4	5	4	5	3
4	2	3	3	3	3	3	4	4	3	4	4	3	3	3	4
5	5	5	4	3	4	4	4	4	5	4	6	6	4	4	6
5	5	4	4	2	5	5	4	5	6	6	5	6	6	5	4
3	6	3	2	3	3	4	4	4	4	6	5	6	1	2	2
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	5
5	5	5	4	4	4	5	4	4	6	5	5	6	5	3	5
5	4	5	6	5	4	4	4	5	6	5	5	6	5	3	4
5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
6	3	4	5	3	2	2	3	1	5	5	6	4	4	4	3
5	5	5	4	4	5	6	5	5	6	6	6	6	6	6	4
5	3	5	4	3	3	3	3	3	2	3	5	4	4	2	6
4	3	4	4	4	4	4	4	3	5	5	5	5	4	5	5
5	5	5	5	5	3	5	3	2	6	5	5	6	5	3	3
6	6	6	5	6	6	6	6	6	6	6	6	6	6	6	6
5	6	5	5	6	6	6	6	5	6	6	5	4	3	4	4
5	4	4	4	3	5	5	5	4	6	6	5	6	4	5	6
4	6	4	5	4	5	5	5	2	6	6	5	5	5	4	4
5	5	4	4	5	4	4	4	5	5	5	4	4	4	5	4
4	5	4	5	4	5	5	4	4	5	5	5	4	3	2	3
6	5	5	5	4	4	5	5	2	5	4	5	5	5	2	1
5	5	6	6	3	5	5	6	4	4	5	5	6	4	5	2
5	5	5	4	4	5	5	5	5	6	6	5	5	4	4	4
5	6	5	6	6	5	6	5	5	6	6	6	6	6	5	4
5	5	5	4	3	5	5	5	3	5	5	5	5	5	5	5
4	4	4	4	3	3	3	4	3	2	3	3	3	3	3	2
4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	4
6	6	5	5	3	4	4	4	4	4	4	6	6	6	6	6
5	4	6	6	4	5	6	6	6	6	6	6	6	6	6	4
5	6	5	4	1	5	5	6	5	5	5	5	4	5	5	6
4	5	4	4	4	5	4	4	4	5	4	5	5	5	4	3
4	4	4	4	3	4	5	6	6	6	5	5	5	5	3	4
4	4	4	5	4	5	5	5	5	4	5	4	4	3	4	4
5	4	4	5	6	1	3	2	2	6	5	3	5	4	1	4
5	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4
4	6	5	4	5	6	5	6	5	6	6	4	5	6	4	5
6	4	4	4	4	4	6	4	4	4	4	4	4	4	4	4
4	4	4	4	5	5	5	6	4	5	5	6	5	6	3	2
6	5	4	5	2	6	6	4	3	6	6	6	6	5	4	1

5	5	5	5	6	5	5	5	5	6	6	5	6	5	5	4
5	5	5	4	4	4	4	4	4	5	5	5	4	4	3	4
6	3	6	5	4	5	6	4	3	6	6	5	6	4	5	1
5	5	5	5	5	5	5	5	5	4	4	5	5	3	3	4
5	5	5	5	5	5	4	4	4	6	6	5	5	6	5	5
5	5	5	5	5	4	5	5	4	6	6	5	5	5	4	4
6	5	5	4	5	5	5	5	5	5	6	5	5	4	4	4
5	5	5	5	5	6	5	6	5	6	6	6	6	5	6	6
4	5	5	4	4	5	5	4	5	4	6	5	5	5	5	3
4	6	5	4	4	6	6	5	3	6	6	5	6	4	6	5
6	6	6	4	5	6	6	6	2	6	6	6	6	6	5	2
6	5	5	6	6	5	5	5	5	6	6	6	6	6	6	3
6	6	6	3	1	1	3	4	2	3	4	6	5	4	2	1
6	5	5	5	4	4	6	5	5	6	4	6	5	5	4	4
4	4	4	4	4	5	6	5	4	5	4	5	4	4	5	3
6	6	6	6	6	5	6	6	5	6	5	6	5	6	6	6
4	6	4	6	6	6	6	6	5	6	6	4	6	6	6	1
5	5	5	4	3	4	5	5	5	5	5	4	5	4	3	2
4	3	4	4	4	3	4	3	3	3	4	4	3	3	3	3
5	5	5	5	3	5	5	5	3	6	4	5	5	5	3	2
4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	4
3	3	3	3	3	3	4	4	4	4	4	4	3	3	3	3
4	4	4	4	4	5	5	5	5	4	4	5	5	4	4	4
6	6	6	5	5	4	5	5	5	6	6	5	5	4	5	6
4	4	4	4	5	5	5	4	4	5	4	4	5	4	4	4
4	5	4	4	3	5	5	5	5	3	5	5	4	3	3	2
6	6	6	5	5	4	4	5	5	6	6	5	6	5	5	5
6	6	6	4	4	4	4	4	4	4	6	6	5	4	1	4
6	6	6	6	4	6	6	6	6	6	6	6	6	6	6	4
4	5	4	5	5	5	5	5	4	6	5	5	4	4	2	3
5	5	6	6	5	5	4	5	5	5	5	5	5	5	5	6
5	5	6	5	5	5	5	5	5	6	6	5	6	5	4	5
5	6	5	5	6	6	5	6	5	5	4	5	6	6	3	5
4	4	4	4	4	4	4	4	4	5	5	6	5	3	2	3
4	5	4	5	5	5	4	6	4	6	6	5	5	4	6	5
4	5	6	6	5	6	5	6	6	6	6	6	6	5	5	6
4	4	5	4	5	5	6	5	5	4	4	5	4	4	4	4
1	6	1	6	1	1	1	1	1	3	4	6	1	1	1	1
5	5	4	4	6	5	4	4	3	6	6	5	5	3	3	2
4	3	5	4	4	5	4	4	4	6	5	5	4	4	3	3
5	5	5	6	5	6	6	6	5	6	6	6	6	5	5	3
3	2	2	6	5	3	3	3	3	5	5	3	3	3	2	2
4	4	4	6	6	5	5	5	5	4	5	4	4	5	4	3
5	6	4	4	5	5	5	5	6	6	5	4	4	4	5	5
6	5	6	5	4	6	6	5	5	6	6	6	5	6	5	6
6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
5	6	4	4	4	5	6	6	4	6	6	6	5	4	3	2
5	5	5	4	5	5	4	4	4	5	4	5	4	3	4	4

