

ABSTRACT

Angel Trixie Eveline (00000012187)

POSSIBLE EFFECT OF ACQUISITION ON BRAND EQUITY: A CASE STUDY OF FACEBOOK-INSTAGRAM AND ALIBABA LAZADA COMPANY

(xvii + 179 pages; 48 tables; 31 figures; 2 attachments)

The practice of merger and acquisition has gained a significant effect for the company over decade. Many firms choose to expand their business by acquiring a successful brand to reduce the cost to make a product development. The purpose of this research is to examine the influence of functionality towards brand awareness and perceived brand value, the influence of customer service towards brand awareness and perceived brand value, the influence of brand awareness and perceived brand value towards brand equity. This research using the theories of brand, customer service, and functionality. The population of this research are South Tangerang Universities. The total of sample size we used are 256 respondents of Pelita Harapan University students which are in management faculty. The techniques for gathering and distributing the questionnaire for this research was purposive sampling. For running the data, this research using Smart PLS 3.0. This research was made for about 5 (five) months since August 2018 until December 2018. The result of hypothesis 1 is significant for Facebook (0.127→0.546), Instagram (0.259→0.338), and Alibaba (0.104 →0.792), and not significant for Lazada (0.283→0.160). The result of hypothesis 2 is significant for Lazada (0.446→0.681) and not significant for Facebook (0.375→0.057), Instagram (0.647→0.511), and Alibaba (0.480→0.069). The result of hypothesis 3 is significant for Facebook (0.597→0.909) and Alibaba (0.577→0.813), and not significant for Instagram (0.810→0.618) and Lazada (0.566→0.415). The result of hypothesis 4 is significant for Alibaba (0.201→0.512), and not significant for Facebook (0.600→0.553), Instagram (0.925→0.657), and Lazada (0.627→0.569). The result of hypothesis 5 is significant for Instagram (-0.047→0.032) and Lazada (0.162→0.422), and not significant for Facebook (-0.186→-0.256) and Alibaba (0.342→0.057). The result of hypothesis 6 is significant for Instagram (-0.052→0.224) and Lazada (0.065→0.224), and not significant for Facebook (0.091→-0.025) and Alibaba (0.649→0.373). The conclusion of this research that there is a different result of the companies of each hypothesis that have significant and not significant increase by independent variables towards dependent variables.

Key words: *Functionality, Customer Service, Brand Awareness, Perceived Brand Value, Brand Equity.*