



**The Impact of Brand Equity Elements on Microbusiness' Purchase
Decision to Acquire Loan from Waroeng Bank Jawa Barat
Study Case: Micro business Debtors
Of Waroeng Bank Jawa Barat
Branch Jababeka**

By

**Wendy Shabirin Kadarsyah
ID no. 014201100187**

**A Skripsi presented to the
Faculty of Business President University
In partial fulfillment of the requirements for
Bachelor Degree in Economics Major in Management**

February 2015

PANEL OF EXAMINERS
APPROVAL SHEET

The Panel of Examiners declare that the Skripsi entitled “**THE IMPACT OF BRAND EQUITY ELEMENTS ON MICROBUSINESS’ PURCHASE DECISION TO ACQUIRE LOAN FROM WAROENG BANK JAWA BARAT; STUDY CASE: MICROBUSINESS DEBTOR OF WAROENG BANK JAWA BARAT BRANCH JABABEKA**” that was submitted by Wendy Shabirin Kadarsyah majoring in International Business Management from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 2 February 2015

Filda Rahmiati, MBA
Chair-Panel of Examiners

Liswandi, S.Pd. MM.
Examiner I

Ir. Yunita Ismail Masjud, M.Si
Examiner II

SKRIPSI ADVISER RECOMMENDATION LETTER

This Skripsi entitled **“THE IMPACT OF BRAND EQUITY ELEMENTS ON MICROBUSINESS’ PURCHASE DECISION TO ACQUIRE LOAN FROM WAROENG BANK JAWA BARAT; STUDY CASE: MICROBUSINESS DEBTORS OF WAROENG BANK JAWA BARAT BRANCH JABABEKA”** prepared and submitted by **Wendy Shabirin Kadarsyah** in partial fulfillment of the requirements for the degree of Bachelor in the Faculty of Business has been reviewed and found to have satisfied the requirements for a Skripsi fit to be examined. I therefore recommend this Skripsi for Oral Defense

Cikarang, Indonesia, 19 January 2015

Acknowledged by,

Recommended by,

Vinsensius Jajat K. SE., MM., MBA.
Head, Management Study Program

Ir. Yunita Ismail Masjud, M.Si
Advisor

DECLARATION OF ORIGINALITY

I declare that this Skripsi, entitled **“THE IMPACT OF BRAND EQUITY ELEMENTS ON MICROBUSINESS’ PURCHASE DECISION TO ACQUIRE LOAN FROM WAROENG BANK JAWA BARAT; STUDY CASE: MICROBUSINESS DEBTORS OF WAROENG BANK JAWA BARAT BRANCH JABABEKA”** is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, 19 January 2015

Wendy Shabirin Kadarsyah

ABSTRACT

This research aims to investigate the influences of brand equity elements on microbusiness debtors' purchase decision and using study case of microbusiness debtors in Waroeng Bank Jawa Barat Branch Jababeka. The elements of brand equity analyzed in this research are brand loyalty, brand awareness, perceived quality, and brand association. The researcher uses questionnaires with Likert scale for data gathering. There are 50 respondents which are almost the numbers of microbusiness debtors in Waroeng Bank Jawa Barat branch Jababeka. From 50 respondents, 15 will be used as pre-test (pilot test) while the rest 35 will be used in real data treatment. Simple random sampling method was used to choose the respondents. Testing instruments used is multiple regression analysis for real data treatment remembering the parametric nature of the obtained data. The result is perceived quality and brand association are the significant variables on influencing microbusiness debtors' purchase decision in Waroeng Bank Jawa Barat Branch Jababeka. All four elements of Brand Equity have significant influence of 75.2%. It means that the rest of 24.8% is influenced by other factors. This research can be useful for those who are engaging to promote certain micro credit institution in order to increase its market value.

Keywords: *Brand Equity, brand loyalty, brand awareness, perceived quality, brand association, brand equity in financial service, microcredit*

ACKNOWLEDGEMENT

There are many parties that are worth more than to be thanked for the finalization of this thesis. I would like to thank the Lord for the opportunity to develop this research. I would also like to thank myself for working hard enough to get this research done. I especially thank to my family for all the support for me to obtain degree in business from President University. Furthermore, I would like to thank all the parties that have helped me and supported me in finalizing my skripsi **“The Impact of Brand Equity Elements on Microbusiness’ Purchase Decision to Acquire Loan from Waroeng Bank Jawa Barat”**

Here are some other significant parties that I have not mentioned above:

- Mr Orlando and Mam Yunita as both of my advisors. Thank you for valuable insights, support, and encouragement to finish this skripsi
- Bank Jawa Barat, for allowing me to conduct research in your institution
- Ms Marie Ann and Mam Geraldine, thank you for asking me to accompany you ‘jalan-jalan’ several times. It helped me find relaxation during research
- Gaby, thank you for being one of my closest friend during campus years
- My friend namely Rinda, Nia, Emi, thank you for encouraging ourselves in order to graduate as fast as we can and finally hopefully make a living of our own.
- The entire family of International Business 2011, thank you for being friends for the last three years. I wish you a great job ahead in your future

Cikarang, Indonesia, 19 January 2015

Wendy Shabirin Kadarsyah

TABLE OF CONTENT

Panel of Examiners Approval Sheet.....	i
Skripsi Adviser Recommendation Letter.....	ii
Declaration of Originality.....	iii
Abstract.....	iv
Acknowledgement.....	v
Table of Content.....	vi
List of Table.....	x
List of Figure.....	xi
List of Acronyms or Abbreviation.....	xii
CHAPTER 1 – INTRODUCTION.....	1
1.1. Background of Study.....	1
1.2. Problem Identification.....	2
1.3. Statement of Problem.....	4
1.4. Research Objectives.....	4
1.5. Definition of Terms.....	4
1.6. Scope and Limitation.....	7
1.6.1. Scope.....	7
1.6.2. Limitation.....	7
1.7. Research Benefits.....	7
1.7.1. Theoretical Benefits.....	7
1.7.2. Practical Benefits.....	8
CHAPTER II - LITERATURE REVIEW.....	10
2.1. Theoretical Review.....	10
2.1.1. Basic Understanding of Bank.....	10
2.1.2. Basic Understanding of General Types of Bank in Indonesia.....	11
2.1.3. Basic Understanding of Micro business.....	14
2.2. Previous Research.....	15
2.3. Theoretical Framework.....	17

2.3.1. Basic Understanding of Brand.....	17
2.3.2. Brand Equity.....	17
2.3.3. Purchase Decision.....	23
2.3.4. Theoretical Framework between Brand Equity and Purchase Decision.....	25
2.4. Operational Definition.....	28
2.5. Hypothesis.....	30
CHAPTER III - RESEARCH METHODOLOGY.....	32
3.1. Research Design.....	32
3.1.1. Research Framework.....	32
3.2. Sampling Design.....	34
3.2.1. Population.....	35
3.2.2. Sample.....	35
3.3. Research Instrument.....	36
3.3.1. Questionnaire using LIKERT scale.....	36
3.4. Reliability and Validity.....	37
3.4.1. Reliability Test.....	37
3.4.2. Validity Testing.....	38
3.5. Data Collection Procedure.....	40
3.6. Hypothesis Testing.....	41
3.6.1. Descriptive Statistics.....	42
3.6.2. Classical Assumption Test.....	43
3.6.2.1 Normality Test.....	43
3.6.2.2.Heterocedasticity Test.....	44
3.6.2.3.Multicollinearity Test.....	44
3.6.3. Multiple Regression Analysis.....	45
3.6.4. T-Test.....	46
3.6.5. F-Test.....	47
3.6.6. Measuring the variability of the Regression Model.....	48
3.6.6.1. Correlation coefficient(R).....	49

3.6.6.2. Coefficient of Multiple Determination (R^2).....	50
CHAPTER IV - ANALYSIS AND INTERPRETATION.....	52
4.1. Company Profile.....	52
4.4.1. Company Background.....	52
4.4.2. Company Value.....	54
4.4.3. Corporate Culture.....	56
4.4.4. Waroeng BJB.....	57
4.4.4.1. bjb Kredit BPR.....	57
4.4.4.2. bjb Kredit Kopkar.....	59
4.4.4.3. bjb KKPE.....	61
4.4.4.4. bjb Kredit Mikro Utama.....	68
4.4.4.5. bjb Kridamas.....	72
4.4.4.6. bjb KUR.....	74
4.4.4.7. bjb SSRG.....	82
4.4.4.8. Kredt Cinta Rakyat Jawa Barat.....	88
4.2. Data Analysis.....	91
4.2.1. Validity Test.....	92
4.2.2. Reliability Test.....	93
4.2.3. Demographic Profile of the Respondents.....	93
4.2.4. Descriptive Analysis.....	98
4.2.5. Classical Assumption Test.....	98
4.2.5.1. Normality Test.....	98
4.2.5.2 Heteroscedascity Test.....	100
4.2.5.3. Multicollinearity Test.....	101
4.2.6. Multiple Regression Analysis.....	101
4.2.7. T-Test.....	103
4.2.8. F-Test.....	105
4.2.9. Coefficient Determination (R^2).....	106
4.3. Interpretation of Results.....	107

CHAPTER V - CONCLUSION AND RECOMMENDATION.....	111
5.1. Conclusions.....	111
5.2. Recommendation.....	113
5.2.1. For Waroeng BJB.....	113
5.2.2. For other microcredit institutions and NGOs that engage in microcredit.....	114
5.2.3. For Government.....	114
5.2.4 For Future Researcher.....	115
Bibliography.....	116
Appendix.....	126

LIST OF TABLE

Table 2.1. Stages of Buyer Purchase Decision Process with Explanation...	23
Table 3.1. Planned Timeline.....	33
Table 3.2. Cronbach's Alpha.....	38
Table 3.3. Quantitative Interpretation of The Degree of Linear Relationship.....	39
Table 4.1. Terms of Ceiling for bjb Kredit Kopkar.....	61
Table 4.2. Type of Collateral for bjb KKPE.....	68
Table 4.3. Interest Rate of bjb Kredit Mikro Utama.....	70
Table 4.4. Type of Collateral for bjb KUR.....	81
Table 4.5. Type of Collateral for Kredit Cinta Rakyat Jawa Barat.....	91
Table 4.6. Summary of Validity Checking.....	92
Table 4.7. Result of Reliability Test – Cronbach's Alpha.....	93
Table 4.8. Respondent Profile: Gender.....	94
Table 4.9. Respondent Profile: Age.....	95
Table 4.10. Respondent Profile: Last Education.....	96
Table 4.11 Respondent Profile: Frequency of Applying for Micro Credit...	97
Table 4.12. Descriptive Analysis of All Variables.....	98
Table 4.13. Multicollinearity Test.....	101
Table 4.14 Multiple Regression Analysis: Coefficients.....	102
Table 4.15. Multiple Regression Analysis: F-test (ANOVA).....	105
Table 4.16. Multiple Regression Analysis: Coefficient Determination (R^2).....	107

LIST OF FIGURES

Figure 2.1. Recapitulation of Banking Institutions in Indonesia as of October 2011.....	11
Figure 2.2. Five asset model of Brand Equity.....	19
Figure 2.3. Stages of Consumer Purchase Decision Process.....	25
Figure 2.4. Theoretical Framework.....	25
Figure 3.1. Research Framework.....	34
Figure 3.2. Data Collection Procedure.....	41
Figure 4.1. Gender Distribution of Respondents.....	94
Figure 4.2. Age Distribution of Respondents.....	95
Figure 4.3. Last Education Distribution of Respondent.....	96
Figure 4.4. The distribution of frequency for applying micro credit according to the respondents.....	97
Figure 4.5. Normality Test: Histogram.....	99
Figure 4.6. Normality Test: P-P Plot.....	95
Figure 4.7. Heteroscedascity Test: Scatter Plot Graph.....	100

LIST OF ACRONYMS OR ABBREVIATIONS

BAQT	:	Brand Awareness
BASQT	:	Brand Association
BJB	:	The popular acronym for PT Bank Pembangunan Daerah Jawa Barat dan Banten Tbk
BLQT	:	Brand Loyalty
BPKB	:	Certificate of ownership of motor vehicle
BUMD	:	Regional government-owned enterprise
BUMN	:	National government-owned enterprise
CBBE	:	Consumer Based-Brand Equity
Kridamas	:	Credit aimed to empower community-owned cooperative
KSP	:	Credit Union/ Save Loan Cooperative
KOSIKA	:	Cooperative for University Students
LPDB_KUMK	:	Institution that manages revolving funds from government to MSMEs
MSME	:	Micro, Small, Medium enterprise
ORI	:	Government Bond of Republic of Indonesia
P3KUM	:	A discontinued program from Ministry of Cooperative and MSMEs, difused to Kridamas
Perkassa	:	A discontinued program from Ministry of Cooperative and MSMEs, difused to Kridamas
PDQT	:	Purchase Decision
PQQT	:	Perceived Quality
SHGB	:	Certificate for Building Rights Title
SHGU	:	Certificate for Land Cultivation Rights Title
SHM	:	Freehold Title
SPTB	:	Certificate for Usage of Store
HPK	:	Rights to Use Kiosk Title

USP-Kop : A unit in a cooperative that functions like credit union or save loan cooperative. By 2012, this particular unit shall stand as one single cooperative

CHAPTER I

INTRODUCTION

1.1. Background of Study

MSME (micro, small, medium enterprise) is traditionally the guardian of Indonesia's economy. They account for more than 57% of the country's GDP. They also form 99% of total number of firms in Indonesia. The businesses are usually scattered in a more rural areas and serving a more localized and smaller market (Mourougane, 2012).

Despite the fact that 97% of workforce or 56.5 million Indonesians are self-employed through MSMEs (Mourougane, 2012)but 79% do not have access to any type of formal financial services. It is ironic since the country is known for its large scale of microfinance sector, with considerable range of commercial banks and over 60,000 microfinance institutions. For example, Bank Rakyat Indonesia, one of the renowned commercial banks in Indonesia that is also offering low-cost microloans, is acting just like many of its counterparts that require their customers to have permanent job, income, and collateral. In a country where 92% of the workforce belongs to informal sectors in lacking of employment contract, it is hard to prove to the potential commercial banks to obtain loan (Song, 2013)

Of course, it is understandable that any credit institution wants their credit to be taken and used responsibly in order to avoid any non-performing loan. As an institution they have the rights to acknowledge any customers that are potentially harmful to the credit agreement. Nevertheless, some potential buyers may find that the credit regulation and process are out of their reach. The situation is not currently win-win for both the credit institution and those potential customers that want to establish or support their business that fall into MSMEs category.

Due to the situation, MSME in Indonesia tends to turn their heads to loans from informal markets. One of the examples is *bank keliling* (mobile banks), they will

demand daily or weekly payment and usually imposed 20% higher interests than banks. Potential borrowers are left no choice but to borrow from loan sharks like them, because banks ask too much requirement such as birth certificates and or the deed to their home as collateral. Those *bank kelilings* even do not ask for ID (Winata, 2013). It is concluded that the microloans from microfinance institution and banks are closed doors towards those small business.

Such problems make Bank Indonesia, the country's central bank to publish a new regulation in late 2012 that all banking institution should allocate 20% of its credit to MSMEs according to its Bank Indonesia Regulations 14/26/PBI/2012. This new rule is expected to be effective by the end of 2018, with ranging time in 2013 till 2014 Banks are still allowed to allocate any of its credit to MSMEs as it wills, in 2015 it will becomes 5%, 10% in 2016, increased to become 15% in 2017, and finally the quota will be finalized to be 20% in 2018 (Otoritas Jasa Keuangan, 2014).

With this current brand new regulation from Bank Indonesia, it comes to the question what is the challenge for competitors engaging in supplying microcredit in Indonesia. What are the factors that attract consumers to obtain loan from their service? It is important to remember that with the newly enacted Government Regulation No. 98/2014 that requires MSMEs to register formally with only one page of registration form, microcredit will be a much more fierce industry since microbusiness will have an easier access to formalize their business thus obtaining formal loan from formal institution.

1.2. Problem Identification

Cikarang is well-known regency that has a reputation of significance industry existing within the area. Most of the visible ones are those of manufacturing industries. Of course, it brings many people to seek opportunity in here. With that condition, it will be predicted that as the increase of population here, brings some

people to some realization that there is opportunity to start business to challenge increasing demand. This start ups may increases significant microcredit demand

With Jakarta Globe's report in 2013, that microcredit is facing overwhelming demand in Indonesia due to only 37% of 56.5 million of country's MSMEs owners access banking small loan services. The country's microcredit service is also said to be discouraging the poorest of the poor by requiring too much document requirement and too high threshold (Winata, 2013).

Therefore it is important to see from the banks perspective how to create an image for the customers in order to grab majority of vast market out of 56.5 million MSMEs owners in Indonesia. That is why the research is aimed to solve the problem by investigating how the micro business owners choose a bank to acquire loan. What factors that matter to them.

Bank Jawa Barat Banten, or more familiar known as BJB or Bank Jabar, as Regional Government owned development bank that is embodied in limited company form by law may give clear example how the government and business build hand in hand creating marketing projects in order to attract customers from microbusiness owners. The bank also scored one of its highest achievements by entering the stock market as the first regional government – owned banks to do so.

In a Kompas article, Bien Subiantoro as the CEO of Bank Jawa Barat Banten, states a vision to change the paradigm of regional development bank that can only win in their province. He has vision that a regional development bank can also expand and compete outside its assigned province (Subiantoro, 2012). Per March 2014, BJB is the biggest regional development bank in Indonesia based on asset (Gandapurnama, 2014). In 2013, it also launches a big-scale expansion to add more than 600 branch of Waroeng BJB, its microcredit extension (Wiyanti, 2013). With its obvious commitment to microcredit, the bank still manages to allocate its credit more than the requirement of Bank Indonesia. As in its Q3 2014

report, the bank shows microcredit is 8.71% out of all the credit. Although this number is slightly below than year end 2013 which is 11.20%. (Bank Jawa Barat Banten, 2014). Microcredit industry is such a potential in Indonesia, the big significant percentage of microcredit in BJB shows the bank seriousness in this industry. The bank must find a way to create a strong base of market.

1.3. Statement of Problem

Specifically, this study aims to answer the following questions:

- a) Is there any partial significant influence between Brand Loyalty with Purchase Decision microbusiness wants to acquire loan from particular bank?
- b) Is there any partial significant influence between Brand Awareness with Purchase Decision microbusiness wants to acquire loan from particular bank?
- c) Is there any partial significant influence between Perceived quality with Purchase Decision when microbusiness wants to acquire loan from particular bank?
- d) Is there any partial significant influence between Brand Associations with Purchase Decision when microbusiness wants to acquire loan from particular bank?
- e) Is there any simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank?

1.4. Research Objectives

The objectives of this research:

- a) To find out and analyze partial significant influence between Brand Loyalty with Purchase Decision microbusiness wants to acquire loan from particular bank?
- b) To find out and analyze partial significant influence between Brand Awareness with Purchase Decision microbusiness wants to acquire loan from particular bank?
- c) To find out and analyze partial significant influence between Perceived quality with Purchase Decision when microbusiness wants to acquire loan from particular bank?
- d) To find out and analyze partial significant influence between Brand Associations with Purchase Decision when microbusiness wants to acquire loan from particular bank?
- e) To find out and analyze simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank?

1.5. Definition of Terms

Some terms used in this research are as follows according to online Cambridge Advanced Learner's Dictionary (as of 2015) ,Aaker (2010), and OJK Website (2014):

- a) Asset: a useful or valuable quality, skill or person
- b) Association: a feeling or thought that relates to someone or something

- c) Awareness: knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience
- d) Bank: A legal entity that collects funds from people in the form of savings and distributes them in the form of credits or other forms in order to increase the standard of living of people.
- e) Brand Association: associations triggered by a brand
- f) Brand Awareness: the extent to which a brand is known among the public
- g) Brand Equity: the set of brand assets and liabilities linked to the brand – its name and symbols – that add value to, or subtract value from, a product or service.
- h) Brand Loyalty: the extent to which people are loyal to a brand
- i) Brand: a type of product made by a particular company
- j) Credit: a method of paying for goods or services at a later time, usually paying interest as well as the original money
- k) Equity: specialized the value of a company, which is divided into many equal parts owned by the shareholders, or one of the equal parts into which the value of a company is divided
- l) Debtor: someone who owes money
- m) Loan: an amount of money that is borrowed, often from a bank, and has to be paid back, usually together with an extra amount of money that you have to pay as a charge for borrowing
- n) Loyalty: the quality of being loyal

- o) Microbusiness: Enterprises with net assets less than Rp 50 million (land and building excluded) or; Enterprises which have less than Rp 300 million total annual sales.
- p) Microcredit: A very small amount of money lent to a person or group, especially in order to make it possible for people in poor countries to start businesses
- q) Perceive: to come to an opinion about something, or have a belief about something
- r) Perceived Quality: the extent to which a brand is considered to provide good quality product
- s) Quality: a characteristic or feature of someone or something

1.6. Scope and Limitation

1.6.1. Scope

This study is conducted to focus on factors that affect purchase decision on microcredit debtors with brand equity elements as the factor.

1.6.2. Limitation

The limitation only reaches the purchase decision stage in Kotler's buying decision process amongst microbusiness debtors of Waoreng Bank Jawa Barat that has domicile in Cikarang.

1.7. Research Benefits

1.7.1. Theoretical Benefits

The result of the study is aimed to acknowledge some factors that relate to microbusiness' purchase decision to acquire loan in microcredit bank. It might be

used in the future as one of theories from launching marketing project for banks or to promote ideas of microcredit industry's prospect by macroeconomics actors

1.7.2. Practical Benefits

This research is expected to give several benefits for involved parties in microfinance industry or MSMEs in order for them to create betterment for both macroeconomic and microeconomic system that can be taken into action later if any of the party wants to establish new business entity, policy, or project and such.

Therefore this research will be beneficial for:

a) Government:

The Government of Indonesia and its mission to improve the MSMEs within its borders will find this study useful in order to track several factors that may attract Micro business owners in order to obtain loan from formal market. The Government may promote to microcredit industries that with good marketing and management that is micro business friendly, microcredit is a promising market in Indonesia

b) Banks or Microfinance Institution:

This study also aims to give banks or any other microfinance institution to give insights from the consumer perspectives and therefore may create a more MSME's friendly lending package in the future. Apart from that, this study also gives an insight towards the bank about some factors that are affecting their potential MSMEs consumers to have some form of reluctance in order to be a potential borrower, therefore this study may become an inspiration for banks or microfinance institution to create its marketing project in the future when they want to do promotion.

c) Non-Governmental Organization (NGO)

The NGOs that are engaging in community development or even women or minority empowerment could refer to this study in order to develop or empower those who are being helped by them. It will give insight to significant wide range of people and how they try to do their business with the banks or any other microfinance institution, in order to help banks or other MFIs to create a more micro business-friendly loan package and promotion.

