

THE IMPACT OF JAKARTA MRT'S STATION NAMING RIGHTS TOWARDS BRAND EQUITY

FINAL PROJECT

By

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School of Business and Management
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2024**

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ABSTRACT

MRT Jakarta not only generates revenue through ticket sales but also benefits significantly from non-farebox revenue, which surpasses its earnings from ticket sales. One key source of non-farebox revenue is Naming Rights, where companies sponsor MRT stations and display their brand elements prominently. Despite the increasing popularity and adoption of Naming Rights Sponsorship, its impact on brand equity within the context of public transportation has not been thoroughly examined by prior literature. This research investigates the influence of Naming Rights Sponsorship in Jakarta MRT on brand equity, with a particular focus on brand awareness and brand image. While previous studies on naming rights in sports facilities have yielded mixed results, some literature found that naming rights has no significant impact, while others highlight positive effects on brand equity. The context of public transportation like MRT Jakarta presents unique characteristics which different from sport facilities in the most prior literature which necessitate targeted research to understand its specific impact. Using a quantitative approach, this study collected data from 280 respondents aged 15-50 across Indonesia, all of whom are familiar and already used MRT Jakarta. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The findings reveal that Naming Rights Sponsorship in MRT Jakarta significantly enhances brand equity. Key factors such as Brand Element, Marketing Program, and Leveraging Secondary Association were found to positively influence Brand Awareness and Brand Image, which in turn strengthen brand equity. These findings will give insights to brands which suggest that Naming Rights Sponsorship is a valuable branding strategy for increasing brand equity. Brands looking to maximize the benefits of their naming rights sponsorship investments should focus on critical factors which are Brand Elements, Marketing Programs, and Leveraging Secondary Associations to effectively enhance their brand equity.

Keywords: *Naming Rights, Jakarta MRT, Brand Awareness, Brand Image, Brand Equity*

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DAMPAK HAK PENAMAAN STASIUN MRT JAKARTA TERHADAP EKUITAS MEREK

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ABSTRAKSI

MRT Jakarta tidak hanya menghasilkan pendapatan melalui penjualan tiket, tetapi juga memperoleh manfaat signifikan dari pendapatan non-tiket, yang melebihi pendapatan dari penjualan tiket. Salah satu sumber utama pendapatan non-tiket adalah Hak Penamaan (Naming Rights), di mana perusahaan mensponsori stasiun MRT dan menampilkan elemen merek mereka secara mencolok. Meskipun popularitas dan adopsi Hak Penamaan semakin meningkat, dampaknya terhadap ekuitas merek dalam konteks transportasi umum belum banyak diteliti dalam literatur sebelumnya. Penelitian ini menyelidiki pengaruh Hak Penamaan di MRT Jakarta terhadap ekuitas merek, dengan fokus khusus pada kesadaran merek (brand awareness) dan citra merek (brand image). Studi sebelumnya mengenai hak penamaan di fasilitas olahraga menghasilkan hasil yang beragam, beberapa literatur menemukan bahwa hak penamaan tidak memiliki dampak signifikan, sementara yang lain menyoroti hak penamaan memiliki efek positif pada ekuitas merek. Konteks transportasi umum seperti MRT Jakarta memiliki karakteristik unik yang berbeda dari fasilitas olahraga yang dijelaskan dalam sebagian besar literatur sebelumnya, sehingga memerlukan penelitian yang ditargetkan untuk memahami dampaknya yang spesifik. Menggunakan pendekatan kuantitatif, penelitian ini mengumpulkan data dari 280 responden berusia 15-50 tahun di seluruh Indonesia, yang semuanya sudah familiar dan telah menggunakan layanan MRT Jakarta. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan perangkat lunak SmartPLS. Temuan penelitian ini mengungkapkan bahwa Hak Penamaan di MRT Jakarta secara signifikan meningkatkan ekuitas merek. Faktor-faktor utama seperti Elemen Merek, Program Pemasaran, dan Pemanfaatan Asosiasi Sekunder ditemukan berpengaruh positif terhadap Kesadaran Merek dan Citra Merek, yang pada gilirannya memperkuat ekuitas merek. Temuan ini memberikan wawasan bagi merek-merek yang menyarankan bahwa Hak Penamaan adalah strategi branding yang berharga untuk meningkatkan ekuitas merek. Merek yang ingin memaksimalkan manfaat dari investasi hak penamaan mereka harus fokus pada faktor-faktor seperti Elemen Merek, Program Pemasaran, dan Pemanfaatan Asosiasi Sekunder untuk secara efektif meningkatkan ekuitas merek mereka.

Kata Kunci: *Hak Penamaan, MRT Jakarta, Kesadaran Merek, Citra Merek, Ekuitas Merek*

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APPROVAL PAGE

**THE IMPACT OF JAKARTA MRT'S STATION NAMING RIGHTS
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By

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ID No: 19021197

**A Final Project in Partial Fulfillment
of the Requirement for the Degree of Bachelor of Management
Undergraduate Program of Management Study
School of Business and Management
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Approved By



Dr. Harimukti Wandebori, S.T, MBA.

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CHAPTER I

INTRODUCTION

1.1 Background

The Jakarta MRT (Mass Rapid Transit) has been operating since 2019. MRT serves as a critical component of Jakarta's public transportation system. From 2019 until now, MRT Jakarta has already run from Lebak Bulus to Bundaran HI, covering a significant route within the city. According to the official website of MRT Jakarta, The MRT Jakarta is also integrated with several other public transportation modes, such as Light Rapid Transit (LRT), Bus Rapid Transit (BRT), trains and the Whoosh high-speed train (integrated via the LRT and then the MRT). This extensive integration facilitates accessibility for users not only from Jakarta but also from the surrounding areas, including the Greater Jakarta region (Jabodetabek-ba). Such integration allows a broader demographic to utilize the MRT, enhancing its reach and significance in the overall public transportation network. In its operations, the Jakarta MRT applies 2 types of revenue, namely farebox revenue or revenue through tickets sold to customers who want to use the MRT, and also Non-Farebox Revenue, which is other revenue outside of tickets. This is used to provide good public transportation and in accordance with the Minimum Service Standards (SPM) in accordance with Governor Regulation No. 95 of 2019 concerning Minimum Service Standards for Transportation of People with Integrated Modes of Raya / Mass Rapid Transit and Integrated Cross Raya / Light Rapid Transit. The existence of revenue outside of tickets or Non-Farebox Revenue to increase revenue to meet these standards, because it is felt that it cannot depend only on ticket sales alone. According to the Annual Report of the Jakarta MRT in 2022, revenue outside of tickets or Non-Farebox Revenue tends to provide greater income than Farebox revenue itself. In 2022, revenue through tickets is only around 155.61 billion Rupiah, while revenue outside of tickets reaches 503.17 billion Rupiah, a significant difference in revenue between the 2 types of revenue, therefore the development of the revenue sector outside of tickets needs to be done.

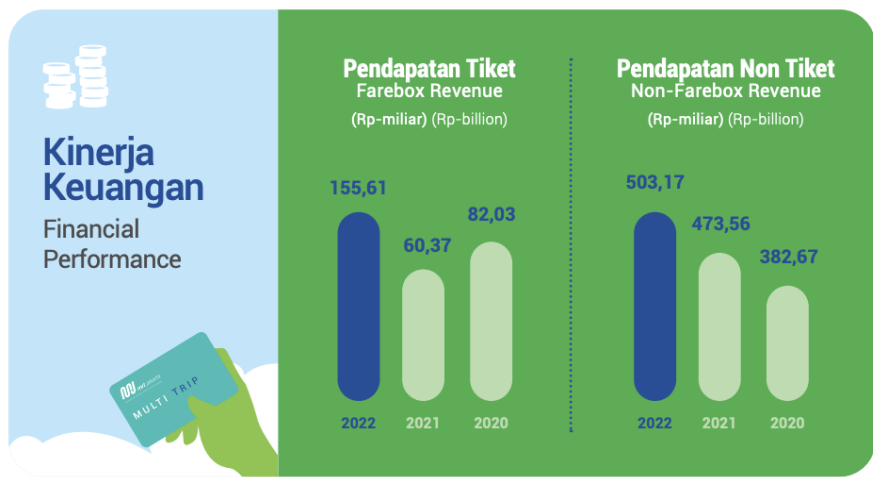


Figure 1. 1 Farebox and Non-Farebox Revenue

(Source: Annual Report 2022 Jakarta MRT)

Non-Farebox Revenue is obtained from several sources, one of which is MRT Station Naming Rights. According to the Director of Business Development of MRT Jakarta, Farchad Machfud, said that Station Naming Rights is one of the sectors that contribute greatly to Non-Farebox Revenue, around 30 - 40 Percent of Non-Farebox revenue is obtained from the sale of Station Naming Rights. As of 2023, there have been 7 companies that have signed this Station Naming Rights agreement, starting from Grab which occupies Lebak Bulus Station, Indomaret which occupies Fatmawati Station, BNI which occupies Dukuh Atas Station, Astra which occupies Setiabudi Station, Mandiri which occupies Istora Station, BCA which occupies Blok M Station, and Mastercard which occupies Senayan Station. The sale of station naming rights is priced quite high, ranging from IDR 10 Billion - 33 Billion per year.

Naming Rights was originally often used in the sports industry, one of which is the Naming Rights of the Stadium of a sports team or club. Stadium naming rights can be defined as “a transaction in which money or consideration changes hands in order to secure the right to name a sports facility (Thornburg, 2003). Due to the massive exposure of the sports facilities and the long-term agreement that was held, naming a stadium became an interesting and attractive sponsorship for several companies (Crompton & Howard, 2003). Moreover, this presents an ideal opportunity to cultivate positive public perception and enhance the image of the brand (Chen & Zhang, 2011). This type of deal gained momentum during the 1990s in the USA, along with the boom in sports facility construction (Mahony & Howard, 2001). Originally, the practice of naming rights was widely used among American teams. However, in the 2000s, this practice expanded to

include Europe and Asia (Eddy, 2014). In the present era, numerous prominent football clubs across the globe engage in naming rights agreements for their stadiums. For instance, in 2022, Spotify, a music player application purchased the naming rights of FC Barcelona's headquarters stadium, Camp Nou, which will change the name of the stadium to Spotify Camp Nou with a deal of 180 million Euros or around 2.8 trillion Rupiah for a period of 12 years. In addition, Emirates Stadium, the stadium of the English football club, Arsenal is also a form of naming rights cooperation. Emirates, the Dubai-based airline company bought the stadium naming rights for 100 million pounds from the beginning of the establishment of the Arsenal Stadium. Turley and Shannon (2000) state that firms are interested in advertising in closed arenas, such as sports arenas, because spectators to these events tend to stay for extended durations, resulting in longer exposure to the advertisements. According to McCarthy and Irwin (2000), state that a significant advantage of acquiring stadium naming rights is the consistent presence of the brand name throughout all events conducted within the stadium.

Deanna (2010) stated that sports sponsorship is a highly utilized communication strategy in the media for effectively reaching the intended audience. It offers the organization an opportunity to differentiate itself and enhance its competitive advantage (Simmons and Becker-Olsen, 2006) also to strengthen their brand equity (Keller, 1993). Sponsorships aim to evoke deep emotional responses in individual customers that go beyond financial gain and involve fostering positive perceptions of a brand by participating in sponsored activities.

According to Shank (2009), when companies commit to sponsoring particular endeavors, such as local football clubs, they should always have clear reasons and objectives for their actions. Sponsorship goals should always be related to promotional objectives and, more broadly, the organization's marketing objectives.

According to Shanks (2009), the aim of Naming Rights aligns with the objective of indirect sponsorship. Considering the indirect sponsorship purpose as a long-term commitment, corporations must first generate a high level of awareness and establish a positive company image before they can achieve their intended indirect objectives.

Lately, Naming Rights have been widely adopted by other industries besides the sports industry, one of which is in the public transportation industry. A clear example that can

be seen is the Jakarta MRT. Naming rights are not only one of the sources of income for MRT Jakarta, if we look from the perspective of companies that buy station naming rights, this becomes a marketing strategy for the company.

Naming Rights at the Jakarta MRT station can be seen from the company name at an MRT station, the company name is not only in the form of writing attached to the station name, but also mentioned in the MRT when the MRT wants to get to the station. Lately, one of the Jakarta MRT station naming rights is being discussed by the public, especially by TikTok application users. The occurrence of a trend on TikTok because the "jingle" or tone when reading the Senayan Mastercard station is considered funny and catchy for most people and the tone is quite different from other stations. The content created at TikTok is also quite viral in the community, people are flocking to create content with the background tone or jingle of the Senayan Mastercard Station.

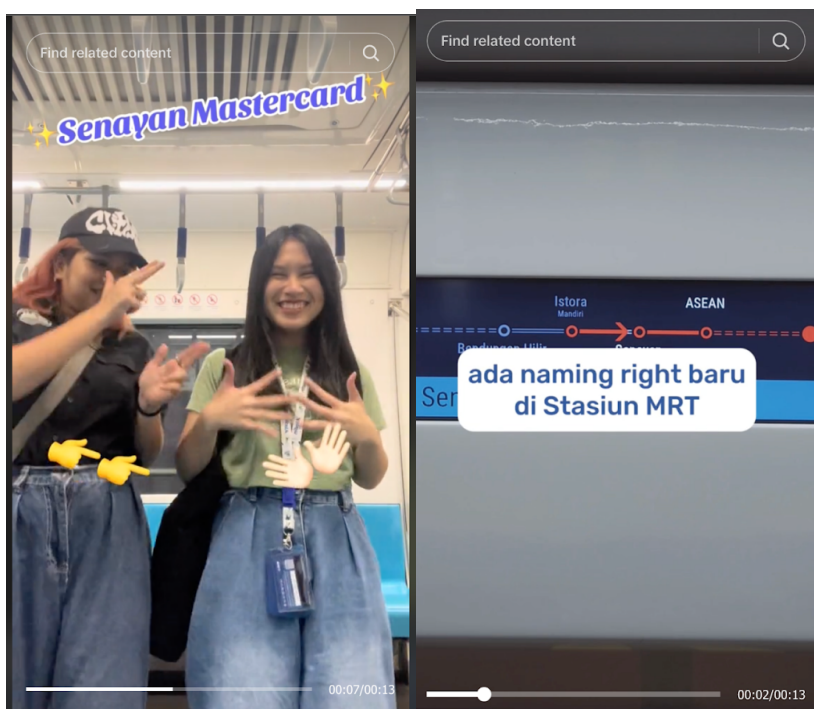


Figure 1. 2 Naming Rights in TikTok

(source: TikTok)

The views are also in a huge numbers., this trend reaches the number of views on TikTok up to 4 Million viewers. This becomes an assumption that the popularity of Naming Rights is quite high among the public. However, the question is whether this strategy is impacting brand equity of companies that buy Naming Rights, given the high costs that companies must incur to buy the Naming Rights of the station.

Moore, Wilkie & Lutz (2002) state that sponsorship is a powerful marketing strategy that has a significant impact on the consumer behavior aspects of brand equity. This also supported by the research conducted by Henseler et al. (2007), it provides evidence that sponsorship plays a key role in the development of brand equity.

Fundamentally, the concept of brand equity emphasizes the significance of the brand in marketing initiatives (Keller, 2003). According to Keller (2003), The most effective assessment of the impact of a brand element on brand-building is the perception of consumers towards the product or service based solely on its brand name, associated logo, or other identifiable feature. Customer-based brand equity is formed when customers have a high level of knowledge and recognition of a brand, as well as keep strong, positive, and unique associations with it in their memory (Keller, 2003).

Since Naming Rights is one of the agendas that MRT Jakarta wants to be developed according to the MRT Jakarta Annual Report in 2022, this is an important opportunity for companies to increase their Brand Equity by utilizing Naming Rights as their branding strategies. Additionally, over the past two years, there has been an increasing adoption of naming rights in public transportation in Indonesia. For instance, according to Ika (2024) on Kompas.com, the Light Rapid Transit (LRT) Jabodebek has already sold station naming rights to enhance their revenue. As of July 25, 2024, the LRT had sold the naming rights of one of its stations to Bank BJB. Furthermore, in 2023, Transjakarta also sold station naming rights to two companies, Astra and Bank DKI, for the Senayan and Bundaran HI stations, respectively (Dany, 2024, on Kompas.id). However, prior research has never explained the impact of Naming Rights Sponsorship at the Indonesia's public transportation especially Jakarta MRT Station on Brand Equity owned by the company that bought the naming rights.

5. Memberikan saran dan mendorong direksi untuk mengembangkan bisnis baru *non fare box* (NFB), memitigasi risikonya, mengoptimalkan pendapatan NFB untuk meningkatkan kemandirian keuangan dan profitabilitas perusahaan jangka Panjang, dengan memperkuat kemitraan, memilih fokus bisnis inti, dan mengoptimalkan area potensial yang belum menghasilkan pendapatan, seperti penjualan *naming right* beberapa stasiun, percepatan perizinan CTVT;

Figure 1. 3 Naming Rights in MRT's Agendas

(source: Annual Report 2022 Jakarta MRT)

Hence, this study aims to assess the impact of Naming Rights on Brand Equity.

1.2 Problem Statement

Purchasing Naming Rights is a popular strategy among marketers. This strategy was initially popular among companies that purchased naming rights to facilities in the Sport Industry. Companies who purchase naming rights expect that this investment will result in significant visibility and exposure, which will eventually contribute to increased profitability for the company. This sentiment has frequently been reinforced in the marketing literature.

A study conducted by Leeds et al., (2007) found that the acquisition of naming rights for sport facilities does not yield significant financial advantages in the form of abnormal returns for the purchaser firms. This discovery implies that the popular press and previous literature may have exaggerated the economic advantages associated with naming rights. Nonetheless, the phenomenon remains popular among firms, as seen from firms that have purchased naming rights for MRT stations in Jakarta.

Additional research by Mason & Cochetel (2006) reveals compelling evidence that the length of sponsorship has a notable influence on awareness and recall. Sponsorship increases visibility and acknowledgement over a period of three to five years (Manson & Cochetel, 2006; Pitts & Slattery, 2004).

In the Sport Facility Naming Rights Literature, Martin et al. (2019) states that when companies purchase Naming Rights in Professional Sport Facility Setting especially Major League Baseball (MLB), it has a significant impact on companies' brand awareness as well as their brand image from the fans of the teams. This is also supported by Patah (2021) which states that Naming Rights in sport facilities especially the football scene in Brazil has a significant impact for the sponsor's brands to increase their awareness and create some positive brand image which leads to greater Brand Equity.

Given the different location of the research and the contexts between sports facilities and public transportation stations, as well as increasing adoption of Naming Rights in other public transportation in Indonesia and the continued popularity of this strategy among

companies in Jakarta, the question arises whether similar results will occur in the context of the Jakarta MRT's Naming Rights.

Furthermore, no study has clearly examined the extent to which naming rights at public transport stations affect the brand equity of sponsoring corporations. Therefore, this study aims to fill this gap by evaluating the impact of naming rights at the Jakarta MRT station that can affect Brand Equity of sponsor's brand. Thus, this study is expected to provide valuable guidance for companies in formulating more effective marketing strategies and provide a deeper understanding of the economic value of purchasing naming rights in the public transportation industry.

1.3 Research Question

1. Does Naming Rights Sponsorship in Jakarta MRT's Station Impact Brand Awareness ?
2. Does Naming Rights Sponsorship in Jakarta MRT's Station Impact Brand Image ?
3. Does Naming Rights Sponsorship in Jakarta MRT's Station Impact Brand Equity ?

1.4 Research Objective

1. To determine whether Naming Rights Sponsorship in Jakarta MRT's Station is impacting Brand Awareness
2. To determine whether Naming Rights Sponsorship in Jakarta MRT's Station is impacting Brand Image
3. To determine whether Naming Rights Sponsorship in Jakarta MRT's Station is impacting Brand Equity

1.5 Research Scope and Limitation

1. This study specifically focuses on the naming rights of MRT Jakarta stations. The main goal is to examine the sponsorship by acquiring the naming rights of MRT Jakarta stations. Hence, this study does not consider any other types of sponsorship or advertising in MRT Jakarta, such as digital advertising, or poster placements that do not include the acquisition of station naming rights.
2. The research specifically targets companies and brands that have acquired the naming rights of MRT Jakarta stations. These include:
 - a. Grab, which occupies Lebak Bulus Station
 - b. Indomaret, which occupies Fatmawati Station

- c. BNI, which occupies Dukuh Atas Station
- d. Astra, which occupies Setiabudi Station
- e. Mandiri, which occupies Istora Station
- f. BCA, which occupies Blok M Station
- g. Mastercard, which occupies Senayan Station

Any other companies or brands not listed above are not the subjects of this research.

3. The study targets individuals who have already used MRT Jakarta services. Therefore, people who have not used or do not use MRT Jakarta are not included in the research sample.

1.6 Writing Structure

This study is organized into five chapters to help readers comprehend the research data in a systematic way. Each chapter has the following details:

Chapter I: Introduction

This chapter presents the context of the problem and the objectives of the study. It includes sections on Background, Research Scope, Research Objectives, and Research Questions.

