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## GLOSSARY

Brand Equity – The value of a company that generates from a products with a recognizable Brand name when compared to a generic equivalent. Brand Equity can make products recognizable, memorable.

Brand – Is the image of a business from customer perspective.

Brand Association – set of remembered quality from a product that has been created by the company. Brand Association is the tools of communication about the products towards the customer.

Brand Awareness – It refers to how familiar is the customer about the brand.

Perceived Quality – The quality of a products that customer can feel and touch

Brand Loyalty – The loyalty of a customer that keeps buying specific brand product.

Purchase Decision – The decision of when and why people wanted to buy that products.

Plant-based - A lifestyle of trying to avoid the consumption of animal products, and maintain our daily life by mostly consuming plant-based products or a food that has been grown from the soil

## APPENDIXES

## QUESTIONNAIRE

**TITLE : THE IMPACT OF BRAND EQUITY  
TOWARDS THE CONSUMER PURCHASE  
DECISION OF PLANT-BASED COMMUNITY :  
CASE STUDY I VEGAN PIZZA RESTAURANT.**

Dear participants,

My name is Rocky Graciano and I am currently studying for a bachelor's degree in Hotel and Tourism Management at Swiss German University (SGU) in Tangerang, Indonesia. I am currently doing a questionnaire / survey to collect data for my research. The focus of this research is to discover the impact of brand equity towards consumer purchase decision of plant-based community. This will focus more on respondents who are familiar with the plant-based diet and have heard or consumed any food from iVegan Pizza.

Upon the completion of this survey, you automatically agree to the usage of the data obtained within the study. Your participation towards this questionnaire will remain completely anonymous. The data collected will be kept confidential and will be solely used for the purpose of this research.

This survey will take around 10 minutes of your time to complete.

If you have any questions regarding the questionnaire, feel free to contact me through email [rocky.graciano@student.sgu.ac.id](mailto:rocky.graciano@student.sgu.ac.id)

Thank you for your participation towards this research.

Best Regards,  
Rocky Graciano

**Are you willing to participate in this research? ( Apakah anda bersedia untuk ber-partisipasi dalam penelitian ini? ) \***

Yes

No

TITLE : THE IMPACT OF BRAND EQUITY  
TOWARDS THE CONSUMER PURCHASE  
DECISION OF PLANT-BASED COMMUNITY :  
CASE STUDY I VEGAN PIZZA RESTAURANT.

Screening question

Have you ever heard or visited iVegan Pizza ( Apakah anda pernah mendengar ataupun  
berkunjung ke iVegan Pizza? \*

Yes

No

THE IMPACT OF BRAND EQUITY TOWARDS  
THE CONSUMER PURCHASE DECISION OF  
PLANT-BASED COMMUNITY : CASE STUDY I  
VEGAN PIZZA RESTAURANT.

Respondent profile

Gender ( Jenis kelamin ) \*

Male ( laki-laki )

Female ( perempuan )

Where do you live? ( Lokasi tempat tinggal anda? ) \*

- Jakarta area ( area Jakarta )
- Tangerang area ( area tangerang )
- Other...

...

Which age group do you fit into? ( Dikategori umur manakah anda berada? ) \*

- 15 - 20
- 21 - 30
- 31 - 40
- 41 - 50
- 51+

What is your occupation? ( Apa pekerjaan anda? ) \*

- University ( Kuliah )
- full time job ( pekerjaan tetap )
- part time job ( pekerja paruh wake )
- entrepreneur ( pengusaha )
- retired ( pensiun )
- Other...

