

**THE EFFECT OF BRAND EQUITY ON THE PERFORMANCE OF GARUDA
INDONESIA DURING THE COVID-19 PANDEMIC**

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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.

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ABSTRACT

THE EFFECT OF BRAND EQUITY ON THE PERFORMANCE OF GARUDA INDONESIA DURING THE COVID-19 PANDEMIC

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Purchase intention is defined as the possibility that consumers decide to purchase a product or service. The purpose of this research is to find out what effect does brand equity have on the performance of Garuda Indonesia during the Covid-19 pandemic.

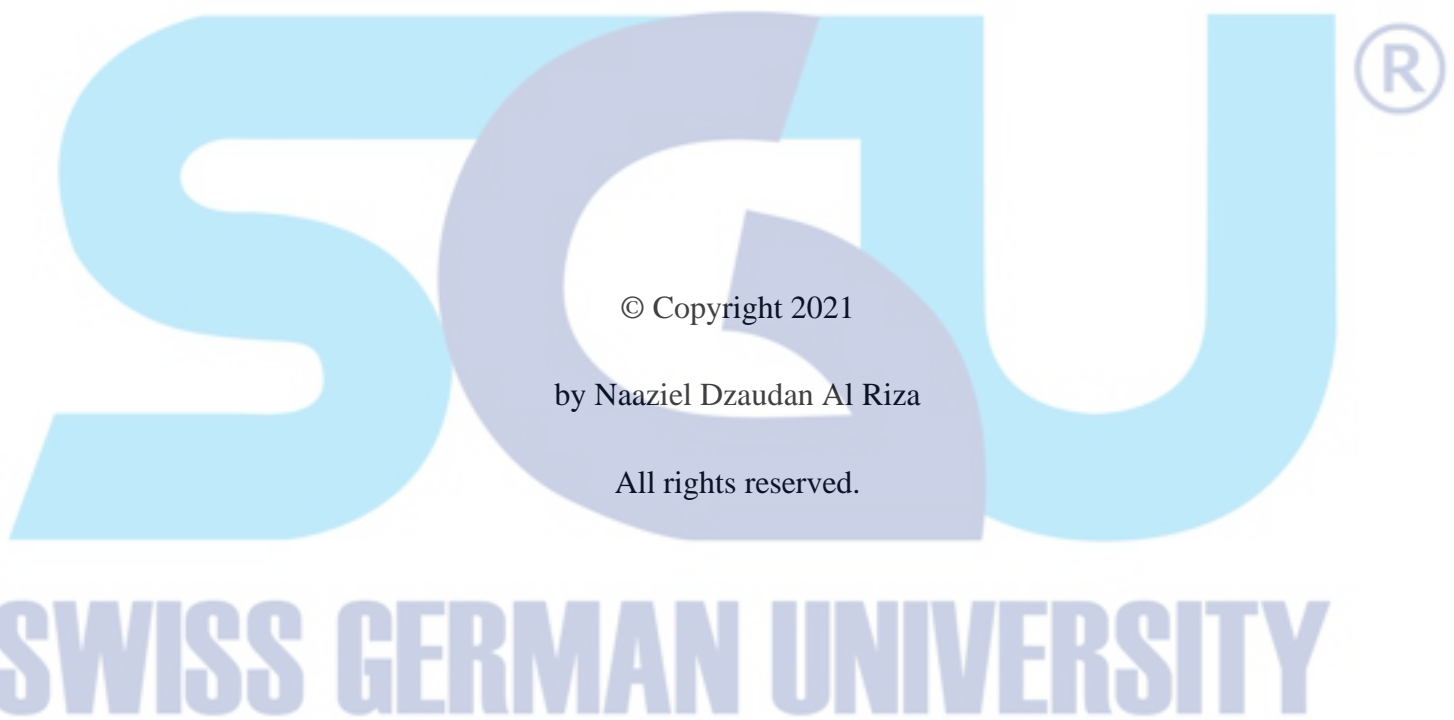
To measure this, customer purchase intention is used as the measurement tool of Garuda Indonesia's performance. To represent brand equity, brand image, brand loyalty, and brand awareness is chosen as the independent variable, whereas purchase intention is chosen as the dependent variable. In this research the consumer behaviour theory is used to find out which parts of brand equity has the most significant impact on the purchase intention of Garuda Indonesia's customers. This research is conducted in the JABODETABEK area and uses a quantitative method to collect the data from the respondents. The means to gather the response is by distributing a Likert scale questionnaire to the sample size of 160 respondents.

In this research it is found out that Garuda Indonesia's brand image, brand loyalty and brand awareness all have an impact on the purchase intention of consumers, however

out of those 3, brand awareness has the least significant impact. Hence there are several recommendations for Garuda Indonesia in this research.

Keywords: Brand Equity, Brand image, Brand Awareness, Brand Loyalty, Purchase Intention





DEDICATION

I dedicate this work to my beloved family whose endless support has given me the strength to finish this research and to my friends who has helped me throughout this process.



