The Effects of Jingles on Brand Awareness and Purchase Intention:

A Study of Susu Murni XYZ in Jakarta

THESIS

By:

Chandra Sanityo Naratantra

21111001

Thesis Supervisor:

Ir. Sasotya Pratama, MTE

BACHELOR OF BUSINESS ADMINISTRATION

IPMI INSTITUTE

JAKARTA

2025

The Effects of Jingles on Brand Awareness and Purchase Intention:

A Study of Susu Murni XYZ in Jakarta

By:

Chandra Sanityo Naratantra

21111001

A THESIS

Submitted in a partial fulfillment of the requirements for the degree of

Bachelor of Business Administration

CERTIFICATE OF APPROVAL

Name & Student ID   : Chandra Sanityo Naratantra (21111001)

Topic   : The Effects of Jingles on Brand Awareness and Purchase Intention:
                                        A Study of Susu Murni XYZ in Jakarta

We hereby declare that this thesis is from the student's own work, has been read and presented to IPMI Institute's Board of Examiners, accepted as part of the requirements needed to obtain a Bachelor of Business Administration Degree, and has been deemed to be satisfactory.

Jakarta, 25 February 2025

Examined by:

_____	_____	_____
Liza Agustina Maureen Nelloh, S.E., MM, CDM	Ir. Sasotya Pratama, MTE	Dr. Samuel P. D. Anantadjaya, B.Sc, MBA, MM

Acknowledged by:

Prof. Dr. Ir. Dedi Fardiaz, M.Sc
Director of Academic & Student Affairs

NON-PLAGIARISM DECLARATION FORM

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgements of collaborative research and discussions.

Also, this work is being submitted in partial fulfillment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 25 February 2025

Materai 10.000

_____

Chandra Sanityo Naratantra

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

ACKNOWLEDGEMENTS

This thesis, as well as my journey in IPMI as a whole, is undoubtedly a group effort. In this brief page, I would like to express my gratitude for those who have been a part of it, which are:

1. Allah SWT for placing me in IPMI, as well as guiding me all the way to the completion of my BBA program. I sincerely believe that He knows best, and that this journey is a part of His plan.

2. Bapak, Ibu, Mas, and all of my extended family members for their unconditional support. They are the ones who are always there for me, literally since day one.

3. Mr. Ir. Sasotya Pratama, MTE for all of his insights, directions, and feedback as my thesis supervisor and lecturer. This thesis would not be possible, let alone be of this quality, without his guidance.

4. Mr. Ardo Ryan Dwitanto, MSM, CFP for all of his helpful, insightful, and considerate efforts as my academic advisor and lecturer.

5. All lecturers and staff of IPMI that I cannot mention one by one for their efforts in each of their own ways.

6. All of my friends at IPMI, especially BBA 2021 students, for making these 3,5 years a memorable and meaningful one.

7. Special mention to Salero Kito, Hari Hari, and Transjakarta for providing me with delicious food, cheap groceries, and a comfortable ride to and from campus.

8. All parties that have contributed to the development of this thesis. Your support, no matter how big or small, has helped me reach this point.

Once again, I would like to thank each and every one of you for your contribution. I am forever grateful for it, and I wish you all nothing but the very best.

ABSTRACT

The FMCG industry makes up a significant amount of trade in Indonesia, with numerous companies and brands fighting for their market share in each of their own industries. One of such ways for them to gain competitive advantage is through innovations, both of the products themselves and the ways in which they market their products. Such efforts generate creative ways of marketing, one of which being the use of jingles. Susu Murni XYZ is one example of an FMCG brand that implements jingles, paired with their door-to-door strategy using custom carts. However, unlike most FMCG products, Susu Murni XYZ is only sold exclusively through those carts and are not available in store shelves. As such, customers who wish to buy their products cannot plan in advance, relying on the spontaneity of a traveling cart appearing nearby. The research aims to determine whether Susu Murni XYZ's jingle has similar effects on brand awareness and purchase intention as products in other industries, given its unique circumstances. The gaps identified in this research are empirical and population gaps, as there is no previous research regarding the effect of jingles on brand awareness and purchase intention in the scope of the dairy industry, as well as in the specific region of Jakarta. This research uses a quantitative approach by spreading questionnaires to 100 respondents in Jakarta that meet the sampling criteria. The gathered data are analyzed using the Structural Equation Model - Partial Least Squares (SEM-PLS) method and computed with the use of SmartPLS 4 software. The findings of this research proves that Susu Murni XYZ's jingles play a positive and significant role in affecting brand awareness, which subsequently plays a positive and significant role in affecting purchase intention.

Keywords: Jingle, Brand Awareness, Purchase Intention, Dairy Industry

CHAPTER 1
INTRODUCTION

1.1 Research Background

Today, there are numerous industries responsible for the production, distribution, and sales of goods all over the world, where one of the most notable and massive industries among them are fast moving consumer goods. FMCGs are products that are sold quickly and at a relatively low cost (Malhotra, 2014). It is considered a very crucial industry as they make up a large portion of goods needed in everyday life, such as packaged foods, bottled water, toiletries, and even dairy products. It is true that their profit margins are relatively small, but that lack in margin per product is made up for in the quantity of products sold. In Indonesia alone, the FMCG industry contributes to 19.6% of the total household expenditures in the second quarter of 2024, and FMCG companies operating in Indonesia are faced with distributing their products to more than 2.5 million outlets nationally. According to Sinurat & Dirgantara (2021), The FMCG industry in Indonesia has had a significant increase over the past couple of years, with endeavors from both local and multinational companies. A contributing factor to this is the constant population growth of an already massive market in Indonesia. Data from *Badan Pusat Statistik* shows that the population of Indonesia has grown from 278,7 million in the first semester of 2023 to 281,6 million in the first semester of 2024. Due to the ever growing number of brands available in the FMCG industry, the competition between one another becomes increasingly competitive and saturated. As a result, companies are always trying new ways of outdoing one another. In doing so, innovations are one of the key factors in capturing a bigger market share. As time goes on, it becomes clear that relying on product innovation alone is no longer sufficient. Even the best of products may not achieve commercial success if people are not aware of the product itself. That leads companies and brands to innovate in other avenues, such as their marketing efforts.

An example of a unique approach in FMCG marketing in Indonesia is one carried out by Susu Murni XYZ, an Indonesian brand that can be considered as an old player in the Indonesian dairy industry, as the Semarang-based company that operates the brand has been in the business since 2000. This brand applies a personal selling strategy where salesmen in custom-made carts roam the streets of various city neighborhoods in the island of Java with their dairy products in ice-filled containers to bring and sell their goods straight to potential customers' doors, and they do so with their jingle playing in the background as they stroll along. Prior investigation shows that many perceive the Susu Murni XYZ brand to be more popular back in the 2000s and 2010s, with some even thinking that the brand is no longer available today due to the decrease of the brand's cart salesmen roaming the streets. The fact of the matter is, the company is still producing its products to this day as per the making of this research, and though not as many carts can be seen around Jakarta now than it was in their heyday, the remaining salesmen are still in full swing. Nowadays, their sales are significantly reduced due to more established dairy brands, such as Ultra Milk, Cimory and Greenfields, taking the market share through supermarket shelves and wholesales. The popularity of those brands are further accentuated in recent years here in Indonesia due to the continuous rise in the consumption of dairy-based coffee and tea products. This, along with the recent COVID-19 pandemic, forces Susu Murni XYZ to downsize their production and salesforce. Despite the setbacks, the company had still done endeavors such as increasing their flavor varieties and adding yogurt varieties to their product lineup.

