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APPENDIX

Appendix 1: BIOGRAPHY**BIOGRAPHY****Personal Data**

Name : Ahmad Fikri Rifqi
Place. Date of birth : Ujung Pandang, 20 May 1998
Sex : Male
Address : Makassar
Contact : ahmadfikiririfqi2005@gmail.com

**Educational Background**

1. Universitas Hasanuddin (2017 – 2021)
2. SMA Negeri 1 Makassar (2013 – 2016)
3. SMP Negeri 4 Makassar (2010 – 2013)
4. SD Negeri Sudirman III (2009 – 2010)

Organizational Experience

1. AIESEC in Unhas, as Talent Acquisition and Retention staff (2021)
2. AIESEC in Unhas, as Customer Relations staff outgoing Global Volunteer (2020)
3. AIESEC in Unhas, as Physical Marketing staff outgoing Global Volunteer (2020)
4. UKM Seni Tari Unhas, as Management Event staff (2020)
5. HIPMI PT Unhas, as Organisasi, Kaderisasi, dan Keanggotaan staff (2020)

Thus this biodata is made in truth,

Makassar, June 23th 2021

Ahmad Fikri Rifqi

A handwritten signature in black ink, consisting of a large, stylized initial 'A' followed by several loops and a final vertical stroke. The signature is positioned above the printed name 'Ahmad Fikri Rifqi'.

Appendix 2: QUESTIONNAIRE**RESEARCH QUESTIONNAIRE**

Dear,

Faculty of Economic and Business Hasanuddin University Students

In Place,

Sincerely,

In connection with the preparation of a thesis in the Management Department of the Faculty of Economics and Business, Universitas Hasanuddin, entitled "The Effect of Brand Awareness and Brand Image Toward Brand Equity UNIQLO (Study Case on Faculty of Economic and Business Universitas Hasanuddin Students)", me:

Name : Ahmad Fikri Rifqi

NIM : A021171804

Requesting the willingness of students to fill out the questionnaire that I submit is in accordance with your knowledge and perception of UNIQLO.

This research is expected to be a reference for studying issues related to the variables. All information that you provide will be guaranteed confidentiality and is only for academic purposes. Thank you for your willingness.

The researcher,



Ahmad Fikri Rifqi

A021171804

I. Identity of Respondents

1. Email :
2. Name :
3. Sex : (Male/Female)
4. Major :
5. Batch :

Instructions:

By checking the (√) in the column attached to the description, choose the following sentence that suits you best::

SA : Strongly Agree (5)

A : Agree (4)

N : Neutral (3)

D : Disagree (2)

SD : Strongly Disagree (1)

II. Research Questionnaire

BRAND AWARENESS

No.	Question	SD	D	N	A	SA
1.	I know the existence of UNIQLO as clothing brand.					
2.	I easily know UNIQLO by its logo.					
3.	I can recognize UNIQLO product by their characteristic.					
4.	I am more familiar with products from UNIQLO rather than similar products from another brand.					
5.	UNIQLO is the first brand that comes to my mind when I want to buy clothes.					

BRAND IMAGE

No.	Question	SD	D	N	A	SA
1.	Products from UNIQLO has already established products.					
2.	UNIQLO has a good product image.					
3.	UNIQLO has a good user image.					
4.	UNIQLO has a good corporate image.					
5.	UNIQLO has a good product control system.					

BRAND EQUITY

No.	Question	SD	D	N	A	SA
1.	I recommend UNIQLO to friends when they want to buy clothes.					
2.	Products from UNIQLO have performed well so that they are able to compete with other brands until now.					
3.	I trust UNIQLO as my clothing brand					
4.	UNIQLO has good value.					
5.	I have reason to buy products from UNIQLO compared to similar products from other brands					