Chapter II

Review of Literature

2.1. Theoretical Review

2.1.1. Basic Understanding of Bank

According to website of OJK, Law No. 10/1998 on banking defines bank as a business that gathers fund from society in the form of savings and distributes the fund to the society in the form of credits and/or others in order to improve people's standard of living. (Otoritas Jasa Keuangan)

“The functions of banks in Indonesia are basically as financial intermediary that take deposits from surplus units and channel financing to deficit units. According to Indonesian banking law, Indonesian banking institutions are typically classified into commercial and rural banks. Commercial banks differ with rural banks in the sense that the latter do not involve directly in payment system and have restricted operational area. In term of operational definition, banks in Indonesia are classified into non-Sharia and Sharia-based commercial banks.”

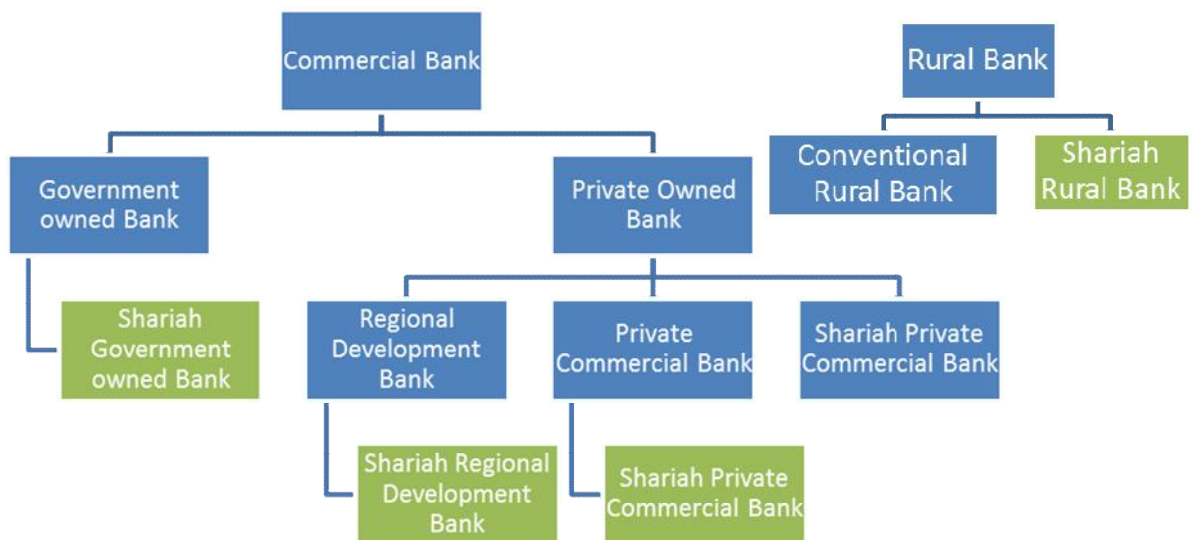


Figure 2.1. Recapitulation of Banking Institutions in Indonesia as of October 2011

Source: <http://www.ojk.go.id/en/institution>

2.1.2. Basic Understanding of General Types of Bank in Indonesia

According to website of OJK, the banks in Indonesia can be divided into these two categories:

a. Commercial Bank

Commercial bank is a bank that performs business activities conventionally and/or based on Sharia principles, with activities that provide services in payment transferring.

Business activities that a commercial bank may carry out:

- a) Gather fund from society in the forms of demand deposit, time deposit, deposit certificate, savings, and/or other forms of fund equivalent to those.
- b) Give credit.
- c) Issue promissory notes.

- d) Buy, sell and assure under bank's risks or for the interests and on behalf of its customers:
 - a. Bills of exchange, including bills of exchange that have been accepted by the bank with period of validity that is not longer than the related customary trading notes.
 - b. Promissory notes and other commercial papers with period of validity that is not longer than related customary trading notes.
 - c. Treasury bill and government insurance notes.
 - d. Bank Indonesia Certificate (SBI).
 - e. Bonds.
 - f. Commercial papers with period of validity until one (1) year.
 - g. Other securities instruments with period of validity until one (1) year.
 - e) Transfer money both for the bank's interests or customer's interests.
 - f) Place fund, borrow fund, or lend fund to other banks, whether by using papers, means of telecommunication or demand draft.
 - g) Receive payment of bill over securities and calculating terms with third party.
 - h) Provide place to deposit valuable items and securities.
 - i) Perform deposit service for the interest of other parties based on a contract.
 - j) Perform fund placement from a customer to another in the form of securities that are unlisted in stock market.

- k) Perform factoring company activities, credit card business and bare trustee activities.
- l) Provide financing and/or perform other activities based on Sharia law, in accordance with provisions stipulated by Bank Indonesia.
- m) Perform other activities that are common bank practice, as long as they are not against applicable law and regulations.

Commercial Banks may also:

- a) Perform activities in foreign exchange by complying with provisions stipulated by Bank Indonesia.
- b) Perform co-financing activities on bank or company in financial business, such as leasing, venture capital, securities company, insurance, and clearing settlement and deposit institution, by complying with provisions stipulated by Bank Indonesia.
- c) Perform temporary co-financing activities to cope with failures in credit and financing under Sharia law, with the condition that the bank must withdraw its equity participation and complying with provisions stipulated by Bank Indonesia.
- d) Act as pension fund establisher and pension administrator according to provisions in the applicable pension fund regulations.

b. Rural Bank

Based on Website of OJK, Bank Perkreditan Rakyat (BPR, or Rural Bank) is a bank that do its business activities conservatively or based on Sharia principles without providing services in payment transferring.

BPR's activities are much slimmer than those of commercial bank because BPR is prohibited from providing demand deposit, foreign exchange business and insurance.

Here are some businesses that a BPR may perform:

- a) Gather fund from society in the forms of time deposit, savings, and/or other forms equal to those.
- b) Give credit.
- c) Provide financing and fund placement based on Sharia law and according to provisions stipulated by Bank Indonesia.
- d) Place bank's fund in the form of Bank Indonesia Sertifikat (SBI, or Bank Indonesia promissory notes), time deposit, deposit certificate, and/or savings in other banks.

2.1.3. Basic Understanding of Microbusiness

Based on Law of Republic of Indonesia Number 20 year 2008 of Micro, Small and Medium Enterprises; here are the legal definition of Micro business, along with Small and Medium Business

a. Microbusiness:

- a) Enterprises with net assets less than Rp 50 million (land and building excluded) or;
- b) Enterprises which have less than Rp 300 million total annual sales.

b. Small Business:

- a) Enterprises with net assets from Rp 50 million – Rp 500 million (land and building excluded) or;

- b) Enterprises with total annual sales from Rp 300 million – Rp 2.5 billion.

c. Medium Business:

- a) Enterprises with net assets from Rp 500 million – Rp 10 billion (land and building excluded) or;
- b) Enterprises with total annual sales from Rp 2.5 billion – Rp 50 billion.

2.2. Previous Research

- a. Farhana and Islam (2012), conducted a research titled “Analyzing the Brand Equity of Resonance of Banking Services: Bangladeshi Consumer Perspective”. The study aims to evaluate the brand equity of banking services in Bangladesh. Random samples of 300 respondents were selected and were asked about their views through a structured questionnaire. The findings suggest that when customers get emotionally attached to a brand (brand feeling), they go on to create strong association with the brand. The quality of the services of a brand, its credibility, and its presence in the choice set of customers (together what is called Brand Judgment) also lead to customers’ strong association with a brand. On the other hand, some of the building blocks of the CBBE model are found to be not strongly contributing for the creation of brand association in the banking sector of Bangladesh. Brand recognition - how easily customer identify a brand after exposing some cue or a physical product, and brand recall -how easily customer recall the brand without showing a cue while making purchase decision or thinking the product category (together what is called brand salience) are found be contributing not significantly in creating strong association with the brand. Banking institutions may place less emphasis on them in creating brand awareness.
- b. Shakiba and Jalali (2013), conducted a research titled “Conceptualization of Customer Based Brand Equity in Financial Service Sector”. The study

aims to conceptualize the customer based brand equity in the financial service sector with respect to its effect on perception of brand. A sample of 384 actual customers of Bank Saderat Iran (BSI), as the largest private bank in Iran, used to test the relations which depicted in the proposed model of the study. Findings showed that perceived quality, brand loyalty, brand awareness and brand association are influential criteria of brand equity that enhances perception of brand in financial service sector. Among the four mentioned dimensions, brand association appears to have the most influence on brand equity than other dimensions. This study provides important insights about the understanding of customer perceptions of overall brand equity and its dimensions in financial service sector of developing countries, especially in banking industry.

- c. de Chernatony and Harris (2001) conducted a research about “Measuring the consumer-based equity of financial services brand”. The reason to conduct this research is that as there is no universal approach for measuring brand performance, this paper shows how a consumer-based brand equity measure was developed for corporate financial services brands. It finds that brand loyalty, customer satisfaction, and brand reputation has strong significance
- d. Taylor, Hunter and Lindberg (2007) conducted a research about “Understanding (customer-based) brand equity in financial services”. The purpose of this study is to advance marketers’ understanding of customer-based brand equity (CBBE) within the context of a B2B financial service marketing setting. The results suggest that these customers do differentiate brands, and that Netemeyer et al.’s model of CBBE is generally supported. In addition, the extended model of CBBE proposed herein explains more variance in loyalty intentions, while simultaneously demonstrating the importance of customer satisfaction in CBBE models, and incorporates customer attitudes into conceptualization of CBBE.

- e. Wang, Yu, and Ye from Feng Chia University (2012) conducted a research titled “The value relevance of brand equity in the financial services industry: an empirical analysis using quantile regression”. The research aims to explore the factors contributing to the brand values of Taiwan’s financial service companies; and also aims to examine the value relevance of their brand equity. It finds that advertising expenditure in banking firms have positive significant effects on brand evaluation and that the brand equity of banking firms is positively related to their market value. The factor of brand loyalty could bring benefits to the banks with lower levels of brand equity. However, brands do not offer insights into the banks that have extremely low market capitalization.

2.3. Theoretical Framework

2.3.1. Basic Understanding of Brand

Brands are not new phenomenon, although the lack of common consensus amongst academicians in describing brand leading to argument that the definition of brand itself is evolving. Anders Hampf&Kirsti Lindberg-Repo (2011) argued that in 1990s and 21st century one of the way to determine brand is using the financial perspective. One of the ways to calculate it mathematically is through brand equity (Hampf & Lindberg-Repo, 2011).

“The financial perspective focuses on the total value of the brand and answers the question of how well the company performs in the market. Thus, the financial perspective allows companies to extract the financial brand value from the total value of the company.”

2.3.2. Brand Equity

David Aaker defines “Brand equity is a set of brand assets and liabilities connected to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and / or to that firm’s customers. For assets or liabilities to cause brand equity they must be connected to the name and

or symbol of the brand. If the brand's name or symbol changed, some or all of the assets or liabilities could be changed and even lost, although some might be evolved to a new name and symbol. The assets and liabilities on which brand equity is based will differ from context to context. However, they can be usefully grouped into five categories. All of this makes customers able to create informed decisions" (Aaker, *Managing Brand Equity, Capitalizing on the Value of a Brand Name*, 1991). David Aaker later defines the elements of the brand equity:

- a) Brand Loyalty
- b) Name awareness
- c) Perceived quality
- d) Brand association
- e) Proprietary brand assets

Years later, Aaker (Aaker, *Brand Relevance: Making Competitors Irrelevant*, 2011, p. 94) in his book 'Brand Relevance: Making Competitors Irrelevant' stated that Brand equity is

"a significant barrier to competitors, can be based on brand visibility and on customer relationships involving emotional and self-expressive benefits that can run deep and are not easily disturbed"

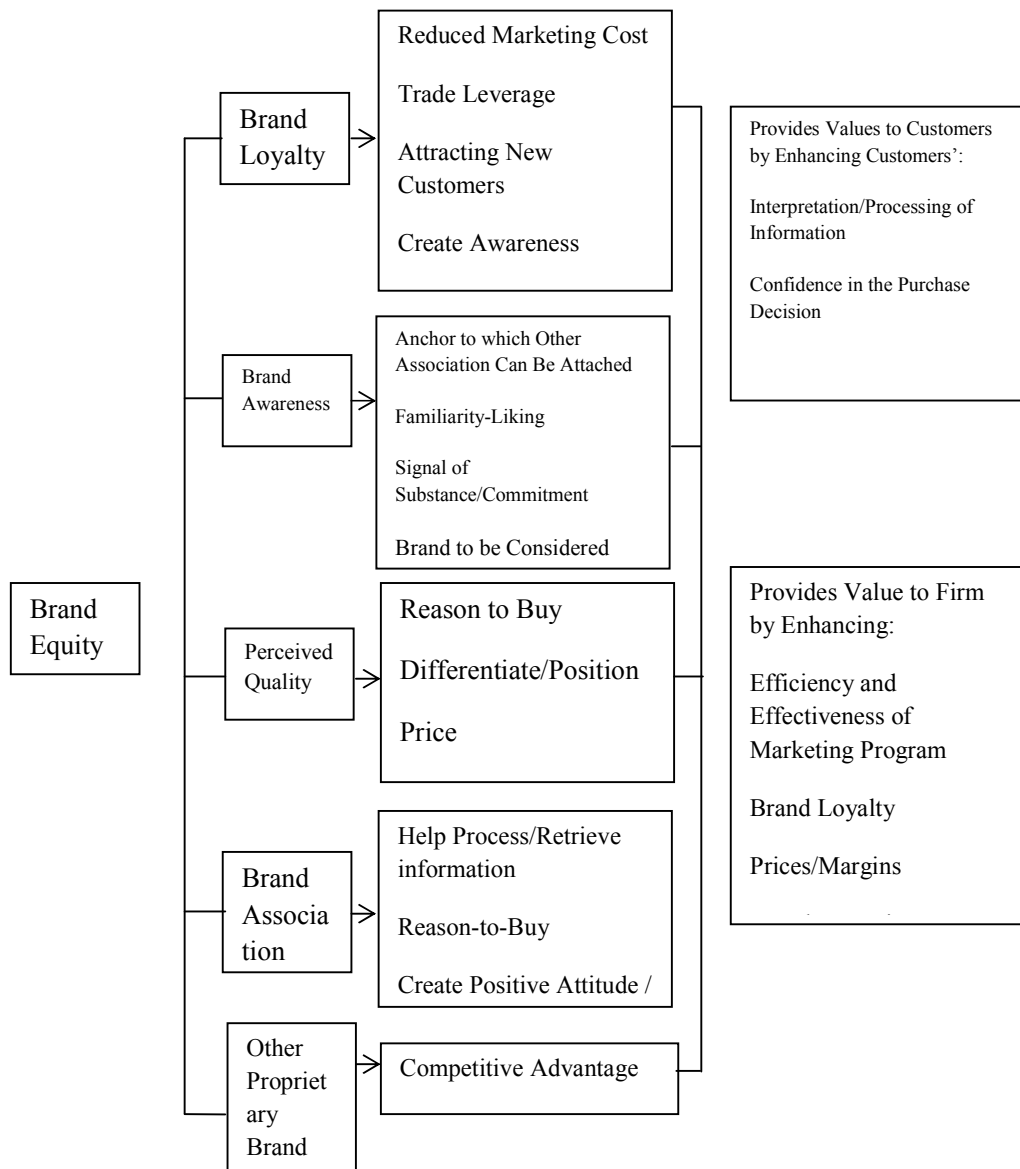


Figure 2.2. Five asset model of Brand Equity

Source: Aaker DA 1996.

a. Brand Loyalty

Based on David Aaker, Brand Loyalty means the extent to which people are loyal to a brand that is expressed in following factors such as reduced marketing cost because loyal customers generate more income than attracting new ones. The second factor is trade leverage which means loyal customers are a more stable income source for distributive trade. The third factor is attracting new customers that current customer can help boost brand awareness and then bring new customers. The fourth factor is time to respond to competitive threats, for example loyal customers that tend to be more loyal will have longer time to respond to other alternatives, therefore giving the brand more time (Aaker, Managing Brand Equity, Capitalizing on the value of a brand name, 1991). It is also caused customers to be less motivated to learn about other alternatives (Moisescu, 2005). David Aaker also ranks in his 2010 books that brand loyalty is divided by 5 different levels (Aaker, Building Strong Brands, 2010):

- a) Switchers/Price sensitive:** customers are not loyal to the brand and not having a strong brand equity
- b) Satisfied/Habitual Buyer:** customers feel at least not unsatisfied
- c) Satisfied buyer with switching cost:** customers feel satisfied but still considers brand switch
- d) Likes the Brand:** enthusiast customers that consider the brand as friend due to their experience by price, time, quality
- e) Committed Buyer:** customers feel proud to use the brand

The relationship between brand loyalty to customers purchase decision is found by Brand Loyalty affect to the customer's purchase decision by continuous purchase behavior of that brand (Bouazza, Negra, & Mzoughi, 2013)

Amongst the requirement to apply for microcredit in Waroeng BJB is to have an active business minimally for the last 1 year and currently not taking other microcredit from other banks.. The bank also launched a promotion last year to appreciate debtors that pay the debt repayments on time for 12 months in a row

(Arbi, 2013). Therefore, the researcher will use 1 year time in questionnaire asking whether the respondent has tried to apply in other banks for the last one year to analyze their loyalty.

b. Brand Awareness

Based on David Aaker, Brand Awareness means the extent to which brand is known amongst people, which can be measured by some parameters. The first is the aspect to which association can be attached. It depends on how strong the brand name and if there any, some associations attached to it. The second is the familiarity and positive feelings amongst customers which make them can spread the words. The third is that the customers show signal of knowledge or loyalty about the brand. The forth is the level of brand being considered during purchasing process (Aaker, Managing Brand Equity, Capitalizing on the value of a brand name, 1991).

Aaker concludes in his 2010 book that awareness is (Aaker, Building Strong Brands, 2010, p. 10)

“Awareness refers to the strength of a brand’s presence in the consumer’s mind. If consumers’ minds were full of mental billboards—each one depicting a single brand—then a brand’s awareness would be reflected in the size of its billboard.”

Relationship between brand awareness and perceived quality also explained by Elliot, that say when customers are familiar with particular brand they will purchase it repeatedly (Rosenbaum-Elliott, Percy, & Pervan, 2011)

c. Perceived Quality

Based on David Aaker, Perceived quality means the extent to which a brand is considered to provide good quality. It can be measured using several criteria. The first criterion is, people buy the brand due to its quality. The second criterion is the brand considered to be different compared to competitors. The third criterion is the price, it can be translated for luxurious product, higher price means higher

perceived quality. The fourth is the availability, which means the customers do not have difficulty to access the brand. The fifth criterion is the number of brand extensions that are available (Aaker, *Managing Brand Equity, Capitalizing on the value of a brand name*, 1991). Perceived quality is the extent to which a brand is brilliant and considered to provide good quality of product and service compared to competitors, Perceived quality is at the heart when customers purchase and for company to generate high quality, company must know what quality means for various customers (Aaker, *Building Strong Brands*, 2010, pp. 19-20). Perceived quality and its effect for consumers purchase decision is found out by Yee and San in their study “Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile” towards the purchase decision of consumers according to the study conducted by (Yee & San, 2011). Perceived quality is also a single greatest predictors from customer satisfaction (Smith S. , 2012)

d. Brand Association

Based on David Aaker, associations are caused by following factors. First, the extent to which a brand name is able to make customers ‘recall’ associations such as information from magazine. Second, the extent to which association can contribute to brand differentiation amongst competitors. These can be abstract associations, such as ‘endurance’, or associations with a more obvious one, such ‘kill all the germs’. Third is the extent to which whether brand association is very significant in the role of buying decision. The fourth is the extent to which brand associations can create positive feelings. The fifth is the number of brand extensions available in the market (Aaker, *Managing Brand Equity, Capitalizing on the value of a brand name*, 1991). Brand Association can be translated to anything about preference which makes consumers can remember something about the brand, (Aaker, *Building Strong Brands*, 2010, p. 25).

Khasanah in her 2013 study also finds that positive associations attached to the brand makes customers remember information about the various brand and helps

in purchase decision process (Khasanah, 2013). Brand associations affect image and one source of brand association is a company's reputation. Positive reputation results in significant market value premium, superior financial performance, and lower cost of capital (Smith, Smith, & Wang, 2010)

2.3.3. Purchase Decision

Very few studies conducted to measure brand equity and its relations towards purchase decision in service industry. Kim and Kim (2005), who establish a positive relationship between brand success (i.e., brand equity) and financial performance in the luxury hotel sector (Kim & Kim, 2005). It means that brand equity has positive relationship with purchase decision. One source of brand association is company's reputation (Smith, Smith, & Wang, 2010).

Before taking purchase decision, consumers are going through some stages. First, consumers will have problem's recognition. It will be solved through stages that will eventually reach purchase decision. (Alamgir, Nasir, Shamsuddoha, & Nedelea)

2.3.3.1. Consumer Purchase Decision Process

According to Kotler and Armstrong in their book, Principles of Marketing, here is the stage of consumer purchase decision process (Kotler & Armstrong, Principles of Marketing, 2013).

