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APPENDICES

Appendix 1 – Questionnaire

Bahasa Indonesia version:

Perkenalkan nama saya Naaziel Dzaudan. Saya mahasiswa tingkat akhir dari Universitas Swiss German yang sedang melakukan survey untuk skripsi saya yang bertujuan untuk mengukur ekuitas merek terhadap kinerja Garuda Indonesia di pandemi Covid-19

Section 1 – Penyaringan Responden

1. Sudahkah Anda berwisata menggunakan Garuda Indonesia dari tanggal 1 Maret 2020 hingga sekarang?
   - Ya
   - Tidak
2. Jenis kelamin
   - Laki-laki
   - Perempuan
3. Berapa umur anda?
   - <18
   - 18-23
   - 24-35
   - 36-55
   - >55
4. Pendidikan terakhir anda?
   - SMA
   - S1

- S2
- Diatas S2

Section 2 – Pertanyaan Brand Image

5. Garuda Indonesia adalah penerbangan eksklusif

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

6. Anda merasa semangat saat berwisata menggunakan penerbangan Garuda Indonesia

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

7. Garuda Indonesia memberikan layanan berkualitas tinggi

- Sangat Tidak Setuju
- Tidak Setuju
- Netral
- Setuju
- Sangat Setuju

8. Garuda Indonesia adalah perusahaan penerbangan terbaik di Indonesia

- Sangat Tidak Setuju
- Tidak Setuju

- Netral
- Setuju
- Sangat Setuju

Section 3 – Pertanyaan Brand Loyalty

9. Anda puas dengan layanan Garuda Indonesia
    - Sangat Tidak Setuju
    - Tidak Setuju
    - Netral
    - Setuju
    - Sangat Setuju
10. Anda akan menggunakan Garuda Indonesia lagi pada perjalanan Anda berikutnya
    - Sangat Tidak Setuju
    - Tidak Setuju
    - Netral
    - Setuju
    - Sangat Setuju
11. Anda tetap akan bepergian menggunakan Garuda meski ada kenaikan harga
    - Sangat Tidak Setuju
    - Tidak Setuju
    - Netral
    - Setuju
    - Sangat Setuju
12. Anda tetap akan bepergian menggunakan Garuda meski semakin sulit membeli tiket

- Sangat Tidak Setuju

- Tidak Setuju

- Netral

- Setuju

- Sangat Setuju

Section 4 – Pertanyaan Brand Awareness

13. Seberapa sering Anda melihat postingan Garuda Indonesia di media sosial?

- Sangat Tidak Sering

- Tidak Sering

- Netral

- Sering

- Sangat Sering

14. Seberapa sering Anda melihat nama Garuda Indonesia pada media iklan? (iklan di TV, billboard, iklan di radio)?

- Sangat Tidak Sering

- Tidak Sering

- Netral

- Sering

- Sangat Sering

15. Seberapa sering Anda melihat Garuda Indonesia disebut dalam berita? (berita di TV, koran, berita online)

- Sangat Tidak Sering

- Tidak Sering

- Netral

- Sering

- Sangat Sering

16. Seberapa sering Anda mengunjungi situs online Garuda Indonesia?

- Sangat Tidak Sering

- Tidak Sering

- Netral

- Sering

- Sangat Sering

English Version:

Hi, my name is Naaziel Dzaudan, I am an 8th semester student from Swiss German University, could you please kindly fill in this survey about my research "The Effect of Brand Equity on The Performance of Garuda Indonesia During The Covid-19 Pandemic"? Thank You.

Section 1 – Screening Questions

1. Have you travelled using Garuda Indonesia since the 1st of March 2020 until now?

- Yes

- No

2. Gender?

- Male

- Female

3. Age?

- <18

- 18-23
- 24-35
- 36-55
- >55

4. Previous Education?

- High School
- Bachelor's Degree
- Master's Degree
- Above Master's Degree

Section 2 – Pertanyaan Brand Image

5. Garuda Indonesia is an exclusive airline company.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6. You feel excited about travelling with Garuda Indonesia.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