Your monthly income ( Penghasilan perbulan anda ) \*

- below Rp 3.000.000 ( dibawah )
- Rp 3.000.000 - Rp 10.000.000
- Rp 10.000.000+

# THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY : CASE STUDY I VEGAN PIZZA RESTAURANT.

Respondent information

Are you familiar about plant-based diet? ( Apakah anda mengetahui tentang pola makan plant-based? ) \*

- Yes ( Ya )
- No ( Tidak )

Which type of plant-based diets that you are familiar with? ( Jenis pola makan plant-based apa yang anda paling kenal? ) \*

- Vegan
- Vegetarian
- Mediterranean / Flexitarian
- Pescatarian

Have you ever tried a plant-based diets? ( Apakah anda pernah menjalani diet plant-based? ) \*

- Yes ( Ya )
- No ( Tidak )



Have you ever tried a plant-based diets? ( Apakah anda pernah menjalani diet plant-based? ) \*

- Yes ( Ya )
- No ( Tidak )

⋮

What is your current eating lifestyle ( Apa gaya makan hidup anda sekarang? ) \*

- Vegan
- Vegetarian
- Mediterranean ? Flexitarian
- Pescatarian
- Normal

⋮

in your opinion, what is the reason for people adopt a plant-based diet? ( menurut opini anda, apa alasan untuk menjalani diet plant-based? ) \*

- To protect our environment ( untuk melindungi lingkungan )
- To have more health benefit ( untuk kesehatan )
- Avoid animal cruelty
- All of the above ( semua yang diatas )
- Other...

# THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY : CASE STUDY I VEGAN PIZZA RESTAURANT.

Variable : Brand Awareness.

4 Indicators : Brand knowledge, Brand recognition, Brand familiarity, Brand recalling

iVegan Pizza has provide detailed information about their business concept and their products. ( \*  
iVegan Pizza telah menyediakan informasi yang cukup jelas mengenai konsep bisnis mereka dan produk mereka. )

1 2 3 4 5 6

Strongly Disagree       Strongly Agree

As a customer of iVegan Pizza, you can recognize the difference and uniqueness of their products compared to their competitors' products. ( sebagai customer iVegan Pizza, anda dapat mengenali perbedaan dan keunikan produk mereka dibandingkan dengan produk kompetitor mereka ).

1 2 3 4 5 6

Strongly Disagree       Strongly Agree

The products that iVegan Pizza offer to you are very familiar to you. ( Produk yang iVegan Pizza tawarkan ke anda sudah sangat tidak asing bagi anda )

1 2 3 4 5 6

Strongly Disagree       Strongly Agree

As iVegan Pizza's customer, you are able to recall the quality and taste of iVegan Pizza's products \* when you are not there. ( Sebagai customer iVegan Pizza, anda dapat mengingat kembali kualitas dan rasa produk yang mereka tawarkan dan jual. )

1 2 3 4 5 6

Strongly Disagree       Strongly Agree

THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY : CASE STUDY I VEGAN PIZZA RESTAURANT. ✕ ⋮

Variable : Brand Association  
Indicators : Brand Image, Location, Personality Psychological, Performance Association

In your opinion, iVegan Pizza has a strong brand image ( Menurut opini anda, iVegan Pizza memiliki citra merek yang kuat ) \*

1 2 3 4 5 6

Strongly Disagree       Strongly Agree

## Consumer Purchase Decision of Plant- Based Community Case Study I-Vegan Pizza Restaurant

iVegan Pizza has a very strategic location that is able to attract its customer segmentations. ( \*  
iVegan Pizza memiliki lokasi yang sangat bagus untuk menarik segmentasi pelanggan mereka. )

1 2 3 4 5 6  
Strongly Disagree       Strongly Agree

When you buy iVegan Pizza products, it affects you psychologically that buying their products \*  
actually gives you more health benefits, save the environment, and still taste good. ( Ketika Anda  
membeli produk iVegan Pizza. Secara psikologis Anda berpikir dan mengetahui bahwa membeli  
produknya justru memberi Anda lebih banyak manfaat bagi kesehatan, melindungi lingkungan,  
dan tetap enak rasanya. )

1 2 3 4 5 6  
Strongly Disagree       Strongly Agree

In your opinion, iVegan Pizza restaurant has a very good performance overall. ( Menurut anda, \*  
restoran ini memiliki performa yang sangat bagus secara keseluruhan )

1 2 3 4 5 6  
Strongly Disagree       Strongly Agree

# THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY : CASE STUDY I VEGAN PIZZA RESTAURANT.

Variable : Perceived Quality

Indicators : Price Quality, Promotional Quality, Product Quality, Service quality.