Appendix 3: IDENTITY DATA AND RESPONDENTS' ANSWERS

No.	Jenis Kelamin	Departemen	Angkatan
1	Perempuan	Manajemen	2017
2	Perempuan	Manajemen	2017
3	Perempuan	Manajemen	2017
4	Laki-laki	Manajemen	2017
5	Perempuan	Akuntansi	2017
6	Laki-laki	Manajemen	2017
7	Perempuan	Akuntansi	2017
8	Laki-laki	Akuntansi	2017
9	Laki-laki	Manajemen	2017
10	Perempuan	Manajemen	2017
11	Laki-laki	Akuntansi	2017
12	Perempuan	Manajemen	2017
13	Perempuan	Manajemen	2018
14	Perempuan	Manajemen	2017
15	Laki-laki	Manajemen	2018
16	Perempuan	Manajemen	2017
17	Laki-laki	Manajemen	2018
18	Perempuan	Manajemen	2019
19	Perempuan	Akuntansi	2017
20	Perempuan	Manajemen	2018
21	Perempuan	Akuntansi	2017
22	Perempuan	Akuntansi	2017
23	Laki-laki	Ilmu Ekonomi	2018
24	Perempuan	Akuntansi	2018
25	Perempuan	Ilmu Ekonomi	2017
26	Perempuan	Akuntansi	2017
27	Perempuan	Akuntansi	2017
28	Perempuan	Manajemen	2017
29	Laki-laki	Akuntansi	2018
30	Laki-laki	Ilmu Ekonomi	2017
31	Laki-laki	Akuntansi	2018
32	Perempuan	Akuntansi	2017
33	Perempuan	Manajemen	2017
34	Laki-laki	Akuntansi	2018
35	Perempuan	Akuntansi	2018
36	Laki-laki	Ilmu Ekonomi	2017
37	Laki-laki	Akuntansi	2017

38	Perempuan	Akuntansi	2017
39	Perempuan	Akuntansi	2017
40	Perempuan	Manajemen	2017
41	Perempuan	Manajemen	2017
42	Laki-laki	Akuntansi	2017
43	Perempuan	Manajemen	2017
44	Perempuan	Manajemen	2017
45	Perempuan	Manajemen	2017
46	Laki-laki	Manajemen	2018
47	Perempuan	Manajemen	2018
48	Perempuan	Manajemen	2018
49	Perempuan	Manajemen	2018
50	Laki-laki	Manajemen	2018
51	Laki-laki	Manajemen	2017
52	Laki-laki	Manajemen	2017
53	Laki-laki	Manajemen	2017
54	Laki-laki	Akuntansi	2018
55	Laki-laki	Ilmu Ekonomi	2017
56	Laki-laki	Manajemen	2017
57	Laki-laki	Ilmu Ekonomi	2017
58	Laki-laki	Ilmu Ekonomi	2018
59	Laki-laki	Akuntansi	2018
60	Perempuan	Akuntansi	2018
61	Perempuan	Manajemen	2017
62	Perempuan	Akuntansi	2018
63	Laki-laki	Akuntansi	2018
64	Perempuan	Akuntansi	2018
65	Perempuan	Manajemen	2017
66	Perempuan	Akuntansi	2017
67	Laki-laki	Manajemen	2017
68	Perempuan	Manajemen	2017
69	Laki-laki	Manajemen	2017
70	Laki-laki	Manajemen	2017
71	Perempuan	Akuntansi	2018
72	Laki-laki	Akuntansi	2018
73	Perempuan	Akuntansi	2018
74	Laki-laki	Manajemen	2017
75	Laki-laki	Manajemen	2017
76	Perempuan	Ilmu Ekonomi	2017

77	Laki-laki	Ilmu Ekonomi	2017
78	Laki-laki	Ilmu Ekonomi	2018
79	Perempuan	Ilmu Ekonomi	2017
80	Laki-laki	Ilmu Ekonomi	2017
81	Perempuan	Ilmu Ekonomi	2017
82	Perempuan	Akuntansi	2018
83	Perempuan	Akuntansi	2018
84	Laki-laki	Akuntansi	2018
85	Perempuan	Akuntansi	2018
86	Perempuan	Akuntansi	2018
87	Laki-laki	Manajemen	2017
88	Perempuan	Akuntansi	2017
89	Perempuan	Manajemen	2019
90	Laki-laki	Manajemen	2018
91	Perempuan	Manajemen	2018
92	Perempuan	Manajemen	2018
93	Perempuan	Manajemen	2018
94	Perempuan	Manajemen	2018
95	Perempuan	Manajemen	2018
96	Perempuan	Akuntansi	2018
97	Perempuan	Akuntansi	2018
98	Perempuan	Akuntansi	2018
99	Perempuan	Manajemen	2017
100	Perempuan	Manajemen	2017