6	6	5	5	6	6	5	5	5	6	6	6	6	6	6	6
3	3	4	5	3	4	5	4	4	4	5	4	3	3	3	4
6	4	6	6	4	6	6	6	2	6	6	6	6	6	6	5
5	5	5	4	4	5	5	5	5	5	5	5	5	5	4	2
5	6	5	5	5	6	6	6	6	6	6	6	6	6	6	6
5	4	5	4	5	5	5	5	6	6	4	5	3	3	3	2
4	5	4	4	4	4	4	5	4	4	4	5	4	4	5	4
4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	6
6	6	6	5	4	5	6	6	5	6	6	6	6	6	6	3
4	4	5	4	5	4	4	4	4	5	4	5	5	4	4	4
4	4	5	4	4	5	5	5	5	6	5	6	5	5	4	4
4	5	5	5	3	4	5	5	5	5	6	6	6	6	6	2
6	4	5	6	6	6	6	6	6	6	6	6	6	6	5	2
5	5	4	3	5	3	4	3	3	4	4	4	4	3	4	4
5	5	5	5	4	5	6	6	5	6	6	4	5	4	5	4
5	6	5	5	5	6	6	6	5	6	6	6	6	6	6	2
5	5	5	4	4	5	5	5	5	6	6	5	5	4	4	4
4	5	5	4	4	5	5	5	5	6	6	5	6	4	4	4
5	5	5	5	5	5	5	5	5	5	5	6	6	4	5	4
4	3	4	5	4	3	4	3	2	6	3	5	5	2	1	6
5	5	5	5	5	6	5	5	5	6	6	6	6	4	5	3
4	4	4	5	5	4	4	4	4	6	5	4	5	4	4	5
5	5	5	5	4	4	5	4	4	5	5	4	4	4	3	2
3	4	5	4	5	1	1	1	1	4	4	4	5	5	1	1
4	4	4	5	4	4	4	5	5	6	5	4	4	4	3	4
6	6	5	5	5	5	6	5	5	5	5	5	5	4	5	3
5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3
4	4	5	4	4	5	6	5	6	6	5	5	5	4	4	4
6	5	6	6	5	6	5	6	5	6	5	6	5	5	6	6
5	5	5	5	5	5	6	6	4	5	5	4	3	5	6	1
6	5	5	5	4	5	5	5	4	5	6	5	4	4	5	4
6	6	4	3	5	6	4	6	6	6	6	5	5	6	3	2
5	5	6	6	6	6	6	6	5	6	6	6	6	6	6	6
5	5	5	5	5	4	5	5	5	6	6	5	5	5	4	4
5	5	6	4	5	4	5	5	5	4	5	5	5	5	5	4
4	5	5	4	4	5	5	5	5	6	5	6	4	5	5	6
3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	5	4	4	4	5	5	4	5	4	4	4	3	4
4	5	4	6	3	6	6	6	6	6	6	6	6	6	6	6
4	4	5	5	5	6	5	5	5	6	6	6	6	6	4	4
5	5	6	6	6	6	6	6	6	6	6	6	5	6	6	6
4	5	3	5	5	5	5	5	5	5	5	5	5	5	4	2
5	6	4	4	4	5	5	5	4	4	5	5	3	5	4	2
4	4	4	4	5	4	4	4	4	5	4	4	3	4	4	4
5	4	4	4	3	4	5	5	4	6	6	6	5	4	4	3
4	4	5	5	5	6	6	6	4	5	6	6	6	4	5	3
6	6	6	6	6	5	5	5	3	5	6	4	5	5	4	5
5	2	5	4	5	5	5	5	5	6	6	5	5	6	6	6

3	3	4	3	3	5	5	4	3	4	3	3	4	3	4	3
6	6	6	6	5	5	5	5	5	6	6	6	6	6	4	5
5	4	3	6	6	3	4	5	5	6	4	2	6	6	4	5
4	4	4	5	5	5	5	5	5	5	5	5	4	5	4	3
4	6	4	6	5	4	4	4	3	5	6	5	6	6	5	5
4	4	5	3	5	6	6	6	5	6	6	6	6	5	5	6
5	5	5	5	5	2	2	2	4	5	6	5	5	6	3	1
5	4	3	5	4	4	4	4	5	5	5	5	6	4	3	4
6	6	6	5	5	5	5	5	5	6	6	5	5	5	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
4	4	3	3	2	4	4	4	4	5	5	5	5	4	4	5
6	4	4	6	4	6	6	6	6	6	6	6	6	4	5	5
5	5	5	6	6	5	5	5	3	6	6	5	5	5	6	6
6	6	6	4	4	6	5	5	5	6	6	6	6	4	6	2
4	5	4	6	6	5	4	5	5	6	6	5	5	5	5	3
4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	5	4	4	4	3	4	4	5	4	4	3	4
5	6	6	6	2	6	6	6	6	6	6	6	6	6	6	6
3	3	3	5	4	4	5	5	5	5	5	4	5	3	1	1
4	5	4	6	5	5	5	4	5	5	5	5	6	4	3	3
4	5	4	6	5	3	5	5	5	5	5	6	6	3	4	5
5	5	5	4	4	4	5	4	3	6	5	5	6	4	5	3
5	4	6	5	5	4	5	5	5	4	4	6	5	5	3	3
5	5	4	6	6	6	6	6	5	6	6	6	6	5	6	6
4	5	5	4	5	4	4	4	4	5	5	4	5	4	4	4
4	3	4	4	5	4	4	4	4	5	5	4	4	3	2	2
4	2	4	4	4	5	5	5	5	6	5	5	5	3	5	5
4	3	4	3	3	3	3	3	1	6	4	5	5	3	3	2
3	3	4	4	4	6	6	6	6	5	5	5	4	3	3	3
3	5	3	3	2	3	2	3	4	6	6	5	6	3	5	5
4	4	3	3	4	4	4	4	4	6	6	5	6	3	6	6
4	3	3	6	5	6	6	5	5	5	5	5	5	5	3	5
3	3	3	6	6	6	6	6	6	6	6	6	6	6	4	3
5	6	5	5	4	6	6	5	5	6	6	4	6	6	4	1
1	1	1	4	4	1	1	1	1	1	1	1	1	4	3	1
6	6	5	6	4	5	6	4	6	6	4	4	4	6	5	4
4	5	5	5	6	6	6	6	6	6	6	3	6	4	6	6
5	5	5	6	6	6	6	6	6	6	6	6	6	6	6	6
3	2	3	5	6	4	4	4	4	5	5	5	4	4	4	4
5	5	5	5	6	6	6	6	3	6	6	5	5	4	5	4
4	3	3	5	5	4	4	3	4	4	4	4	5	5	4	3
4	4	4	5	5	4	5	4	3	6	5	4	4	5	3	3
4	5	4	4	4	5	5	5	5	6	6	6	6	5	4	3
4	4	3	4	4	3	5	3	3	6	6	6	3	5	3	6
2	6	2	6	6	6	6	6	6	3	3	6	6	6	6	6
5	2	4	4	4	5	5	5	5	6	6	5	5	4	4	3
4	4	4	5	5	4	5	5	5	5	5	5	5	4	3	2
5	5	5	3	3	4	4	5	5	3	3	5	1	3	1	1