Table 2.1. Stages of Buyer Purchase Decision Process with explanation

Need Recognition	Buyer recognizes a problem or a need a) Internal stimuli (hunger, thirst) that is high enough to be a drive b) External stimuli (e.g. discussion with friend makes you buy a car)
Information Search	If drive is strong and a satisfying product at hand,

	<p>may be skipped</p> <p>If drive not strong enough, may store need in memory and do an information search</p> <p>Consumers may obtain information:</p> <ul style="list-style-type: none"> a) Heightened attention (pay attention to car ads) b) Active information search (browse, talk with friends) c) Personal sources (family, friends) d) Commercial sources (advertising, salespeople) e) Public sources (mass media) f) Experiential sources (using the product)
Evaluation of Alternatives	<p>Several mechanisms are at work</p> <ul style="list-style-type: none"> a) If decision to buy based on only one attribute, it is easy to predict b) Usually many attributes with weights
Purchase Decision	<p>Factors that can prevent purchase decision:</p> <ul style="list-style-type: none"> a) Attitudes of others (opinion of someone important) b) Unexpected situational factors (economic crisis)
Post-Purchase Decision	<p>Consumer's decision after purchased a brand on their satisfaction level. This results in cognitive dissonance due to:</p> <ul style="list-style-type: none"> a) Every purchase is compromise, customer wonders about pros and cons b) Most dissatisfied customers never tell the company. That is why companies build systems to encourage them to complain

Source: (Kotler & Armstrong, Principles of Marketing, 2013)

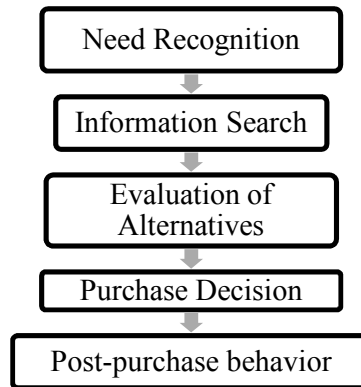


Figure 2.3. Stages of Consumer Purchase Decision Process

Source: (Kotler & Armstrong, Principles of Marketing, 2013)

2.3.4. Theoretical Framework between Brand Equity and Purchase Decision

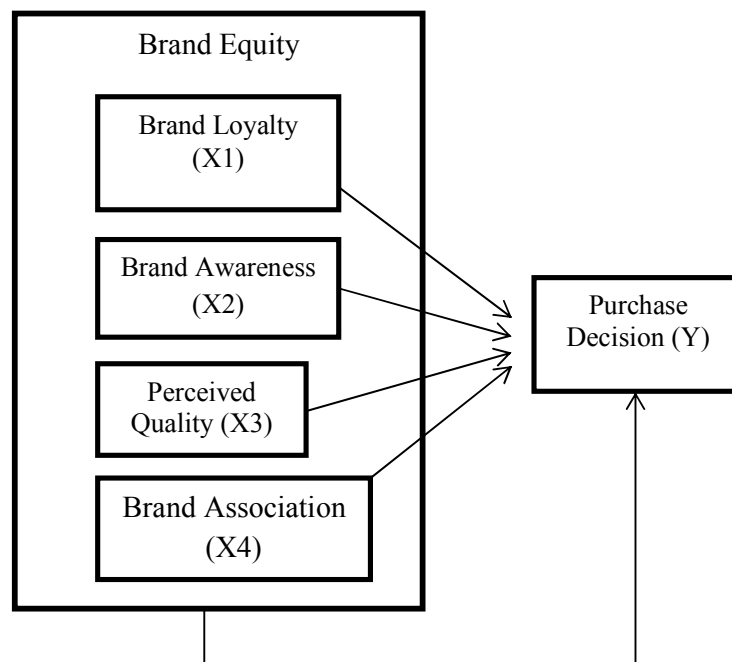


Figure 2.4. Theoretical Framework

Source: Aaker 2010; Kotler and Armstrong 2008

2.4. Operational Definition

No.	Variables	Definition	Benefits
1	Brand Loyalty	<p>a) Reduced marketing cost</p> <p>b) Trade leverage</p> <p>c) Attracting new customer</p> <p>d) Competitive threats</p> <p>e) Loyalty means repeated buying</p> <p><i>Source:</i></p> <p>a. (Aaker, Managing Brand Equity, Capitalizing on the value of a brand name, 1991)</p> <p>b. (Moisescu, 2005). (Aaker, Building Strong Brands, 2010)</p> <p>c. (Bouazza, Negra, & Mzoughi, 2013)</p>	<p>For researcher and reader:</p> <p>To know to what extent the elements of how the customers are loyal to the banks play certain role in purchase decision to acquire loan from that bank</p> <p>For microfinance institution:</p> <p>To select which elements of brand equity in order to focus on enlarging them to acquire more market</p>
2	Brand	a) Anchor to what association is	For researcher and reader:

	Awareness	<p>attached to brand</p> <p>b) Familiarity and liking</p> <p>c) Signal of substance of the brand</p> <p>d) Brand considered during purchases process</p> <p>e) Familiarity that later results in repeated buying</p> <p><i>Source:</i></p> <p>a. (Aaker, Managing Brand Equity, Capitalizing on the value of a brand name, 1991)</p> <p>b. (Aaker, Building Strong Brands, 2010)</p> <p>c. (Rosenbaum-Elliott, Percy, & Pervan, 2011)</p>	<p>To know to what extent the elements of how the customers aware of the banks play certain role in purchase decision to acquire loan from that bank</p> <p>For microfinance institution:</p> <p>To select which elements of brand equity in order to focus on enlarging them to acquire more market</p>
3	Perceived Quality	<p>a) Quality offered</p> <p>b) Level of</p>	<p>For researcher and reader:</p> <p>To know to what extent the</p>

		<p>differentiation</p> <p>c) Price</p> <p>d) Availability in different sales channels</p> <p>e) Later results in customer satisfaction</p> <p><i>Source:</i></p> <p>a. (Aaker, Managing Brand Equity, Capitalizing on the value of a brand name, 1991)</p> <p>b. (Aaker, Building Strong Brands, 2010)</p> <p>c. (Smith S. , 2012)</p>	<p>elements of how the customers perceive the quality of the banks play certain role in purchase decision to acquire loan from that bank</p> <p>For microfinance institution:</p> <p>To select which elements of brand equity in order to focus on enlarging them to acquire more market</p>
4	Brand Association	<p>a) Ability to retrieve</p> <p>b) Vitality of the brand</p> <p>c) Playing role in purchasing process</p>	<p>For researcher and reader:</p> <p>To know to what extent the elements of how the customers associate the banks play certain role in purchase decision to acquire</p>

		<p>d) Positive attitude/feelings</p> <p>e) Number of brand extensions in the market</p> <p>f) Positive reputation later results in a more superior financial performance e.g. market value</p> <p><i>Source:</i></p> <p>a. (Aaker, Managing Brand Equity, Capitalizing on the value of a brand name, 1991)</p> <p>b. (Aaker, Building Strong Brands, 2010)</p> <p>c. (Smith, Smith, & Wang, 2010)</p>	<p>loan from that bank</p> <p>For microfinance institution:</p> <p>To select which elements of brand equity in order to focus on enlarging them to acquire more market</p>
5	Purchase Decision	The decision to purchase products conducted by those who already	<p>For researcher, reader, and microfinance institution:</p> <p>To identify factors why the customers finally purchase</p>

		<i>Source:</i> a. (Kotler & Armstrong, Principles of Marketing, 2013).	the service to require loan
--	--	---	-----------------------------

2.5. Hypothesis

H01 There is no partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha1 There is a partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank

H02 There is no partial significant influence between Brand Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha2 There is a partial significant influence between Brand Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank

H03 There is no partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha3 There is a partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank

H04 There is no partial significant influence between Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha4 There is a partial significant influence between Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

H05 There is no simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank.

Ha5 There is a simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

Chapter III

RESEARCH METHODOLOGY

3.1. Research Design

There are two methods for doing scientific research. It can be divided generally into these two categories, quantitative and qualitative.

- a. Quantitative: Quantitative research is a more logical and data-led approach which provides a measure of what people think from a statistical and numerical point of view (British Library: Business and IP Centre)
- b. Qualitative: Qualitative research is more focused on how people feel, what they think and why they make certain choices (British Library: Business and IP Centre).

Quantitative research largely uses methods such as questionnaires and surveys with set questions and answers that respondents tick from a predefined selection. Answers can be measured in strengths of feeling such as ‘strongly agree’ ‘disagree’ or numbers such as scales out of 10 (British Library: Business and IP Centre). Qualitative research is largely led with discussion around certain concepts or ideas with open questioning. Attendees are encouraged to explain or describe their reasons for having certain responses which can reveal underlying motivations, associations and behavioral triggers (British Library: Business and IP Centre).

3.1.1. Research Framework

Research framework is a diagram or a chart that describes the process of methods being conducted in this research.

A good research also has to be planned very carefully. The researcher should create a précised timeline in order to manage the time. Here are the timeline for the research:

Table 3.1. Planned Timeline

	September				October					November				December	
	w1	w2	w3	w4	w1	w2	w3	w4	w5	w1	w2	w3	w4	w1	w2
Making and submitting proposal	■	■													
Finalizing the title			■	■											
Making chapter 1 and chapter 2					■	■									
Making chapter 3 and developing questionnaire							■	■							
Approval of Questionnaires, Interview in Waroeng BJB								■							
Pre-Test and Post-Test										■					
Data Gathering											■				
Data Analyzing												■	■		
Finalizing														■	
Submission															■

Source: Developed independently by the researcher

The researcher also makes chart of the process in developing this research, the process chart is shown below:

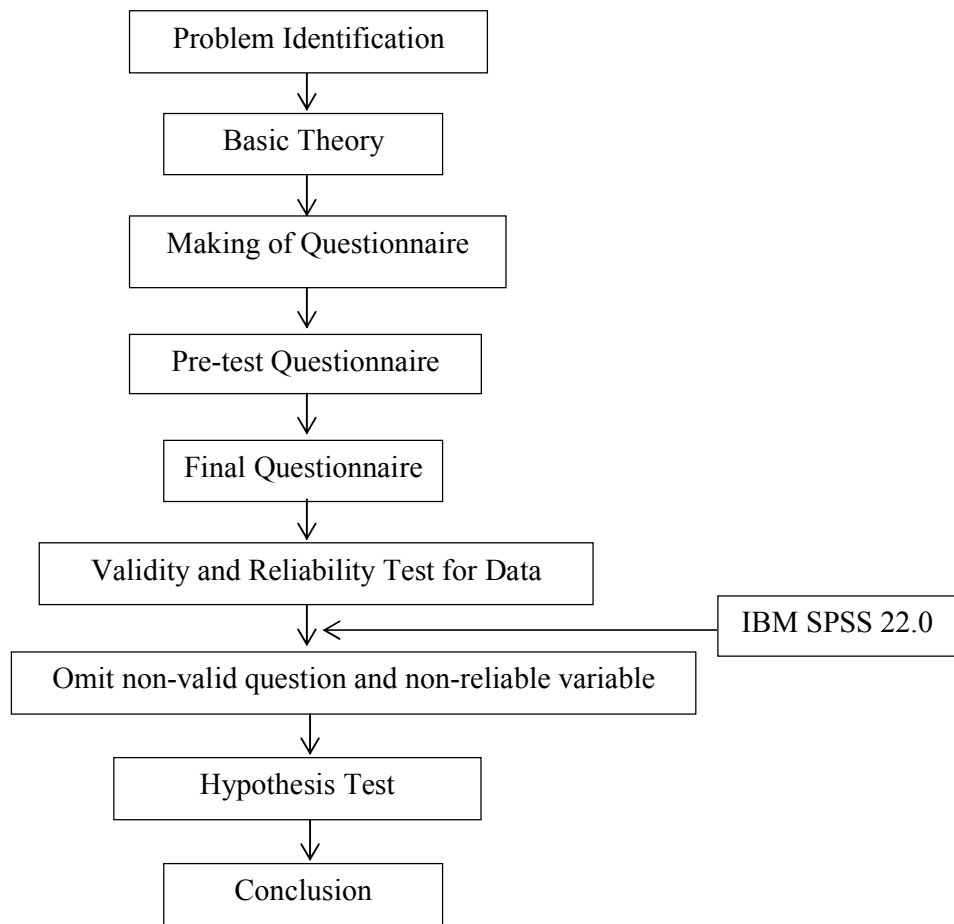


Figure 3.1 Research Framework

Source: Developed independently by the researcher

3.2. Sampling Design

Since getting data is major issues in research, sampling is really important. Meriem-Webster says that sampling is “the act, process, or technique of selecting a representative part of a population for the purpose of determining parameters or characteristics of the whole population”. This process of taking of representatives

as the parameters of the whole population that is being observed should be reliable. This choice can be made using probability-based methods, where the choice is by some "mechanical" procedure involving lists of random numbers, or the equivalent. Alternatively, the choice may be made by other methods, invoking some element of judgment. Methods involving judgment are sometimes referred to as purposive selection, judgment selection, or non-probability selection (Doherty, 1994).

3.2.1. Population

A population is any entire collection of people, animals, plants or things from which we may collect data. It is the entire group we are interested in, which we wish to describe or draw conclusions about (Easton & McColl). A population is any complete group with at least one characteristic in common. Populations are not just people. Populations may consist of, but are not limited to, people, animals, businesses, buildings, motor vehicles, farms, objects or events (Australian Bureau of Statistics, 2013). In this research, the population is all the debtors of Waroeng Bank Jawa Barat Branch Jababeka.

Currently, Waroeng Bank Jawa Barat Branch Jababeka has a population of around 50 debtors domiciled in Cikarang based on the interview with BJB Branch Jababeka. This number rarely fluctuates, which is safe to assume that the population will be around 50-60 microbusiness debtors during the work of this research

3.2.2. Sample

A sample is a group of units selected from a larger group (the population). By studying the sample it is hoped to draw valid conclusions about the larger group. A sample is generally selected for study because the population is too large to study in its entirety. The sample should be representative of the general population. This is often best achieved by random sampling (Easton & McColl).

Since the population is around 50-60, researcher will use 50 populations as samples. Respondents for pre-test are usually 15-30 based on the variety of the sample (Yufridawati, Sulistiono, Sujatmiko, Handayani, & Heriyati, 2012). Therefore, researcher will use 15 as pre-test samples and treat the rest 35 respondents in data analysis since it is suggested to use other respondents apart from the ones that already be pre-test respondents (University of California, 2011). The method to choose sample will be simple random sampling which means the researcher will choose randomly out of all the micro business debtors of Waroeng BJB branch Jababeka

3.3. Research Instrument

3.3.1. Questionnaire using LIKERT scale

In this research, researcher will use questionnaire as the research instrument using LIKERT scale. Likert (1932) developed the principle of measuring attitudes by asking people to respond to a series of statements about a topic, in terms of the extent to which they agree with them, and so tapping into the cognitive and affective components of attitudes. Likert-type or frequency scales use fixed choice response formats and are designed to measure attitudes or opinions (Bowling, 1997) (Burns & Grove, 1997). These ordinal scales measure levels of agreement/disagreement (McLeod, 2008).

When it comes to agreement, likert scale will go as:

- 1) For **Strongly Disagree**
- 2) For **Disagree**
- 3) For **Neutral**
- 4) For **Agree**
- 5) For **Strongly Agree**

Likert Scales have the advantage that they do not expect a simple yes / no answer from the respondent, but rather allow for degrees of opinion, and even no opinion at all. Therefore quantitative data is obtained, which means that the data can be analyzed with relative ease. However, like all surveys, the validity of Likert Scale attitude measurement can be compromised due social desirability. (McLeod, 2008).

Apart from the questions based on the theory of both independent and dependent variable, the researcher will also take the background data of the sample. Gender will be asked since gender gap in micro-entrepreneurs still exists in Indonesia (Vong & Song, 2014). Age and education level will be asked since it is amongst the factors that influence individuals to apply for microcredit (Ayamga, Sarpong, & Asuming-Brempong, 2006). Waroeng BJB during the interview also stated that most of the debtors are not of higher education background. Researcher also asks the respondents whether their current credit with Waroeng BJB is their first microcredit, because from the interview with Waroeng BJB, the officer stated that some debtors need further explanation about microcredit and some do not because some of them already take several microcredit prior to Waroeng BJB.

3.4. Reliability and Validity

3.4.1. Reliability Test

Reliability is the consistency of your measurement, or the degree to which an instrument measures the same way each time it is used under the same condition with the same subjects. In short, it is the repeatability of your measurement. A measure is considered reliable if a person's score on the same test given twice is similar. It is important to remember that reliability is not measured, it is estimated (Portland State University).

Measurement of Reliability in this research will be using the Cronbach's Alpha Coefficient (Cronbach, 1951);

$$\alpha = \frac{n \bar{r}}{1 + (n - 1)\bar{r}}$$

Where,

n= number of items

\bar{r} = average correlation between any two items

α = reliability of the average or sum

Table 3.2: Cronbach Alpha

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

Source: (Cronbach, 1951)

3.4.2. Validity Testing

The Pearson product-moment correlation coefficient (or Pearson correlation coefficient, for short) is a measure of the strength of a linear association between two variables and is denoted by r. Basically, a Pearson product-moment correlation attempts to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient, r, indicates how far away all these data points are to this line of best fit (how well the data points fit this new model/line of best fit) (Laerd Statistics).

The Pearson correlation coefficient, r, can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. A value less than 0

indicates a negative association; that is, as the value of one variable increases, the value of the other variable decreases (Laerd Statistics)

The stronger the association of the two variables, the closer the Pearson correlation coefficient, r , will be to either +1 or -1 depending on whether the relationship is positive or negative, respectively. Achieving a value of +1 or -1 means that all your data points are included on the line of best fit - there are no data points that show any variation away from this line. Values for r between +1 and -1 (for example, $r = 0.8$ or -0.4) indicate that there is variation around the line of best fit. The closer the value of r to 0 the greater the variation around the line of best fit (Laerd Statistics).

Table 3.3: The Quantitative Interpretation of the Degree of Linear Relationship

Value of r	Interpretation
± 1.00	perfect Positive (negative) correlation
$\pm 0.91 - \pm 0.99$	very high positive (negative) correlation
$\pm 0.71 - \pm 0.90$	high Positive (negative) correlation
$\pm 0.51 - \pm 0.70$	moderately positive (negative) correlation
$\pm 0.31 - \pm 0.50$	low positive (negative) correlation
$\pm 0.01 - \pm 0.30$	negligible positive (negative) correlation
0.00	no correlation

Source: (Altares, 2005)

Correlation r formula:

For any two variables, X and Y , the correlation coefficient between them is given by the formula:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Where

r = correlation between two variables

n = number pair of scores

$\sum xy$ = sum of the products of pair scores

$\sum x$ = sum of x scores

$\sum y$ = sum of y scores

$\sum x^2$ = sum of squared x scores

$\sum y^2$ = sum of squared y scores

The first requirement of a good instrument was validity. Thus, the researcher chooses Pearson Product Moment Correlation by using the software SPSS 22.0 to fulfill the requirement of the instrument's validity.

Since the validity test will involve 15 respondents and the researcher will take $\alpha = 0.05$, the degree of freedom has to be at least 0.514 to be considered valid. This is based on Pearson's correlation coefficient r two-tailed table.

3.5. Data Collection Procedure

Data is an essential part of a research. The researcher has to ensure the validity of the data. The data has to be gathered in an objective way in order to avoid multi interpretation. Here are two types of data:

- a) Primary data: New data that are being collected and therefore add new data to existing knowledge.
- b) Secondary data: Primary data that is being reused by other researcher

This research combines those two types of data to be analyzed. Primary data will be gotten from the questionnaire spread and Secondary data is used in chapter 1 to strengthen the background for conducting this research and in chapter 2 to develop the theory for the research in order to make the questionnaire.

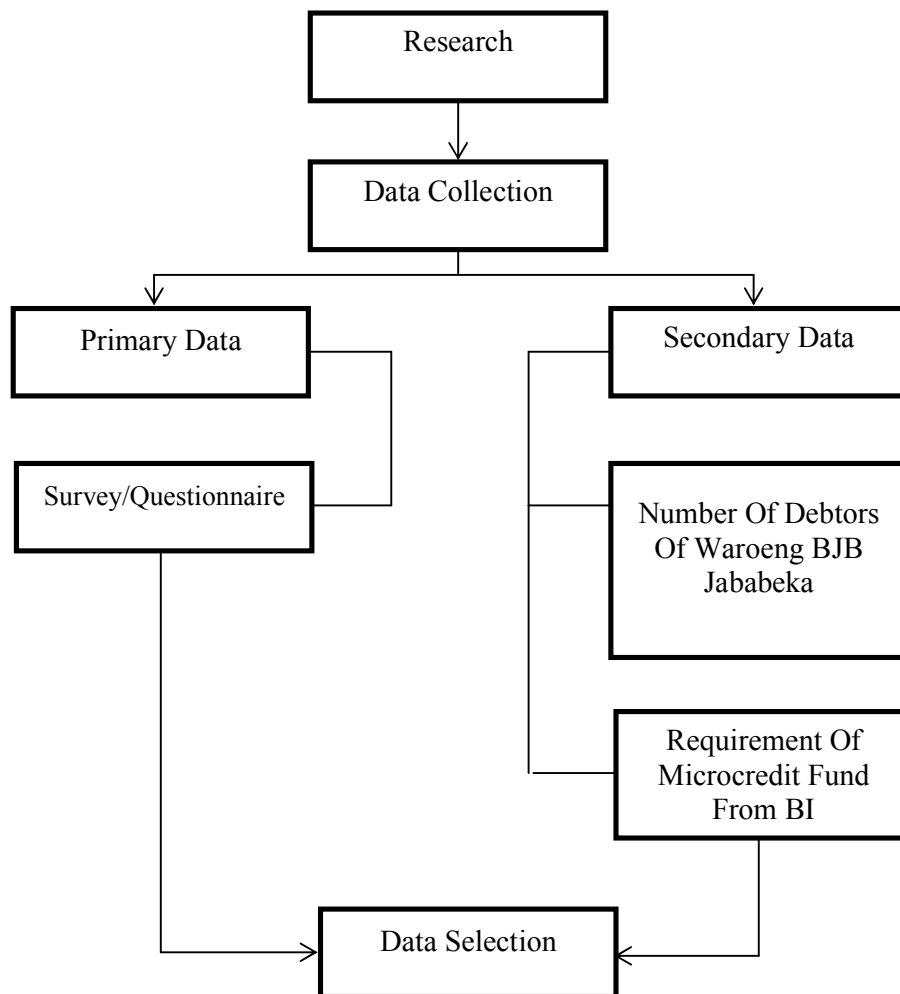


Figure 3.2. Data Collection Procedure

Source: Developed independently by the researcher

3.6. Hypothesis Testing

In statistics, Hypothesis testing is a method to track down statistical inference. The goal of hypothesis testing is to determine the likelihood that a popular parameter, such as the mean, is likely to be true (Sage Publication, 2005).

Step 1: State the hypotheses.

Step 2: Set the criteria for a decision.

Step 3: Compute the test statistic.

Step 4: Make a decision.

3.6.1. Descriptive Statistics

A set of brief descriptive coefficients that summarizes a given data set, which can either be a representation of the entire population or a sample. The measures used to describe the data set are measures of central tendency and measures of variability or dispersion (Investopedia). In the beginning before hypothesis testing, researcher will give the description of the set of data presented in terms of mean, standard deviation, maximal and minimum.

- a. **Mean:** dividing the sum of observed values by the number of observations, n . (MacMillan, Preston, Wolfe, & Yu, 2014).

$$\bar{x} = \frac{\sum X}{n}$$

Where,

\bar{x} = mean

X= observed values

n= number of observations

- b. **Standard Deviation:** gives an idea of how close the entire set of data is to the average value and how spread they are (MacMillan, Preston, Wolfe, & Yu, 2014).

$$s = \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}}$$

Where,

s= Standard deviation

\bar{x} = mean

X= observed values

n= number of observations

- c. **Maximal:** Data value that is greater than or equal to all other values in our set of data (Taylor, 2014).
- d. **Minimum:** Data value that is less than or equal to all other values in our set of data (Taylor, 2014).

3.6.2. Classical Assumption Test

There are several methods in order to show that data is valid and not redundant. It is important to remember that in this research, the method to analyze the data is Multiple Regression Analysis. Before this research shows the multiple regression analysis, the classical assumption test eligibility criteria have to be met

3.6.2.1. Normality Test

To find out whether our data is normally distributed or not, we have to conduct normality test. One of the approaches to use normality test is to compare histogram of the sample data with the normal probability curve. The histogram should be bell-shaped to be considered normally distributed, although it is difficult to achieve if the sample is small (Karamouz, Nazif, & Falah, 2012). Another way is using Probability-probability in order to see if a given set of data follows some specified distribution. It should be approximately linear if the specified distribution is the correct model (Statistics Glossary, 2014).

3.6.2.2. Heteroscedasticity Test

In statistics, a collection of random variables is **heteroscedastic** if there are sub-populations that have different variabilities from others. Here "variability" could be quantified by the variance or any other measure of statistical dispersion. Thus heteroscedasticity is the absence of homoscedasticity. The spellings *homoskedasticity* and *heteroskedasticity* are also frequently used (McCulloch & Huston, 1985). To prove the absence of heteroscedasticity, the researcher will visually inspect the scatter plot graph of the data. The researcher will use scatterplot graph of SPSS output which is between Z prediction (ZPRED) for the independent variable (X axis = Y outcome prediction), and residual value (SRESID) is the dependent variable (Y-axis = Y predicted - Y rill). Researcher will visually inspect the scatterplot, residuals should vary randomly around zero and the spread of the residuals should be about the same throughout the plot (University of Kentucky).