Chapter II: Theoretical Foundation

This chapter compiles the theories, paradigms, and principles underpinning this research. It also includes the conceptual framework and findings from previous studies.

Chapter III: Methodology

This chapter details the methodology used in the research. It explains the research procedures, including data analysis methods, metrics, and hypotheses.

Chapter IV: Data Analysis

This chapter is dedicated to the critical component of data analysis. It presents the survey results and findings, along with a summary of the outcomes.

Chapter V: Conclusions and Recommendations

This chapter offers a comprehensive summary of the entire study, from the beginning to the end. It starts with an introduction, analyzes data supporting the previous theory, and provides recommendations based on the findings

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CHAPTER II

THEORETICAL FOUNDATION

2.1 Naming Rights

Naming rights refer to the privilege of assigning a name to a certain item or event, typically granted in return for financial compensation (Bartow, 2007). Burton (2008) categorizes naming rights into three distinct groups: naming rights for legacy donations, for event title sponsors, and for long-term corporate sponsors. It is well recognized that sponsoring the naming rights of venues and events is an excellent approach for enhancing brand awareness, but it may not directly impact market share (Becker-Olsen, 2003). In naming rights sponsorships, the brand name and logo visuals are not important in spoken and news broadcast language. The brand name simply will be included along with the event or place, for example, "Pepsi City to Surf Run" or "Citibank Stadium".

It has been stated that in the early days of naming-rights, agreements were made mostly to fulfil the egos of CEOs who wanted to invest in their firm and get membership in an exclusive club (Mount, 2004; Leeds, 2004). According to Bernstein (2004), many executives believe that naming rights are a cost-effective kind of advertising because they provide more impressions per dollar compared to traditional advertising, in addition to boosting the ego. Some argue that naming-rights offer more exposure than traditional advertising, yet it has been proposed that the impact of the message is significantly reduced compared to television or billboard advertising (Mount, 2004).

Moreover, firms exploring naming-rights opportunities are mostly attracted to the visibility and awareness considerations. Cornwell et al. (2001) support the idea that longer sponsorship ties result in higher perceived effects on brand equity. This is because frequent sponsorship links with the customer strengthen the brand's effect.

Therefore, the overall influence of corporate naming-rights sponsorships remains a topic of discussion, as the existing literature presents contradictory perspectives on this matter.

This study utilizes a different scope and context compared to previous literature that discusses naming rights within the context of sports facilities. Considering the contextual differences between sports facilities and public transportation, and the absence of literature addressing naming rights in public transportation, this study aims to employ

factors to build brand equity according to the theory explained by Keller (2003). Specifically, this study will use Brand Element, Marketing Program, and Leveraging Secondary Association as conceptual factors to measure the impact of Naming Rights in the public transportation sector, particularly MRT Jakarta, on the brand equity of the sponsor's brands.

2.2 Brand Element

Brand element refer to unique and recognisable devices that can be legally protected as trademarks. These devices serve the purpose of differentiating a brand from others (Kotler and Keller, 2009). Most strong brands employ multiple brand elements. These elements can be selected to maximize the development of brand equity.

The primary elements of a brand are names, logos, symbols, characters, packaging, slogans and jingles. Brand elements can be selected to amplify brand recognition or enable the development of strong, favorable, and unique brand associations.

Brand Element					
Criterion	Brand Names and URLs	Logos and Symbols	Characters	Slogans and Jingles	Packaging and Signage
Memorability	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition	Generally more useful for brand recognition	Can be chosen to enhance brand recall and recognition	Generally more useful for brand recognition
Meaningfulness	Can reinforce almost any type of association, although sometimes only indirectly	Can reinforce almost any type of association, although sometimes only indirectly	Generally more useful for non-product-related imagery and brand personality	Can convey almost any type of association explicitly	Can convey almost any type of association explicitly
Likability	Can evoke much verbal imagery	Can provoke visual appeal	Can generate human qualities	Can evoke much verbal imagery	Can combine visual and verbal appeal
Transferability	Can be somewhat limited	Excellent	Can be somewhat limited	Can be somewhat limited	Good
Adaptability	Difficult	Can typically be redesigned	Can sometimes be redesigned	Can be modified	Can typically be redesigned
Protectability	Generally good, but with limits	Excellent	Excellent	Excellent	Can be closely copied

Figure 2. 1 Critique of Brand Element

(source: Strategic Brand Management Book)

In the context of the Naming Rights sponsorship of Jakarta MRT Station, this research assume that there are several elements of the brand used in this sponsorship:

2.3.1 Brand Name

A brand name serves as the foundation for establishing brand equity (Aaker, 1991). The name is an essential and fundamental indicator of the brand, serving as the foundation for raising awareness and facilitating communication efforts (Aaker, 1991). A brand name serves as a fundamental element of a product's identification, encompassing the majority of its brand value. Although corporate names are subject to modification, changing brand names carries a substantial risk of forfeiting all established equity. Brand name should be seen as enduring commitments. They must be durable and, in an ever-expanding global market, be suitable for travel. (Kohli & Leuthesser, 2001). Brand name that are simple and effortless to articulate or spell, well-known and significant, and unique, recognisable, and uncommon can evidently enhance awareness of the brand.

2.3.2 Jingle

Jingles have a significant role in increasing brand recognition. They often use creative and engaging techniques to repeat the brand name, giving consumers more opportunities to remember it. These are memorable musical slogans created for the company and have the potential to be deeply embedded in the memory of consumers (Keller, 2003). After the commercial ends, consumers might mentally perform or repeat popular jingles, which increases memorability.

Nevertheless, jingles lack the same level of transferability as other brand elements. Therefore, the brand is likely to be associated with emotions, personality traits, and other abstract concepts.

Marketers are currently utilizing aroma, sound, and material textures to enhance consumer experiences, thereby establishing better connections with customers and increasing brand preference. Jingles often have an ability for evoking a stronger emotional response in consumers compared to advertising that do not use them. When individuals within the intended consumer group of a particular brand experience a sense of happiness, tranquilly, or serenity while singing the brand's catchy tune, they establish a mental connection between that emotional state and the brand and its jingle.

The strength and functionality of all brand elements are different. They have the ability to work independently and or together to establish awareness for a brand, depending on their individual abilities and limitations. While each individual element may effectively communicate the brand's message to consumers, they may not possess the power to elicit a deep-seated emotional reaction. When combined, all these brand elements can give consumers actual brand experience and contribute to brand equity. According to Keller (2003), it is necessary to “mix and match” these different brand elements to maximize brand equity.

Therefore, the researcher analyzes the brand element as a measure, suggesting following hypothesis:

H1: Brand Element has a positive effect on Brand Awareness

H2: Brand Element has a positive effect on Brand Image

2.3 Marketing Program

Marketing is the strategic process by which companies provide value for customers based on their needs and establish long-term relationships with customers to obtain value in return (Kotler, 2003).

Marketers utilize several strategies to enhance the value of their market offering, aiming to optimize advantages while minimizing expenses.

Marketing activities and programmes are the main method by which organizations develop and strengthen brand equity. These marketing programmes include strategies for product, pricing, channel, and communication that must be applied. These programmes are crucial for building a brand image and enhancing awareness of the brand.

In general, marketing can be classified into two categories: traditional and modern. Traditional tactics encompass advertising through newspapers, television, and radio (Lavinsky, 2003; Smilansky, 2009).

Modern methods prioritize digital marketing, public relations, and the development of engaging content to foster audience interaction (Steinias, 2017).

Modern marketing has gained significant popularity by emphasizing the significance of customers' experiences and incorporating them into marketing strategies (Kotler, 2003, as cited in Datta, 2017).

Traditional marketing is based on the customer's perception after being exposed to the brand, but current marketing allows them to experience the brand through active involvement. (Lawler, 2013)

Marketing aims to surpass competition in meeting the needs of consumers (Fuller, 1994; Kotler et al., 2017).

To fulfill customer needs, marketing strategies can be utilized to create brand recognition and increase the value of a product (Ruekert et al., 1985). To construct a brand, it is necessary to have a thorough marketing campaign that includes pricing, distribution channels, and communication strategies to promote the product (Keller, 2009). These programs are utilized to enhance awareness of the brand and establish associations with the brand in the minds of customers during their purchase and usage experiences with a product or service (Keller, 1993). Specifically, this can be achieved through any action that allows customers to directly engage with the brand, hence enhancing brand recognition. Advertising and promotions, such as sponsorship, media exposure, and point-of-purchase advertising, are methods used to familiarize consumers with a brand. Furthermore, organizations should actively identify the particular characteristics that should be linked to their product or service to ensure that customers can accurately perceive and interact with them.

Keller (2003) suggests that effective marketing tactics include pricing, product, channel, and communication methods.

- a. **Product**, The product is crucial to the value and reputation of the brand. Marketers are responsible for the entire process of creating, producing, promoting, selling, delivering, and maintaining products in a manner that establishes a positive brand reputation with distinct and favorable brand associations. This should generate positive evaluations and emotions towards the brand and cultivate a stronger connection with the brand.

- b. **Price**, In order to establish and enhance the value of a brand, marketers must develop methods for determining and potentially modifying prices in both the short and long term. From a brand equity standpoint, consumers need to see the price of the brand as suitable and reasonable in relation to the benefits they believe and obtain from the product and its comparative advantages over other similar options, among other considerations.

- c. **Channels**, Channels serve as the mechanisms through which companies deliver their products to consumers. The channel strategy for building brand equity involves the creation and control of both direct and indirect channels in order to enhance brand recognition and enhance the brand's reputation. Direct channels can strengthen brand equity by enabling customers to gain a more comprehensive understanding of the depth, breadth, and variety of products linked to the brand, as well as any unique features. Indirect channels have the ability to impact brand equity by leveraging the activities and support of intermediaries, such as retailers, and transferring any connections that these intermediaries may have with the brand. When it comes to branding, it is important to strategically combine several channel possibilities in order to achieve these objectives collectively. Therefore, it is crucial to evaluate any potential channel alternative based on its immediate impact on product sales and brand value, as well as its secondary impact through interactions with other channel alternatives.

- d. **Communication**, Marketing communications refer to the methods used by companies to directly or indirectly inform, convince, and remind consumers about the brands they sell. Marketing communications serve as the brand's voice and enable the brand to engage in conversations and cultivate connections with consumers. The study highlighted four essential categories of communication: (1) advertising and promotion, (2) interactive marketing, (3) events and experiences, and (4) mobile marketing.

In the context of this study, the marketing strategy employed is a marketing communication strategy, specifically utilizing Keller's method. The brand implements naming rights sponsorship as a type of event or venue marketing as one of the main types of marketing communication. Naming rights in public transportation can be included in

event sponsorship in a broader sense, as it leverages the ongoing "event" of daily public commuting and interactions.

As stated by Keller (2003), Event marketing is the official support of public events or activities that are connected to sports, art, entertainment, or social issues. Sponsored events have the potential to enhance brand equity by establishing a connection with the brand and enhancing awareness of the brand, introducing new associations, or strengthening, favoring, and distinguishing current associations.

The marketing communication strategy involves selecting several activities to promote the brand (Keller, 2009). It encompasses several forms of communication, such as media, online advertisements, sponsorship, and in-store promotions. Marketing communication can be conducted through several channels, such as radio and television advertisements, print media, direct response campaigns, websites, and more (ibid.). Nevertheless, the placement of these adverts should be carefully evaluated to ensure maximum customer exposure. To establish favorable connections with a product, consumers need to encounter the product through marketing communications or personal experience.

As customers obtain knowledge of a brand, they are presented with information about the brand through the organization's marketing communications and indirectly through publicity, word of mouth, and media broadcasts. These communication channels facilitate the exposure of the consumer to the brand and foster brand awareness in the consumer's thoughts. This helps in the formation of the brand's identity within the consumer's cognition. As the brand associations grow in breadth and depth, the consumer begins to assign importance to these associations.

In order to develop a comprehensive marketing communication program, marketers must assure their ability to make connections with consumers and successfully convey information about the brand, therefore fostering a strong brand awareness and image. This will guarantee a solid consumer-based brand equity.

Hence, based on these findings, researcher propose hypothesis that:

H3 : Marketing Programs has a positive impact on Brand Awareness

H4 : Marketing Programs has a positive impact on Brand Image

2.4 Leveraging Secondary Association

A successful strategy for companies to improve brand equity for their products and services is to create connections between their brands and individuals, locations, and objects.

Through the association of their brands with these other entities, customers have the potential to change their thoughts, feelings, or actions towards the company's brands.

Brands can enhance the importance of their marketing messages by utilizing or adopting significance from external sources, such as individuals (e.g., celebrity endorsers), locations (e.g., country of origin), or things (e.g., a cause).

Leveraged marketing communications can be conceptualized as the utilization of secondary associations. These associations are related to another entity and have the ability to alter the brand's meaning for consumers (Bergkvist and Taylor 2016).

Essentially, the way customers view a brand can be changed by linking it to another thing, like a person, place, or item, that has its own unique characteristics and information stored in memory. The association has been believed to communicate significant information or value about the brand (Keller 1993).

Brands can establish connections with other entities that possess their own associations, leading to the development of "secondary" brand associations. When a brand becomes linked to another entity, even if that entity is not directly connected to the brand's product or service performance, consumers might assume that the brand has a particular association or meaning in common with that entity. This results in the formation of indirect or secondary associations for the brand.

Basically, the marketer is leveraging specific connections and knowledge from another business to generate or enhance linkages and knowledge that will help to the growth of its own brand equity.

If there is relevant and meaningful knowledge about the linked entity, connecting the brand to that thing might either impact existing brand associations or potentially generate

new brand associations. Establishing an association between the brand and another entity can have an impact on the existing knowledge of the brand. Additionally, this connection can also create new information about the brand. Brand knowledge can be generated by a related item that communicates meaning or evokes responses that currently don't exist for the brand. If customers perceive that these meanings or responses are applicable to the brand as well, they may also get associated as a consequence. These newly formed associations can be very beneficial in enhancing the significance of the brand and establishing its positioning in significant ways.

In the context of Naming Rights Sponsorship, this research assume that Leveraging Secondary Association use to other brands, which is also known as Co-branding.

Voss and Tansuhaj (1999) state that co-branding can enhance brand image and brand awareness, making it a crucial branding approach. Blackett and Boad (1999) further state that co-branding is a type of collaboration between well-known brands, where all brands involved must maintain their own brand names. According to Chang (2009), co-branding is not just a marketing technique where numerous brand names are attached to a single product or service. It is also a strategy of collaborative branding, where the component brands collaborate to achieve their individual objectives.

Co-branding may improve the ability of partner businesses to increase awareness. (Oeppen and Jamal, 2014). In addition, certain experts emphasize that specific businesses have gained more appeal by employing a co-branding strategy. This strategy enables them to efficiently interact with a broader range of potential partners and cultivate increased cooperation in future endeavors. When a company has a proven history of successful co-branding, a potential partner who wants to collaborate will feel more confident and reassured that their combined branding efforts will be less risky.

Co-branding is also a valuable strategy that certain brands use to enhance their brand image by linking their brand with the perspective of customers through a partnership. (Oeppen & Jamal, 2014). By employing a co-branding strategy, a company can merge its existing brand identity into the identity of its present partner. (Besharat, 2010).

The research conducted by Li and Wang (2019) demonstrates that co-branding can significantly enhance the brand image as perceived by customers. This study has also

discovered that, in general, consumers possess a very elevated threshold for unsatisfactory co-branding. The study's most evident conclusion is that co-branding has been proved to effectively enhance brand awareness and enable people to recognize a greater number of brands.

Naming Rights Sponsorship can also be considered under the broader umbrella of event sponsorship in Leveraging Secondary Association.

Sponsorship was once seen to be one of several complementary marketing tools, but it is today recognized as a potent vehicle utilized by companies to establish brand equity (Farrelly et al. 2005).

Credibility is the main way in which an event can communicate associations. Brand association with an event can enhance its likability, trustworthiness, and expertise. The extent of this transfer will be defined by the selected events, as well as the development and integration of the sponsorship program into the overall marketing strategy to establish brand equity.

It is widely accepted that a strong match between a sponsor and sponsee will result in favorable outcomes, including increased credibility, positive brand perception, and strong awareness for the sponsor (Gwinner & Eaton, 1999).

Thus, based on these findings, this research proposes:

H5: Leveraging Secondary Association has a positive effect on Brand Awareness

H6: Leveraging Secondary Associations has a positive effect on Brand Image

2.5 Brand Equity

The American Marketing Association (AMA) defines a brand as "a name, term, sign, symbol, or design, or a combination of them, that is used to identify the goods or services of a specific seller or group of sellers and distinguish them from competitors" (Kotler & Keller, 2009).

Positive customer-based brand equity occurs when customers react more positively to a certain feature of a brand's marketing mix compared to a similar aspect used by a made-up or unknown version of the product or service. Essentially, brand equity refers to the extent to which a customer has a positive perception of a brand and how this perception

affects their purchasing decisions. The ultimate measurement of a brand's strength lies in the perceptions, emotions, and behaviors of consumers towards that brand (Keller, 2003).

Developing brand equity requires the establishment of favorable, strong, and distinctive associations that effectively distinguish the brand from its competitors (Keller, 1993). Consumers develop brand perceptions by forming associations with various aspects that are connected to the brand in their memory. The outcome of diverse marketing actions is to build favorable and distinctive connections in the mind of consumers. The objective is to foster a favorable view and mindset towards the brand (Aaker, 1991; Keller, 1993; Yoo et al., 2000; Yoo and Donthu, 2001). Cliff and Motion (2004) established a framework that outlines the procedure of utilizing sponsorship to enhance brand strategy. They emphasized that to accomplish consumer goals, such as increasing awareness of the brand, it is necessary to implement a sponsorship strategy that involves several types of sponsorships.

Aaker (1991) states that brand equity can enhance a firm's worth by creating additional cash flows through multiple channels. Firstly, it can optimize programs to attract prospective customers or retain former ones. Furthermore, the final four elements of brand equity have the potential to strengthen brand loyalty. Also, brand equity typically enables the company to charge higher prices and rely less on promotional activities, resulting in increased profit margins. In addition, brand equity can serve as a foundation for development through brand expansions. Moreover, brand equity might offer a strategic advantage in the distribution channel. Brand equity assets offer a distinct edge in competition, frequently serving as a tangible obstacle for competitors.

Keller (1998) defined brand equity as the unique impact of brand knowledge on consumer reaction to the brand's marketing efforts. According to Christodoulides and Chernatony (2010), brand equity refers to the collection of consumer perceptions, attitudes, knowledge, and behaviors that lead to increased usefulness and enable a brand to generate higher sales volume or profit margins.

As demonstrated and validated by Guha et al. (2021) and Alhaddad et al. (2015), Brand Equity is influenced by two key components: Brand Awareness and Brand Image.

2.5.1 Brand Awareness

Brand awareness, as defined by Aaker (1991), refers to the ability of customers or buyers to recognize or remember that particular brands are associated with specific product categories. According to Kumalasari (2013), brand awareness is an essential component of brand equity. A brand's equity is dependent upon the customer's awareness of the brand.

Establishing and enhancing brand value begins with brand awareness, which is widely recognized as a crucial factor in building brand equity (Jamilena et al., 2017). The term "reflects the salience of the brand in the customers mind" (Aaker, 1991: 114) refers to the level of importance or prominence that a brand holds in the minds of customers. This concept is important because it can occur before customers form associations with a brand, meaning they may be aware of a brand without having a deep understanding of it stored in their memory (Romaniuk, Wight & Faulkner, 2017).

Brand awareness is essential or critical to the process of interaction (communicating with others), i.e. a high level of understanding (Sharp, 2003; Netemeyer et al., 2004). Brand awareness affects Brand Equity directly (Pouromid, 2012). Also a necessary condition for building brand equity is achieving a high level of brand awareness.

According to Percy and Rossiter (1992), brand awareness is the ability of customers to recognize and distinguish a brand within a category enough to make a purchasing choice. Consumers might recognize a brand by its looks and packaging without knowing its name. According to Percy and Rossiter (1992), brand awareness includes brand recognition and recall. Brand recognition is how much buyers identify a brand with their needs. Percy and Rossiter (1992) compare this to a client who makes a shopping list to remember what to buy for food. The buyer does not write the brand name on their list; they use their store knowledge to identify brands. In brand recall, the buyer is not shown the brand. After identifying a need, the customer must recall brands to make a decision without labeling. According to Percy and Rossiter (1992), they give an example of a family that must choose a restaurant to eat at. After selecting one, the family eats there.

Keller (2001) also supports this notion by stating that brand awareness encompasses two essential elements: brand recognition and brand recall. According to Keller (2001), brand recognition refers to the consumers' capacity to confirm previous exposure to a brand when presented with the brand as a cue. On the other hand, brand recall refers to the consumers' ability to retrieve the brand from memory when presented with the product category, the needs fulfilled by the category, or a purchase or habit situation as a reminder. Brand awareness is an essential prerequisite for the complete brand network to demonstrate customers' tendency for identifying the brand in various circumstances. It involves the capacity to recognize and conveniently recall the brand name (Keller, 1993).