3	4	2	4	4	4	4	5	4	6	6	4	6	6	2	3
4	3	3	3	3	6	6	6	6	4	3	5	5	5	5	3
5	5	5	5	3	4	6	4	4	4	2	5	5	4	4	3
5	6	3	3	3	2	2	1	1	5	5	1	1	1	1	1
5	2	4	5	4	6	6	6	6	6	6	4	6	4	5	5
5	4	4	3	4	4	4	4	5	5	5	4	5	2	3	2
4	2	3	5	5	4	5	4	4	5	5	4	4	4	2	6
5	5	5	4	3	4	5	5	5	4	4	5	3	5	3	3
6	6	6	4	4	6	5	5	5	6	6	6	6	5	5	4
3	5	2	5	3	3	3	4	5	6	6	6	6	6	6	5
3	3	3	3	3	3	3	3	3	3	3	2	2	2	3	2
4	4	5	4	1	6	5	6	6	6	6	1	6	3	6	6
5	4	5	5	4	5	5	5	5	6	6	6	6	5	5	5
5	5	5	4	4	6	5	6	4	6	6	4	5	3	5	2
5	5	5	5	5	5	6	6	6	6	6	6	6	5	6	4
3	4	3	3	3	4	4	4	4	4	5	5	5	4	4	5
5	5	5	5	5	6	6	6	6	6	6	6	6	6	6	6
4	5	5	4	3	4	4	5	4	4	5	4	5	4	3	4
5	5	5	5	6	4	6	5	5	6	6	5	6	6	6	2
4	4	4	4	5	6	4	5	5	6	6	4	6	5	4	5
5	5	5	4	5	6	6	6	6	6	6	6	6	6	6	6
5	6	5	5	5	6	4	5	5	5	5	5	4	6	4	4
3	4	2	5	5	5	5	5	5	5	5	5	5	4	4	4
5	6	4	4	4	3	6	4	5	6	6	3	5	3	5	3
5	4	5	5	5	5	5	5	4	6	6	4	5	4	4	6
4	3	4	3	5	4	4	4	5	5	5	5	5	5	5	5
4	5	4	6	5	5	5	5	5	6	6	6	6	3	6	6
6	4	5	6	4	5	6	6	5	6	6	5	5	5	6	6
4	4	5	5	3	6	6	6	5	6	6	5	6	5	5	6
5	5	5	5	5	5	5	5	5	5	5	5	5	5	1	1
6	6	6	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	4	6	3	4	6	4	1	3	6	3	4	4	4	4
4	5	4	5	6	5	4	5	5	6	6	5	5	5	3	3
4	3	4	3	5	3	5	4	4	6	6	4	5	2	2	3
4	4	4	4	4	5	5	5	5	5	5	5	5	5	3	4
3	4	4	2	4	3	4	4	4	4	4	4	4	4	4	4
4	6	6	6	5	6	6	6	5	6	6	6	6	6	6	6
3	3	2	5	5	6	6	6	6	5	5	6	6	5	5	5
5	5	6	6	6	6	6	6	6	6	6	6	6	6	6	6
4	4	5	5	4	4	4	5	3	5	5	6	5	4	4	3
4	4	4	6	6	6	6	6	6	6	6	6	6	6	6	6
5	4	5	4	5	6	5	5	6	4	5	6	5	6	6	5
5	5	5	5	5	4	5	5	6	5	5	5	6	5	4	5
3	4	3	4	4	5	5	5	5	5	5	5	5	5	5	3
6	5	6	5	4	6	6	6	5	6	6	6	6	5	5	5
5	5	5	6	6	6	2	4	4	6	6	6	4	5	3	3
3	3	3	6	6	4	4	4	4	6	6	6	6	5	6	5
4	4	3	4	4	6	6	6	4	6	6	6	6	6	6	6

5	2	5	5	5	5	5	5	5	6	6	6	6	4	5	6
4	3	4	3	3	3	4	3	3	4	4	3	3	4	3	3
5	2	4	4	2	5	4	5	5	6	6	5	6	5	2	2
6	6	6	6	6	5	6	6	6	5	6	6	3	4	3	1
5	5	5	5	4	5	5	5	5	6	6	6	6	5	3	3
5	5	5	5	4	5	5	5	5	6	6	6	6	5	3	3
4	5	4	5	6	3	3	4	4	5	6	5	6	4	5	6
5	5	4	4	4	6	6	5	4	5	5	5	5	5	4	5
3	3	2	6	5	5	5	5	5	6	6	2	3	3	5	5
6	6	6	6	6	4	5	5	5	6	6	6	5	6	3	4
4	5	4	4	5	5	5	5	5	6	6	6	4	4	4	3
6	6	6	6	6	6	6	6	6	6	6	5	5	6	5	5
5	5	4	5	6	6	3	6	5	6	5	4	5	4	5	6
4	4	4	4	3	4	5	5	5	4	4	5	4	4	4	4
4	5	5	4	6	6	5	6	4	6	6	5	6	6	6	6
5	6	5	5	5	4	5	4	4	6	6	5	5	5	4	3
5	4	4	4	5	6	6	6	5	6	5	4	4	4	3	3
6	6	6	5	5	6	5	5	5	6	6	6	6	5	5	3
5	5	5	5	4	5	5	5	4	4	6	5	5	4	5	4
5	4	4	5	5	5	3	4	3	5	5	5	4	5	4	3

QUESTIONNAIRE

Profil demografi

Mohon jawab pertanyaan dibawah ini dengan memberi tanda centang atau silang pada jawaban yang anda anggap sesuai

1. Apa jenis kelamin Bapak/ Ibu/ Saudara/ Saudari?

   a) Pria   b) Wanita

2. Berapakah usia Bapak/ Ibu/ Saudara/ Saudari?

   a) <20 tahun   b) 20-35 tahun

   c) 36-50 tahun   d) >50 tahun

3. Apa pekerjaan Bapak/ Ibu/ Saudara/ Saudari?

   a) Pelajar/ Mahasiswa   b) Wirausaha

   c) Pegawai swasta   d) Pegawai Negeri

   e) lainnya, sebutkan ....

4. Pendidikan terakhir Bapak/ Ibu/ Suadara/ Saudari?

   a) SMP   b) SMA

   c) Diploma   d) Sarjana

   e) Pasca Sarjana/ Sederajat

5. Berapa pendapatan perbulan (Uang saku bila pelajaran/Mehasiswa) Bapak/ Ibu/ Saudara/ Saudari?

   a) Sampai dengan 1,000,000   b) 1,000,000 – 3,000,000

   c) 3,000,000 – 5,000,000   d) lebih dari 5,000,000

6. Apakah Bapak/ Ibu/ Saudara/ Saudari pernah melihat iklan dari merek Indomie?

   a) Pernah   b) Belum pernah

7. Apakah Bapak/ Ibu/ Saudara/ Saudari pernah menggunakan produk dari merek mie instant Indomie?

    a) Pernah   b) Belum pernah

Kategori	Bobot nilai
SS = Sangat setuju	6
S = Setuju	5
CS = Cukup setuju	4
CTS = Cukup tidak setuju	3
TS = Tidak setuju	2
STS = Sangat tidak setuju	1

No	Kriteria	Penilaian					
		STS	TS	CTS	CS	S	SS
		1	2	3	4	5	6
	Pengeluaran Iklan						
1	Merek mie instan Indomie sangat sering melakukan iklan						
2	Merek mie instan Indomie sepertinya mengeluarkan biaya lebih untuk iklan						
3	Iklan dari produk Indomie sangat sering terlihat						
	Perilaku Terhadap Iklan						
4	Iklan dari Indomie orisinil						
5	Iklan dari merek Indomie terlihat berbeda dibandingkan iklan produk mie instan pada umumnya						
	Kualitas Yang Didapatkan						
6	Merek Indomie menawarkan kualitas produk yang sangat baik						
7	Merek Indomie menawarkan kualitas produk yang konsisten						
8	Merek Indomie menawarkan produk yang terpercaya						
9	Merek Indomie menawarkan komposisi produk yang baik						
	Kesadaran Merek						
10	Saat saya memikirkan jenis produk mie instan, merek Indomie adalah merek yang muncul						
11	Indomie adalah merek dari mie instan yang sangat						

	akrab dengan saya						
	Asosiasi Merek						
12	Merek Indomie sepadan dengan harganya						
13	Diantara produk mie instan, saya mengakui Indomie adalah pembelian yang tepat						
14	Merek Indomie memiliki sebuah kepribadian						
	Kesetiaan Merek						
15	Saya menganggap diri saya setia terhadap merek Indomie						
16	Saya tidak membeli produk mie instan lain jika merek Indomie tersedia di toko						