3.6.2.3. Multicollinearity Test

Collinearity (or multicollinearity) is the undesirable situation where the correlations among the independent variables are strong. In some cases, multiple regression results may seem paradoxical. For instance, the model may fit the data well (high F-Test), even though none of the X variables has a statistically significant impact on explaining Y. How is this possible? When two X variables are highly correlated, they both convey essentially the same information. When this happens, the X variables are *collinear* and the results show *multicollinearity*. Multicollinearity increases the standard errors of the coefficients. Increased standard errors in turn means that coefficients for some independent variables may be found not to be significantly different from 0, whereas without multicollinearity and with lower standard errors, these same coefficients might have been found to be significant and the researcher may not have come to null findings in the first place (Central Michigan University).

In multiple regression, tolerance and the variance inflation factor (VIF) are used as an indicator of multicollinearity. Tolerance Value less than 1 will verify that there is no multicollinearity presents (Ender, 2014). Tolerance that is lower than 0.2 also indicates potential multicollinearity, and tolerance lower than 0.1 indicates a serious problem (Field, 2000). All other things equal, researchers desire lower levels of VIF, as higher levels of VIF are known to affect adversely the results associated with a multiple regression analysis. In fact, the utility of VIF, as distinct from tolerance, is that VIF specifically indicates the magnitude of the inflation in the standard errors associated with a particular beta weight that is due to multicollinearity (how2stats). Researcher will only accept value of VIF less than 5 in order to verify that there is no multicollinearity (Central Michigan University, 2014).

$$Tolerance = 1 - R_j^2 \quad ; \quad VIF_j = \frac{1}{1 - R_j^2}$$

Where;

R_j^2 = coefficient of determination of a regression of explanator j on all the other explanators

VIF = Variance Inflation Factor

3.6.3. Multiple Regression Analysis

Multiple regression analysis is a powerful technique used for predicting the unknown value of a variable from the known value of two or more variables- also called the predictors. More precisely, multiple regression analysis helps us to predict the value of Y for given values of X_1, X_2, \dots, X_k . In general, the multiple regression equation of Y on X_1, X_2, \dots, X_k is given by (Explorable.com, 2009):

$$Y = b_0 + b_1 X_1 + b_2 X_2 + \dots + b_k X_k$$

In this research, the researcher will use unstandardized regression coefficient since it is best to compare each variables that are measured in the same unit (Nardi, 2005). All variables in this research use LIKERT scale.

3.6.4. T-Test

T Test is often called Student's T test in the name of its founder "Student". T test is used to compare two different set of values. It is generally performed on a small set of data. T test is generally applied to normal distribution which has a small set of values. This test compares the mean of two samples. T test uses means and standard deviations of two samples to make a comparison. (TutorVista):

Since T-test is used to compare two different set of values, in this research T-test will test the significance of constant from each independent variable, whether that brand loyalty (x1), brand awareness (x2), perceived quality (X3), and brand association (X4) really have partial significant influence towards dependent variable which is purchase decision (Y)

The following is hypotheses used in this T-test:

a) $H_0i: b_i = 0$

Means that there is no partial significant influence between independent variable and dependent variable

b) $H_{ai}: b_i \neq 0$

Means that there is a partial significant influence between independent variable and dependent variable

The criteria for this T-test can be by inspecting the value of probability significance from t-ratio of the result from multiple linear regressions. If the value of probability significance is lower than alpha which is 0.05 there is a partial significant influence between independent variable and dependent variable. In this

research, researcher will only look at whether the probability significance is lower than 0.05 (Central Virginia Governor's School for Science and Technology Lynchburg, 2003).

3.6.5. F-Test

The F-test evaluates the null hypothesis that all regression coefficients are equal to zero versus the alternative that at least one does not. An equivalent null hypothesis is that R-squared equals zero. A significant F-test indicates that the observed R-squared is reliable, and is not a spurious result of oddities in the data set. Thus, the F-test determines whether the proposed relationship between the response variable and the set of predictors is statistically reliable, and can be useful when the research objective is either prediction or explanation (Karen)

In the F-test, the researcher uses the ANOVA formula.

$$F = \frac{MST}{MSE} = \frac{\frac{SST}{p-1}}{\frac{SSE}{N-p}} ; SST = \sum n(x - \bar{x})^2 ; SSE = \sum (n-1)S^2$$

Where,

F=Anova Coefficient/ F value

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error.

SST = Sum of squares due to treatment

p = Total number of populations

n = Total number of samples in a population.

SSE = Sum of squares due to error

S = Standard deviation of the samples

N = Total number of observations.

In ANOVA test, these following hypotheses will be tested.

a) $H_0: b_1 = b_2 = b_3 = b_4 = 0$

There is no simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

b) $H_a: b_1 \neq b_2 \neq b_3 \neq b_4 \neq 0$

There is a simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

For drawing conclusion, the researcher will use the following criteria

Testing criteria with level of significance (α) = 0,05 will be decided as below:

a. $F \text{ value} < F \text{ table}$, H_0 accepted, H_a rejected

b. $F \text{ value} > F \text{ table}$, H_0 rejected, H_a accepted

Aside from that, ANOVA test can also be done with inspecting the value of probability significancy from F-ratio from ANOVA testing result. If the value of probability significancy from F-ratio of ANOVA test result is lower than 0.05, it is said that the regression model being used is eligible to predict the purchase decision when microbusiness wants to acquire loan from particular bank and the researcher will reject H_0 (isixsigma, 2014).

3.6.6. Measuring the variability of the Regression Model

A regression equation can be developed for any variables X and Y , even random numbers. There are two ways to know that the model is actually helpful in predicting Y based on X :

3.6.6.1. Correlation coefficient (R)

The Pearson product-moment correlation coefficient (or Pearson correlation coefficient, for short) is a measure of the strength of a linear association between two variables and is denoted by r . Basically, a Pearson product-moment correlation attempts to draw a line of best fit through the data of two variables, and the Pearson correlation coefficient, r , indicates how far away all these data points are to this line of best fit (how well the data points fit this new model/line of best fit) (Laerd Statistics).

The Pearson correlation coefficient, r , can take a range of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association; that is, as the value of one variable increases, so does the value of the other variable. A value less than 0 indicates a negative association; that is, as the value of one variable increases, the value of the other variable decreases (Laerd Statistics).

The sign and the absolute value of a correlation coefficient describe the direction and the magnitude of the relationship between two variables (Stat Trek).

- a) The value of a correlation coefficient ranges between -1 and 1.
- b) The greater the absolute value of a correlation coefficient, the stronger the linear relationship.
- c) The strongest linear relationship is indicated by a correlation coefficient of -1 or 1.
- d) The weakest linear relationship is indicated by a correlation coefficient equal to 0.
- e) A positive correlation means that if one variable gets bigger, the other variable tends to get bigger.

- f) A negative correlation means that if one variable gets bigger, the other variable tends to get smaller.

Keep in mind that the Pearson product-moment correlation coefficient only measures linear relationships. Therefore, a correlation of 0 does not mean zero relationship between two variables; rather, it means zero linear relationship (Stat Trek).

The coefficient of correlation can be computed as below formula:

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n(\sum x^2) - (\sum x)^2][n(\sum y^2) - (\sum y)^2]}}$$

Where,

n= number of pairs of data

r= correlation coefficient

3.6.6.2. Coefficient of multiple determinations (R^2)

It can be defined as the means of measurement of the variation of the dependent variable that is well explained by the regression line and the corresponding independent variable (TutorVista). The symbol mostly used to represent the coefficient of determination is r^2 . The equation of the regression line is $y' = ax + b$ where y' represents the predicted function value of x . Hence, the coefficient of determination is a measure of check how well the least squares equation $y^{\wedge} = b + ax$ will perform a prediction of how y will be formed (TutorVista).

The coefficient of determination is represented by the formula

$$r^2 = \frac{\sum (y - \bar{y})^2 - \sum (y - \hat{y})^2}{\sum (y - \bar{y})^2}$$

$$Adjusted\ r^2 = 1 - \left[\frac{(1 - r^2)(n - 1)}{N - k - 1} \right]$$

Where,

$r^2 = \frac{\text{Total Variation} - \text{Unexplained Variation}}{\text{Total Variation}}$

\bar{y} = mean of variable

\hat{y} = error in the predicted variable.

k= number of predictor

N= Total Sample Size

In the SPSS result, the researcher will use the adjusted R square since the researcher is dealing with sample (Andale, 2013) . It means a version of R-Squared that has been adjusted for the number of predictors in the model. R-Squared tends to overestimate the strength of the association especially if the model has more than one independent variable (Middle Tennessee State University).

Chapter IV

ANALYSIS AND INTREPERTATION

4.1. Company Profile

4.1.1. Company Background

4.1.1.1. The founding history-1961

The founding of Bank Pembangunan Daerah Jawa Barat was backgrounded by the the rules of the government of Republic of Indonesia number 33 in the year of 1960 about company act of determining by the Dutch and has been nationalized was located in Bandung by the name of NV Denis (De erste Nederlandsche Indische Shareholding). The company was previously in mortgage bank. As the result of an act from government rules number 33 in the year of 1960 of West Java Government Province by Notary Public Noezar number 152 dated March 21st, 1961 and number 184 dated may 13th, 1961 and has been inaugurated with the letter of decision from the the governor of west java province number 7/GKDH/BPD/61 dated on May 20th, 1961, had founded PD Bank Karya Pembangunan with basic capital in the amount of Rp 2.500.000, 00 (Bank Jawa Barat, 2014)

4.1.1.2. The changes within the executive branch-1978

To complete the law position of Bank Karya Pembangunan Daerah Jawa Barat which has been released by the rules of region of west java province number 11/PD-DPRD/72 dated June 27th1972 about the law position of Bank Karya Pembangunan Daerah Jawa Barat as the company region which is in banking area. In regards of rules of region of west java province number 1/DP-040/PD/1978 dated June 27th, 1978 has been changed from Bank Karya to be Bank Pembangunan Daerah Jawa Barat (Bank Jawa Barat, 2014).

4.1.1.3. The raising of activity-1992

In 1992, the activity of Bank Pembangunan Daerah has been raised to be Bank Umum Devisa based on the decision letter from the Director of Bank INDONESIA NUMBER 25/84/KEP/DIR dated on November 2nd, 1992 with based on region rules number 11 in the year of 1995 and has been called “Bank Jabar” with a new logo (Bank Jawa Barat, 2014).

4.1.1.4. The changes in the law form-1998

In following the developing of the economy and banking area, based on the region rules number 22 in the year of 1998 with the founding official document number 4 dated April 8th, 1999 along with the repair of the official document number 8 dated April 15th, 1999 and has been validated by the Minister of Justice Republic of Indonesia dated April 16th, 1999, the law form of Bank has been changed from Perusahaan Daerah (company region) into Perseroan Terbatas (Corporation) (Bank Jawa Barat, 2014)

4.1.1.5. The expansion of work form-dual banking system 2000

In order to fulfill the community’s request on banking service based on Syariah, with the permission of Bank Indonesia number 2/18/DpG/DPIP dated April 12th, 2000, since April 15th, 2000, Bank Jabar became the first Bank Pembangunan Daerah which had dual banking system which to give service in conventional system and syariah system (Bank Jawa Barat, 2014).

4.1.1.6. Changes of name and Corporation call name-2007

Based on the result of meeting of the share holder (RUPS-LB) PT Bank Pembangunan Daerah Jawa Barat dated July 3rd, 2007, along with the decision letter from Governor of Bank Indonesia number 9/63/KEP.GBI/2007 dated November 26th, 2007, about the changes of business permit on behalf of the name PT Bank Pembangunan Daerah Jawa Barat became business permit in the name of PT Bank Pembangunan Daerah Jawa Barat and Banten and with decision letter

from board of directors number 1065/SK/DIR-PPN/2007 dated November 29th, 2007 therefore, the name of corporation has been changed to PT Bank Pembangunan Daerah Jawa Barat and Banten with call name Bank Jabar Banten (Bank Jawa Barat, 2014).

4.1.1.7. Changes of logo & Corporation call name corporation-2010

Based on the result of meeting of the share holder (RUPS-LB) PT. Bank Pembangunan Daerah Jawa Barat & Banten number 26 dated April 21st, 2010, along with the letter from Bank Indonesia number 12/APBU/BD dated June 30th, 2010 in regards of the changes of logo with decision letter from board of directors number 1337/SK/DIR-PPN/2010 dated July 5th, 2010 (Bank Jawa Barat, 2014)

4.1.2. Company Value

4.1.2.1. The company's etiquette of bank bjb

In order to support the vision accomplishment and bank **bjb's** mission to become the 10 largest and to have a good performance in Indonesia, bank **bjb**, have done some changes, one of the change is the corporate's culture. The corporate's culture reflects the spirit of bank **bjb**, in facing bank's competition which is getting tighter and dynamically. The corporate values has been formulated which is **GO SPIRIT** which comes from **Service Excellence, Professionalism, Integrity, Trust** which has already explain in the 14 main behaviors (Bank Jawa Barat, 2014).

The guide of corporate's culture implementation has been stacked properly in the corporate culture's bulletin of bank bjb Bank **bjb** has done some steps to have an effort for corporate values socialization which is under the division of change management office coordination. The socialization process has been helped by *Change Leaders* and *Change Agents* which has been appointed by every work unit in order to socialize the corporate's culture towards each units. The programs which

are already in progress by Division Change Management Office are the following (Bank Jawa Barat, 2014):

- a) Formation of culture's internalization team which consist from *change sponsors, change leaders, change agents, and change targets* with Division Change Management Office as the division which is fully responsible in the internalization processs as a whole
- b) Training dan socialization towards the *Change Leaders & Change Agents* (Batch I,II, and III)
- c) The process in printing is the form of x banner, sign wall, pocket book, bulletin, PIN, and hologram card
- d) The discussion program about the corporate's certainty (including the corporate's culture) in every work unit per periodic (the minimum of once a month)
- e) To do a survey for corporate's culture in order to know and evaluate the level of knowledge, understanding, the important of perception and the firm belief of every employee towards the organization transformation process and corporate's culture

In order for the *corporate values* can be implemented by all the staff and organization of bank **bjb**,within daily activities, therefore, there would be some efforts in order to internalize the corporate's values through these culture programs (Bank Jawa Barat, 2014):

- a) Continuation training for *change agents and change leaders*
- b) Workshop *Cristalizing Concept* bank bjb transformation strategy
- c) To push each work unit to have a culture program
- d) To integrate the culture's values within *HR system*

The process of culture changes is definitely not easy, but with a strong commitment from all the staff and organization from bank **bjb** especially the *top management*, therefore bank **bjb** is optimistic to have some transformation in order to achieve its vision and mission (Bank Jawa Barat, 2014).

4.1.3. Corporate Culture

"Mitra Usaha Menuju Sejahtera"(a business partner towards prosperity)

As the result from the statement above, we have corporate's culture pillars which are the explanation on behalf of the main pillar as the main motivation on how to behave for everybody at bank bjb in order to manage the business. "The corporate's culture pillars of bank bjb" are the following (Bank Jawa Barat, 2014):

- a) Market orientation
- b) Managing and developing the quality of human resources
- c) To fulfill the importance of every party (stake holder)
- d) The raising of quality performance

The essence of each items of company's culture:

- a) Work hard with fully responsible, be honest and discipline as the result from being faith and piety in the God almighty
- b) Mastering in system and procedure, knowledge in product and bank's service and mastering in sales with the role as marketing
- c) Work as entrepreneur, innovative, creative, dynamic and proactive
- d) Maintain the spirit of team work
- e) Able to provide service with fast, accurate and friendly

- f) Always try to expand concept, knowledge and job skills as the best contribution for the bank's progress
- g) Care towards problems which occur during work and able to solve it fast and accurately
- h) Open towards changes with maintaining self control
- i) To behave in order, always look tidy, to be on time, trust worthy and to have high value on the social intercourse etiquette
- j) Work professionally adjusts with the system and procedure
- k) To behave openly, share togetherness, tolerance and maintain the harmonize relationship between workers
- l) To comprehend and to master certainties which regulate the bank's secret, the company's secret and the duty's secret.

4.1.4. Waroeng BJB

As a service unit specified to serve the micro and small business enterprises, Waroeng BJB has offered a range products of credit as mentioned below. It is important to be remembered that many of the information below contains abbreviations in Bahasa Indonesia. Readers can find the meaning in section of "List of Abbreviations/Acronyms".

4.1.4.1. bjb Kredit BPR

BPR is Bank Perkreditan Rakyat (rural bank) owned by local government owned or privately owned rural banks nationwide.

The lending for bank currently is very selective to avoid bad credit risks, so that banks set strict enough standards of assessment to BPR (Bank Jawa Barat, 2014)

Internal Policy of lending to people's Credit Banks (BPR)

- a) Form letter No. 072/SE/DIR-PKD/2003 dated October 27,2003 guidelines concerning lending to BPR/LPK
- b) Decree of the bank **bjb** No. 1325/SK/DIR-PKD/2009 about determination of micro credit development guidelines

The Criteria of BPR

- a) To have a business in corporation (PT)or form a local company (PD)
- b) To have a work plan and annual budget (RKAT)
- c) It has been operated minum of 3 years for executing pattern and minimum of 1 year for channelling pattern
- d) For executing pattern, has a minimum of “healthy” based on the results of the last inspection or “quite healthy” based on the assessment of 2 last year by Bank Indonesia
- e) For channeling pattern, has a minimum level of “healthy” based on the final examination of Bank Indonesia

- f) Not listed as RB which never committed of the government certainty
- g) Not included in the latest black list of Bank Indonesia
- h) Not listed as troubled debtors in bank **bjb** or in another bank
- i) Has participated in the guarantee program
- j) CAR ratio has received loan above 8%
- k) NPL ratio in maximum gross of 5%
- l) Number of total ODA loan debt after obtaining the loan doesn't exceed the certainty of and leverage required to BPR
- m) The director of BPR has passed the certification exam (CERTIF) held by insititute of certification which recognized by Bank Indonesia

4.1.4.2. bjb Kredit Kopkar

The purpose of the cooperative distribution (Bank Jawa Barat, 2014)

In order to empower cooperatives and to promote the welfare members of cooperatives in general and helped build national economic in order to realized an advanced, fair, and prosperous society.

Grouping of Cooperatives

- a) Cooperative within the government agencies, BUMN and BUMD and its member enterprises that payment of salaries through bank **bjb**
- b) Cooperative within the government agencies, BUMN and BUMD and its member enterprises that payment of salaries without through bank **bjb**
- c) Cooperative within the private enterprise

Terms of Maximum Plafond (Ceiling)

- a) Credit Ceiling
Restricted by a maximum payment of net salary in accordance ledger or the equivalent, considering the credit period remaining workers
- b) Additional Collateral Loan *)
Physical collateral and marketable and bankable or cash collateral with the following conditions:
 - a. For members of the cooperative category 1 if there are members who are applying for loans with a total ceiling above Rp 200 million
 - b. For members of the cooperative category 2 and 3 if there are members who are applying for loans with a total ceiling above Rp 100 million

Table 4.1: Terms of Ceiling for bjb Kredit Kopkar

Cooperative Category	Maximum Term		
	Credit	Withdrawal	Facility<
1	96 months (8 years)	12 month (1 year)	108 month (9 years)
2	72 months (6 years)		84 month (7 years)
3	60 months (5 years)		72 month (6 years)

Source: Website of BJB

Term Definitions

- a) The credit period is the period of loan repayment (including interest) based on the borrowing and lending agreements between banks and cooperative
- b) Duration/period of withdrawal (availability period) is the deadline withdrawal/draw down of credit facilities provided for cooperative
- c) Duration is the term of the credit facility coupled with a term/period of withdrawal (availability period)

4.1.4.3. bjb KKPE

Food security and energy credit herein after called CTF-E (KKP_E) is an investment credit and/or working capital is provided in order to support the implementation of the food security program and plant materials development bio fuel program (Bank Jawa Barat, 2014).

Target

- a) Farmers, Breeders, Planters, Fishermen, Fish Farmers who are members of a **farmers group** or **cooperative**.
- b) Cooperatives engaged in food's procurement

Financed Business And Commodities

- a) Farmers in the framework of the development of paddy rice, corn, soybean, cassava, sweet potatoes, peanuts, koro and/or seed (rice, corn and/or soy)
- b) Farmers for developing plant onion, pepper, potato, garlic, tomato, ginger, turmeric, greater galangale, banana, the zallaca palam, pineapple, dragon fruit, melon, watermelon, papaya, straweberry, mangosteen's maintenance, mango, durian, orange and apple
- c) Farmers in the framework of the development of sugar cane
- d) Farmers in order to develop beef cattle, dairy cattle, breeding cattle, buffalo, goat/sheep, poultry, domestic poultry, ducks, quail and rabbit
- e) Farmers group in the context of procurement/rejuvenation equipment and machinery to support the above include, tractors, power thresher, corn sheller, water plumps, dryers, vacuum fryer, chopper, tetras machines, milk cooling and biodigester

- f) Cooperative in the framework of the procurement of paddy, corn and soybean

- g) Fishermen for business activities in the field:
 - a. Fishing activity, include the effort to catch a fish by using fishing gear, trawl nets and its derivatives

 - b. Fish farming activity includes cultivation of shrimp, tilapia, carp, catfish, tiger carp and sea weed's development

The criteria

- a) Farmer/Breeder/Gardener/Fishermen/Fish Farmer
 - a. The lowest age of 21 years old or already married who is having a productive business activity which is active for a year or more

 - b. Member of a farmer group

 - c. Willing to follow instruction which is being given from technical or agricultural extension service and comply with certainties as participants of KKP-E

 - d. Not being obtained credit facility from government program

- e. Not included in the blacklist of Bank Indonesia and there is no indication of having problem pertaining loan either as an individual, entity or trustee

b) Farmer Group

- a. It has been registered at the technical offices
- b. Have members who carry out the cultivation of commodities that can be financed by KKP-E
- c. Having an active organization with a board of at least a chairman, secretary and treasurer
- d. Have group rules which all members have agreed

c) Cooperatives

- a. Law Regulated
- b. Has an active board committee
- c. Meets the requirements of technical banking
- d. Have members consist of farmers, ranchers, gardeners, fishermen

- e. Have business in agriculture, ranch, plantation, fishery and/or food supply

Document Completion

a) Individual

- a. Fotocopy of KTP for applicant and wife/husband for the applicant who's married
- b. Fotocop of valid Kartu Keluarga (family card)
- c. Fotocopy of marriage license for applicant
- d. Pas photo applicant and spouse (size 3x4, 1 sheet)
- e. Statement letter with stamp stating as a farmer and acknowledge by local head's village
- f. When working on the land of others required a power of attorney /description of land owner who are known by the local head's village

b) Farmer Group

- a. When the farmer group in collaboration with business partner for making agreement in the form of mutual agreement, between the farmer and the business partner
- b. Registered letter from the relevant technical office
- c. The composition of the board of farmer group is active at least consist of the chairman, secretary and treasurer
- d. Power of Attorney from the farmer group which appointed the head of the group from its member

c) Cooperative

- a. Letter of endorsement from the cooperative legal authorized institutions
- b. Basic statutes and Household statutes which includes activity such as business activity in the agricultural sector
- c. List of members consist of farmer
- d. Copy of KTP/other valid identity on behalf of the entire board
- e. Copy all the permit or business legality owned and still valid

- f. The result of the annual meeting of members (at least 2 last period) and their management structure determination that has been legalized by the competent authority

Ceiling

- a) Maximum as big as Rp 50.000.000,00
 - a. For farmer, rancher, gardener, fishermen, and fish farmer appropriate with the amount of indication needs
- b) Maximum as big as Rp 500.000.000,00
 - a. For farmer group in the context of procurement/rejuvenation equipment machine to support the effort of food crops, horticulture, ranch, farming, fishing and fish farming
 - b. Food supply for cooperative.