Jingles, such as those implemented by Susu Murni XYZ, have long been used in the marketing strategies of brands and companies worldwide. Despite this, the topic of jingles has garnered significant attention in studies over the past decade, with research conducted both within Indonesia and internationally. These studies have explored the relationship and effects of jingles toward various brand equity-related aspects such as brand awareness, as well as consumer behavior-related aspects such as purchase intention. Achyarsyah et al. (2020) studied the effects of Pegipegi.com's

jingles on brand awareness. The results show that the jingle does have a positive and significant effect on brand awareness. Another study by Mustikasari et al. (2023) investigated the effects of Oreo's television-aired jingles on brand awareness. Their findings stated that the jingle also has a positive and significant effect on brand awareness, supporting the findings of the previous study. Furthermore, a very recent study on the influence of Lazada's jingle towards purchase intention with brand awareness as a mediating variable carried out by Halim & Qastharin (2024) concluded that the findings show a direct influence of purchase intention by brand awareness, as well as a positive and significant relationship between the three variables. Despite this, it is important to note that these studies are done specifically in regards to a single brand or company. All three of these studies also stated the limitations of their research, where population and scope is highly specific to their respective cases.

As such, jingles are suggested to be drivers of brand awareness and purchase intention on services and products that are readily available on store shelves. In light of this, it still leaves a question on whether or not the same effects hold true for Susu Murni XYZ's jingles. Unlike other similar products in the industry, Susu Murni XYZ's offerings are exclusively sold through traveling carts and are not available on store shelves. This makes it a unique case, mainly due to the nature of their customers not being able to plan their purchase ahead of time since the products are not readily available at stores. Thus, the product sales tend to have a heavy reliance on the spontaneity of the potential customers whenever a traveling cart comes to their neighborhood. This research intends to shed light on whether or not Susu Murni XYZ's jingle have a significant role in increasing brand awareness, and subsequently, on the purchase intention of people who randomly come across one of Susu Murni XYZ's traveling carts and hear their jingle play.

1.2 Research Problem and Research Gap

In today's world, respected and well-established brands are in fierce competition with each other in their own fields. To add to the already difficult challenge, many new brands are joining the fight in an already tight and saturated market. In light of this, brands are always finding and trying new ways to bring forth their products to the world. Marketing has been a very potent tool in making a name for a brand or product and standing out from the rest of the pack. Companies use different marketing strategies and techniques to impress or create the need among the final customers (Karailievová, 2012). Jingles are one of the popular forms of marketing strategies, commonly implemented in advertisements.

Despite the already popular use of jingles in modern marketing efforts in recent times, there is insufficient information and understanding on whether it contributes to the increase in brand awareness and purchase intention in the dairy industry, and more specifically in Jakarta. Previous studies have only delved on the effects of jingles on non-dairy products and brands. With that in mind, there is an empirical and population gap in this case, as per the making of this research, in which further analysis will be needed to provide a comprehensive and specific understanding on the matter of Susu Murni XYZ's jingle. In turn, the findings of this research can be a factual reference in the development and implementation of future jingle endeavors on dairy brands and products.

1.3 Research Questions

This research intends to understand the effects of implementing jingles on brand awareness, and the subsequent effects of brand awareness on the purchase intention toward Susu Murni XYZ in Jakarta. In doing so, the research questions are as follows:

1. How do jingles affect brand awareness of Susu Murni XYZ in Jakarta?
2. How does brand awareness affect the purchase intention toward Susu Murni XYZ in Jakarta?

3. How do jingles affect the purchase intention toward Susu Murni XYZ in Jakarta?

1.4 Research Objectives

Based on the research questions above, it can be concluded that the objectives of this research are as follows:

1. To analyze the effects of jingles on brand awareness of Susu Murni XYZ in Jakarta.
2. To analyze the effects of brand awareness on the purchase intention toward Susu Murni XYZ in Jakarta.
3. To analyze the effects of jingles on the purchase intention toward Susu Murni XYZ in Jakarta.

1.5 Research Significance

1.5.1 Theoretical Benefits

This research aims to provide insights and evidence that may be of use for readers on the topic of jingles and its effect on brand awareness and purchase intention, be it specifically on the dairy sector or in a more general scope of the location and country in which this research takes place.

1.5.2 Practical Benefits

This research aims to provide findings that can be utilized as insights for Susu Murni XYZ and other brands of similar nature to be used as consideration in their decision-making on the application of jingles to promote their products, as well as to act as an insight on the improvement of upcoming jingles. The points that are covered in this research may help to showcase the positive effects of jingles, as well as its shortcomings in past endeavors to be further developed upon in future use.

1.6 Research Outline

This research consists of five total chapters, and its outlines are as follows:

1. The first chapter will discuss the background of the research, along with its respected problems, questions, objectives, significance, and outline.

2. The second chapter will discuss the relevant literature from past studies and secondary sources to further understand each variable that is included in the research, which are jingles, brand awareness, and purchase intention. Furthermore, findings from relevant previous studies are also stated and are used to form the hypotheses and theoretical framework.

3. The third chapter explains the methodologies of the research in detail, which includes the research design, the operating variables, the data collection method, as well as the data analysis techniques.

4. The fourth chapter discusses the data gathered from this research, as well as an analysis of the findings. This is then used to find answers for the research questions raised in the first chapter.

5. The fifth chapter concludes the research and its findings, and provides recommendations and suggestions for both relevant parties and future research endeavors.

CHAPTER 2
LITERATURE REVIEW

2.1 Definitions of Variables

2.1.1 Jingle

A jingle is a musical message written for a brand (Keller, 2013), and is used as a form of identification of products. It is mainly used in advertisements to create association of the consumers with a brand or product. It contains phrases and meanings that promotes and positions the particular product being advertised, with some including slogans to reinforce brand identity. Jingles helps create the brand image as well as other marketing tools to promote the product and to make it memorable for consumers (Karailievová, 2012). The musical elements in jingles create sensory branding through sound, where sound is a strong tool to make consumers remember a short message when properly integrated and synchronized (Jain, P. & Jain, U., 2019). The sounds provide stimuli to the brain of a consumer which in turn influences their perception for a certain brand or product (Crisinel et al., 2012). Furthermore, the sounds create a sense of familiarity to a certain product, boosting a person's recognition of said product. Krishna (2012) states that the use of music in advertisements acts as a trigger for a person's sense of hearing, where one automatically attaches a certain message or meaning to a sound of a word.