Thus, based on the findings from certain authors (Pouramid, 2012; Kumalasari, 2013; Alhaddad, 2015; Jamilena et al., 2017) consider brand awareness to be a key component to build brand equity and have already proven, through empirical research, that brand awareness plays a role in the establishment of significant brand equity. Therefore, this study examines the impact of brand awareness on brand equity.

H7: Brand awareness has a positive effect on Brand Equity

2.5.2 Brand Image

Brand image refers to the overall perception of a brand, which is formed by the associations that customers have stored in their memory. According to Keller (1993), it is the way consumers see a brand, which is determined by the brand associations stored in their memory. A favorable overall perception typically results in favorable customer brand attitudes, which serve as the foundation for brand selection.

Brand image refers to the subjective and perceptual impressions that customers form in their thoughts about a brand, based on their beliefs and perceptions (Wijaya and Putri, 2013). In fact, brand image is nothing but consumers' thoughts and feelings toward a brand (Roy and Banerjee, 2007).

According to Keller (1993), brand image is a combination of brand associations and other informal connections that are tied to the brand's links in the consumer's memory. Nevertheless, Cornwell and Maignan (1998) state that for sponsorship to impact brand image, the company's associations must already be well established in the minds of buyers. This affects the way various types of information can get associated with the brand in the minds of people.

Brand image is the primary catalyst for brand equity, encompassing the whole perception and emotional response of customers towards a brand, which in turn shapes their behavior. (Guha et al., 2021)

The brand image is essential in establishing the brand's identity and distinguishing it from other competing brands (Aaker, 1997). Consumers have their own individual viewpoints regarding various brands. When individuals examine various brands, they will experience distinct emotions and build up diverse mental images. (Kucuk, 2019). In order to form an image of a brand, consumers do not necessarily need to have firsthand experience with the goods or services. Rather, their opinion of the brand is shaped by the information they gather from different sources associated with the brand (Ansary and Hashim, 2018).

Dobni and Zinkhan (1990) state that various elements, including product qualities, individual views of the brand, company values, marketing mix, kind of brand users, experience, and situational variables, might impact the creation of brand image. A strong brand possesses both distinctiveness that sets it apart from other brands and a favorable perception in the minds of consumers. (Smith et al., 2017). When a product holds a positive brand image, customers will see the product as having a favorable brand identity that is unique and different from other brands. (Sasmita & Mohd, 2015). A company that possesses a positive brand perception can achieve a stronger competitive edge, establish a more favorable market position, and potentially enhance its market share. (Park et al., 1986)

Moreover, numerous authors (Guha et al., 2021; Shariq, 2018; Zia et al., 2021) consider brand image to be a key component to build brand equity, and they have confirmed through empirical study that brand image contributes to the

development of significant brand equity. Thus, this study investigates brand image as a determinant of brand equity.

H8: Brand Image has a positive effect on Brand Equity

2.6 Conceptual Framework

The author did a literature review in this study and constructed a framework and variables based on the findings of previous relevant studies. The author adapted the suggested conceptual framework model for this study based on the theories created by Keller (2003) which state that Brand Element, Marketing Program, and Leveraging Secondary Association has an impact towards Brand Awareness and Brand Image. Also study by Guha et.al (2021) which state that Brand Awareness and Brand Image has an impact towards Brand Equity.

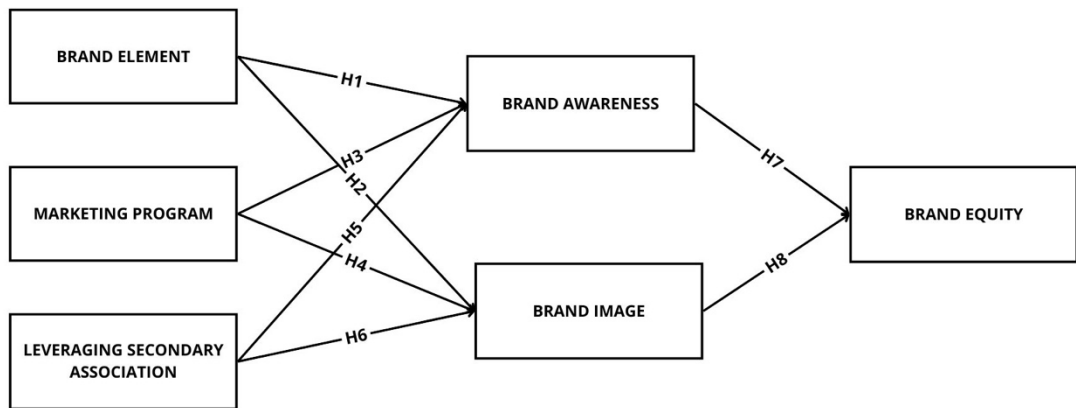


Figure 2. 2 Conceptual Framework

H1: Brand Element has a positive effect on Brand Awareness

H2: Brand Element has a positive effect on Brand Image

H3: Marketing Programs has a positive effect on Brand Awareness

H4: Marketing Programs has a positive effect on Brand Image

H5: Leveraging Secondary Association has a positive effect on Brand Awareness

H6: Leveraging Secondary Associations has a positive effect on Brand Image

H7: Brand awareness has a positive effect on Brand Equity

H8: Brand Image has a positive effect on Brand Equity

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CHAPTER III METHODOLOGY

3.1 Research Design

In this section, the researcher discusses the research methodology employed for this study, as depicted in the picture below:

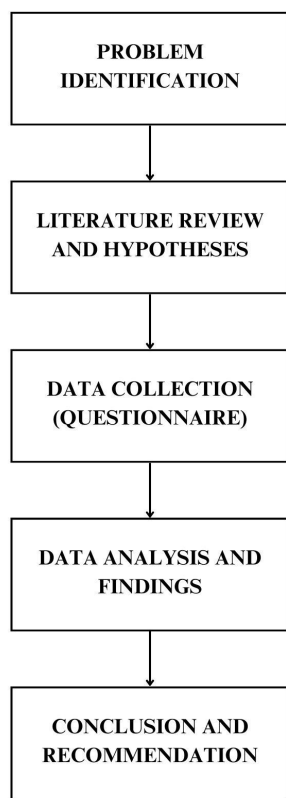


Figure 3. 1 Research Flowchart

The researcher carried out the research in a methodical way, using a five-step approach. The first step was to identify the problem. This was followed by a literature review and the development of a hypothesis. The researcher will next collect data via an online questionnaire, and the data will be analyzed using Structural Equation Modeling (SEM), especially Partial Least Squares (PLS) SEM. Finally, the researcher will provide a conclusion and recommendation based on the findings.

3.2 Data Collection

This study will use an online questionnaire as a tool for descriptive research. The utilization of online questionnaires relies on limited time and resources. The questionnaire was developed using a theoretical framework. Due to the widespread distribution of respondents, the questionnaire will be distributed using Google Form.

The questionnaire will be conducted in Bahasa, with the intention of facilitating the respondents' comprehension and enabling them to accurately answer all the questions based on their most relevant experiences, without any confusion. In the end, it will be possible to achieve the collection of data that is more accurate. The variables for each question were assessed using a 5-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree").

3.2.1 Population

According to Sugiyono (2007), a population is a group of objects or people with specified qualities and characteristics established by researchers for the purpose of study, discussion, and drawing conclusions. Therefore, the study focuses on individuals aged 15 to 50 who have previously utilized the MRT Jakarta's services.

The purpose of this demographic selection is to ensure that the respondents have firsthand and relevant experience with the MRT Jakarta system, which is crucial for assessing the impact of station naming rights sponsorships.

The age range of 15 to 50 years corresponds to the passenger persona of MRT Jakarta, which primarily consists of individuals between the ages of 21 and 35. According to the MRT Jakarta regulations available on MRT Jakarta's website, there is no age limitation for passengers using the MRT Jakarta transportation service, meaning all individuals are permitted to use this service. A study conducted by Musthofawi et al. (2022) shows that the characteristics of MRT Jakarta users range from under 17 years to over 40 years of age. This is also supported by a survey conducted by Jakarta M. (2021), which states that MRT Jakarta users have a diverse age range, spanning from under 17 years to 65 years old. This study intentionally expanded the age range to encompass younger and older individuals, beginning at the age of 15 until 50 years old in order to gather

a wider range of perspectives. By incorporating this expanded age range, a more thorough examination of user experiences and attitudes may be conducted, encompassing a broader demography. This methodology improves the study's capacity to draw significant conclusions and offer important suggestions for future sponsorship strategies.

3.2.2 Sampling Technique

This study will utilize a non-probability sampling technique known as judgmental or purposive sampling. Purposive sampling is a non-probability sampling method in which researchers use their own judgment to choose participants from the public for the study (Reddy, L. S., & Ramasamy, D. K., 2016). This approach is frequently employed when researchers have confidence in their ability to acquire a sample that accurately represents the population, thus saving both time and money. It is especially efficient when a restricted number of individuals can act as primary data sources due to the specific characteristics of the research design, goals, and objectives.

3.2.3 Sample Size

According to Malhotra (2010), a minimum of 200 samples is required for marketing research. In alignment with this guideline, this study's sample comprises at least 200 Indonesian individuals who have utilized MRT Jakarta services over the past few years. The respondents are required to meet specific criteria to accurately assess the impact of Naming Rights Sponsorship on the brand equity of the companies that have acquired these rights for MRT Jakarta stations.

3.2.4 Operational variables

3.2.4.1 Exogenous Variable

The independent latent variables, also referred to as the exogenous variables, are factors that have an impact on other variables inside the model (Hussein, 2015). An exogenous variable is a variable that is assessed by the researcher to establish the correlation between different events. The exogenous variables considered in this study are Brand Element, Marketing Program and Leveraging Secondary Association. Measurement indicators for the independent or exogenous variable are

derived from the researcher's deep understanding of the theories and concepts of strategic brand management as presented by Keller (2003). These are then formulated into statements/indicators for the questionnaire, which will be confirmed by several respondents regarding these measurement indicators until saturation is achieved from the respondents. This is done before the indicators are disseminated to the desired or required sample population for the research.

3.2.4.2 Endogenous Variable

Endogenous variables, also known as dependent variables, are variables that are expected to be assessed and determined by other components inside the model. The variable known as "the impact" possesses the capacity to forecast other variables, while its causal connection is restricted to endogenous variables. The endogenous variables examined in this study encompass brand awareness, brand image, and brand equity. The measurement indicators for the dependent variable or endogenous variable are derived from relevant previous literature and journals.

The following tables show the operational variables based on the explanation provided in this study:

Table 3. 1 Questionnaire Operational Variables

Variable	Dimension	Measures	Label	Author
Brand Element	Brand Name	The brand name is easy to remember	BL1	Keller, 2003
		The brand name gives me clear idea about what the brand is about	BL2	
		I like the brand name	BL3	
		The brand name would work well for different types of products	BL4	
		The brand name could change a little if needed	BL5	
		The brand name is unique	BL6	

	Brand Logo and Symbols	The brand logo is easy to recognize	BL7
		I think the brand logo represents the brand very well	BL8
		The brand logo looks appealing to me	BL9
		The brand logo would still look good in different categories of products	BL10
		The brand logo could be updated if needed	BL11
		The brand logo is unique	BL12
	Brand Characters	I can easily recognize the brand's characters	BL13
		I think the brand's characters fit well with its brand image	BL14
		I like the brand's character	BL15
		The brand's character would work well with different products	BL16
		The brand character could be changed if needed	BL17
		The brand character is unique	BL18
	Brand Slogan and Jingles	The brand's slogan or jingles is easy to remember	BL19
		The brand's slogan or jingles clearly convey the brand's message	BL20
		I like brand's slogan or jingles	BL21
		The brand's slogan or jingles would work well for different products	BL22
		The brand's slogan or jingles could be updated if needed	BL23

		The brand's slogan or jingles are unique	BL24	
	Brand Packaging	I can easily recognize the brand's packaging	BL25	
		The brand's packaging clearly represent the brand	BL26	
		I like the brand's packaging	BL27	
		The brand's packaging would work well too in different types of products.	BL28	
		The brand's packaging could be changed if needed	BL29	
		I think the brand's packaging is unique	BL30	
Marketing Program	Product	The brand's products are functional and useful for me	MP1	Keller, 2003
		The brand's products have reliable and consistent performance	MP2	
		The brand's products evoke my positive feelings and emotions	MP3	
		The brand's product help me express my identity	MP4	
		The quality of brand's product is high	MP5	
	Price	The price of brand's product reflects their quality	MP6	
		I believe the brand's products offer good value for money	MP7	
		The brand rarely offers discount, but regular price seems fair to me	MP8	
		The brand's product occasionally offers attractive discounts	MP9	
		The brand's promotional discount are beneficial to me	MP10	

	Distribution Channels	The brand's products are promoted effectively on various platform	MP11	
		The platform (online or offline stores) where the brand's products are available match with the brand's image	MP12	
		The brand's direct sales channels (e.g apps, website, offline stores) are convenient and reliable	MP13	
		I am influenced by brand's advertising to seek out their products	MP14	
		The brand's promotion make me want to purchase their products	MP15	
	Communication	The brand create unique and interesting experience for consumers	MP16	
		I remember the brand because of experience they offer	MP17	
		The brand makes an effort to build long-term relationship with me	MP18	
		I feel valued by the brand as a customer	MP19	
		I feel the brand's product are made specifically for me	MP20	
		The brand understand my specific needs and preferences	MP21	
		The brand's loyalty programs is rewarding and beneficial for me	MP22	
	Leveraging Secondary Association	Company	I trust the company that make this brand's products	
I am familiar with the company that produces this			SA2	

		brand		
	Country of Origin	The country of origin of this brand positively influence my perception of this brand	SA3	
	Retailers	The platform where this brand's products are sold enhance my perception of the brand	SA4	
		I find it convenient to purchase the brand's products from the available platforms	SA5	
	Co - Branding	Collaboration between this brand and other brand make the brand more appealing to me	SA6	
		I am more likely to purchase/use products that are co - branded with this brand	SA7	
	Licensed Characters	Licensed Characters associated with this brand make it more attractive to me	SA8	
	Endorsement	I often see celebrities endorsing this brand	SA9	
		Celebrity endorsement positively affect my perception of this brand	SA10	
	Event Sponsorship	The brand's sponsorship of events enhance my perception of this brand	SA11	
		I am more likely to buy or use from brands that sponsor events I care about.	SA12	
	Third-Party Sources	Third-party reviews and recommendations influence my perception of this brand.	SA13	
Brand Awareness		I can recognize X among other competing brands in MRT Jakarta	BA1	Yoo et al. (2000)

		I know what X looks like through its sponsorship with MRT Jakarta	BA2	
		I am aware of X through its sponsorship with MRT Jakarta	BA3	
		Some characteristics of X come to my mind quickly because of its sponsorship with MRT Jakarta	BA4	
		I can quickly recall the symbol or logo of X because of its sponsorship with MRT Jakarta	BA5	
		I have difficulty in imagining X in my mind because of its sponsorship with MRT Jakarta ®	BA6	
		I am better able to recognize X when it is involved in MRT Jakarta Station Naming Rights Sponsorship	BA7	Singh and Islam (2017)
		X would easily be among my top choices because of its commitment to MRT Jakarta Station Naming Rights Sponsorship	BA8	
Brand Image		X is a leader in its sector	BI1	Bilgin (2018)
		I have fond memories regarding X	BI2	
		X is customer-centered	BI3	
		I have confidence in X because of its sponsorship association with MRT Jakarta	BI4	
		I have a positive image of X because of its sponsorship association with MRT Jakarta	BI5	

		I have good thoughts about X because of its sponsorship association MRT Jakarta	BI6	
Brand Equity		It makes sense to buy X which sponsoring Jakarta MRT's station instead of any other brand, even if they are the same	BE1	Yoo et al. (2000)
		Even if another brand has same features as X, I would prefer to buy X because it is sponsoring Jakarta MRT's station	BE2	
		If there is another brand as good as X, I prefer to buy X because it is sponsoring Jakarta MRT's station	BE3	
		If another brand is not different from X in any way, it seems smarter to purchase X because it is sponsoring Jakarta MRT's station	BE4	

*X refers to brands who already purchased Naming Rights in Jakarta MRT's stations, which are Grab, Indomaret, BCA, Mastercard, Mandiri, Astra, and BNI.

This research uses a total of 83 indicators. The indicators were measured using a 5-point Likert scale, which began with strongly disagreeing (1) and ended with strongly agreeing (5) based on earlier studies. The scale number of 3 represents the respondent's neutral state for the statement. The larger the numbers generated by responders, the more the variable is perceived. The indicators for this questionnaire were adopted from related previous research questionnaires and were modified by the researcher for the sample of respondents so that data could be collected directly.

3.3 Questionnaire Design

In this section, the researcher provided an explanation of the questionnaire design, which was developed based on the operationalization of the variables discussed in the preceding section. The questionnaire will be divided into three parts. In the first part, respondents will fill the demographic questions such as age, gender profile, occupation, and location.

The second part consists of a brief explanation about Naming Rights Sponsorship in Jakarta MRT's station with some examples in the form of pictures to give the respondents a clearer idea of Naming Rights Sponsorship in this research and some behavioral questions. The third part consists of the indicators of each variable that the respondents have to answer based on their own experience. The questionnaire will be conducted in Bahasa to make it more understandable and to avoid ambiguity in answering the questions for respondents.

3.4 Data Analysis Technique

After all information was collected from questionnaires that have been distributed via an online survey platform google form, then that information will be analyzed using two methods, which are descriptive analysis and PLS - SEM. The PLS-SEM method will be employed to evaluate and analyze the construct of this research. Also, descriptive statistics will be utilized to code and filter the information, ensuring that the data is suitable for further analysis.

3.4.1 Descriptive Statistics

Descriptive analysis, according to Mathur and Kaushik (2016), refers to the methodical procedure of quantitatively describing and summarizing the essential characteristics of a dataset. Descriptive statistics are used to determine the key attributes of the data within a sample (Trochim, 2020). An in-depth examination is crucial as it can be challenging to comprehend the raw data visually, particularly when dealing with a substantial volume of information. Descriptive analysis facilitates the presentation and interpretation of data in a more comprehensible manner.

3.4.2 Partial Least Square (PLS-SEM Analysis)

The author will employ the PLS-SEM approach for data analysis in this study. The explained variance of endogenous constructs can be improved by using an iterative technique in PLS-SEM (Yeo et al, 2017). PLS-SEM can be employed to validate the hypothesis and identify potential relationships, as well as to suggest recommendations for future testing. According to a study conducted by Wong in 2013, Partial Least Squares (PLS) is a structural equation modeling (SEM) technique that is considered a soft modeling method that does not make any

assumptions about the distribution of data. PLS-SEM is appropriately utilized when the specified conditions are met:

1. The size of the sample is insufficient.
2. Applications lack sufficient theoretical foundation.
3. The most important factor is the accuracy of predictions.
4. It is not guaranteed that the model specification is correct

According to the provided description, the author believes that PLS-SEM is an appropriate method to use in this inquiry. The following data analysis process will be utilized:

3.4.2.1 Reliability Analysis

Reliability pertains to the extent to which a test consistently and accurately measures a particular trait. The indication reliability value can be determined by squaring the outside load. A value of 0.70 or greater is considered preferable. According to Wong (2013), the composite reliability number for Internal Consistency Reliability should be 0.7 or greater.

3.4.2.2 Validity Analysis

The most crucial factor in selecting a test is its validity. Validity pertains to the attributes of the test measurements and the degree to which the test precisely measures that specific trait. According to Malhotra (2010), Validity can be evaluated by calculating the Average Variance Extracted (AVE) score for each factor. In order to demonstrate convergent validity and discriminant validity, the AVE score should be 0.5 or greater (Wong, 2013).

3.4.2.3 Collinearity Test

Collinearity analysis, as described by Wong (2013), involves calculating the Variance Inflation Factor (VIF) to determine the extent of collinearity. In order to determine if any factors can be eliminated, combined, or represented by a higher-order latent variable, a collinearity test is conducted to identify any collinearity issues (Wong, 2013). In order to avoid the problem of collinearity, it is preferable to have a rating of 5 or below.

3.4.2.4 Structural Path Significance in Bootstrapping (T-Test)

The bootstrapping method in SmartPLS determines the T-statistics value, which may be employed to evaluate the relevance of both the inner and outer model. To determine the significance of the path coefficient using a two-tailed t-test at a 5 percent significance level, the T-statistics must be more than 1.96. (Wong, 2013)

3.4.2.5 Coefficient of Determination (R^2) and Stone-Geisser test (Q^2)

The R^2 coefficient is a measure that quantifies the degree of model determination or forecast precision, ranging from 0 to 1. The Q^2 or Stone-Geisser test is employed to assess the precision of predictions regarding success. The R^2 and Q^2 metrics are utilized to calculate Goodness of Fit (GoF) values, which assess the model's validity. (Wong, 2013)

3.4.2.6 Effect Size (f^2)

The magnitude of the association between latent variables is calculated and determined using the F-square effect size. The objective is to determine the similarity of effects and achieve a more profound understanding, rather than only assessing the level of correlation between variables. (Wong, 2013)

3.4.2.7 Total Indirect Effect and Total Effect

Based on Wong (2013), the bootstrapping procedure provides an indirect total outcome. The cumulative effect outcome quantifies the proportion of the overall effect that can be assigned to the independent variable and the mediated dependent variables.

