

## Glossary

<b>Brand</b>	A product or service that offering the market its own differentiation to satisfy the need and wants of their target market
<b>Brand Equity</b>	the commercial value that derives from consumer perception of the brand name of a particular product or service, rather than from the product or service itself.
<b>Customer</b>	An individual who purchase the product or service
<b>Cronbach's Alpha</b>	To measure the internal consistency of reliability from a data
<b>Hypothesis</b>	A proportion assumed as a premise in an argument
<b>Likert Scale</b>	One of the research approach to scale their response towards something
<b>Population</b>	The total number of a person in a country, city, or other areas
<b>Post-test</b>	A test given after completion towards the pre-test
<b>Pre-test</b>	A preliminary test done to evaluate their understanding regarding something
<b>Reliability Test</b>	Test refers to stability of measurement over time
<b>Respondent</b>	An individual who responds or makes reply
<b>Sample</b>	A sub set of population
<b>SPSS</b>	Software package used of analyzing statistics
<b>Multiple Regression</b>	a statistical tool used to derive the value of a criterion from several other independent, or predictor, variables. It is the simultaneous combination of multiple factors to assess how and to what extent they affect a certain outcome.
<b>Validity Test</b>	The extent to which the test is accurately measured and what it is supposed to measure

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SWISS GERMAN UNIVERSITY