2.1.2 Brand Awareness

Brand awareness refers to the familiarity that someone has with a certain brand or product, to the extent where people can recall and recognize said brand or product without them necessarily being a consumer themselves. It is an asset affecting perceptions, likes, and even consumer behavior (Aaker, 2015). Brand awareness is essential for brands and products due to it being a big influence on the way potential consumers choose products, where a sense

of familiarity tends to make consumers feel more inclined to pick a certain product rather than the others. Keller (2013) stated that brand awareness is a form of power in consumers' memories that reflects the consumers' ability to recognize a brand or product in various conditions. It is an important aspect of brand equity due to its ability to reduce the time that a consumer will spend to consider a product that they intend to buy by choosing one that they already have information on. Aaker (1996) categorizes brand awareness as one of the four dimensions of consumer-based brand equity (CBBE), with the other three being brand loyalty, brand associations, and perceived quality.

2.1.2.1 Brand Loyalty

Aaker (1996) defines brand loyalty as the measure of the link between the consumer and the brand, and the likelihood that the customer may change brands when the brand undergoes a price or product change. Shahid et al. (2017) modernized the definition as the extent of the commitment of a customer to a brand and how many times they repeat their purchases for the same brand. A customer can be deemed loyal towards a certain brand when they keep repeating purchases of the same brand and are not easily swayed by other brands that offer similar products, sometimes to the extent of being indifferent to price changes. Loyalty to a certain brand often leads a person to associate themselves with the brand.

2.1.2.2 Brand Associations

According to Michel & Donthu (2014), brand associations occur when the consumer thinks about a brand and develops some type of association linked to the memory that one has about it. Keller (2003) categorizes brand associations as either attributes that relate to the product itself, or non-product related attributes linked to the purchase and consumption of the product, such as price information,

product appearance, usage and user imagery. Aaker (1996) mentions that the greater the experience with the brand is, the greater the strength of the associations will become.

2.1.2.3 Perceived Quality

Perceived quality is defined by Aaker (1996) as the consumer's knowledge of the overall quality or superiority of a brand in comparison with others. Shahid et al. (2017) further stated that it is not always about the actual quality of the product, more so referring to the personal thought of a consumer about a certain brand or a product. Such is the case where Australian consumers retain relatively favorable thoughts on Mercedes-Benz automobiles despite confirmed and factual reliability issues associated with some of their models (Jensen, 2007).

2.1.3 Purchase Intention

According to Turney & Littman (2003), purchase intention is the buyer's prediction of which company he will select to buy from. It is further defined by Shah et al. (2012) that purchase intention is a kind of decision-making that studies the reason for a consumer to buy a particular brand. Montano & Kasprzyk (2015) stated that the importance of purchase intention lies in the fact that intentions are considered the key predictor of actual behavior. With that being said, Keller (2001) emphasized that many factors affect the consumer's intention while selecting a product, and the decision lies on the consumers along with other factors such as their trust in a certain company and word-of-mouth recommendations. Other studies have indicated additional factors that affect purchase intention, namely perceived risk, perceived benefit, brand image, and trust (Komalasari et al., 2021). Some of these factors can be deliberately altered and designed by the brands themselves, while others lean heavier on personal biases and the influence

from a person's surrounding communities that ultimately shape their views on a particular brand or product.

2.2 List of Previous Research

After conducting searches from credible sources, shown on the table below are the list of previous research that discusses similar and relevant topics in regards to this research:

Table 2.1 List of Previous Research

No.	Research Title	Author and Year of Publication	Variables	Result and Key Findings
1	How Jingle Can Drive Brand Awareness	Achyarsyah, M., Hendrayati, H., & Amalia, F. (2020)	Jingle, Brand Awareness	The results concluded that Pegipegi.com's jingle has a positive and significant effect on brand awareness.
2	The Effect of Jingle Exposure in Television Advertising on Brand Awareness in the Elaboration Likelihood Model	Mustikasari, R. P., Rahmawati, D. H., & Arviani, H. (2023)	Jingle, Brand Awareness	The research found that the exposure to Oreo's television jingle advertisement has a positive and significant effect on brand awareness.
3	The Influence of Lazada's Jingle Towards Purchase Intention with Brand Awareness	Halim, A., & Qastharin, A. R. (2024)	Jingle, Brand Awareness, Purchase Intention	The results stated that Lazada's jingle has a positive and significant effect on both brand awareness and purchase intention, as well as stating

	as the Mediating Variable			that purchase intention is directly influenced by brand awareness.
4	Neuromarketing Study: The Effect of Jingle on Consumer Behavior	Fauzi, H., Rizqullah, R., Ariyanti, M., & Hadyningtyas, I. A. (2022)	Jingle, Consumer Behavior	The results showed that jingles stimulate short-term memory, positively influencing consumer behavior, with the implication that brands with top brand categories have a stronger influence on consumer preferences through jingles.
5	The Impact of Brand Awareness on the Consumers' Purchase Intention	Shahid, Z., Hussain, T., & Zafar, F. (2017).	Brand Awareness, Purchase Intention	The findings of the research concluded that brand awareness has a positive effect on purchase intention, further stating that a person is more likely to buy a product if they know of the product prior to the purchase situation.
6	Does Brand Awareness influences Purchase Intention? The Mediation Role of Brand Equity Dimensions	Azzari, V., & Pelissari, A. (2021)	Brand Awareness, Brand Loyalty, Brand Associations, Perceived Quality, Purchase Intention	The results stated that brand awareness has an indirect effect on purchase intention, where brand loyalty, brand associations, and perceived quality acts as the mediator between the two aforementioned variables.

7	The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: the Case of MINI on Facebook	Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013)	Social Media Interaction, Brand Awareness, Purchase Intention	The findings indicate that MINI's social media engagement has positive effects on both brand awareness and purchase intention. It is further stated that social media interactions affect peoples' purchase decision-making.
8	The Relationship of Brand Equity to Purchase Intention	Senthilnathan, S. (2012).	Brand Equity, Purchase Intention	The findings concluded that brand equity of a baby soap brand has a positively significant relationship with purchase intention.

2.3 Hypothesis Development

2.3.1 The Effect of Jingles on Brand Awareness

Achyarsyah et al. (2020) examined the effect of jingles on brand awareness on Pegipegi.com, an Indonesian online flight ticket booking site using a quantitative approach. The results stated that jingles have a positive and significant effect on brand awareness, specifically on Pegipegi.com in regards to their jingle. Another study on the effects of Lazada's jingle toward purchase intention with a brand awareness as its mediating variable by Halim & Qastharin (2024) concluded that jingles have a positive and significant effect toward brand awareness, specifically on Lazada in regards to their jingle. Therefore, the following hypothesis can be formed:

H1: Jingles have a positive and significant effect on brand awareness

2.3.2 The Effect of Brand Awareness on Purchase Intention

A research carried out by Shahid et al. (2017) on the impact of brand awareness on consumers' purchase intention resulted in the conclusion that brand awareness positively affects purchase intention, where a person is more likely to buy a product if they know of the product prior to the purchase decision. Halim & Qastharin (2024) examined the effects of Lazada's jingle on purchase intention, using brand awareness as the mediating variable. The results stated that brand awareness has a direct influence toward purchase intention. Therefore, the following hypothesis can be formed:

