

## GLOSSARY

**GDP** : Gross Domestic Product

**UNICEF** : United Nations Children's Fund

**WHO** : World Health Organization



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**Brand Equity** : A set of brand assets and liabilities linked to a brand, including its name and logo, that contribute to or diminish the overall value offered by a product or service to a company and/or its customers.

**Consumer Based Brand Equity** : The differential effect of customers' knowledge of a specific brand which includes the aspects of consumer response to marketing activities and the brand knowledge

**Brand Awareness** : A buyer potential ability to recognize or recall some specific brand that belongs to some specific product category.

**Brand Association** : Anything that is “linked” in memory to a brand and any information about the brand that retains in consumer mind

**Perceived Quality** : Customer’s perception of the overall quality or superiority of a product or service

**Brand Loyalty** : Customer commitment to repurchase products and services from a specific brand and commit to be the consumer of the brand on a daily basis in the future despite other competitor actions in the businesses

**Health Motivation** : Consumer's goal-directed arousal to engage in health behaviors

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**Lemonilo healthy instant noodles** : Healthy instant noodles brand from Indonesia

using natural ingredients such as the essence of spinach, turmeric, and scallions and made without preservatives, and synthetic dyes

**Jakarta** : Capital city in Indonesia

**Tangerang** : A city in Indonesia

**SmartPLS** : A software application used for processing the data in this research that allows for the comparison of multiple independent variables and multiple dependent variables

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## APPENDIX

### Appendix 1: Questionnaire

#### Section 1 :Introduction

### Kuesioner Dampak dari Ekuitas Merek Berbasis Konsumen terhadap Keputusan Pembelian Mie Instan Sehat Lemonilo

Kepada responden yang terhormat,

Perkenalkan, nama saya Delvira Anindya Prawira selaku mahasiswa tahun akhir jurusan Bisnis dan Manajemen dengan konsentrasi *Marketing*, Universitas Swiss German (SGU). "*The Impact of Consumer Based Brand Equity Towards Purchase Decision; A Case Study of Lemonilo Healthy Instant Noodle*" merupakan judul penelitian skripsi saya. Sebagai peneliti, saya ingin menganalisa elemen branding apa yang paling berpengaruh terhadap keputusan pembelian produk mie instan Lemonilo .

Penelitian ini akan sangat terbantu dengan informasi berharga yang anda berikan, dimana jawaban dan identitas anda akan bersifat rahasia dan terjaga serta murni hanya untuk tujuan akademis. Untuk memastikan bahwa hasilnya digunakan secara maksimal, silahkan untuk menjawab semua pertanyaan dengan jujur.

Demikian, saya ucapkan terima kasih terhadap seluruh responden yang telah meluangkan waktu untuk mengisi semua pertanyaan dalam kuesioner ini. Jika anda memiliki pertanyaan terkait penelitian ataupun kuesioner ini, silahkan dapat menghubungi email berikut: [delvira.prawira@student.sgu.ac.id](mailto:delvira.prawira@student.sgu.ac.id)

Peneliti,  
Delvira Prawira

#### Section 2: Screening Questions

##### Pertanyaan Screening

Kriteria responden

Apakah anda mengetahui mie sehat Lemonilo? \*

- Ya  
 Tidak

Apakah anda pernah membeli mie sehat Lemonilo? \*

- Ya  
 Tidak

Apakah anda pernah mengonsumsi mie sehat Lemonilo? \*

- Ya  
 Tidak

### Section 3: Respondents Profile

Biodata Responden

Deskripsi (opsional)

Nama \*

Teks jawaban singkat

Email \*

Teks jawaban singkat

Jenis Kelamin \*

Laki-laki

Perempuan

Jenis pekerjaan \*

Mahasiswa

Karyawan Swasta

Wirasahawan atau pengusaha

Usia \*

18 - 25 tahun

26 - 35 tahun

36 - 45 tahun

46 - 55 tahun

Diatas 55 tahun

Domisili \*

Tangerang

Jakarta

Pendapatan per Bulan \*

< Rp 5.000.000

Rp 5.000.000 - Rp 10.000.000

Rp 10.000.001 - Rp 15.000.000

> Rp 15.000.001

## Section 4: Brand Awareness

### Pengenalan Merek (*Brand Awareness*)

Pengenalan Merek didefinisikan sebagai kemampuan seseorang untuk mengenali dan mengingat suatu merek yang berkaitan dengan seberapa merek tersebut dapat melekat pada memori seseorang untuk bisa mengenali merek tersebut dalam suatu kondisi tertentu.