iVegan Pizza has a good price quality for their products ( iVegan Pizza memiliki kualitas harga yang bagus untuk produk2 yang mereka jual ) \*

1 2 3 4 5 6  
Strongly Disagree       Strongly Agree

iVegan Pizza has a variety of strong promotion that are able to attract their customer segmentations. ( iVegan Pizza memiliki berbagai macam promosi yang kuat, sehingga dapat menarik segmentasi market ) \*

1 2 3 4 5 6  
Strongly Disagree       Strongly Agree

iVegan Pizza has a good quality products ( iVegan Pizza memiliki produk dengan kualitas yang bagus ) \*

1 2 3 4 5 6  
Strongly Disagree       Strongly Agree

iVegan Pizza has delivered a good service for their customer. ( iVegan Pizza telah memberikan servis yang cukup bagus untuk pelanggannya. ) \*

1 2 3 4 5 6

Strongly Agree       Strongly Disagree

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## THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY : CASE STUDY I VEGAN PIZZA RESTAURANT.

Variable : Brand Loyalty  
Indicators : Customer Experience, Brand Reputation, Brand Trust, Brand Satisfaction

As a customer you have great experience whenever you purchase products from iVegan Pizza. ( Sebagai pelanggan iVegan Pizza, anda memiliki pengalaman yang cukup bagus ketika membeli produk-produk dari mereka. ) \*

1 2 3 4 5 6

Strongly Disagree       Strongly Agree

iVegan Pizza has a strong brand reputation as a business that sells plant-based products. ( iVegan Pizza memiliki reputasi yang bagus untuk sebuah bisnis yang menjual produk-produk makanan 'plant-based'. ) \*

	1	2	3	4	5	6	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

As iVegan Pizza's customer, you trust their brand very well through the products and services that they have delivered to you as a customer. ( Sebagai pelanggan iVegan Pizza, anda percaya terhadap merek tersebut melalui produk dan servis yang mereka berikan kepada anda. ) \*

	1	2	3	4	5	6	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

iVegan Pizza has provided a high satisfaction level to their customers ( iVegan Pizza telah memberikan kepuasan yang tinggi terhadap pelanggan mereka. ) \*

	1	2	3	4	5	6	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



# THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY : CASE STUDY I VEGAN PIZZA RESTAURANT.

Variable : Purchase Decision

Indicators : Product Information, Experience, Environment, Production.

iVegan Pizza has provide sufficient information about the food products that they sell. ( iVegan Pizza telah menyediakan informasi yang cukup tentang produk yang mereka jual. ) \*

	1	2	3	4	5	6	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

iVegan Pizza provides a pretty good experience for their customers, that affects their customers buying decision. ( iVegan Pizza memberikan pengalaman yang cukup bagus untuk pelanggan pelanggannya, sehingga mempengaruhi keputusan untuk membeli produk mereka. ) \*

	1	2	3	4	5	6	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

iVegan Pizza has a nice and clean restaurant area, that it can attract your interest as a customer to buy their products. ( iVegan Pizza memiliki area restoran yang bagus dan bersih, sehingga mampu menarik minat Anda sebagai pelanggannya untuk membeli produknya. ) \*

