

TABLE OF CONTENTS

COVER PAGE	
TITLE PAGE	
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....	iii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE	v
ABSTRACT.....	vi
ABSTRAK	vii
PREFACE... ..	viii
TABLE OF CONTENTS	x
LIST OF TABLES.....	xiv
LIST OF FIGURES.....	xvi
CHAPTER I INTRODUCTION	
1.1 Background of Research	1
1.2 Problem Limitation.....	11
1.3 Problem Formulation	12
1.4 Objective of the Research.....	13
1.5 Benefits of the Research	14
1.5.1 Theoretical Benefit	14
1.5.2 Practical Benefit	14
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	
2.1 Theoretical Background.....	15
2.1.1 Marketing.....	15
2.1.1.1 Tradisionanl Marketing.....	15
2.1.1.2 Contemporary Marketing.....	17
2.1.2 Marketing Mix.....	17
2.1.3 Brand.....	22
2.1.3.1 Brand Experience	22
2.1.3.2 Brand Personality	23
2.1.3.3 Brand Equity.....	25

2.1.3.4 Brand Image.....	26
2.1.4 Sales Promotion	27
2.2 Previous Research.....	27
2.3 Hypothesis Development	29
2.3.1 Relationship Between Brand Experience and Brand Equity	29
2.3.2 Relationship Between Brand Personality and Brand Equity	30
2.3.3 Relationship Between Sales Promotion and Brand Equity	30
2.3.4 Relationship Between Brand Experience and Brand Image	31
2.3.5 Relationship Between Brand Personality and Brand Image	31
2.3.6 Relationship Between Sales Promotion and Brand Image	31
2.3.7 Relationship Between Brand Image and Brand Equity.....	31
2.4 Research Model.....	32
2.5 Framework of Thinking	33
 CHAPTER III RESEARCH METHODOLOGY	
3.1 Research Design	35
3.1.1 Data Types	36
3.1.2 Data Source.....	37
3.2 Population and Sample.....	37
3.2.1 Population	37
3.3 Data Collection Methods	40
3.4 Operational Definition and Variable Measurement.....	42
3.5 Data Analysis Method.....	43
3.5.1 Reliability Testing	53
3.5.2 Descriptive Statistics	54
3.5.3 Hypothesis Testing	54
 CHAPTER IV RESEARCH RESULTS AND DISCUSSION	
4.1 General View of Research Object	57
4.2 Data Analysis.....	58
4.2.1 Descriptive Statistics	58
4.2.1.1 Respondent Characteristics	58
4.2.1.2 General View of Respondents According to Age.....	58

4.2.1.3	General View of Respondents According to Gender	59
4.2.1.4	Respondents' Responses.....	60
4.2.2	Descriptive Analysis of Variables	66
4.2.2.1	Analysis of Customer Responses Towards Brand Experience	66
4.2.2.2	Analysis of Customer Responses Towards Brand Personality.....	67
4.2.2.3	Analysis of Customer Responses Towards Sales Promotion	68
4.2.2.4	Analysis of Customer Responses Towards Brand Image	69
4.2.2.5	Analysis of Customer Responses Towards Brand Equity.....	70
4.2.3	Data Quality Testing	71
4.2.3.1	Evaluation of Normality.....	73
4.2.3.2	Evaluation of Outliers	74
4.2.3.2.1	Univariate Outliers.....	74
4.2.3.2.2	Multivariate Outliers.....	75
4.2.4	Test of Multicollinearity and Singularity	77
4.3	Confirmatory Factor Analysis.....	78
4.3.1	Exogenous Constructs Confirmatory Factor Analysis	78
4.3.2	Endogenous Constructs Confirmatory Factor Analysis	79
4.4	Analysis of The Complete Structural Equation Model	80
4.4.1	Analysis of the Structural Equation Model Regression Weights	82
4.5	Reliability and Validity Test	83
4.6	Hypothesis Testing Results	84
4.6.1	Evaluation of Hypothesis 1 (H1)	84
4.6.2	Evaluation of Hypothesis 2 (H2)	85
4.6.3	Evaluation of Hypothesis 3 (H3)	85
4.6.4	Evaluation of Hypothesis 4 (H4)	86
4.6.5	Evaluation of Hypothesis 5 (H5)	86
4.6.6	Evaluation of Hypothesis 6 (H6)	86
4.6.7	Evaluation of Hypothesis 7 (H7)	87
4.6.8	Evaluation of Hypothesis 8 (H8)	87
4.6.9	Evaluation of Hypothesis 9 (H9)	88
4.6.10	Evaluation of Hypothesis 10 (H10)	89
4.7	Discussion	89

