BAB V
PENUTUP

Pada bab ini akan dijelaskan kesimpulan dari keseluruhan penelitian mengenai pengaruh *advertising awareness* terhadap ekuitas merek *Go-Jek* di media sosial dengan kesadaran merek dan citra merek sebagai variabel mediasi. Pada bab ini juga akan diberikan beberapa saran dan masukan yang diperlukan oleh para pelaku bisnis khususnya bagi perusahaan *Go-Jek* dan penelitian selanjutnya.

5.1. Kesimpulan

Berdasarkan hasil analisis yang telah dilakukan pada BAB IV, maka diperoleh kesimpulan sebagai berikut :

1.   Karakteristik responden yang pernah melihat tayangan iklan *Go-Jek* di media sosial menunjukkan bahwa 69,8% responden merupakan responden berjenis kelamin perempuan dan 35,8% responden memiliki umur 22 tahun. Responden merupakan mahasiswa yang memiliki pendapatan rata-rata per bulan sebesar Rp. 1.000.001 sampai dengan Rp. 1.500.000. Sebagian besar responden menggunakan *Instagram* sebagai media sosial yang paling aktif untuk digunakan. Keseluruhan responden memiliki aplikasi layanan *Go-Jek*yang terdapat di *Handphone* dan pernah menggunakan layanan *Go-Jek* tersebut. Iklan *Go-Jek* yang ditayangkan di media sosial, pernah dilihat oleh keseluruhan responden penelitian. Layanan *Go-Jek* yang sering digunakan oleh responden adalah *Go-Food* dan 55,9% responden menggunakan *Go-Pay* untuk

sistem pembayaran. Mayoritas frekuensi responden menggunakan *Go-Jek* sebanyak > 4 kali yaitu sebesar 36,3%.

2. Analisis angka indeks jawaban responden per variabel menunjukkan bahwa keseluruhan variabel menunjukkan hasil diatas rata-rata yaitu angka 3. Dilihat dari rata-rata variabel *advertising awareness* sebesar 4,07 yang artinya responden secara sadar akan adanya iklan *Go-Jek* di media sosial dan responden pernah melihat iklan *Go-Jek* tersebut, kemudian rata-rata variabel kesadaran merek sebesar 4,52 yang artinya responden secara sadar mengetahui adanya merek *Go-Jek*, rata-rata variabel citra merek sebesar 3,96 yang artinya bahwa responden menilai bahwa *Go-Jek* baik, memiliki karakteristik yang berbeda dan tidak mengecewakan konsumen. Rata-rata dari variabel ekuitas merek sebesar 3,65 yang artinya bahwa responden akan menggunakan *Go-Jek* meskipun ada pesaing lain yang lebih baik.

3. a. *Advertising awareness* memiliki pengaruh yang positif dan signifikan terhadap kesadaran merek. Hal ini menunjukkan bahwa dengan semakin menarik dan meningkatnya *advertising awareness Go-Jek* di media sosial menyebabkan meningkatnya kesadaran merek.

   b. *Advertising awareness* memiliki pengaruh yang positif dan signifikan terhadap citra merek. Hal ini menunjukkan bahwa dengan adanya *advertising awareness Go-Jek* di media sosial yang semakin baik maka akan meningkatkan citra merek.

   c. *Advertising awareness* memiliki pengaruh yang positif dan signifikan terhadap ekuitas merek. Hal ini menunjukkan bahwa dengan adanya

advertising awareness Go-Jek di media sosial pada sebuah produk maka akan meningkatkan ekuitas merek.

d. Kesadaran merek memiliki pengaruh yang positif dan signifikan terhadap citra merek. Hal ini menunjukkan bahwa semakin baik perusahaan meningkatkan kesadaran merek dari *Go-Jek* kepada konsumen maka semakin baik pengaruh citra merek yang diberikan.

e. Kesadaran merek memiliki pengaruh yang positif dan signifikan terhadap ekuitas merek. Hal ini menunjukkan bahwa semakin baik perusahaan menciptakan kesadaran merek *Go-Jek* maka akan mengakibatkan meningkatnya ekuitas merek

f. Citra merek memiliki pengaruh yang positif dan signifikan terhadap ekuitas merek. Hal ini menunjukkan bahwa dengan menunjukkan citra merek yang baik bagi konsumen makan mengakibatkan meningkatnya ekuitas merek.

4. a.Berdasarkan hasil analisis yang dilakukan kesadaran merek berfungsi sebagai *indirect-only mediation* antara *advertising awareness* dan ekuitas merek.

b. Berdasarkan hasil analisis yang dilakukan citra merek berfungsi sebagai *indirect-only mediation* antara *advertising awareness* dan ekuitas merek.

c. Berdasarkan hasil analisis yang dilakukan citra merek berfungsi sebagai competitive mediation antara kesadaran merek dan citra merek.

Dengan demikian, hasil penelitian secara keseluruhan menunjukkan bahwa perusahaan perlu meningkatkan *advertising awareness Go-Jek* di media sosial yang bertujuan agar dapat meningkatkan ekuitas merek,kesadaran merek dan citra

perusahaan. Selain itu meningkatkan kesadaran merek dan citra merek *Go-Jek* juga diperlukan agar ekuitas merek dapat meningkat.

5.2. Implikasi Manajerial

Berdasarkan hasil penelitian yang telah diperoleh maka peneliti dapat memberikan ilmu atau wawasan bagi para pelaku bisnis terutama bagi perusahaan penyedia layanan jasa *Go-Jek* maupun penyedia layanan jasa lainnya untuk merancang strategi bisnisnya dengan baik dan tepat dari *advertising awareness* di media sosial. Iklan yang menarik dan tertanam di benak konsumen akan menyebabkan meningkatnya ekuitas merek *Go-Jek* atau penyedia jasa lainnya. Meningkatnya ekuitas merek juga didukung dari adanya kesadaran merek dan citra merek yang baik. Kesadaran merek dan citra merek yang meningkat juga didasarkan dari adanya iklan di media sosial yang menarik dan yang tertanam di benak konsumen.

Pelaku bisnis perlu menciptakan dan membangun *advertising awareness* dengan cara membuat iklan yang menarik, kreatif dan berbeda dengan perusahaan lain dengan media sosial sebagai alat atau media untuk memperkenal atau mempromosikan *Go-Jek* atau penyedia jasa lainya. Media sosial merupakan media yang sedang populer dipergunakan oleh banyak perusahaan untuk memperkenalkan produk mereka ke khalayak umum dikarenakan sebagian besar konsumen memiliki media sosial dan aktif digunakan. Dengan iklan yang mudah diingat oleh konsumen membuat konsumen tau dan sadar dengan adanya iklan yang akan berdampak pada konsumen sadar bahwa terdapat merek *Go-Jek* atau

yang lainnya dan dengan mudah perusahaan membangun citra merek. Selain itu, iklan dapat mempengaruhi ekuitas merek dengan sejumlah cara. Sehingga iklan yang kreatif berdampak pada *advertising awareness* dan mempengaruhi kesadaran merek, citra merek, dan ekuitas merek.

Pelaku bisnis juga perlu menciptakan kesadaran merek. Konsumen yang dapat dikatakan sadar terhadap suatu merek merupakan konsumen yang mampu mengenali dan mengingat merek *Go-Jek* ataupun penyedia jasa lain. Cara sederhana yang dapat dilakukan oleh perusahan penyedia layanan jasa untuk menciptakan kesadaran merek adalah dengan cara menayangkan iklan secara berulang terutama iklan di media sosial dan yang mampu menjelaskan secara spesifik produk tertentu. Hal ini dapat menjadi salah satu cara untuk meningkatkan kesadaran merek yang nantinya akan berdampak pada citra merek dan ekuitas merek.

Pelaku bisnis perlu meningkatkan citra merek. Citra merek yang baik merupakan citra merek yang mampu bersaing dengan pesaing lain dan masuk ke kehidupan konsumen. Citra merek merupakan salah satu unsur yang dilakukan untuk membangun ekuitas merek. Peningkatan citra merek *Go-Jek* atau penyedia jasa lain dapat dilakukan dengan cara membangun kepercayaan kepada konsumen tentang identitas merek secara terperinci dan meyakinkan konsumen bahwa merek itu ada dan patut untuk diperhitungkan. Selain itu, logo dan nilai-nilai yang diciptakan oleh penyedia jasa harus mencerminkan perilaku dari merek tersebut. Dengan demikian, dengan melakukan peningkatan pada citra merek dapat berdampak pada kenaikan ekuitas merek. Hal ini mengakibatkan dengan

meningkatnya ekuitas merek maka dapat menyebabkan tingkat keberhasilan juga meningkat.

Dari hasil penelitian kesadaran merek sebagai *indirect-only mediation* memiliki peranan penting antara *advertising awareness* dan ekuitas merek. Sehingga pelaku bisnis perlu melakukan peningkatan kesadaran merek untuk mendukung peningkatan *advertising awareness* dengan cara menampilkan iklan tentang merek tertentu yang kreatif dan menarik secara berulang, pemilihan media iklan yang tepat dan keterlibatan aktif dari perusahaan secara langsung sehingga membuat konsumen mengenal merek tersebut. Hal ini bertujuan untuk memperkuat ekuitas suatu merek yang dipengaruhi oleh *advertising awareness*. Dari hasil penelitian juga mengatakan bahwa citra merek sebagai *indirect-only mediation* memiliki peranan penting antara *advertising awareness* dengan ekuitas merek. Sehingga pelaku bisnis perlu memiliki karakteristik atau sifat yang berbeda dengan pesaing lain dan merek tidak mengecewakan konsumen sehingga iklan yang sudah ditayangkan di media sosial merupakan iklan yang memberikan informasi dengan benar yang berdampak pada peningkatan ekuitas merek. Selain itu, pelaku bisnis perlu memilih media iklan yang digunakan. Dari hasil penelitian mengatakan bahwa citra merek sebagai *competitive mediation* memiliki peranan penting antara kesadaran merek dan ekuitas merek. Sehingga pelaku bisnis perlu membangun citra merek dengan cara menjalankan nilai-nilai dalam merek tersebut. Nilai-nilai tersebut harus dapat memenuhi dan memuaskan kebutuhan konsumen serta menjaga kepercayaan konsumen ketika konsumen sudah percaya terhadap merek tersebut. Selain itu, pelaku bisnis juga perlu meningkatkan

kesadaran merek dengan cara menyampaikan informasi yang mudah diingat oleh konsumen, berbeda dengan pesaing lain, simbol atau logo dibuat dengan menarik dan disesuaikan dengan merek yang ditawarkan, serta pengulangan secara menerus kepada konsumen misalnya iklan. Sehingga dampaknya adalah konsumen akan menggunakan merek atau produk perusahaan meskipun ada produk sejenis yang lebih baik dari perusahaan lain.

5.3. Keterbatasan Penelitian

Penelitian ini memiliki keterbatasan pada responden dikarenakan responden yang ditentukan merupakan mahasiswa bukan untuk kalangan umum. Hal ini belum bisa menggambarkan secara menyeluruh pengaruh responden untuk kalangan diluar mahasiswa terkait dengan penelitian tentang pengaruh *advertising awareness* pada ekuitas merek *Go-Jek* di media sosial : kesadaran merek dan citra merek sebagai variabel mediasi.

Keterbatasan lain yang dimiliki pada penelitian ini adalah unsur-unsur ekuitas merek yang digunakan dalam penelitian ini hanya terbatas pada dua unsur yakni kesadaran merek dan citra merek. Sedangkan ekuitas merek terdiri dari lima unsur antara lain kesadaran merek, citra / asosiasi merek, loyalitas merek, *perceived quality* dan asset-aset merek lain.

5.4. Saran Bagi Peneliti Masa Datang

Bagi peneliti yang berminat untuk melakukan penelitian di masa yang akan datang, peneliti menyarankan pada penelitian di masa yang akan datang untuk

meneliti lebih lanjut kesimpulan yang dihasilkan dari penelitian ini. Selain itu, peneliti dapat menggantikan responden selain mahasiswa atau membandingkan responden mahasiswa dengan responden lain misalnya responden yang sudah bekerja atau pekerja dengan mahasiswa. Peneliti juga menyarankan untuk menambahkan variabel penelitian seperti keseluruhan unsur-unsur dari ekuitas merek antara lain loyalitas merek, *perceived quality* yang dapat dimasukan dan dilakukan di penelitian di masa yang akan datang. Selain itu, penelitian di masa yang akan datang juga dapat mengganti objek penelitian lain seperti menggantikan *Go-Jek* dengan *Grab* atau *Uber* hal ini dikarenakan *Grab* dan *Uber* merupakan objek penelitian sejenis.

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LAMPIRAN I

Kuesioner Penelitian
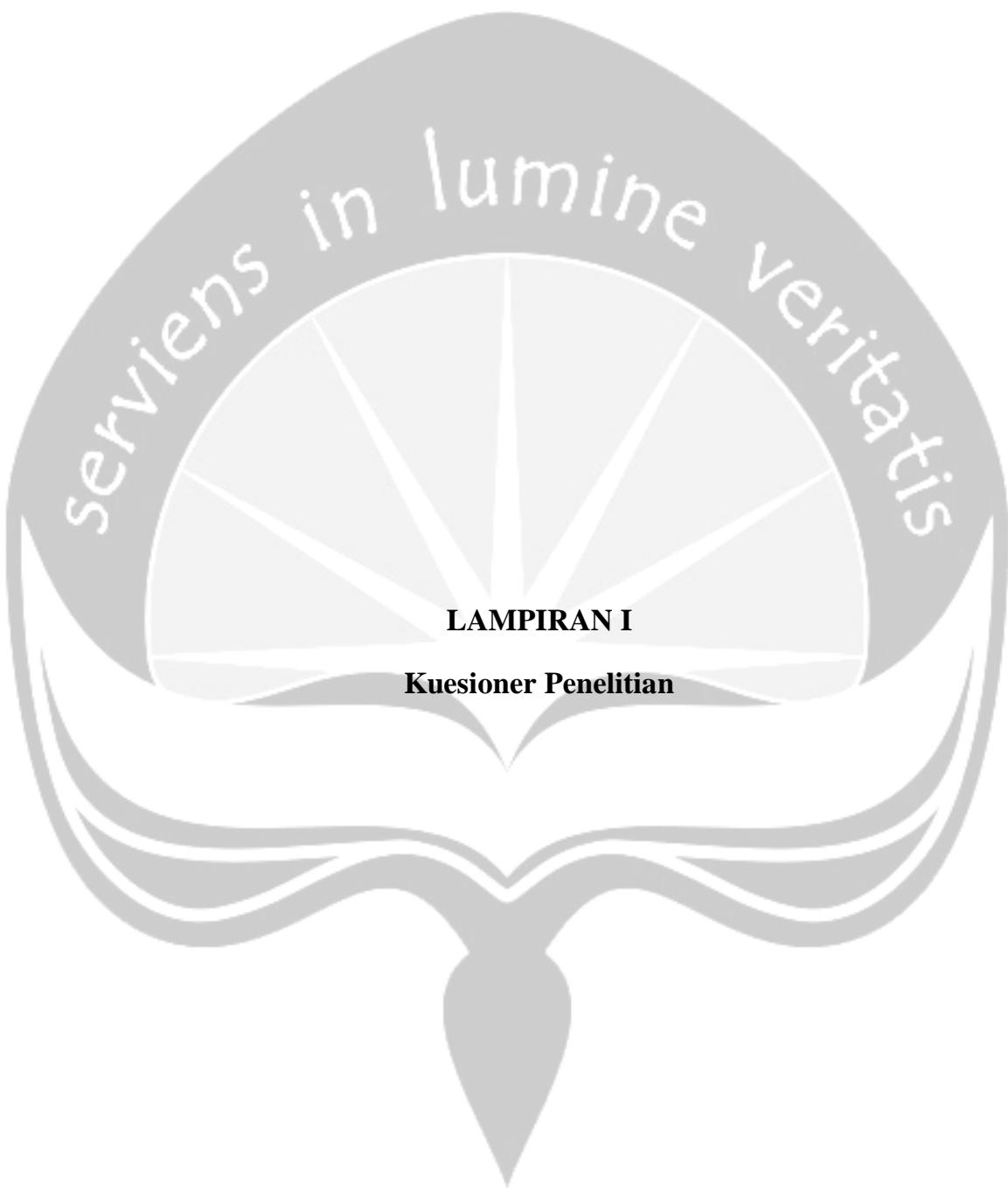
KUESIONER PENELITIAN

Responden yang terhormat, Saya Kresensia Arlin Tiarasari merupakan mahasiwa S1 dari Universitas Atmajaya Yogyakarta sedang menyelesaikan tugas akhir (skripsi).. Penelitian tersebut adalah " Pengaruh *Advertising Awareness* Terhadap Ekuitas Merek *Go-Jek* di Media Sosial Dengan Kesadaran Merek dan Citra Merek Sebagai Variabel Mediasi". Oleh karena itu saya membutuhkan bantuan dari responden untuk mengisi kuesioner ini. Atas perhatian Saya ucapkan terima kasih.