Pada bagian ini, anda sebagai responden diminta untuk memilih pilihan dari 1 sampai 5 sesuai pendapat pribadi anda terhadap setiap pertanyaan terkait Pengenalan Merek dengan kriteria penilaian sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Lemonilo adalah merek yang saya pikirkan ketika berkaitan dengan kategori mie instan sehat \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mengetahui mie instan sehat Lemonilo melalui iklan dan penyiaran \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya dapat dengan mudah mengenali Lemonilo di pasaran dengan melihat kemasannya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Lemonilo adalah merek mie instan sehat pertama yang muncul di pikiran saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya dapat dengan mudah mengenali mie instan sehat Lemonilo tanpa bantuan atau petunjuk apa pun \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## Section 5: Brand Association

### Asosiasi Merek (*Brand Association*)

Asosiasi Merek didefinisikan sebagai segala sesuatu dan informasi yang berkaitan tentang sebuah merek di ingatan seseorang. Asosiasi Merek dapat berupa keunikan dari produk merek tersebut seperti nama, kemasan, warna, dan iklan.

Pada bagian ini, anda sebagai responden diminta untuk memilih pilihan dari 1 sampai 5 sesuai pendapat pribadi anda terhadap setiap pertanyaan terkait Asosiasi Merek dengan kriteria penilaian sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Harga mie instan Lemonilo sesuai dengan preferensi saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya, mie instan Lemonilo adalah merek yang terkenal \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya tertarik dengan bahan-bahan dan komposisi mie instan Lemonilo yang berbeda dengan merek mie instan lainnya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Menurut saya, mie instan Lemonilo unik dan memiliki ciri khas tersendiri \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya sadar bahwa mengonsumsi mie instan Lemonilo akan memberikan manfaat bagi saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## Section 6: Perceived Quality



Persepsi Kualitas (*Perceived Quality*)

Persepsi Kualitas didefinisikan sebagai penilaian konsumen secara keseluruhan terhadap proses standar produk yang diterima konsumen. Penilaian kualitas produk dapat dilihat dari beberapa faktor seperti; produk yang dihasilkan dapat diandalkan, produk tersebut memiliki performa yang baik, dan memiliki keunikan tersendiri.

Pada bagian ini, anda sebagai responden diminta untuk memilih pilihan dari 1 sampai 5 sesuai pendapat pribadi anda terhadap setiap pertanyaan terkait Persepsi Kualitas dengan kriteria penilaian sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Mie instan sehat Lemonilo memberikan informasi secara detail tentang produk di tiap kemasan \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Mie instan Lemonilo memiliki kualitas produk yang lebih baik dibandingkan dengan produk mie instan lainnya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya percaya dengan kualitas mie instan sehat Lemonilo \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Harga mie instan Lemonilo yang sedikit lebih tinggi menentukan kualitasnya yang lebih baik \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya lebih memilih mengkonsumsi produk dengan kualitas tinggi untuk tubuh saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## Section 7: Brand Loyalty

### Loyalitas Merek (*Brand Loyalty*)



Loyalitas Merek didefinisikan sebagai pola perilaku konsumen yang cenderung berkomitmen pada produk atau merek tertentu dan terus melakukan pembelian berulang seiring berjalannya waktu.