7. Garuda Indonesia provides high-quality service.

- Strongly Disagree
- Disagree

- Neutral

- Agree

- Strongly Agree

8. Garuda Indonesia is the best airline company in Indonesia.

  - Strongly Disagree

  - Disagree

  - Neutral

  - Agree

  - Strongly Agree

Section 3 – Brand Loyalty Questions

9. You feel satisfied with the services provided by Garuda Indonesia.

   - Strongly Disagree

   - Disagree

   - Neutral

   - Agree

   - Strongly Agree

10. You will travel using Garuda Indonesia again for your next trip.

   - Strongly Disagree

   - Disagree

   - Neutral

   - Agree

   - Strongly Agree

11. You will still purchase Garuda Indonesia tickets even if they become more expensive.

   - Strongly Disagree

- Disagree
- Neutral
- Agree
- Strongly Agree

12. You will still travel using Garuda Indonesia even if I gets harder to purchase tickets.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Section 4 – Brand Awareness Questions

13. How often do you see Garuda Indonesia's posts on social media?
- Never
- Not Often
- Neutral
- Often
- Very Often

14. How often do you see Garuda Indonesia's advertisements? (Television, billboard, radio)
- Never
- Not Often
- Neutral
- Often
- Very Often

15. How often do you see Garuda Indonesia being mentioned in the news? (Newspapers, online news, TV news)

- Never
- Not Often
- Neutral
- Often
- Very Often

16. How often do you visit Garuda Indonesia's website?

- Never
- Not Often
- Neutral
- Often
- Very Often

Appendix 2 – Raw Data

Column1	BI1	BI2	BI3	BI4	BL1	BL2	BL3	BL4	BA1	BA2	BA3	BA4	PI1	PI2	PI3	PI4
1	4	4	4	4	4	4	4	4	1	2	3	2	4	4	4	4
2	5	5	5	5	5	4	3	4	1	3	3	3	2	5	3	5
3	4	2	4	3	5	3	2	4	1	2	2	1	4	3	4	5
4	4	4	5	4	5	4	4	5	1	2	3	4	4	5	5	5

Naaziel Dzaudan Al Riza

5	4	3	4	3	4	2	1	1	1	3	3	1	1	2	3	4
6	5	4	5	4	5	5	3	2	1	3	2	3	4	4	4	4
7	2	2	3	1	3	3	1	1	1	2	3	3	3	4	3	3
8	4	5	5	5	4	4	3	3	1	2	2	1	4	4	4	4
9	3	3	3	3	3	3	3	3	1	3	2	1	3	3	2	3
10	3	3	3	3	3	3	3	3	1	3	2	1	3	3	2	3
11	5	4	5	3	5	5	3	2	1	1	3	3	3	5	4	5
12	5	4	5	4	5	2	1	1	1	3	3	3	3	5	4	4
13	4	5	5	5	4	4	3	3	1	2	2	1	4	4	4	4
14	4	3	5	4	4	5	3	3	2	3	2	3	4	5	4	4
15	3	3	4	5	4	4	3	3	2	3	2	2	3	5	5	5
16	4	4	4	4	5	5	4	4	2	3	4	2	4	4	4	4
17	4	3	5	4	4	4	3	3	2	2	2	1	4	5	5	5
18	5	4	5	5	5	5	3	4	2	3	2	2	4	5	4	5
19	5	4	4	5	5	4	3	3	2	2	1	2	4	3	4	5
20	5	5	5	5	5	5	3	4	2	3	3	2	5	5	5	5

Naaziel Dzaudan Al Riza

21	5	5	5	4	5	4	2	4	2	3	3	5	4	5	5	5
22	5	5	4	4	4	3	2	3	2	4	4	5	4	5	4	5
23	4	4	4	4	4	4	2	4	2	3	5	4	5	5	5	5
24	5	4	4	5	5	5	2	3	2	3	5	4	4	5	5	4
25	5	4	4	4	4	4	3	3	2	2	2	2	4	4	4	5
26	4	3	3	4	4	4	4	4	2	2	3	1	4	4	5	3
27	4	4	5	5	4	4	3	3	2	2	2	2	4	3	3	4
28	4	5	4	5	5	5	5	5	2	3	3	3	4	4	4	4
29	4	4	4	5	5	5	5	5	2	2	2	2	5	5	5	5
30	5	5	4	5	4	5	4	5	2	1	1	4	5	4	5	4
31	4	4	5	4	5	4	3	3	2	3	3	2	3	5	4	5
32	4	4	4	5	4	3	3	3	2	2	2	2	4	4	4	4
33	4	4	5	4	5	4	3	3	2	3	3	2	3	5	4	5
34	5	5	5	5	5	5	1	3	2	4	1	1	5	4	5	5
35	5	4	5	5	5	5	5	5	2	3	4	1	5	5	4	5
36	4	4	4	4	4	4	3	3	2	2	3	2	3	4	4	4