51	5	5	4	4	5	5	4	5	4	5	4	5	5	3	5
52	5	5	4	4	4	4	5	5	5	4	4	4	3	4	5
53	5	5	4	4	4	4	4	4	5	5	4	4	4	5	5
54	5	5	4	4	5	4	4	5	5	5	4	5	5	5	5
55	5	5	3	4	5	4	4	4	4	5	5	4	5	4	5
56	5	4	4	4	5	5	5	4	4	5	5	5	4	5	5
57	5	5	3	4	5	4	5	5	5	5	5	5	5	5	5
58	5	5	5	4	5	4	5	4	4	5	5	5	4	4	5
59	5	5	4	4	5	5	4	4	4	4	5	5	4	5	5
60	5	5	3	3	5	3	5	5	5	5	5	5	3	4	5
61	5	5	4	3	5	4	5	5	3	5	5	4	5	5	5
62	5	4	5	5	5	5	4	4	5	5	5	5	4	5	5
63	5	4	5	5	5	5	5	5	4	5	5	5	4	4	5
64	5	5	5	5	5	3	5	4	3	5	5	5	5	4	5
65	5	5	5	4	5	5	5	4	4	5	4	4	3	4	5
66	5	4	4	4	4	4	5	3	5	5	4	4	4	5	5
67	5	5	5	5	5	4	5	4	4	5	5	5	5	3	5
68	5	3	4	4	5	5	5	4	4	5	5	5	5	4	5
69	5	4	4	4	5	5	5	4	4	4	5	5	4	5	5
70	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
71	5	5	5	4	5	5	5	4	4	5	4	5	4	5	5
72	5	5	5	4	4	4	5	3	5	5	5	4	4	4	3
73	5	5	5	4	4	4	5	5	4	5	5	5	4	5	5
74	5	5	5	4	5	5	5	3	5	5	5	3	5	5	5
75	5	5	5	4	4	4	5	4	4	4	4	4	5	4	5
76	5	5	4	4	5	5	5	4	4	4	4	5	5	4	5
77	5	4	4	4	4	5	5	5	5	5	5	5	4	3	5
78	5	4	5	4	5	5	5	3	5	5	5	4	5	5	4
79	5	5	4	3	5	4	5	4	4	5	5	5	5	4	5
80	5	5	5	4	5	5	5	5	5	4	5	4	5	4	4
81	5	5	4	4	4	4	5	4	4	5	5	5	5	4	5
82	5	5	5	4	5	4	5	4	3	5	5	5	5	4	4
83	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
84	5	5	5	5	5	5	5	3	3	5	5	5	5	5	5
85	5	5	5	5	4	5	4	4	5	5	5	3	5	4	4
86	5	5	4	5	5	5	5	5	4	5	5	5	4	4	4
87	5	5	5	4	5	3	4	4	5	5	5	5	4	4	4
88	5	5	5	5	5	5	5	4	4	4	4	5	4	5	5
89	5	5	4	4	4	4	5	5	5	5	4	4	4	4	5
90	5	5	5	4	4	4	5	5	5	4	4	4	5	5	5
91	5	4	4	3	5	5	5	5	5	5	4	5	5	4	5
92	5	5	4	4	4	4	5	5	5	5	4	5	5	4	5
93	5	5	3	3	5	5	4	4	3	3	5	5	3	5	5
94	5	4	4	4	5	5	5	3	3	5	4	4	2	3	3
95	4	4	4	4	5	4	5	5	5	4	5	3	4	4	5
96	5	4	4	3	5	5	4	4	5	5	5	5	4	5	5
97	5	5	4	4	4	4	4	4	4	5	3	3	5	5	5
98	5	5	5	4	5	4	4	4	4	5	5	3	5	5	5
99	5	5	5	5	4	5	5	5	4	4	5	5	5	5	5
100	4	4	3	3	2	2	4	4	4	4	2	3	3	4	4