Pada bagian ini, anda sebagai responden diminta untuk memilih pilihan dari 1 sampai 5 sesuai pendapat pribadi anda terhadap setiap pertanyaan terkait Loyalitas Merek dengan kriteria penilaian sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya menganggap diri saya setia kepada Lemonilo ketika memilih merek mie instan yang sehat \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Lemonilo adalah merek mie instan sehat favorit saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya bersedia membayar biaya yang sedikit lebih tinggi untuk membeli mie instan sehat Lemonilo \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan memilih mie instan sehat Lemonilo di masa mendatang \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya akan merekomendasikan mie instan sehat Lemonilo kepada orang lain \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## Section 8: Health Motivation

Motivasi Sehat (*Health Motivation*)

Motivasi Sehat dapat didefinisikan sebagai kepedulian individu untuk menyoroti persoalan-persoalan terkait kesehatannya. Hal ini juga dapat diartikan sebagai motivasi individu untuk selalu hidup sehat dengan memperhatikan dan mengevaluasi kandungan dan informasi dari sebuah produk yang akan dipilih untuk dikonsumsi

Pada bagian ini, anda sebagai responden diminta untuk memilih pilihan dari 1 sampai 5 sesuai pendapat pribadi anda terhadap setiap pertanyaan terkait Motivasi Sehat dengan kriteria penilaian sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya mengamati kandungan nutrisi pada suatu produk yang terjual di pasaran \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya lebih memilih produk yang memberikan informasi tentang kandungan nutrisi di dalamnya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya lebih memilih produk yang sehat untuk memenuhi kebutuhan tubuh saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya lebih memilih produk yang mengandung pernyataan tentang manfaat apa saja yang akan saya dapatkan \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya memilih produk yang sesuai dengan kebutuhan nutrisi harian saya untuk saya konsumsi \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

**Section 9: Purchase Decision**

Keputusan Pembelian (*Purchase Decision*)

Keputusan Pembelian dapat didefinisikan sebagai suatu keputusan akhir konsumen untuk membeli setelah mempertimbangkan beberapa faktor tersedia yang akan mempengaruhi keputusan tersebut. Keputusan Pembelian muncul ketika adanya kemauan konsumen untuk memenuhi suatu kebutuhan.

Pada bagian ini, anda sebagai responden diminta untuk memilih pilihan dari 1 sampai 5 sesuai pendapat pribadi anda terhadap setiap pertanyaan terkait Keputusan Pembelian dengan kriteria penilaian sebagai berikut:

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya membeli mie instan sehat Lemonilo karena mereka memberikan informasi yang sangat baik tentang produk mereka \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya percaya kepada mie instan sehat Lemonilo sehingga saya membeli produk tersebut \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya membeli mie instan sehat Lemonilo karena bermanfaat bagi saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya membeli mie instan sehat Lemonilo karena sesuai dengan preferensi saya \*

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

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## Appendix 2: Interview

### Interview Session 1

**Interviewer:** Good morning, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 1:** Morning Delvira. Sure I know several brands in the market for healthy instant noodles category and for your question regarding my top of mind brand, I would say its Fitmee instant noodles

**Interviewer:** Oh, fitmee instant noodles, and may I know when was the last time you purchased and consumed the Fitmee instant noodles?

**Respondents 1:** I think around 2 weeks ago, I bought it in the grocery store near my house.

**Interviewer:** Alright now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 1:** Sure Del, I think its because of the ingredients that comes from shirataki, as you know this type of noodles can give me an opportunity to consume a noodle with only little amount of calories.

**Interviewer:** Sure, I know about the shirataki ingredients, so that's become your consideration for purchase Fitmee right? Thank you so much for your time.

**Respondents 1:** Sure thing, anytime Del.



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## Interview Session 2

**Interviewer:** Good morning, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 2:** Morning, for healthy instant noodles category, I would say its Lemonilo instant noodles

**Interviewer:** Okay, Lemonilo healthy instant noodles it is and may I know when was the last time you purchased and consumed the Lemonilo instant noodles?

**Respondents 2:** I think around 1 week ago.

**Interviewer:** Alright now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 2:** I think because compared to other healthy instant noodles brand in the market, Lemonilo is the most famous one since I often saw it on advertisement so its familiar for me

**Interviewer:** Sure, I saw that quite often too, so that's become your consideration for purchase Lemonilo right? Thank you so much for your time.