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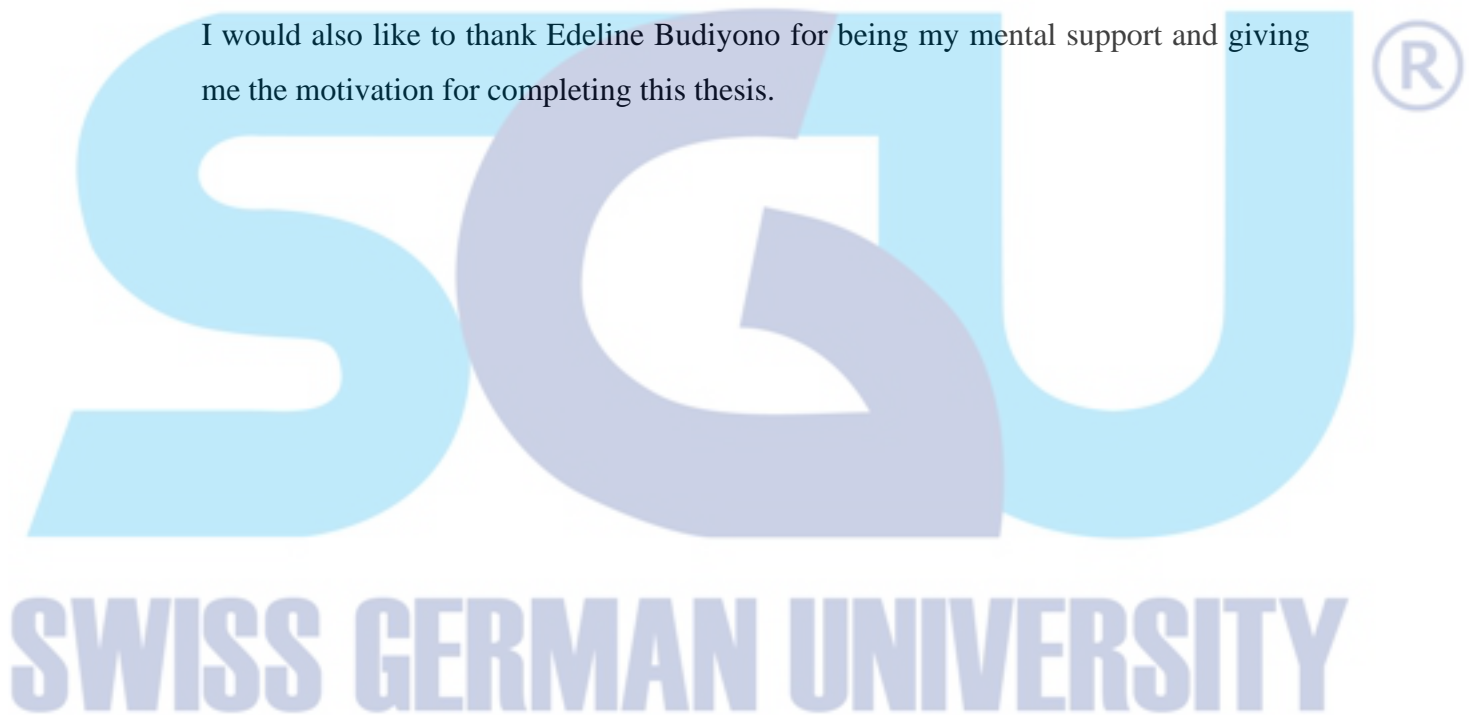


TABLE OF CONTENTS

STATEMENT BY THE AUTHOR	3
ABSTRACT	4
DEDICATION	7
ACKNOWLEDGEMENTS	8
LIST OF FIGURES	12
LIST OF TABLES	13
CHAPTER 1 – INTRODUCTION	15
1.1 Background	15
1.2. Research Problems	18
1.3. Research Objectives	18
1.4. Significance of Study	18
1.5. Research Questions	19
1.6. Hypothesis	19
1.7. Research Model	21
CHAPTER 2 - LITERATURE REVIEW	22
2.1 Consumer Behavior	22
2. 2 Brand	24
2.2.1 Brand Equity	26
2.2.2 Brand Image	30
2.2.3 Brand Loyalty	32
2.2.4 Brand Awareness	34
2.3 Purchase Intention	35
2.4 Previous Studies Table	38
2.5 Study Differences	40
CHAPTER 3 - RESEARCH METHODS	41
3.1. Research Framework	41
3.2 Unit Analysis	42