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CHAPTER IV

DATA ANALYSIS

In this chapter, the researcher will detail each step required to assess data collected using a quantitative approach. The findings of this analysis will then address the research question and hypothesis established in the preceding chapter.

4.1 Pilot Test

Before continuing data collection on a larger scope, the researcher first conducts a pilot test or feasibility study. The purpose of the researcher conducting a pilot test is to check whether there is a problem in the questionnaire instrument and the variables used in this research, especially in terms of validity and reliability in the questionnaire's instrument being used. Edwin (2002) notes that one benefit of conducting a pilot test is that it can provide early warnings about potential failures in the main research project, issues with adherence to research protocols, or the suitability and complexity of the proposed methods or instruments. On June 25-26, 2024, the researcher distributed questionnaires to 41 respondents using 83 questionnaire's instruments.

4.1.1 Review and Confirmatory from Respondent

After spreading the questionnaire to the respondent, researcher also conducted a discussion with the respondent. Researcher requested the respondents to review the questionnaires that have been done by the respondents. After analyzing all the reviews done by the respondents, the results showed 2 things:

1. The questionnaire instruments are too many, which may cause respondents to "randomly answer".
2. The instruments regarding "characters and packaging" in the brand elements variable and "price" in the marketing programs variable, were considered less relevant to the research conducted and not suitable for inclusion in this questionnaire.

From this review, the researcher decided to reduce the number of instruments by curating the questionnaire instrument through examining outer loadings using PLS - SEM data analysis with SmartPLS software. Also, the researcher made the decision to eliminate instruments that were deemed less relevant and not suitable

according to respondents, which are the "character and packaging" instrument in the brand elements variable and "price" in the marketing programs variable.

4.1.2 Reliability Test

Internal Consistency Reliability is used to measure the level of internal consistency of the indicators used in the questionnaire. The aim is to ensure that the indicators used to measure constructs are reliable and consistent.

In PLS-SEM, internal consistency is measured using tools such as Cronbach's Alpha and Composite Reliability. Wong (2013) mentions that while Cronbach's Alpha is traditionally used to assess internal consistency reliability in social science research, it tends to give a conservative estimate in PLS-SEM. Prior studies have recommended using Composite Reliability as an alternative (Bagozzi and Yi, 1988; Hair et al., 2012). According to Hair et al. (2017), Cronbach's Alpha is generally considered the lower bound, and Composite Reliability (ρ_c) the upper bound, for estimating internal consistency reliability in reflective measurements. Researchers might also consider the reliability coefficient (ρ_a), as suggested by Dijkstra and Henseler (2015), which typically falls between the values of Cronbach's Alpha and Composite Reliability (ρ_c). Wong (2013) recommends a Composite Reliability of 0.7 or higher, but Bagozzi and Yi (1988) note that for exploratory research, a threshold of 0.6 or higher is acceptable.

The reliability test result based on sample size of 41 respondents and 83 questionnaire instruments are presented below:

Table 4. 1 Internal Consistency Reliability Test on First Pilot Test

Variable	Cronbach's alpha	Composite reliability (ρ_a)	Composite reliability (ρ_c)	Reliability
Brand Awareness	0.778	0.790	0.831	Reliable
Brand Elements	0.913	0.923	0.923	Reliable
Brand Equity	0.861	0.868	0.906	Reliable
Brand Image	0.854	0.858	0.892	Reliable

Leveraging Secondary Association	0.873	0.894	0.893	Reliable
Marketing Programs	0.930	0.944	0.939	Reliable

The results show that both Cronbach's alpha and composite reliability are accepted because the results show numbers above 0.7. Based on this, the researcher can determine that the indicators used to measure these variables are reliable and consistent.

4.1.3 Validity Test

Validity test is an assessment used to determine how well a test or measurement tool measures what it is intended to measure. It evaluates the accuracy and relevance of the instrument in capturing the construct that wants to be assessed.

This study employs PLS-SEM for data analysis using SmartPLS software to assess convergent validity. Convergent validity refers to the degree to which a construct is well-represented by its indicators through the explanation of the item's variance (Hair et al., 2017).

Hair et al. (2017) state that convergent validity is measured using Average Variance Extracted (AVE). The AVE is determined by calculating the mean of the squared loadings for each indicator related to a construct. A threshold of 0.50 or higher is considered acceptable for AVE, indicating that the construct, on average, accounts for at least 50% of the variance of its items (Hair et al., 2017).

In this research, the validity test result with 41 respondent and 83 questionnaire instruments are presented below:

Table 4. 2 Validity Test on First Pilot Test

Variables	Average Variance Extracted (AVE)	Validity
Brand Awareness	0.392	Not Valid
Brand Elements	0.301	Not Valid

Brand Equity	0.707	Valid
Brand Image	0.579	Valid
Leveraging Secondary Association	0.402	Not Valid
Marketing Programs	0.423	Not Valid

According to the calculation, almost all variables are declared invalid because their AVE is less than 0.5, which is the minimum value that must be achieved to declare that the variable is valid. Only 2 variables can be considered valid, which are Brand Equity and Brand Image.

Due to this problem, the researcher tries to re-examine the outer loading results of each indicator variable in this research and look for indicators that have a low correlation with the latent variable. According to Hair et al. (2017), indicators with outer loadings between 0.40 and 0.70 should only be excluded from the scale if their removal enhances the composite reliability.

The result of outer loading of each indicator of latent variable are presented below:

Table 4. 3 Indicator Reliability Test on First Pilot Test

Label and Variable	Outer Loadings
BA1 <- Brand Awareness	0.509
BA2 <- Brand Awareness	0.633
BA3 <- Brand Awareness	0.574
BA4 <- Brand Awareness	0.788
BA5 <- Brand Awareness	0.415
BA6 <- Brand Awareness	0.504
BA7 <- Brand Awareness	0.648
BA8 <- Brand Awareness	0.822
BE1 <- Brand Equity	0.765
BE2 <- Brand Equity	0.895
BE3 <- Brand Equity	0.861
BE4 <- Brand Equity	0.837
BI1 <- Brand Image	0.735
BI2 <- Brand Image	0.732
BI3 <- Brand Image	0.832
BI4 <- Brand Image	0.776
BI5 <- Brand Image	0.701
BI6 <- Brand Image	0.782
BL1 <- Brand Elements	0.624

BL10 <- Brand Elements	0.567
BL11 <- Brand Elements	0.417
BL12 <- Brand Elements	0.637
BL13 <- Brand Elements	0.630
BL14 <- Brand Elements	0.573
BL15 <- Brand Elements	0.468
BL16 <- Brand Elements	0.146
BL17 <- Brand Elements	0.328
BL18 <- Brand Elements	0.715
BL19 <- Brand Elements	0.653
BL2 <- Brand Elements	0.256
BL20 <- Brand Elements	0.560
BL21 <- Brand Elements	0.665
BL22 <- Brand Elements	0.400
BL23 <- Brand Elements	0.458
BL24 <- Brand Elements	0.769
BL25 <- Brand Elements	0.509
BL26 <- Brand Elements	0.540
BL27 <- Brand Elements	0.737
BL28 <- Brand Elements	0.463
BL29 <- Brand Elements	0.487
BL3 <- Brand Elements	0.698
BL30 <- Brand Elements	0.789
BL4 <- Brand Elements	0.643
BL5 <- Brand Elements	0.385
BL6 <- Brand Elements	0.684
BL7 <- Brand Elements	0.693
BL8 <- Brand Elements	0.503
BL9 <- Brand Elements	0.651
MP1 <- Marketing Programs	0.671
MP10 <- Marketing Programs	0.614
MP11 <- Marketing Programs	0.532
MP12 <- Marketing Programs	0.566
MP13 <- Marketing Programs	0.725
MP14 <- Marketing Programs	0.532
MP15 <- Marketing Programs	0.675
MP16 <- Marketing Programs	0.615
MP17 <- Marketing Programs	0.798
MP18 <- Marketing Programs	0.669
MP19 <- Marketing Programs	0.829
MP2 <- Marketing Programs	0.745
MP20 <- Marketing Programs	0.469
MP21 <- Marketing Programs	0.719
MP22 <- Marketing Programs	0.730
MP3 <- Marketing Programs	0.855
MP4 <- Marketing Programs	0.628
MP5 <- Marketing Programs	0.606
MP6 <- Marketing Programs	0.577
MP7 <- Marketing Programs	0.514
MP8 <- Marketing Programs	0.275

MP9 <- Marketing Programs	0.310
SA1 <- Leveraging Secondary Association	0.696
SA10 <- Leveraging Secondary Association	0.661
SA11 <- Leveraging Secondary Association	0.713
SA12 <- Leveraging Secondary Association	0.536
SA13 <- Leveraging Secondary Association	0.687
SA2 <- Leveraging Secondary Association	0.320
SA3 <- Leveraging Secondary Association	0.416
SA4 <- Leveraging Secondary Association	0.796
SA5 <- Leveraging Secondary Association	0.741
SA6 <- Leveraging Secondary Association	0.799
SA7 <- Leveraging Secondary Association	0.606
SA8 <- Leveraging Secondary Association	0.570
SA9 <- Leveraging Secondary Association	0.497

Based on the results of the outer loadings above, it seems that there are a lot of indicators with a value lower than 0.7.

In accordance with what Hulland (1999) said, the outer loading value of 0.4 or higher is still acceptable. Given this condition, the researcher takes the lower limit of the value that will not be eliminated, which is 0.6. Researchers then continue to use indicators with outer loading above 0.6 and eliminate the rest which has an outer loading lower than 0.6. And the researcher at this stage also eliminates indicators that are less relevant and not suitable according to the review of the respondents, which are indicators for "characters and packaging" in brand element and "price" in marketing program.

As a result of the elimination, the indicators or questionnaire instruments were reduced to 44 items.

The second validity test was conducted after the indicators with the characteristics as described earlier had been eliminated. Resulting in an AVE below :

Table 4. 4 Second Attempt of Validity Test on First Pilot Test

Variables	Average variance extracted (AVE)	Validity
Brand Awareness	0.576	Valid
Brand Element	0.706	Valid
Brand Equity	0.579	Valid
Brand Image	0.584	Valid
Leveraging Secondary Association	0.529	Valid
Marketing Program	0.517	Valid

By using these 44 indicators with a sample size of 41 respondents, the AVE results show a value greater than 0.5 for all variables. This can be considered if each of these variables is valid.

4.1.4 Final Instruments of Questionnaire

Based on the results of the reliability and validity test conducted above, as well as the elimination of indicators carried out to make this research's variables reliable and valid. Below are the final instruments that will be used for further data collection. The questionnaire will have 44 instruments, with 9 instruments for Brand Elements (BL) variable, 13 instruments for Marketing Programs (MP) variable, 8 instruments for Leveraging Secondary Association (SA) variable, 4 instruments for Brand Awareness (BA) variable, 6 instruments for Brand Image (BI) variable, and 4 instruments for Brand Equity (BE) variable.

Table 4. 5 Final Instrumenst of Questionnaire

Measures	Label
The brand name is easy to remember	BL1
I like the brand name	BL2
The brand name is unique	BL3
The brand logo is easy to recognize	BL4
The brand logo looks appealing to me	BL5

The brand logo is unique	BL6
The brand's slogan or jingles is easy to remember	BL7
I like brand's slogan or jingles	BL8
The brand's slogan or jingles is unique	BL9
The brand's products are functional and useful for me	MP1
The brand's products have reliable and consistent performance	MP2
The brand's products evoke my positive feelings and emotions	MP3
The brand's product help me express my identity	MP4
The quality of brand's product is high	MP5
The brand's direct sales channels (e.g apps, website, offline stores) are convenient and reliable	MP6
The brand's promotion make me want to purchase their products	MP7
The brand create unique and interesting experience for consumers	MP8
I remember the brand because of experience they offer	MP9
The brand makes an effort to build long-term relationship with me	MP10
I feel valued by the brand as a customer	MP11
The brand understand my specific needs and preferences	MP12
The brand's loyalty programs is rewarding and beneficial for me	MP13
I trust the company that make this brand's products	SA1
The platform where this brand's products are sold enhance my perception of the brand	SA2
I find it convenient to purchase the brand's products from the available platforms	SA3
Collaboration between this brand and other brand make the brand more appealing to me	SA4

I am more likely to purchase/use products that are co - branded with this brand	SA5
Celebrity endorsement positively affect my perception of this brand	SA6
The brand's sponsorship of events enhance my perception of this brand	SA7
Third-party reviews and recommendations influence my perception of this brand.	SA8
I know what X looks like through its sponsorship with MRT Jakarta	BA1
Some characteristics of X come to my mind quickly because of its sponsorship with MRT Jakarta	BA2
I am better able to recognize X when it is involved in MRT Jakarta Station Naming Rights Sponsorship	BA3
X would easily be among my top choices because of its commitment to MRT Jakarta Station Naming Rights Sponsorship	BA4
X is a leader in its sector	BI1
I have fond memories regarding X	BI2
X is customer-centered	BI3
I have confidence in X because of its sponsorship association with MRT Jakarta	BI4
I have a positive image of X because of its sponsorship association with MRT Jakarta	BI5
I have good thoughts about X because of its sponsorship association MRT Jakarta	BI6
It makes sense to buy X which sponsoring Jakarta MRT's station instead of any other brand, even if they are the same	BE1
Even if another brand has same features as X, I would prefer to buy X because it is sponsoring Jakarta MRT's station	BE2
If there is another brand as good as X, I prefer to buy X because it is sponsoring Jakarta MRT's station	BE3
If another brand is not different from X in any way, it seems smarter to purchase X because it is sponsoring Jakarta MRT's station	BE4

4.1.5 Second Pilot Test

The researcher conducted a second pilot test to reconfirm the final questionnaire instruments that had been determined. In this pilot test, the questionnaire was distributed to 30 respondents using 44 questionnaire instruments. The results of each analysis conducted (outer loadings, reliability test and validity test) are presented below.

4.1.5.1 Outer Loadings

Table 4. 6 Indicator Reliability Test on Second Pilot Test

Indicator	Outer loadings
BA1 <- Brand Awareness	0.847
BA2 <- Brand Awareness	0.814
BA3 <- Brand Awareness	0.835
BA4 <- Brand Awareness	0.809
BE1 <- Brand Equity	0.829
BE2 <- Brand Equity	0.847
BE3 <- Brand Equity	0.819
BE4 <- Brand Equity	0.867
BI1 <- Brand Image	0.788
BI2 <- Brand Image	0.856
BI3 <- Brand Image	0.847
BI4 <- Brand Image	0.807
BI5 <- Brand Image	0.773
BI6 <- Brand Image	0.806
BL1 <- Brand Element	0.815
BL2 <- Brand Element	0.794
BL3 <- Brand Element	0.863
BL4 <- Brand Element	0.825
BL5 <- Brand Element	0.816
BL6 <- Brand Element	0.859
BL7 <- Brand Element	0.816
BL8 <- Brand Element	0.889
BL9 <- Brand Element	0.820
MP1 <- Marketing Program	0.843
MP10 <- Marketing Program	0.855
MP11 <- Marketing Program	0.832
MP12 <- Marketing Program	0.843
MP13 <- Marketing Program	0.792
MP2 <- Marketing Program	0.821
MP3 <- Marketing Program	0.832
MP4 <- Marketing Program	0.792
MP5 <- Marketing Program	0.798
MP6 <- Marketing Program	0.842
MP7 <- Marketing Program	0.800
MP8 <- Marketing Program	0.820

MP9 <- Marketing Program	0.826
SA1 <- Leveraging Secondary Association	0.796
SA2 <- Leveraging Secondary Association	0.885
SA3 <- Leveraging Secondary Association	0.864
SA4 <- Leveraging Secondary Association	0.835
SA5 <- Leveraging Secondary Association	0.799
SA6 <- Leveraging Secondary Association	0.824
SA7 <- Leveraging Secondary Association	0.809
SA8 <- Leveraging Secondary Association	0.878

4.1.5.2 Reliability Test

Table 4. 7 Internal Consistency Reliability Test on Second Pilot Test

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Reliability
Brand Awareness	0.846	0.856	0.896	Reliable
Brand Element	0.863	0.880	0.906	Reliable
Brand Equity	0.899	0.934	0.921	Reliable
Brand Image	0.946	0.960	0.953	Reliable
Leveraging Secondary Association	0.939	0.952	0.949	Reliable
Marketing Program	0.961	0.970	0.965	Reliable

4.1.5.3 Validity Test

Table 4. 8 Validity Test on Second Pilot Test

Variable	Average Variance Extracted (AVE)
Brand Awareness	0.683
Brand Element	0.706
Brand Equity	0.662
Brand Image	0.695
Leveraging Secondary Association	0.700
Marketing Program	0.677

The results of the second pilot test data analysis showed that all questionnaire instruments and variables were considered reliable and valid. With these results,

the researcher can take steps to conduct the main survey using this questionnaire instrument.

4.2 Respondent Demographic Profile

4.2.1 Age

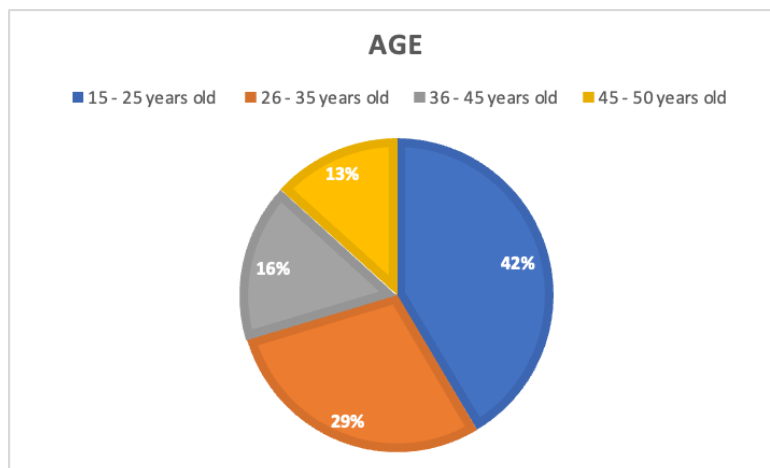


Figure 4. 1 Age

Figure 4.1 shows the age of the respondents. From 280 respondents, the majority of respondents fall in the age range of 15 - 25 years (42%) with a total of 116 respondents, followed by respondents with an age range of 26 - 35 years (29%) with a total of 81 respondents. The rest are older than that where 46 respondents aged 36 - 45 years (16%) and respondents aged 45 - 50 years have the least number with 37 respondents (13%).

4.2.2 Gender

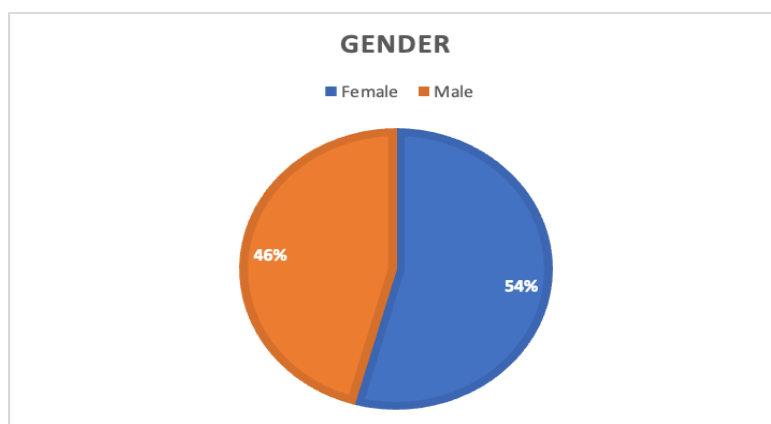


Figure 4. 2 Gender

Figure 4.2 shows the gender from the total of 280 respondents, 152 respondents (54%) are female and 128 respondents (46%) are male

4.2.3 Occupation

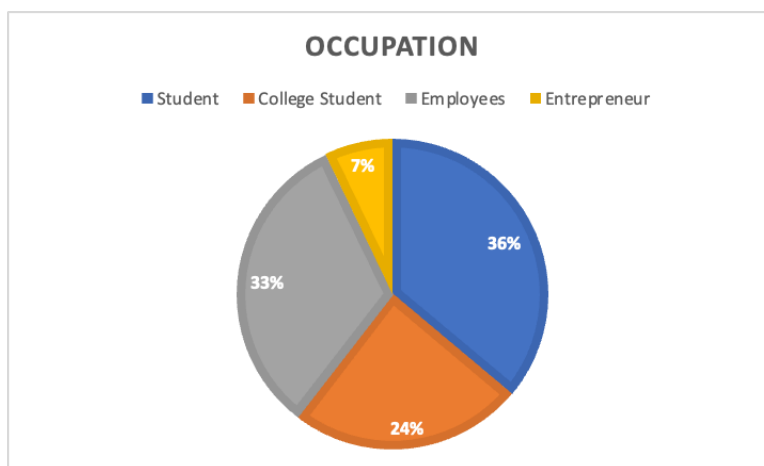


Figure 4. 3 Occupation

Figure 4.3 shows the occupation from a total 280 respondents. The majority of respondents are students and employees with 101 respondents (36%) are students and 91 respondents (33%) are employees. Followed by 68 respondents (24%) who are college students and also 20 respondents (7%) are entrepreneurs.