Identitas Responden

Jenis Kelamin   : a. Laki-laki
                          b. Perempuan

Usia   : .... tahun

Penghasilan per bulan
f.   ≤ Rp. 1.000.000,-
g.   Rp. 1.000.001,- - Rp. 1.500.000,-
h.   Rp. 1.500.001,- - Rp. 2.000.000,-
i.   > Rp. 2.000.001,-

Sosial Media yang aktif digunakan saat ini : (Boleh memilih lebih dari 1)
   o   Facebook
   o   Twitter
   o   Path
   o   Instagram
   o   Line
   o   BBM
   o   Lainya ....

Aplikasi pelayanan yang terdapat di Handphone Anda : (Boleh memilih lebih dari 1 dan mempunyai aplikasi Go-Jek)
   o   *Go-Jek*
   o   *Uber*
   o   *Grab*

Apakah Anda pernah menggunakan layanan dari *Go-Jek* ?
- o Ya, Pernah
- o Tidak Pernah

Apakah Anda sebelumnya pernah melihat iklan *Go-Jek* di media sosial ?
- o Ya, Pernah
- o Tidak Pernah

Dalam 6 bulan terakhir, layanan yang sering digunakan dalam *Go-Jek* ? (Boleh memilih lebih dari 1)
- o *Go-Ride*
- o *Go-Food*
- o *Go-Car*
- o *Go-Send*
- o *Go-Mart*
- o *Go-Box*
- o *Go-Shop*
- o *Go-Pulsa*
- o *Go-Massage*
- o *Go-Clean*
- o *Go-Glam*
- o *Go-Tix*
- o *Go-Auto*
- o *Go-Med*
- o *Go-Busway*

Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?
- o Ya
- o Tidak

Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan *Go-Jek* ?
- o 1 kali
- o 2 kali
- o 3 kali
- o 4 kali
- o > 4 kali

Anda diminta untuk mengisi jawaban sesuai dengan keadaan nyata yang Anda rasakan, dengan memberikan tanda centang (√) pada salah satu kotak yang sesuai dengan pilihan jawaban dengan skala penilaian sebagai berikut: Sangat Tidak Setuju (STS), Tidak Setuju (TS), Netral (N), Setuju (S), Sangat Setuju (SS)

A.   *ADVERTISING AWARENESS*

No.	Pernyataan	STS	TS	N	S	SS
1	Saya ingat pernah melihat sebuah iklan *Go-Jek* pada media sosial.					
2	Media sosial terdapat iklan *Go-Jek*.					
3	Iklan *Go-Jek* mudah ditemui di sosial media.					

B.   KESADARAN MEREK

No.	Pernyataan	STS	TS	N	S	SS
1	Saya sadar terhadap adanya *Go-Jek*.					
2	Saya dapat mengenali *Go-Jek* di antara merek yang bersaing.					
3	Saya mengetahui adanya *Go-Jek*.					

C.   CITRA MEREK

No.	Pernyataan	STS	TS	N	S	SS
1	*Go-Jek* memiliki karakteristik dibandingkan dengan pesaing lain.					
2	*Go-Jek* terlihat baik.					
3	*Go-Jek* memiliki sifat yang membedakan dirinya dari pesaing lain.					
4	*Go-Jek* adalah merek yang tidak mengecewakan pelanggan.					
5	*Go-Jek* adalah salah satu merek terbaik.					

D.   EKUITAS MEREK

No.	Pernyataan	STS	TS	N	S	SS
1	Masuk akal untuk menggunakan layanan dari *Go-Jek* daripada pesaing lain, meskipun layanannya sama.					
2	Jika pesaing lain memiliki fitur yang sama dengan *Go-Jek*, saya akan lebih memilih untuk menggunakan layanan dari *Go-Jek*.					
3	Jika ada pesaing lain yang lebih baik, saya lebih memilih untuk menggunakan layanan dari *Go-Jek*.					

LAMPIRAN II

Uji Validitas dan Reliabilitas
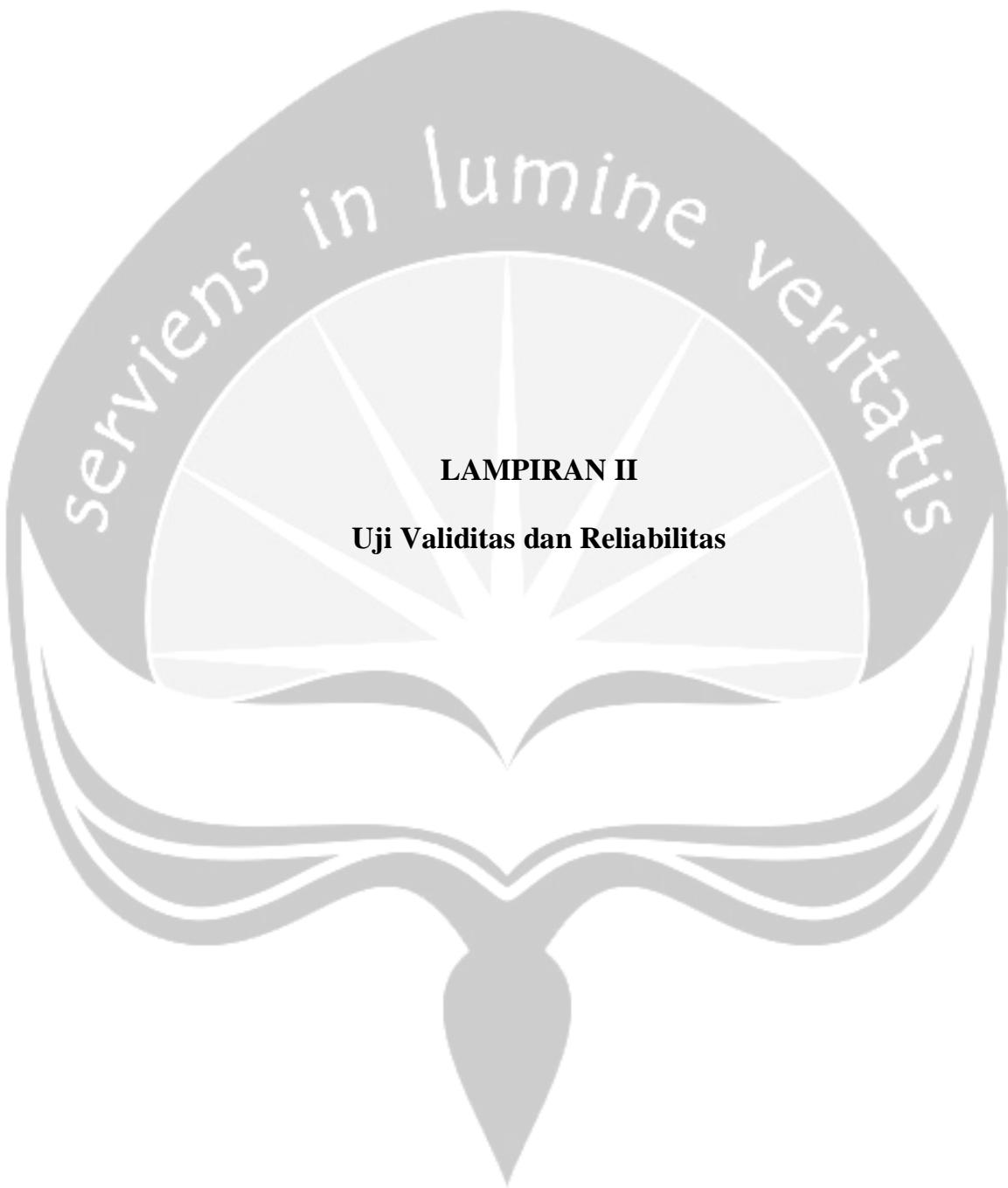
Scale: ADVERTISING AWARENESS

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.827	3

Item Statistics

	Mean	Std. Deviation	N
ADVERTISING.AWARENESS1	4.14	.840	179
ADVERTISING.AWARENESS2	4.13	.786	179
ADVERTISING.AWARENESS3	3.94	.872	179

Inter-Item Correlation Matrix

	ADVERTISING.AWARENESS1	ADVERTISING.AWARENESS2	ADVERTISING.AWARENESS3
ADVERTISING.AWARENESS1	1.000	.747	.479
ADVERTISING.AWARENESS2	.747	1.000	.617
ADVERTISING.AWARENESS3	.479	.617	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.071	3.944	4.140	.196	1.050	.012	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
ADVERTISING.AWARENESS1	8.07	2.225	.674	.559
ADVERTISING.AWARENESS2	8.08	2.167	.791	.645
ADVERTISING.AWARENESS3	8.27	2.310	.583	.381

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
ADVERTISING.AWARENESS1	.760
ADVERTISING.AWARENESS2	.647
ADVERTISING.AWARENESS3	.854

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
12.21	4.618	2.149	3

Scale: KESADARAN MEREK

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.921	3

Item Statistics

	Mean	Std. Deviation	N
KESADARAN.MEREK1	4.54	.713	179
KESADARAN.MEREK2	4.46	.751	179
KESADARAN.MEREK3	4.57	.686	179

Inter-Item Correlation Matrix

	KESADARAN.MEREK1	KESADARAN.MEREK2	KESADARAN.MEREK3
KESADARAN.MEREK1	1.000	.739	.853
KESADARAN.MEREK2	.739	1.000	.792
KESADARAN.MEREK3	.853	.792	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.523	4.464	4.570	.106	1.024	.003	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation
KESADARAN.MEREK1	9.03	1.853	.838	.738
KESADARAN.MEREK2	9.11	1.815	.795	.642
KESADARAN.MEREK3	9.00	1.865	.881	.785

Item-Total Statistics

	Cronbach's Alpha if Item Deleted
KESADARAN.MEREK1	.882
KESADARAN.MEREK2	.920
KESADARAN.MEREK3	.849

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.57	3.988	1.997	3

Scale: CITRA MEREK

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.865	.866	5

Item Statistics

	Mean	Std. Deviation	N
CITRA.MEREK1	4.12	.878	179
CITRA.MEREK2	4.02	.838	179
CITRA.MEREK3	3.92	.935	179
CITRA.MEREK4	3.86	.873	179
CITRA.MEREK5	3.87	.924	179

Inter-Item Correlation Matrix

	CITRA.MEREK1	CITRA.MEREK2	CITRA.MEREK3	CITRA.MEREK4	CITRA.MEREK5
CITRA.MEREK1	1.000	.631	.628	.404	.580
CITRA.MEREK2	.631	1.000	.582	.595	.721
CITRA.MEREK3	.628	.582	1.000	.337	.468
CITRA.MEREK4	.404	.595	.337	1.000	.702
CITRA.MEREK5	.580	.721	.468	.702	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.958	3.860	4.123	.263	1.068	.012	5

Item-Total Statistics

|	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CITRA.MEREK1	15.66	8.584	.684	.526	.837
CITRA.MEREK2	15.77	8.346	.791	.632	.812
CITRA.MEREK3	15.87	8.697	.599	.453	.860
CITRA.MEREK4	15.93	8.944	.608	.513	.856
CITRA.MEREK5	15.92	8.021	.764	.657	.816

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.79	12.876	3.588	5

Scale: EKUITAS MEREK

Case Processing Summary

		N	%
Cases	Valid	179	100.0
	Excluded[a]	0	.0
	Total	179	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.792	.796	3

Item Statistics

	Mean	Std. Deviation	N
EKUITAS.MEREK1	3.83	.853	179
EKUITAS.MEREK2	3.75	.969	179
EKUITAS.MEREK3	3.37	1.027	179

Inter-Item Correlation Matrix

	EKUITAS.MEREK1	EKUITAS.MEREK2	EKUITAS.MEREK3
EKUITAS.MEREK1	1.000	.682	.407
EKUITAS.MEREK2	.682	1.000	.605
EKUITAS.MEREK3	.407	.605	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.650	3.369	3.827	.458	1.136	.061	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EKUITAS.MEREK1	7.12	3.198	.603	.465	.753
EKUITAS.MEREK2	7.20	2.495	.762	.594	.571
EKUITAS.MEREK3	7.58	2.795	.558	.367	.807