Naaziel Dzaudan Al Riza

37	3	4	4	4	4	5	5	5	2	2	2	3	5	4	5	4
38	5	5	5	5	5	5	4	3	2	3	3	3	5	5	4	5
39	4	3	4	5	4	3	3	3	2	2	2	2	2	5	3	3
40	2	3	5	5	5	5	3	1	2	3	2	2	3	4	5	4
41	3	4	4	4	4	4	3	5	2	3	4	3	5	3	5	4
42	3	3	3	3	3	3	3	3	2	2	2	2	3	3	3	3
43	4	4	5	5	4	4	3	3	2	2	3	3	4	4	3	4
44	5	4	5	4	5	4	3	3	2	3	2	2	2	4	4	5
45	5	5	5	5	5	5	3	3	2	2	2	1	5	3	5	5
46	5	5	5	5	5	5	2	2	2	2	5	2	4	4	4	4
47	4	4	5	4	5	5	4	5	3	3	3	3	5	4	5	5
48	5	4	5	5	5	4	3	4	3	3	3	3	4	5	4	5
49	4	4	5	5	5	5	4	5	3	3	4	4	4	5	5	5
50	4	4	4	4	5	4	4	5	3	3	3	4	5	5	5	5
51	5	5	5	5	4	4	4	4	3	3	3	3	4	4	4	4
52	5	5	4	5	5	5	3	3	3	3	3	5	5	4	5	4

Naaziel Dzaudan Al Riza

53	5	5	5	3	5	4	4	3	3	3	5	1	4	5	4	5
54	5	5	5	3	5	4	4	3	3	3	5	1	4	5	4	5
55	3	4	3	5	4	4	4	3	3	3	3	3	4	4	4	4
56	4	4	4	4	4	4	4	4	3	3	3	4	4	3	4	4
57	5	5	4	5	5	5	4	5	3	4	3	5	5	5	5	5
58	4	4	4	5	4	4	2	2	3	4	4	2	4	5	4	4
59	5	5	5	5	5	5	5	5	3	4	4	4	4	4	4	4
60	4	3	4	5	4	4	4	3	3	3	3	3	3	4	3	3
61	5	4	5	4	5	3	4	2	3	3	2	2	3	5	4	4
62	4	4	4	4	4	4	4	3	3	2	2	2	3	4	4	3
63	3	4	3	5	5	3	4	5	3	3	4	4	5	4	4	4
64	3	3	4	3	4	4	2	2	3	3	3	2	3	5	3	3
65	5	5	5	5	5	5	4	4	3	2	3	3	5	5	5	5
66	5	5	5	5	5	4	4	4	3	3	3	4	4	4	5	5
67	5	5	4	4	4	4	2	2	3	3	3	2	3	4	3	4
68	4	4	4	4	5	4	3	3	3	4	3	3	4	4	4	4

Naaziel Dzaudan Al Riza

69	4	4	4	3	3	4	3	3	3	3	3	3	3	3	3	3
70	3	3	4	2	4	3	4	4	4	4	2	3	2	2	2	2
71	5	4	5	5	5	5	4	4	4	4	4	2	4	5	4	4
72	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5
73	4	4	4	4	4	4	4	4	4	4	5	5	5	4	5	5
74	5	4	5	5	4	5	4	4	4	4	4	4	4	5	5	4
75	5	4	4	5	4	5	4	4	4	5	4	5	5	4	5	5
76	5	5	5	5	4	5	5	5	4	4	4	4	5	5	4	5
77	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5
78	5	5	4	5	5	5	5	5	4	5	5	4	4	5	5	5
79	5	5	5	5	4	5	5	5	4	5	4	5	4	5	5	5
80	5	5	4	5	4	5	5	5	4	5	4	4	5	4	5	5
81	4	5	4	4	5	4	3	5	4	5	4	5	5	5	4	4
82	5	4	5	5	5	4	1	5	4	5	4	4	5	5	4	5
83	4	4	5	5	5	5	3	5	4	5	4	5	5	4	4	4
84	4	5	5	4	5	5	4	5	4	4	5	4	5	5	5	5