4.2.4 Domicile

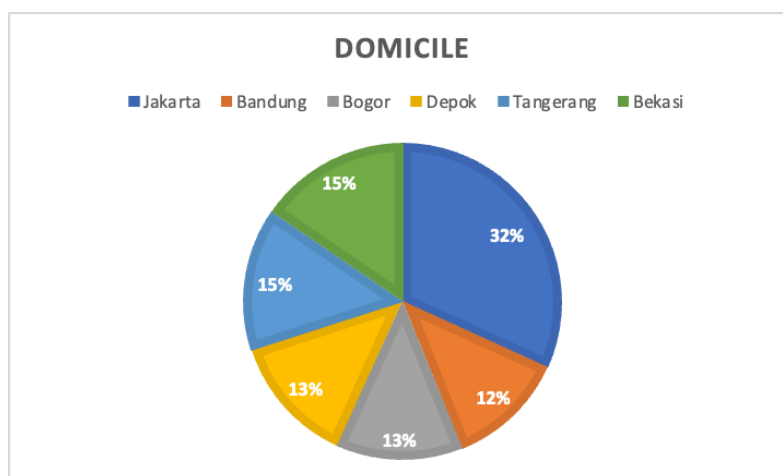


Figure 4. 4 Domicile

Figure 4.4 shows the domiciles of the respondents. Respondents are predominantly domiciled in Jakarta with a total of 89 respondents (32%), followed by 43 respondents (15%) who domicile in Bekasi and 41 respondents (15%) who domicile in Tangerang. Followed by 37 respondents (13%) who domicile in Depok and 36 respondents (13%) who domicile in Bogor. Finally, 34 respondents (12%) are domiciled in Bandung.

4.3 Respondent Behavioral Profile

4.3.1 Frequency of Use of Jakarta MRT Transportation Services

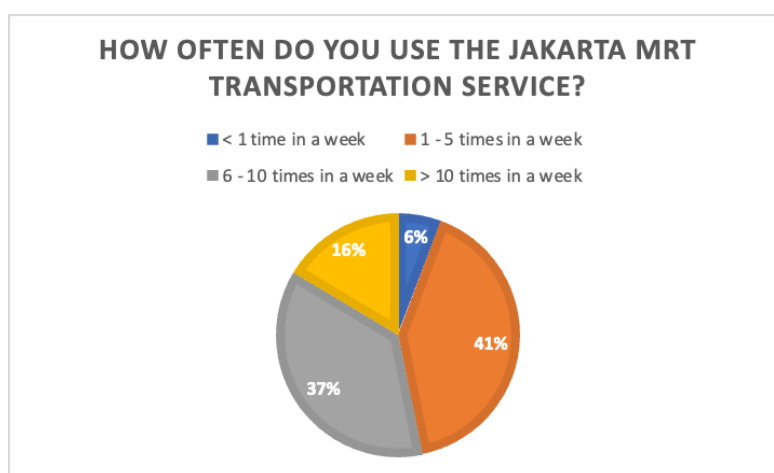


Figure 4.5 Frequency of Use of Jakarta MRT Transportation Services

Figure 4.5 presents the frequency of respondents when using Jakarta MRT Transportation service. 115 respondents (41%) use the Jakarta MRT 1 - 5 times a week, while 103 respondents (37%) quite often use the Jakarta MRT 6 - 10 times a week. 43 respondents (16%) are using Jakarta MRT very often where they use it more than 10 times a week. Only 16 respondents (6%) use Jakarta MRT less than once a week. The data distribution shows that the majority of the respondents are the people who regularly use the Jakarta MRT where each week they at least 1 - 5 times use the Jakarta MRT transportation service, this is an early indication that the respondents have been frequently exposed to the Naming Rights Sponsorship at the Jakarta MRT station. This is also in line with the researcher's criteria in taking the sample to be studied where they have at least used the Jakarta MRT and have been exposed to the Naming Rights Sponsorship at the Jakarta MRT.

4.3.2 Familiarity and or use of brands that have purchased the Naming Rights of Jakarta MRT Stations



Figure 4. 6 Familiarity and or use of brands that have purchased the Naming Rights of Jakarta MRT Stations

Figure 4.6 presents the brands that respondents are familiar with or used so far. indicates the familiarity of respondents towards the brands that already purchased the naming rights sponsorship in Jakarta MRT stations. The data shows the majority of respondents are more familiar or already used Indomaret and BCA with 51 respondents (18%) choosing Indomaret and 50 respondents (18%) choosing BCA. Followed by 47 respondents (17%) who choose Grab, 36 respondents (13%) choose Mastercard, 35 respondents (12%) choose Mandiri, 34 respondents (12%) choose Astra and 27 respondents (10%) choose BNI. With the selection of all the brands, where there was not a single brand that was not chosen by respondents, it indicates that the respondents are already familiar with or have already used the brands that have purchased the naming rights at Jakarta MRT stations.

4.4 Descriptive Statistic Analysis

Descriptive statistic analysis helps the researcher to summarize and visualize the data, identify the patterns and correlation and also ensure the data quality. It provides the basis for more advanced statistical analysis and helps in making informed decisions based on data. The findings of descriptive statistic analysis for this research are presented below:

Table 4. 9 Descriptive Statistic Analysis

Variable	Label	Mean	Median	Min	Max	Standard deviation
Brand Element	BL1	3.800	4.000	1.000	5.000	1.184
	BL2	3.757	4.000	1.000	5.000	1.158
	BL3	3.814	4.000	1.000	5.000	1.103
	BL4	3.846	4.000	1.000	5.000	1.169
	BL5	3.800	4.000	1.000	5.000	1.157
	BL6	3.825	4.000	1.000	5.000	1.106
	BL7	3.771	4.000	1.000	5.000	1.167
	BL8	3.775	4.000	1.000	5.000	<u>1.060</u>
	BL9	<u>3.864</u>	4.000	1.000	5.000	1.129
Marketing Programs	MP1	3.807	4.000	1.000	5.000	1.124
	MP2	3.796	4.000	1.000	5.000	1.218
	MP3	3.843	4.000	1.000	5.000	1.142
	MP4	3.821	4.000	1.000	5.000	1.185
	MP5	3.779	4.000	1.000	5.000	1.181
	MP6	3.825	4.000	1.000	5.000	1.178
	MP7	3.832	4.000	1.000	5.000	1.123
	MP8	3.768	4.000	1.000	5.000	1.189
	MP9	3.789	4.000	1.000	5.000	1.187
	MP10	<u>3.864</u>	4.000	1.000	5.000	1.103
	MP11	3.800	4.000	1.000	5.000	1.138
	MP12	3.771	4.000	1.000	5.000	1.111

	MP13	3.754	4.000	1.000	5.000	1.124
Leveraging Secondary Associations	SA1	3.811	4.000	1.000	5.000	1.170
	SA2	3.857	4.000	1.000	5.000	1.115
	SA3	3.761	4.000	1.000	5.000	1.185
	SA4	3.796	4.000	1.000	5.000	1.155
	SA5	3.782	4.000	1.000	5.000	1.143
	SA6	3.814	4.000	1.000	5.000	1.169
	SA7	3.818	4.000	1.000	5.000	1.155
	SA8	3.836	4.000	1.000	5.000	1.138
Brand Awareness	BA1	3.721	4.000	1.000	5.000	1.202
	BA2	3.750	4.000	1.000	5.000	1.217
	BA3	3.779	4.000	1.000	5.000	<u>1.219</u>
	BA4	3.732	4.000	1.000	5.000	1.182
Brand Image	BI1	3.764	4.000	1.000	5.000	1.190
	BI2	3.804	4.000	1.000	5.000	1.159
	BI3	3.818	4.000	1.000	5.000	1.149
	BI4	3.786	4.000	1.000	5.000	1.203
	BI5	3.775	4.000	1.000	5.000	1.190
	BI6	3.782	4.000	1.000	5.000	1.161
Brand Equity	BE1	3.725	4.000	1.000	5.000	1.177
	BE2	3.793	4.000	1.000	5.000	1.171
	BE3	3.739	4.000	1.000	5.000	1.204
	BE4	3.761	4.000	1.000	5.000	1.200

Based on the table of descriptive statistics analysis above, the highest mean fall to indicators labeled BL9 and MP10, with the mean value **3.864**.

BL9 represents brand elements, especially brand slogans and jingles, the high mean value indicates that respondents generally find the brands' slogans/jingles to be very unique as most of them chose high ratings for this indicator. This indicates a positive perception from respondents towards the uniqueness of the brand's slogan or jingle which can be an early indicator for brands to continue using this brand element as a strength and identity and also a differentiator of their brand from other brands, where brands also can use it to develop their brand equity.

MP10 represents the marketing programs, especially the communication strategies. A high mean value indicates that respondents perceived the brands as making considerable efforts to build long-term relationships with its customers. The highest mean values of MP10 indicate that respondents in this case, on average chose high ratings for this indicator. This is a sign that respondents consider possibly the communication carried out by the brand is more towards personalized communication which aims to develop long-term relationships with customers. And this strategy received a positive perception from the respondents. This can be an input for brands to continue to develop and use this communication strategy to foster customer-relationships in the future.

However, as we can see, the highest mean value of each indicator has not surpassed the median of the data. This may not be a problem, but it is an indication that from the indicators that have the highest mean, there are still respondents who choose lower ratings which can be the cause to lower the mean value. This can indicate that the consistency and distribution of data does not rely on high ratings alone, but there are still respondents who choose lower ratings for the indicator. For further research, follow-up surveys can be conducted to identify problems that occur and investigate the real causes.

Furthermore, the indicator labeled BA1 which represents brand awareness gets the lowest mean value among others with a mean value of 3.721. The mean value obtained is not too far from the highest mean value obtained in these indicators, but it is still a sign that respondents are less aware of what the brands look like through its sponsorship in Jakarta MRT. This could be due to insufficient visibility or recognition of the brand's visual elements in the context of its sponsorship activities. It might also indicate that the

sponsorship does not effectively communicate the brand's identity to the audience. The relatively lower rating for BA1 indicates an area that requires improvement. The brand should evaluate its sponsorship visibility and strategies, possibly enhancing the prominence of its visual identity in MRT Jakarta sponsorships to increase brand recognition. However, this cannot be a final conclusion for brands, but it is still something that brands need to pay attention to.

Standard Deviation helps in understanding the spread of data points in relation to the mean. A high standard deviation indicates there is a large variability amongst the data points which suggests that respondents have diverse opinions or experience toward the indicators, while low standard deviations indicates low variability amongst the data points which suggest that respondents have similar or consistent opinion about the indicators. In this research, indicator labeled BA3 which measures brand awareness has the highest standard deviation among the other indicators which is **1.219**. This is an indication that there is a variability and difference in opinion from respondents regarding how respondents recognize the brand through its sponsorship with Jakarta MRT. This indicates that some respondents think that they can easily and better recognize the brand through the brand's sponsorship with Jakarta MRT, but some respondents may not think so. This variability indicates that the sponsorship done by the brand with Jakarta MRT may be effective for some respondents, but not all respondents feel that this is an effective way to better recognize the brands. This can be something brands need to be aware of and requires further investigation to understand the factors that contribute to this disparity and to increase the visibility and effectiveness of sponsorship.

In contrast, BL8, which represents the brand elements, especially brand slogan and jingles, has the lowest standard deviation among the other indicators which is **1.060**. The low standard deviation indicates that the respondents had a consistent opinion or chose consistent ratings regarding their liking of the brand's slogan or jingle. The consistency of responses indicates that the slogan or jingle is a well-received and stable brand element.

4.5 Partial Least Square (PLS-SEM) Analysis Result

In this research, the modeling for the conceptual framework was identified using PLS - SEM Method. SmartPLS Software was utilized to analyze the relationship and correlation between each variable in this research. This research uses a reflective approach to

evaluate the variables which are Brand Elements, Marketing Programs, Leveraging Secondary Associations, Brand Awareness, Brand Image and Brand Equity. To calculate and evaluate the data, several steps are required including Indicator reliability test, Internal consistency test, convergent validity and also discriminant validity which must be fulfilled. The model results in SmartPLS are shown below.

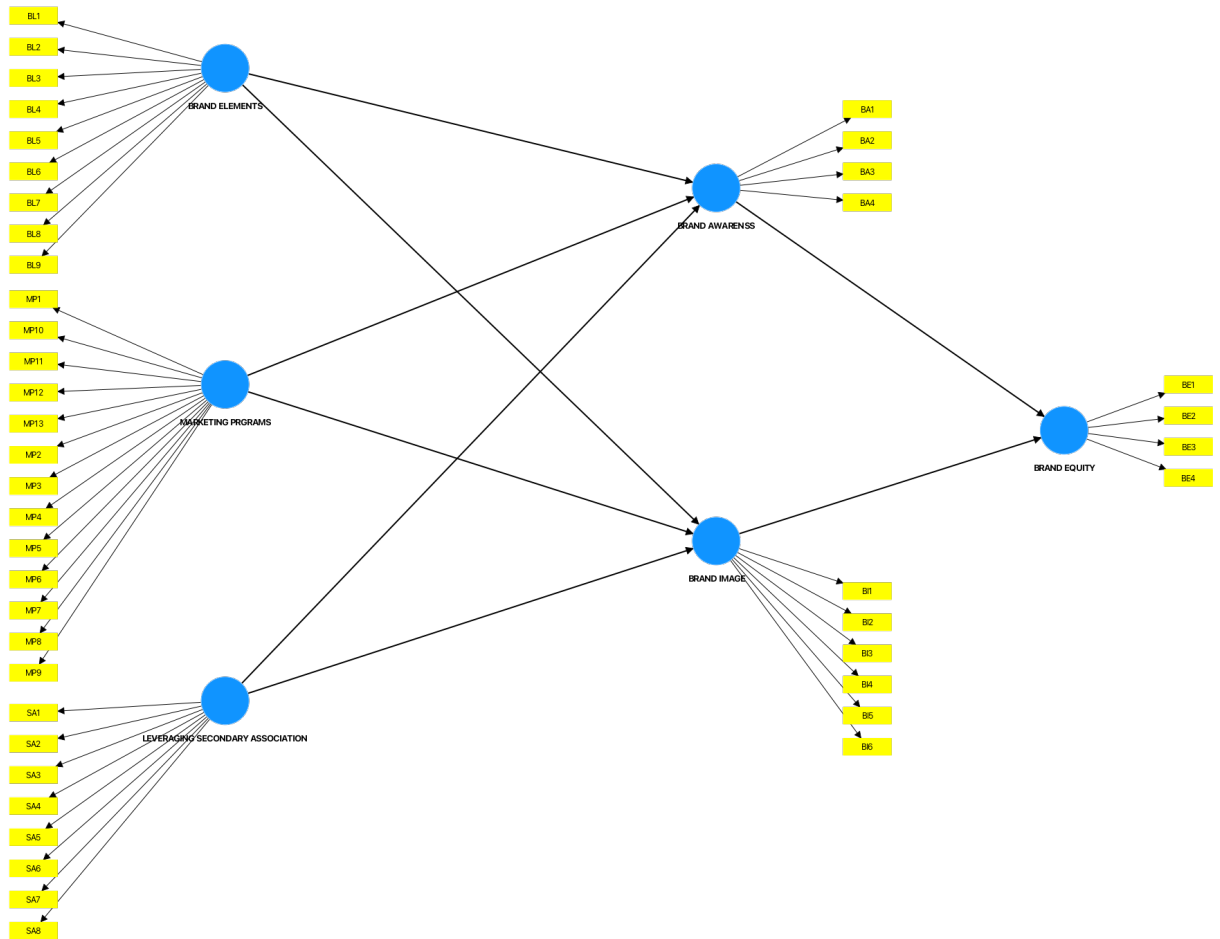


Figure 4. 7 PLS - SEM Model Result

This model consists of 6 variables with 8 paths connecting them. The calculation and result for this model are presented below.

4.5.1 Indicator Reliability Test

The indicator reliability test aims to assess the consistency and stability of each indicator in measuring the constructs. This test will ensure that each indicator will be reliable to measure the construct it is intended to measure. For exploratory research, a score of 0.7 or higher is preferred, but scores 0.4 or higher are still acceptable for the outer loadings to measure the reliability. Based on the indicator reliability test presented below, all of the indicators are declared reliable as indicated by the outer loading score for each indicator is 0.7 and higher.

Table 4. 10 Indicator Reliability Test

Construct	Indicator	Outer loadings	Reliability
Brand Element	BL1	0.851	Reliable
	BL2	0.854	Reliable
	BL3	0.870	Reliable
	BL4	0.855	Reliable
	BL5	0.865	Reliable
	BL6	0.876	Reliable
	BL7	0.870	Reliable
	BL8	0.874	Reliable
	BL9	0.858	Reliable
Marketing Program	MP1	0.872	Reliable
	MP2	0.856	Reliable
	MP3	0.878	Reliable
	MP4	0.846	Reliable
	MP5	0.861	Reliable
	MP6	0.876	Reliable
	MP7	0.871	Reliable
	MP8	0.856	Reliable
	MP9	0.875	Reliable
	MP10	0.865	Reliable
	MP11	0.852	Reliable
	MP12	0.871	Reliable
	MP13	0.853	Reliable
Leveraging Secondary	SA1	0.866	Reliable

Association	SA2	0.871	Reliable
	SA3	0.859	Reliable
	SA4	0.866	Reliable
	SA5	0.859	Reliable
	SA6	0.854	Reliable
	SA7	0.871	Reliable
	SA8	0.859	Reliable
Brand Awareness	BA1	0.864	Reliable
	BA2	0.865	Reliable
	BA3	0.867	Reliable
	BA4	0.845	Reliable
Brand Image	BI1	0.865	Reliable
	BI2	0.86	Reliable
	BI3	0.869	Reliable
	BI4	0.874	Reliable
	BI5	0.876	Reliable
	BI6	0.875	Reliable
Brand Equity	BE1	0.862	Reliable
	BE2	0.874	Reliable
	BE3	0.859	Reliable
	BE4	0.868	Reliable

4.5.2 Internal Consistency Reliability Test

Internal Consistency Reliability Test is conducted to measure the overall consistency of the indicators that measure the same constructs. This test will ensure that all the indicators within the constructs consistently measure the underlying concept. The metrics commonly used to measure this test are Cronbach's alpha and composite reliability. Based on Wong (2013), the minimum

score for internal consistency reliability test is 0.7 or higher, but for exploratory research, a score 0.6 or higher is still acceptable. Based on the result of the internal consistency reliability test below, all of the variables passed the minimum score and were declared reliable.

Table 4. 11 Internal Consistency Reliability Test

Variables	Cronbach's alpha	Composite reliability	Reliability
Brand Awareness	0.88	0.917	Reliable
Brand Element	0.958	0.964	Reliable
Brand Equity	0.894	0.926	Reliable
Brand Image	0.931	0.946	Reliable
Leveraging Secondary Associations	0.954	0.961	Reliable
Marketing Program	0.971	0.974	Reliable

4.5.3 Convergent Validity

The metrics used to assess convergent validity is Average Variance Extracted (AVE), the minimum score to make the construct valid is greater than 0.5. Based on the table presented below, all of the variables are declared valid as indicated by the score of AVE for all the variables greater than 0.5.

Table 4. 12 Convergent Validity Test

Variables	Average Variance Extracted (AVE)	Validity
Brand Awareness	0.735	Valid
Brand Element	0.748	Valid
Brand Equity	0.759	Valid
Brand Image	0.743	Valid
Leveraging Secondary Associations	0.756	Valid
Marketing Program	0.743	Valid

4.5.4 Discriminant Validity

Discriminant validity ensures that a construct is different and not highly correlated with other constructs, thus ensuring that indicators of different constructs do not overlap significantly. To assess discriminant validity, this research uses Fornell-Lacker criterion in SmartPLS, which assesses the square root of AVE for each construct that must be greater than the correlation between latent variables. The result for discriminant validity is presented on the table below.

