

**THE LEVEL OF AWARENESS OF ANGKLUNG AND SERVICE DELIVERY
OF EMPLOYEES TO BUSINESS PERFORMANCE OF SAUNG
ANGKLUNG UDJO**

By

Aninditha Hariantoputri Brasali
13311005

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SWISS GERMAN UNIVERSITY
EduTown BSD City
Tangerang 15339
Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Aninditha Hariantoputri Brasali

Student

Date

Approved by:

Munawaroh, S.E., M.M

Thesis Advisor

Date

Prof. Eric Jos Nasution, MBA, MA, Ph.D

Dean

Date

ABSTRACT

THE LEVEL OF AWARENESS OF ANGKLUNG AND SERVICE DELIVERY OF EMPLOYEES TO BUSINESS PERFORMANCE OF SAUNG ANGKLUNG UDJO

By

Aninditha Hariantoputri Brasali
Munawaroh, S.E., M.M, Advisor

SWISS GERMAN UNIVERSITY

Angklung is the world cultural heritage originated from Indonesia, which have been recognize by UNESCO on 18 November 2010. Therefore through this research, will tell people about the development of angklung, which expected to enrich reader's knowledge. In addition, this research tries to measure the Brand Awareness and Service Delivery of employees towards Business Performance of Saung Angklung Udjo as an attraction that preserve angklung. 208 questionnaires were distributed and using "Total Visitors" data from Saung Angklung Udjo, data analysis continued by using AMOS software. The result shows that Service Delivery has the biggest influence towards Business Performance, while Brand Awareness has negative influence. Also this research, find out that, there are relationship between Brand Awareness and Service Delivery, which means these variables affect each other's.

Keywords: Brand Awareness, Service Delivery, Business Performance, Tourism



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DEDICATION

I dedicated this thesis to my beloved country, Indonesia, hopefully this thesis will be useful to build awareness of Indonesian people in preserving our traditional musical instrument, Angklung.



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