Correlations

		AS1	AS2	AS3	SkorTotal_AS
AS1	Pearson Correlation	1	.457*	.322	.751**
	Sig. (2-tailed)		.011	.083	.000
	N	30	30	30	30
AS2	Pearson Correlation	.457*	1	.583**	.857**
	Sig. (2-tailed)	.011		.001	.000
	N	30	30	30	30
AS3	Pearson Correlation	.322	.583**	1	.784**
	Sig. (2-tailed)	.083	.001		.000
	N	30	30	30	30
SkorTotal_AS	Pearson Correlation	.751**	.857**	.784**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

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

Correlations

		ATA1	ATA2	SkorTotal_ATA
ATA1	Pearson Correlation	1	.706**	.918**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
ATA2	Pearson Correlation	.706**	1	.929**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
SkorTotal_ATA	Pearson Correlation	.918**	.929**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

Correlations

		PQ1	PQ2	PQ3	PQ4	SkorTotal_PQ
PQ1	Pearson Correlation	1	.520**	.623**	.624**	.822**
	Sig. (2-tailed)		.003	.000	.000	.000
	N	30	30	30	30	30
PQ2	Pearson Correlation	.520**	1	.760**	.431*	.846**
	Sig. (2-tailed)	.003		.000	.017	.000
	N	30	30	30	30	30
PQ3	Pearson Correlation	.623**	.760**	1	.466**	.862**
	Sig. (2-tailed)	.000	.000		.009	.000
	N	30	30	30	30	30
PQ4	Pearson Correlation	.624**	.431*	.466**	1	.760**
	Sig. (2-tailed)	.000	.017	.009		.000
	N	30	30	30	30	30
SkorTotal_PQ	Pearson Correlation	.822**	.846**	.862**	.760**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

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

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

Correlations

		BAW1	BAW2	SkorTotal_BAW
BAW1	Pearson Correlation	1	.689[**]	.932[**]
	Sig. (2-tailed)		.000	.000
	N	30	30	30
BAW2	Pearson Correlation	.689[**]	1	.904[**]
	Sig. (2-tailed)	.000		.000
	N	30	30	30
SkorTotal_BAW	Pearson Correlation	.932[**]	.904[**]	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

Correlations

		BAS1	BAS2	BAS3	SkorTotal_BAS
BAS1	Pearson Correlation	1	.634**	.573**	.862**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
BAS2	Pearson Correlation	.634**	1	.603**	.868**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
BAS3	Pearson Correlation	.573**	.603**	1	.843**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
SkorTotal_BAS	Pearson Correlation	.862**	.868**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

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

Correlations

		BL1	BL2	SkorTotal_BL
BL1	Pearson Correlation	1	.699[**]	.923[**]
	Sig. (2-tailed)		.000	.000
	N	30	30	30
BL2	Pearson Correlation	.699[**]	1	.920[**]
	Sig. (2-tailed)	.000		.000
	N	30	30	30
SkorTotal_BL	Pearson Correlation	.923[**]	.920[**]	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

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

```
RELIABILITY
  /VARIABLES=AS1 AS2 AS3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.714	3

```
RELIABILITY
  /VARIABLES=ATA1 ATA2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.826	2

```
RELIABILITY
  /VARIABLES=PQ1 PQ2 PQ3 PQ4
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.833	4

```
RELIABILITY
  /VARIABLES=BAW1 BAW2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	2

```
RELIABILITY
  /VARIABLES=BAS1 BAS2 BAS3
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.820	3

