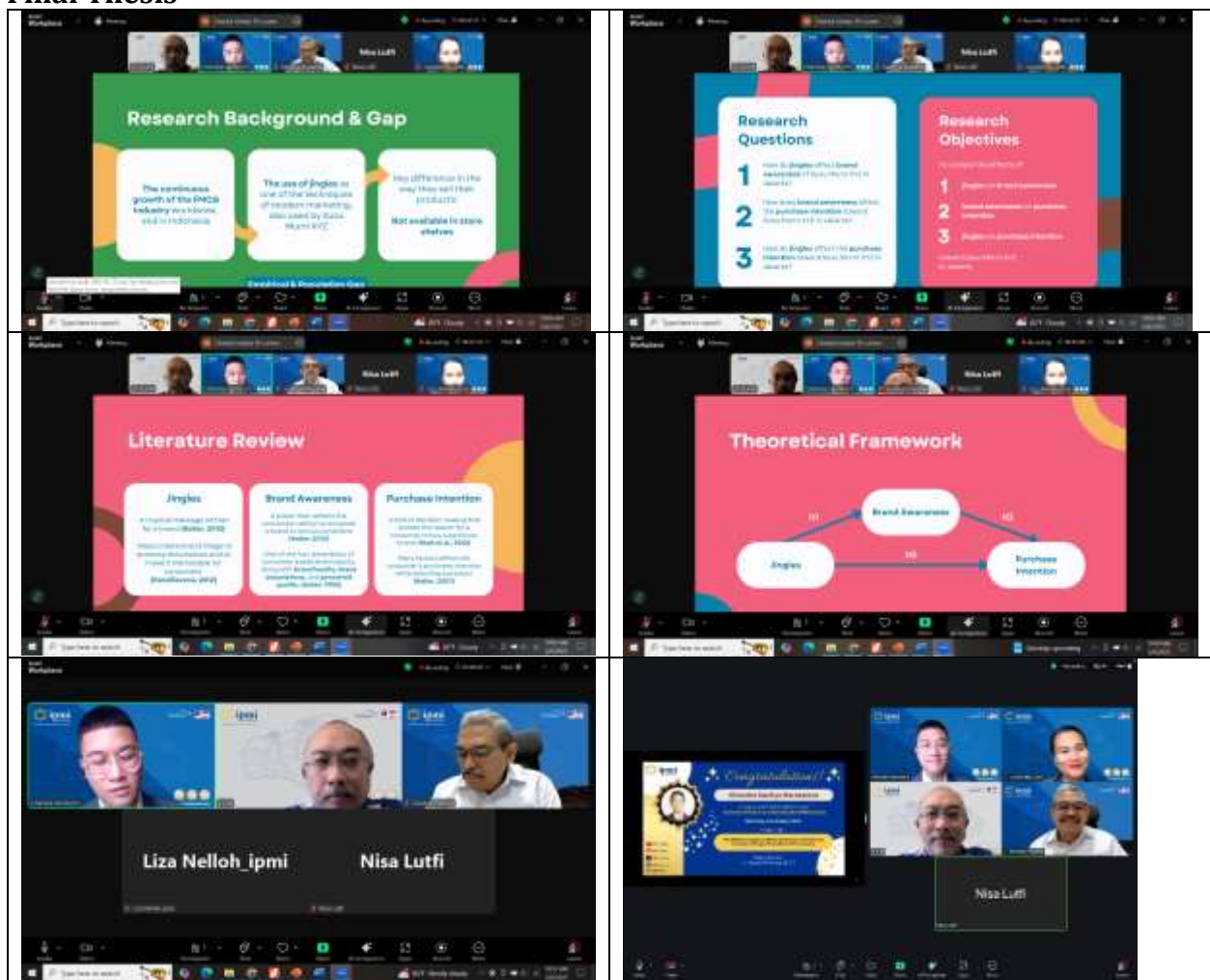




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Event	:	<b>Final Thesis Defense – BBA</b>
Date	:	<b>Thursday, January 6, 2025 at 10 AM</b>
Student	:	<b>Chandra Sanityo Naratantra (NIM # 20111001)</b>
Title	:	<b>The Effect of Jingles on Brand Awareness and Purchase Intention: A Study of Susu Murni XYZ in the Jabodetabek Area</b>
Thesis Advisor(s)	:	<b>Ir. Sasotya Pratama, MTE</b>
Examiners	:	<b>Dr. Samuel PD Anantadjaya &amp; Liza AM Nelloh, MM, CDM</b>

## Final Thesis



## Comments;

1. What is the numbers “**R-squared**” for Brand Awareness & Purchase Intention of 0.309 and 0.453 since the small R-squared means that other factors outside the research



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variables are also play around in terms of the higher number. **What are the factors that could be defining that Brand Awareness and Purchase Intention?**

### Inner Model: R squared

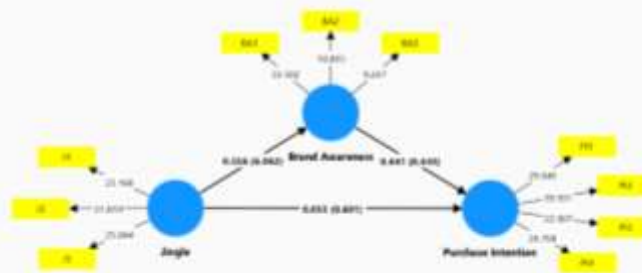
Variable	R squared
Brand Awareness	0.309
Purchase Intention	0.453

#### Notes:

Small R squared numbers, meaning that more factors outside of this research are also at play.

- You are saying that you are researching the people of **Jakarta** for a minimum of **100 participants**. What are **distributing the samples into North, South, East, West and Central of Jakarta**? How many of them for each total? You should have noted this unto the thesis or slide into your presentation
- What are the questions for each of these variables? There are 3 questions for Jingles and Brand Awareness and 4 questions for Purchase Intention. **What are they?**

### Path Coefficient Results



- It is all about the implications of research;
  - This is all saying that the sellers will be completed it using grocery/traveling cart. **How is this possible to have the grocery/traveling cart while the sellers are not made this readily available?**
  - How to put **brand awareness** and **purchase intention** closer to the **street-selling setting**?
  - What is/are the factors to be **played at brand awareness and purchase intention**?



