

**ANALYSING THE IMPACTS OF BRAND IDENTITY AND PHYSICAL
ENVIRONMENT TOWARD COMPANY BRAND IMAGE PERCEPTION
IN JOHNNY ROCKETS RESTAURANT**

By

Flora Vineza
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SWISS GERMAN UNIVERSITY

SWISS GERMAN UNIVERSITY
The Prominence Tower
Jalan Jalur Sutera Barat No.15, Alam Sutera
Tangerang, Banten 15143
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.



Flora Vineza

Student

Approved by:

_____ Date

Made Widyatantri Merati S.Ds, MA

_____ Thesis Advisor

_____ Date

Dr. Nila K. Hidayat, SE., MM.

_____ Dean

_____ Date

_____ Flora Vineza

ABSTRACT

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By

Flora Vineza

Made Widyatantri Merati, S.Ds, MA, Advisor

SWISS GERMAN UNIVERSITY

The amount of fast food consumption has rapidly increased, as it has become one of the top three growth drivers for Indonesian foodservice market. As the number of such companies grow, the challenge to compete with other entities are inevitable. In this case, brand can be underlined to resolve the problems. Customers are more likely repurchase more product or service and even recommend others to buy if a company has a good brand image. Brand image can be shaped by brand identity and physical environment of a company. The purpose of this research is to determine partial and simultaneous impact of brand identity and physical environment toward company brand image perception in Johnny Rockets restaurant as the study object. Quantitative method is chosen in this research. The data gathered by distributing questionnaires to 110 respondents. Multiple linear regression analysis in SPSS is conducted to analyze the data. The result of this research shows that brand identity has impact of 57% towards company brand image perception in Johnny Rockets, physical environment has impact of 59.2% towards company brand image perception in Johnny Rockets, brand identity and physical environment have impact of 65% toward company brand image perception in Johnny Rockets. Based on the result, it can be concluded that partially and simultaneously, brand identity and physical environment have significantly impact company brand image perception in Johnny Rockets restaurant.

Keywords: Brand Identity, Physical Environment, Brand Image, Restaurant, Brand

Flora Vineza



DEDICATION

I dedicate this hard work to my beloved parents, grandparents, family, friends, lecturers and last but not least, to the development of restaurant industry in Indonesia.



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