Time Period

- a) The time period based on the cycles of planting/commodity business financed with a maximum limit of 5 years

The Expenses

- a) Free of administration's fee
- b) The cost of provision of 0.5% per year

- c) Notary fee based on tariffs prevailing in deed to
 - a. Making credit agreement
 - b. Collateral binding

Collateral

- a) The value of collateral at least equal to 100% of credit ceiling

Table 4.2: Type of Collateral for bjb KKPE

No	Type	Proof of Ownership
1	Land/Building	SHM / SHGB / SHGP
2	Stall/hangar/Kiosk/store	SHM / SHGB / SHGP
3	4 wheel vehicle	BPKB
4	Cash Collateral	Deposit / savings / Ori

Source: Website of BJB

4.1.4.4. bjb Kredit Mikro Utama

Background

In order to encourage business growth rate of SME sector and in line with the bank bjb program in accelerating the increase of productive credit, the bank has given its bank **bjb** support through the provision of credit to SME entrepreneurs, as has been running at this time. In order to encourage business growth rate of

SME sector and in line with the bank program bjb in accelerating the increase of productive credit, the bank has given its support bjb through the provision of credit to SME entrepreneurs, as has been running at this time. However, in order to develop a program providing credit to the real business sector, which started its business development of micro enterprise sector, which is expected to develop into small and medium business sector, the bank intends to develop bank **bjb** granting credit to micro entrepreneurs through the provision of credit facilities with requirements that can be reached by the perpetrators of Micro (Bank Jawa Barat, 2014).

Target

Target Microcredit "Main" is a micro-scale credit market segment that still has the potential to be financed with credit, such as:

- a) Individuals who have a business in the economic sector productive.
- b) Business groups that have a business in the Economic Sector productive, more focused for the business group located in the same business or supporting each other and or have a potential market in the economy.

Lending Terms

Maximum Ceiling

- a) The maximum ceiling of Main Micro Credit Rp 500,000,000, (five hundred million rupiah).

The Time Period

- a) Main Microcredit maximum ceiling of Rp 100 million, - (One Hundred million dollars).
- b) Investment maximum of 5 years

The Fee

- a) The fee charged in Main Microcredit is the provision rate of 0.5% of the approved credit limit.

Interest Rate

Table 4.3: Interest Rate of bjb Kredit Mikro Utama

Credit Period	New Debtor		The existing debtor repeats (Top-Up)	
	Flat	Equivalent effective	Flat	Equivalent Effective
1 year	14.00%	25.85%	12.00%	22.15%
2 years	14.00%	26.88%	12.00%	23.40%
3 years	14.00%	27.24%	12.00%	23.35%
4 years	14.00%	27.43%	12.00%	23.51%
5 years	14.00%	27.54%	12.00%	23.61%

Source: Website of BJB

Collateral

- a) Ceiling up until Rp. 50 million

Title of land ownership/ Deed of Land/ Letter-C/Deed of Sale and Purchase (AJB)/SHM/SHBG/SHGU/BPKB 2 wheel and 4/Billet deposits / savings bank **bjb** and Indonesian Retail Bonds (ORI)

- b) Ceiling above Rp. 50 million - Rp. 100 million

SHM/SHGB/SHGU/BPKB 4 wheel/Bilyet Deposito/savings bank **bjb** and or Indonesian Retail Bonds (ORI).

General Requirements

- a) Credit applicant form
- b) Copy of ID card applicant (husband / wife), Family and Marriage Certificate Card
- c) Pasphoto applicant sized 3x4, 1 sheet
- d) Copy of bank statement savings/current account/deposits
- e) Copy of electricity, phone, PDAM bills

- f) Business Certificate
- g) Copy of proof of ownership warranty
- h) Copy of PBB (NJOP) the last year and SKDC
- i) • Copy of KTP (Husband / Wife), Marriage Certificate, KK-Owners Insurance
- j) Consolidated profit and loss (if any)
- k) Letter of Offer (Machinery / Equipment / Vehicles / Franchise) - Investments
- l) Investment of budget plan building

4.1.4.5. bjb Kridamas (Community Empowerment)

Cooperative Credit Program for Community Empowerment, therefore, referred to Kridamas Cooperative is: A form of loan / financing of LPDB-KUMK to the bank by executing pattern, are channeled to the KSP / USP-Kop order granting loans / financing to micro enterprises in order to continue the program P3KUM, Perkassa, KSP of KOSIKASectoral and State Ministry of Cooperatives and SMEs (Bank Jawa Barat, 2014).

Type of Loan

- a) For KSP/USP-Kop : working capital loan

- b) For Micro Business: Working capital loans and / or Investment
The amount of credit is determined based on the needs of the indication,
with the following restrictions:

- c) The maximum number of credits has been given for :
 - a. Rp.100.000.000,- (one hundred million) per KSP/USP-Kop for P3KUM dan Perkassa program

 - b. Rp 500.000.000,00 (five hundred million rupiah) per KSP/USP-Kop of Kosika program

 - c. Rp.300.000.000 (three hundred million rupiah) per KSP/USP-Kop for sectoral program

- d) The amount of the loan ceiling from KSP / USP-Kop to Micro:
 - a. P3KUM dan Perkassa program in maximum of Rp.5.000.000,- (five million rupiah) per micro

 - b. Kosika Program in maximum of Rp.5.000.000,- (one million rupiah) per Micro

- c. The maximum sectoral program Rp.10.000.000,- (10 million rupiah) per Micro

The term

- a) The term of loan from the revolving fund management investment to bank **bjb** is 5 years from the signing date of loan agreement
- b) The term of loan from Jangka bank **bjb** to KSP/USP-kop in maximum of 4 years
- c) The term of loan from KSP/USP-Kop towards micro in maximum of 4 years

Collateral Certainty

Terms of collateral in granting loans for Community Empowerment (Kridamas) Cooperative, still refers to the collateral certainty at the Bank Executor

4.1.4.6. bjb KUR

Definition (Bank Jawa Barat, 2014)

- a) KUR is credit/financing provided by UMKMK in a productive business for working capital purposes and/or investment

- b) KUR Micro is the limit up to Rp. 20.000.000, - (twenty million rupiah) either directly (direct) or indirect (linkage), the rate loans by 22% (twenty two percent) effective per year
- c) KUR is retail is with the ceiling above Rp.20.000.000, - (twenty million rupiah) s /d Rp.500.000.000, - (five hundred million rupiahs), either directly (direct) or indirect(linkage), the rate loans at 14% (fourteen percent) per annum effective.

Target

UMKMK shaped both individuals and business entities conducting business inproductive and feasible but not yet bankable.

Applicant Criteria

- a) The lowest age of 21 years old or married and have a productive business activities had been underway for at least 1 year
- b) Do not receive credit / financing and working capital or investment banking and / or do not currently accept Credit Program of the Government as evidenced by the results of Bank Indonesia's Debtor Information System at the time of application for the credit /financing proposed, Except enjoying the consumer credit
- c) In case the applicant has a debit balance recorded in the Bank Indonesia debtor's information sytem, but concerned have paid off the loan. Then

the required certificate paid/roya with attachment printed account of the bank's executive/previous financing

d) Not included in the black list of Bank Indonesia and the credit not indicated either as an individual, entity or trustee.

e) There is no negative information and not being involved in legal problems

Document Completion

a) Individual

a. Copy of KTP applicant and husband/wife who is married

b. Copy of Kartu Keluarga (family card) that is still valid

c. Copy of marriage certificate applicant

d. Pas photo applicant and spouse (size 3x4, 1 sheet)

e. Copy of electricity, telephone, PDAM last month bill is preferable

f. For credit application until s/d Rp 100.000.000,00

a. Copy of description of business (SKUs) from village or political district or service related to business and business location of the debtor

- b. Copy of the formal business license for applicants who are already have them

- g. To request loans above Rp 100,000,000.00
 - a. Copy of business permit formal (SIUP) as well as other business licence (if any)

 - b. Copy of NPWP

- h. Proof of ownership of collateral and a copy of the original supporting documentation of ownership of collateral
- i. Copy KTP (spouse), family card, marriage certificate of owner collateral
- j. Data financial statement along with supporting documents (if any)

- k. For credit investment:
 - a. Letter of offer to purchase machinery/equipment/vehicles/other investment goods

 - b. Budget plan (RAB) of the construction/renovation/expansion of business premises

b) Enterprise

- a. Copy of Establishment following amendments. (Special for Limited Liability Company plus a copy of Approval Letter from Ministry of Legal Entities related)
- b. Copy of Articles of Association / Bylaws (if separate from the Deed of Establishment) Copy Anggaran Dasar / Anggaran Rumah Tangga (apabila terpisah dari Akta Pendirian)
- c. Copy of identity cards (KTP)/other valid identity on behalf of the entire board and/or owners
- d. Copy of the entire license or legality of businesses owned and still valid
- e. Copy of the annual meeting of members (at least 2 last period) and the determination of composition of the board who have been legalized by competent authority (especially for cooperative)
- f. *Copy of results of general meeting shareholders (AGM) last (special for corporation)*
- g. Copy the following business tax payments and utility bills, tax returns, phone and water, to a place of business (at least last month)
- h. The usage credit plan for installment payment

- i. Annual Financial Report at least 2 (two) years and the Financial Statements most recent period.
- j. Proof of ownership of collateral and a copy of the original supporting documentation of ownership of collateral.
- k. Proof of ownership of collateral and a copy of the original supporting documentation of ownership of collateral
- l. Copy of KTP (spouse), family and marriage certificate card owner collateral if the collateral owned by its management/owners

Ceiling

a) Direct

- a. KUR Micro : Maximum of 20 million
- b. KUR Retail : above 20 million until s/d Rp 500 million

b) Through linkage institute

- a. To linkage institute: Maximum of . Rp 2 billion rupiah
- b. Linkage towards UMKMK : maximum of Rp 100 million

Credit Period

- a) Working capital loan: Maximum of 3 years
- b) Investment Credit: Maximum of 5 years
- c) Investment credit for hard plant : Maximum of 13 years

Expenses

- a) Free of administration's fee
- b) Cost of provision of 0.5% credit ceiling
- c) The cost of Notary rate prevailing in deed to:
 - a. Making credit agreement
 - b. Collateral binding
- d) The cost of mortgage insurance based on rates prevailing in the insurance
- e) The cost of stamp duty in accordance with applicable certainty

Additional Collateral

- a) Value
 - a. Direct
 - a. KUR Micro : Maximum under 100 %
 - b. KUR Retail: Minimum 40 % until below 100 %
 - b. Through linkage institute
 - a. BPR
 - a. BPR (Government-owned rural banks): Claims on the receivables to UMKM from the amount of loans at 100%

- b. BPR non region government :
 - a. Claims for receivables to SMEs from loans extended at 100% plus physical collateral for 10%
 - b. Non BPR :
 - a. Claims for receivables to SMEs from loans extended at least 100% plus
 - b. Physical collateral minimum of 50%

b) Type

Table 4.4: Type of Collateral for bjb KUR

Ceiling through Rp. 50.000.000,-		
No	Type	Ownership Certificate
1	Land / Property	Title of land ownership / Letter C / Land of Deed/SHM / SHGB / SHGP
2	Stall / Hangar/ Kiosk(stall)/ Store	SPTB / HPK / SIPK/SHM / SHGB / SHGP
3	4 wheel-vehicle	BPKB
4	Cash Collateral	Deposit / savings / ORI
Ceiling Rp. 50.000.000,- s/d Rp. 100.000.000,-		
No	Type	Ownership Certificate
1	Land /Property	SHM / SHGB / SHGP
2	Stall/ Hangar /Kiosk (stall) / Store	SHM / SHGB / SHGP
3	4-wheel vehicle	BPKB
4	Cash Collateral	Deposit / Savings/ ORI
Ceiling above Rp. 100.000.000,- until Rp. 500.000.000,-		
No	Type	Ownership Certificate
1	Land / Property	SHM / SHGB / SHGP
2	Stall /Hangar/ Kiosk (stall) /Store	SHM / SHGB / SHGP
3	Cash Collateral	Deposit / Savings / ORI

Source: Website of bjb

4.1.4.7. bjb SSRG

Definition (Bank Jawa Barat, 2014)

- a. Warehouse receipt subsidy scheme it also called S-SRG is credit get interest subsidy from the government with the assurance given by the warehouse receipt to the farmers bank, farmers group, the joint group of farmers cooperatives
- b. Warehouse receipt is a document of ownership of the goods stored in the vault, published by warehouse manager

Types Of Commodities Which May Stored In Warehouse

- a) Unhulled paddy
- b) Rice
- c) Corn
- d) Coffee
- e) Cocoa
- f) Pepper
- g) Rubber

- h) Sea Weed

Target

- a) Farmer
- b) Farmer Group
- c) The Farmer Group Combined
- d) Cooperative

Criteria

- a) Farmer
 - a. Lowest age of 21 year old or is married or have a productive business activities in the agricultural sectorial.
 - b. The agricultural business working for capital purposes
 - c. Not involved in credit facility program from the government
 - d. Not included in the black list of Bank Indonesia and has not indicated either as an individual, entity or trustee

- e. There is no negative information and not being involved/legal problem
-
- b) Farmer Group/ Combined Farmer Group
 - a. Have members which conduct business activities in agriculture sector productively.
 - b. Having an active organization with a board of at least a chairman, secretary and treasurer.
 - c. Have the rules of the group which all members agreed upon
-
- c) Cooperative
 - a. Law Regulated
 - b. Have an active board
 - c. Meeting the requirements of technical banking
 - d. Have members which consist of farmer
 - e. Have a business in the agricultural sector and/or food procurement

Document Completion

a) Farmer

- a. Copy of ID card applicant for a wife and husband who is married
- b. Copy of a valid Kartu Keluarga (family card)
- c. Copy of applicant's marriage of certificate
- d. Pas photo applicant and spouse (size 3x4, 1 sheet)
- e. A statement with stamp duty stating having an occupation as farmer and acknowledge by the local head's village

b) Farmer Group

- a. Farmer group who will receive S-SRG, through a designated chairman must submit the following requirements:
 - a. Letter of statement with stamp stating as farmer group and known by:
 - a. Local head's village is relevant if one is domiciled in the village
 - b. The subdistrict head is relevant if farmers living in some villages in the district

c. Office related agency is relevant if farmers living in some districts in the county/city

b. Farmer group's management is active for at least consist of the chairman and secretary/treasurer

c. Power of attorney of the farmer group which appointed chairman

c) Farmer group combined:

Combined farmer group who will receive the S-SRG through a designated chairman must submit the following requirements:

a. A statement with stamped duty stating as the joint group of farmer and known by:

b. Head Village/Chief of Village relevant if one is domiciled in the village

c. Subdistrict Head would be relevant if domiciled in some villages in the district

d. Office related agencies relevant if farmer group is domiciled in several district in a county/city

- e. Farmer group combined's management is active for at least consist of the chairman and secretary/treasurer
- f. Power of Attorney is given from the member of farmer group combined appointed joint chairman from a member
- g. Rules of farmer group combined which have been agreed on by all members

d) Cooperative

Cooperative who will receive in the S-SRG through the appointed chairman should submit the following requirements:

- a. Letter of endorsement from the cooperative legal entity authorized institutions
- b. Statutes and by laws which includes activity in the agriculture sector.
- c. Member which consist of farmer
- d. Copy of Identity Card (KTP)/other valid identity on behalf of the entire board.
- e. Copy of the permit of the legality of businesses owned and still valid

- f. Copy of the annual meeting of members (at least 2 last period) and the determination of board composition who have been legalized by the competent authority

Certainty

- a) Maximum credit of ceiling of 70% of the warehouse receipt and/or maximum amount of USD 75.000.000,00 per farmer
- b) The repayment period for loans adjusted to the needs of farmers with a maximum for 6 months
- c) No additional administrative costs, facility fees and commitment fees
- d) The cost of stamp duty in accordance with applicable provisions
- e) Collateral provided in the form of warehouse receipt.

4.1.4.8. Kredit Cinta Rakyat Jawa Barat

Description and Target (Bank Jawa Barat, 2014)

- a) **Kredit Cinta Rakyat** is given to individual business doers of micro and small enterprises in productive sector located in West Java Province for the purpose of working capital and investment/ or who follows revolving fund program from the government of west java province

- b) Target of Kredit Cinta Rakyat by executing banks is micro and small enterprises that operates in productive sectors, namely, agriculture, food, crops, plantation, animal husbandry, fisheries, forestry, other related industries and sectors

Ceiling

- a) Amounting to a maximum of Rp. 20.000.000,- (twenty million rupiah) for 1 (one) micro business
- b) Above Rp. 20.000.000,- (twenty million rupiah) up to a maximum of Rp. 50.000.000,- (fifty million rupiah) for small enterprises

Credit Period :

- a) A maximum of three years for working capital credits or can be adapted to date of maturity from the coordination between the Government of West Java and the bank
- b) A maximum of 5 (five) years for investment credits or can be adapted to date of maturity from the coordination between the Government of West Java and the bank

Information:

Date of maturity of credit given to debtors may not exceed the date of maturity from the collaboration between the Government of West Java and the bank

Credit Rate

- a) Interest rate by 8.3% (eight point three percent) effective a year

Provision and Penalty :

- a) 0.5 % of ceiling
- b) 1 ‰ (one per mille) per day, with the provisions of the highest 5% (five percent) from the rest of arrears

Document Completion

- a) Copy of ID card applicant or copy of both of wife and husband for applicant that is married
- b) Copy of a valid Kartu Keluarga (family card)
- c) Copy of applicant's marriage certificate (only for married applicant)
- d) Fill a form of application for credit and attach notes on sale and purchase or another note that showed business conditions
- e) Copy of proof of payment of electricity, water, and telephone in the latest month, if the debtor's house has such facilities
- f) Copy of proof of ownership of collateral
- g) Another requirement (if executing bank demands so)
- h) Copy of business license published by village/sub-district or any related agencies

Collateral Certainty

Table 4.5: Type of Collateral for Kredit Cinta Rakyat Jawa Barat

Type	Ownership Certificate
Land/Property	Title of land ownership / Letter C / Land of Deed
Land/Property	SHM / SHGB / SHGU
Stall / Hangar/ Kiosk(stall)/ Store	SHM / SHGB / SHGU / SPTB / HPK / Surat Ijin Pemakaian Kios
4/2 wheel-vehicle	Bukti Kepemilikan Kendaraan Bermotor (BPKB)
<i>Cash Collateral</i>	Deposit/Savings/ORI

Source: Website of BJB

4.2. Data Analysis

The researcher will use Multiple Regression Analysis as the method of this research. Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable (or sometimes, the outcome, target or criterion variable). The variables we are using to predict the value of the dependent variable are called the independent variables (or sometimes, the predictor, explanatory or regressor variables) (Laerd Statistics).

The data analysis of this research will use Microsoft Office Excel 2013 and SPSS 22.0 for Windows. The invalid and unreliable variables will be removed and replaced with new possible variables. With this process we will engage firstly with the validity and reliability of the variables. If all the variables are already valid and reliable, the researcher will proceed to data analysis using technique of determination of R, F-test, T-test.

4.2.1. Validity Test

There are 15 respondents feedback used on multiple regression as pre-test. The first step is to check the questions whether it is valid or not one by one. The researcher uses r-table to measure the validity of each of the statements in every variable, the result should be more than 0.514. Result of the validity test is shown on Table below:

Table 4.6. Summary of Validity Checking

Variable	Items	R-Computed Value	R-Table Value	Status
Brand Loyalty	Q1	0.638	0.514	Valid
	Q2	0.953	0.514	Valid
	Q3	0.857	0.514	Valid
	Q4	0.847	0.514	Valid
Brand Awareness	Q5	0.817	0.514	Valid
	Q6	0.941	0.514	Valid
	Q7	0.817	0.514	Valid
	Q8	0.990	0.514	Valid
Perceived Quality	Q9	0.642	0.514	Valid
	Q10	0.964	0.514	Valid
	Q11	0.919	0.514	Valid
	Q12	0.836	0.514	Valid
Brand Association	Q13	0.776	0.514	Valid
	Q14	0.922	0.514	Valid
	Q15	0.779	0.514	Valid
	Q16	0.922	0.514	Valid
Purchase Decision	Q17	0.981	0.514	Valid
	Q18	0.874	0.514	Valid
	Q19	0.850	0.514	Valid
	Q20	0.974	0.514	Valid

Source: SPSS 22.0 for Windows and primary data developed by researcher

As the result for the validity analysis, researcher gets 20 questions from the questionnaire all valid. Therefore they are eligible to be used for further analysis to determine The Impact of Brand Equity on Microbusiness' Purchased Decision to Acquire Loan from Waroeng Bank Jawa Barat

4.2.2. Reliability Test

After the researcher checked the validity of the data, it is time to check the reliability of the data. The 20 statements from the questionnaire that represent 4 independent variables and 1 dependent variable will be checked whether it is reliable or not. This test still use SPSS 22.0 for Windows and the result is shown below. The result is based of Cronbach's Alpha theory.

Table 4.7. Result of Reliability Test – Cronbach's Alpha

Variable	Cronbach's Alpha	N of Items	Reliability Consistency
Brand Loyalty (X1)	0.822	5	Good ($0.8 \leq \alpha 0.9$)
Brand Awareness (X2)	0.839	5	Good ($0.8 \leq \alpha 0.9$)
Perceived Quality (x3)	0.826	5	Good ($0.8 \leq \alpha 0.9$)
Brand Association (X4)	0.822	5	Good ($0.8 \leq \alpha 0.9$)
Purchase Decision (Y)	0.845	5	Good ($0.8 \leq \alpha 0.9$)

Source: SPSS 22.0 for Windows and Primary data developed by researcher

Cronbach's Alpha should be more than 0.6 to be considered as reliable. Therefore, based on above result, researcher's data reliability has exceeded the required number based on Cronbach's Alpha. Thus, the researcher's data is reliable as the source of the questionnaire as the result of the cronbach's alpha test which is 0.822, 0.849, 0.826, 0.822, and 0.845.