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85	5	5	5	4	5	5	4	4	4	5	4	5	5	4	5	5
86	4	4	5	4	5	4	4	5	4	4	4	5	4	4	5	4
87	5	5	5	5	4	5	4	5	4	4	4	5	5	5	5	5
88	4	5	5	5	5	5	5	5	4	5	4	4	4	4	4	5
89	5	5	4	5	5	5	5	5	4	4	5	4	5	5	4	5
90	4	3	3	5	4	5	5	5	4	4	3	3	5	5	5	4
91	3	4	4	5	4	4	3	3	4	4	3	1	3	4	3	4
92	4	5	4	4	4	4	3	2	4	3	3	3	4	5	4	4
93	5	5	4	5	4	5	3	4	4	4	4	4	4	5	5	4
94	4	4	4	4	4	4	4	3	4	4	4	3	4	4	4	4
95	4	5	4	4	4	4	3	2	4	3	3	3	4	5	4	4
96	4	4	4	4	4	4	4	4	4	4	3	3	4	4	4	4
97	4	4	4	4	5	4	5	5	4	4	3	5	5	5	5	5
98	5	5	4	5	4	4	4	4	4	4	5	5	5	5	5	4
99	4	5	5	4	5	5	4	5	4	4	4	5	5	4	4	5
100	5	5	5	5	5	5	4	4	4	4	4	3	5	5	5	5

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101	5	4	5	5	4	4	3	4	4	4	3	3	4	4	3	4
102	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
103	4	4	4	4	4	4	3	3	4	4	4	4	3	3	3	3
104	5	5	4	3	4	3	3	3	4	3	5	3	4	5	4	4
105	5	4	5	4	5	4	3	5	4	4	5	5	4	5	5	5
106	5	5	5	5	5	4	4	5	4	5	4	5	4	5	5	5
107	5	5	4	5	5	4	4	4	4	5	5	5	5	5	5	5
108	4	4	5	4	5	5	4	5	4	4	4	5	5	5	5	5
109	5	4	4	4	4	3	2	4	4	4	3	3	4	5	4	4
110	5	5	5	5	5	5	4	4	4	3	3	3	4	4	4	5
111	5	5	4	5	5	5	5	5	4	4	4	5	5	5	5	5
112	5	4	5	5	5	5	4	5	4	4	4	5	5	5	5	5
113	5	5	5	5	5	5	5	4	4	4	4	5	5	4	5	5
114	5	5	5	4	5	5	5	5	4	4	5	4	5	5	5	5
115	5	4	5	5	5	5	4	5	4	5	4	5	5	5	5	5
116	4	4	5	5	5	4	3	5	4	5	4	5	4	5	5	5

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117	5	5	4	5	5	5	5	4	4	4	5	5	5	5	4	5
118	4	4	5	4	5	4	4	5	4	4	5	5	4	5	5	5
119	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
120	4	4	5	4	5	4	3	5	5	4	5	4	5	4	4	5
121	5	5	5	4	5	5	4	4	5	4	4	5	5	4	5	5
122	5	5	4	5	5	4	5	5	5	4	5	5	5	4	5	5
123	5	5	5	5	5	5	4	5	5	4	5	4	5	5	5	5
124	5	4	5	5	4	5	5	4	5	5	4	4	4	5	4	5
125	5	4	5	4	5	5	5	5	5	4	5	5	5	4	4	3
126	5	4	5	5	5	4	5	5	5	4	5	5	5	5	5	5
127	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5
128	4	5	5	5	5	4	5	5	5	4	5	5	5	5	5	5
129	5	4	5	5	5	4	5	5	5	4	4	5	5	4	3	4
130	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5
131	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
132	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5