H2: Brand awareness has a positive and significant effect on purchase intention

2.3.3 The Effect of Jingles on Purchase Intention

The findings of a research done by Halim & Qastharin (2024) on Lazada's jingle on brand awareness and purchase intention stated that their acquired and tested data proves the positive and significant influence of the jingle on purchase intention. Therefore, the following hypothesis can be formed:

H3: Jingles have a positive and significant effect on purchase intention

2.4 Theoretical Framework

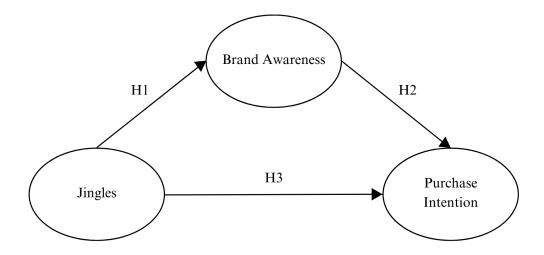Based on the descriptions above, the framework and hypotheses can be formed as follows:

Figure 2.1 Theoretical Framework, adapted from Halim & Qastharin (2024)

CHAPTER 3
RESEARCH METHODOLOGY

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 Jakarta. 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.

3.2 Operational Variables

There are three types of variables at play in this research, namely independent, dependent, and mediating. The independent variable refers to the variable that affects the dependent variables, whereas the dependent variable refers to the variable that is affected by the independent variable. The mediating variable, also known as the intervening variable, acts as a mediator between the independent and dependent variable to further explain the relationship between the two variables. The independent variable in this study is jingles, whereas the dependent variable is the purchase intention. The mediating variable in this case is brand awareness.

3.3 Population and Sampling

This research intends to include a population that is most relevant to the topic of Susu Murni XYZ and its subsequent effects on brand awareness and purchase intention toward their products. To do so, this research uses a cluster sampling technique, which is a process of taking a number of samples from assigned clusters that meets certain criterias defined by the researcher, which are stated below:

1. Individuals who reside in Jakarta
2. Individuals who have heard the Susu Murni XYZ jingle

According to Hair Jr et al. (2021), the sample size requires a minimum range of 100 participants in order to be eligible for use in the Structural Equation Model - Partial Least Squares (SEM-PLS). As such, this research uses a sample size of 100 participants as the minimum requirement suggests.

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.

3.5 Data Analysis Techniques

The derived data of this research is analyzed using the Structural Equation Model - Partial Least Squares (SEM-PLS) method. It is chosen due to its capability to measure the relationship between independent and dependent variables, as well as its ability to review data from small total sample numbers. The computation is done with the use of SmartPLS 4, a reputable software used for statistical testing in numerous similar academic research.

3.5.1 Outer Model

3.5.1.1 Reliability Test

According to Ghozali (2014), a reliability test is a way of verifying a questionnaire's consistency and is used as a variable indicator. In this research, the measurement's reliability is tested using

Cronbach's Alpha. According to Hair Jr et al. (2021), a Cronbach's Alpha value of >0.6 is considered acceptable, whereas a value of <0.6 is considered unacceptable.

3.5.1.2 Validity Test

Validity refers to the degree in which a measuring instrument in carrying out its purpose is accurate. The test consists of two types, which are convergent validity and discriminant validity. In the convergent validity testing, a loading factor value of >0.7 is considered valid (Hair Jr et al., 2021). In the discriminant validity testing, the heterotrait-monotrait (HTMT) ratio is used as the measurement tool, where a value of ≤0.9 indicates reliable data (Hair Jr et al., 2021).

3.5.2 Inner Model

3.5.2.1 Coefficient of Determination (R^2)

According to Ghozali (2014), the coefficient of determination is a metric that indicates the level in which the independent variables can explain the variation in the dependent variable. According to Hair Jr et al. (2021), the R^2 value ranges from 0 to 1, in which higher values indicate stronger explanatory ability.

3.5.2.2 T-Test

The t-test is used to detect the significance and correlation between variables. This test uses the bootstrapping method, where it will generate t and p values. According to Hair Jr et al. (2021), a t statistics value of >1.96 indicates a significant effect, whereas a value of <1.96 indicates a less significant effect. A p value of <0.05 means that a hypothesis is accepted, whereas a p value of >0.05 means that a hypothesis is unaccepted.

CHAPTER 4

FINDINGS, ANALYSIS, AND DISCUSSION

4.1 Descriptive Analysis

4.1.1 Data Collection

The data collection of this research was done from December 3, 2024 to December 5, 2024, or three days in total, with the use of Google Forms. A sample size of 100 respondents was collected to ensure the statistical validity of the analysis based on Hair Jr et al. (2021). The respondents were randomly acquired, but the number of respondents were equally divided into five clusters using the areas of Jakarta (North, South, Central, East, and West), giving each area 20 respondents. The respondents of the questionnaire are considered as the representatives of the residents of the five areas of Jakarta that are eligible to partake in the survey.

4.1.2 Initial Screening

To ensure that only qualified respondents are added to the dataset, the questionnaire includes screening questions at the very start of the questionnaire to sort out non-eligible candidates. This is done so that the research findings are in accordance with the criteria. The criteria used in the screening questions, as well as the number of respondents, are as follows:

Table 4.1 Respondents' Criteria

Criteria (as the screening questions)	Yes		No	
	Number	Percentage (%)	Number	Percentage (%)
Individuals who reside in Jakarta	**100**	**69.44%**	44	30.56%
Individuals who have heard of the Susu Murni XYZ jingle	**100**	**69.44%**	44	30.56%

4.1.3 Domicile

   The number of respondents are equally split into five clusters using Jakarta's territories, which are North Jakarta, South Jakarta, Central Jakarta, East Jakarta, and West Jakarta. Therefore, the data are as follows:

Table 4.2 Respondents' Domicile

Domicile	Number of Respondents	Percentage (%)
North Jakarta	20	20%
South Jakarta	20	20%
Central Jakarta	20	20%
East Jakarta	20	20%
West Jakarta	20	20%
Total	100	100%

4.1.4 Descriptive Statistics

   This section aims to describe the gathered data in detail. The research uses a Likert scale that ranges from 1 to 5, with the intervals and classifications as follows:

Table 4.3 Likert Scale Details

Scale	Interval	Classification
1	1.00 – 1.80	Strongly disagree
2	1.80 – 2.60	Disagree
3	2.60 – 3.40	Neutral
4	3.40 – 4.20	Agree
5	4.20 – 5.00	Strongly agree

The responses were filled and gathered using Google Forms, and the data were then imported into SmartPLS 4 to be analyzed using the Structural Equation Model - Partial Least Squares (SEM-PLS) method. The findings of said analysis are as follows.

4.1.4.1 Indicators of Jingle

The indicators of jingle, as well as the mean and standard deviation of each indicator are as follows:

Table 4.4 Descriptive Statistics of Jingle

No.	Code	Indicator	Mean	Standard Deviation
1	J1	Susu Murni XYZ's jingle catches my attention.	4.35	0.770
2	J2	Susu Murni XYZ's jingle is easy to remember.	4.68	0.649
3	J3	Susu Murni XYZ's jingle is easier to remember compared to jingles of other products.	4.32	0.827

With all of the three indicators of jingle having a mean of more than 4.20 and considerably small standard deviations, this shows that the respondents tend to strongly agree with the aforementioned statements.