	1	2	3	4	5	6	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



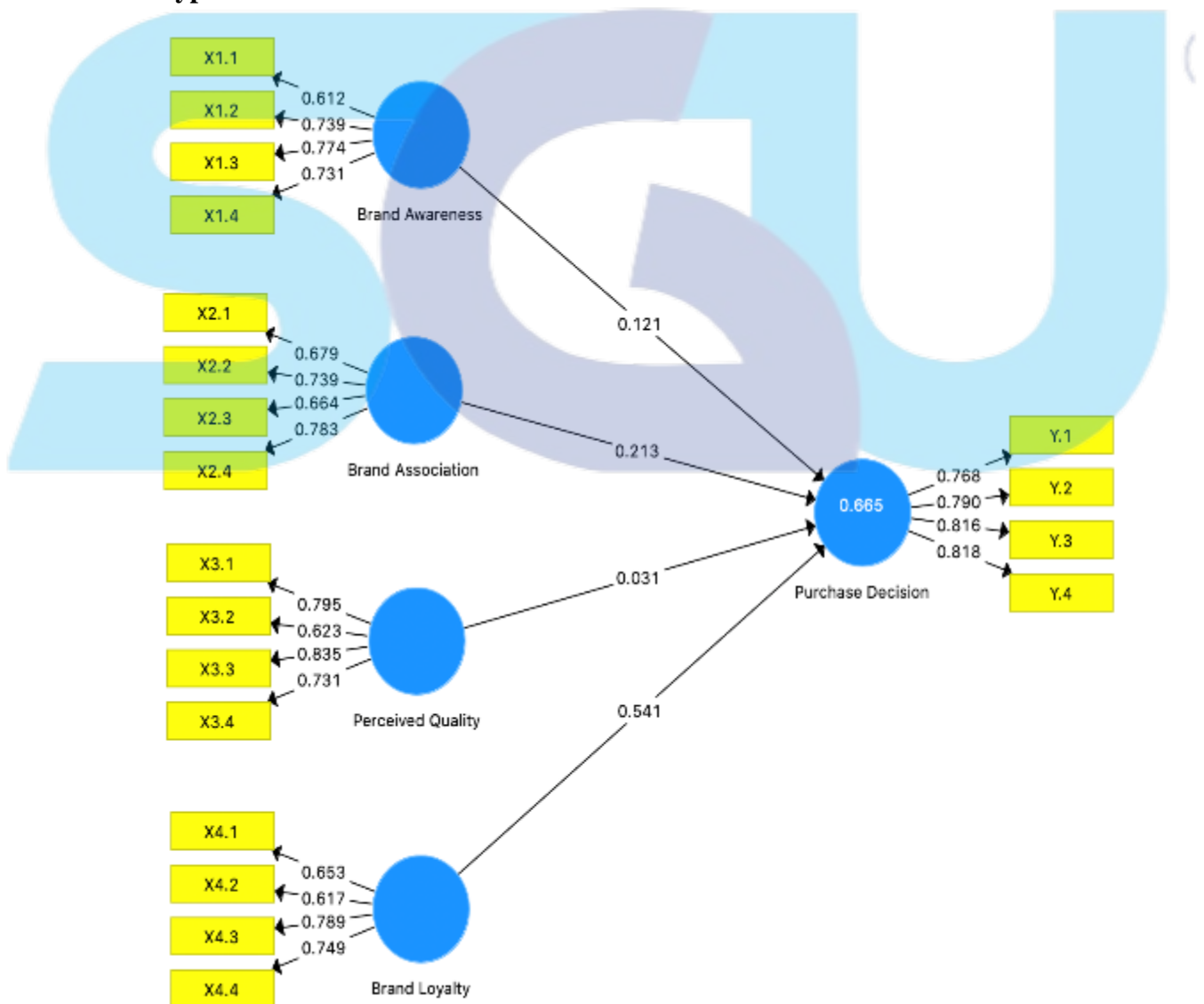
iVegan Pizza has provide variety of products or menu that affect your buying decision as customer. ( iVegan Pizza telah menyediakan berbagai macam produk atau menu yang dapat mempengaruhi daya beli anda sebagai pelanggan. )

1      2      3      4      5      6

Strongly Disagree                                          Strongly Agree

**APPENDIXES SMART PLS RESULT**

**Hypothesis Model**



**PRE – TEST**

**Validity and Reliability Test**

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Awareness	0,688	0,809	0,515
Brand Association	0,680	0,807	0,514
Brand Loyalty	0,660	0,797	0,498
Perceived Quality	0,739	0,836	0,563
Purchase Decision	0,810	0,875	0,637