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133	5	5	5	4	5	5	5	5	5	4	4	5	5	5	5	4
134	5	4	5	4	5	4	2	5	5	5	4	4	5	5	5	5
135	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
136	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
137	4	4	4	5	4	4	3	3	5	5	4	3	4	4	4	5
138	5	4	5	4	5	4	4	3	5	3	4	3	5	4	5	4
139	5	5	5	5	5	4	4	5	5	4	3	2	5	5	5	5
140	5	5	5	5	5	5	1	2	5	3	3	3	5	4	5	5
141	5	5	5	5	4	4	5	5	5	4	5	5	5	5	4	5
142	3	3	3	3	3	3	2	2	5	2	3	3	3	3	2	2
143	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
144	5	5	5	5	5	5	5	5	5	5	3	3	5	5	5	5
145	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5
146	5	5	5	5	5	4	5	4	5	4	4	5	5	4	5	4
147	5	4	5	4	5	5	4	5	5	5	5	4	5	5	5	5
148	5	5	5	5	5	4	5	4	5	5	5	5	5	4	4	5

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149	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
150	5	5	5	5	5	4	4	4	5	4	4	4	5	5	4	4
151	5	5	5	5	5	5	4	5	5	5	4	5	5	5	5	4
152	5	4	5	5	4	5	4	5	5	5	5	5	5	5	5	5
153	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5
154	5	5	5	5	5	4	5	5	5	4	5	4	5	5	5	5
155	5	5	5	5	4	5	4	4	5	4	5	4	5	5	5	5
156	5	5	5	5	5	4	4	5	5	4	5	4	5	5	5	5
157	5	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5
158	5	5	5	5	5	4	5	5	5	4	5	5	5	4	5	5
159	5	4	5	5	5	5	4	5	5	4	4	5	5	5	5	5
160	5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5

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Appendix 3 – SPSS Results

Validity Test Results

Brand Image

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.772
Bartlett's Test of Sphericity	Approx. Chi-Square	43.716
	df	6
	Sig.	.000

Anti-image Matrices					
		BI1	BI2	BI3	BI4
Anti-image Covariance	BI1	.504	-.177	-.200	-.049
	BI2	-.177	.421	-.054	-.234
	BI3	-.200	-.054	.637	-.084
	BI4	-.049	-.234	-.084	.510
	BI1	.782[a]	-.384	-.352	-.096

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Anti-image Correlation	BI2	-.384	.731[a]	-.104	-.505
	BI3	-.352	-.104	.832[a]	-.148
	BI4	-.096	-.505	-.148	.770[a]

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
BI1	1.000	.698
BI2	1.000	.752
BI3	1.000	.572
BI4	1.000	.667
Extraction Method: Principal Component Analysis.		

Component Matrix[a]
Component
1

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BI1	.836
BI2	.867
BI3	.756
BI4	.817
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Correlations						
		BI1	BI2	BI3	BI4	Total Brand Image
BI1	Pearson Correlation	1	.640**	.565**	.526**	.822**
	Sig. (2-tailed)		.000	.001	.003	.000
	N	30	30	30	30	30

BI2	Pearson Correlation	.640**	1	.494**	.682**	.872**
	Sig. (2-tailed)	.000		.006	.000	.000
	N	30	30	30	30	30
BI3	Pearson Correlation	.565**	.494**	1	.461*	.740**
	Sig. (2-tailed)	.001	.006		.010	.000
	N	30	30	30	30	30
BI4	Pearson Correlation	.526**	.682**	.461*	1	.837**
	Sig. (2-tailed)	.003	.000	.010		.000
	N	30	30	30	30	30
Total Brand Image	Pearson Correlation	.822**	.872**	.740**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).						

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*. Correlation is significant at the 0.05 level (2-tailed).

Brand Loyalty

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.738
Bartlett's Test of Sphericity	Approx. Chi-Square	45.266
	df	6
	Sig.	.000

Anti-image Matrices					
		BL1	BL2	BL3	BL4
Anti-image Covariance	BL1	.443	-.097	-.093	-.268
	BL2	-.097	.513	-.263	-.013
	BL3	-.093	-.263	.490	-.057
	BL4	-.268	-.013	-.057	.523
Anti-image Correlation	BL1	.731[a]	-.204	-.199	-.557
	BL2	-.204	.743[a]	-.524	-.024

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	BL3	-.199	-.524	.750[a]	-.113
	BL4	-.557	-.024	-.113	.728[a]

a. Measures of Sampling Adequacy(MSA)

Communalities		
	Initial	Extraction
BL1	1.000	.727
BL2	1.000	.646
BL3	1.000	.683
BL4	1.000	.616
Extraction Method: Principal Component Analysis.		