4.1.4.2 Indicators of Brand Awareness

The indicators of brand awareness, as well as the mean and standard deviation of each indicator are as follows:

Table 4.5 Descriptive Statistics of Brand Awareness

No.	Code	Indicator	Mean	Standard Deviation
1	BA1	I know Susu Murni XYZ and its products.	4.30	1.000
2	BA2	I remember Susu Murni XYZ when I consider buying milk products.	3.06	1.135
3	BA3	I remember Susu Murni XYZ whenever I hear their jingle.	4.45	0.809

Indicators code BA1 and BA3 both have a mean score of more than 4.20, meaning that the respondents tend to strongly agree with the two statements. However, indicator code BA2 only managed a mean score of more than 2.60, meaning that the respondents tend to feel neutral on the statement.

4.1.4.2 Indicators of Purchase Intention

The indicators of purchase intention, as well as the mean and standard deviation of each indicator are as follows:

Table 4.6 Descriptive Statistics of Purchase Intention

No.	Code	Indicator	Mean	Standard Deviation
1	PI1	I am interested in purchasing Susu Murni XYZ products.	3.63	1.089
2	PI2	I intend to purchase Susu Murni XYZ's products whenever I hear their jingle.	3.61	1.136
3	PI3	I purchase Susu Murni XYZ's products because of hearing their jingle.	3.24	1.164
4	PI4	I purchase Susu Murni XYZ's products because I know the brand and their products.	3.92	1.220

Indicators code PI1, PI2 and PI4 have a mean score of more than 3.40, meaning that the respondents tend to agree with the statements. However, indicator code PI3 only managed a mean score of more than 2.60, meaning that the respondents tend to feel neutral on the statement.

4.2 Outer Model SEM-PLS Results

4.2.1 Reliability Test

The reliability of this research is measured using Cronbach's Alpha as well as composite reliability to ensure the consistency of the gathered data. The results of the measurements are as follows:

Table 4.7 Reliability Test Results

No.	Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
1	Jingle	0.812	0.815	0.888
2	Brand Awareness	0.666	0.690	0.818
3	Purchase Intention	0.885	0.889	0.920

According to Hair Jr et al. (2021), a Cronbach's Alpha value of >0.6 is deemed acceptable, whereas a value of <0.6 is deemed unacceptable. Based on the table above, all of the variables show a Cronbach's Alpha value above 0.6, thus indicating that all three variables have acceptable reliability.

4.2.2 Convergent Validity Test

Convergent validity shows the correlation strength between latent variables, where higher numbers show higher correlation strength, and vice versa. The results of the measurements are as follows:

Table 4.8 Outer Loading Test Results

Variable	Indicator	Outer Loadings	Result
Jingle	J1	0.860	VALID
	J2	0.855	VALID
	J3	0.842	VALID
Brand Awareness	BA1	0.874	VALID
	BA2	0.711	VALID
	BA3	0.734	VALID
Purchase Intention	PI1	0.867	VALID
	PI2	0.905	VALID
	PI3	0.835	VALID
	PI4	0.839	VALID

According to Hair Jr et al. (2021), a loading factor value of >0.7 is deemed valid. Based on the table above, all of the indicators show a value of more than 0.7, thus all indicators are deemed valid and represent strong convergent validity.

4.2.3 Discriminant Validity Test

A discriminant validity test is done to ensure that each latent variable is distinctly different from the others so that they don't measure the same concept. For this test, the heterotrait-monotrait (HTMT) ratio is used as the measurement tool. A value of ≤0.9 for the HTMT ratio indicates reliable data. The results of the measurements are as follows:

Table 4.9 HTMT Test Results

	Brand Awareness	Jingle	Purchase Intention
Brand Awareness			
Jingle	0.739		
Purchase Intention	0.870	0.481	

4.3 Inner Model SEM-PLS Results

4.3.1 Coefficient of Determination (R^2)

The R^2 is used to assess the coefficient of determination, which shows the percentage of the explanatory ability of a variable towards another variable. The results are as follows:

Table 4.10 R^2 Results

Variable	R^2
Brand Awareness	0.309
Purchase Intention	0.453

According to Hair Jr et al. (2021), the R^2 scale ranges from 0 to 1, where higher numbers show greater explanatory power, and vice versa. The first result shows that 0.309, or 30.9% of the variation in brand awareness values can be explained by purchase intention, whereas the remaining 69.1% can be explained by other variables outside the model. The second result shows that 0.453, or 45.3% of the variation in purchase intention values can be explained by jingle and brand awareness, whereas the remaining 54.7% can be explained by other variables outside of the model.

4.3.2 Hypothesis Test Results

       In the SEM-PLS method, hypothesis testing is the final step in measuring the validity of the hypothesis. In this stage, the results are in the form of the original sample, T statistics, and P values. The original sample (O) shows whether a variable is positively or negatively correlated to another, where a value between 0 and 1 indicates a positive correlation, and a number between -1 and 0 indicates a negative correlation. The T statistics show the significance of the correlations, where a value of >1.96 indicates a significant effect, whereas a value of <1.96 indicates a less significant effect. Lastly, the P value shows the level of support for a hypothesis. A p value of <0.05 means that a hypothesis is accepted, whereas a p value of >0.05 means that a hypothesis is unaccepted. The hypothesis test results are as follows:

Table 4.11 Hypothesis Test Results

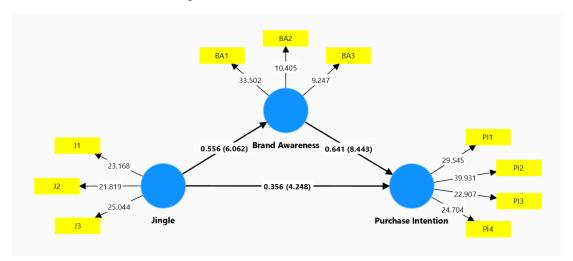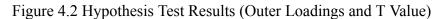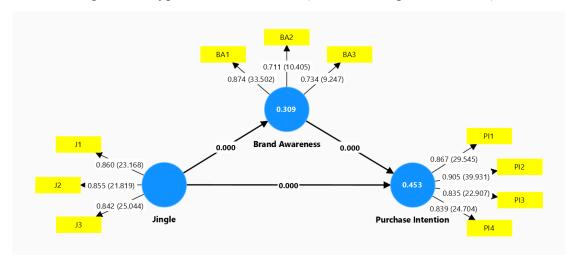| Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Value	Notes
Jingles have a positive and significant effect on brand awareness	0.556	6.062	0.000	Positive, significant, accepted
Brand awareness has a positive and significant effect on purchase intention	0.641	8.443	0.000	Positive, significant, accepted
Jingles have a positive and significant effect on purchase intention	0.356	4.248	0.000	Positive, significant, accepted

Figure 4.1 Path Coefficient Results

Figure 4.2 Hypothesis Test Results (Outer Loadings and T Value)

4.3.3 Results of Study

Based on the hypotheses test results from table 4.11, the elaboration of the study results are as follows:

1. The first hypothesis; jingles have a positive and significant effect on brand awareness; received an original sample (O) value of 0.556, meaning that the hypothesis has a positive effect. It also received a T statistics value of 6.062, meaning that it has a significant effect. Lastly, it received a P value of 0.000, meaning that the hypothesis is accepted.