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.95	5.767	2.401	3

LAMPIRAN III

Analisis Statistik Deskriptif Responden

Profil Responden Berdasarkan Jenis Kelamin

Frequencies

Statistics

Jenis Kelamin

N	Valid	179
	Missing	0

Jenis Kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
	Laki-laki	54	30.2	30.2	30.2
Valid	Perempuan	125	69.8	69.8	100.0
	Total	179	100.0	100.0	
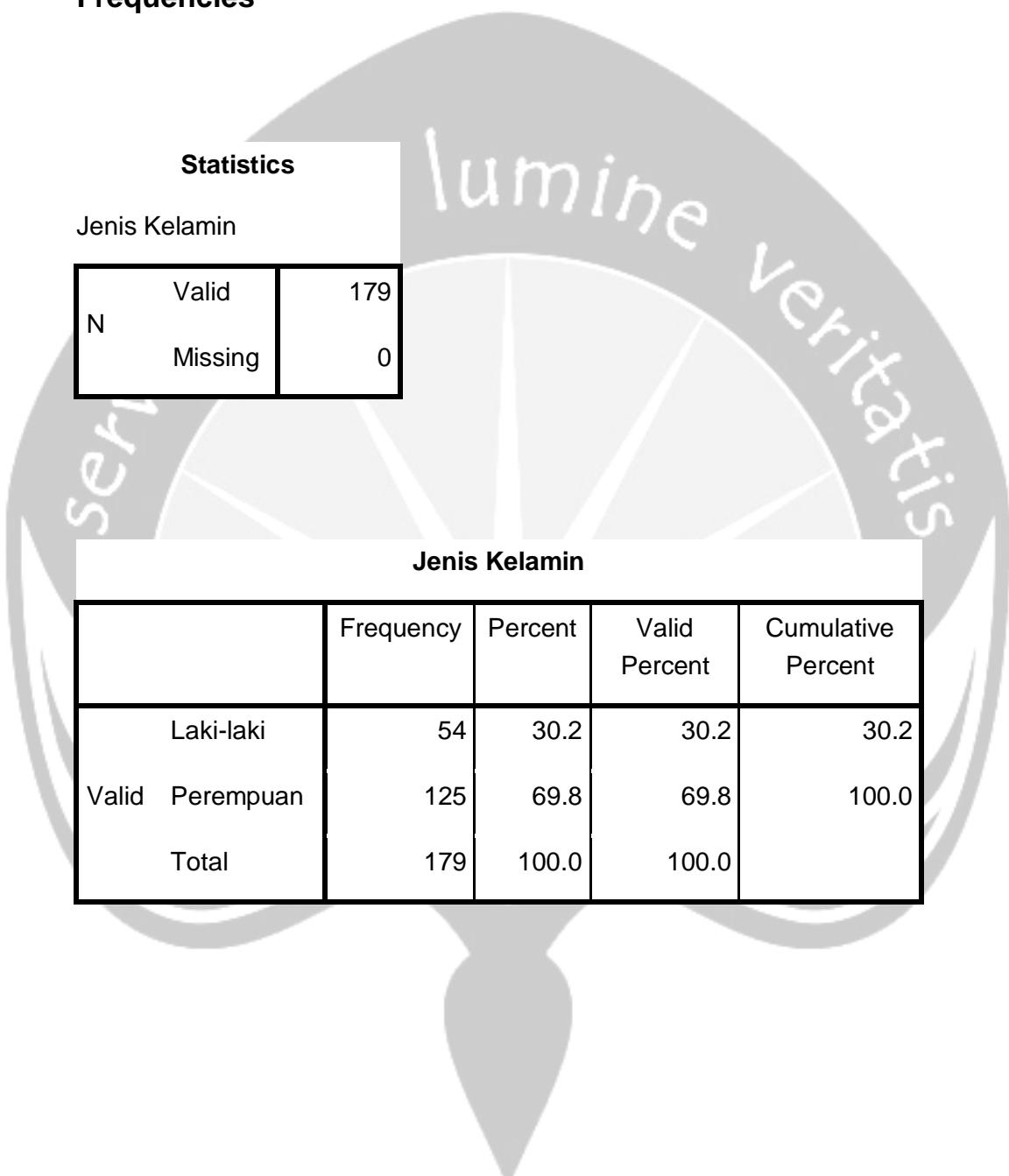
Profil Responden Berdasarkan Usia

Frequencies

Statistics

Usia

N	Valid	179
	Missing	0

Usia

	Frequency	Percent	Valid Percent	Cumulative Percent
17	1	.6	.6	.6
18	7	3.9	3.9	4.5
19	20	11.2	11.2	15.6
20	18	10.1	10.1	25.7
Valid 21	61	34.1	34.1	59.8
22	64	35.8	35.8	95.5
23	5	2.8	2.8	98.3
24	1	.6	.6	98.9
25	2	1.1	1.1	100.0
Total	179	100.0	100.0	

Profil Responden Berdasarkan Pendapatan Per Bulan

Frequencies

Statistics

Pendapatan

N	Valid	179
	Missing	0

Pendapatan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1.000.000	60	33.5	33.5	33.5
	1.000.001 - 1.500.000	65	36.3	36.3	69.8
	1.500.001 - 2.000.000	38	21.2	21.2	91.1
	> 2.000.000	16	8.9	8.9	100.0
	Total	179	100.0	100.0	
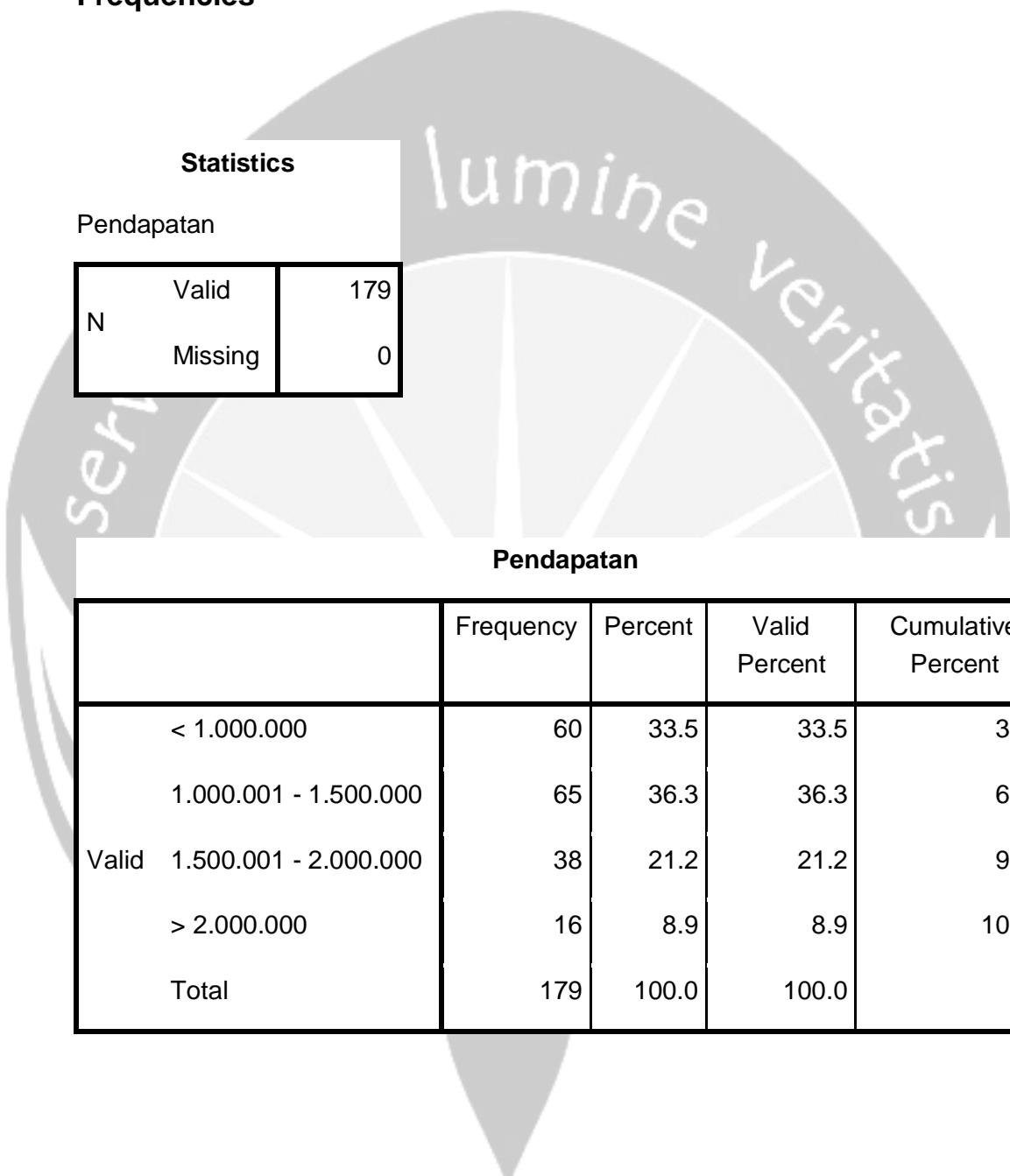
Profil Responden Berdasarkan Sosial Media yang Aktif Digunakan

Frequencies

Sosial Media yang Aktif Digunakan

N	Valid	587
	Missing	0

Sosial Media yang Aktif Digunakan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	80	13.6	13.6	13.6
	Twitter	47	8.0	8.0	21.6
	Path	52	8.9	8.9	30.5
	Instagram	173	29.5	29.5	60.0
	Line	171	29.1	29.1	89.1
	BBM	44	7.5	7.5	96.6
	Lainnya	20	3.4	3.4	100.0
	Total	587	100.0	100.0	
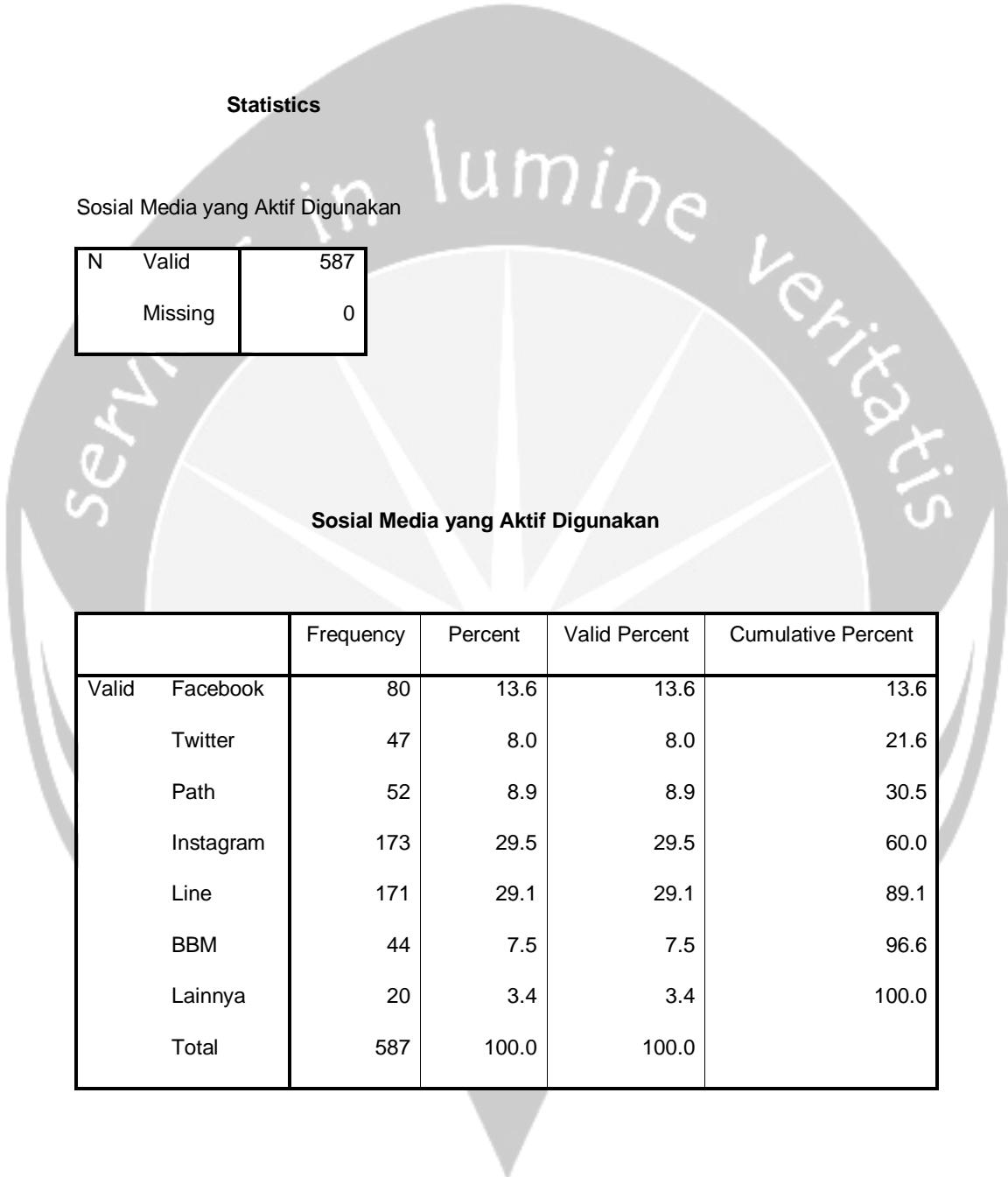
Profil Responden Berdasarkan Aplikasi Pelayanan yang Terdapat di
Handphone

Frequencies

Statistics

Aplikasi Pelayanan yang Terdapat di Handphone

N	Valid	279
	Missing	0

Aplikasi Pelayanan yang Terdapat di Handphone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Go-Jek	179	64.2	64.2	64.2
	Uber	47	16.8	16.8	81.0
	Grab	53	19.0	19.0	100.0
	Total	279	100.0	100.0	

Profil Responden Berdasarkan yang Pernah Menggunakan *Go-Jek*

Frequencies

Pernah Menggunakan Go-Jek

N	Valid	179
	Missing	0

Pernah Menggunakan Go-Jek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya Pernah	179	100.0	100.0	100.0
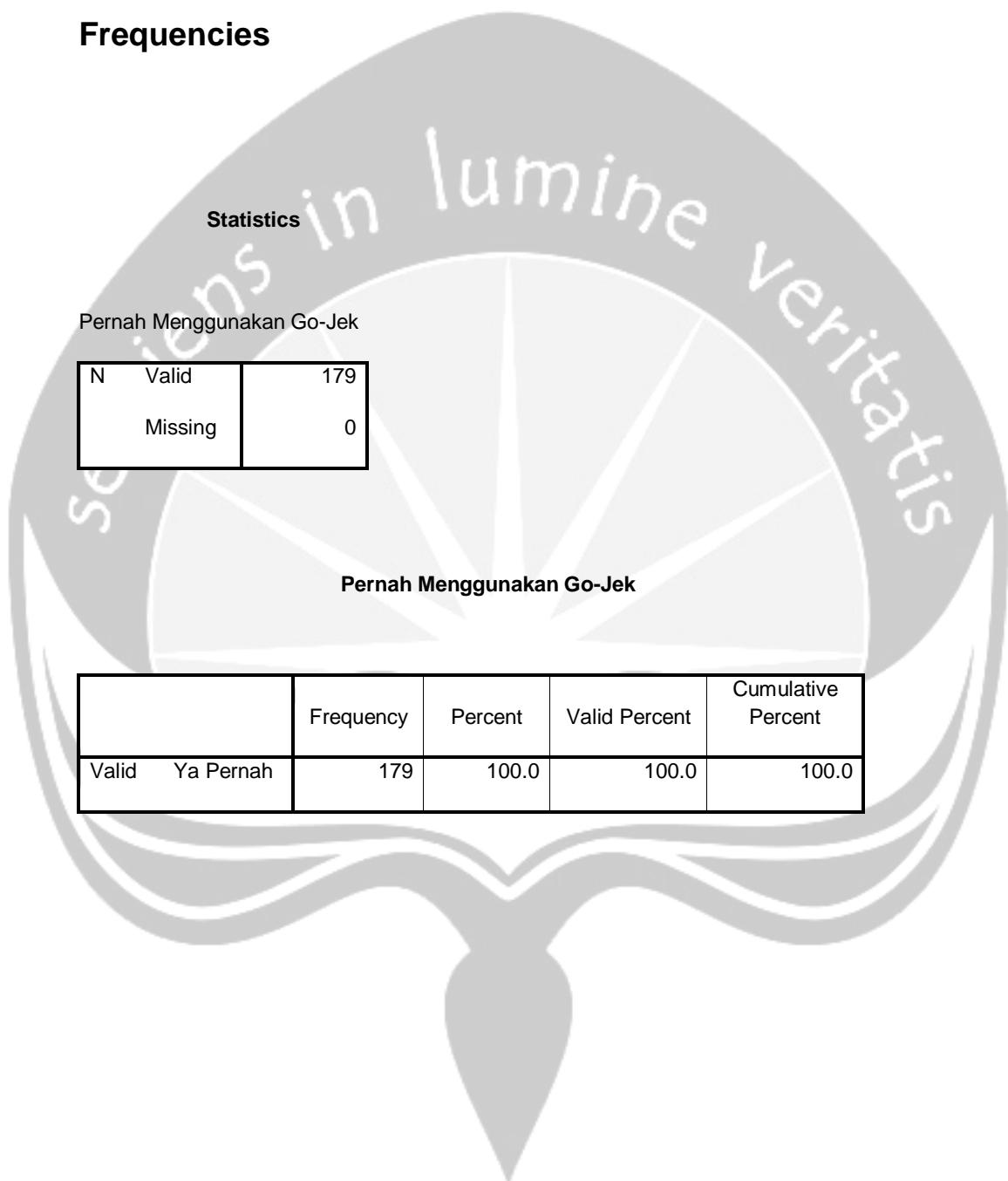
Profil Responden Berdasarkan yang Pernah Melihat Iklan *Go-Jek*