4.2.3. Demographic Profile of the Respondents

Respondent's profile is the background of the respondents or sample for this research that had been filled and return the questionnaire back to the researcher. This will be aimed to give picture about the background of all 50 respondents.

a. Gender Respondent Profile

Table 4.8. Respondent Profile: Gender

Gender	Respondents	Percentage
Male	35	70%
Female	15	30%
Total	50	100%

Source: Developed by researcher in Microsoft Excel 2013

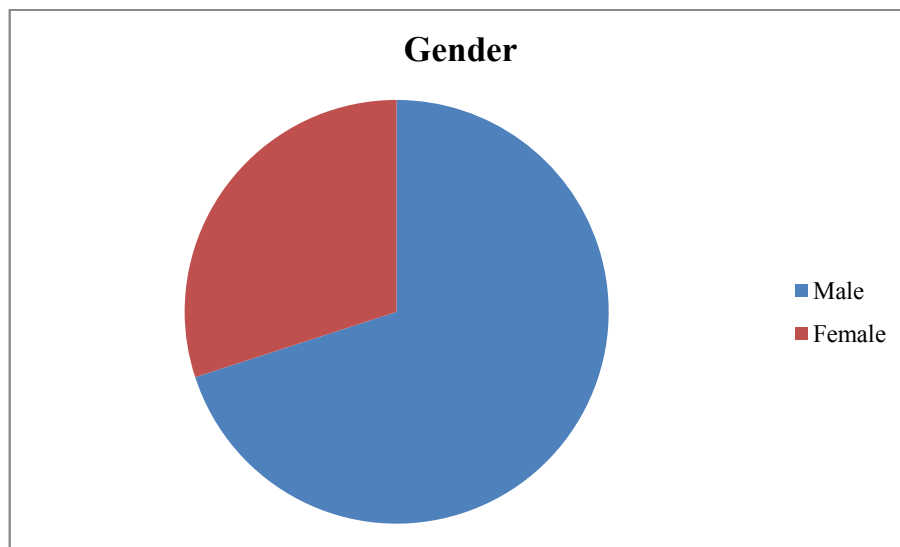


Figure 4.1. Gender Distribution of Respondents

Source: Developed by researcher in Microsoft Excel 2013.

As it is shown from figure 4.1. , researcher has met respondents from different genders. As many as 70% of the 50 respondents are self-identified as male, while the rest 30% as female. It makes up the number to be 35 male respondents and 15 female respondents. Therefore majority of respondents are male. It can be argued that this is due to the gender gap in Indonesia.

b. Age Respondent Profile

Table 4.9. Respondent Profile: Age

Age	Respondents	Percentage
21-30	5	10%
31-40	16	32%
41-50	16	32%
51 or older	13	26%
Total	50	100%

Source: Developed by researcher in Microsoft Excel 2013

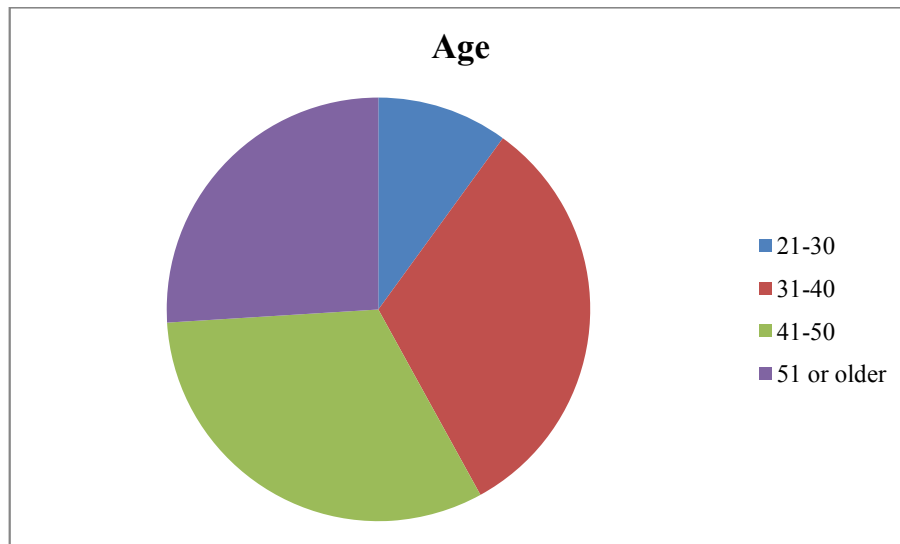


Figure 4.2. Age Distribution of Respondents

Source: Developed by researcher in Microsoft Excel 2013

Shown from Figure 4.2, respondent has found the age background amongst the respondent. 10% (5) of the Respondents are in age bracket equals to or between 21-30 years old, 32% (16) is 31-40 years old, 32% (16) is 41-50 years old, and the rest 26% (13) is 51years old or older. Therefore, the majority of the respondent which are 32 persons in numbers are in age bracket equal to or between 31-50 years old. It can be argued that the age bracket of 31-50 is the fit age for majority of Jababeka population to start its own microbusiness.

c. Education

Table 4.10. Respondent Profile: Last Education

Education	Respondents	Percentage
SD	3	6%
SMP	10	20%
SMA	19	38%
S1 or higher	18	36%
Total	50	100%

Source: Developed by researcher in Microsoft Excel 2013

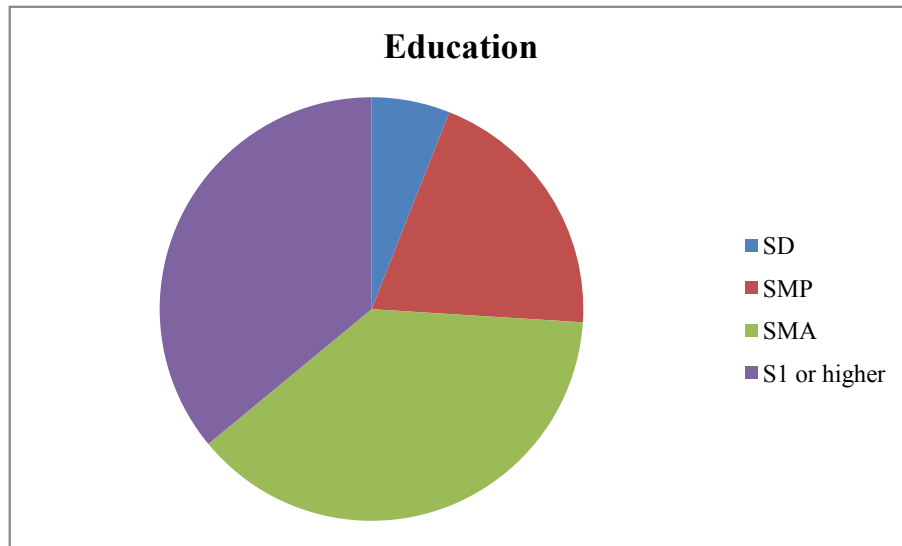


Figure 4.3. Last Education Distribution of Respondent

Source: Developed by researcher in Microsoft Excel 2010

As shown from the figure 4.3., the researcher has met respondents from various background including their latest education level. Respondent that receives their last education in SD (Elementary school) is 6% (3). SMP (Junior High School) is 20% (10). SMA (Senior High School) is 38% (19).S1 (bachelor degree) or higher is 36% (18). As it is seen, majority of respondent has SMA as their latest education level. It can be argued that SMA is the ideal education level for a person to possess a willingness to start a microbusiness.

d. How many times have already applied for micro credit.

Table 4.11 Respondent Profile: Frequency of Applying for Micro Credit

Frequency	Respondents	Percentage
1 time	21	42%
2 times	13	26%
3 times	10	20%
4 times	3	6%
5 times or more	3	6%
Total	50	100%

Source: Developed by researcher in Microsoft Excel 2010

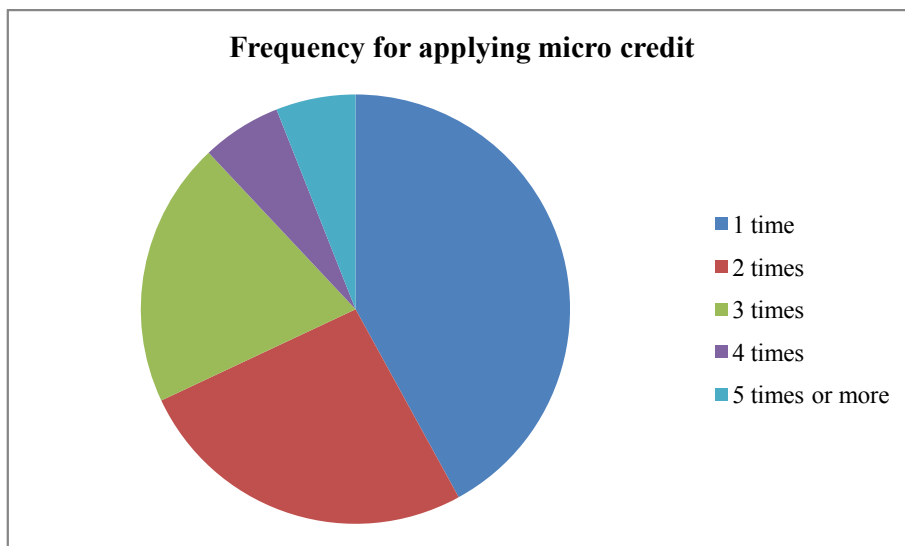


Figure 4.4. The distribution of frequency for applying micro credit according to the respondents.

Source: Developed by researcher in Microsoft Excel 2010

From figure 4.6, the researcher finds out that amongst the respondent, there are some people that have previous experience with applying for micro credit and some do not. 42% (21) of 50 respondents state that their current micro credit from BJB is their first time. 26% (13) say it is their second time. 20% (10) says it is their 3rd time. 6% (3) says it is their 4th time. The rest 6% (3) says it is their 5

times or more. Therefore majority of respondents applied for microcredit for the first time in Waroeng BJB. It can be argued that for most of the microcredit debtors, microcredit itself is a sort of new product to enjoy.

4.2.4. Descriptive Analysis

Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association

Table 4.12. Descriptive Analysis of All Variables

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Loyalty	50	8	20	4.51	2.6493
Brand Awareness	50	10	20	4.52	2.30208
Perceived Quality	50	10	20	4.51	1.99479
Brand Association	50	8	20	4.44	2.42908
Purchase Decision	50	8	20	4.44	2.5198
Valid N (listwise)	50				

Source: SPSS 22.0 and Primary data developed by researcher

From table 4.6, it gives the researcher and the readers of what type of data that the researcher is about to analyze from 50 respondents

4.2.5. Classical Assumption Test

In order to use multiple regression, the researcher needs to use normality test, autocorrelation, multicollinearity, heteroscedascity test to implement the data.

4.2.5.1. Normality Test

To find out whether our data is normally distributed or not, we have to conduct normality test. (Wachs). In this research, the researcher uses the Chart-Histogram test and P-P plots to test the regression model residuals are shown in figure 4.4 and 4.5 below:

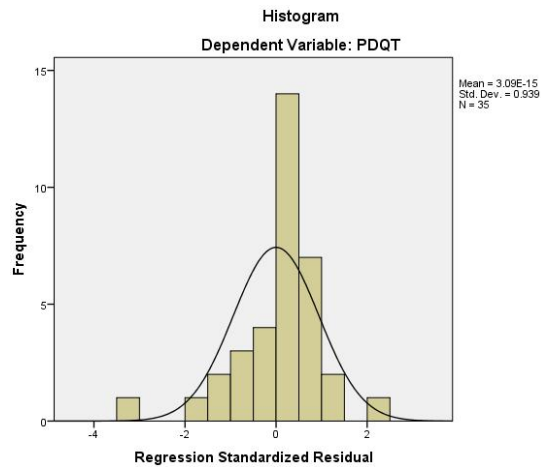


Figure 4.5. Normality Test: Histogram

Source: 16.0 for Windows and Primary data developed by researcher

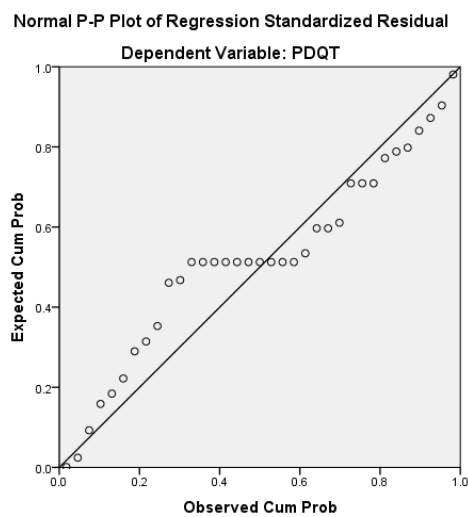


Figure 4.6. Normality Test: P-P Plot

Source: SPSS 22.0 and Primary data developed by researcher

Graph of normal probability p-p plot shows that the data spread in around the diagonal line and follow the direction of the diagonal line, then the regression model meet the assumption of normality.

4.2.5.2. Heteroscedascity Test

In the multiple regression, some of the variance need to be tested to check the residuals of the observation with any other observation. In statistics, a collection of random variables is **heteroscedastic** if there are sub-populations that have different variabilities from others. Here "variability" could be quantified by the variance or any other measure of statistical dispersion (McCulloch & Huston, 1985). The residuals should have the same variance, then it is called homoscedascity which is the absence of heteroscedascity

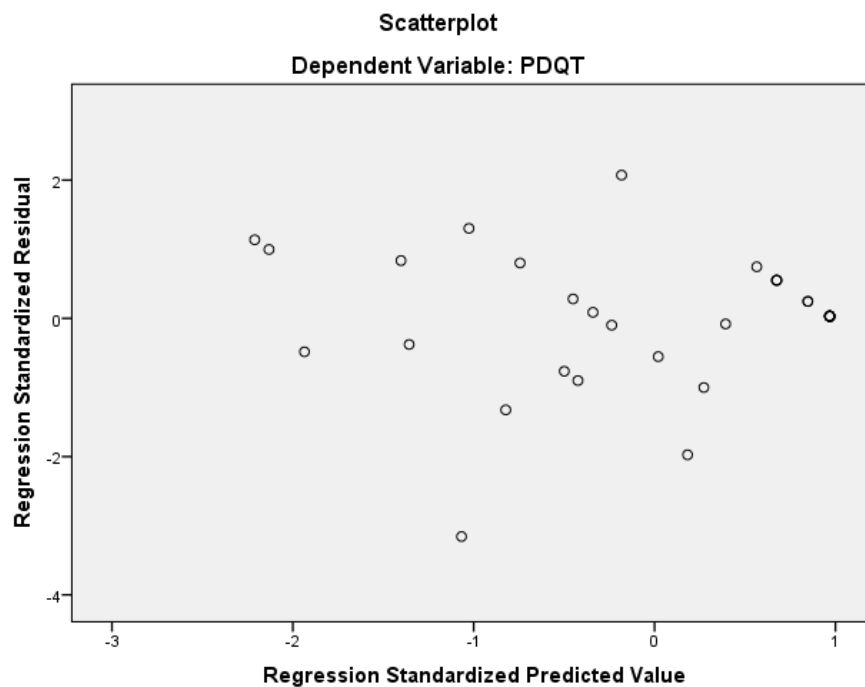


Figure 4.7.Heteroscedascity Test: Scatter Plot Graph

Source: SPSS 22.0 and Primary data developed by researcher

Data are normally distributed if the points evenly spread off in the above 0 area and below 0 area. From figure 4.6.the data are scattered above and below zero it shows the data are densely allocated in certain area, thus the researcher concluded that the data have no heteroscedascity.

4.2.5.3. Multicollinearity Test

Table 4.13. Multicollinearity Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
BLQT	.512	1.952
BAQT	.390	2.563
PQQT	.275	3.638
BASQT	.332	3.009

a. Dependent Variable: PDQT

Source: SPSS 22.0 for Windows and Primary data developed by researcher

The general value to measure Tolerance is greater than 0.1 or close to 1, whereas the acceptable value for VIF is less than 5, in order to verify that there is no multicollinearity. From table 4.8., VIF (Variance Influence Factor) value of Brand Loyalty is 1.952, Brand Awareness is 2.563, Purchased Quality is 3.638, Brand Association is 3.009; all of them are lower than 5, and Tolerance of them are also less than 1. It proves that there is no multicollinearity presence between the independent variables. Researcher can conclude there is no strong correlation between the variables.

4.2.6. Multiple Regression Analysis

Researcher using multiple linear regression in this research to define whether there is any significant influence through independent variables on the dependent variable. In a multiple regression, researcher also used statistical calculation from SPSS 22.0 for Windows. The summary of the results of the SPSS program was as follows

Table 4.14 Multiple Regression Analysis: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	(Constant)	-4.288	2.461				-1.742
BLQT	.124	.152	.097	.813	.423	.512	1.952
BAQT	.189	.180	.143	1.047	.303	.390	2.563
PQQT	.459	.224	.334	2.051	.049	.275	3.638
BASQT	.442	.161	.407	2.744	.010	.332	3.009

a. Dependent Variable: PDQT

Source: SPSS 22.0 for Windows and Primary data developed by researcher

From the result in Table 4.10, if written in the unstandardized form of the question since each variables are being asked through questions that all use likert scale, the regression is as follows:

$$\text{PDQT} = -4.288 + 0.459 \text{ PQQT} + 0.442 \text{ BASQT} + e$$

Where:

PDQT= Purchase decision

PQQT = Perceived Quality

BASQT = Brand Association

From the formula above, the researcher can construct a conclusion of the test result as follow:

- a) Perceived quality significantly affects the purchase decision amongst the micro credit debtors of Bank Jawa Barat. Indicated by the value of

regression coefficient 0.459. If there is an increase of 1 unit of Perceived Quality, the micro credit debtors' purchase decision will increase by 0.459

- b) Brand Association significantly affects the purchase decision amongst the micro credit debtors of Bank Jawa Barat. Indicated by the value of regression coefficient 0.442. If there is an increase of 1 unit of Brand Association, the micro credit debtors' purchase decision will increase by 0.442

4.2.7. T-Test

T-test was used to determine how much the influence of independent variables (brand loyalty, brand awareness, perceived quality, and brand association) through the dependent variable (purchase decision). The result for the T-Test Progress can be shown in Table 4.10.

a. Brand Loyalty

H01 There is no partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha1 There is a partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank

By using SPSS 22.0 for Windows for variable X1 (Brand Loyalty), researcher got the p value = 0.423 compared with $\alpha = 0.05$. From the result, researcher can obtain that H01 is accepted and Ha1 is rejected since the significant level is more than 0.05. Thus, the first hypothesis was accepted that there is no partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank.

b. Brand Awareness

H02 There is no partial significant influence between Brand Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha2 There is a partial significant influence between Brand Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank

By using SPSS 16.0 for Windows for variable X2 (Brand Awareness) researcher got the p value = 0.303 compared with $\alpha = 0.05$. From the result, researcher can obtained that H02 is accepted and Ha2 is rejected since the significant level is more than 0.05. Thus, the first hypothesis was accepted that there is no partial significant influence between Brand Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank.

c. Perceived Quality

H03 There is no partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha3 There is a partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank

By using SPSS 22.0 for Windows for variable X3 (Perceived Quality) researcher got the p value = 0.049 compared with $\alpha = 0.05$. From the result, researcher can obtained that H03 is rejected and Ha3 is accepted since the significant level is lower than 0.05. Thus, the second hypothesis was accepted that there is partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank.

d. Brand Association

H04 There is a partial significant influence between Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha4 There is no partial significant influence between Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

By using SPSS 22.0 for Windows for variable X4 (Brand Association) researcher got the p value = 0.010 compared with $\alpha = 0.05$. From the result, researcher can obtained that H04 is rejected and Ha4 is accepted since the significant level is lower than 0.05. Thus, the second hypothesis was accepted that there is a partial significant influence between Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank.

4.2.8. F-Test

The research using f-test to determine the influence of Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association together on Purchase Decision of microcredit debtors of Bank Jawa Barat. If F value > F table, HO rejected and Ha accepted. But, if F value < F table, then Ho accepted and Ha rejected. The result of F-test (ANOVA) shown in table 4.11.

Table 4.15. Multiple Regression Analysis: F-test (ANOVA)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	83.306	4	20.826	26.723	.000 ^b
Residual	23.380	30	.779		
Total	106.686	34			

a. Dependent Variable: PDQT

b. Predictors: (Constant), BASQT, BLQT, BAQT, PQQT

Source: SPSS 22.0 for Windows and Primary data developed by researcher

Hypothesis:

H05 There is no simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

Ha5 There is a simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

The result of this F test shows the F value = 26.723 with a significance level of 0.00. The F table value is found on the F table with $df_1 = 4$ and $df_2 = 30$. Thus, the F table value is 2.6896. With significant level is below 0.05 and F value that is more than F table, it means that there is a simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank.

The finding is in line with previous research of David Han-Min Wang, Tiffany Hui-Kuang Yu, Fang-Ru Ye from Feng Chia University that says the brand equity of banking firms is positively related to their market value.

4.2.9. Coefficient Determination (R^2)

The coefficient of determination (R^2) used to measure how much the ability of the model to explain the variations dependent variable. The value of coefficient determination (R^2) is between zero and one. The coefficient represent in this table below:

Table 4.16 Multiple Regression Analysis: Coefficient Determination (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.781	.752	.88280

a. Predictors: (Constant), BASQT, BLQT, BAQT, PQQT

b. Dependent Variable: PDQT

Source: SPSS 22.0 for Windows and developed by researcher

Results calculated using SPSS can be seen that the Adjusted R square value of 0.752 obtained. The 75.2% means that motivation can be explained by the variable Brand Loyalty, Brand Awareness, Perceived Quality, Brand Association, while the rest 24.8% of motivation is influenced by other variables which are not developed in this research. The other variables that will have significant level will be, namely, financial literacy and education level.

4.3. Interpretation of Results

The researcher uses multiple regression analysis to know whether the data reliable and valid for each variable. From the multiple regressions, researcher got the data already valid and reliable.

The Impact of Brand Loyalty on Microbusiness' Purchase Decision to Acquire Loan from Waroeng Bank Jawa Barat

Hypothesis 1 testing result shows that there is no partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank From the result of multiple regression analysis with p-value of 0.423 which is higher than 0.05. This data mean that being loyal to Bank Jawa Barat, is not the main reason why microbusiness debtors apply for microcredit solution in there.

The fact that Bank Jawa Barat is still the follower in the microcredit industry makes up this argument. During interview with microcredit debtors in Bank Jawa Barat it reveals that for saving account and contractor credit, BJB has high level of loyalty since BJB is doing cooperation with West Java Province government to easen opening saving account for teacher, and also to grant credit for contractors in West Java. They also have strong programme in promoting easy credit amongst government employees. Up until now, the only promotion of microcredit that they conduct is annual conference inviting local microbusiness men and through brochures. They do not have personal based promotion that they conduct just like how they promote their credit to teachers and contractors through cooperation with government. It is in line with previous research from Steven A. Taylor, Gary L. Hunter and Deborah L. Lindberg that say the extended model of CBBE proposed in their paper explains more variance in loyalty intentions when it comes to brand equity in financial service. Research from David Han-Min Wang, Tiffany Hui-Kuang Yu, Fang-Ru Ye from Feng Chia University in 2012 also says that brand loyalty only brings benefits to the banks with lower levels of brand equity.