**Respondents 2:** Your welcome.

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### **Interview Session 3**

**Interviewer:** Good afternoon, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 3:** Afternoon Delvira,, I would say my top of mind brand is Lemonilo instant noodles

**Interviewer:** Okay, Lemonilo healthy instant noodles it is and may I know when was the last time you purchased and consumed the Lemonilo instant noodles?

**Respondents 3:** Yes, just yesterday I bought it.

**Interviewer:** Oh really? Okay, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Lemonilo healthy instant noodles?

**Respondents 3:** Well this is not my 1<sup>st</sup> purchase for Lemonilo healthy instant noodles, and I think it's a good option for me and my family to switch from conventional unhealthy instant noodles to this healthy instant noodles because it is more healthy.

**Interviewer:** Sure, I agree with you, so that's become your consideration for purchase Lemonilo right? Thank you so much for your time.

**Respondents 3:** Your welcome.

### **Interview Session 4**

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**Interviewer:** Good evening, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 4:** Evening Del, my top of mind brand for healthy instant noodles brand is Fitmee instant noodles

**Interviewer:** Okay, Fitmee healthy instant noodles and may I know when was the last time you purchased and consumed the Fitmee instant noodles?

**Respondents 4:** I think around 2 or 3 days ago.

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 4:** I would say because of the Shirataki ingredients, because I applied Keto diet right, so I prefer to choose shirataki ingredients compared to gluten ingredients and Fitmee provide me with that.

**Interviewer:** Sure, I know keto diet program, so that's become your consideration for purchase Fitmee right? Thank you so much for your time.

**Respondents 4:** Your welcome.

## **Interview Session 5**

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**Interviewer:** Good morning, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 5:** Morning Del, I would say is Fitmee instant noodles for my top of mind brand

**Interviewer:** Okay, Fitmee healthy instant noodles and may I know when was the last time you purchased and consumed the Fitmee instant noodles?

**Respondents 5:** I think around a week ago.

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 5:** I would say because the calorie per serving is super low like around 100-200 calories, which I like it because I can consume it without any concern for the calories

**Interviewer:** Sure, the calorie its super low, so that's become your consideration for purchase Fitmee right? Thank you so much for your time.

**Respondents 5:** Your welcome.

## **Interview Session 6**

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**Interviewer:** Morning, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 6:** Hello Del, my top of mind brand as well as my favorite healthy instant noodles brand is Fitmee instant noodles

**Interviewer:** Oh, so Fitmee healthy instant noodles is also your favorite? and may I know when was the last time you purchased and consumed the Fitmee instant noodles?

**Respondents 6:** Yes, just yesterday I consumed it right away for my dinner.

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 6:** Because I really like to cook something that is instant and easy, but mostly all of instant foods have a lot of calorie, so that's why I choose Fitmee because the shirataki ingredients that can offered me low calorie so I can consumed it with no worries at night

**Interviewer:** Sure, I agree with you, so that's become your consideration for purchase Fitmee right? Thank you so much for your time.

**Respondents 6:** Anytime.

## **Interview Session 7**



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**Interviewer:** Good evening, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 7:** Evening Del, my top of mind brand for healthy instant noodles goes to Ladang Lima organic instant noodles, have you ever heard of it?

**Interviewer:** Sure I have heard of it, but not that often actually, so may I know when was the last time you purchased and consumed the Ladang Lima organic instant noodles?

**Respondents 7:** I think I purchased it last week.

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Ladang Lima organic instant noodles?

**Respondents 7:** I would say because the ingredients that comes from organic, it is safer for me to consume and they also have a lot of flavor option so it makes me want to try all the variant

**Interviewer:** Oh really? I don't know they have a lot of flavor option, so that's become your consideration for purchase Ladang Lima organic instant noodles right? Thank you so much for your time.

**Respondents 7:** Yes they have, you should try some.

## Interview Session 8

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**Interviewer:** Good evening, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 8:** Evening, I would say my top of mind brand is Fitmee instant noodles, the shirataki noodles

**Interviewer:** Sure, Fitmee healthy instant noodles and may I know when was the last time you purchased and consumed the Fitmee instant noodles?