```
RELIABILITY
  /VARIABLES=BL1 BL2
  /SCALE('ALL VARIABLES') ALL
  /MODEL=ALPHA
  /STATISTICS=DESCRIPTIVE SCALE

  /SUMMARY=TOTAL.
```

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.823	2

Jenis_Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	140	46.7	46.7	46.7
	Wanita	160	53.3	53.3	100.0
	Total	300	100.0	100.0	

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20 Tahun	38	12.7	12.7	12.7
	21-35 Tahun	262	87.3	87.3	100.0
	Total	300	100.0	100.0	

Pekerjaan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pelajar/ Mahasiswa	300	100.0	100.0	100.0

Pendidikan_Terakhir

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	5	1.7	1.7	1.7
	Pasca S	1	.3	.3	2.0
	Sarjana	32	10.7	10.7	12.7
	SMA	262	87.3	87.3	100.0
	Total	300	100.0	100.0	

Penghasilan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lebih dari Rp5,000,000	4	1.3	1.3	1.3
	Rp1,000,000 - Rp3,000,000	145	48.3	48.3	49.7
	Rp3,000,000 - Rp5,000,000	15	5.0	5.0	54.7
	Sampai dengan Rp1,000,000	136	45.3	45.3	100.0
	Total	300	100.0	100.0	

Pernah_Melihat_Iklan_Indomie

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	300	100.0	100.0	100.0

Pernah_Menggunakan_Produk_Indomie

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pernah	300	100.0	100.0	100.0

Statistics

		AS1	AS2	AS3	ATA1	ATA2	PQ1	PQ2	PQ3	PQ4	BAW1	BAW2	BAS1	BAS2	BAS3	BL1	BL2
N	Valid	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300	300
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4.6300	4.6100	4.5400	4.6467	4.4333	4.7500	4.8567	4.8400	4.5200	5.2767	5.2433	5.0067	5.0167	4.5900	4.2767	4.0067
Std. Deviation		.93238	1.02701	.98910	.90437	1.05321	1.07300	1.01302	.99551	1.11673	.95385	.89450	.96075	1.00653	1.07038	1.25114	1.43998
Minimum		1.00	1.00	1.00	2.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum		6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00
Sum		1389.00	1383.00	1362.00	1394.00	1330.00	1425.00	1457.00	1452.00	1356.00	1583.00	1573.00	1502.00	1505.00	1377.00	1283.00	1202.00
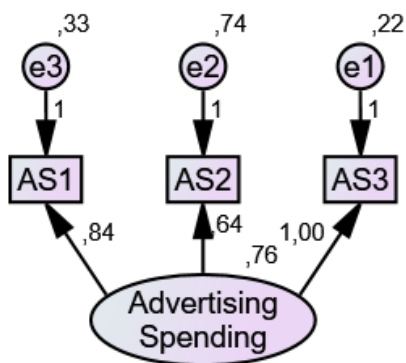
Goodness of Fit ==================
Chi-square = 1,000
GFI = 1,000
AGFI = \agfi
TLI = \tli
CFI = \cfi
RMSEA = \rmsea

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
AS3 <--- Advertising_Spending	1,000				
AS2 <--- Advertising_Spending	,643	,077	8,352	***	
AS1 <--- Advertising_Spending	,839	,085	9,906	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
AS3 <--- Advertising_Spending	,882
AS2 <--- Advertising_Spending	,546
AS1 <--- Advertising_Spending	,785

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Advertising_Spending	,758	,102	7,399	***	
e1	,217	,069	3,140	,002	
e2	,738	,066	11,122	***	
e3	,332	,054	6,115	***	

Goodness of Fit ==================
Chi-square = 1,000
GFI = 1,000
AGFI = \agfi
TLI = \tli
CFI = \cfi
RMSEA = \rmsea

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
ATA1 <--- AttitudeToward_Advertising	1,000				
ATA2 <--- AttitudeToward_Advertising	1,000				

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
ATA1 <--- AttitudeToward_Advertising	,740
ATA2 <--- AttitudeToward_Advertising	,635

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
AttitudeToward_Advertising	,446	,061	7,359	***	
e1	,369	,057	6,461	***	
e2	,659	,072	9,094	***	

95
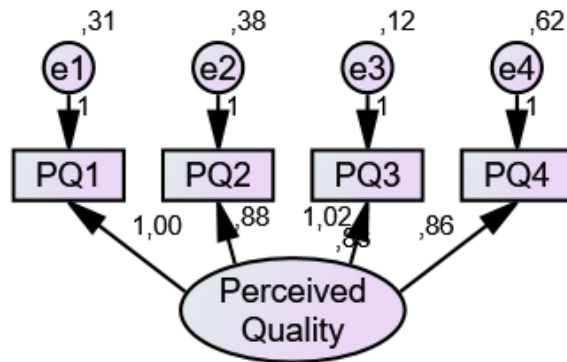
Goodness of Fit
==================
Chi-square = 4,419
Degrees of freedom = 2
Probability level = ,110
Cmin/DF = 2,210
GFI = ,993
AGFI = ,963
TLI = ,990
CFI = ,997
RMSEA = ,064

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
PQ1 <--- Perceived_Quality	1,000				
PQ2 <--- Perceived_Quality	,878	,053	16,645	***	
PQ3 <--- Perceived_Quality	1,021	,049	20,778	***	
PQ4 <--- Perceived_Quality	,861	,062	13,971	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
PQ1 <--- Perceived_Quality	,853
PQ2 <--- Perceived_Quality	,793
PQ3 <--- Perceived_Quality	,938
PQ4 <--- Perceived_Quality	,705

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Perceived_Quality	,834	,093	8,938	***	
e1	,313	,035	8,991	***	
e2	,379	,037	10,343	***	
e3	,118	,025	4,653	***	
e4	,625	,056	11,195	***	

Goodness of Fit ==================
Chi-square = 1,000
GFI = 1,000
AGFI = \agfi
TLI = \tli
CFI = \cfi
RMSEA = \rmsea

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates
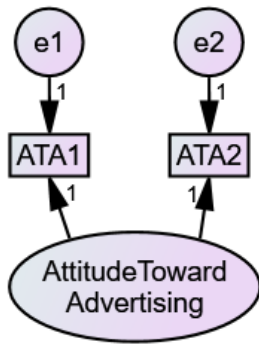
Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
BAW1 <--- Brand_Awareness	1,000				
BAW2 <--- Brand_Awareness	1,000				

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
BAW1 <--- Brand_Awareness	,815
BAW2 <--- Brand_Awareness	,869

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Awareness	,603	,060	9,999	***	
e1	,304	,043	7,124	***	
e2	,195	,038	5,102	***	
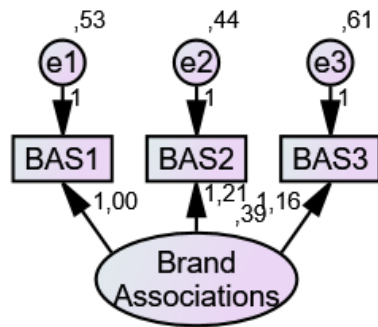
Goodness of Fit ==================
Chi-square = 1,000
GFI = 1,000
AGFI = \agfi
TLI = \tli
CFI = \cfi
RMSEA = \rmsea

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
BAS1 <--- Brand_Associations	1,000				
BAS2 <--- Brand_Associations	1,206	,149	8,104	***	
BAS3 <--- Brand_Associations	1,163	,141	8,225	***	

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
BAS1 <--- Brand_Associations	,653
BAS2 <--- Brand_Associations	,752
BAS3 <--- Brand_Associations	,681

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Associations	,392	,075	5,249	***	