Frequencies

Pernah Melihat Iklan Go-Jek

N	Valid	179
	Missing	0

Pernah Melihat Iklan Go-Jek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya Pernah	179	100.0	100.0	100.0

Profil Responden Berdasarkan Layanan yang Sering Digunakan Dalam *Go-Jek* Selama 6 Bulan Terakhir

Frequencies

Layanan Go-Jek yang Sering Digunakan

N	Valid	369
	Missing	0

Layanan Go-Jek yang Sering Digunakan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Go-Ride	118	32.0	32.0	32.0
	Go-Food	140	37.9	37.9	69.9
	Go-Car	73	19.8	19.8	89.7
	Go-Send	9	2.4	2.4	92.1
	Go-Mart	4	1.1	1.1	93.2
	Go-Box	3	.8	.8	94.0
	Go-Shop	3	.8	.8	94.9
	Go-Pulsa	9	2.4	2.4	97.3
	Go-Massage	2	.5	.5	97.8
	Go-Clean	3	.8	.8	98.6
	Go-Glam	1	.3	.3	98.9
	Go-Tix	4	1.1	1.1	100.0
	Total	369	100.0	100.0	

Profil Responden Berdasarkan Menggunakan *Go-Pay* untuk Sistem Pembayaran

Frequencies

Statistics

Menggunakan Go-Pay untuk Sistem Pembayaran

N	Valid	179
	Missing	0

Menggunakan Go-Pay untuk Sistem Pembayaran

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	100	55.9	55.9	55.9
	Tidak	79	44.1	44.1	100.0
	Total	179	100.0	100.0	

**Profil Responden Berdasarkan Frekuensi Menggunakan *Go-Jek*
Selama 1 Bulan Terakhir**

Frequencies

Statistics

Frekuensi Menggunakan Go-Jek

N	Valid	179
	Missing	0

Frekuensi Menggunakan Go-Jek

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	37	20.7	20.7	20.7
	2 kali	36	20.1	20.1	40.8
	3 kali	29	16.2	16.2	57.0
	4 kali	13	7.3	7.3	64.2
	> 4 kali	64	35.8	35.8	100.0
	Total	179	100.0	100.0	
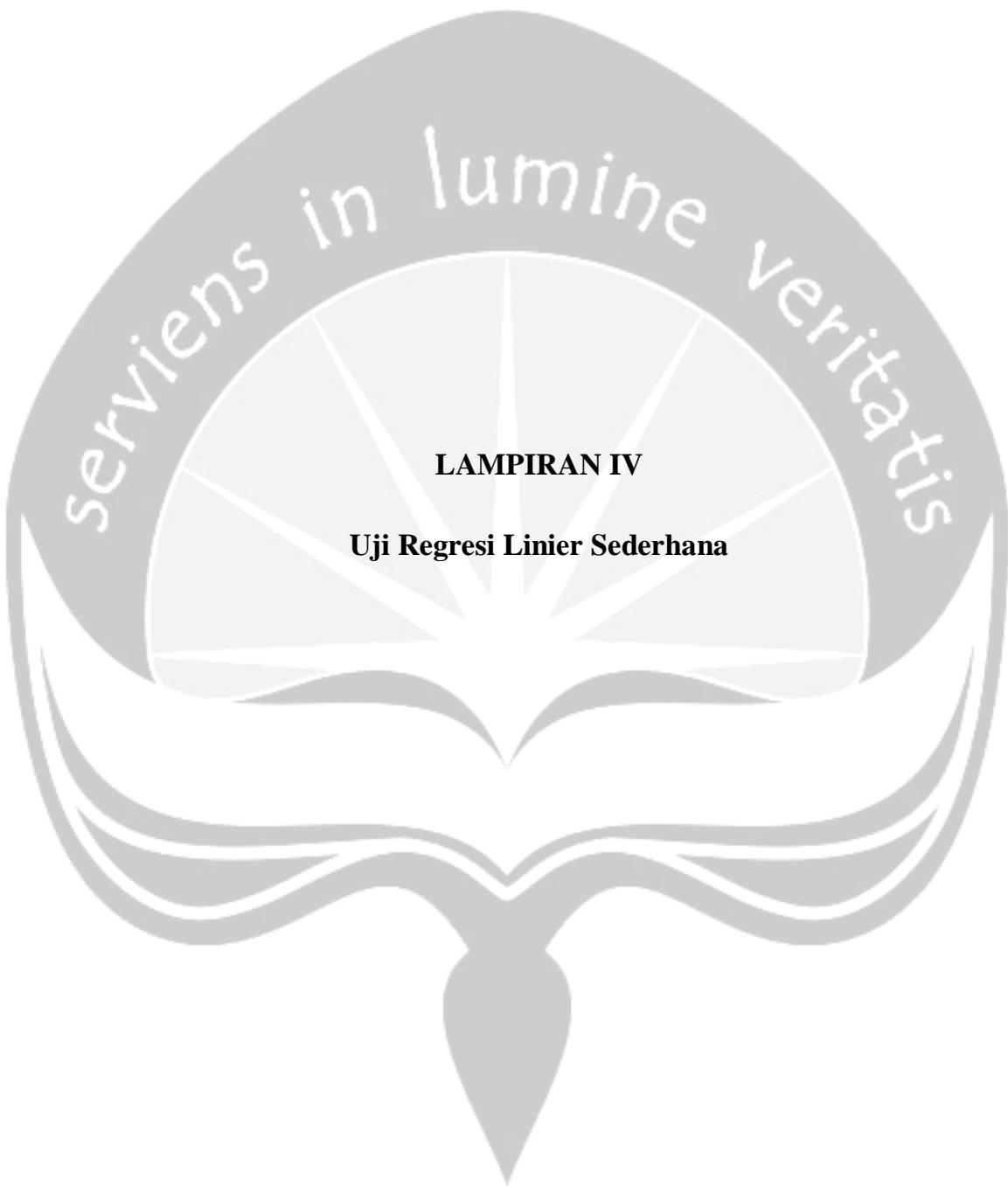
LAMPIRAN IV

Uji Regresi Linier Sederhana

Advertising Awareness ⟶ **Kesadaran Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ADVERTISING.AWARENESS[b]	.	Enter

a. Dependent Variable: KESADARAN.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.528[a]	.279	.275	.56690

a. Predictors: (Constant), ADVERTISING.AWARENESS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.993	1	21.993	68.434	.000[b]
	Residual	56.883	177	.321		
	Total	78.875	178			

a. Dependent Variable: KESADARAN.MEREK

b. Predictors: (Constant), ADVERTISING.AWARENESS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.526	.245		10.302	.000
	ADVERTISING.AWARENESS	.491	.059	.528	8.272	.000

a. Dependent Variable: KESADARAN.MEREK

Advertising Awareness —————————▶**Citra Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ADVERTISING.AWARENESS[b]	.	Enter

a. Dependent Variable: CITRA.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.374[a]	.140	.135	.66751

a. Predictors: (Constant), ADVERTISING.AWARENESS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.811	1	12.811	28.751	.000[b]
	Residual	78.867	177	.446		
	Total	91.677	178			

a. Dependent Variable: CITRA.MEREK

b. Predictors: (Constant), ADVERTISING.AWARENESS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.433	.289		8.428	.000
	ADVERTISING.AWARENESS	.375	.070	.374	5.362	.000

a. Dependent Variable: CITRA.MEREK
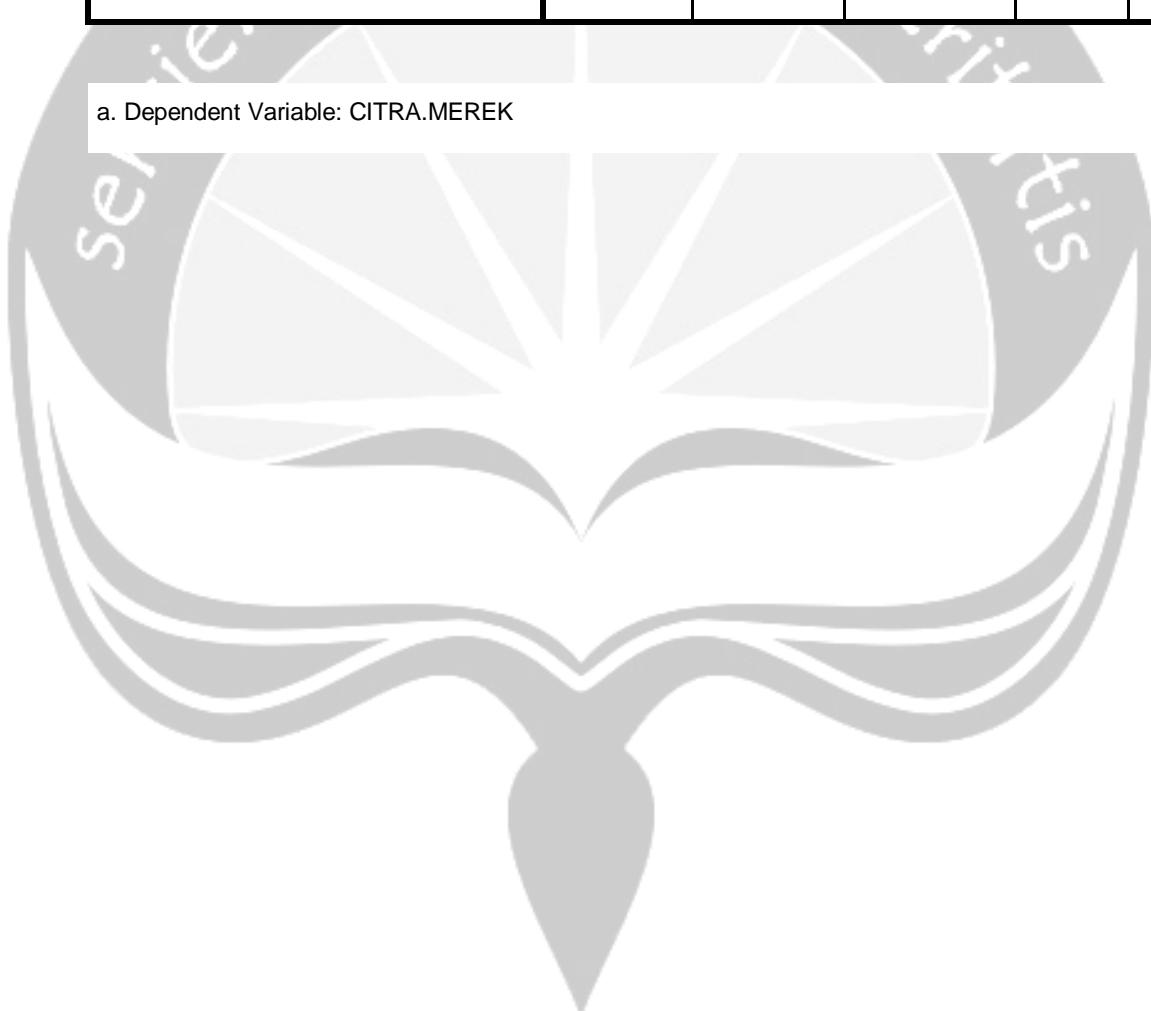
Advertising Awareness ⟶ **Ekuitas Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	ADVERTISING.AWARENESS[b]	.	Enter

a. Dependent Variable: EKUITAS.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.148[a]	.022	.016	.79392

a. Predictors: (Constant), ADVERTISING.AWARENESS

ANOVA[a]

| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.497	1	2.497	3.962	.048[b]
	Residual	111.564	177	.630		
	Total	114.061	178			

a. Dependent Variable: EKUITAS.MEREK

b. Predictors: (Constant), ADVERTISING.AWARENESS

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.977	.343		8.670	.000
ADVERTISING.AWARENESS	.165	.083	.148	1.990	.048

a. Dependent Variable: EKUITAS.MEREK

Kesadaran Merek ⟶ **Citra Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	KESADARAN.MEREK[b]	.	Enter

a. Dependent Variable: CITRA.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.277	.273	.61183

a. Predictors: (Constant), KESADARAN.MEREK

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.420	1	25.420	67.905	.000[b]
	Residual	66.258	177	.374		
	Total	91.677	178			

a. Dependent Variable: CITRA.MEREK

b. Predictors: (Constant), KESADARAN.MEREK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.390	.315		4.412	.000
	KESADARAN.MEREK	.568	.069	.527	8.240	.000

a. Dependent Variable: CITRA.MEREK

Kesadaran Merek ──────────► **Ekuitas Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	KESADARAN.MEREK[b]	.	Enter

a. Dependent Variable: EKUITAS.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.207[a]	.043	.038	.78528

a. Predictors: (Constant), KESADARAN.MEREK

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.911	1	4.911	7.963	.005[b]
	Residual	109.150	177	.617		
	Total	114.061	178			

a. Dependent Variable: EKUITAS.MEREK

b. Predictors: (Constant), KESADARAN.MEREK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.521	.404		6.237	.000
	KESADARAN.MEREK	.250	.088	.207	2.822	.005

a. Dependent Variable: EKUITAS.MEREK

Citra Merek ──────────────▶ **Ekuitas Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	CITRA.MEREK[b]	.	Enter

a. Dependent Variable: EKUITAS.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613[a]	.376	.372	.63431

a. Predictors: (Constant), CITRA.MEREK

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	42.844	1	42.844	106.485	.000[b]
1	Residual	71.216	177	.402		
	Total	114.061	178			

a. Dependent Variable: EKUITAS.MEREK

b. Predictors: (Constant), CITRA.MEREK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.944	.266		3.545	.001
	CITRA.MEREK	.684	.066	.613	10.319	.000