Table 4. 13 Discriminant Validity Test

Variables	BA	BL	BE	BI	SA	MP
BA	0.857					
BL	0.679	0.865				
BE	0.66	0.678	0.871			
BI	0.655	0.706	0.636	0.862		
SA	0.657	0.741	0.669	0.71	0.87	
MP	0.674	0.726	0.671	0.735	0.719	0.862

Based on the table above, the bolded number indicates the square root of AVE in each latent variable. The table shows that the square root of AVE in all of each latent variable is greater than the correlation between each variable in every row and column. This indicates that all variables are passed the discriminant validity.

4.5.5 Collinearity Test

A collinearity test is carried out to identify potential collinearity issues and evaluate whether any variables need to be eliminated, merged into one, or a higher-order latent variable established. According to Wong (2013), collinearity tests can be evaluated using the Variance Inflation Factor (VIF), with values of 5 or lower being recommended. The results of a collinearity test using VIF for this research are presented below.

Table 4. 14 Collinearity Test

Indicator's Label	VIF
BA1	2.183
BA2	2.165
BA3	2.343
BA4	2.213
BE1	2.345
BE2	2.541
BE3	2.391
BE4	2.422
BI1	2.688
BI2	2.952
BI3	2.684
BI4	3.066
BI5	2.524
BI6	2.76
BL1	3.409
BL2	3.394
BL3	3.115
BL4	3.508
BL5	3.368
BL6	3.012
BL7	3.344
BL8	2.956
BL9	3.246
MP1	3.729
MP10	3.48
MP11	3.791
MP12	3.604
MP13	3.323
MP2	3.761

MP3	3.584
MP4	3.609
MP5	3.667
MP6	3.701
MP7	3.25
MP8	3.677
MP9	3.533
SA1	3.326
SA2	3.318
SA3	3.444
SA4	3.323
SA5	3.044
SA6	3.35
SA7	2.974
SA8	3.175

Based on the table above, all of the indicators have already surpassed the collinearity test as their values of VIF are lower than 5. This indicates that all of the indicators have no issues regarding the multicollinearity.

4.5.6 Structural Path Significance

Structural Path Significance is the next necessary step to finish after completing the validity, reliability, and collinearity tests. In this study, the researcher uses a bootstrapping method, especially a two-tailed test to evaluate the hypothesis relationship through the inner and outer model significance testing. This test will provide the t-values and p-values which are used to assess the significance of the paths. For this study, the researcher used 5% of significance level, which means p-values of the paths should be less than 0.05 to be considered significant, also t-value should be higher than the critical value of 1.96 (Wong, 2013). The model for this study includes 6 latent variables, with a total 44 indicators. Brand Element is measured by 9 indicators, Marketing Program is measured by 13 indicators, Leveraging Secondary Association is measured by 8 indicators, Brand Awareness is measured by 4 indicators, Brand Image is measured by 6 indicators and Brand Equity is measured by 4 indicators. The structural pathways from the

bootstrapping technique with the result of a two-tailed test are shown in figure and the tables below.

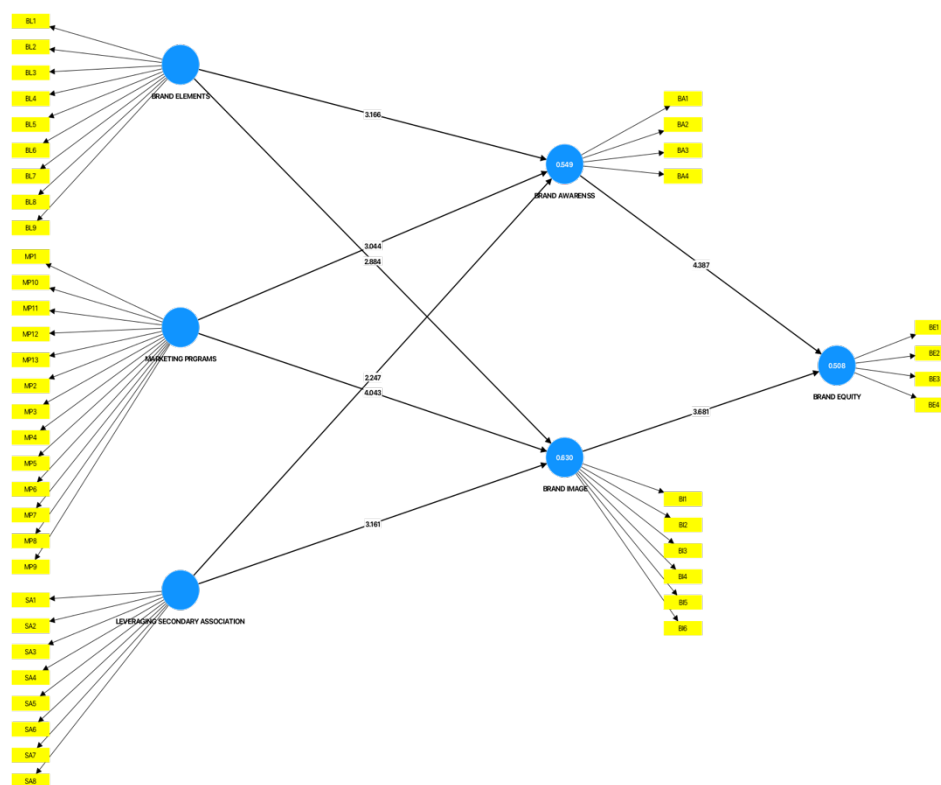


Figure 4. 8 Bootstrapping Result

Table 4. 15 T - Statistic Result

Structural Path	T statistics (O/STDEV)
Brand Element -> Brand Awareness	3.166
Brand Element -> Brand Image	2.884
Marketing Program -> Brand Awareness	3.044
Marketing Program -> Brand Image	4.043
Leveraging Secondary Association -> Brand Awareness	2.247
Leveraging Secondary Association -> Brand Image	3.161
Brand Awareness -> Brand Equity	4.387
Brand Image -> Brand Equity	3.681

Based on the figure and table above, it can be seen that all of the structural paths from this research have a t-value greater than 1.96, which means that each of the structural paths is considered to have significant influence.

4.5.7 Coefficient of Determination (R^2) and Stone-Geisser test (Q^2)

R^2 is a metric measuring the coefficient of determination of the model's predictive accuracy. It will measure the variance's proportion in the dependent variable that is explained by the independent variable in the model. The purpose of this metric is to indicate how well the independent variables predict the dependent variable. R^2 values range from 0 - 1, for marketing research, an R^2 value of 0.75 is considered to be high, 0.50 considered moderate, and 0.25 considered low; larger values indicate stronger explanatory power (Wong, 2013).

However, Q^2 is used to evaluate the predictive relevance. Determining the level of prediction accuracy is the objective of the test. By blindfolding the models and assessing the general redundancy of the models in the SmartPLS software, Q^2 results can be achieved. According to Garson (2016), if the Q^2 value is higher than 0, the model is good at predicting the variable.

The results of R-square and Q-square for this study are presented below.

Table 4. 16 Coefficients of Determination and Stone-Geisser

Variables	R-square	Q-square
Brand Awareness	0.549	0.526
Brand Image	0.63	0.611
Brand Equity	0.508	0.518

The table above shows that R^2 values of Brand Awareness is 0.549, which means the 3 variables (Brand Element, Marketing Program, Leveraging Secondary Association) explain 54.9% of the variance in brand awareness. The R^2 values of Brand Image is 0.63, which means the 3 variables (Brand Element, Marketing Program, Leveraging Secondary Association) explain 63% of the variance in brand image. Lastly, R^2 values of Brand Equity is 0.508, which means the 5 variables (Brand Element, Marketing Program, Leveraging Secondary Association, Brand Awareness, Brand Image) explain 50.8% of the variance in

Brand Equity. Thus, it can be concluded that overall model predictive accuracy is moderate where the values of R² for each variable are above 0.5 but below 0.75, indicating that the results are moderate.

However, the table above also shows that Q² values of Brand Awareness is 0.526, Brand Image is 0.611 and Brand Equity is 0.518. Based on these results, the overall construct has a Q² value above the zero, so it indicates that the model has a good predictive relevance for these dependent variables.

4.5.8 Hypothesis Testing

The p-value and t-value are used for the hypothesis testing. The findings of the hypothesis testing are presented in the table below.

Table 4. 17 Hypothesis Testing

Hypothesis	Structural Path	T statistics (O/STDEV)	P values	Result
H1	Brand Element -> Brand Awareness	3.166	0.002	Accepted
H2	Brand Element -> Brand Image	2.884	0.004	Accepted
H3	Marketing Program -> Brand Awareness	3.044	0.002	Accepted
H4	Marketing Program -> Brand Image	4.043	0.000	Accepted
H5	Leveraging Secondary Association -> Brand Awareness	2.247	0.025	Accepted
H6	Leveraging Secondary Association -> Brand Image	3.161	0.002	Accepted
H7	Brand Awareness -> Brand Equity	4.387	0.000	Accepted
H8	Brand Image -> Brand Equity	3.681	0.000	Accepted

- **H1: Brand Element has a positive effect on Brand Awareness**

H1 assumes that Brand Element has a positive effect on Brand Awareness. The result of the analysis shows the t-value of **3.166** and p-value of **0.002**. Since the result shows the t-value >1.96 and p-value <0.05, hypothesis 1 is accepted.

- **H2: Brand Element has a positive effect on Brand Image**
H2 assumes that Brand Element has a positive effect on Brand Image. The result of the analysis shows the t-value of **2.884** and p-value of **0.004**. Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 2 is accepted.
- **H3: Marketing Program has a positive effect on Brand Awareness**
H3 assumes that the Marketing Program has a positive effect on Brand Awareness. The result of the analysis shows the t-value of **3.044** and p-value of **0.002**. Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 3 is accepted.
- **H4: Marketing Program has a positive effect on Brand Image**
H4 assumes that the Marketing Program has a positive effect on Brand Image. The result of the analysis shows the t-value of **4.043** and p-value of **0.000**. Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 4 is accepted.
- **H5: Leveraging Secondary Association has a positive effect on Brand Awareness**
H5 assumes that Leveraging Secondary Association has a positive effect on Brand Awareness. The result of the analysis shows the t-value of **2.247** and p-value of **0.025**. Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 5 is accepted.
- **H6: Leveraging Secondary Associations has a positive effect on Brand Image**
H6 assumes that Leveraging Secondary Association has a positive effect on Brand Image. The result of the analysis shows the t-value of **3.161** and p-value of **0.002**. Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 6 is accepted.
- **H7: Brand awareness has a positive effect on Brand Equity**
H7 assumes that Brand Awareness has a positive effect on Brand Equity. The result of the analysis shows the t-value of **4.387** and p-value of **0.000**.

Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 7 is accepted.

- **H8: Brand Image has a positive effect on Brand Equity**

H8 assumes that Brand Image has a positive effect on Brand Equity. The result of the analysis shows the t-value of **3.681** and p-value of **0.000**. Since the result shows the t-value >1.96 and p-value <0.05 , hypothesis 8 is accepted.

4.5.9 Effect Size (f^2)

The effect size will measure the impact of specific independent variables contributing to the R2 value of dependent variables. While R2 indicates the overall explanatory power, effect size helps in understanding the contribution of individual predictors. Wong (2013) states that a f^2 value of ≥ 0.02 denotes a small effect size, ≥ 0.15 denotes a medium effect size, and more than 0.35 denotes a big effect size.

Table 4. 18 Effect Size

	BA	BL	BE	BI	SA	MP
BA			0.21			
BL	0.075			0.059		
BE						
BI			0.148			
SA	0.041			0.073		
MP	0.078			0.148		

Table above shows the result of f^2 calculation. The number with orange font colors shows that the variable relationship has a small effect size, and the number with green font colors shows that the variable relationship has a medium effect size. Therefore, based on the result shown above, it can be concluded that Brand Element to Brand Awareness, Brand Element to Brand Image, Marketing Program to Brand Awareness, Leveraging Secondary Association to Brand Awareness, and Leveraging Secondary Association to Brand Image has a small effect size. Then, Marketing Program to Brand Image, Brand Awareness to Brand Equity and Brand Image to Brand Equity has a medium effect size.

4.5.10 Total Indirect Effect and Total Effect

The Total Indirect Effect shows the influence of the independent variable to dependent variable through intermediary or mediating constructs, while Total Effect will provide the influence of one variable on another, including both direct and mediating influences.

Table 4. 19 Total Indirect and Total Effect

Structural Path	Original sample (O)
Brand Element -> Brand Awareness	0.3
Brand Element -> Brand Image	0.241
Brand Element -> Brand Equity	0.214
Marketing Program -> Brand Awareness	0.297
Marketing Program -> Brand Image	0.369
Marketing Program -> Brand Equity	0.258
Leveraging Secondary Association -> Brand Awareness	0.220
Leveraging Secondary Association -> Brand Image	0.266
Leveraging Secondary Association -> Brand Equity	0.189
Brand Awareness -> Brand Equity	0.426
Brand Image -> Brand Equity	0.357

The total indirect and total effect are displayed in the table above, from which the following conclusions can be drawn:

- Brand Element affect Brand Awareness by 30%
- Brand Element affect Brand Image by 24.1%
- Brand Element affect Brand Equity by 21.4% through Brand Awareness and Brand Image
- Marketing Program affect Brand Awareness by 29.7%
- Marketing Program affect Brand Image by 36.9%
- Marketing Program affect Brand Equity by 25.8% through Brand Awareness and Brand Image
- Leveraging Secondary Association Brand Awareness by 22%
- Leveraging Secondary Association affect Brand Image by 26.6%

- Leveraging Secondary Association affect Brand Equity by 18.9% through Brand Awareness and Brand Image
- Brand Awareness affect Brand Equity by 42.6%
- Brand Image affect Brand Equity by 35.7%

4.5.11 Mediation Result

The mediation analysis is conducted to assess the impact of the mediating variables. This analysis aims to give understanding about the mechanism and pathways through which independent variables influence dependent variables. According to Abdillah and Hartono (2015), the following steps are required to achieved the mediating effects:

1. Analyze the relationship between the independent and dependent variables. The subsequent action can be taken if the result shows significance.
2. Analyze the relationship between the mediating and independent variables. If it intends to continue on to the next step, the outcome must also be significant.
3. Analyze the effects of the mediating and independent variables on the dependent variables. The relationship between the independent variable and the mediating variable, as well as the mediating variable and the dependent variable, should have a significant result.

The mediating variables used in this research are Brand Awareness and Brand Image. Thus, mediation tests are conducted on both mediating variables. The results are shown in the following tables below.

4.5.7.1 Mediation Result on Brand Awareness

Table 4. 20 Total Effect Result of Independent Variable on Dependent Variable

Structural Path	T statistics (O/STDEV)	P values	Result
Brand Element -> Brand Equity	2.975	0.003	Significant
Marketing Program -> Brand Equity	2.827	0.005	Significant

Leveraging Secondary Association -> Brand Equity	2.100	0.036	Significant
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Based on the table above, all of the independent variables (Brand Element, Marketing Program, Leveraging Secondary Association) have a significant impact on dependent variable (Brand Equity). Thus, the first requirement is met.

Table 4. 21 Total Effect of Independent Variable on Mediating Variable (Brand Awareness)

Structural Path	T statistics ((O/STDEV))	P values	Result
Brand Element -> Brand Awareness	3.199	0.001	Significant
Marketing Program -> Brand Awareness	3.033	0.002	Significant
Leveraging Secondary Association -> Brand Awareness	2.238	0.025	Significant

Based on the table above, all of the independent variables (Brand Element, Marketing Program, Leveraging Secondary Association) have a significant influence on the mediating variables (Brand Awareness). Thus, the second requirement is met.

Table 4. 22 Total Effect of Independent and Mediating Variable (Brand Awareness) on Dependent Variable

Structural Path	T statistics ((O/STDEV))	P values	Result
Brand Element -> Brand Awareness	3.199	0.001	Significant
Marketing Program -> Brand Awareness	3.033	0.002	Significant
Leveraging Secondary Association -> Brand Awareness	2.238	0.025	Significant
Brand Awareness -> Brand Equity	11.101	0.000	Significant

Based on the table above, all of the independent variables (Brand Element, Marketing Program, Leveraging Secondary Association) have a significant influence on the mediating variables (Brand Awareness). And brand awareness as a mediating variable has a significant influence on dependent variable (Brand Equity). Thus, the third requirement is fulfilled.

According to the three tests above that have been examined, both direct and indirect effects are significant. Thus, it can be concluded that Brand Awareness as a mediating variable serves as a partial mediation.

4.5.7.1 Mediation Result on Brand Image

Table 4. 23 Total Effect of Independent Variable on Dependent Variable

Structural Path	T statistics (O/STDEV)	P values	Result
Brand Element -> Brand Equity	2.609	0.009	Significant
Marketing Program -> Brand Equity	3.646	0.000	Significant
Leveraging Secondary Association -> Brand Equity	2.873	0.004	Significant

Based on the table above, all of the independent variables (Brand Element, Marketing Program, Leveraging Secondary Association) have a significant impact on dependent variable (Brand Equity). Thus, the first requirement is met.

Table 4. 24 Total Effect of Independent Variable on Mediating Variable (Brand Image)

Structural Path	T statistics (O/STDEV)	P values	Result
Brand Element -> Brand Image	2.892	0.004	Significant
Marketing Program -> Brand Image	4.046	0.000	Significant
Leveraging Secondary Association -> Brand Image	3.164	0.002	Significant

Based on the table above, all of the independent variables (Brand Element, Marketing Program, Leveraging Secondary Association) have a significant influence on the mediating variables (Brand Image). Thus, the second requirement is met.

Table 4. 25 Total Effect of Independent and Mediating Variable (Brand Image) on Dependent Variable

Structural Path	T statistics (O/STDEV)	P values	Result
Brand Element -> Brand Image	2.892	0.004	Significant
Marketing Program -> Brand Image	4.046	0.000	Significant
Leveraging Secondary Association -> Brand Image	3.164	0.002	Significant
Brand Image -> Brand Equity	10.021	0.000	Significant

Based on the table above, all of the independent variables (Brand Element, Marketing Program, Leveraging Secondary Association) have a significant influence on the mediating variables (Brand Image). And brand image as a mediating variable has a significant influence on dependent variable (Brand Equity). Thus, the third requirement is fulfilled.

According to the three tests above that have been examined, both direct and indirect effects are significant. Thus, it can be concluded that Brand Image as a mediating variable serves as a partial mediation.

From the test that has been examined toward those two mediating variables, the conclusion is that both mediating variables which are Brand Awareness and Brand Image serves as a partial mediation.

4.6 Discussion

1. H1: Brand Element has a positive effect on Brand Awareness

From the data analysis discussed earlier, the result shows that Brand Element has a significant impact on Brand Awareness with a t-value of **4.378** and p-value of **0.000**. Therefore, this hypothesis is accepted.

The presence of elements from brands who purchased MRT Station Naming Rights and the formation of a combination of brand's elements and elements from the Jakarta MRT resulted in recall and recognition from the passengers of the Jakarta MRT transportation service towards the brand.

This finding aligns with the theories presented by Keller (2003), where Brand Element is one of the major ways to build brand awareness. This finding is also supported by Farhana (2012), who stated that different brand elements will lead to a high level of brand awareness and familiarity among targeted customers. Brand Element serves as a clue for customers to recall and recognize the brands.

2. **H2: Brand Element has a positive effect on Brand Image**

From the data analysis discussed earlier, the result shows that Brand Element also has a significant impact on Brand image with a t-value of **2.884** and p-value of **0.004**. Therefore, this hypothesis is accepted.

The placement of elements from the brand that purchased the Jakarta MRT Station Naming Rights and the formation of elements - elements of the combination of Brand and MRT Jakarta also have an impact on the establishment of the Brand Image of the brand. According to this finding, it means that the passengers of the Jakarta MRT transportation service feel that there is a strong, favorable and unique association created and stored in their perception of the brand elements embedded in the Jakarta MRT.

These findings align with the theories presented by Keller (2003), where Brand Element is one of the major ways to build brand image. This finding also align with the findings by alnsour et al. (2018) which state that Brand Element has a significant impact on brand equity through its dimension, one of which is brand image.

3. **H3: Marketing Program has a positive effect on Brand Awareness**

From the data analysis discussed earlier, the result shows that the Marketing Program has a significant impact on Brand Awareness with a t-value of **3.044** and p-value of **0.002**. Therefore, this hypothesis is accepted.

Marketing Program in this research has a meaning of the efforts from brands to carry out marketing activities in the Jakarta MRT in the form of purchasing Jakarta MRT Station Naming Rights, as well as efforts from the MRT to carry out marketing activities where the MRT always brings elements from brands that have purchased Station Naming Rights. The results of these marketing activities shows there is a significant impact on increasing awareness of brands that purchase MRT station naming rights.

This finding is consistent with prior study by Keller (1993), that states the marketing program is designed to enhance brand awareness. This finding is also supported by Rueckerts et al. (1985) which stated that marketing efforts can be employed to establish awareness of a brand and enhance the value of a product.

4. **H4: Marketing Program has a positive effect on Brand Image**

From the data analysis discussed earlier, the result shows that the Marketing Program also has a significant impact on Brand Image with a t-value of **4.043** and p-value of **0.000**. Therefore, this hypothesis is accepted.