Appendix 4: VALIDITY DATA RESULTS

1. X1

Correlations							
		B.Aware ness.1	B.Aware ness.2	B.Aware ness.3	B.Aware ness.4	B.Aware ness.5	Total.B.Aware ness
B.Aware ness.1	Pearson Correlation	1	.113	.274**	.262**	.371**	.511**
	Sig. (2-tailed)		.264	.006	.008	.000	.000
	N	100	100	100	100	100	100
B.Aware ness.2	Pearson Correlation	.113	1	.184	.026	.023	.300**
	Sig. (2-tailed)	.264		.067	.799	.824	.003
	N	100	100	100	100	100	100
B.Aware ness.3	Pearson Correlation	.274**	.184	1	.589**	.325**	.749**
	Sig. (2-tailed)	.006	.067		.000	.001	.000
	N	100	100	100	100	100	100
B.Aware ness.4	Pearson Correlation	.262**	.026	.589**	1	.486**	.795**
	Sig. (2-tailed)	.008	.799	.000		.000	.000
	N	100	100	100	100	100	100
B.Aware ness.5	Pearson Correlation	.371**	.023	.325**	.486**	1	.780**
	Sig. (2-tailed)	.000	.824	.001	.000		.000
	N	100	100	100	100	100	100
Total.B.A warenes s	Pearson Correlation	.511**	.300**	.749**	.795**	.780**	1
	Sig. (2-tailed)	.000	.003	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

2. X2

		Correlations					
		B.Image. 1	B.Image. 2	B.Image. 3	B.Image.4	B.Image. 5	Total.B.Imag e
B.Image. 1	Pearson Correlation	1	.328**	.153	.124	.168	.541**
	Sig. (2-tailed)		.001	.128	.221	.094	.000
	N	100	100	100	100	100	100
B.Image. 2	Pearson Correlation	.328**	1	.329**	.212*	.435**	.660**
	Sig. (2-tailed)	.001		.001	.034	.000	.000
	N	100	100	100	100	100	100
B.Image. 3	Pearson Correlation	.153	.329**	1	.440**	.217*	.674**
	Sig. (2-tailed)	.128	.001		.000	.030	.000
	N	100	100	100	100	100	100
B.Image. 4	Pearson Correlation	.124	.212*	.440**	1	.359**	.712**
	Sig. (2-tailed)	.221	.034	.000		.000	.000
	N	100	100	100	100	100	100
B.Image. 5	Pearson Correlation	.168	.435**	.217*	.359**	1	.645**
	Sig. (2-tailed)	.094	.000	.030	.000		.000
	N	100	100	100	100	100	100
Total.B.I mage	Pearson Correlation	.541**	.660**	.674**	.712**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

3. Y

		Correlations					Total.B.Equit
		B.Equity. 1	B.Equity. 2	B.Equity. 3	B.Equity.4	B.Equity. 5	y
B.Equity. 1	Pearson Correlation	1	.551**	.564**	.302**	.535**	.788**
	Sig. (2-tailed)		.000	.000	.002	.000	.000
	N	100	100	100	100	100	100
B.Equity. 2	Pearson Correlation	.551**	1	.389**	.228*	.528**	.713**
	Sig. (2-tailed)	.000		.000	.022	.000	.000
	N	100	100	100	100	100	100
B.Equity. 3	Pearson Correlation	.564**	.389**	1	.399**	.632**	.810**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
B.Equity. 4	Pearson Correlation	.302**	.228*	.399**	1	.467**	.607**
	Sig. (2-tailed)	.002	.022	.000		.000	.000
	N	100	100	100	100	100	100
B.Equity. 5	Pearson Correlation	.535**	.528**	.632**	.467**	1	.845**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Total.B.E quity	Pearson Correlation	.788**	.713**	.810**	.607**	.845**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).