a. Dependent Variable: EKUITAS.MEREK

LAMPIRAN V

Uji Regresi Linier Berganda
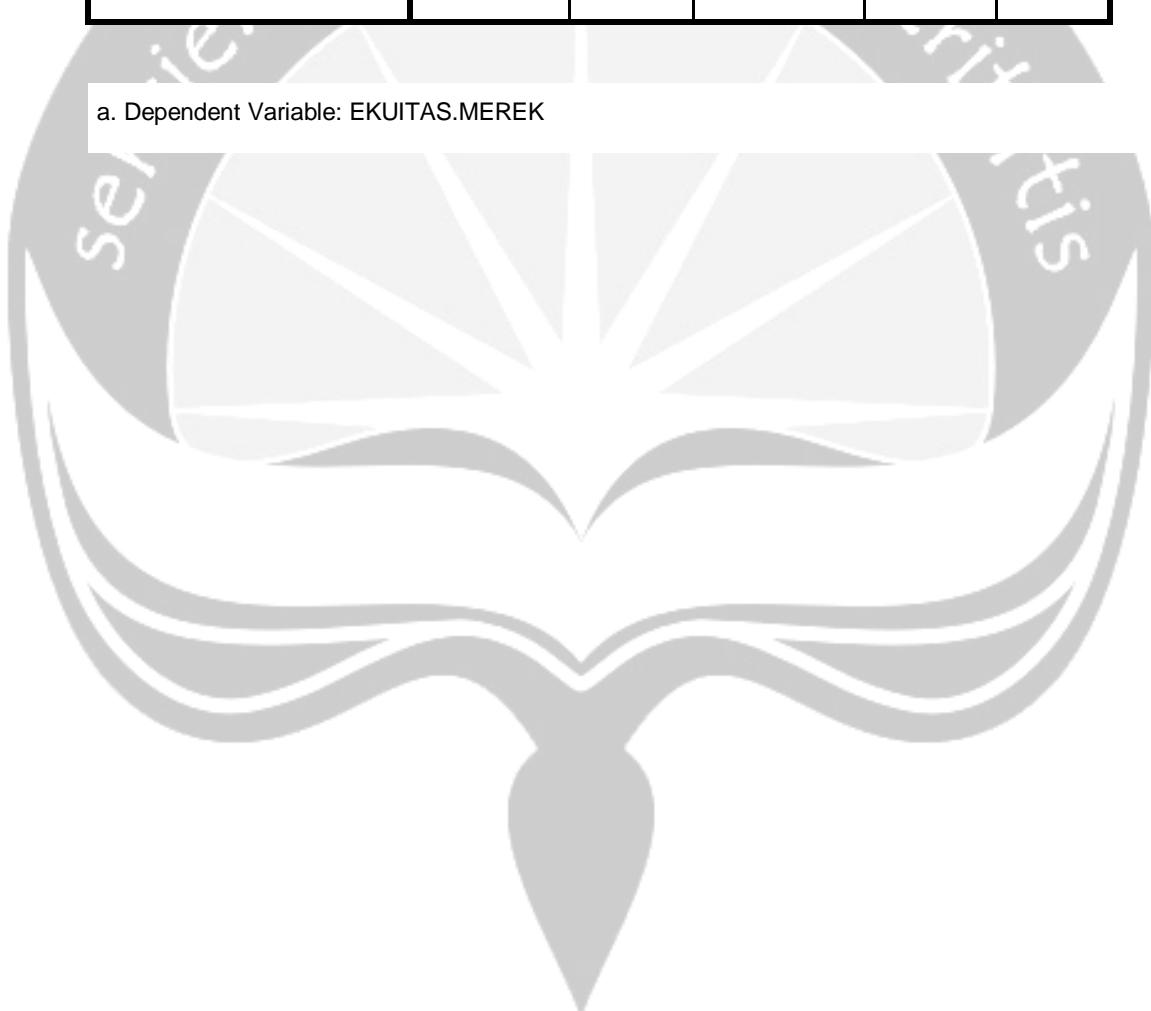
Advertising Awareness **dan Kesadaran Merek** ⟶ **Ekuitas Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	KESADARAN.MEREK, ADVERTISING.AWARENESS[b]	.	Enter

a. Dependent Variable: EKUITAS.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.212[a]	.045	.034	.78667

a. Predictors: (Constant), KESADARAN.MEREK, ADVERTISING.AWARENESS

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.144	2	2.572	4.156	.017[b]
	Residual	108.917	176	.619		
	Total	114.061	178			

a. Dependent Variable: EKUITAS.MEREK

b. Predictors: (Constant), KESADARAN.MEREK, ADVERTISING.AWARENESS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.432	.430		5.652	.000
	ADVERTISING.AWARENESS	.059	.097	.053	.614	.540
	KESADARAN.MEREK	.216	.104	.179	2.068	.040

a. Dependent Variable: EKUITAS.MEREK

Advertising Awareness **dan Citra Merek** ⟶ **Ekuitas Merek**

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	CITRA.MEREK, ADVERTISING.AWARENESS[b]	.	Enter

a. Dependent Variable: EKUITAS.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619[a]	.383	.376	.63220

a. Predictors: (Constant), CITRA.MEREK, ADVERTISING.AWARENESS

ANOVA[a]

| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.717	2	21.859	54.691	.000[b]
	Residual	70.343	176	.400		
	Total	114.061	178			

a. Dependent Variable: EKUITAS.MEREK

b. Predictors: (Constant), CITRA.MEREK, ADVERTISING.AWARENESS

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.218	.324		3.763	.000
	ADVERTISING.AWARENESS	-.105	.071	-.094	-1.478	.141
	CITRA.MEREK	.723	.071	.648	10.155	.000

a. Dependent Variable: EKUITAS.MEREK

Kesadaran Merek dan Citra Merek ⟶ Ekuitas Merek

Regression

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	KESADARAN.MEREK, CITRA.MEREK[b]	.	Enter

a. Dependent Variable: EKUITAS.MEREK

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628[a]	.394	.387	.62668

a. Predictors: (Constant), KESADARAN.MEREK, CITRA.MEREK

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.940	2	22.470	57.214	.000[b]
	Residual	69.121	176	.393		
	Total	114.061	178			

a. Dependent Variable: EKUITAS.MEREK

b. Predictors: (Constant), KESADARAN.MEREK, CITRA.MEREK

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.441	.340		4.240	.000
	CITRA.MEREK	.777	.077	.697	10.096	.000
	KESADARAN.MEREK	-.192	.083	-.159	-2.310	.022

a. Dependent Variable: EKUITAS.MEREK
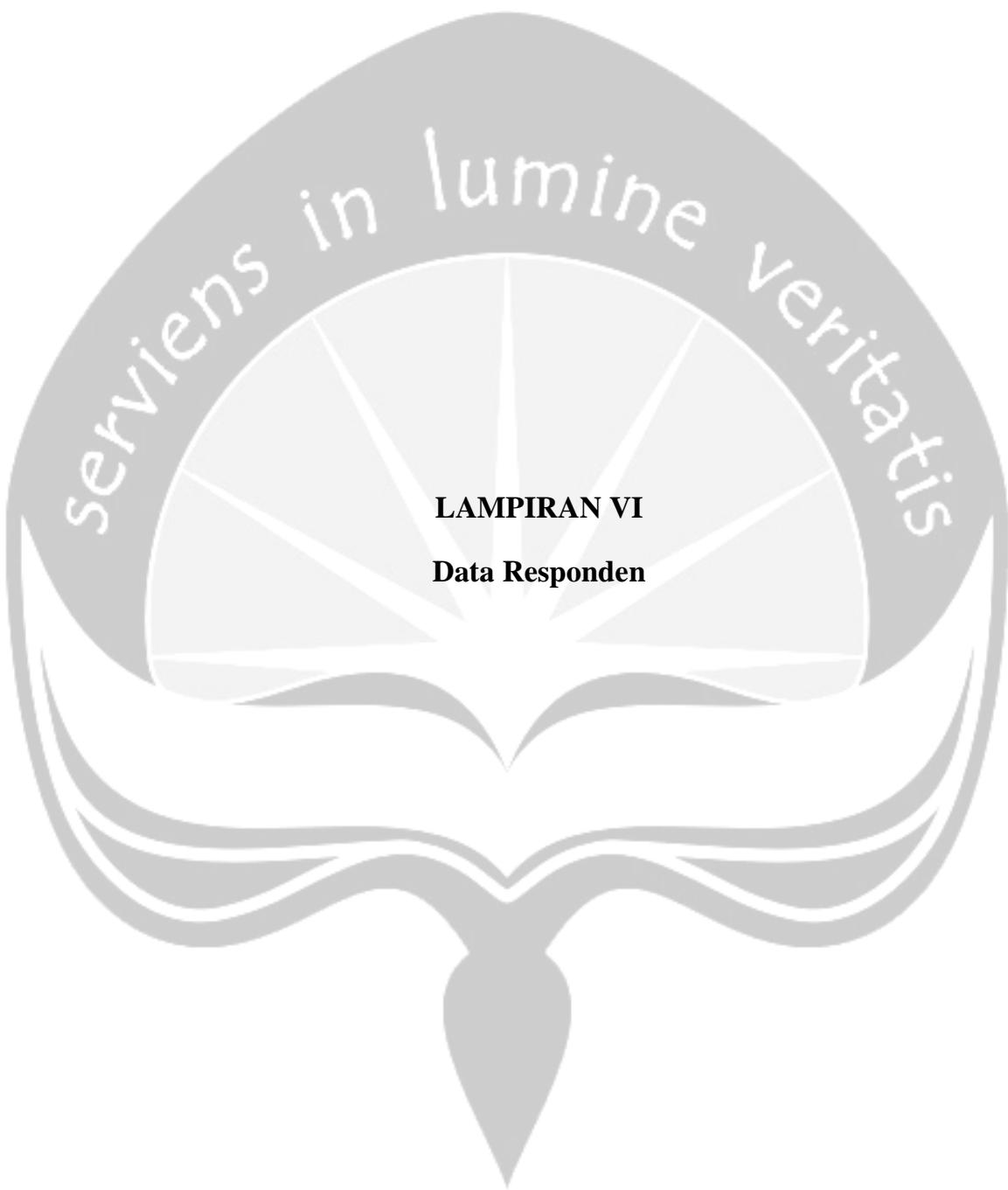
LAMPIRAN VI

Data Responden

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
1	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Path;Instagram;Line	Go-Jek;Grab
2	Perempuan	19	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
3	Laki-laki	22	Rp. 2.000.001,-	Instagram;Line	Go-Jek;Uber;Grab
4	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line;BBM	Go-Jek;Grab
5	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
6	Laki-laki	22	Rp. 1.000.000,-	Instagram;Line	Go-Jek;Uber
7	Perempuan	18	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek
8	Laki-laki	21	Rp. 1.000.000,-	Instagram	Go-Jek
9	Perempuan	25	Rp. 2.000.001,-	Facebook;Twitter;Instagram;Line	Go-Jek;Grab
10	Perempuan	18	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
11	Perempuan	19	Rp. 1.000.000,-	Instagram;Line	Go-Jek
12	Perempuan	18	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek;Grab
13	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
14	Perempuan	22	Rp. 1.000.000,-	Twitter;Instagram;Line	Go-Jek
15	Perempuan	23	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek
16	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Line	Go-Jek
17	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Twitter;Instagram;Line	Go-Jek
18	Perempuan	21	Rp. 1.000.000,-	Instagram;Line;Whatsapp	Go-Jek
19	Perempuan	19	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek
20	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber;Grab
21	Laki-laki	19	Rp. 1.000.000,-	Facebook;Instagram;Line;Whats up	Go-Jek;Uber

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
22	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line	Go-Jek
23	Perempuan	19	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
24	Perempuan	25	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line;whatapps	Go-Jek
25	Laki-laki	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek;Uber
26	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
27	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line	Go-Jek;Grab
28	Perempuan	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line	Go-Jek;Uber;Grab
29	Perempuan	21	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
30	Perempuan	21	Rp. 1.000.000,-	Instagram;Line	Go-Jek
31	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line;BBM;WA	Go-Jek;Uber;Grab
32	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber
33	Laki-laki	22	Rp. 1.000.000,-	Facebook;Instagram;Line;BBM	Go-Jek;Uber;Grab
34	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
35	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek;Uber;Grab
36	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
37	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram	Go-Jek
38	Perempuan	19	Rp. 1.000.000,-	Facebook;Path;Instagram;Line;Wa	Go-Jek;Grab
39	Perempuan	23	Rp. 2.000.001,-	Path;Instagram;Line	Go-Jek
40	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Twitter;Instagram;Line	Go-Jek
41	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Line;BBM	Go-Jek;Grab
42	Perempuan	20	Rp. 2.000.001,-	Instagram;Line	Go-Jek;Grab
43	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Instagram;Line;BBM	Go-Jek

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
44	Perempuan	19	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber
45	Laki-laki	23	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
46	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
47	Perempuan	22	Rp. 2.000.001,-	Facebook;Instagram;Line;BBM	Go-Jek;Uber;Grab
48	Perempuan	21	Rp. 1.000.000,-	Path;Instagram;Line	Go-Jek
49	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Path;Instagram;Line	Go-Jek;Uber;Grab
50	Laki-laki	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Instagram;Line;Snapchat, WhatsApp	Go-Jek
51	Laki-laki	22	Rp. 2.000.001,-	Twitter;Path;Instagram;Line	Go-Jek;Uber;Grab
52	Perempuan	21	Rp. 1.000.000,-	Path;Instagram;Line;BBM	Go-Jek
53	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek;Uber
54	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
55	Laki-laki	22	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
56	Perempuan	22	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber;Grab
57	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line;BBM	Go-Jek
58	Perempuan	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;BBM	Go-Jek
59	Laki-laki	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Instagram;Line	Go-Jek
60	Perempuan	21	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
61	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek
62	Laki-laki	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line;BBM	Go-Jek;Uber;Grab
63	Laki-laki	20	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber;Grab
64	Perempuan	22	Rp. 1.000.000,-	Instagram;Line	Go-Jek;Uber
65	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;BBM	Go-Jek;Grab

| No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
66	Perempuan	20	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM;Whatsapp	Go-Jek;Uber;Grab
67	Laki-laki	20	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek;Uber
68	Laki-laki	20	Rp. 1.000.000,-	Path;Instagram;Line	Go-Jek;Uber
69	Laki-laki	21	Rp. 1.000.000,-	Instagram;Line	Go-Jek
70	Perempuan	20	Rp. 1.500.001,- - Rp. 2.000.000,-	Path;Instagram;Line	Go-Jek;Grab
71	Laki-laki	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram	Go-Jek
72	Laki-laki	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber;Grab
73	Perempuan	20	Rp. 1.000.000,-	Instagram;Line	Go-Jek
74	Perempuan	21	Rp. 2.000.001,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek;Grab
75	Laki-laki	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Twitter;Instagram;Line	Go-Jek
76	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Twitter;Path;Instagram;Line	Go-Jek;Uber;Grab
77	Laki-laki	22	Rp. 2.000.001,-	Facebook;Instagram;Line;BBM	Go-Jek
78	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line;BBM	Go-Jek
79	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek;Uber
80	Perempuan	21	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
81	Laki-laki	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Twitter;Path;Instagram;Line	Go-Jek
82	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
83	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line;Whatsaap	Go-Jek
84	Perempuan	19	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
85	Laki-laki	21	Rp. 2.000.001,-	Instagram;Line	Go-Jek
86	Perempuan	19	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek;Uber
87	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
88	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;BBM	Go-Jek;Grab
89	Perempuan	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
90	Perempuan	21	Rp. 1.000.000,-	Twitter;Instagram;Line	Go-Jek
91	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line;BBM	Go-Jek
92	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Twitter;Path;Instagram;Line;BBM	Go-Jek;Uber
93	Perempuan	20	Rp. 2.000.001,-	Instagram;Line	Go-Jek;Grab
94	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Instagram;Line	Go-Jek;Grab
95	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;Whatsapp	Go-Jek
96	Perempuan	22	Rp. 2.000.001,-	Facebook;Instagram;Line	Go-Jek;Grab
97	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line	Go-Jek;Grab
98	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek
99	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;Whatsapp	Go-Jek
100	Laki-laki	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line	Go-Jek
101	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Path;Instagram;Line	Go-Jek
102	Laki-laki	21	Rp. 1.000.000,-	Twitter;Path;Instagram;Line	Go-Jek;Uber
103	Laki-laki	22	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek;Uber;Grab
104	Perempuan	21	Rp. 1.000.000,-	Path;Instagram;Line;BBM	Go-Jek
105	Perempuan	19	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek
106	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek;Uber
107	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Instagram;Line;BBM	Go-Jek
108	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line	Go-Jek
109	Perempuan	21	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek;Uber