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Conclusion	Implications
<b>1</b> Susu Murni XYZ's jingle has a <b>positive and significant effect</b> on brand awareness.	<b>1</b> Implementing jingles can lead to a <b>potential purchase</b> , specifically for brands that sell their products through <b>traveling carts</b> .
<b>2</b> Brand awareness has a <b>positive and significant effect</b> on purchase intention toward Susu Murni XYZ.	<b>2</b> A <b>catchier jingle</b> has better chances of improving brand awareness and purchase intention, specifically in a <b>street-selling setting</b> .
<b>3</b> Susu Murni XYZ's jingle has a <b>positive and significant effect</b> on purchase intention.	<b>3</b> Susu Murni XYZ's jingle is <b>not the fault of their downtrend</b> , other factors are most likely at play.

5. In terms of **limitations**, how come the
- larger sampling will be the *equalized* the total numbers of representation of the populations?** What can you tell about this phenomenon?
  - How come you are not selecting random sample? How good or bad is really to the selecting random sample?**



## Proposal Thesis





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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?



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### 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**
- How to differentiate the **outer model** (with the reliability & validity tests) vs **inner model** (with  $R^2$  & t-test)
  - 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?
- How would you handle those 2 conditions at once?
- Individuals who reside in the Jabodetabek area
  - 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?
- 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?
  - The differences are using **cluster** or **stratified**, such as;





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- 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?



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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 **R<sup>2</sup>** and **t-test** and **sampling**?