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

By

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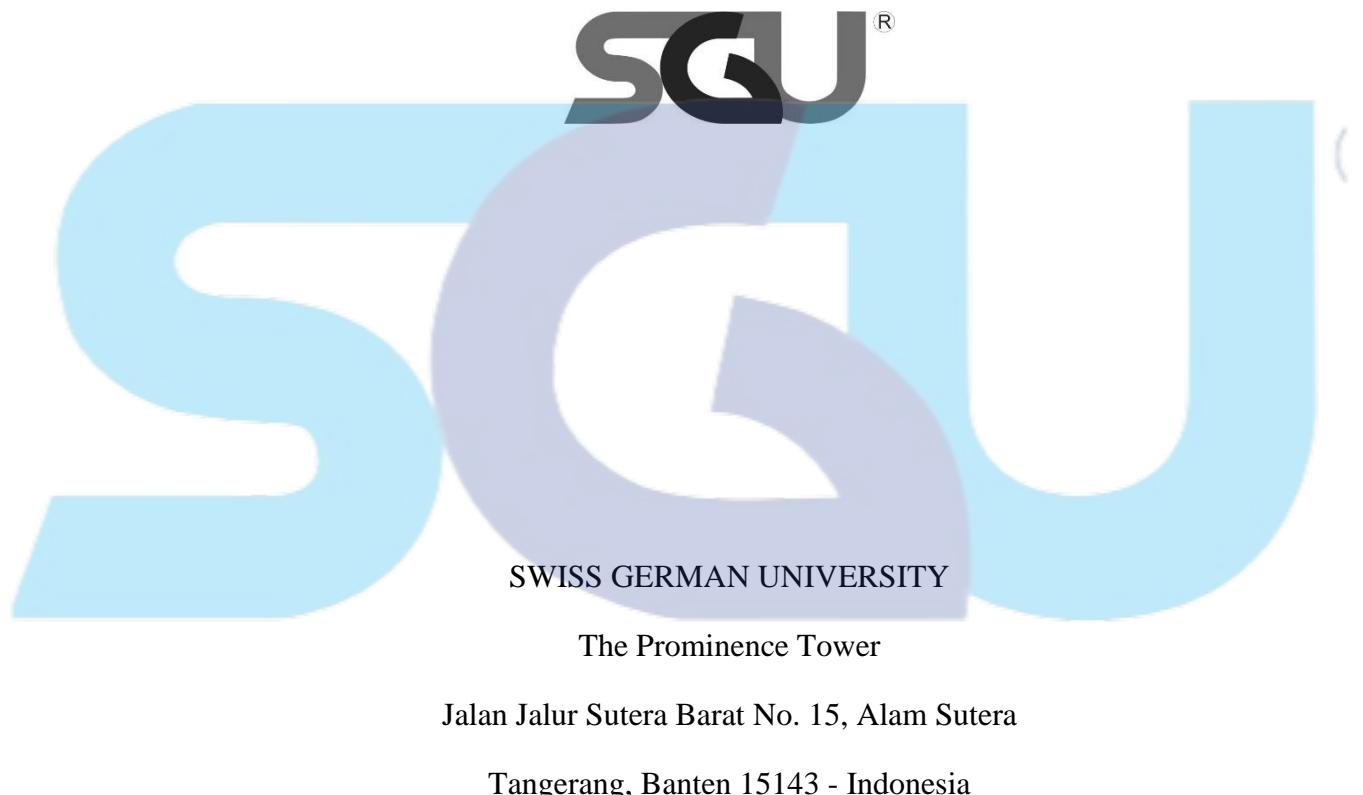
STATEMENT BY THE AUTHOR

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

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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

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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

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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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