The Impact of Brand Awareness on Microbusiness' Purchased Decision to Acquire Loan from Waroeng Bank Jawa Barat

Hypothesis 2 testing result shows that there is no partial significant influence between Brand Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank From the result of multiple regression analysis with p-value of 0.303 which is higher than 0.05. This data mean that being aware of the existence of Bank Jawa Barat, is not the main reason why microbusiness debtors apply for microcredit solution in there.

Most microbusiness debtors that the researcher interviewed stated that the Bank Jawa Barat is well-known for being regional government-owned bank that is improving really well in recent years. They also acknowledge some promotion tools that the bank used to attract teacher, contractors, and government employees

through government-based promotion. Nevertheless, since BJB is still not a market leader for microbusiness industry within West Java, its main market, people tend not to use their awareness towards Waroeng Bank Jawa Barat as their main reason to apply for micro credit loan there. Leslie de Chernatony and Fiona J. Harris in their paper also stated that only brand loyalty, customer satisfaction, and brand reputation have strong significance in measuring brand equity in financial services brand

The Impact of Perceived Quality on Microbusiness' Purchase Decision to Acquire Loan from Waroeng Bank Jawa Barat

Hypothesis 3 testing result shows that there is partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank. From the result of multiple regression analysis with significance level of 0.049 which is lower than 0.05. This data mean that being perceiving the quality of Bank Jawa Barat, is amongst the main reason why microbusiness debtors apply for microcredit solution in there.

According to interview with BJB official, most of the microcredit debtors are of lower middle class. Most of them do not have high education which makes them as a consumer with more traditional value when doing business. During the interview, the source even stated that the microbusiness officer is expected to possess some skill to speak local language of Sundanese that most of the microbusiness debtors prefer to converse with. Most of them also comes directly to the debtor when the debtor has any need such as wanting to top up his/her credit package. It also reveals that they think Waroeng BJB offers the lowest interest and the easiest requirement compared to other microbusiness institution. It seems that service quality of the bank and most importantly the low interest and easy requirement are very significant to lower middle class customer in which makes up the biggest percentage of Waroeng BJB debtors. It is in line with research from Steven A. Taylor, Gary L. Hunter and Deborah L. Lindberg that is demonstrating the importance of customer satisfaction in CBBE models in

financial service since perceived quality is also a single greatest predictors from customer satisfaction (Smith S. , 2012)

The Impact of Brand Association on Microbusiness' Purchased Decision to Acquire Loan from Waroeng Bank Jawa Barat

Hypothesis 4 testing result shows that there is partial significant influence between Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank. From the result of multiple regression analysis with significance level of 0.010 which is lower than 0.05. This data mean that association Bank Jawa Barat with certain financial service, in this case microcredit, is amongst the main reason why microbusiness debtors apply for microcredit solution in there.

It is appeared that Waroeng Bank Jawa Barat is successful enough to put "Waroeng" for their branding of their micro credit service. People start associating micro credit with Waroeng Bank Jawa Barat. It also may be the reason why other banks also put daily wordings in front of their bank's name for their micro credit such as "Teras BRI". This wording indicated that they want to be associated with helping lower middle class people that want to build business of their own. The finding is in line with the research from Steven A. Taylor, Gary L. Hunter and Deborah L. Lindberg that says brand equity model for financial services incorporates customer attitudes into conceptualization of CBBE and the research also finds that customers do differentiate brands in financial services. As David Aaker states in his book *Managing Brand Equity* that brand association is the extent to which association can contribute to brand differentiation amongst competitors. This is also in line with findings from Leslie de Chernatony and Fiona J. Harris that says brand reputation has strong significance in measuring brand equity in financial service brands. It is due to brand associations affect image and one source of brand association is a company's reputation. Positive reputation results in significant market value premium, superior financial performance, and lower cost of capital (Smith, Smith, & Wang, 2010).

Chapter V

CONCLUSION AND RECOMMENDATIONS

In the last chapter of the research or chapter 5 the researcher draws the conclusion and the recommendation developed from the all integrated quantitative analysis, specifically in the multiple regression analysis, about the analysis factor that influence microbusiness debtor's purchase decision to acquire loan in Waroeng BJB Branch Jababeka. The analysis specifically researches about Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association on Purchase Decision of microbusiness debtors.

5.1. Conclusions

Based on the research about the Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association on Purchase Decision of microbusiness debtors of Waroeng BJB Branch Jababeka, the conclusions are obtained as follows:

1. Brand Loyalty is not considered significant by the findings obtained by researcher. By using SPSS 22.0 for Windows for variable X1 (Brand Loyalty), researcher got the p-value = 0.423 compared with $\alpha = 0.05$. From the result, researcher can obtain that H01 is accepted and Ha1 is rejected since the p-value is bigger than 0.05. Thus, the first hypothesis was accepted that there is no partial significant influence between Brand Loyalty with Purchase Decision when microbusiness wants to acquire loan from particular bank.
2. Brand Awareness is not considered significant by the findings obtained by researcher. By using SPSS 22.0 for Windows for variable X2 (Brand Awareness), researcher got the p-value = 0.303 compared with $\alpha = 0.05$. From the result, researcher can obtain that H02 is accepted and Ha2 is rejected since the p-value is bigger than 0.05. Thus, the first hypothesis was accepted that there is no partial significant influence between Brand

Awareness with Purchase Decision when microbusiness wants to acquire loan from particular bank.

3. Perceived Quality is considered significant by the findings obtained by researcher. By using SPSS 22.0 for Windows for variable X3 (Perceived Quality), researcher got the p-value = 0.049 compared with $\alpha = 0.05$. From the result, researcher can obtain that H03 is rejected and Ha1 is accepted since the p-value is lower than 0.05. Thus, the second hypothesis was accepted that there is a partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank.
4. Brand Association is considered significant by the findings obtained by researcher. By using SPSS 22.0 for Windows for variable X4 (Brand Association), researcher got the p-value = 0.010 compared with $\alpha = 0.05$. From the result, researcher can obtain that H04 is rejected and Ha4 is accepted since the p-value is lower than 0.05. Thus, the second hypothesis was accepted that there is a partial significant influence between Perceived Quality with Purchase Decision when microbusiness wants to acquire loan from particular bank.
5. The result of this F test shows the F value = 23.799 with a significance level of 0.00. The F table value is found on the F table with $df_1 = 4$ and $df_2 = 30$. Thus, the F table value is 2.6896. With significant level is below 0.005 and F value that is more than F table it means that there is a simultaneous significant influence between Brand Loyalty, Brand Awareness, Perceived Quality, and Brand Association with Purchase Decision when microbusiness wants to acquire loan from particular bank

5.2. Recommendation

5.2.1. For Waroeng BJB

BJB has done a right move to name the extension of its microcredit function as “Waroeng”, a move that brings potential microcredit debtors to have a sense of small scale business in the sounding. The quality of Waroeng BJB is also something that is praised by its microcredit debtors that makes it the most significant variable in the research. Waroeng BJB has a one stop service where the microcredit officer of the bank comes directly to the microcredit debtors in order to serve the needs of the debtors.

In order to ensure brand loyalty and brand awareness, BJB should cooperate with Government of West Java Province as its main shareholders to promote the existence of microcredit service of the bank. It can be through

- a) Separating the base of promotion between BJB and Waroeng BJB to gain awareness of Waroeng BJB. It later hopefully will increase the uniqueness of Waroeng BJB as it is associated as microcredit and association is the second most significant variables in the research
- b) Since BJB is West Java Province Government-owned, Government of West Java can exploit its assets to promote the existence of Waroeng BJB through POSM such as in government buildings in which the citizens are frequently visiting for bureaucratic matters (e.g. kelurahan, kecamatan)
- c) Easier requirement and lower interest for microcredit debtors that are of state-employees that are currently active or pensioners

5.2.2. For other microcredit institutions and NGOs that engage in microcredit

As it is learned that Brand Association plays greater role than Brand Awareness in microcredit debtors of Waroeng BJB Cabang Jababeka, any bank or other financial institution that wants to boost up its microcredit service should extend its microcredit function with one single unique name that has sounding that is associated with smaller scale business. BJB chose the name Waroeng.

5.2.3. For Government

With the fact that that 97% of workforce or 56.5 million Indonesians are self-employed through MSMEs (Mourougane, 2012) but 79% do not have access to any type of formal financial services, Government should realize that microcredit is a very big potential if Indonesia wants to boost up its financial sector.

First, of course, government should ease MSMEs to formalize its business by establishing new regulation that makes MSMEs easier to obtain documents. It is currently done by government through Government Regulation No. 98/2014 that applies only one page of registration form, previously it involves pages of registration form.

Second, it is the biggest challenge for Government to cut red-tape. Corrupt bureaucracy can be met in every level of Indonesia's bureaucracy. Therefore, in long term, cutting red tape as one of the newly inaugurated president Widodo's pledge, will have significant impact, one of them is to boost up microcredit. It is because bank will only accept microcredit application from a debtor that already has its business, not about to begin one.

Third, government can promote access to microcredit through its assets from rural level to urban level. It can install POSM such as banner in government buildings to promote microcredit in banks whose majority of its shares belong to government

5.2.4. For Future Researcher

For future researcher it is suggested to increase the number of variables and the amount of samples so the data and research variable range will have more varieties. This study uses 4 independent variables which are brand loyalty, brand awareness, perceived quality, brand association which shows significant influence of 75.2%. It means that the rest of 24.8% is influenced by other factors.

For future researchers, it is suggested to expand by researching in 2 different microcredit institutions in order to learn the impact due to difference between different promotions that are conducted by different microcredit institutions on its debtors.

For future researcher, it is suggested to use another method of research. Future researcher can emphasize more on interviews with both the microcredit institution and the debtors.

BIBLIOGRAPHY

Books

- Aaker, D. (2011). *Brand Relevance: Making Competitors Irrelevant*. San Francisco: Jossey-Bass.
- Aaker, D. (2010). *Building Strong Brands* (Simon & Schuster UK Ltd. ed.). London.
- Aaker, D. (1991). *Managing Brand Equity, Capitalizing on the value of a brand name*. New York: The Free Press.
- Altare, E. A. (2005). *Elementary Statistics' 2005 Ed. (With Computer Application)*. Manila: Rex Bookstore, Inc.
- Bowling, A. (1997). *Research Methods in Health*. Buckingham: Open University Press.
- Burns, N., & Grove, S. (1997). *The Practice of Nursing Research Conduct, Critique, & Utilization*. Philadelphia: W.B. Saunders and Co.
- Field, A. P. (2000). *Discovering Statistics Using SPSS for Windows: Advanced Techniques for the Beginner*. London: SAGE.
- Karamouz, M., Nazif, S., & Falah, M. (2012). *Hydrology and Hydroclimatology: Principles and Applications*. CRC Press.
- Kotler, & Armstrong. (2001). *Principles of Marketing* (9th ed.). Prentice Hall.
- Kotler, & Armstrong. (2013). *Principles of Marketing* (14 ed.). Angshuman Chakraborty.
- Nardi, P. M. (2005). *Interpreting Data: A Guide to Understanding Research*. New York: Pearson.
- Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2011). *Strategic Brand Management*. Oxford University.
- Sage Publication. (2005). *Chapter 8 - Introduction to Hypothesis Testing*. Sage Publication.

Journal

- Ackaradejruangsri, P. (2012). *The effect of product quality attributes on Thai consumers* '. RJAPS.
- Alamgir, M., Nasir, T., Shamsuddoha, M., & Nedelea, A. *INFLUENCE OF BRAND NAME ON CONSUMER DECISION MAKING PROCESS- AN EMPIRICAL STUDY ON CAR BUYERS*.
- Arteaga, X. (2009). *ASSESSING THE DEMAND FOR SAVINGS SERVICES AMONG MICROFINANCE CLIENTS IN AFGHANISTAN*. Microfinance Investment Facility of Afghanistan.
- Ayamga, M., Sarpong, D. B., & Asuming-Brempong, S. (2006). Factors Influencing the Decision to Participate in Micro-credit Programme: An Illustration for Northern Ghana. *Ghana Journal of Development Studies* , 3 (2), 57-65.
- Barrena Figueroa Ramo ; Mercedes Sanchez Garcia; Franco Rosa. (2005). Influence of Product Perception and Quality Label Valuation on Consumer Decision. The Case of Beef in Italy and Spain. Copenhagen: European Association of Agricultural Economists.
- Bouazza, H., Negra, A., & Mzoughi, M. N. (2013). Determinants of Customer-Based Brand Equity in a Sponsorship Context: A Qualitative Research. *Interdisciplinary Journal of Contemporary Research in Business* , 4 (10), 672.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika* , 16 (3), 297-334.
- Deakin, D., North, D., Baldock, R., & Whittam, G. (2008). *SME's Access to Finance: Is there still a debt finance gap*. Belfast: Institute for Small Business & Entrepreneurship.
- Dinawan, M. R. (2010). *ANALISIS FAKTOR – FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELI*.
- Doherty, M. (1994). Probability versus Non-Probability Sampling in Sample Surveys. *The New Zealand Statistics Review* , 21-28.
- Hampf, A., & Lindberg-Repo, K. (2011). *Branding: The Past, Present, and Future: A Study of the Evolution and Future of Branding*. Helsinki: Hanken School of Economics.

- Heriana, M. A. (2013). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN KONSUMEN UNTUK MEMILIH APOTEK PATEN FARMA SEBAGAI TEMPAT MEMBELI OBAT*.
- Khalil, A. A. *An assessment of the relationship between service quality and customers trust in the formation of consumers' purchase intentions*.
- Khasanah, I. (2013). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Mie Instan Sedaap Di Semarang. *JDM*, 4 (1), 93-102.
- Kim, H. B., & Kim, W. (2005). "The relationship between brand equity and firms' . *Tourism Management* , 26 (4), 549-560.
- Lekyapura, S. (2012). Brand Equity and Factors Affecting Consumer's Purchase Intention towards Luxury Brands in Bangkok Metropolitan Area. World Academy of Science. *Engineering and Technology Journal* , 70, 545-550.
- McCulloch, & Huston, J. (1985). Miscellanea: On Heteros*edasticity. *Econometrica* , 53 (2), 483.
- Moise, K. R. Financial Literacy - Better Businesses and Financial Decisions. *Centre for Microfinance Fact Sheet Series* (6).
- Moisescu, O. (2005). *The concept of brand equity - A comparative approach*.
- Mourougane, A. (2012). Promoting SME Development in Indonesia. *Economics Department Working Papers No. 995 of OECD* , 6-7.
- Pearson, K. (1895). Notes on regression and inheritance in the case of two parents. London.
- Smith, K. T., Smith, M., & Wang, K. (2010). Does Brand Management of Corporate Reputation Translate into Higher Market Value? *Strategic Marketing* , 19 (3), 201-221.
- Stein, P., Ardici, O. P., & Hommes, M. (2013). *Closing the Credit Gap for Formal and Informal Micro, Small, and*. Washington: IFC, World Bank Group.
- Syah, J. *Pengaruh Atribut Produk terhadap Keputusan Konsumen Mahasiswa Fakultas Ekonomi Universitas Negeri Malang*.
- Vong, J., & Song, I. (2014, December 28). Microfinance and Gender Equality in Indonesia. *Emerging Technologies for Emerging Markets* , 35-53.

- Yee, J., & San, N. C. (2011). Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile. *American Journal of Economics and Business Administration* , 3 (1), 45-57.
- Yufriawati, Sulistiono, A. A., Sujatmiko, Handayani, M., & Heriyati, E. (2012). *PENGEMBANGAN MODEL AGRIWISATA DI SMK BERBASIS PERTANIAN DALAM Mendukung EKONOMI KREATIF MASYARAKAT PEDESAAN*. Jakarta: KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN: BADAN PENELITIAN DAN PENGEMBANGAN.
- Zhao, H., Wu, W., & Chen, X. (2006). What Factors Affect Small and Medium-sized Enterprise's Ability to Borrow from Bank Evidence from Chengdu City, Capital of South-Western China's Sichuan Province. 11,12. Berlin: Business Institute Berlin at the Berlin School of Economics (FWW-Berlin).

Website

- Andale. (2013, September 15). *Statistics How To :Adjusted r2*. Retrieved January 5, 2015, from Statistics How To:
<http://www.statisticshowto.com/adjusted-r2/>
- Australian Bureau of Statistics. (2013). *Statistical Language - What is a Population?* Retrieved October 15, 2014, from
<http://www.abs.gov.au/websitedbs/a3121120.nsf/home/statistical+language+-+what+is+a+population>
- Bank Indonesia. (2012). Regulation of Bank Indonesia 14/26/2012. Jakarta.
- Bank Jawa Barat. (2014). *Bank BJB: Corporate Culture*. Retrieved December 15, 2014, from <http://www.bankbjb.co.id/en/4/111/125/197/Corporate-Culture.html>
- Bank Jawa Barat. (2014). *Bank BJB: Corporate Value*. Retrieved December 15, 2014, from <http://www.bankbjb.co.id/en/4/111/125/199/Corporate-Value.html>
- Bank Jawa Barat. (2014). *Bank BJB: Highlights*. Retrieved December 15, 2014, from <http://www.bankbjb.co.id/en/4/111/125/195/bank-bjb-highlights.html>

- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb KKPE*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/259/bjb-KKPE.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb Kredit BPR*. Retrieved 8 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/255/bjb-Kredit-BPR.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb Kredit Kopkar*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/257/bjb-Kredit-Kopkar.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb Kredit Mikro Utama*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/261/bjb-Kredit-Mikro-Utama.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb Kridamas*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/263/bjb-Kridamas.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb KUR*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/265/bjb-KUR.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: bjb SSRG*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/267/bjb-SSRG.html
- Bank Jawa Barat. (2014). *Bank Jawa Barat: Kredit Cinta Rakyat Jawa Barat*. Retrieved February 8, 2015, from Bank Jawa Barat: www.bankbjb.co.id/en/4/117/155/349/Kredit-Cinta-Rakyat-Jawa-Barat.html
- Bank Jawa Barat Banten. (2014). *Financial Statement September 30 2014*. Bandung.
- British Library: Business and IP Centre. (n.d.). *Qualitative and Quantitative Research*. Retrieved October 13, 2014, from <http://www.bl.uk/bipc/resmark/qualquantresearch/qualquantresearch.html>
- Central Michigan University. (n.d.). *Central Michigan University*. Retrieved October 26, 2014, from <http://www.chsbs.cmich.edu/fattah/courses/empirical/multicollinearity.html>

- Central Michigan University. (2014). *Central Michigan University: Multicollinearity*. Retrieved December 25, 2014, from <http://www.chsbs.cmich.edu/fattah/courses/empirical/multicollinearity.html>
- Central Virginia Governor's School for Science and Technology Lynchburg, V. (2003). *Central Virginia Governor's School for Science and Technology Lynchburg, VA*. Retrieved January 16, 2015, from Central Virginia Governor's School for Science and Technology Lynchburg, VA : http://www.cvgs.k12.va.us:81/DIGSTATS/main/inferant/d_tdist.htm
- David Court, D. E. (2009). *McKinsey*. Retrieved 4 March, 2014, from http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey
- Davis, M. (n.d.). *Investopedia*. Retrieved March 4, 2014, from <http://www.investopedia.com/university/microeconomics/microeconomics3.asp>
- Easton, V. J., & McColl, J. H. (n.d.). *Statistics Glossary V.11*. Retrieved October 15, 2014, from http://www.stats.gla.ac.uk/steps/glossary/basic_definitions.html
- Ender, P. B. (2014). *Philender: Collinearity Issues*. Retrieved December 25, 2014, from <http://www.philender.com/courses/categorical/notes2/collin.html>
- Explorable.com. (2009). *Explorable.com: Multiple Regression Analysis*. Retrieved October 26, 2014, from <https://explorable.com/multiple-regression-analysis>
- how2stats. (n.d.). *how2stats*. Retrieved October 26, 2014, from <http://www.how2stats.net/2011/09/variance-inflation-factor-vif.html>
- Investopedia. (n.d.). *Investopedia: Degrees Of Freedom*. Retrieved January 14, 2015, from Investopedia: <http://www.investopedia.com/terms/d/degrees-of-freedom.asp>
- Investopedia. (n.d.). *Investopedia: Descriptive Statistics*. Retrieved October 26, 2014, from http://www.investopedia.com/terms/d/descriptive_statistics.asp#axzz2DxCoTnMM

- isixsigma. (2014). *Isixsigma: P-value*. Retrieved December 26, 2014, from <http://www.isixsigma.com/dictionary/p-value/>
- Johnston, D., & Murdoch, J. (n.d.). *Sitesources.worldbank.org*. Retrieved September 25, 2014, from Worldbank.org: siteresources.worldbank.org/INTFR/Resources/Johnston_Morduch.ppt+Microcredit+vs.+Micro+Saving:+Evidence+from+Indonesia
- Karen. (n.d.). *The Analysis Factor: Assessing the Fit of Regression Models*. Retrieved October 26, 2014, from <http://www.theanalysisfactor.com/assessing-the-fit-of-regression-models/>
- Laerd Statistics. (n.d.). *Laerd Statistics: Multiple Regression Analysis using SPSS Statistics*. Retrieved December 1, 2014, from <https://statistics.laerd.com/spss-tutorials/multiple-regression-using-spss-statistics.php>
- Laerd Statistics. (n.d.). *Laerd Statistics: Pearson Product-Moment Correlation*. Retrieved October 26, 2014, from <https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php>
- Laerd Statistics. (n.d.). *Pearson Product-Moment Correlation*. Retrieved October 19, 2014, from <https://statistics.laerd.com/statistical-guides/pearson-correlation-coefficient-statistical-guide.php>
- MacMillan, A., Preston, D., Wolfe, J., & Yu, S. (2014). *The Michigan Chemical Process Dynamics and Controls Open Text Book*. Retrieved December 25, 2014, from https://controls.engin.umich.edu/wiki/index.php/Basic_statistics:_mean,_median,_average,_standard_deviation,_z-scores,_and_p-value
- McLeod, S. A. (2008). *Simply Psychology : Likert Scale*. Retrieved November 2, 2014, from <http://www.simplypsychology.org/likert-scale.html>
- Middle Tennessee State University. (n.d.). *Middle Tennessee State University: Formula*. Retrieved January 5, 2015, from Middle Tennessee State University: <http://mtweb.mtsu.edu/stats/dictionary/formula.htm>
- Otoritas Jasa Keuangan. (2014). *Booklet Perbankan Indonesia*. Jakarta: Departemen Perizinan dan Informasi Perbankan.
- Otoritas Jasa Keuangan. (n.d.). *Otoritas Jasa Keuangan: Institution*. Retrieved December 18, 2014, from <http://www.ojk.go.id/en/institution>

