

**UTILISING ONLINE INTERMEDIARIES (GO FOOD) TO ANALYSE THE
IMPACT OF BRAND AWARENESS AND BRAND IMAGE TOWARDS
CUSTOMER BUYING DECISION IN SMALL RESTAURANTS**

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BACHELOR'S DEGREE
in

BUSINESS ADMINISTRATION
HOTEL AND TOURISM MANAGEMENT CONCENTRATION
FACULTY OF BUSINESS ADMINISTRATION AND HUMANITIES



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August 2017

Revision after Thesis Defense on 20th July 2017

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.

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ABSTRACT

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The purpose of the current research is to expose whether brand awareness and brand image influence customer-buying decision in small restaurants by using GO FOOD. This research has brand awareness and brand image as the independent variables. Brand awareness uses brand recognition and brand recall for the indicators. Brand images uses products attributes, consumer benefits, and brand personality for the indicators. Those independent variables are tested to know their influence toward customer buying decision as the dependent variable. The current research is resulting quantitative research, and the type of study is causal explanatory study. This research distributes questionnaires to collect the data. GO FOOD users who have purchased food and beverage in small medium-sized restaurants are considered as the sample of the research. Multiple regression analysis was used in this research to know how big the influence among variables. The outcome of this research is both brand awareness and brand image impact customer buying decision simultaneously. However, partially brand awareness has no significant influence towards customer buying decision. In contrast with brand image, it has significant influence towards customer buying decision.

Keywords: Brand Awareness, Brand Image, Customer-buying decision, Small Medium-sized Enterprise, Online Intermediaries.



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DEDICATION

I dedicate this works to the restaurant industries and future generation of Indonesia.



ACKNOWLEDGEMENTS

I thank God, Jesus Christ for his abundant blessings on my thesis work.

To my beloved family, I would like to say thank you for their support during my thesis work and their guidance that keep me on the right track.

Mrs. Munawaroh who gave huge contribution on my thesis and patiently taught me how to write a proper thesis. It is an honor for me to have her as my advisor. Every chat we had is remarkable.

Mrs. Jane Sweed who checked my overall writings of my thesis.

To all HTM 2013 students and HTM lecturers where I spent my university life together with them. These people successfully made my university life alive.

Rivaldi Sevia Dwi Susanto, the one who always accompany me on my thesis work and brighten up my university life. I really am thankful for your support and for boosting my mood up.

Agna Charissa, Flora Vineza, Irene Valencia, Renata Rosari, and Tiffanie Barbangso. The unforgettable moment we had in German, especially our experience during Europe trips.

Adelia Samantha, Teresa Cynthia, Monica Agustine, Amanda Nabila, Andini Trirahayu, Stephannie Danella, and Rizaldi Adhikusuma – Never forget every single informative discussion that we had. Also I will never forget the laughter of jokes that we made.

Special thank goes to my beloved high school best friends, who never leave me and always support me. I also thank you for being there whenever I need you guys.

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