CHAPTER V CONCLUSION AND RECOMMENDATION

5.1 Conclusions.....	103
5.1.1 Hypothesis Conclusions	104
5.1.1.1 Influence of Brand Experience on Brand Equity	104
5.1.1.2 Influence of Brand Personality on Brand Equity	106
5.1.1.3 Influence of Sales Promotion on Brand Equity	107
5.1.1.4 Influence of Brand Experience on Brand Image	108
5.1.1.5 Influence of Brand Personality on Brand Image	109
5.1.1.6 Influence of Sales Promotion on Brand Image	110
5.1.1.7 Influence of Brand Image on Brand Equity.....	111
5.1.1.8 Mediation of Brand Image on the Influence of Brand Experience on Brand Equity.....	112
5.1.1.9 Mediation of Brand Image on the Influence of Brand Personality on Brand Equity	112
5.1.1.10 Mediation of Brand Image on the Influence of Sales Promotion on Brand Equity	113
5.1.2 Conclusion to Research Problems.....	113
5.2 Implications	115
5.2.1 Theoretical Implications	115
5.2.2 Managerial Implications.....	116
5.3 Recommendations.....	118
REFERENCES.....	120

LIST OF TABLES

Table 1. 1 Aggregated reviews of PPLite from January 1, 2023 to October 31, 2023	10
Table 3. 1 Core Questionnaire Design.....	41
Table 3. 2 Operational Definition and Variable Measurement.....	42
Table 3. 3 Explanation of Construct Indicators	44
Table 3. 4 Explanation of Construct Relationships.....	46
Table 3. 5 Structural Equations of Construct Measurement Models	47
Table 3. 6 Summary of the Goodness-of-Fit Indicators and their Cut-off Values	51
Table 4. 1 Respondents According to Age.....	58
Table 4. 2 Respondents According to Gender.....	59
Table 4. 3 Average Sentiment Interval and Its Interpretation.....	60
Table 4. 4 Respondents' Responses Towards Brand Experience	61
Table 4. 5 Respondents' Responses Towards Brand Personality	62
Table 4. 6 Respondents' Responses Towards Sales Promotion.....	63
Table 4. 7 Respondents' Responses Towards Brand Image	64
Table 4. 8 Respondents' Responses Towards Brand Equity	65
Table 4. 9 Distribution of Respondents' Responses for the Brand Experience Variable.....	66
Table 4. 10 Distribution of Respondents' Responses for the Brand Personality Variable.....	67
Table 4. 11 Distribution of Respondents' Responses for the Sales Promotion Variable.....	68
Table 4. 12 Distribution of Respondents' Responses for the Brand Image Variable	69
Table 4. 13 Distribution of Respondents' Responses for the Brand Equity Variable	70
Table 4. 14 Goodness-of-Fit (GOF) Index	72
Table 4. 15 Normality Test Result	73

Table 4. 16 Z-Score Descriptive Statistics.....	74
Table 4. 17 Mahalanobis Distance.....	75
Table 4.18 Regression Weights and Factor Loading Analysis of Exogenous Constructs	79
Table 4. 19 Regression Weights and Factor Loading Analysis of Endogenous Constructs	80
Table 4. 20 Test of Goodness of Fit (GOF) of the Model	81
Table 4. 21 Test of Goodness of Fit (GOF) of the Model After Modifications.....	82
Table 4. 22 Regression Weights of the Full Structural Equation Model	82
Table 4. 23 Construct Reliability and Validity Test	83
Table 4. 24 Hypothesis Testing Results (Direct Influences)	84
Table 4. 25 Hypothesis Testing Results (Mediation Analysis).....	87
Table 4. 26 Brand Experience Indicator Analysis	93
Table 4. 27 Sales Promotion Indicator Analysis.....	95
Table 4. 28 Brand Image Indicator Analysis	97
Table 4. 29 Brand Equity Indicator Analysis.....	99
Table 5. 1 Evaluation of Hypotheses	104

LIST OF FIGURES

Figure 1.1 Consumption of paper and paperboard in selected countries worldwide in 2021	2
Figure 1.2 Logo of PT. Ambona Semesta.....	3
Figure 1.3 Evidence of positive brand equity in PT. Ambona Semesta’s retail shop Dunia Stationery	5
Figure 1.4 Ambona offers superior customer experience as part of its brand experience (source: taken on site).....	6
Figure 1.5 Ambona Semesta's Mascot is the eagle.....	7
Figure 1.6 Evidence of sales promotion of the “Premium” type	8
Figure 1.7 Ambona Semesta’s warehouses are spread all over North Sumatra	9
Figure 1.8 Increased Number of negative reviews from January - October 2023.....	10
Figure 2.1 Research Model	32
Figure 2.2 Framework of Thinking.....	33
Figure 3.1 Conceptual Framework.....	46
Figure 4.1 Organizational Structure of PT. Ambona Semesta.....	57
Figure 4.2 Pie Diagram of Respondents According to Age.....	59
Figure 4.3 Pie Diagram of Respondents According to Gender	60
Figure 4.4 Exogenous constructs Confirmatory Factor Analysis	78
Figure 4.5 Endogenous constructs Confirmatory Factor Analysis	79
Figure 4.6 Full Structural Equation Model	80
Figure 4.7 Full Structural Equation Model After Modifications	81

LIST OF APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE.....	127
APPENDIX B: TABLE OF RESPONSES.....	131
APPENDIX C: SPSS OUTPUT.....	140
APPENDIX D: AMOS OUTPUT.....	142
APPENDIX E: TURNITIN RESULTS.....	154
APPENDIX F: COMPANY APPROVAL LETTER.....	155
APPENDIX G: DOCUMENTATION.....	156