2. The second hypothesis; brand awareness has a positive and significant effect on purchase intention; received an original sample (O) value of 0.641, meaning that the hypothesis has a positive effect. It also received a T statistics value of 8.443, meaning that the hypothesis has a significant effect. Lastly, it received a P value of 0.000, meaning that the hypothesis is accepted.

3. The third hypothesis; jingles have a positive and significant effect on purchase intention; received an original sample (O) value of 0.356, meaning that the hypothesis has a positive effect. It also received a T statistics value of 4.248, meaning that the hypothesis has a significant effect. Lastly, it received a P value of 0.000, meaning that the hypothesis is accepted.

4.4 Discussion

4.4.1 The Effect of Jingles on Brand Awareness

The study shows a positive and significant influence of jingles on brand awareness. This is in line with previous findings from Achyarsyah et al. (2020) on the effect of jingles on brand awareness in the scope of Pegipegi.com, where the results stated that jingles have a positive and significant effect on brand awareness. The findings of Halim & Qastharin (2024) on the same topic in the scope of Lazada came to the same conclusion.

4.4.2 The Effect of Brand Awareness on Purchase Intention

The study shows a positive and significant influence of brand awareness on purchase intention. This is backed by previous findings by

Shahid et al. (2017) on the impact of brand awareness on consumers' purchase intention. The findings suggest that brand awareness positively affects purchase intention, where a person is more likely to buy a product if they know the product prior to the moment where a purchasing decision is made.

4.4.3 The Effect of Jingles on Purchase Intention

The study shows a positive and significant influence of jingles on purchase intention. It can be indicated that jingles are among one of the factors that plays a role in increasing purchase intention. This result aligns with previous findings from Halim & Qastharin (2024), where their findings in the scope of Lazada regarding the effects of jingles toward brand awareness and purchase intention concludes that brand awareness has a positive influence on purchase intention.

CHAPTER 5
CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The results of the findings and discussion on the effects of jingles on brand awareness and purchase intention of Susu Murni XYZ in Jakarta can be concluded as follows:

1. Susu Murni XYZ's jingle has a positive and significant effect on brand awareness. From the analysis and discussion in the previous chapter, it has been proven that this is indeed the case with this research.

2. Brand awareness has a positive and significant effect on purchase intention in the case of Susu Murni XYZ. From the analysis and discussion in the previous chapter, it has been proven that this is indeed the case with this research.

3. Susu Murni XYZ's jingle has a positive and significant effect on purchase intention. From the analysis and discussion in the previous chapter, it has been proven that this is indeed the case with this research.

In summary, this research proves that Susu Murni XYZ's jingles do play a significant role in affecting brand awareness, which subsequently plays a significant role in affecting purchase intention. In short, people will tend to be more aware of a brand if the brand has a jingle, the catchier the better. And by being more aware of said brand, people will tend to give more consideration on purchasing a product from the brand.

5.2 Recommendation

The findings of this research suggests that having a jingle is beneficial for increasing potential purchases. Here are several implications that can be used as consideration for brands both in the dairy industry and in other industries regarding the use of jingles:

1. Implementing jingles can lead to a potential purchase, specifically for brands that sell their products through traveling carts. As proven in this research, jingles have a positive and significant effect towards both brand awareness and purchase intention. In reference to this finding, jingles can be considered in marketing strategy plans for brands or products that use traveling carts to boost brand awareness and subsequently increase product sales.

2. A catchy jingle has better chances of improving brand awareness, and subsequently, purchase intention, specifically in a street-selling setting. Since jingles are musical in nature, those that are easier to remember are more likely to enter a person's subconscious memory, thus improving their brand awareness. The next time that person hears the jingle playing from the street, there is a higher chance that they will consider buying the brand's product because they are more aware of the brand. This is worth keeping in mind for brands who wish to develop a jingle of their own.

3. Susu Murni XYZ's jingle is not the cause of the brand's downtrend. As seen in chapter 4, the relatively small R^2 values mean that more factors can affect the brand's variables outside of the ones discussed in this research. The jingle itself has a positive effect on both brand awareness and purchase intention, so it can be suggested that some of the other factors outside of this research have a negative effect. As an example, the brand's method of selling exclusively via traveling carts can be seen as a weak point of the brand, where their competitors are selling far more products in store shelves due to their accessibility, especially since the number of Susu Murni XYZ carts roaming the streets are continuing to decrease. Another example would be the level of competitiveness between Susu Murni XYZ and other dairy products that already hold a significant market share as per the time of this research.

5.3 Limitations of Research

This research, as with any others, has its own share of limitations. Firstly, the research does pass the required minimum sample size of 100 respondents, though a

larger one would provide a better representation of the population as a whole. A bigger sample size means that there will be more diversity and normality on the types and behaviors of people in the selected population, which in turn translates to more accurate findings.

Secondly, this research uses the cluster sampling technique due to the difficulty in achieving a completely random sample of the population. In reality, the respondents will most likely not be fully randomized, thus this research uses clusters instead to achieve an evenly distributed sample size of each cluster.

Lastly, because this research delves specifically in the dairy industry and focuses on the unique aspect of selling via traveling carts, the findings on the topic of jingles may or may not apply to other industries. With that being said, it is worth mentioning that some of the past studies shown in the second chapter of this research show similar results in a number of different industries.

REFERENCES

Aaker, D. A. (1996). *Measuring Brand Equity Across Products and Markets.* California Management Review, 38(3), 102-120.

Aaker, D. A. (2015). *Aaker on Branding: 20 Principles That Drive Success.* New York: Morgan James Publishing.

Achyarsyah, M., Hendrayati, H., & Amalia, F. (2020). *How Jingle Can Drive Brand Awareness*. nCOV 2020: The Proceedings of the 1st Seminar The Emerging of Novel Coronavirus, Bali, Indonesia (p. 240). European Alliance for Innovation.

Crisinel, A. S., Cosser, S., King, S., Jones, R., Petrie, J., & Spence, C. (2012). *A bittersweet symphony: Systematically modulating the taste of food by changing the sonic properties of the soundtrack playing in the background.* Food quality and preference, 24(1), 201-204.

Fauzi, H., Rizqullah, R., Ariyanti, M., & Hadyningtyas, I. A. (2022). *Neuromarketing Study: The Effect of Jingle on Consumer Behavior*. ASEAN Marketing Journal.

Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Squares (PLS) (4th ed.)*. Badan Penerbit Universitas Diponegoro.

Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using R: A Workbook* (p. 197). Springer Nature.

Halim, A., & Qastharin, A. R. (2024). *The Influence of Lazada's Jingle Towards Purchase Intention with Brand Awareness as the Mediating Variable.* Journal Integration of Management Studies, 2(2), 166-173.

Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). *The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: the Case of MINI on Facebook.* Journal of Product & Brand Management, 22(5/6), 342-351.

Jain, P., & Jain, U. (2016). *Study of the Effectiveness of Advertising Jingles*. Advances in Economics and Business Management.

Jensen C. (2007). *Mercedes Last in Reliability Review.* The Sydney Morning Herald; p. 6.

Karailievová, I. (2012). *Impact of Songs and Jingles used in Advertising on Brand and Product Awareness.* Institute for Marketing Management.

Keller, K. L. (2001). *Building Customer-based Brand Equity: Creating Brand Resonance Requires Carefully Sequenced Brand-building Efforts.* Marketing Management, Vol. 10, No. 2.

Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity. 2nd Edition,* Upper Saddle River, NJ, USA: Pearson Education Inc.

Keller, K. L. (2013). *Building strong brands in a modern marketing communications environment*. In The evolution of integrated marketing communications (pp. 65-81). Routledge.

Keller, K. L. (2013). *Strategic Brand Management; Building, Measuring, and Managing Brand Equity. Fourth Edition,* Harlow, UK: Pearson Education Inc.

Krishna, A. (2012). *An integrative review of sensory marketing: Engaging the senses to affect perception, judgment and behavior.* Journal of consumer psychology, 22(3), 332-351.

Komalasari, F., Christianto, A., & Ganiarto, E. (2021). *Factors influencing purchase intention in affecting purchase decision: A study of e-commerce customer in Greater Jakarta.* BISNIS & BIROKRASI: Jurnal Ilmu Administrasi Dan Organisasi, 28(1), 1.

Malhotra, S. (2014). *A Study on Marketing Fast Moving Consumer Goods (FMCG).* International Journal of Innovative Research & Development, 3(1), 1-3.

Michel, G., & Donthu, N. (2014). *Why Negative Brand Extension Evaluations do not Always Negatively Affect the Brand: The Role of Central and Peripheral Brand Associations.* Journal of Business Research, 67(12), 2611-2619.

Montano, D., Kasprzyk, D. (2015). *Theory of Reasoned Action, Theory of Planned Behavior, and the Integrated Behavioral Model.* Health Behav. Health Educ. – Theory Res. Pract. 70, 350, 4.a ed.

Mustikasari, R. P., Rahmawati, D. H., & Arviani, H. (2023). *The Effect of Jingle Exposure in Television Advertising on Brand Awareness in the Elaboration Likelihood Model.* Jurnal Spektrum Komunikasi, 11(3), 383-392.

Prashar, B., Dahir, S. and Sharma, A. (2012). *Study of brand recall of consumer durables among consumers in Punjab.* International Journal of Research in Commerce, IT and Mgmt., 2(7).

Senthilnathan, S. (2012). *The Relationship of Brand Equity to Purchase Intention.* IUP Journal of Marketing Management, May.

Shah, H., Aziz, A., Jaffari, A. R., Waris, S., Ejaz, W., Fatima, M. and Sherazi., K. (2012). *The Impact of Brands on Consumer Purchase Intentions.* Asian Journal of Business Management 4(2): 105-110

Shahid, Z., Hussain, T., & Zafar, F. (2017). *The Impact of Brand Awareness on the Consumers' Purchase Intention.* Journal of Accounting & Marketing, 6(01), 34-38.

Sinurat, W., & Dirgantara, I. M. B. (2021). *The Effects of Brand Equity, Price, and Brand Proliferation on New Product Performance through Product Trial: Evidence from FMCG Industry in Indonesia.* Diponegoro International Journal of Business, 4(1), 58-68.

Turney, P. D., & Littman, M. L. (2003). *Measuring Praise and Criticism: Inference of Semantic Orientation from Association.* ACM Transportation Information System, 21(4), 315-346.

Younus, S., Rasheed, F., & Zia, A. (2015). *Identifying the Factors Affecting Customer Purchase Intention.* Global Journal of Management and Business Research, 15(2), 8-13.

APPENDICES

Appendix 1: Questionnaire (in Bahasa Indonesia)

Halo!

Saya Chandra, mahasiswa S1 jurusan administrasi bisnis di IPMI, dan saat ini saya sedang melakukan penelitian mengenai pengaruh *jingle* Susu Murni XYZ terhadap *brand awareness* dan niat beli. Saya sangat menghargai waktu yang anda luangkan untuk mengisi survei ini.

Terima kasih!

Section 1: screening questions

1. Saya tinggal di daerah Jakarta ...
   - ☐ Pusat
   - ☐ Utara
   - ☐ Selatan
   - ☐ Barat
   - ☐ Timur

2. Saya tahu lagu *(jingle)* Susu Murni XYZ
   - ☐ Iya
   - ☐ Tidak

Section 2: main questions, for respondents who answered "Iya" to screening question #2

1. Lagu *(jingle)* Susu Murni XYZ menarik perhatian saya
   - ☐ Sangat tidak setuju
   - ☐ Tidak setuju
   - ☐ Netral

☐ Setuju

☐ Sangat setuju

2. Lagu *(jingle)* Susu Murni XYZ mudah diingat

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

3. Lagu *(jingle)* Susu Murni XYZ lebih mudah diingat dibanding lagu *(jingle)* produk lain

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

4. Saya tahu Susu Murni XYZ dan produknya

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

5. Saya teringat Susu Murni XYZ ketika saya memikirkan produk susu

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

6. Saya teringat Susu Murni XYZ karena mendengar lagu *(jingle)* nya

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

7. Saya tertarik untuk membeli produk Susu Murni XYZ

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

8. Saya muncul niat untuk membeli produk Susu Murni XYZ ketika mendengar lagu *(jingle)* nya

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

9. Saya membeli produk Susu Murni XYZ karena mendengar lagu *(jingle)* nya

   ☐ Sangat tidak setuju

   ☐ Tidak setuju

   ☐ Netral

   ☐ Setuju

   ☐ Sangat setuju

10. Saya membeli produk Susu Murni XYZ karena saya sudah tahu brand dan produknya
   - ☐ Sangat tidak setuju
   - ☐ Tidak setuju
   - ☐ Netral
   - ☐ Setuju
   - ☐ Sangat setuju

Appendix 2: Questionnaire (translated to English)

Hello!

I'm Chandra, a bachelor of business administration student at IPMI, and I'm currently in the process of developing a research on the effects of Susu Murni XYZ's jingle towards brand awareness and purchase intention. I highly appreciate your time and effort in filling this survey.

Thank you!