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
110	Perempuan	22	Rp. 1.000.000,-	Instagram;Line	Go-Jek
111	Laki-laki	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
112	Perempuan	22	Rp. 1.000.000,-	Line	Go-Jek;Grab
113	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line;BBM	Go-Jek;Uber
114	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Instagram;Line	Go-Jek;Uber
115	Perempuan	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
116	Perempuan	21	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
117	Perempuan	20	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
118	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram	Go-Jek
119	Perempuan	20	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
120	Perempuan	20	Rp. 1.000.000,-	Instagram;Line;BBM	Go-Jek
121	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram	Go-Jek
122	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;BBM	Go-Jek;Grab
123	Perempuan	19	Rp. 1.000.000,-	Instagram;Line	Go-Jek;Uber
124	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
125	Laki-laki	17	Rp. 2.000.001,-	Facebook;Instagram;Line;BBM	Go-Jek
126	Laki-laki	22	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM;WA	Go-Jek;Uber;Grab
127	Perempuan	22	Rp. 1.000.000,-	Path;Instagram;Line;BBM	Go-Jek
128	Perempuan	24	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Instagram;Line;BBM	Go-Jek
129	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Path;Instagram;Line;Whatsapp	Go-Jek;Grab
130	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;BBM	Go-Jek;Grab
131	Laki-laki	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
132	Perempuan	18	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
133	Laki-laki	21	Rp. 1.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM;Whatsapp	Go-Jek;Grab
134	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line	Go-Jek
135	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Path;Instagram;Line	Go-Jek
136	Perempuan	21	Rp. 1.000.000,-	Instagram;Line;WA	Go-Jek;Uber;Grab
137	Laki-laki	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line;BBM	Go-Jek
138	Perempuan	22	Rp. 1.000.000,-	Instagram;Line;BBM;whatsapp	Go-Jek;Grab
139	Laki-laki	21	Rp. 1.000.000,-	Facebook;Twitter;Instagram;Line	Go-Jek
140	Perempuan	22	Rp. 1.000.000,-	Facebook;Instagram;Line;BBM	Go-Jek
141	Laki-laki	23	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Instagram;BBM	Go-Jek
142	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
143	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Path;Instagram;Line;BBM;Tinder	Go-Jek
144	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek
145	Laki-laki	21	Rp. 1.000.000,-	Instagram;Line	Go-Jek
146	Laki-laki	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek;Grab
147	Laki-laki	20	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek;Uber
148	Perempuan	19	Rp. 1.000.000,-	Instagram;Line	Go-Jek
149	Perempuan	21	Rp. 1.000.000,-	Instagram;Line;youtube	Go-Jek
150	Perempuan	18	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
151	Perempuan	21	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek;Grab
152	Perempuan	20	Rp. 1.000.000,-	Facebook;Line	Go-Jek
153	Perempuan	19	Rp. 1.000.000,-	Instagram;Line	Go-Jek

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
154	Laki-laki	20	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek;Uber
155	Laki-laki	19	Rp. 1.000.001,- - Rp. 1.500.000,-	Line	Go-Jek
156	Perempuan	18	Rp. 1.500.001,- - Rp. 2.000.000,-	Twitter;Instagram;Line	Go-Jek;Uber
157	Laki-laki	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek;Grab
158	Laki-laki	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram	Go-Jek;Uber;Grab
159	Laki-laki	21	Rp. 2.000.001,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek;Uber;Grab
160	Laki-laki	22	Rp. 1.000.000,-	Instagram;Line	Go-Jek
161	Laki-laki	21	Rp. 1.000.000,-	Facebook;Path;Instagram;Line	Go-Jek;Uber;Grab
162	Laki-laki	22	Rp. 2.000.001,-	Instagram;Line;WhatsApp	Go-Jek;Grab
163	Laki-laki	22	Rp. 1.000.000,-	Line	Go-Jek
164	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;whatsapp	Go-Jek
165	Perempuan	20	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
166	Perempuan	21	Rp. 1.000.000,-	Instagram;Line	Go-Jek
167	Perempuan	23	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
168	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Facebook;Twitter;Instagram	Go-Jek;Grab
169	Laki-laki	22	Rp. 1.000.000,-	Twitter;Instagram;Line	Go-Jek
170	Perempuan	21	Rp. 2.000.001,-	Facebook;Instagram;Line	Go-Jek;Uber;Grab
171	Perempuan	22	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Instagram;Line;BBM	Go-Jek
172	Perempuan	20	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Path;Instagram;Line;BBM	Go-Jek
173	Laki-laki	20	Rp. 1.000.000,-	Facebook;Instagram;Line	Go-Jek
174	Perempuan	22	Rp. 1.500.001,- - Rp. 2.000.000,-	Instagram;Line	Go-Jek
175	Perempuan	18	Rp. 1.000.000,-	Instagram;Line	Go-Jek;Uber;Grab

No.	Jenis Kelamin	Usia	Penghasilan per bulan	Sosial Media yang aktif digunakan saat ini	Aplikasi pelayanan yang terdapat di Handphone Anda (Boleh memilih lebih dari 1)
176	Perempuan	21	Rp. 1.000.000,-	Instagram;Line	Go-Jek;Grab
177	Perempuan	21	Rp. 2.000.001,-	Facebook;Twitter;Path;Instagram;Line	Go-Jek;Uber;Grab
178	Perempuan	21	Rp. 1.000.001,- - Rp. 1.500.000,-	Facebook;Twitter;Instagram;Line	Go-Jek;Uber
179	Perempuan	20	Rp. 1.000.001,- - Rp. 1.500.000,-	Instagram;Line	Go-Jek;Uber;Grab

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
1	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	> 4 kali
2	Ya, Pernah	Ya, Pernah	Go-Car	Tidak	1 kali
3	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
4	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Pulsa;Go-Tix	Ya	1 kali
5	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	1 kali
6	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	2 kali
7	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	3 kali
8	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	3 kali
9	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	3 kali
10	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	> 4 kali
11	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Car	Tidak	1 kali
12	Ya, Pernah	Ya, Pernah	Go-Car	Tidak	2 kali
13	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Send	Ya	3 kali
14	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	1 kali
15	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	4 kali
16	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	3 kali
17	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
18	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
19	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	4 kali
20	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
21	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	2 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
22	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
23	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Ya	> 4 kali
24	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	3 kali
25	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
26	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	2 kali
27	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
28	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	2 kali
29	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
30	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	2 kali
31	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Send;Go-Pulsa	Ya	2 kali
32	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	2 kali
33	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
34	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
35	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	3 kali
36	Ya, Pernah	Ya, Pernah	Go-Food	Ya	1 kali
37	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
38	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
39	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Send	Ya	> 4 kali
40	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	> 4 kali
41	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	2 kali
42	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	> 4 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
43	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	3 kali
44	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Box	Ya	> 4 kali
45	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
46	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	2 kali
47	Ya, Pernah	Ya, Pernah	Go-Car	Tidak	1 kali
48	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	> 4 kali
49	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	2 kali
50	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	4 kali
51	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Ya	> 4 kali
52	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
53	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
54	Ya, Pernah	Ya, Pernah	Go-Food;Go-Send	Tidak	1 kali
55	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
56	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	1 kali
57	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	1 kali
58	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car;Go-Pulsa	Ya	> 4 kali
59	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	2 kali
60	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	4 kali
61	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	4 kali
62	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	1 kali
63	Ya, Pernah	Ya, Pernah	Go-Food;Go-Send;Go-Mart;Go-Box	Tidak	1 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
64	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	1 kali
65	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
66	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
67	Ya, Pernah	Ya, Pernah	Go-Food	Ya	2 kali
68	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	2 kali
69	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	1 kali
70	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car;Go-Mart;Go-Clean	Ya	2 kali
71	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
72	Ya, Pernah	Ya, Pernah	Go-Ride	Ya	2 kali
73	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	1 kali
74	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
75	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Car	Ya	> 4 kali
76	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
77	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
78	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	3 kali
79	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	3 kali
80	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	2 kali
81	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Ya	3 kali
82	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
83	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	2 kali
84	Ya, Pernah	Ya, Pernah	Go-Food	Ya	2 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
85	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Ya	4 kali
86	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	2 kali
87	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	1 kali
88	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
89	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
90	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
91	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
92	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	> 4 kali
93	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	3 kali
94	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	2 kali
95	Ya, Pernah	Ya, Pernah	Go-Food	Ya	2 kali
96	Ya, Pernah	Ya, Pernah	Go-Car	Ya	> 4 kali
97	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
98	Ya, Pernah	Ya, Pernah	Go-Food;Go-Pulsa	Tidak	> 4 kali
99	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	4 kali
100	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	> 4 kali
101	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Send	Ya	> 4 kali
102	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	2 kali
103	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
104	Ya, Pernah	Ya, Pernah	Go-Food	Ya	> 4 kali
105	Ya, Pernah	Ya, Pernah	Go-Food	Ya	2 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
106	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Send	Tidak	4 kali
107	Ya, Pernah	Ya, Pernah	Go-Car	Tidak	4 kali
108	Ya, Pernah	Ya, Pernah	Go-Food	Ya	4 kali
109	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	> 4 kali
110	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
111	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Ya	> 4 kali
112	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Car	Ya	> 4 kali
113	Ya, Pernah	Ya, Pernah	Go-Food;Go-Pulsa	Ya	> 4 kali
114	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	1 kali
115	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	> 4 kali
116	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Send	Ya	> 4 kali
117	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	3 kali
118	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	2 kali
119	Ya, Pernah	Ya, Pernah	Go-Food	Ya	3 kali
120	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	4 kali
121	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
122	Ya, Pernah	Ya, Pernah	Go-Food	Ya	3 kali
123	Ya, Pernah	Ya, Pernah	Go-Ride	Ya	1 kali
124	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
125	Ya, Pernah	Ya, Pernah	Go-Food;Go-Mart;Go-Pulsa	Ya	3 kali
126	Ya, Pernah	Ya, Pernah	Go-Food	Ya	2 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
127	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
128	Ya, Pernah	Ya, Pernah	Go-Car	Ya	2 kali
129	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	3 kali
130	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
131	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
132	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	2 kali
133	Ya, Pernah	Ya, Pernah	Go-Ride	Ya	2 kali
134	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	3 kali
135	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
136	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
137	Ya, Pernah	Ya, Pernah	Go-Food	Ya	> 4 kali
138	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
139	Ya, Pernah	Ya, Pernah	Go-Ride	Ya	4 kali
140	Ya, Pernah	Ya, Pernah	Go-Food	Ya	2 kali
141	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	3 kali
142	Ya, Pernah	Ya, Pernah	Go-Food	Ya	> 4 kali
143	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Tix	Ya	> 4 kali
144	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
145	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	2 kali
146	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
147	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Send;Go-Box;Go-Shop;Go-Massage;Go-Clean;Go-Tix	Tidak	1 kali
148	Ya, Pernah	Ya, Pernah	Go-Shop	Tidak	1 kali
149	Ya, Pernah	Ya, Pernah	Go-Food;Go-Car	Tidak	2 kali
150	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	1 kali
151	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	3 kali
152	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	> 4 kali
153	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	3 kali
154	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	2 kali
155	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
156	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
157	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	> 4 kali
158	Ya, Pernah	Ya, Pernah	Go-Car	Tidak	> 4 kali
159	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Shop	Ya	> 4 kali
160	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
161	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Ya	3 kali
162	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Clean;Go-Glam	Ya	> 4 kali
163	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	> 4 kali
164	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Pulsa	Ya	> 4 kali
165	Ya, Pernah	Ya, Pernah	Go-Food	Ya	3 kali
166	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali

No.	Apakah Anda pernah menggunakan layanan dari Go-Jek ?	Apakah Anda sebelumnya pernah melihat iklan Go-Jek di media sosial ?	Dalam 6 bulan terakhir, layanan yang sering digunakan dalam Go-Jek ?	Apakah Anda menggunakan Go-Pay untuk sistem pembayaran ?	Dalam waktu 6 bulan terakhir yang Anda ingat, jika rata-rata dalam 1 bulan, seberapa sering Anda menggunakan Go-Jek ?
167	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Tidak	> 4 kali
168	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Mart;Go-Pulsa	Tidak	> 4 kali
169	Ya, Pernah	Ya, Pernah	Go-Food	Tidak	1 kali
170	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Massage	Ya	> 4 kali
171	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Car	Ya	> 4 kali
172	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	2 kali
173	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	> 4 kali
174	Ya, Pernah	Ya, Pernah	Go-Ride	Tidak	1 kali
175	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Tix	Ya	3 kali
176	Ya, Pernah	Ya, Pernah	Go-Ride	Ya	> 4 kali
177	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food	Tidak	1 kali
178	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car	Ya	2 kali
179	Ya, Pernah	Ya, Pernah	Go-Ride;Go-Food;Go-Car;Go-Pulsa	Ya	> 4 kali

NO	INDIKATOR POINT													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	4	4	4	4	5	5	4	5	4	4	4	4	4	5
2	5	5	5	5	5	5	5	5	5	3	3	3	3	3
3	5	4	5	5	4	4	4	4	4	3	4	4	5	5
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7	5	5	4	5	4	4	4	4	4	4	5	4	4	3
8	4	3	3	4	4	4	4	3	2	3	2	2	3	3
9	5	5	5	4	4	4	2	4	3	3	3	3	3	3
10	4	4	4	3	3	4	3	3	2	2	2	3	3	2
11	4	3	2	5	5	4	4	4	3	3	3	3	4	3
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17	5	4	5	5	5	5	4	4	4	5	4	5	5	5
18	5	5	3	5	5	5	5	4	5	3	3	4	4	4
19	3	3	3	4	5	5	5	5	5	5	5	5	5	5
20	5	4	4	5	5	5	4	5	2	5	5	5	2	2
21	2	2	3	4	4	4	4	4	4	4	4	3	3	4
22	5	5	4	5	5	5	2	4	2	4	4	4	3	2
23	4	4	4	3	4	4	4	4	4	4	4	4	4	4