This research found that the marketing activities carried out both by the Brand by purchasing the Naming Rights of the Jakarta MRT Station, as well as the Jakarta MRT which conducts marketing by bringing Brand's elements that have been combined in the Jakarta MRT, have an impact on the collective perception of the passengers of the Jakarta MRT transportation service towards these Brands.

This finding is consistent with the research conducted by Keller (1993) which states that the Marketing Program is conducted to establish a strong, favorable, and unique set of associations in memory of the consumers. This finding also aligns with the finding by Yoo et al. (2000) which states that Selected Marketing efforts have a significant impact on building high Brand Equity through its dimension, one of which is Brand Image.

5. **H5: Leveraging Secondary Association has a positive effect on Brand Awareness**

From the data analysis discussed earlier, the result shows that the Leveraging Secondary Association has a significant impact on Brand Awareness with a t-value of **2.247** and p-value of **0.025**. Therefore, this hypothesis is accepted.

Leveraging Secondary Association is an approach where brands associate themselves with other entities. Consumers may infer that a brand shares certain associations or meanings with another entity when it becomes linked to it, even if that association has nothing to do with the brand's performance as a product or service.

Regarding this study's context, the Brand associates itself with the Jakarta MRT by purchasing Station Naming Rights at the Jakarta MRT, according to findings in this research, this approach by which the brand borrows some meanings from the Jakarta MRT has a positive impact on increasing awareness of the brand.

This finding is also consistent with theories held by Keller (2003), which said that Leveraging Secondary Association is one of the major ways to build brand awareness. This findings also supported by Oeppen and Jamal (2014), which uses one form of leveraging secondary association state that it can enhance the ability of partner brands to build awareness.

6. **H6: Leveraging Secondary Association has a positive effect on Brand Image**

From the data analysis discussed earlier, the result shows that Leveraging Secondary Association also has a significant impact on Brand Image with a t-value of **3.161** and p-value of **0.002**. Therefore, this hypothesis is accepted.

Apart from increasing Brand Awareness, according to this finding, Leveraging Secondary Association carried out by the brand with MRT Jakarta has a positive impact on its Image. As the association formed between the brand and MRT Jakarta has a positive influence on the perception of MRT Jakarta transportation service passengers towards the brand. This also aligns with the theories mentioned by Keller (2003), where Leveraging Secondary Association by brands towards other entities is a way to build and develop its brand image.

This finding is also consistent with Li and Wang (2019) which uses one form of leveraging secondary association which states that it can significantly enhance the brand image as perceived by customers.

7. **H7: Brand awareness has a positive effect on Brand Equity**

From the data analysis discussed earlier, the result shows that Brand Awareness has a significant impact on Brand Equity with a t-value of **4.387** and p-value of **0.000**. Therefore, this hypothesis is accepted.

The research confirms that Brand Awareness has a significant impact on Brand Equity. High brand awareness indicates that the brands becomes easily recalled and recognized by the customer. In this research, naming rights sponsorship by brands effectively builds brand awareness, thus increasing overall brand equity.

This finding is supported by Kumalasari (2013), which states that Brand Awareness is an essential component of brand equity, a brand doesn't have equity unless the customers are aware of the brand. Also, this finding aligns with the findings obtained by Singh and Islam (2017), which state that Brand Awareness is an instrument to measure the brand equity of a brand.

8. **H8: Brand Image has a positive effect on Brand Equity**

From the data analysis discussed earlier, the result shows that Brand Image has a significant impact on Brand Equity with a t-value of **3.681** and p-value of **0.000**. Therefore, this hypothesis is accepted.

This research findings state that Brand Image has a significant impact on Brand Equity, which means that the brands has strong, favorable also uniques perception and connection regarding the brand's associations stored in memory of the customers. In this research, it means that the Naming Rights Sponsorship carried out by the brand towards the Jakarta MRT has shaped its Brand Image thereby enhancing the overall brand equity of the brands.

This finding align with the findings by Guha et.al (2021) which found that Brand Image has a significant impact on Brand equity.

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter will discuss the conclusion of research's findings, recommendation for brands and guidance for future research and also the theoretical and practical implications of the research's findings.

5.1 Conclusion

This research aims to acknowledge the impact of Naming Rights Sponsorship in Jakarta MRT Station towards the brand equity. This research uses Brand Element, Marketing Program and Leveraging Secondary Association as the factors of naming rights sponsorship towards the brand equity through mediating variables which are Brand Awareness and Brand Image. Based on the findings and analysis conducted in the earlier chapter, this research is declared to address these research questions.

This research uses the basis of the Brand Equity theory presented by Keller in his book Strategic Brand Management, this theory proposes factors that can build brand equity through its dimensions, which are Brand Element, Marketing Program, and leveraging secondary association. These factors are then used as a representation to measure the Brand Equity of brands that purchased Naming Rights Sponsorship in Jakarta MRT Station.

RQ1: Does Naming Rights Sponsorship in Jakarta MRT's Station Impact Brand Awareness ?

Based on findings of the analysis, this research shows that all 3 factors of Naming Rights Sponsorship including Brand Element, Marketing Program and Leveraging Secondary Association has a significant impact on Brand Awareness.

Out of the three factors, Brand Element has the most significant results on Brand Awareness, as seen from the T-statistic results of Brand Element which get the highest value compared to other factors. The T-statistic is used to measure the strength of the relationship between variables, where the higher the T-statistic result, indicates the stronger the relationship between these variables. Therefore, based on this, Brand Element is the factor that has the strongest relationship to Brand Awareness where the T-

statistic results reach 3,166, where the Marketing Program is only 3,044 and Leveraging Secondary Association is 2,247.

Brand Element in the context of this research is all forms of elements both owned by the brand, MRT Jakarta and the combination of the two. In this research, the Brand Element that is accepted and used includes Brand Name, Brand Logo and Brand Jingles/Slogan. These can be found on the Jakarta MRT, such as the Grab Brand Name located at the Lebak Bulus Grab station, or the Jingles produced by the combination of MRT and Brand Mastercard at the Senayan Mastercard station and the BCA Brand Logo which can be found at the Blok M BCA MRT station.

With the exposure provided by these factors, especially the Brand Element, this enhances the visibility, recall and recognition of the Jakarta MRT passengers, which leads to higher awareness of the passengers towards the brands.

In conclusion, with Brands purchased Naming Rights at the Jakarta MRT station, it was found to have an impact on Awareness in the form of recall and recognition of Jakarta MRT passengers towards the brand, where the most influential factor in the establishment and enhancement of awareness is the use of Brand Element in the Station Naming Rights.

RQ2: Does Naming Rights Sponsorship in Jakarta MRT's Station Impact Brand Image ?

Based on findings of analysis, this research shows that all 3 factors of Naming Rights Sponsorship in Jakarta MRT has a significant impact on Brand Image.

Of the three factors, the Marketing Program is the most significant factor on Brand Image where the resulting T-statistic reaches 4.043, while the other two factors obtained T-statistic results of 2.884 for Brand Element and 3.161 for Leveraging Secondary Association.

In the context of this study, the Marketing Program includes all forms of marketing activities both carried out by Brands at MRT stations and MRT's marketing activities by carrying elements from brands that have purchased Naming Rights. In this research, the Marketing Program that is accepted and used includes Product strategy, Channels strategy and Communication strategy. This can be found such as BCA and Mandiri Brands that

put their products in the form of ATMs at several MRT stations, as well as Indomaret Brands that put their products in the form of Indomaret Points at several MRT stations.

With marketing efforts made, and supported by other factors such as Brand Element and Leveraging Secondary Association, Naming Rights Sponsorship succeeds in providing strong, favorable and unique associations towards the brands where these associations are captured and stored in memory and become a positive perception for MRT Jakarta passengers towards the brands.

In conclusion, with brands purchased MRT Station Naming Rights, it was found to have an impact on the establishment and enhancement of the Brand Image owned by the brand in the form of a set of strong, favorable and unique associations from the Jakarta MRT passengers towards the brands, where the most influential factor in the formation of the image is the marketing program.

RQ3: Does Naming Rights Sponsorship in Jakarta MRT's Station Impact Brand Equity ?

Based on findings of analysis, this research shows that all 3 factors of Naming Rights Sponsorship in Jakarta MRT Stations including Brand Element, Marketing Program and Leveraging Secondary Association has a significant impact on Brand Equity through mediating variable Brand Awareness and Brand Image.

Brand Awareness and Brand Image in this study act as mediating variables that mediate Naming Rights Sponsorship with Brand Equity. However, according to mediation analysis conducted in earlier chapters, Brand Awareness and Brand Image act as partial mediation, this indicates that Naming Rights Sponsorship also have an impact on brand equity directly.

In conclusion, by the brand purchasing the Naming Rights of the Jakarta MRT Station, it can have an impact both directly on the overall brand equity of the brand, and indirectly impact on its overall brand equity through increasing awareness and image of the brand.

5.2 Recommendations

5.2.1 Brands

When it comes to branding strategies, as proven and tested in this research, brands can utilize Naming Rights Sponsorship in Jakarta MRT Stations as one of their strategies to enhance brand equity. According to these research findings, brands also should pay attention to several aspects when using Naming Rights as their branding strategy to make it more effective.

Brands should create their brand elements to be memorable to make it more easy to recognize and recalled, likeable to make it more interesting also aesthetically pleasing for customer, also protectable by making it uniques and differents from other brands. Brands also have to ensure that these elements which used in Jakarta MRT are match with the advertising efforts. So, this will help customer to be better recognize and remember the brands more easily.

Brands also should effectively utilize their marketing efforts in MRT Jakarta. Apart from brand's effort to do marketing activities by purchasing Naming Rights, Brands should also combine it with other marketing activities in MRT Jakarta. For instance, Brands can combine the marketing channels when making creative campaigns, this campaign uses channels in MRT Jakarta along with online channels such as social media. Promoting this campaign with both channels can help brands to gain more engagements. Besides, Brands can also utilize their sponsorship with MRT Jakarta to promote their products in the MRT's stations, so brands will create an interactive engagement for Jakarta MRT passengers. For instance, brands can setting up a booth or open up a retail store in MRT Stations to create memorable and likeable also uniques experience towards the brands for Jakarta MRT passengers.

Brands should emphasize their partnership with MRT Jakarta in all marketing materials, making it an integral part of their marketing activities. This can include highlighting the partnership in advertisements, social media campaigns, and on the brand's website to leverage the positive associations with MRT Jakarta. By doing so, brands can enhance their credibility and trustworthiness in the eyes of consumers. Additionally, they should seek opportunities for co-branding and

collaborative events with other reputable sponsors, further amplifying their reach and impact. Engaging in community-centric initiatives and events related to the MRT system can also reinforce the brand's commitment to social responsibility and community engagement. By strategically leveraging these secondary associations, brands can significantly boost their brand equity.

5.2.2 Future research

In this research, several brands have already purchased naming rights sponsorship with Jakarta MRT. However, due to limitations in time and sample size, this study analyzes the brands as a whole rather than individually. To overcome this limitation, future research should examine each brand independently in order to have a more thorough comprehension of the unique effects on each brand.

Future research could also explore other factors for measuring naming rights sponsorship beyond those derived from Keller's theories. Investigating additional theories or focusing on individual factors from Keller's framework could provide more broad or deeper insights into the effectiveness of naming rights sponsorship.

Comparative analysis across different public transportation systems can also be conducted. By examining naming rights sponsorship in various contexts, researchers can validate the factors used in this study and uncover unique variables that influence sponsorship effectiveness in different environments.

Additionally, future research can expand the scope to explore the effects of naming rights sponsorship not only on brand equity but also on consumer behavior. Understanding how naming rights influence consumer perceptions, attitudes, and purchasing decisions would provide a more comprehensive view of the sponsorship's impact.

5.3 Implications

5.3.1 Practical Implications

Brands can use this research findings to develop the branding strategies that boost their brand equity through Naming Rights Sponsorship, particularly in MRT Jakarta. Brand also can utilize the findings of this research to better understand

the impact of Naming Rights Sponsorship on Brand Equity, recognizing significant benefits of increased brand awareness and improved brand image. By considering key factors identified in this research, Brands can strategically and effectively use Naming Rights Sponsorship as a powerful tool in their branding strategies to build and enhance their brand equity.

5.3.2 Theoretical Implications

This research significantly contributes to the knowledge on brand equity by examining the role of Naming Rights Sponsorship in public transportation, particularly in Jakarta MRT. It provides empirical evidence and insights by identifying the key factors of Brand Equity including Brand Element, Marketing Program, and Leveraging Secondary Association which has significant direct and indirect effect through Brand Awareness and Brand Image regarding Naming Rights Sponsorship in Jakarta MRT Stations. Additionally, this research findings also fill the gaps in previous literature and offer deeper understanding regarding non-sporting naming rights sponsorship.

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APPENDIX A

PILOT TEST QUESTIONNAIRE

Dampak dari Sponsorship Hak Penamaan di Stasiun MRT Jakarta terhadap Ekuitas Merek

Haloo!!
Perkenalkan saya Riva Ilhami Rali Putra merupakan salah satu Mahasiswa Tingkat Akhir di SBM ITB.

Saat ini, saya sedang melakukan penelitian untuk tugas akhir yang berjudul "Dampak dari Sponsorship Hak Penamaan di Stasiun MRT Jakarta terhadap Ekuitas Merek". Hasil kuesioner ini kemudian menjadi sebuah acuan dan alat yang dapat membantu saya dalam melakukan penelitian.

Oleh karena itu, saya meminta izin kepada anda untuk mengisi survey saya sebaik - baiknya dan sebenar - benarnya sesuai dengan diri anda sendiri. Kuesioner ini membutuhkan waktu sekitar **5 - 7 menit** saja. Dan **kriteria responden** untuk survey ini adalah sebagai berikut:

1. Berusia 15 - 50 tahun
2. Pernah menggunakan layanan transportasi MRT Jakarta

Jika/atau anda memenuhi kriteria tersebut, saya memohon bantuannya untuk meluangkan waktu sebanyak 5 - 7 menit untuk mengisi survey ini sebenar - benarnya.

Jika Anda memiliki pertanyaan atau masalah dalam pengerjaan survey ini, jangan ragu untuk menghubungi saya.
(ID Line: lippooyy | Email: riva_ilhami@sbm-itb.ac.id)

Semoga dilancarkan rezekinya dan sehat selalu
Terima Kasih Banyak !!!!!

Nama/Inisial *

Short answer text

Usia *

15 - 25 Tahun

26 - 35 Tahun

36 - 45 tahun

45 - 50 tahun

Jenis Kelamin *

Laki - Laki

Perempuan

Pekerjaan *

Pelajar

Mahasiswa

Pengusaha

Karyawan (negeri/swasta)

Other...

Domisili *

Jakarta

Bandung

Bogor

Depok

Tangerang

Bekasi

Other...

BEHAVIORAL

Pada section ini, saya akan memberikan sedikit penjelasan mengenai apa itu **Naming Rights Sponsorship** atau **Sponsorship Hak Penamaan pada stasiun MRT Jakarta**. Selain itu, saya akan bertanya mengenai *behavioral*/Anda selama menggunakan layanan transportasi MRT Jakarta.

Naming Rights Sponsorship atau **Sponsorship Hak Penamaan**

Hak Penamaan (Naming Rights) merupakan sebuah bentuk kerjasama berupa sponsorship antara suatu perusahaan dengan perusahaan lainnya dimana perusahaan tersebut diberikan izin untuk mencantumkan nama mereka pada suatu tempat dalam jangka waktu tertentu.

Dalam konteks MRT Jakarta, Hak Penamaan sendiri dapat kita lihat pada penamaan stasiun MRT yang sampai saat ini total sudah ada 7 brand yang membeli hak penamaan stasiun di MRT Jakarta, yaitu


1. Lebak Bulus - Grab
2. Fatwamati - Indomaret
3. Blok M - BCA
4. Senayan - Mastercard
5. Istora - Mandiri
6. Setiabudi - Astra
7. Dukuh Atas - BNI

Tak hanya tulisan yang terpampang di stasiun MRT Jakarta, nama perusahaan juga disebutkan atau diumumkan (announce) di setiap pergantian stasiun MRT Jakarta

Agar dapat lebih memahami *Naming Rights* itu seperti apa, Anda bisa melihat beberapa gambar dan video dibawah ini:

[Naming Rights Senayan - Mastercard](#)
[Overview tentang Naming Rights](#)

Stasiun Lebak Bulus yang disandingkan dengan nama brand Grab



Seberapa sering anda menggunakan layanan transportasi MRT Jakarta? *

< 1 kali dalam seminggu

1 - 5 kali dalam seminggu

6 - 10 kali dalam seminggu

> 10 kali dalam seminggu

Dari brand - brand yang membeli Hak Penamaan Stasiun MRT Jakarta dibawah ini, mana brand yang Anda paling familiar dan atau Anda gunakan selama ini *

Grab

Indomaret

BCA

Mastercard

Mandiri

Astra

BNI

***From this point, respondents will select the brand they want to provide feedback on. Each chosen brand will direct them to a specific questionnaire tailored to that brand. The questions will remain consistent across all brands, with the only variation being the brand name. Below is an example question for the brand Grab:**

GRAB ⌵ ⋮

Berikut petunjuk pengisian kuesioner untuk Brand Grab dibawah ini:

Setelah ini, Anda akan disuguhkan dengan beberapa macam pernyataan dari 2 tipe variable, independent variable dan juga dependent variable.

Independent Variable terdiri dari **Brand Elements, Marketing Programs, dan Leveraging Secondary Association**

Dependent Variable terdiri dari **Brand Awareness, Brand Image dan Brand Equity**

Dari item - item pernyataan yang akan muncul, Anda diminta untuk memilih angka 1 - 5 yang menunjukkan tingkat kesetujuan Anda terhadap pernyataan tersebut. Maksud dari angka 1 - 5 adalah sebagai berikut:

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

Note: Anda diminta untuk mengisi kuesioner ini sesuai dengan pengalaman dan pengetahuan pribadi Anda mengenai Brand tersebut. Jika anda merasa brand tersebut tidak memiliki atau menggunakan hal yang disebutkan pada item pertanyaan, Anda boleh tidak setuju terhadap pernyataan tersebut.

BRAND ELEMENTS OF GRAB

Brand Elements adalah komponen-komponen yang digunakan untuk mengidentifikasi dan membedakan suatu produk atau perusahaan dari pesaingnya. Elemen-elemen ini membantu konsumen mengenali, mengingat, dan memahami merek dengan lebih baik, sehingga mempengaruhi keputusan pembelian mereka

Nama Brand (Brand Name)
kata atau frasa yang digunakan untuk menyebut produk atau perusahaan.

Nama brand mudah untuk diingat *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Nama brand memberi saya gambaran yang jelas tentang brand tersebut *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya suka Nama Brand nya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Nama Brand akan cocok untuk berbagai jenis produk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Nama Brand dapat dirubah sedikit jika diperlukan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Nama Brandnya unik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Logo Brand (Brand Logo)
Logo dan simbol adalah gambar atau tanda yang mewakili suatu brand.

Logo Brand mudah dikenali *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya, logo brand dapat me-representasikan brand dengan sangat baik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bagi saya, logo brand terlihat menarik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Bagi saya, logo brand terlihat menarik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Logo Brand akan tetap terlihat bagus dalam berbagai kategori produk *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Logo Brand dapat diperbarui jika diperlukan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Logo Brandnya unik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karakter (Brand Characters)
Karakter adalah tokoh atau maskot yang digunakan untuk mewakili suatu brand.

Saya dapat dengan mudah mengenali Karakter Brand *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya, karakter brand ini sangat cocok dengan citra brandnya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya suka karakter brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karakter brand akan cocok dengan produk yang berbeda *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karakter Brand dapat diubah jika diperlukan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karakter Brand ini unik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kemasan (Brand Packaging)
Kemasan adalah desain luar dari produk suatu brand yang berfungsi untuk melindungi dan menarik perhatian konsumen.

Saya dapat dengan mudah mengenali kemasan brand *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kemasan brand secara jelas merepresentasikan brand tersebut *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya menyukai kemasan brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kemasan brand juga akan cocok dalam berbagai jenis produk. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Kemasan brand dapat diubah jika diperlukan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Menurut saya, kemasan brand ini unik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Slogan dan Jingles (Brand Slogan and Jingles)
Slogan adalah kalimat singkat yang digunakan untuk menggambarkan brand dan jingle adalah lagu pendek atau nada yang mudah diingat dan sering digunakan dalam iklan.

Slogan atau Jingle Brand mudah untuk diingat *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Slogan atau jingle brand dengan jelas menyampaikan pesan brand *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya menyukai slogan atau jingle brand *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Slogan atau jingle brand akan cocok untuk produk yang berbeda *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Slogan atau jingle brand dapat diperbarui jika diperlukan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Slogan atau jingle brand ini unik *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

MARKETING PROGRAMS OF GRAB
 Program pemasaran adalah serangkaian strategi yang digunakan oleh perusahaan untuk membangun kesadaran merek, menarik pelanggan, dan meningkatkan penjualan.