Section 1: screening questions

1. I live in …
   - ☐ Central Jakarta
   - ☐ North Jakarta
   - ☐ South Jakarta
   - ☐ West Jakarta
   - ☐ East Jakarta

2. I know Susu Murni XYZ's jingle
   - ☐ Yes
   - ☐ No

Section 2: main questions, for respondents who answered "yes" to screening question #2

1. Susu Murni XYZ's jingle catches my attention

    ☐ Highly disagree

    ☐ Disagree

    ☐ Neutral

    ☐ Agree

    ☐ Highly agree

2. Susu Murni XYZ's jingle is easy to remember

    ☐ Highly disagree

    ☐ Disagree

    ☐ Neutral

    ☐ Agree

    ☐ Highly agree

3. Susu Murni XYZ's jingle is easier to remember compared to jingles of other products

    ☐ Highly disagree

    ☐ Disagree

    ☐ Neutral

    ☐ Agree

    ☐ Highly agree

4. I know Susu Murni XYZ and its products

    ☐ Highly disagree

    ☐ Disagree

    ☐ Neutral

    ☐ Agree

    ☐ Highly agree

5. I remember Susu Murni XYZ when I consider buying milk products

☐ Highly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Highly agree

6. I remember Susu Murni XYZ whenever I hear their jingle

☐ Highly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Highly agree

7. I am interested in purchasing Susu Murni XYZ products

☐ Highly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Highly agree

8. I intend to purchase Susu Murni XYZ's products whenever I hear their jingle

☐ Highly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Highly agree

9. I purchase Susu Murni XYZ's products because of hearing their jingle

☐ Highly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Highly agree

10. I purchase Susu Murni XYZ's products because I know the brand and their products

☐ Highly disagree

☐ Disagree

☐ Neutral

☐ Agree

☐ Highly agree

Appendix 3: Tabulation of Questionnaire Results

No.	Jingle			Brand Awareness			Purchase Intention			
	J1	J2	J3	BA1	BA2	BA3	PI1	PI2	PI3	PI4
1	4	5	3	4	1	5	1	3	3	5
2	5	5	5	4	2	5	3	3	3	2
3	4	5	5	4	1	4	3	4	2	4
4	5	5	5	4	2	5	5	5	2	4
5	5	5	5	5	4	5	5	5	5	5
6	3	4	4	5	3	5	5	4	3	5
7	4	5	4	3	3	4	3	3	3	5
8	4	5	4	5	3	5	5	4	3	5
9	4	5	4	5	3	5	4	5	4	5
10	5	5	5	5	3	4	5	4	3	5
11	5	5	5	5	3	5	5	5	5	3
12	5	5	5	3	2	5	1	1	1	1
13	5	5	5	5	4	5	3	2	4	4
14	5	5	5	5	5	5	5	5	5	5
15	4	4	4	4	4	4	4	4	4	4

16	2	4	3	2	1	2	2	2	2	1
17	4	4	3	4	4	4	3	3	3	3
18	5	5	5	5	4	4	4	4	4	3
19	3	5	5	3	1	5	3	2	1	1
20	5	5	5	5	3	5	5	5	3	5
21	4	4	4	4	3	5	3	4	2	4
22	5	5	5	5	3	5	5	5	5	5
23	5	5	4	5	4	3	5	4	3	5
24	4	5	5	5	3	5	5	5	4	5
25	3	3	3	5	4	4	4	4	3	4
26	3	5	3	5	3	4	4	4	4	5
27	2	3	2	3	2	3	3	3	2	3
28	5	5	4	5	4	5	4	3	3	4
29	4	5	5	5	4	5	4	3	3	5
30	4	5	5	4	3	5	3	4	3	5
31	4	4	3	2	2	2	3	3	2	3
32	4	4	4	5	3	5	3	3	3	3
33	4	5	5	5	4	5	4	3	2	4
34	3	3	3	3	2	3	2	2	2	3
35	5	5	5	5	3	5	3	3	3	3
36	4	4	4	4	2	4	3	3	3	2
37	4	4	4	3	2	3	3	1	1	2
38	2	1	3	1	3	2	2	3	2	1
39	5	5	5	4	4	5	5	5	5	5
40	5	5	5	5	3	5	5	5	5	5
41	4	5	4	4	3	4	4	4	4	4
42	4	4	3	4	3	4	3	4	4	3

43	4	5	4	5	3	5	5	5	3	4
44	4	4	4	4	4	3	4	3	3	4
45	4	5	5	5	3	5	4	4	4	4
46	5	5	5	5	5	5	4	3	3	4
47	4	5	5	5	2	5	3	4	3	5
48	5	4	3	4	3	5	5	5	5	5
49	5	5	4	5	1	5	1	1	1	1
50	4	5	5	4	1	5	3	1	1	4
51	3	4	3	3	3	4	3	3	3	3
52	5	5	5	5	4	5	5	5	5	5
53	5	5	5	5	1	4	2	2	1	4
54	5	5	5	4	3	5	3	3	3	5
55	4	5	5	5	4	5	4	4	4	5
56	5	5	5	4	2	4	4	3	3	5
57	5	5	5	5	5	5	5	5	5	5
58	5	5	5	3	1	5	2	3	5	5
59	5	5	5	4	4	4	4	3	4	4
60	3	5	3	4	2	4	3	2	2	3
61	5	5	5	5	3	5	3	4	3	4
62	5	5	5	5	4	5	4	5	4	3
63	4	5	5	4	3	4	4	5	4	4
64	4	4	5	3	2	4	3	3	4	4
65	4	4	4	5	4	3	2	2	2	3
66	4	4	4	4	4	3	4	3	1	3
67	5	5	3	4	2	5	3	4	4	5
68	4	5	5	5	3	5	5	5	5	5
69	5	5	4	5	3	4	4	4	4	5

70	5	5	5	5	3	5	3	4	4	4
71	4	5	5	5	3	4	3	5	4	5
72	5	5	5	5	2	5	5	5	3	5
73	3	4	4	5	3	5	3	3	2	4
74	5	5	5	5	5	5	4	4	4	4
75	4	5	5	5	3	5	4	4	3	5
76	4	5	4	5	3	5	4	2	3	5
77	5	5	5	5	5	5	5	5	5	5
78	4	4	4	4	2	4	2	3	3	3
79	5	5	3	3	3	4	3	4	4	2
80	3	3	3	5	5	5	3	3	3	5
81	5	5	5	5	5	5	5	5	3	5
82	5	5	5	5	5	4	4	4	3	5
83	5	5	5	5	5	5	5	5	5	5
84	5	5	4	5	4	5	4	3	3	4
85	5	5	5	5	3	5	3	3	3	3
86	4	5	4	4	2	2	3	4	4	3
87	4	4	3	1	1	4	3	2	1	1
88	5	5	5	5	5	5	5	5	5	5
89	5	5	5	5	1	3	3	3	3	3
90	5	5	3	3	3	5	3	3	3	3
91	4	5	3	2	3	4	3	4	4	3
92	4	5	5	3	3	4	2	2	2	2
93	4	5	3	5	3	5	3	3	3	5
94	5	5	5	5	5	5	5	5	5	5
95	5	5	5	5	5	5	5	5	5	5
96	5	5	5	5	3	5	3	5	3	5

97	5	5	5	5	3	5	4	3	2	3
98	5	5	3	1	1	5	1	1	1	1
99	5	5	4	5	3	4	5	4	3	5
100	5	4	4	4	4	5	5	5	5	5

Appendix 4: PLS-SEM Algorithm in SmartPLS 4

Appendix 5: Bootstrapping in SmartPLS 4

Appendix 6: Company Confidentiality

     In this research, the company will be referred to as "Susu Murni XYZ" to maintain confidentiality and anonymity, as well as to comply with ethical research practices and respect the company's privacy.