**Discriminant Validity Test (Pre-Test)**

	Brand Association	Brand Awareness	Brand Loyalty	Perceived Quality	Purchase Decision
Brand Awareness	0,718				
Brand Association	0,598	0,717			
Brand Loyalty	0,714	0,588	0,706		
Perceived Quality	0,783	0,604	0,716	0,750	
Purchase Decision	0,696	0,585	0,786	0,659	0,798

**POST – TEST**

**Validity and Reliability Test**

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)

Consumer Purchase Decision of Plant- Based Community Case Study I-Vegan Pizza Restaurant

Brand Awareness	0,786	0,855	0,597
Brand Association	0,769	0,846	0,581
Brand Loyalty	0,818	0,880	0,648
Perceived Quality	0,730	0,827	0,553
Purchase Decision	0,898	0,929	0,767

**Discriminant Validity Test (Post-Test)**

	Brand Association	Brand Awareness	Brand Loyalty	Perceived Quality	Purchase Decision
Brand Awareness	0,772				
Brand Association	0,694	0,762			
Brand Loyalty	0,115	0,301	0,805		
Perceived Quality	0,245	0,453	0,808	0,743	
Purchase Decision	0,109	0,277	0,880	0,776	0,876

**Outer Loading Result**

	Brand Awareness	Brand Association	Brand Loyalty	Perceived Quality	Purchase Decision
X1.1	0,716				
X1.2	0,714				
X1.3	0,865				
X1.4	0,785				
X2.1		0,704			
X2.2		0,800			
X2.3		0,675			
X2.4		0,855			
X3.1				0,511	
X3.2				0,757	

Consumer Purchase Decision of Plant- Based Community Case Study I-Vegan Pizza Restaurant

X3.3				0,859	
X3.4				0,799	
X4.1			0,770		
X4.2			0,759		
X4.3			0,849		
X4.4			0,839		
Y.1					0,854
Y.2					0,876
Y.3					0,887
Y.4					0,885

**Outer Loading Revised**

	Brand Awareness	Brand Association	Brand Loyalty	Perceived Quality	Purchase Decision
X1.1	0,716				
X1.2	0,714				
X1.3	0,865				
X1.4	0,785				
X2.2		0,864			
X2.4		0,930			
X3.2				0,766	
X3.3				0,861	
X3.4				0,812	
X4.1			0,770		
X4.2			0,759		
X4.3			0,849		
X4.4			0,839		
Y.1					0,854

Consumer Purchase Decision of Plant- Based Community Case Study I-Vegan Pizza Restaurant

Y.2					0,876
Y.3					0,887
Y.4					0,886

**R SQUARE**

	R Square
Latent Variable 5	0,787



**Multicollinearity Test**

	VIF
X1.1	1,325
X1.2	1,820
X1.3	1,813
X1.4	1,616
X2.2	1,750
X2.4	1,742
X3.2	1,436
X3.3	1,732

## Consumer Purchase Decision of Plant- Based Community Case Study I-Vegan Pizza Restaurant

X3.4	1,481
X4.1	1,705
X4.2	1,713
X4.3	2,151
X4.4	2,128
Y.1	2,264
Y.2	2,569
Y.3	2,706
Y.4	2,799

**T TABLE / Hypothesis Test**

	T Statistics ( O/STDEV )	P Values
Brand Awareness -> Purchase Decision	0,042	0,967
Brand Association -> Purchase Decision	0,401	0,689
Brand Loyalty -> Purchase Decision	7,203	0,000
Perceived Quality -> Purchase Decision	2,205	0,028

I VEGAN PIZZA OWNER – MR. YOGEN MARSHEL WIJAYA



I VEGAN PIZZA RESTAURANT LAYOUT







### Other Experience

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IBEF (2017)	: Committee
Harfest (2018)	: Vice Head
Gala Dinner – City of Stars (2019)	: Fundraising Division

### Organizational Experience

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2017	: Brand Ambassador (SGU Marketing)
2017 - 2018	: BEM Fundraising Division

### Skills

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Language:	: English, German, Indonesia
Bahasa Indonesia	: Conversation (10/10) : Writing (9/10)
English	: Conversation (9/10) : Writing (8/10)
Software:	
Microsoft	: Word : Excel : Power Point