3.3 Population and Sampling Method.....	42
3.4 Data Collection and Analysis.....	43
3.5 Location and Time Frame of Study	43
3.6 Variable Operationalization	44
3.7 Questionnaire Structure	48
3.8 Pre-test	49
3.8.1 Validity Test.....	51
3.8.2 Reliability Test.....	70
CHAPTER 4 - RESULTS AND DISCUSSIONS	77
4.1 Brief Company Background	77
4.2 Descriptive Analysis of Respondents	78
4.2.1 Gender.....	78
4.2.2 Age.....	79
4.2.3 Previous Education	80
4.3 Inferential Statistics Analysis	80
4.3.1 Convergent Validity.....	81
4.3.2 Discriminant Validity.....	83
4.3.3 Reliability Construct	84
4.3.4 R Square.....	86
4.3.5 Hypothesis Test Result and Analysis.....	86
4.3.6 Brand Image on Purchase Intention	88
4.3.7 Brand Loyalty on Purchase Intention.....	91
4.3.8 Brand Awareness on Purchase Intention	93
CHAPTER 5 – CONCLUSIONS & RECCOMENDATIONS	96
5.1 Conclusion	96
5.2.1 Recommendation for Garuda Indonesia	97
5.2.2 Recommendation for The Airline Industry.....	99
5.3 Recommendation for Future Research.....	99

APPENDICES 107
Appendix 1 – Questionnaire 107
Appendix 2 – Raw Data 115
Appendix 3 – SPSS Results 126
Appendix 4 – SmartPLS Results..... 146
CURRICULUM VITAE 151



LIST OF FIGURES

Figure 1.1: Airlines change in revenue from 2019 to 2020 (per passenger and KM) .16	
Figure 1.2: Research model	21
Figure 2.1: Consumer Behavior Model	22
Figure 2.2: Brand Image Research Model	32
Figure 4.2: Logo of Garuda Indonesia	77
Figure 4.3: Respondent's Gender.....	78
Figure 4.4: Respondent's Age.....	79
Figure 4.3: Respondent's Previous Education	80
Figure 4.4: Diagram Hypothesis Result.....	88



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LIST OF TABLES

Table 1.1: Summary of Garuda Indonesia Income Statement March-December 2019 and 2020.....	17
Table 2.1: Previous Studies Table	39
Table 2.2: Study Differences Table	40
Table 3.1: Time Frame of Study	44
Table 3.2: Variable Operationalization.....	47
Table 3.3: Pre-Test KMO and Bartlett's test of Brand Image	51
Table 3.4: Pre-Test Anti-Image Matrices of Brand Image	52
Table 3.6: Pre-Test Component Matrix of Brand Image	53
Table 3.7: Pre-Test Correlations of Brand Image	55
Table 3.8: Pre-Test KMO and Bartlett's test of Brand Loyalty.....	56
Table 3.9: Pre-Test KMO Anti-Image Matrices of Brand Loyalty.....	57
Table 3.10: Pre-Test Communalities of Brand Loyalty	58
Table 3.11: Pre-Test Component Matrix of Brand Loyalty.....	58
Table 3.12: Pre-Test Correlations of Brand Loyalty.....	60
Table 3.13: Pre-Test KMO and Bartlett's Test of Brand Awareness	61
Table 3.14: Pre-Test Anti-Image Matrices of Brand Awareness.....	62
Table 3.15: Pre-Test Communalities of Brand Awareness.....	62
Table 3.16: Pre-Test Component Matrix of Brand Awareness.....	63
Table 3.17: Pre-Test Correlations of Brand Awareness	65
Table 3.18: Pre-Test KMO and Bartlett's Test of Purchase Intention.....	66
Table 3.19: Pre-Test Anti-Image Matrices of Purchase Intention	67
Table 3.20: Pre-Test Communalities of Purchase Intention	68
Table 3.21: Pre-Test Component Matrix of Purchase Intention	68
Table 3.22: Pre-Test Correlations of Purchase Intention.....	70
Table 3.23: Cronbach Alpha Parameters	71

Table 3.24: Pre-Test Case Processing Summary of Brand Image	72
Table 3.25: Pre-Test Reliability Test of Brand Image	72
Table 3.26: Pre-Test Case Processing Summary of Brand Loyalty.....	73
Table 3.27: Pre-Test Reliability Test of Brand Loyalty	73
Table 3.28: Pre-Test Case Processing Summary of Brand Awareness.....	74
Table 3.29: Pre-Test Reliability Test of Brand Awareness	74
Table 3.30: Pre-Test Case Processing Summary of Purchase Intention	75
Table 3.31: Pre-Test Reliability Test of Purchase Intention.....	75
Table 4.1: Outer loading value – post test	82
Table 4.2: Average Variance Extracted Test	83
Table 4.3: Cross Factor Loadings Test	84
Table 4.4: Composite Reliability and Cronbach’s Alpha test.....	85
Table 4.5: Coefficient Determination Result	86
Table 4.6: Hypothesis Result	87
Table 4.7: Brand Image Questionnaire Result.....	89
Table 4.8: Brand Loyalty Questionnaire Result	92
Table 4.9: Brand Awareness Questionnaire Result	94

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