**Respondents 8:** I purchased it couple days ago and I just consumed it for my lunch today.

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 8:** Its really simple and easy to make especially with shirataki ingredients it is a super rare to find healthy instant noodles use shirataki as their main ingredients.

**Interviewer:** Sure, is rarely to find noodles from shirataki, so that's become your consideration for purchase Fitmee right? Thank you so much for your time.

**Respondents 8:** Your welcome.

## **Interview Session 9**

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**Interviewer:** Good afternoon, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 9:** Afternoon, my top of mind brand for healthy instant noodles, is the organic noodles, Alamie

**Interviewer:** Oh Alamie organic noodles, and may I know when was the last time you purchased and consumed the Alamie organic noodles?

**Respondents 9:** I think I purchased it last week

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Alamie organic noodles?

**Respondents 9:** The quality they offered is really good, using organic ingredients and no using harmful ingredients especially for me as a mother, I would like to change my food to be healthier and also for my family

**Interviewer:** That's true, is important to find a food with good quality, so that's become your consideration for purchase Alamie organic noodles right? Thank you so much for your time.

**Respondents 9:** Your welcome.

## **Interview Session 10**

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**Interviewer:** Afternoon, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 10:** Afternoon, is Lemonilo healthy instant noodles for me

**Interviewer:** Oh Lemonilo, and may I know when was the last time you purchased and consumed the Alamie organic noodles?

**Respondents 10:** I purchased it often actually, and keep it as my stock in my apartment, and the last time I purchased maybe 2 weeks ago

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Alamie organic noodles?

**Respondents 10:** Lemonilo that claim using organic ingredients and the calorie is less than conventional instant noodles make me feel more safe everytime I consumed it, especially living alone like me, I highly more prefer to cook something more simple and easy.

**Interviewer:** That's true, the quality they offered is really good, so that's become your consideration for purchase Lemonilo healthy instant noodles right? Thank you so much for your time.

**Respondents 10:** Your welcome.

## Interview Session 11

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**Interviewer:** Good evening, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 11:** Good evening, my top of mind for healthy instant noodles goes to Ladang lima brand

**Interviewer:** Oh Ladang Lima organic instant noodles brand, and may I know when was the last time you purchased and consumed the Ladang Lima organic instant noodles?

**Respondents 11:** I think I purchased it around 5 to 6 days ago

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Ladang Lima organic instant noodles?

**Respondents 11:** I focused on the quality from the product itself actually, I think they really know what they doing by deliver a good quality for the consumer, and also the price for the product is not really expensive.

**Interviewer:** That's true, the quality they offered is a crucial thing, so that's become your consideration for purchase Ladang Lima organic instant noodles right? Thank you so much for your time.

**Respondents 11:** Your welcome.

## Interview Session 12

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**Interviewer:** Hello, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 12:** Hey, I think for me is Fitmee shirataki instant noodles

**Interviewer:** Oh Fitmee, and may I know when was the last time you purchased and consumed the Alamie organic noodles?

**Respondents 12:** Well, I just purchased it yesterday, its not my first time purchased actually

**Interviewer:** Oh really, okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee instant noodles?

**Respondents 12:** As you know, I already applied keto diet for 3 months now, and I cannot eat some food that contain gluten, that's why I pick fitmee because the shirataki ingredients that is safe to consume for my diet program.

**Interviewer:** I see, so that's become your consideration for purchase Fitmee instant noodles right? Thank you so much for your time.

**Respondents 12:** Your welcome.

### Interview Session 13



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**Interviewer:** Good morning, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 13:** Hello, its Fitmee shirataki instant noodles

**Interviewer:** Oh Fitmee, and may I know when was the last time you purchased and consumed the Alamie organic noodles?

**Respondents 13:** Well, I think around 2 weeks ago, I can not really remember when but I know its on the beginning of June

**Interviewer:** Oh, okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee instant noodles?

**Respondents 13:** I think its really good option for me that want to losing weight and really picky to the calorie I take each day, and Fitmee calorie its super low, so its become my pick when it comes to instant noodles

**Interviewer:** I see, so that's become your consideration for purchase Fitmee instant noodles right? Thank you so much for your time.