Component Matrix[a]	
	Component
	1
BL1	.853

BL2	.804
BL3	.827
BL4	.785
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Correlations						
		BL1	BL2	BL3	BL4	Total Brand Loyalty
BL1	Pearson Correlation	1	.535[**]	.557[**]	.682[**]	.819[**]
	Sig. (2-tailed)		.002	.001	.000	.000
	N	30	30	30	30	30
BL2	Pearson Correlation	.535[**]	1	.670[**]	.425[*]	.785[**]
	Sig. (2-tailed)	.002		.000	.019	.000

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	N	30	30	30	30	30
BL3	Pearson Correlation	.557**	.670**	1	.469**	.838**
	Sig. (2-tailed)	.001	.000		.009	.000
	N	30	30	30	30	30
BL4	Pearson Correlation	.682**	.425*	.469**	1	.815**
	Sig. (2-tailed)	.000	.019	.009		.000
	N	30	30	30	30	30
Total Brand Loyalty	Pearson Correlation	.819**	.785**	.838**	.815**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	65.412
	df	6
	Sig.	.000

Anti-image Matrices					
		BA1	BA2	BA3	BA4
Anti-image Covariance	BA1	.332	-.183	-.055	-.064
	BA2	-.183	.290	-.114	-.064
	BA3	-.055	-.114	.424	-.151
	BA4	-.064	-.064	-.151	.518
Anti-image Correlation	BA1	.785[a]	-.591	-.148	-.154
	BA2	-.591	.762[a]	-.325	-.164
	BA3	-.148	-.325	.853[a]	-.323
	BA4	-.154	-.164	-.323	.883[a]
a. Measures of Sampling Adequacy(MSA)					

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Communalities		
	Initial	Extraction
BA1	1.000	.783
BA2	1.000	.824
BA3	1.000	.748
BA4	1.000	.669
Extraction Method: Principal Component Analysis.		

Component Matrix[a]	
	Component
	1
BA1	.885
BA2	.908
BA3	.865

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BA4	.818
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Correlations

		BA1	BA2	BA3	BA4	Total Brand Awareness
BA1	Pearson Correlation	1	.802**	.659**	.604**	.885**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
BA2	Pearson Correlation	.802**	1	.710**	.627**	.882**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30

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BA3	Pearson Correlation	.659**	.710**	1	.639**	.855**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
BA4	Pearson Correlation	.604**	.627**	.639**	1	.848**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total Brand Awareness	Pearson Correlation	.885**	.882**	.855**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).						

Purchase Intention

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.840
Bartlett's Test of Sphericity	Approx. Chi-Square	59.046
	df	6
	Sig.	.000

Anti-image Matrices					
		PI1	PI2	PI3	PI4
Anti-image Covariance	PI1	.382	-.121	-.158	-.112
	PI2	-.121	.485	-.094	-.114
	PI3	-.158	-.094	.396	-.123
	PI4	-.112	-.114	-.123	.450
Anti-image Correlation	PI1	.816[a]	-.280	-.405	-.270
	PI2	-.280	.869[a]	-.214	-.244
	PI3	-.405	-.214	.824[a]	-.290
	PI4	-.270	-.244	-.290	.856[a]
a. Measures of Sampling Adequacy(MSA)					

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Communalities		
	Initial	Extraction
PI1	1.000	.782
PI2	1.000	.705
PI3	1.000	.769
PI4	1.000	.734
Extraction Method: Principal Component Analysis.		

Component Matrixª	
	Component
	1
PI1	.884
PI2	.840
PI3	.877
PI4	.857

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Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Correlations						
		PI1	PI2	PI3	PI4	Total purchase intention
PI1	Pearson Correlation	1	.656[**]	.723[**]	.671[**]	.856[**]
	Sig. (2-tailed)		.000	.000	.000	.000
	N	30	30	30	30	30
PI2	Pearson Correlation	.656[**]	1	.634[**]	.624[**]	.832[**]
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
PI3	Pearson Correlation	.723[**]	.634[**]	1	.670[**]	.893[**]

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	Sig. (2-tailed)	.000	.000		.000	.000
	N	30	30	30	30	30
PI4	Pearson Correlation	.671**	.624**	.670**	1	.870**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total purchase intention	Pearson Correlation	.856**	.832**	.893**	.870**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).						