e1	,528	,060	8,734	***	
e2	,439	,071	6,161	***	
e3	,612	,076	8,054	***	

Goodness of Fit ==================
Chi-square = 1,000
GFI = 1,000
AGFI = \agfi
TLI = \tli
CFI = \cfi
RMSEA = \rmsea

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

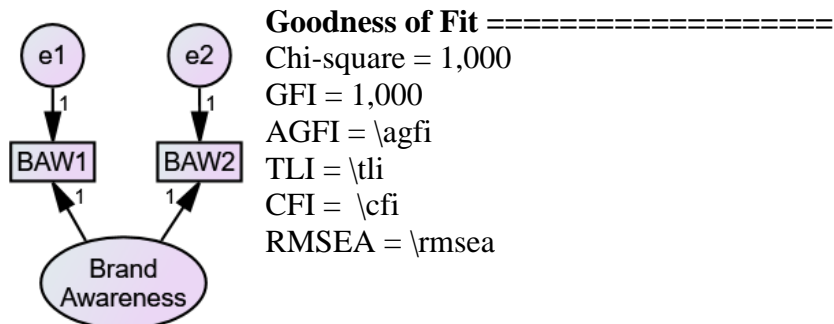**Regression Weights: (Group number 1 - Default model)**

	Estimate	S.E.	C.R.	P	Label
BL1 <--- Brand_Loyalty	1,000				
BL2 <--- Brand_Loyalty	1,000				

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
BL1 <--- Brand_Loyalty	,781
BL2 <--- Brand_Loyalty	,679

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Brand_Loyalty	,951	,118	8,096	***	
e1	,609	,101	6,017	***	
e2	1,115	,127	8,796	***	
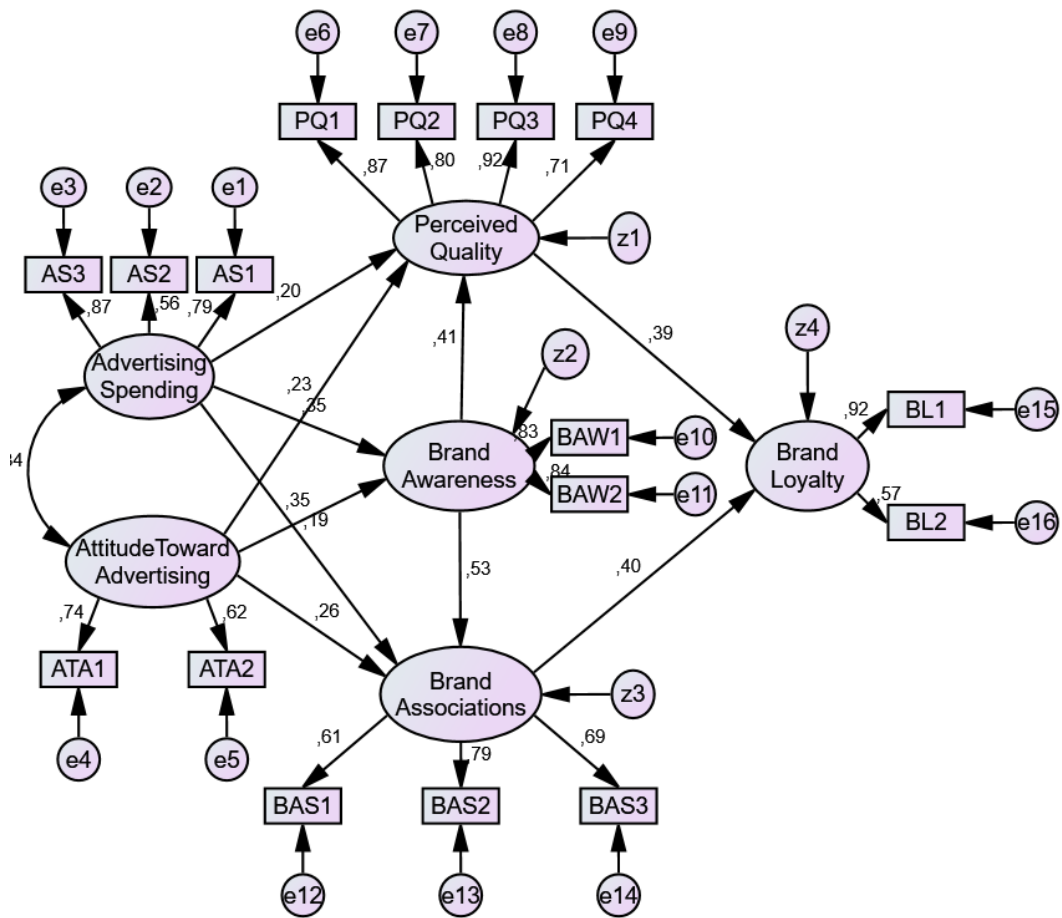
Analysis Summary

Date and Time

Date: Jumat, 23 Maret 2018
Time: 03.23.09

Title

All variable: Jumat, 23 Maret 2018 03.23

Notes for Group (Group number 1)

The model is recursive.
Sample size = 300

Variable Summary (Group number 1)

Your model contains the following variables (Group number 1)

Observed, endogenous variables
AS1
AS2
AS3
ATA1
ATA2
PQ1
PQ2
PQ3
PQ4
BAW1
BAW2
BAS1
BAS2
BAS3
BL1
BL2
Unobserved, endogenous variables
Perceived_Quality
Brand_Awareness
Brand_Associations
Brand_Loyalty
Unobserved, exogenous variables
Advertising_Spending
e1
e2
e3
AttitudeToward_Advertising
e4
e5
e6
e7
e8
e9
e10
e11
e12
e13
e14
e15
e16
z1
z4
z2
z3

Variable counts (Group number 1)

Number of variables in your model:　42
Number of observed variables:　　16
Number of unobserved variables:　26
Number of exogenous variables:　22
Number of endogenous variables:　20

Parameter Summary (Group number 1)

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	26	0	0	0	0	26
Labeled	0	0	0	0	0	0
Unlabeled	20	1	22	0	0	43
Total	46	1	22	0	0	69

Notes for Model (Default model)

Computation of degrees of freedom (Default model)

Number of distinct sample moments:　136
Number of distinct parameters to be estimated:　43
Degrees of freedom (136 - 43):　93

Result (Default model)

Minimum was achieved
Chi-square = 151,063
Degrees of freedom = 93
Probability level = ,000

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

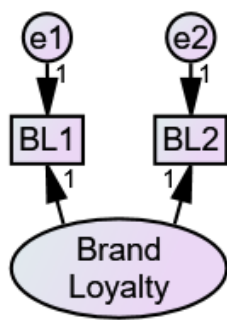**Regression Weights: (Group number 1 - Default model)**

			Estimate	S.E.	C.R.	P	Label
Brand_Awareness	<--	Advertising_Spending	,380	,079	4,835	***	
Brand_Awareness	<--	AttitudeToward_Advertising	,416	,105	3,952	***	
Perceived_Quality	<--	Advertising_Spending	,259	,082	3,172	,002	
Brand_Associations	<--	Advertising_Spending	,149	,055	2,725	,006	
Perceived_Quality	<--	AttitudeToward_Advertising	,313	,109	2,869	,004	
Brand_Associations	<--	AttitudeToward_Advertising	,230	,075	3,068	,002	
Perceived_Quality	<--	Brand_Awareness	,486	,088	5,538	***	
Brand_Associations	<--	Brand_Awareness	,395	,066	6,009	***	
Brand_Loyalty	<--	Perceived_Quality	,485	,082	5,880	***	
Brand_Loyalty	<--	Brand_Associations	,783	,150	5,212	***	
AS1	<--	Advertising_Spending	1,000				
AS2	<--	Advertising_Spending	,780	,085	9,159	***	
AS3	<--	Advertising_Spending	1,174	,095	12,322	***	
ATA1	<--	AttitudeToward_Advertising	1,000				
ATA2	<--	AttitudeToward_Advertising	,970	,152	6,378	***	
PQ1	<--	Perceived_Quality	1,000				
PQ2	<--	Perceived_Quality	,869	,051	17,173	***	
PQ3	<--	Perceived_Quality	,988	,046	21,700	***	
PQ4	<--	Perceived_Quality	,848	,060	14,212	***	
BAW1	<--	Brand_Awareness	1,000				
BAW2	<--	Brand_Awareness	,943	,069	13,727	***	

			Estimate	S.E.	C.R.	P	Label
BAS1	<---	Brand_Associations	1,000				
BAS2	<---	Brand_Associations	1,353	,139	9,764	***	
BAS3	<---	Brand_Associations	1,251	,138	9,041	***	
BL1	<---	Brand_Loyalty	1,000				
BL2	<---	Brand_Loyalty	,715	,093	7,704	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Brand_Awareness	<---	Advertising_Spending	,351
Brand_Awareness	<---	AttitudeToward_Advertising	,351
Perceived_Quality	<---	Advertising_Spending	,204
Brand_Associations	<---	Advertising_Spending	,186
Perceived_Quality	<---	AttitudeToward_Advertising	,225
Brand_Associations	<---	AttitudeToward_Advertising	,262
Perceived_Quality	<---	Brand_Awareness	,415
Brand_Associations	<---	Brand_Awareness	,534
Brand_Loyalty	<---	Perceived_Quality	,394
Brand_Loyalty	<---	Brand_Associations	,403
AS1	<---	Advertising_Spending	,788
AS2	<---	Advertising_Spending	,557
AS3	<---	Advertising_Spending	,872
ATA1	<---	AttitudeToward_Advertising	,741
ATA2	<---	AttitudeToward_Advertising	,617
PQ1	<---	Perceived_Quality	,867
PQ2	<---	Perceived_Quality	,798
PQ3	<---	Perceived_Quality	,923
PQ4	<---	Perceived_Quality	,706
BAW1	<---	Brand_Awareness	,833
BAW2	<---	Brand_Awareness	,838
BAS1	<---	Brand_Associations	,612
BAS2	<---	Brand_Associations	,790
BAS3	<---	Brand_Associations	,686
BL1	<---	Brand_Loyalty	,922
BL2	<---	Brand_Loyalty	,570

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Advertising_Spending	<-->	AttitudeToward_Advertising	,166	,042	3,997	***	

Correlations: (Group number 1 - Default model)

	Estimate
Advertising_Spending <--> AttitudeToward_Advertising	,339

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Advertising_Spending	,537	,074	7,244	***	
AttitudeToward_Advertising	,447	,088	5,101	***	
z2	,422	,060	6,999	***	
z1	,463	,056	8,215	***	