**Respondents 13:** Your welcome.

#### **Interview Session 14**

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**Interviewer:** Hello, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 14:** Hello, I think its Lemonilo healthy instant noodles

**Interviewer:** Okay then, and may I know when was the last time you purchased and consumed the Lemonilo healthy instant noodles?

**Respondents 14:** Well, I think around 2 or 3 days ago when I bought some other things in supermarket

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Lemonilo healthy instant noodles?

**Respondents 14:** Because it is the most common brand I heard for healthy instant noodles brand and I also attract with their organic ingredients which are safer to consume, and not to mention they have some various of flavor that I haven't try all of it makes me want to purchase it even more to try the all the flavor

**Interviewer:** I see, they do have some various of flavor. so that's become your consideration for purchase Lemonilo healthy instant noodles right? Thank you so much for your time.

**Respondents 14:** Your welcome.

## Interview Session 15

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**Interviewer:** Afternoon, thank you for your time, I would like to ask you regarding healthy instant noodles brands that exist in the market. Among several healthy instant noodles brand in the market, what is your top of mind brand for healthy instant noodles category?

**Respondents 15:** Hello, its Fitmee healthy instant noodles

**Interviewer:** Okay then, and may I know when was the last time you purchased and consumed the Fitmee healthy instant noodles?

**Respondents 15:** Well, I think around 2 or 3 weeks ago when I visited supermarket

**Interviewer:** Okay then, now for the last question, would you mind to tell me what aspects actually that you put your consideration on when purchase the Fitmee healthy instant noodles?

**Respondents 15:** I really attract with their shirataki ingredients which I found it new in the market and never tried some, so then I purchased it because I want to try the shirataki noodle just like my friend does

**Interviewer:** I see. so that's become your consideration for purchase Fitmee healthy instant noodles right? Thank you so much for your time.

**Respondents 15:** Your welcome.

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## CURRICULUM VITAE



### DELVIRA ANINDYA PRAWIRA

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The Green BSD City, Tangerang Selatan

I am a 8th-semester Business Management student at Swiss German University with specialty in Marketing that speaks fluently in English and have 2 times internships in established companies which let me experienced the work professionalism and also to corporate and work as a team.

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#### Professional Experiences

**PT. AXIATA DIGITAL** - Jakarta, Indonesia Nov 2020 - Jan 2021

*Operation Management Intern*

- Handling CRM in Boost Indonesia
- Conduct CRM online meetings with users
- Weekly data progress reporting
- Handling more than 200 users
- Handling operation agreement

**NET TV** - Jakarta Mar 2022 - Sep 2022

*Research Development Intern*

- Monitoring TV programs
- Daily report monitoring
- Survey monitoring live TV program
- Customer survey
- Database rating report

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#### Education Level

**AI - Azhar BSD** - Tangerang Selatan Jul 2017 - Apr 2019

*Senior High School In*

- Top 5 students in 2019 high school batch for Social Major

**Universitas Swiss German** - Tangerang Selatan Aug 2019 - Aug 2023 (Expected)

*Bachelor Degree in Business Management*

- Joining the SGU Ambassador

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#### Organisational Experience

**Management Students Association** - Tangerang Jul 2021 - Jul 2022

*Treasurer*

- Handle all financial activity

**International Business Entrepreneurship Festival** - Tangerang Sep 2019 - Dec 2019

*Head of Food & Beverage*

- Business festival held in Living World Alam Sutera

- Guest speakers from digital start-up company

- Handle the participants consumption for the event

**Student Council** - Tangerang Aug 2019 - Aug 2020

*Member of Event*

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#### Skills, Achievements & Other Experience

- **Achievements (2019):** Won the 2nd place of "Koperasi Quiz Contest" at Tangerang Selatan level
- **Soft Skills:** Fluent in English and Bahasa, Fast learner, Agile, Willing to learn, Dedicated, Able to work under pressure, Fast learner, Able to work in team
- **Achievements (2019):** 3rd top rank in social major at high school level