- Portland State University. (n.d.). *Portland State University*. Retrieved October 18, 2014, from <https://www.pdx.edu/studentaffairs/sites/www.pdx.edu.studentaffairs/files/QuanRshRel%26Val.pdf>
- Princeton.edu. (n.d.). *Princeton.edu: Weighted Mean*. Retrieved October 26, 2014, from http://www.princeton.edu/~achaney/tmve/wiki100k/docs/Weighted_mean.html
- Public.Asu.Edu. (n.d.). *Simple Linear Regression Computations*. Retrieved October 26, 2014, from <http://www.public.asu.edu/~gwaissi/ASM-e-book/module208.html>
- Smith, S. (2012, December 3). *Qualtrics: Customer Satisfaction Measurement*. Retrieved January 14, 2015, from Qualtrics: <http://www.qualtrics.com/blog/customer-satisfaction-measurement/>
- Song, S. (2013). *International Business Times: Indonesian Small Business Owners, Shut Out By Commercial Banks, Turn To Informal Lending*. Retrieved September 11, 2014, from <http://www.ibtimes.com/indonesian-small-business-owners-shut-out-commercial-banks-turn-informal-lending-1357823>
- Stat Trek. (n.d.). *Stat Trek: Linear Correlation Coefficient*. Retrieved October 26, 2014, from <http://stattrek.com/statistics/correlation.aspx>
- Statistics Glossary. (2014). *The Statistics Glossary: Probability-Probability (P-P) Plot*. Retrieved December 25, 2014, from <http://www.stats.gla.ac.uk/glossary/?q=node/392>
- Taylor, C. (2014). *About.com*. Retrieved December 25, 2014, from <http://statistics.about.com/od/Descriptive-Statistics/a/What-Are-The-Maximum-And-Minimum.htm>
- TutorVista. (n.d.). *TutorVista: Coefficient of Determination*. Retrieved October 26, 2014, from <http://math.tutorvista.com/statistics/coefficient-of-determination.html>
- TutorVista. (n.d.). *TutorVista: T-test formula*. Retrieved October 26, 2014, from <http://formulas.tutorvista.com/math/t-test-formula.html>
- TutorVista. (n.d.). *TutorVista: Weighted Mean*. Retrieved October 26, 2014, from <http://formulas.tutorvista.com/math/weighted-mean-formula.html>

- University of California, D. (2011, May). *Pilot Testing Data Collection Instruments*. Retrieved February 7, 2015, from University of California, Davis: Center for Evaluation and Research:
<http://tobaccoeval.ucdavis.edu/documents/PilotTesting2.pdf>
- University of Kentucky. (n.d.). *University of Kentucky*. Retrieved January 2015, 16, from University of Kentucky:
<http://www.uky.edu/~kdbrad2/EDP660/Notes/ch%208%20Residual%20analysisistopost.ppt>
- University of Notre Dame. (n.d.). Retrieved October 26, 2014, from
<http://www3.nd.edu/~rwilliam/stats2/l25.pdf>
- Wachs, S. (n.d.). *winspc: "How do I test my data for normality?"*. Retrieved October 26, 2014, from <http://www.winspc.com/what-is-spc/ask-the-expert/273-qhow-do-i-test-my-data-for-normalityq>

Articles

- Arbi, A. (2013, February 26). *Radar Banten: Bank bjb Apresiasi Debitur Terbaik*. Retrieved January 14, 2015, from Radar Banten:
<http://www.radarbanten.com/read/berita/170/8884/Bank-bjb-Apresiasi-Debitur-Terbaik.html>
- Bekasi Business: (2013). *Bekasi Business: Selama 2010-2013, Jumlah UMKM di Kota Bekasi Meningkat*. Retrieved September 12, 2014, from
<http://www.bekasibusiness.com/2013/11/07/selama-2010-2013-jumlah-umkm-di-kota-bekasi-meningkat/>
- Gandapurnama, B. (2014, June 19). *DetikNews*. Retrieved January 11, 2015, from Calon Direksi Bank bjb Diusulkan Berasal dari Internal dan Putra Jabar:
<http://news.detik.com/bandung/read/2014/06/19/185755/2613575/486/cal-on-direksi-bank-bjb-diusulkan-berasal-dari-internal-dan-putra-jabar?nd771104bcj>
- Subiantoro, B. (2012, December 3). Ubah Paradigma Bank Daerah. (A. Sanda, Interviewer) Kompas.
- Winata, J. (2013). *The Jakarta Globe: Indonesia's Microfinance Industry Faces Overwhelming Demand*. Retrieved September 11, 2014, from
<http://www.thejakartaglobe.com/business/indonesias-microfinance-industry-faces-overwhelming-demand/>

Wiyanti, S. (2013, March 9). *Merdeka: Uang*. Retrieved January 11, 2015, from Nasabah Bank Jabar Banten bisa menabung di waroeng BJB: <http://www.merdeka.com/uang/nasabah-bank-jabar-banten-bisa-menabung-di-waroeeng-bjb.html>

Ekuitas Merek dan Keputusan Memohon Pinjaman Mikro di Waroeng BJB

Kepada Para Debitur Waroeng BJB,

Nama saya Wendy Shabirin Kadarsyah, mahasiswa President University angkatan 2011. Saya memohon kepada Anda untuk membantu mengisi kuesioner di bawah guna sebagai data pembuatan skripsi. Formulir ini terdiri dari 2 bagian:

- a. Bagian I: Data Identitas
 - b. Bagian II: Petunjuk mengisi Kuesioner dan Kuesioner
- Atas bantuannya saya ucapkan terima kasih

Bagian I: Data Identitas

Mohon centang (√) jawaban Anda di kotak yang telah disediakan

- JenisKelamin : Laki-laki Perempuan
- Usia : 21-30 31-40 41-50 51 atau lebih
- Pendidikan : SD SMP SMA S1 atau lebih tinggi

Berapa kali telah mengambil pinjaman mikro di bank/ koperasi?

- 1 kali 2 kali 3 kali 4 kali 5 kali/lebih

Bagian II: Petunjuk mengisi kuisioner

Mohon centang (√) jawaban Anda di kolom yang telah disediakan

Arti kolom: 1= sangat tidak setuju, 2= tdk setuju, 3= netral, 4= setuju, 5= sangat setuju

Kesetian Merek	1	2	3	4	5
Setahun terakhir, saya tidak berusaha meminjam dari lembaga pinjaman mikro lainnya					
Waroeng BJB selalu menjadi pilihan utama saya untuk pinjaman mikro					
Saya ingin merekomendasikan Waroeng BJB Kepada orang lain					
Walaupun ada lembaga pinjaman mikro lain dengan kualitas yang sama, saya lebih suka Waroeng BJB					

KesadaranMerek	1	2	3	4	5
Saya tahu simbol/logo Waroeng BJB					
Saya sangat tahu dan pernah berhubungan dengan Waroeng BJB					
Waroeng BJB paling mudah dikenali dibandingkan lembaga pinjaman mikro lainnya					
Ketika membicarakan pinjaman mikro, Waroeng BJB paling spontan (cepat) muncul di pikiran					

Persepsi Kualitas	1	2	3	4	5
Saya percaya layanan pegawai Waroeng BJB ramah dan berpenampilan baik					
Saya percaya bunga dan persyaratan dari Waroeng BJB lebih kompetitif dibanding lembaga pinjaman mikro lain					
Saya merasa tahu lebih banyak tentang pinjaman mikro ketika berkonsultasi ke Waroeng BJB					
Letak cabang Waroeng BJB mudah dicapai					

Asosiasi Merek	1	2	3	4	5
Pinjaman Mikro berarti Waroeng BJB					
Waroeng BJB adalah "khas" (unik) dibandingkan lembaga pinjaman mikro lainnya					
Saya percaya Waroeng BJB terkenal sebagai solusi pinjaman mikro					
Saya mengingat Waroeng BJB dikarenakan promosinya					

Keputusan Pembelian	1	2	3	4	5
Saya memutuskan untuk selalu memohon pinjaman mikro dari Waroeng BJB					
Saya memutuskan menggunakan jasa Waroeng BJB karena saya mengetahui Waroeng BJB					
Saya memutuskan menggunakan jasa Waroeng BJB karena kualitas pelayanannya					
Saya memutuskan menggunakan jasa Waroeng BJB karena terkenal					

☺Terima Kasih☺

Brand Equity and Purchase Decision on Microcredit in BJB

To the debtors of Waroeng BJB

My name is Wendy Shabirin Kadarsyah, student of President University batch 2011. I hereby ask you to help me to fill in below questionnaire that is aimed to be the data for the making of my skripsi. This form consists of 2 parts:

- a. Part I: Identity
 - b. Part II: Step to fill in the questionnaire
- I thank you for your kind help.

Part I: Identity

Please tick (√) your answer in the given box

- Gender : Male Female
- Age : 21-30 31-40 41-50 51 or up
- Education : SD SMP SMA S1 or up

How many times have you applied for microcredit?

- 1 time 2 times 3 times 4 times 5 times/more

Part II: Step to fill in the questionnaire

Please tick (√) your answer in the given column

Meaning of column: 1= strongly disagree, 2= disagree, 3= neutral, 4= agree, 5= strongly agree

Brand Loyalty	1	2	3	4	5
In the last one year, I do not try to apply for microcredit to other microcredit institutions					
Waroeng BJB always becomes my main choice for microcredit					
I want to recommend Waroeng BJB to others					
Even though there is another microcredit institution with the same quality, I still prefer Waroeng BJB					

Brand Awareness	1	2	3	4	5
------------------------	---	---	---	---	---

I know the symbol or logo of Waroeng BJB					
I know very much and ever am in touch with Waroeng BJB					
Waroeng BJB is the easiest to recognize compared to other microcredit institution					
When talking about microcredit, Waroeng BJB appears in the mind most spontaneously					

Perceived Quality	1	2	3	4	5
I believe the service of the employees of Waroeng BJB is hospitable and presentable					
I believe the interest and the requirements from Waroeng BJB is more competitive compared to other microcredit institution					
I feel, I know more about microcredit after consulting with Waroeng BJB					
The place of Waroeng BJB's branch is easy to reach					

Brand Association	1	2	3	4	5
Micro credit is Waroeng BJB					
Waroeng BJB is unique compared to other microcredit institutions					
I believe Waroeng BJB is famous of its microcredit solution					
I remember Waroeng BJB due to its promotion					

Purchase Decision	1	2	3	4	5
I decided to always apply for microcredit in Waroeng BJB					
I decided to use the service of Waroeng BJB because I know Waroeng BJB					
I decided to use the service of Waroeng BJB due to the quality of the service					
I decided to use the service of Waroeng BJB because it is famous					

☺Thank You☺

Appendix 3 – F table for $\alpha = 0.05$

f	df_1	2	3	4	5	6	7	8	9	10	12	15	20	24	30	40	60	120	∞
1	16	20	21	22	23	23	23	239	24	24	24	24	24	24	25	25	25	25	25
2	18	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
3	10	9	9	9	9	8	8.8	8.8	8	8	8	8	8	8	8	8	8	8	8
4	7	6	6	6	6	6	6.0	6.0	6	5	5	5	5	5	5	5	5	5	5
5	6	5	5	5	5	4	4.8	4.8	4	4	4	4	4	4	4	4	4	4	4
6	5	5	4	4	4	4	4.2	4.1	4	4	4	3	3	3	3	3	3	3	3
7	5	4	4	4	3	3	3.7	3.7	3	3	3	3	3	3	3	3	3	3	3
8	5	4	4	3	3	3	3.4	3.4	3	3	3	3	3	3	3	3	3	2	2
9	5	4	3	3	3	3	3.2	3.2	3	3	3	3	2	2	2	2	2	2	2
10	4	4	3	3	3	3	3.1	3.0	3	2	2	2	2	2	2	2	2	2	2
11	4	3	3	3	3	3	3.0	2.9	2	2	2	2	2	2	2	2	2	2	2
12	4	3	3	3	3	3	2.9	2.8	2	2	2	2	2	2	2	2	2	2	2
13	4	3	3	3	3	2	2.8	2.7	2	2	2	2	2	2	2	2	2	2	2
14	4	3	3	3	2	2	2.7	2.7	2	2	2	2	2	2	2	2	2	2	2
15	4	3	3	3	2	2	2.7	2.6	2	2	2	2	2	2	2	2	2	2	2
16	4	3	3	3	2	2	2.6	2.5	2	2	2	2	2	2	2	2	2	2	2

17	4.45	3.59	3.2	2.96	2.81	2.7	2.61	2.55	2.49	2.45	2.38	2.31	2.23	2.19	2.15	2.1	2.06	2.01	1.96
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46	2.41	2.34	2.27	2.19	2.15	2.11	2.06	2.02	1.97	1.92
19	4.38	3.52	3.13	2.9	2.74	2.63	2.54	2.48	2.42	2.38	2.31	2.23	2.16	2.11	2.07	2.03	1.98	1.93	1.88
20	4.35	3.49	3.1	2.87	2.71	2.6	2.51	2.45	2.39	2.35	2.28	2.2	2.12	2.08	2.04	1.99	1.95	1.9	1.84
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37	2.32	2.25	2.18	2.1	2.05	2.01	1.96	1.92	1.87	1.81
22	4.3	3.44	3.05	2.82	2.66	2.55	2.46	2.4	2.34	2.3	2.23	2.15	2.07	2.03	1.98	1.94	1.89	1.84	1.78
23	4.28	3.42	3.03	2.8	2.64	2.53	2.44	2.37	2.32	2.27	2.2	2.13	2.05	2.01	1.96	1.91	1.86	1.81	1.76
24	4.26	3.4	3.01	2.78	2.62	2.51	2.42	2.36	2.3	2.25	2.18	2.11	2.03	1.98	1.94	1.89	1.84	1.79	1.73
25	4.24	3.39	2.99	2.76	2.6	2.49	2.4	2.34	2.28	2.24	2.16	2.09	2.01	1.96	1.92	1.87	1.82	1.77	1.71
26	4.23	3.37	2.98	2.74	2.59	2.47	2.39	2.32	2.27	2.22	2.15	2.07	1.99	1.95	1.9	1.85	1.8	1.75	1.69
27	4.21	3.35	2.96	2.73	2.57	2.46	2.37	2.31	2.25	2.2	2.13	2.06	1.97	1.93	1.88	1.84	1.79	1.73	1.67
28	4.2	3.34	2.95	2.71	2.56	2.45	2.36	2.29	2.24	2.19	2.12	2.04	1.96	1.91	1.87	1.82	1.77	1.71	1.65
29	4.18	3.33	2.93	2.7	2.55	2.43	2.34	2.28	2.22	2.18	2.1	2.03	1.94	1.9	1.85	1.81	1.75	1.7	1.64
30	4.17	3.32	2.92	2.69	2.53	2.42	2.33	2.26	2.21	2.16	2.09	2.01	1.93	1.89	1.84	1.79	1.74	1.68	1.62
40	4.08	3.23	2.84	2.61	2.45	2.34	2.25	2.18	2.12	2.08	2	1.92	1.84	1.79	1.74	1.69	1.64	1.58	1.51
60	4	3.15	2.76	2.53	2.37	2.25	2.17	2.1	2.04	1.99	1.92	1.84	1.75	1.7	1.65	1.59	1.53	1.47	1.39
120	3.92	3.07	2.68	2.45	2.29	2.18	2.09	2.02	1.96	1.91	1.83	1.75	1.66	1.61	1.55	1.5	1.43	1.35	1.25
∞	3.84	3	2.6	2.37	2.21	2.1	2.01	1.94	1.88	1.83	1.75	1.67	1.57	1.52	1.46	1.39	1.32	1.22	1

Correlations

		BLQ1	BLQT
BLQ1	Pearson Correlation	1	.638*
	Sig. (2-tailed)		.010
	N	15	15
BLQT	Pearson Correlation	.638*	1
	Sig. (2-tailed)	.010	
	N	15	15

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

Correlations

		BLQ2	BLQT
BLQ2	Pearson Correlation	1	.953**
	Sig. (2-tailed)		.000
	N	15	15
BLQT	Pearson Correlation	.953**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		BLQ3	BLQT
BLQ3	Pearson Correlation	1	.857**
	Sig. (2-tailed)		.000
	N	15	15
BLQT	Pearson Correlation	.857**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

tailed).

Correlations

		BLQ4	BLQT
BLQ4	Pearson Correlation	1	.847**
	Sig. (2-tailed)		.000
	N	15	15
BLQT	Pearson Correlation	.847**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		BAQ1	BAQT
BAQ1	Pearson Correlation	1	.817**
	Sig. (2-tailed)		.000
	N	15	15
BAQT	Pearson Correlation	.817**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		BAQ2	BAQT
BAQ2	Pearson Correlation	1	.941**
	Sig. (2-tailed)		.000
	N	15	15
BAQT	Pearson Correlation	.941**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		BAQ3	BAQT
BAQ3	Pearson Correlation	1	.817**
	Sig. (2-tailed)		.000
	N	15	15
BAQT	Pearson Correlation	.817**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		BAQ4	BAQT
BAQ4	Pearson Correlation	1	.990**
	Sig. (2-tailed)		.000
	N	15	15
BAQT	Pearson Correlation	.990**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		PQQ1	PQQT
PQQ1	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.010
	N	15	15
PQQT	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.010	
	N	15	15

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

Correlations

		PQQ2	PQQT
PQQ2	Pearson Correlation	1	.954**
	Sig. (2-tailed)		.000
	N	15	15
PQQT	Pearson Correlation	.954**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		PQQ3	PQQT
PQQ3	Pearson Correlation	1	.919**
	Sig. (2-tailed)		.000
	N	15	15
PQQT	Pearson Correlation	.919**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Correlations

		PQQ4	PQQT
PQQ4	Pearson Correlation	1	.836**
	Sig. (2-tailed)		.000
	N	15	15
PQQT	Pearson Correlation	.836**	1
	Sig. (2-tailed)	.000	
	N	15	15

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

Appendix 5- Reliability Test Result

- Brand Loyalty

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	0.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.822	5

- Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	0.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items

.839	5
------	---

- Perceived Quality

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	0.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.826	5

- Brand Association

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	0.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.822	5

- Purchase Decision

Case Processing Summary

		N	%
Cases	Valid	15	100.0
	Excluded ^a	0	0.0
	Total	15	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.845	5

Appendix 6 - Raw Data

Gender	Age	Education	Frequency	BLQ1	BLQ2	BLQ3	BLQ4	BLQT	BAQ1	BAQ2	BAQ3	BAQ4	BAQT	PQQ1	PQQ2	PQQ3	PQQ4	PQQT	BASQ1	BASQ2	BASQ3	BASQ4	BASQT	PDQ1	PDQ2	PDQ3	PDQ4	PDQT	
2	3	3	1	4	3	4	3	14	5	5	5	5	20	4	4	4	4	16	5	5	4	5	19	4	4	4	4	16	
1	3	3	1	2	2	2	2	8	4	2	2	2	10	4	2	2	2	10	2	2	2	2	8	2	2	2	2	8	
1	3	4	1	5	2	2	2	11	2	2	4	2	10	4	4	2	4	14	2	4	2	4	12	2	2	4	2	10	
1	2	4	5	5	3	4	1	13	4	4	4	4	16	4	4	4	4	16	4	4	5	4	17	5	4	5	5	19	
1	4	1	2	4	3	4	4	15	4	4	4	4	16	5	4	4	4	17	5	5	5	5	20	5	5	5	5	20	
1	4	4	4	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
2	3	3	2	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
2	22	4	4	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
1	2	3	1	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
1	3	3	1	4	4	4	4	16	4	5	4	4	17	5	5	5	5	20	4	5	5	5	19	4	5	4	4	17	
1	2	2	2	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
1	4	1	3	5	5	5	4	19	5	5	5	5	20	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
1	1	4	1	5	5	4	5	19	4	5	4	4	17	5	5	5	4	19	5	4	2	4	15	5	4	5	5	19	
1	1	4	1	5	5	4	5	19	4	5	4	4	17	5	5	5	4	19	5	4	2	4	15	5	4	5	5	19	
2	3	2	3	5	5	5	5	20	5	5	5	5	20	4	5	5	4	18	4	4	4	4	16	5	5	4	4	18	
1	3	2	2	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	4	2	2	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	4	2	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	4	2	2	5	5	5	5	20	5	5	5	5	20	4	5	4	5	18	4	5	4	5	18	5	5	5	5	20	
1	4	3	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	3	2	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	4	3	4	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
2	4	3	3	5	5	5	4	19	5	5	4	5	19	4	4	5	5	18	5	5	5	5	20	4	5	4	4	17	
1	3	2	2	5	5	5	5	20	5	4	4	4	17	4	5	4	5	18	5	5	5	5	20	5	4	4	5	18	
1	2	4	1	5	5	5	5	20	5	5	5	4	19	4	5	5	5	19	4	5	5	5	19	5	5	4	4	18	
1	2	3	2	4	5	5	4	18	5	5	4	5	19	5	4	5	5	19	4	5	4	4	17	4	4	5	5	18	
1	2	3	5	4	5	5	5	19	4	4	4	4	16	4	5	4	5	18	5	4	4	4	17	5	4	5	4	18	
2	3	4	1	5	5	5	5	20	5	5	5	5	20	5	5	4	5	19	5	4	5	5	19	5	5	5	4	19	
2	4	4	2	5	4	4	4	17	4	5	5	5	19	5	5	5	5	20	4	5	4	4	17	5	4	4	5	18	
2	4	4	1	5	5	4	4	18	5	5	5	5	20	5	4	4	5	18	5	4	4	5	18	5	5	4	4	18	
1	2	4	1	5	5	4	5	19	5	4	5	4	18	5	4	4	5	18	5	5	4	2	16	2	5	5	2	14	
1	4	4	1	5	5	5	5	18	5	5	5	4	19	5	5	4	4	18	5	5	4	3	17	4	5	5	4	18	
2	2	2	3	4	4	5	4	17	5	4	4	4	17	4	4	5	4	17	4	4	4	4	5	17	4	4	4	4	16
1	3	3	2	4	5	4	4	17	5	5	4	5	19	5	4	5	4	18	4	4	4	5	17	4	4	4	4	16	
2	2	3	2	5	5	5	5	20	5	5	4	4	18	4	5	4	5	18	4	4	5	5	18	5	4	4	4	17	
1	3	1	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
2	3	4	5	5	5	5	5	20	4	5	4	4	17	4	4	4	5	17	4	4	4	4	16	5	4	4	4	17	
1	3	3	1	5	4	4	4	17	5	4	4	4	17	5	4	5	4	18	4	5	5	5	19	4	4	4	5	17	
1	4	2	1	5	5	5	5	20	5	5	5	5	20	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20	
1	3	3	2	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
2	2	3	1	5	5	5	5	20	5	5	5	4	19	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	2	3	1	5	5	5	5	20	5	5	5	5	20	5	4	5	5	19	5	5	5	5	20	5	5	5	5	20	
2	1	3	1	5	5	5	5	20	5	5	5	4	19	5	5	5	5	20	4	5	5	5	19	5	5	5	5	20	
1	1	4	1	5	5	5	5	20	5	5	5	5	20	5	5	4	5	19	5	5	5	5	20	5	5	5	5	20	
2	2	4	1	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
2	2	4	1	4	5	5	5	19	5	5	4	4	18	4	4	4	4	16	4	4	4	4	3	15	3	4	4	4	15
1	2	3	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	3	4	3	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	5	5	5	5	20	
1	1	4	1	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	
1	2	3	2	4	3	4	4	15	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	4	4	4	4	16	