NO	INDIKATOR POINT													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
24	4	4	4	5	4	5	4	4	4	4	4	4	4	4
25	4	4	4	5	4	4	5	5	4	5	5	4	5	4
26	4	4	4	4	4	4	4	4	4	4	4	4	4	4
27	3	3	3	5	5	5	4	3	5	4	4	4	5	5
28	5	5	5	5	5	5	3	3	3	2	2	3	3	3
29	4	4	4	4	4	4	4	4	3	3	3	4	4	4
30	4	4	4	4	3	4	3	3	4	3	3	3	3	3
31	4	4	4	5	5	5	5	3	4	3	3	4	4	3
32	5	5	5	4	4	4	4	4	4	4	5	4	4	4
33	5	5	4	5	5	5	5	4	4	4	4	4	4	4
34	4	4	5	4	5	5	4	3	4	3	3	4	4	3
35	5	5	5	5	5	5	5	5	4	4	4	5	4	2
36	1	1	3	5	5	5	5	5	3	5	5	5	5	4
37	5	5	3	4	5	5	5	4	3	4	5	5	5	5
38	4	4	4	5	4	4	5	5	4	5	4	4	5	5
39	4	4	4	4	4	4	4	4	4	4	4	4	4	4
40	5	4	4	5	5	5	5	5	5	5	5	5	5	5
41	2	4	4	5	5	5	4	4	4	4	4	5	4	4
42	4	4	3	4	4	4	3	4	3	4	4	4	4	3
43	5	5	3	5	5	5	3	3	4	3	4	2	1	1
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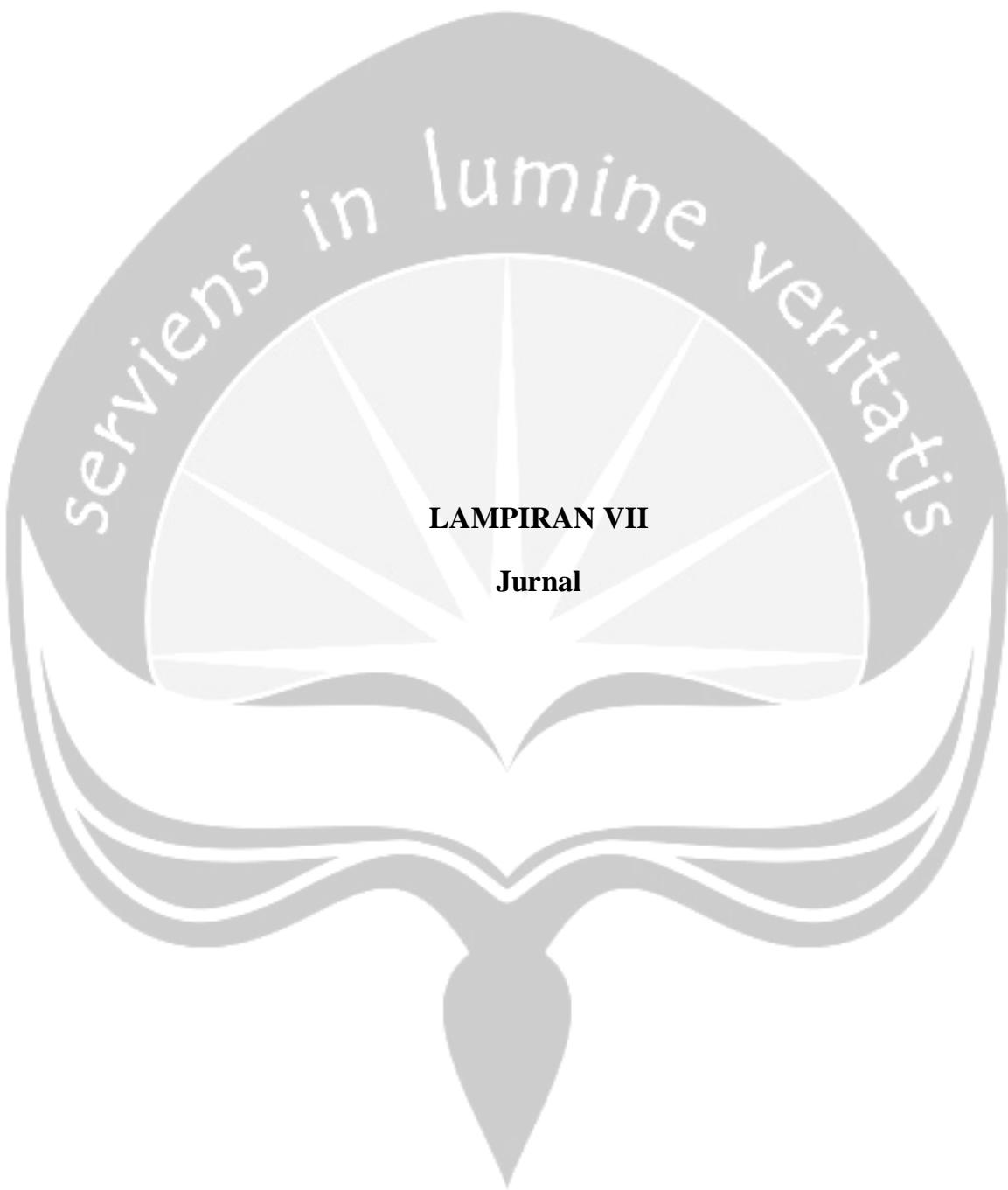
The Effect of Advertising Awareness on Brand Equity in Social Media

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Abstract: Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand equity. Therefore, it is important for companies to know, how to manage communicate in social media seeking to build brand equity by building the brand awareness and positive image for brand. The essence of this study is to research how a company can seize the moment of using social media networks to create brand equity and also explore its challenges to draw the attention of those companies venturing into social media networks to increase brand awareness and brand image. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, TV and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Awareness which include both of recall and recognition become the first step for any move toward a successful market strategy. The Main purpose of this study is to show the role of awareness at social media on the brand equity throw advertising awareness, the conceptual model illustrates the impact of advertising awareness on brand equity and its dimensions. In order to accomplish the objectives proposed, a model reflecting the effect of advertising awareness on brand equity, the model is tested by structural equations modeling and the sample is 273 students, the finding show that advertising awareness has an effect on both brand awareness and brand image. Also advertising awareness has effects on brand equity. The study finding can be used by mobiles market to increasing brand equity.

Key words: Advertising awareness, brand awareness, brand image, brand equity.

1. Introduction

The Internet is transforming the business environment, creating new challenges and opportunities. The Internet provides the opportunity for companies to reach a wider audience and create compelling value propositions never before possible. Data from 2014 indicates that there are 3.03 billion Internet users, and Asia got the first place in the internet users in the world's distribution by world regions by 45.7 %.

Over the last decade, social networks have changed communications, shifting the way we consume, produce and interact with information, based on explosive migration to the web. Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media websites like Facebook, Twitter and Youtube, etc. have created huge

impetus on the communication platform with the end customers of different products and services that was lacking in the traditional medium. The social Web is changing traditional marketing communications. Traditional brand communications that were previously controlled and administered by brand and marketing managers are gradually being shaped by consumers. In comparison between social media, and traditional media, the former provides an interactive communication among customers and brands by allowing them to talk and share information via the web [1]. Social media allow quick response to customer service issues by having the chance to hear good or bad news quickly [2], facilitating interactions, and sharing of contents [3], in a fast, wide spread, viral, and low-cost way [4].

Awareness measures are used extensively in research as a key of brand performance and marketing effectiveness. The most commonly used are those relating to brand awareness. Advertising is a primary tool that firms use to affect the performance of their products Such markets are characterized by the continuous turnover of multiple, relatively close substitute products. Therefore, advertising becomes crucial in making consumers aware of the existence and characteristics of new products [5].

Nowadays, brands are company's most valuable assets, adding both economic and strategic value to its proprietors and brands have been considered as the second most important assets for a firm after customers. The concept of brand equity has attracted considerable interest among marketing researchers and practitioners in the last two decades, the brand equity concept was first introduced in marketing literature in the 1980's e.g. [6]. During the 90's this topic received significant attention from both scientists and marketing practice, which resulted in a large number of articles and books on the subject e.g. [7]-[12]. The interest in brand equity is still active until now with more articles and researches e.g. [13]-[15].

Strong brand with positive brand equity has several advantages such as larger margins, brand extension opportunities, increase marketing communication effectiveness, and great loyalty [8]. In addition, high brand equity levels are known to lead to higher consumer preferences and purchase intentions [16].

2. Pervious Researches

2.1. Advertising Awareness

The marketing literature has acknowledged how advertising influences consumers, beyond the traditional effects on their preferences. That is, a second channel is important insofar as it changes consumer's awareness of a product. This awareness, in turn, determines consumer's choice sets; among the large number of products in the market, consumers are only aware of a few of them when they make their choices [5].

Many marketers today are advertising using different types of social networking sites that are authentic to their present and prospective clients. Calder *et al.* [17] studied the concept of how consumer engagement with a website can increase advertising effectiveness.

Advertising memorability is about engaging the consumer with compelling creative ads which are enjoyable and involving. The most enjoyable ads are more likely to involve animals, nostalgia, children and well known music; and less likely to base around real person or manufacturer endorsements. The most involving ads are more likely to involve spoofs, animals, celebrities and prominent music. While ads need to be involving or enjoyable, the most important thing is that the most engaging elements should be clearly linked to the brand [18].

Kotler and Keller [19] define the advertising as any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. Mirriam-Webster defines advertising as "to make something known to someone". According to Media-manager advertising awareness defines as "Extent to which a brand's or product's advertising is recognized by its target". Advertising awareness measures parallel brand awareness

measures as they have top of mind, spontaneous and aided components [20].

Communication in social media can influence brand equity. Brand equity is determined according to brand knowledge structure created in the minds of consumers. According to Kotler and Keller, [19], brand equity knowledge is not the facts about a brand; these are all the thoughts, feelings, comprehension, image and experience that are linked with the brand in the minds of consumers. Brand awareness and brand image are the two crucial components of brand equity knowledge. The way brand knowledge structure changes can indicate the effectiveness of communication in social media. Advertising can influence brand equity a number of ways. It can create awareness of the brand and increase the probability that the brand is included in the consumer's evoked set. [16]. Social media advertising is a paid form of brand, and it drives a lot of benefits [21]: Popularizing your brand, idea or service to the target group, informing target audience about your brand or service's presence in the market, encouraging healthy competition in the market, making the audience to interact and keep them intact with the brand, providing social benefits for the brand. Based on these the following hypotheses are proposed in this study:

Hypothesis 1: Advertising awareness has a positive effect on brand awareness.
Hypothesis 2: Advertising awareness has a positive effect on brand image.
Hypothesis 3: Advertising awareness has a positive effect on brand equity.

2.2. Brand Awareness

Social networking sites are used as marketing tool by marketers in creating brand relationship. Brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages [12]. Also Brand awareness is an important and sometimes undervalued component of brand equity [10]. Brand awareness is the result of consumer's exposure to brand [22]. Brand awareness is the strength of a brand's presence in the mind of the consumer [23]. One of the oldest definition of Brand awareness is the ability to identify the brand under different conditions [24], on other hand both Aaker [7] and Keller [8] show that Brand awareness is based on both brand recognition and recall, Aaker, [7] defines brand awareness as "the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category".

Brand awareness is an important component of brand equity .The first step to build brand equity is to create brand awareness [7] and according to Tong and Hawley [25], brand awareness is a source of brand equity. Brand awareness results in brand equity in four different ways: creating a brand node in consumer's memory, providing a sense of familiarity of the brand in the consumer's mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in his consideration set [26]. One of the advantages of communication in social media is the ability to reach consumers because they are searching for information and in this way expand brand awareness, help to create favorable associations which create brand image. Brand awareness was found to have positive effect on brand image [15], [27], [28], [39]. Yasin *et al.* [30] found that brand awareness leads to a high level of brand equity. Brand awareness was found to have positive effect on brand equity [13], [15], [31], [32]. Based on these the following hypotheses are proposed in this study:

Hypothesis 4: brand awareness has a positive effect on brand image.
Hypothesis 5: brand awareness has a positive effect on brand equity.

2.3. Brand Image

Brand image has long been recognized as an important concept in marketing [12]. Brand awareness is a necessary, but not always sufficient step in build brand equity .other considerations such as the image of the brand often come into play [8], and Chen [33] shows that Brand equity is driven by brand image.

Aaker [7] defines brand image as a "set of brand association that are anything linked in memory to a

brand, usually in some meaningful way'' and can be defined as the perception about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory [34]. On other hand, Kotler and Armstrong [35] define brand image as "a set of beliefs held about a particular brand". This set of beliefs plays an important role in the buyer's decision making process when customers evaluate alternative brands.

Chen and Barnes [36] believed that websites and internet branding are effective on transferring brand image and relationship with potential and actual customers of institutions. Estelami [37] indicates that a strong consumer learning experience associated with advertising exposure and higher levels of media advertising exist, on other hand, Romaniuk and Sharp [38] points out that brand image could come from a variety of sources, including consumer experience, marketing communications, and/or word of mouth.

Faircloth *et al.* [39] proposed that brand equity can be created directly or indirectly through brand image and brand attitude. Brand image was found to have positive effect on brand equity [13], [15], [40], [41]. Based on these the following hypothesis is proposed in this study:

Hypothesis 6: Brand image has a positive effect on brand equity.

2.4. Brand Equity

Since its appearance in the 1980s, brand equity has been one of the main priorities in marketing research and has been an area of interest for marketing managers. Aaker [10] defines brand equity as "a set of brand assets and liabilities linked to a brand's name and symbol that add to or subtract from the value provided by a product or service to a firm and / or that firm's customers", on the other hand, Keller [12] introduces the concept of consumer-based brand equity which differs slightly from Aaker's [10] definition. Keller concept includes the company's view, and defines it as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Also Christodoulides and Chernatony [42] define the brand equity as "a set of perceptions, attitudes, knowledge, and behaviors on the part of consumer that results in increased utility and allows a brand to earn greater volume or greater margins than it could without the brand".

It is apparent that customer based brand equity has multiple dimensions, Keller's [8] model of brand equity focuses on brand knowledge and its components – brand awareness and brand image. on the other hand Aaker [7] suggested that brand equity have five dimensions brand loyalty, brand awareness, brand association, perceived quality and other brand proprietary assets , also Lasser *et al.* [9] focuses on five dimensions performance, social image, value, trustworthiness and attachment. Rūta and Juozas [14] focuses on five dimensions brand image, brand loyalty, perceived quality, brand awareness and price. This study follows Keller's [8] model of brand equity.

3. Methodology

A research framework was designed to test the above hypothesized relationships, for the purpose, the mobile market in Syria was targeted; the target population of interest was defined as the students of a local university.

3.1. The Pretest

Since subject for this study were students, who we believe that they are the higher consumer involvement in social media, it was important to select product classes that relatively well-known to the subject population. A pretest was conducted to choose appropriate product of the study. Well-known index similar to the one used by d'Astous and Landreville [43] was calculated. The well-known index was obtained through a seven-point semantic differential scale. The adjectives were: useless/useful; familiar/unfamiliar; meaningful/meaningless. The second purpose of the pretest was to choose product category with good

advertising awareness by asking this question (I have seen adverting for this product in the social media recently) obtained through five-point Likert scale. Three product categories, that is, Mobiles, Athletic shoes and Laptops, were selected as product pretest. The pretest was carried out with a 50 students. The pretest's results led to selecting the Mobile as the well-known product (mean = 6.40) and also the highest advertising awareness (mean = 4.22), when compared with the rest of products.

3.2. The Model

The model is shown in Fig. 1 as below.