Produk (Product)
 Strategi produk melibatkan pengembangan dan pengelolaan produk yang memenuhi kebutuhan dan keinginan pelanggan. Ini mencakup kualitas, fitur, desain, dan citra produk.

Produk brand ini fungsional dan berguna bagi saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Produk brand ini memiliki kinerja yang andal dan konsisten *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Produk Brand ini membangkitkan perasaan dan emosi positif saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Produk brand ini membantu saya mengekspresikan identitas saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Kualitas produk brand ini tinggi *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saluran Distribusi (Distribution Channels)
 Strategi distribusi melibatkan cara produk disampaikan kepada konsumen. Perusahaan dapat menggunakan saluran langsung seperti penjualan melalui situs web resmi atau saluran tidak langsung seperti melalui platform e-commerce.

Produk brand ini dipromosikan secara efektif di berbagai platform *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Platform (toko online atau offline) di mana produk merek tersedia sesuai dengan citra brand (brand image) *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saluran penjualan langsung brand (mis. aplikasi, situs web, toko offline) nyaman dan dapat diandalkan (convenient and reliable) *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya terpengaruh oleh iklan brand ini untuk mencari produknya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Promosi brand ini membuat saya ingin membeli produk mereka *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Harga (Price)
 Strategi penetapan harga melibatkan menentukan harga yang tepat untuk produk atau layanan. Perusahaan biasanya akan menetapkan harga yang seimbang antara kualitas produk, biaya produksi, dan persepsi nilai oleh konsumen.

Harga produk suatu brand mencerminkan kualitasnya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya yakin produk brand ini sepadan dengan harganya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Brand ini jarang menawarkan diskon, tetapi harga regulernya menurut saya cukup wajar (fair) *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Produk brand ini sesekali menawarkan diskon menarik *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Diskon promosi brand ini bermanfaat bagi saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Komunikasi (Communication)
 Strategi komunikasi mencakup berbagai aktivitas untuk menginformasikan dan mempengaruhi konsumen. Ini termasuk iklan, promosi penjualan, pemasaran langsung, dan hubungan masyarakat.

Brand ini menciptakan pengalaman yang unik dan menarik bagi konsumen *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya mengingat brand ini karena pengalaman (experience) yang mereka tawarkan *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Brand ini berupaya membangun hubungan jangka panjang dengan saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merasa dihargai oleh brand ini sebagai pelanggan *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Saya merasa produk brand ini dibuat khusus untuk saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Brand ini memahami kebutuhan dan preferensi spesifik saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

Program loyalitas brand ini bermanfaat dan menguntungkan bagi saya *

Sangat Tidak Setuju 1 2 3 4 5 Sangat Setuju

LEVERAGING SECONDARY ASSOCIATION OF GRAB
 leveraging secondary association merupakan cara perusahaan membangun ekuitas merek dengan menghubungkan merek mereka ke entitas lain yang memiliki asosiasi positif.

Perusahaan (Company)
 Menghubungkan merek dengan reputasi dan citra perusahaan yang membuat produk.

Saya memercayai perusahaan yang membuat produk brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mengenal perusahaan yang memproduksi brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Negara Asal (Country of Origin)
 Menghubungkan merek dengan negara atau lokasi geografis di mana produk berasal.

Negara asal brand ini secara positif mempengaruhi persepsi saya terhadap brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pengecer (Retailers)
 Menghubungkan merek dengan reputasi platform atau pengecer yang menjual produk.

Platform tempat produk brand ini dijual meningkatkan persepsi saya tentang brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa nyaman untuk membeli produk brand dari platform yang tersedia *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Co - branding
 Menghubungkan merek dengan merek lain, termasuk merek bahan baku (ingredient brands).

Kolaborasi antara brand ini dan brand lain membuat brand ini lebih menarik bagi saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya cenderung membeli/menggunakan produk yang memiliki brand yang berkolaborasi dengan brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Karakter Berlisensi (Licensed Characters)
 Menghubungkan merek dengan karakter populer yang berlisensi.

Karakter berlisensi yang diasosiasikan dengan brand ini membuatnya lebih menarik bagi saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Endorsement
 Menghubungkan merek dengan selebriti atau tokoh terkenal yang menjadi juru bicara.

Saya sering melihat selebriti mempromosikan/endorse brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Endorsement selebriti secara positif mempengaruhi persepsi saya terhadap brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sponsor Acara (Event Sponsorship)
 Menghubungkan merek dengan acara-acara yang disponsori.

Sponsor acara yang dilakukan oleh brand ini meningkatkan persepsi saya terhadap brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya lebih cenderung membeli/menggunakan dari brand yang mensponsori acara yang saya pedulikan *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sumber Pihak Ketiga (Third-Party Sources)
 Menghubungkan merek dengan ulasan atau penghargaan dari pihak ketiga.
Contoh: Produk yang mendapatkan penghargaan dari lembaga independen.

Ulasan dan rekomendasi pihak ketiga memengaruhi persepsi saya tentang brand ini. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

BRAND AWARENESS
Kesadaran merek adalah sejauh mana konsumen mengenali dan mengingat suatu merek

Saya dapat mengenali Grab di antara brand - brand lain di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya tahu Grab itu seperti apa melalui sponsorshpnya dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mengetahui Grab melalui sponsornya dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Beberapa karakteristik Grab muncul di benak saya dengan cepat karena sponsorshpnya dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya dapat dengan cepat mengingat simbol atau logo Grab karena sponsorshpnya dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya mengalami kesulitan untuk membayangkan Grab dalam pikiran saya karena sponsorshpnya dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya lebih dapat mengenali Grab ketika terlibat dalam Sponsorship Hak Penamaan Stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Grab akan dengan mudah menjadi salah satu pilihan utama saya karena komitmennya terhadap Sponsorship Hak Penamaan Stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

BRAND IMAGE
Citra merek adalah persepsi konsumen tentang suatu merek, yang dibentuk oleh asosiasi-asosiasi yang mereka miliki tentang merek tersebut.

Grab merupakan pemimpin brand di sektornya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki kenangan indah tentang Grab *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Grab berpusat pada pelanggan (customer-centered) *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki kepercayaan terhadap Grab karena hubungan sponsorshpnya dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki citra (image) positif terhadap Grab karena hubungan sponsorshp dengan MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki pemikiran yang baik (good thoughts) tentang Grab karena asosiasi sponsorshpnya MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

BRAND EQUITY
Ekuitas merek adalah nilai tambah yang diberikan oleh merek kepada produk atau layanan.

Masuk akal untuk menggunakan Grab yang mensponsori stasiun MRT Jakarta daripada brand lain, meskipun produknya sama *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Meskipun brand lain memiliki fitur yang sama dengan Grab, saya lebih memilih untuk menggunakan Grab karena Grab mensponsori stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada brand lain sebegas Grab, saya lebih memilih untuk menggunakan Grab karena Grab mensponsori stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika brand lain tidak berbeda dengan Grab dalam hal apa pun, tampaknya lebih cerdas untuk menggunakan Grab karena Grab mensponsori stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

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APPENDIX B

FINAL QUESTIONNAIRE

Dampak dari Sponsorship Hak Penamaan di Stasiun MRT Jakarta terhadap Ekuitas Merek

Halo!!!
Perkenalkan saya Riva Ilhami Rali Putra merupakan salah satu Mahasiswa Tingkat Akhir di SBM ITB.

Saat ini, saya sedang melakukan penelitian untuk tugas akhir yang berjudul "**Dampak dari Sponsorship Hak Penamaan di Stasiun MRT Jakarta terhadap Ekuitas Merek**". Hasil kuesioner ini kemudian menjadi sebuah acuan dan alat yang dapat membantu saya dalam melakukan penelitian.

Oleh karena itu, saya meminta izin kepada anda untuk mengisi survey saya sebaik - baiknya dan sebenar - benarnya sesuai dengan diri anda sendiri. Kuesioner ini membutuhkan waktu sekitar **5 - 7 menit saja**. Dan **kriteria responden** untuk survey ini adalah sebagai berikut:

1. Berusia 15 - 50 tahun
2. Pernah menggunakan layanan transportasi MRT Jakarta

Jikalau anda memenuhi kriteria tersebut, saya memohon bantuannya untuk meluangkan waktu sebanyak 3 - 5 menit untuk mengisi survey ini sebenar - benarnya.

Jika Anda memiliki pertanyaan atau masalah dalam pengerjaan survey ini, jangan ragu untuk menghubungi saya.
(ID Line: iippooyy | Email: riva_ilhami@sbm-itb.ac.id)

Semoga dilancarkan rezekinya dan sehat selalu
Terima Kasih Banyak !!!!!

Nama/Inisial *

Short answer text

Usia *

15 - 25 Tahun

26 - 35 Tahun

36 - 45 tahun

45 - 50 tahun

Jenis Kelamin *

Laki - Laki

Perempuan

Pekerjaan *

Pelajar

Mahasiswa

Pengusaha

Karyawan (negeri/swasta)

Other...

Domisili *

Jakarta

Bandung

Bogor

Depok

Tangerang

Bekasi

Other...

BEHAVIORAL



Pada section ini, saya akan memberikan sedikit penjelasan mengenai apa itu **Naming Rights Sponsorship** atau **Sponsorship Hak Penamaan pada stasiun MRT Jakarta** agar Anda memiliki bayangan atau pandangan terhadap pertanyaan yang akan diajukan.

Selain itu, saya akan bertanya mengenai *behaviour* Anda selama menggunakan layanan transportasi MRT Jakarta.

Naming Rights Sponsorship atau **Sponsorship Hak Penamaan**

Hak Penamaan (Naming Rights) merupakan sebuah bentuk kerjasama berupa sponsorship antara suatu perusahaan dengan perusahaan lainnya dimana perusahaan tersebut diberikan izin untuk mencantumkan nama mereka pada suatu tempat dalam jangka waktu tertentu.

Dalam konteks MRT Jakarta, Hak Penamaan sendiri dapat kita lihat pada penamaan stasiun MRT yang sampai saat ini total sudah ada 7 brand yang membeli hak penamaan stasiun di MRT Jakarta, yaitu

1. Lebak Bulus - Grab
2. Fatwamati - Indomaret
3. Blok M - BCA
4. Senayan - Mastercard
5. Istora - Mandiri
6. Setiabudi - Astra
7. Dukuh Atas - BNI

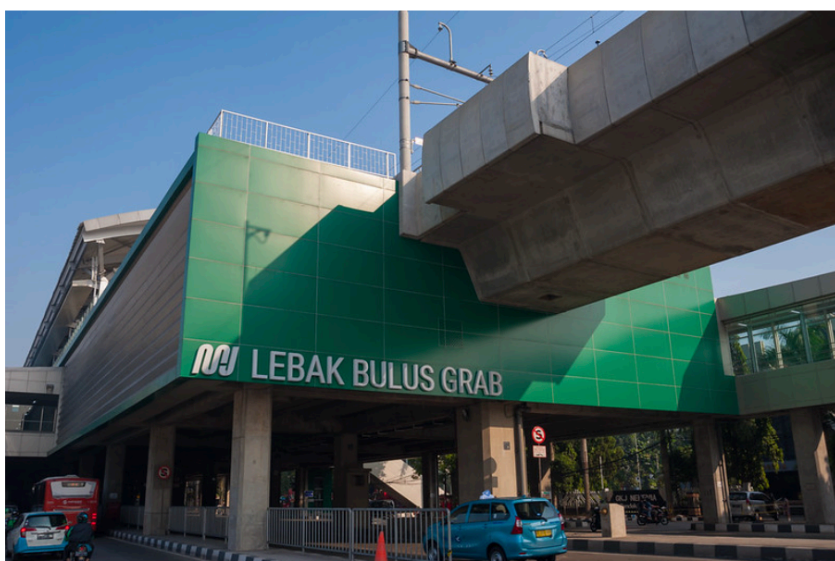
Tak hanya tulisan yang terpampang di stasiun MRT Jakarta, nama perusahaan juga disebutkan atau diumumkan (*announce*) di setiap pergantian stasiun MRT Jakarta

Agar dapat lebih memahami *Naming Rights* itu seperti apa, Anda bisa melihat beberapa gambar dan video dibawah ini:

[Naming Rights Senayan - Mastercard](#)

[Overview tentang Naming Rights](#)

Stasiun Lebak Bulus yang disandingkan dengan nama brand Grab



Seberapa sering anda menggunakan layanan transportasi MRT Jakarta? *

- < 1 kali dalam seminggu
- 1 - 5 kali dalam seminggu
- 6 - 10 kali dalam seminggu
- > 10 kali dalam seminggu

Dari brand - brand yang membeli Hak Penamaan Stasiun MRT Jakarta dibawah ini, mana brand yang Anda paling familiar dan atau Anda gunakan selama ini *

- Grab
- Indomaret
- BCA
- Mastercard
- Mandiri
- Astra
- BNI

***From this point, respondents will select the brand they want to provide feedback on. Each chosen brand will direct them to a specific questionnaire tailored to that brand. The questions will remain consistent across all brands, with the only variation being the brand name. Below is an example question for the brand Grab:.**

GRAB

Berikut petunjuk pengisian kuesioner untuk Brand Grab dibawah ini:

Setelah ini, Anda akan disuguhkan dengan beberapa macam pernyataan dari 2 tipe variable, independent variable dan juga dependent variable.

Independent Variable terdiri dari **Brand Elements, Marketing Programs, dan Leveraging Secondary Association**

Dependent Variable terdiri dari **Brand Awareness, Brand Image dan Brand Equity**

Dari item - item pernyataan yang akan muncul, Anda diminta untuk memilih angka 1 - 5 yang menunjukkan tingkat kesetujuan Anda terhadap pernyataan tersebut. Maksud dari angka 1 - 5 adalah sebagai berikut:

1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

Note: Anda diminta untuk mengisi kuesioner ini sesuai dengan pengalaman dan pengetahuan pribadi Anda mengenai Brand tersebut. Jika anda merasa brand tersebut tidak memiliki atau menggunakan hal yang disebutkan pada item pertanyaan, Anda boleh tidak setuju terhadap pernyataan tersebut.

Independent Variable

Description (optional)

BRAND ELEMENTS OF GRAB

Brand Elements adalah komponen-komponen yang digunakan untuk mengidentifikasi dan membedakan suatu produk atau perusahaan dari pesaingnya. Elemen-elemen ini membantu konsumen mengenali, mengingat, dan memahami merek dengan lebih baik, sehingga mempengaruhi keputusan pembelian mereka

Nama Brand (Brand Name)

Kata atau frasa yang digunakan untuk menyebut produk atau perusahaan.

Nama brand ini mudah untuk diingat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya menyukai nama brand ini *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Nama Brand ini unik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Logo Brand (Brand Logo)

Logo dan simbol adalah gambar atau tanda yang mewakili suatu brand.

Slogan dan Jingles (Brand Slogan and Jingles)

Slogan adalah kalimat singkat yang digunakan untuk menggambarkan brand dan jingle adalah lagu pendek atau nada yang mudah diingat dan sering digunakan dalam iklan.

Slogan atau Jingle brand ini mudah untuk diingat *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya menyukai slogan atau jingle brand ini *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Slogan atau jingle brand ini unik *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

MARKETING PROGRAMS OF GRAB

Program pemasaran adalah serangkaian strategi yang digunakan oleh perusahaan untuk membangun kesadaran merek, menarik pelanggan, dan meningkatkan penjualan.

Produk (Product)

Strategi produk melibatkan pengembangan dan pengelolaan produk yang memenuhi kebutuhan dan keinginan pelanggan. Ini mencakup kualitas, fitur, desain, dan citra produk.

Produk atau jasa brand ini fungsional dan berguna bagi saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Produk atau jasa brand ini memiliki kinerja yang andal dan konsisten *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Produk atau jasa brand ini membuat saya merasa senang dan bahagia *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Produk atau jasa brand ini membantu saya mengekspresikan diri saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Produk atau jasa brand ini memiliki kualitas yang tinggi *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saluran Distribusi (Distribution Channels)

Strategi distribusi melibatkan cara produk disampaikan kepada konsumen. Perusahaan dapat menggunakan saluran langsung seperti penjualan melalui situs web resmi atau saluran tidak langsung seperti melalui platform e-commerce.

Saluran penjualan langsung brand ini (seperti **aplikasi, situs web, toko offline**) nyaman dan dapat diandalkan (*convenient and reliable*) *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Promosi brand ini membuat saya ingin menggunakan produk/jasanya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Komunikasi (Communication)

Strategi komunikasi mencakup berbagai aktivitas untuk menginformasikan dan mempengaruhi konsumen. Ini termasuk iklan, promosi penjualan, pemasaran langsung, dan hubungan masyarakat.

Brand ini menciptakan pengalaman yang unik dan menarik bagi konsumen *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya mengingat brand ini karena pengalaman (*experience*) yang mereka tawarkan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Brand ini berusaha untuk membangun hubungan jangka panjang dengan saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Saya merasa dihargai oleh brand ini sebagai pelanggan *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Brand ini memahami kebutuhan dan preferensi saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Program loyalitas brand ini bermanfaat dan menguntungkan bagi saya *

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

LEVERAGING SECONDARY ASSOCIATION OF GRAB

leveraging secondary association merupakan cara perusahaan membangun ekuitas merek dengan menghubungkan merek mereka ke entitas lain yang memiliki asosiasi positif.

Perusahaan (Company)

Menghubungkan merek dengan reputasi dan citra perusahaan yang membuat produk.

Saya mempercayai perusahaan yang membuat produk/jasa dari brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Pengecer (Retailers)

Menghubungkan merek dengan reputasi platform (Ex: Aplikasi, situs web, toko offline) atau pengecer yang menjual/menyediakan produk/jasa

Platform tempat produk/layanan brand ini tersedia membuat pandangan saya tentang merek ini lebih baik. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya merasa nyaman untuk menggunakan produk/jasa brand dari platform yang tersedia *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Co - branding

Menghubungkan merek dengan merek lain, termasuk merek bahan baku (ingredient brands).

Kolaborasi antara brand ini dan brand lain membuat brand ini lebih menarik bagi saya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya cenderung menggunakan produk/jasa yang memiliki brand yang berkolaborasi dengan brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Endorsement

Menghubungkan merek dengan selebriti atau tokoh terkenal yang menjadi juru bicara.

Endorsement selebriti secara positif mempengaruhi persepsi saya terhadap brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sponsor Acara (Event Sponsorship)

Menghubungkan merek dengan acara-acara yang disponsori.

Sponsorship yang dilakukan oleh brand ini meningkatkan persepsi saya terhadap brand ini *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Sumber Pihak Ketiga (Third-Party Sources)

Menghubungkan merek dengan ulasan atau penghargaan dari pihak ketiga.

Contoh: Produk yang mendapatkan penghargaan dari lembaga independen.

Ulasan dan rekomendasi pihak ketiga memengaruhi persepsi saya tentang brand ini. *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Dependent Variable x < > ⋮

Description (optional)

BRAND AWARENESS

Kesadaran merek adalah sejauh mana konsumen mengenali dan mengingat suatu merek

Saya tahu Grab itu seperti apa melalui sponsorshpnya berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Beberapa karakteristik Grab dengan cepat muncul di benak saya karena sponsorshpnya berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya lebih dapat mengenali Grab ketika terlibat dalam sponsorship berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Grab akan dengan mudah menjadi salah satu pilihan utama saya karena komitmennya terhadap sponsorship berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

BRAND IMAGE

Citra merek adalah persepsi konsumen tentang suatu merek, yang dibentuk oleh asosiasi-asosiasi yang mereka miliki tentang merek tersebut.

Grab merupakan *brand leader* di sektornya *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki kenangan indah tentang Grab *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Grab berfokus pada pelanggan (*customer-centered*) *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki kepercayaan terhadap Grab karena hubungan sponsorshpnya berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki *image* positif terhadap Grab karena hubungan sponsorshpnya berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Saya memiliki pemikiran baik tentang Grab karena hubungan sponsorshpnya berupa hak penamaan stasiun di MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

BRAND EQUITY

Ekuitas merek adalah nilai tambah yang diberikan oleh merek kepada produk atau layanan.

Rasanya masuk akal untuk menggunakan Grab yang mensponsori hak penamaan stasiun MRT Jakarta daripada brand lain, meskipun produk/jasanya sama *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Meskipun brand lain memiliki fitur/layanan yang sama dengan Grab, saya lebih memilih untuk menggunakan Grab karena Grab mensponsori hak penamaan stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika ada brand lain sebagus Grab, saya lebih memilih untuk menggunakan Grab karena Grab mensponsori hak penamaan stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju

Jika brand lain tidak berbeda dengan Grab dalam hal apa pun, tampaknya lebih cerdas untuk menggunakan Grab karena Grab mensponsori hak penamaan stasiun MRT Jakarta *

1 2 3 4 5

Sangat Tidak Setuju Sangat Setuju