z3	,122	,029	4,243	***	
z4	,663	,146	4,550	***	
e1	,329	,044	7,489	***	
e2	,725	,065	11,185	***	
e3	,234	,051	4,606	***	
e4	,368	,071	5,172	***	
e5	,685	,083	8,279	***	
e6	,285	,032	8,911	***	
e7	,371	,036	10,404	***	
e8	,145	,023	6,231	***	
e9	,623	,055	11,222	***	
e10	,277	,041	6,692	***	
e11	,238	,036	6,525	***	
e12	,576	,054	10,626	***	
e13	,380	,050	7,648	***	
e14	,604	,062	9,800	***	
e15	,229	,135	1,701	,089	
e16	1,386	,132	10,474	***	

Matrices (Group number 1 - Default model)

Total Effects (Group number 1 - Default model)

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Brand_Awareness	,416	,380	,000	,000	,000	,000
Brand_Associations	,394	,299	,395	,000	,000	,000
Perceived_Quality	,515	,443	,486	,000	,000	,000
Brand_Loyalty	,558	,449	,544	,783	,485	,000
BL2	,399	,321	,389	,560	,346	,715
BL1	,558	,449	,544	,783	,485	1,000
BAS3	,493	,374	,493	1,251	,000	,000
BAS2	,533	,404	,534	1,353	,000	,000
BAS1	,394	,299	,395	1,000	,000	,000
BAW2	,392	,358	,943	,000	,000	,000
BAW1	,416	,380	1,000	,000	,000	,000
PQ4	,437	,376	,412	,000	,848	,000
PQ3	,509	,438	,480	,000	,988	,000
PQ2	,447	,385	,422	,000	,869	,000
PQ1	,515	,443	,486	,000	1,000	,000
ATA2	,970	,000	,000	,000	,000	,000
ATA1	1,000	,000	,000	,000	,000	,000
AS3	,000	1,174	,000	,000	,000	,000
AS2	,000	,780	,000	,000	,000	,000
AS1	,000	1,000	,000	,000	,000	,000

Standardized Total Effects (Group number 1 - Default model)

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Brand_Awareness	,351	,351	,000	,000	,000	,000
Brand_Associations	,449	,374	,534	,000	,000	,000

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Perceived_Quality	,371	,350	,415	,000	,000	,000
Brand_Loyalty	,327	,288	,379	,403	,394	,000
BL2	,186	,164	,216	,229	,225	,570
BL1	,302	,266	,349	,371	,364	,922
BAS3	,308	,256	,366	,686	,000	,000
BAS2	,355	,295	,421	,790	,000	,000
BAS1	,275	,228	,326	,612	,000	,000
BAW2	,294	,294	,838	,000	,000	,000
BAW1	,292	,292	,833	,000	,000	,000
PQ4	,262	,247	,293	,000	,706	,000
PQ3	,342	,323	,383	,000	,923	,000
PQ2	,296	,279	,331	,000	,798	,000
PQ1	,321	,303	,360	,000	,867	,000
ATA2	,617	,000	,000	,000	,000	,000
ATA1	,741	,000	,000	,000	,000	,000
AS3	,000	,872	,000	,000	,000	,000
AS2	,000	,557	,000	,000	,000	,000
AS1	,000	,788	,000	,000	,000	,000

Direct Effects (Group number 1 - Default model)

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Brand_Awareness	,416	,380	,000	,000	,000	,000
Brand_Associations	,230	,149	,395	,000	,000	,000
Perceived_Quality	,313	,259	,486	,000	,000	,000
Brand_Loyalty	,000	,000	,000	,783	,485	,000
BL2	,000	,000	,000	,000	,000	,715
BL1	,000	,000	,000	,000	,000	1,000
BAS3	,000	,000	,000	1,251	,000	,000

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
BAS2	,000	,000	,000	1,353	,000	,000
BAS1	,000	,000	,000	1,000	,000	,000
BAW2	,000	,000	,943	,000	,000	,000
BAW1	,000	,000	1,000	,000	,000	,000
PQ4	,000	,000	,000	,000	,848	,000
PQ3	,000	,000	,000	,000	,988	,000
PQ2	,000	,000	,000	,000	,869	,000
PQ1	,000	,000	,000	,000	1,000	,000
ATA2	,970	,000	,000	,000	,000	,000
ATA1	1,000	,000	,000	,000	,000	,000
AS3	,000	1,174	,000	,000	,000	,000
AS2	,000	,780	,000	,000	,000	,000
AS1	,000	1,000	,000	,000	,000	,000

Standardized Direct Effects (Group number 1 - Default model)

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Brand_Awareness	,351	,351	,000	,000	,000	,000
Brand_Associations	,262	,186	,534	,000	,000	,000
Perceived_Quality	,225	,204	,415	,000	,000	,000
Brand_Loyalty	,000	,000	,000	,403	,394	,000
BL2	,000	,000	,000	,000	,000	,570
BL1	,000	,000	,000	,000	,000	,922
BAS3	,000	,000	,000	,686	,000	,000
BAS2	,000	,000	,000	,790	,000	,000
BAS1	,000	,000	,000	,612	,000	,000
BAW2	,000	,000	,838	,000	,000	,000
BAW1	,000	,000	,833	,000	,000	,000
PQ4	,000	,000	,000	,000	,706	,000
PQ3	,000	,000	,000	,000	,923	,000
PQ2	,000	,000	,000	,000	,798	,000
PQ1	,000	,000	,000	,000	,867	,000

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
ATA2	,617	,000	,000	,000	,000	,000
ATA1	,741	,000	,000	,000	,000	,000
AS3	,000	,872	,000	,000	,000	,000
AS2	,000	,557	,000	,000	,000	,000
AS1	,000	,788	,000	,000	,000	,000

Indirect Effects (Group number 1 - Default model)

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Brand_Awareness	,000	,000	,000	,000	,000	,000
Brand_Associations	,164	,150	,000	,000	,000	,000
Perceived_Quality	,202	,184	,000	,000	,000	,000
Brand_Loyalty	,558	,449	,544	,000	,000	,000
BL2	,399	,321	,389	,560	,346	,000
BL1	,558	,449	,544	,783	,485	,000
BAS3	,493	,374	,493	,000	,000	,000
BAS2	,533	,404	,534	,000	,000	,000
BAS1	,394	,299	,395	,000	,000	,000
BAW2	,392	,358	,000	,000	,000	,000
BAW1	,416	,380	,000	,000	,000	,000
PQ4	,437	,376	,412	,000	,000	,000
PQ3	,509	,438	,480	,000	,000	,000
PQ2	,447	,385	,422	,000	,000	,000
PQ1	,515	,443	,486	,000	,000	,000
ATA2	,000	,000	,000	,000	,000	,000
ATA1	,000	,000	,000	,000	,000	,000
AS3	,000	,000	,000	,000	,000	,000
AS2	,000	,000	,000	,000	,000	,000
AS1	,000	,000	,000	,000	,000	,000

Standardized Indirect Effects (Group number 1 - Default model)

	AttitudeToward_Advertising	Advertising_Spending	Brand_Awareness	Brand_Associations	Perceived_Quality	Brand_Loyalty
Brand_Awareness	,000	,000	,000	,000	,000	,000
Brand_Associations	,187	,187	,000	,000	,000	,000