Fig. 1. The research.
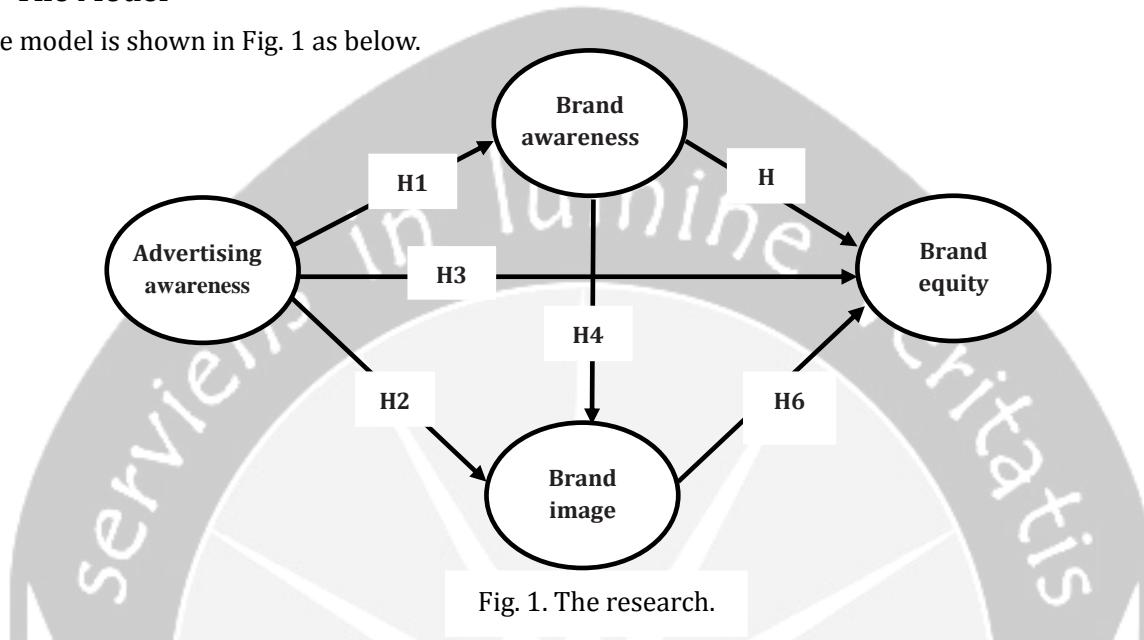
3.3. Sample's Definition

In order to test the proposed model we select a sample of university students who has activities in social media channels, like Facebook, twitter and YouTube, at the same time, they are one of the most important customers of mobiles. A total of 280 business students from the higher institute of business administration (HIBA) participated in the study. Because of missing data, 7 questionnaires had to be excluded from further analysis. Table 1 provides a detailed description of the sample.

Table 1. Sample Information

		N	%
Gender	Male	170	62.3
	Female	103	37.7
	Total	**273**	**100**
Age	<20	130	47.4
	20 - 25	135	49.5
	>25	8	2.9
	Total	**273**	**100**
Education level	Under graduate	261	95.6
	Post graduate	12	4.4
	Total	**273**	**100**

3.4. Method of Data Obtainment

The questionnaire was designed as a survey instrument including all constructs of the proposed model to investigate the hypotheses of interest. The questions in the questionnaire are based on a review of the literature and researches (Appendix). The survey questionnaire consists of five sections. The first section is designed to obtain sample characterization. The second section is designed to measuring the advertising awareness with two items using five-point Likert-type scale similar to the one used by Estelami [37]. The third section deals with the measurement of brand awareness with three items using a five-point Likert-type scale following Yoo *et al.* [31]. The forth section is designed to measuring the brand image with a five

items using five-point Likert-type scale adapted from Montaner and Pina [44]. The fifth section is designed to measuring brand equity with four items using a five-point Likert-type scale following Yoo *et al.* [31]. Respondents are asked to indicate their agreement level of each item of the sections on the five-point Likert scale anchored by "strongly disagree (=1)" to "strongly agree (=5).".

3.5. Analysis of Result

In this section we will evaluate the measurements scales used in the research and then we will use the regression analysis to proceed an estimation of the structural model (supplied by the AMOS). Fig. 3 shows the estimation model with standardized regression weights.

A confirmatory factor analysis (CFA) was conducted, as shown in Fig. 2, to empirically test the measurement model. Multiple tests on construct validity and reliability were performed. Model fit was evaluated using the maximum likelihood (ML) method.

Construct reliability was assessed using Cronbach's α, and composite reliability (CR) using CFA. As the α-values (Table 2) for all the constructs are greater than the guideline of 0.60, it can be concluded that the scales can be applied for the analysis with acceptable reliability [45]. CR and AVE were calculated from model estimates using the CR formula and AVE formula given by Fornell and Larcker [46]. In the measurement model, all constructs had a CR over the cut-off of 0.70 [48]. Based on these assessments, measures used within this study were within the acceptable levels supporting the reliability of the constructs (Table 2).

Construct validity. Construct validation includes content, convergent, and discriminate validities. Content validity was verified by expert judgment and by a careful literature review. Convergent validity can be evaluated by examining the factor loadings and average variance extracted (AVE). All estimated standard loadings (Table 2) were higher than 0.70, and the AVE for all exceeded the recommended level of 0.50, suggesting good convergent validity [47]. To assess the discriminant validity, Fornell and Larcker's [46] criterion, that square root of the AVE for each construct should be greater than the correlation between constructs, was used. Table 3 shows the values of the square root of the AVE are all greater than the inter-construct correlations.

Table 2. Results for the Measurement Model

Construct	Items	Factor loading	AVE	CR	Cronbach's α
Brand image	BI11	0.953	0.800	0.952	0.951
	BI12	0.920			
	BI13	0.863			
	BI14	0.888			
	BI15	0.844			
Advertising awareness	ADA6	0.912	0.774	0.875	0.870
	ADA7	0.851			
Brand awareness	BA8	0.954	0.846	0.943	0.930
	BA9	0.892			
	BA10	0.868			
Brand equity	BE16	0.996	0.978	0.994	0.996
	BE17	0.999			
	BE18	0.996			
	BE19	0.980			

Table 3. Correlations and Square Root of the AVE

	Brand image	Advertising awareness	Brand awareness	Brand equity
Brand image	**0.894**			
Advertising awareness	0.454	**0.882**		
Brand awareness	0.547	0.289	**0.920**	
Brand equity	0.605	0.464	0.492	**0.989**
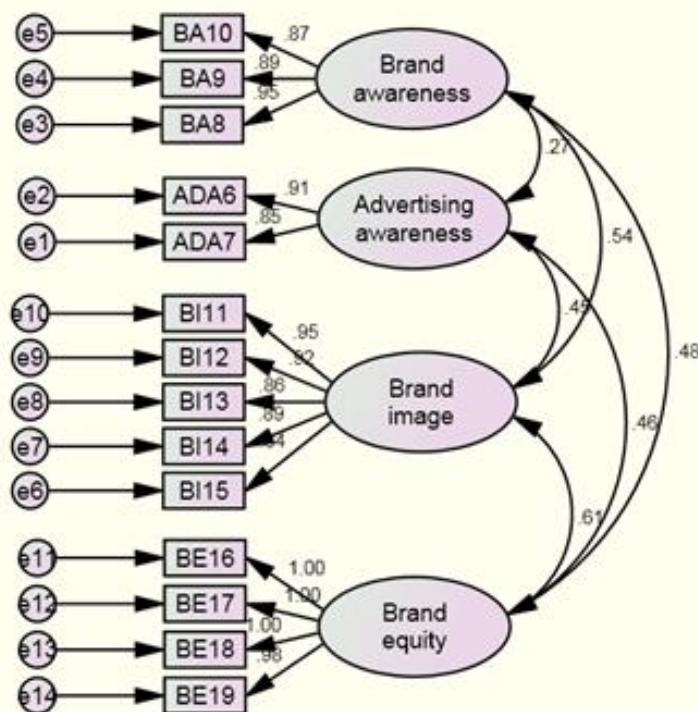
Fig. 2. Confirmatory factor analysis – CFA.

Fit indices calculated for the measurement model indicated a good fit between the structural model and data. The Chi-Square value is the traditional measure for evaluating overall model fit, Carmine and McIver [48] recommend relative chi-square (X^2/df) of 2:1 or 3:1. The root mean square error of approximation (RMSEA) value below 0.08 indicates a reasonable error of approximation [49]. As suggested for an acceptable model goodness of fit index (GFI) value is above 0.90 [50]. The other fit measures like Normed Fit Index (NFI), and Comparative Fit Index (CFI) are more than 0.95 which showed a well-fitting model [51]. Also Relative Fit Index (RFI) and Incremental Index of Fit (IFI) and Tucker-Lewis Index (TLI) are above 0.95 which showed good fit [51]. Table 4 provides the value of the fit indices of the model.

Table 4. Measurement Model Fit Indices

Fit indices	Recommended value	value Indices
$X^2 / (df)$	≤ 3.00	**2.675**
GFI	≥ 0.90	**0.909**
NFI	≥ 0.95	**0.970**
CFI	≥ 0.95	**0.981**
IFI	≥ 0.95	**0.981**
RFI	≥ 0.95	**0.961**
TLI	≥ 0.95	**0.975**
RMSEA	0.05 to 0.08	**0.78**

Regarding the hypothesis tests (supplied by the AMOS), as shown in Table 5, all the hypothesized relationships are supported in the estimated structural model. As shown in Fig. 3, advertising awareness has significant positive effects on brand awareness (β = 0.27, t-value = 4.179) and brand image (β= 0.33, t-value = 5.656) and brand equity (β= 0.23, t-value = 4.043). Hence, H1, H2 and H3 are supported. Furthermore, brand awareness also has significant positive effects on brand image (β = 0.45, t-value =7.943) as well as brand equity (β = 0.20, t-value =3.555), indicating that H4 and H5 are supported. Finally, a significant positive effect of brand image on brand equity (β = 0.39, t-value = 6.093) is also found, and thus

H6 is supported.

Table 5. Result of the Structural Model

Structural equations		Coefficients (β)	t-values	P	Result
Advertising awareness ⟶	Brand awareness	0.27	4.179	***	Supported
Advertising awareness ⟶	Brand image	0.33	5.656	***	Supported
Advertising awareness ⟶	Brand equity	0.23	4.043	***	Supported
Brand awareness ⟶	Brand image	0.45	7.943	***	Supported
Brand awareness ⟶	Brand equity	0.20	3.555	***	Supported
Brand image ⟶	Brand equity	0.39	6.083	***	Supported
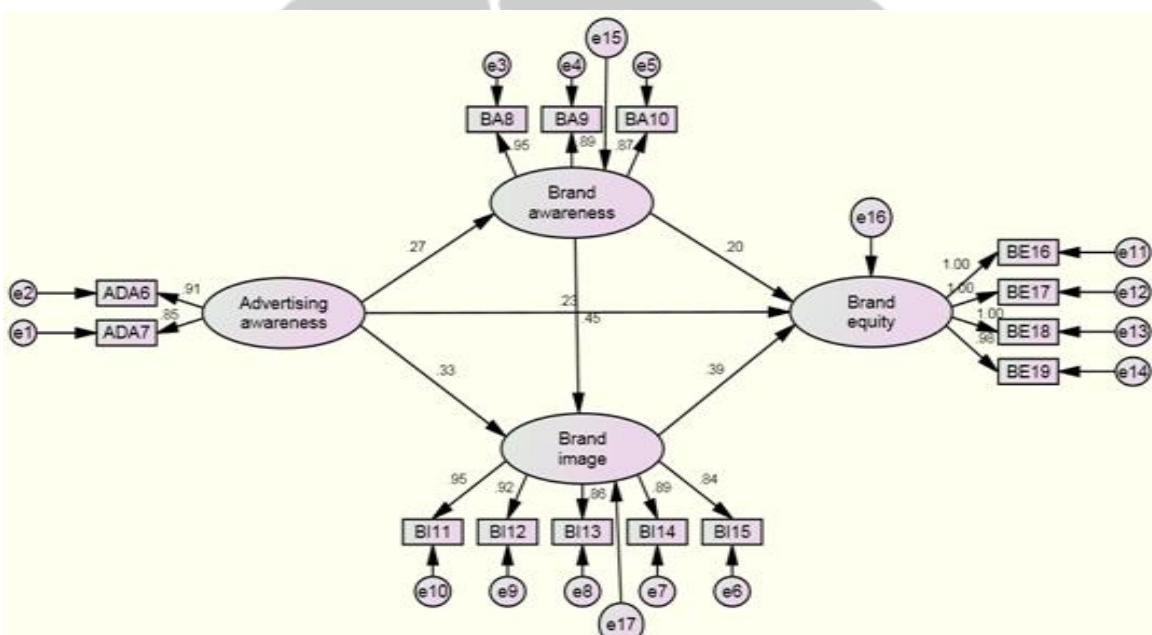
Fig. 3. Structural model.

4. Conclusions and Implications

The research results indicate that advertising awareness has significant positive effects on brand awareness, brand image and brand equity. Also, brand awareness has significant positive effects on brand image. Finally, both of brand awareness and brand image are found to have a significant positive effect on brand equity. The model indicates that brand image has the bigger effect on brand equity when compared with both advertising awareness and brand awareness. Also advertising awareness can enhance and create both of brand awareness and brand image.

The results indicate that advertising awareness plays as a good source of meaning and identity for a brand by enhance brand awareness and brand image. Therefore we can consider advertising awareness as important and integral to a brand's equity as any other dimensions.

Marketing and brand managers can create brand equity at social media by focusing on the creation of awareness on advertising. This implies that mobile companies eager to increase its brand equity should focus on efforts to build awareness to their advertising by focusing on the components which create this awareness. It is important to offer various types of social media content (links, videos, audio files, photo, etc.) to create this awareness, the importance of using photos and info-graphics should not be underestimated. People recall and recognize these highly visual posts better than other posts and are more likely to share them with others, making them a highly effective advertising technique. They can create advertising awareness by increasing the ability of buyer to recognize and recall the advertising elements in social media

under different conditions. In other world, we can create advertising awareness by creating memorable advertising by engaging the consumer with compelling enjoyable and involving ads elements which clearly linked to the brand and which the customers will share and enjoy it with their friend on social media. The customers should be always constantly surprised instead of bored when it comes to the content on the social media, so they have to feel that the work is continuous and that something is happening all the time.

Summing up the results, the study goals were reached and the study provides a model to enhance the brand equity by using social media and gives several important implications for strategic brand management.

5. Research Limitation and Future Research

However, there are some limitations of the study. First, this study does not consider all the dimensions of brand equity. Therefore, future research should follow study the effect more dimensions like brand loyalty, perceived quality, brand image and other dimensions. Second, the subject of this study is student. It is suggested that future research can expand its participants to general consumers. Third, other variable needs to be studied, such as promotion awareness. Finally, we should try to replacing this study with more product categories.

Appendix

Variable Items:

1-Advertising awareness:
- I recall seeing an advertisement for this type of brand at social media.
- The social media is full of advertising for this type of brand.

2-Brand awareness:
- I am aware of this brand.
- I can recognize this brand among competing brands.
- I know what this brand looks like.

3- Brand image:
- The products have characteristics that other brands don't.
- The brand is nice.
- The brand has a personality that distinguish itself from competitor's brands.
- It's a brand that doesn't disappoint its customers.
- It's one of the best brands in the sector.

5- Brand equity:
- It makes sense to buy this brand instead of any other brand, even if they are same.
- Even if another brand has same features as this brand, I would prefer to buy this brand.
- If there is another brand as good as x I prefer to buy this brand.
- If another brand is not different from this brand in any way, it seems smarter to purchase this brand.

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