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Event	:	**PROPOSAL Thesis Defense – BBA**
Date	:	**Wednesday, November 20, 2024 at 10 AM**
Student	:	**Chandra Sanityo Naratantra (NIM # 20111001)**
Title	:	**The Effect of Jingles on Brand Awareness and Purchase Intention: A Study of Susu Murni XYZ in the Jabodetabek Area**
Thesis Advisor(s)	:	**Ir. Sasotya Pratama, MTE**
Examiners	:	**Dr. Samuel PD Anantadjaya**

Comments;

1. Susu murni equals to brand **Nasional**, you have to show the title page? You have to **erase** the **milk** & the **brand name**

2. Aaker in **1996** or **2015** in your chapter 2 just before the previous study

3. How are the **jingles** for the milk? Is there anything for jingle for the milk?

4. You indicated brand awareness, but you did not elaborate at all about **brand awareness** like the other 3 mentioned **brand loyalty**, **brand association** and **perceived quality**?

5. Your **purchase intention** is rather minimal and only 1 paragraph.

6. In your chapter 3 in the beginning, you mentioned about **cross-sectional study**. What do you understand about the cross-sectional study?

> **3.1 Research Design**
>
> This research mainly aims to discover the effects of jingles on brand awareness, and how that subsequently has an effect on the purchase intention of Susu Murni XYZ in the Jabodetabek area. In order to do so, this research uses an explanatory quantitative approach to measure and explain the correlation and significance of one or more dependent variables toward the independent variable. To test the research hypotheses, a survey questionnaire is distributed to a determined sample size, and the data derived from the survey is used as an objective measurement on each hypothesis. This research utilizes a cross-sectional study, where data is examined from a group of people during a certain period of time.

7. Do you have the **questionnaire**? How many statements on the questionnaires?

> **3.4 Data Collection Method**
>
> This research uses a quantitative approach, in which the data is collected using a Likert scale, where respondents are given a score ranging from 1 to 5 to answer each given question in the survey questionnaire. The answering of the questionnaire is done with the use of Google Forms, and the research utilizes a cross-sectional method by gathering data only at a single point in time. Moreover, this research uses primary data gathered from the survey questionnaire for the hypothesis testing.

8. Your chapter 3 discusses about **data analysis**
   a. How to differentiate the **outer model** (with the reliability & validity tests) vs **inner model** (with R^2 & t-test)
   b. If the results are all **positive** and **significant** then…?

9. You are stating the **2 conditions in your chapter 3**; are these talk about the ones who resides in **Jabodetabek**, and are these talk about who have heard about **susu murni XYZ** jingle, which ones is it?
   a. How would you handle those 2 conditions at once?

> 1. Individuals who reside in the Jabodetabek area
> 2. Individuals who have heard the Susu Murni XYZ jingle

10. You are taking **random sample** for your samples. Tell me what do you know about **random** sampling vs **stratified** sample vs **cluster** sampling vs **systematic** sampling?
    a. If you use random sampling that the portions are the same to indicate the randomness of JaBoDeTaBek area? Say, you are dealing with randomness of **10 Jakarta, 25 Bogor, 15 Depok, 30 Tangerang, 20 Bekasi** for the total of 100 respondents against the people of **50 Jakarta, 20 Tangerang, and 30 Depok** for a total of 100 people. **How would you evaluate the differences** of Jakarta, Bogor, etc?

b. The differences are using **cluster** or **stratified**, such as;

   i. **Cluster** = assigning respondents to divide themselves in categories of JaBoDeTaBek with Jakarta has its 1 region & Tangerang only exist in 1 region, for example.

	Ja	Bo	De	Ta	Bek	Total
Men	10	8	12	9	13	52
Women	10	12	8	11	7	48
Total	20	20	20	20	20	100

   ii. **Stratified** = assigning respondents to group themselves in the categories JaBoDeTaBek with the **roles** or **job descriptions**

	Ja	Bo	De	Ta	Bek	Total
Top Management	2	5	3	4	2	16
Middle Management	5	4	2	3	1	15
Low Management	3	1	5	3	7	19
Total	10	10	10	10	10	50

c. Or **quota sampling** where you can describe about further things, say that there are this many people in a university that a sample would like to gather 200 people

Table 6: Quota Sampling (based on the targeted population)

	Male		Female		Total	
Business Major	197	49.25%	235	39.10%	432	43.20%
Engineering Major	105	26.25%	184	30.67%	289	28.90%
Arts Major	98	24.50%	181	30.17%	279	27.90%
Total	400	100%	600	100%	1,000	100%
Gender Percentage	40%		60%		100%	

Table 7: Quota Sampling (based on predetermined sample quota)

	Male		Female		Total	
Business Major	39	49.25%	47	39.10%	86	43.20%
Engineering Major	21	26.25%	37	30.67%	58	28.90%
Arts Major	20	24.50%	36	30.17%	56	27.90%
Total	80	100%	120	100%	200	100%
Gender Percentage	40%		60%		100%	

d. Which one is better for your sampling?

11. You are too short on the chapter 3 because you are keen into the work on thesis work, but you did not show it all? For example, you are required to **show the validity** and **reliability**, the **R²** and **t-test** and **sampling**?