Perceived_Quality	,145	,146	,000	,000	,000	,000
Brand_Loyalty	,327	,288	,379	,000	,000	,000
BL2	,186	,164	,216	,229	,225	,000
BL1	,302	,266	,349	,371	,364	,000
BAS3	,308	,256	,366	,000	,000	,000
BAS2	,355	,295	,421	,000	,000	,000
BAS1	,275	,228	,326	,000	,000	,000
BAW2	,294	,294	,000	,000	,000	,000
BAW1	,292	,292	,000	,000	,000	,000
PQ4	,262	,247	,293	,000	,000	,000
PQ3	,342	,323	,383	,000	,000	,000
PQ2	,296	,279	,331	,000	,000	,000
PQ1	,321	,303	,360	,000	,000	,000
ATA2	,000	,000	,000	,000	,000	,000
ATA1	,000	,000	,000	,000	,000	,000
AS3	,000	,000	,000	,000	,000	,000
AS2	,000	,000	,000	,000	,000	,000
AS1	,000	,000	,000	,000	,000	,000

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
z1	<-->	z3	19,632	,098
e14	<-->	AttitudeToward_Advertising	5,794	,092
e14	<-->	z2	10,043	-,119
e14	<-->	z1	10,355	,120
e13	<-->	z2	13,235	,119
e11	<-->	e14	4,951	-,065

	M.I.	Par Change
e10 <--> e16	4,415	,095
e9 <--> e16	6,741	,150
e7 <--> e16	5,237	-,105
e6 <--> z2	4,313	,056
e5 <--> e10	5,028	,077
e2 <--> e11	4,110	,062
e1 <--> e10	7,739	,068

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
Brand_Associations	<---	Perceived_Quality	9,112	,098
Perceived_Quality	<---	Brand_Associations	4,110	,168
BL2	<---	AS2	4,475	-,145
BAS3	<---	AttitudeToward_Advertising	6,138	,216
BAS3	<---	Perceived_Quality	5,362	,127
BAS3	<---	Brand_Loyalty	4,313	,095
BAS3	<---	BL1	4,863	,087
BAS3	<---	PQ4	5,421	,102
BAS3	<---	PQ3	5,113	,111
BAS3	<---	PQ1	5,431	,106
BAS3	<---	ATA2	4,148	,095
BAS3	<---	ATA1	6,292	,136
BAS2	<---	BAW1	4,190	,091
BAS2	<---	ATA2	4,587	-,086
BAS2	<---	ATA1	5,193	-,107
PQ4	<---	BL2	5,147	,075
PQ3	<---	ATA2	4,353	-,058
PQ1	<---	BAW2	4,161	,080

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
z1 <--> z3	19,632	,098

	M.I.	Par Change
e14 <--> AttitudeToward_Advertising	5,794	,092
e14 <--> z2	10,043	-,119
e14 <--> z1	10,355	,120
e13 <--> z2	13,235	,119
e11 <--> e14	4,951	-,065
e10 <--> e16	4,415	,095
e9 <--> e16	6,741	,150
e7 <--> e16	5,237	-,105
e6 <--> z2	4,313	,056
e5 <--> e10	5,028	,077
e2 <--> e11	4,110	,062
e1 <--> e10	7,739	,068

Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model)

	M.I.	Par Change
Brand_Associations <--- Perceived_Quality	9,112	,098

			M.I.	Par Change
Perceived_Quality	<---	Brand_Associations	4,110	,168
BL2	<---	AS2	4,475	-,145
BAS3	<---	AttitudeToward_Advertising	6,138	,216
BAS3	<---	Perceived_Quality	5,362	,127
BAS3	<---	Brand_Loyalty	4,313	,095
BAS3	<---	BL1	4,863	,087
BAS3	<---	PQ4	5,421	,102
BAS3	<---	PQ3	5,113	,111
BAS3	<---	PQ1	5,431	,106
BAS3	<---	ATA2	4,148	,095
BAS3	<---	ATA1	6,292	,136
BAS2	<---	BAW1	4,190	,091
BAS2	<---	ATA2	4,587	-,086
BAS2	<---	ATA1	5,193	-,107
PQ4	<---	BL2	5,147	,075
PQ3	<---	ATA2	4,353	-,058
PQ1	<---	BAW2	4,161	,080

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	43	151,063	93	,000	1,624
Saturated model	136	,000	0		
Independence model	16	2288,560	120	,000	19,071

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,055	,941	,914	,644
Saturated model	,000	1,000		
Independence model	,381	,323	,233	,285

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,934	,915	,974	,965	,973
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,775	,724	,754
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

NCP

Model	NCP	LO 90	HI 90
Default model	58,063	28,318	95,718
Saturated model	,000	,000	,000
Independence model	2168,560	2016,894	2327,592

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	,505	,194	,095	,320
Saturated model	,000	,000	,000	,000
Independence model	7,654	7,253	6,745	7,785

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,046	,032	,059	,692
Independence model	,246	,237	,255	,000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	237,063	242,248	396,326	439,326
Saturated model	272,000	288,397	775,714	911,714
Independence model	2320,560	2322,489	2379,820	2395,820

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	,793	,693	,919	,810
Saturated model	,910	,910	,910	,965
Independence model	7,761	7,254	8,293	7,768

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	231	253
Independence model	20	21

NILAI-NILAI r PRODUCT MOMENT

N	Taraf Signif		N	Taraf Signif		N	Taraf Signif	
	5%	1%		5%	1%		5%	1%
3	0.997	0.999	27	0.381	0.487	55	0.266	0.345
4	0.950	0.990	28	0.374	0.478	60	0.254	0.330
5	0.878	0.959	29	0.367	0.470	65	0.244	0.317
6	0.811	0.917	30	0.361	0.463	70	0.235	0.306
7	0.754	0.874	31	0.355	0.456	75	0.227	0.296
8	0.707	0.834	32	0.349	0.449	80	0.220	0.286
9	0.666	0.798	33	0.344	0.442	85	0.213	0.278
10	0.632	0.765	34	0.339	0.436	90	0.207	0.270
11	0.602	0.735	35	0.334	0.430	95	0.202	0.263
12	0.576	0.708	36	0.329	0.424	100	0.195	0.256
13	0.553	0.684	37	0.325	0.418	125	0.176	0.230
14	0.532	0.661	38	0.320	0.413	150	0.159	0.210
15	0.514	0.641	39	0.316	0.408	175	0.148	0.194
16	0.497	0.623	40	0.312	0.403	200	0.138	0.181
17	0.482	0.606	41	0.308	0.398	300	0.113	0.148
18	0.468	0.590	42	0.304	0.393	400	0.098	0.128
19	0.456	0.575	43	0.301	0.389	500	0.088	0.115
20	0.444	0.561	44	0.297	0.384	600	0.080	0.105
21	0.433	0.549	45	0.294	0.380	700	0.074	0.097
22	0.423	0.537	46	0.291	0.376	800	0.070	0.091
23	0.413	0.526	47	0.288	0.372	900	0.065	0.086
24	0.404	0.515	48	0.284	0.368	1000	0.062	0.081
25	0.396	0.505	49	0.281	0.364			
26	0.388	0.496	50	0.279	0.361			