

**THE IMPACT OF CUSTOMER BASED BRAND EQUITY AND HEALTH
MOTIVATION TOWARDS PURCHASE DECISION : A CASE STUDY OF
LEMONILO**

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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.



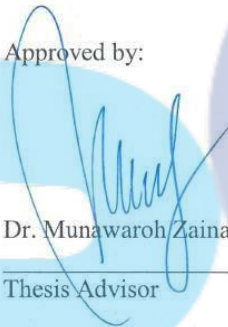
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ABSTRACT

THE IMPACT OF CUSTOMER BASED BRAND EQUITY AND HEALTH MOTIVATION TOWARDS PURCHASE DECISION : A CASE STUDY OF LEMONILO

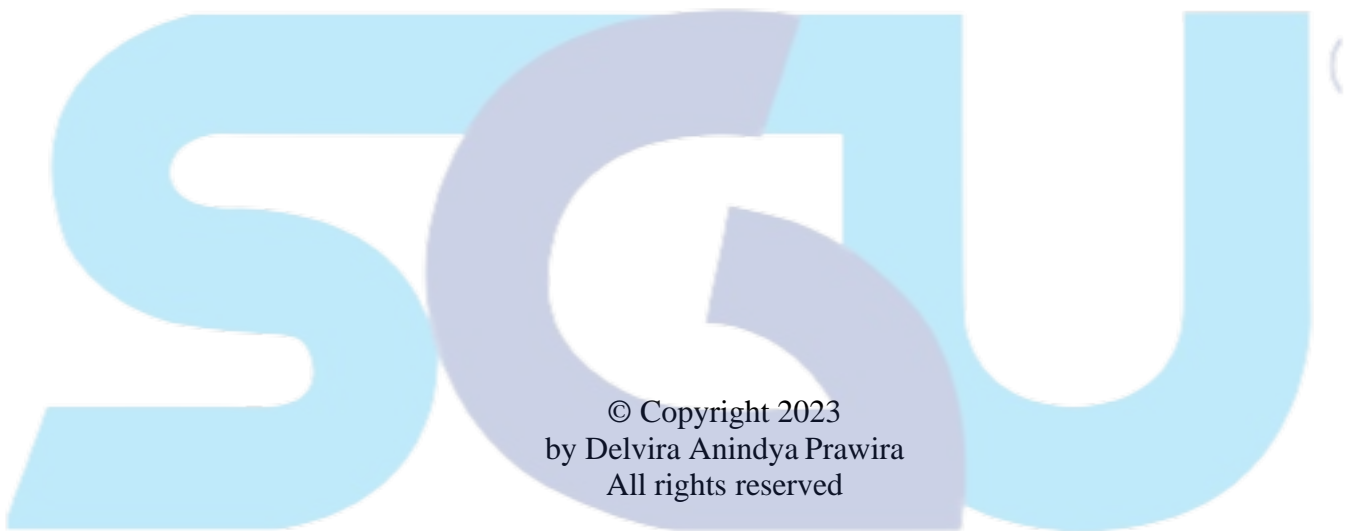
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This thesis investigates the impact of consumer-based brand equity and healthy motivation on purchase decisions, focusing on the case study of Lemonilo healthy instant noodles. The research is motivated by Indonesia's position as the second-largest consumer of instant noodles worldwide. Despite this, the top brands in the instant noodles market predominantly offer unhealthy options with ingredients that are detrimental to health. Lemonilo, as a healthy instant noodle brand, aims to introduce a healthier alternative to the market, providing consumers with a choice for nutritious instant noodles. Currently, the healthy instant noodles category is experiencing rapid growth, and Lemonilo faces challenges in becoming the top brand in the healthy instant noodles segment. This data was obtained from interviews with 15 individuals who have purchased healthy noodles from various brands. Using SEM-PLS for data analysis from quantitative research of 203 respondents using nonprobability judgemental sampling. The results indicate that out of five hypotheses, two of them are rejected.

Keywords: Customer Based Brand Equity, Health Motivation, Purchase Decision, Lemonilo, Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality



DEDICATION

I dedicate this thesis to Allah S.W.T my creator, my strong pillar, my source of inspiration, knowledge and understanding and also my family, friends and lectures for the support.



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