Reliability Test Result

Brand Image

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
.834	4

Brand Loyalty

Case Processing Summary

	N	%

Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.806	4

Brand Awareness

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.873	4

Purchase Intention

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Appendix 4 – SmartPLS Results

	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention
BA1	0.884			
BA2	0.868			
BA3	0.863			
BA4	0.863			
BI1		0.855		
BI2		0.821		
BI3		0.734		
BI4		0.744		
BL1			0.721	
BL2			0.781	
BL3			0.770	
BL4			0.827	
PI1				0.821
PI2				0.715

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PI3				0.876
PI4				0.835

Variables	Average Variance Extracted (AVE)		
Brand Image	0,624		
Brand Loyalty	0,602		
Brand Awareness	0,756		
Purchase Intention	0,662		

	Brand Awareness	Brand Image	Brand Loyalty	Purchase Intention
BA1	0.884	0.451	0.527	0.463
BA2	0.868	0.422	0.509	0.456
BA3	0.863	0.419	0.505	0.517
BA4	0.863	0.434	0.580	0.542

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BI1	0.443	0.855	0.508	0.568
BI2	0.450	0.821	0.525	0.551
BI3	0.325	0.734	0.513	0.493
BI4	0.342	0.744	0.554	0.538
BL1	0.373	0.609	0.721	0.613
BL2	0.377	0.572	0.781	0.606
BL3	0.525	0.412	0.770	0.450
BL4	0.632	0.440	0.827	0.623
PI1	0.595	0.558	0.712	0.821
PI2	0.419	0.492	0.459	0.715
PI3	0.442	0.526	0.640	0.876
PI4	0.390	0.638	0.599	0.835

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0.893	0.896	0.925	0.756

Brand Image	0.798	0.802	0.869	0.624
Brand Loyalty	0.779	0.784	0.858	0.602
Purchase Intention	0.829	0.840	0.886	0.662

	R Square	R Square Adjusted
Purchase Intention	0.635	0.628

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness -> Purchase Intention	0.136	0.138	0.067	2.040	0.042
Brand Image -> Purchase Intention	0.306	0.309	0.082	3.716	0.000

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Brand Loyalty -> Purchase Intention	0.464	0.460	0.078	5.919	0.000

Naaziel Dzaudan Al Riza

CURRICULUM VITAE

PERSONAL INFORMATION

Name	: Naaziel Dzaudan Al Riza
Gender	: Male
Place and Date of Birth	: Jakarta, 18 March 2000
Email	: naazieldzaudan75@gmail.com
Phone	: 081297015404

EDUCATION

2017 – Now	Swiss German University, Tangerang and Fachhochschule Sudwestfalen.
	Degree: International Business Administration (Marketing Concentration)
2012 – 2017	Jubilee School Jakarta

Naaziel Dzaudan Al Riza

Concentration: Commerce

WORKING EXPERIENCE

SPOTFILM NETWORX

March 2020 – July 2020

Job description:

- Creating company database using excel.
- Managing and sorting company records.
- Editing movie thumbnails and descriptions.
- Managing company Youtube account.

ASTRA INTERNATIONAL

October 2018 – February 2019

Job description:

- Performed market analysis on competitors.
- Supported the marketing team on administrative tasks.
- Managed and updated company data.
- Evaluated the performance of the sales force.

ORGANIZATIONAL EXPERIENCE

- MPM SGU Counselor
- Jubilee School Student Council member
- SGU IBEF head of logistics
- CEO of INTURN

Naaziel Dzaudan Al Riza

KNOWLEDGE AND SKILLS:

- Fluent in English language
- Moderate German
- Basic SEO and Google Analytics
- Moderate social media marketing
- Good knowledge of Microsoft tools
- Great interpersonal skills

HOBBIES:

- Football
- Basketball
- Watching movies
- Music

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