THE EFFECTIVENESS OF BRAND EQUITY ABLE TO DEVELOP THE MICRO ENTERPRISE AT DURIAN TUNGGAL, MALACCA.

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APPROVAL

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THE EFFECTIVENESS OF BRAND EQUITY ABLE TO DEVELOP THE MICRO ENTERPRISE LIKE BURGER STALL AT DURIAN TUNGGAL, MALACCA.

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The thesis is submitted in partial fulfilment of the requirements for the award of Bachelor of Bachelor of Technopreneurship with Honors, Faculty of Technology Management and Technopreneurship.

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DECLARATION

"I admit this report is the result of my own, except certain explanations and passages where every of it is cited with sources clearly."
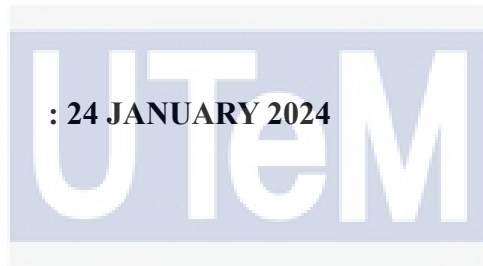
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DEDICATION

I would like to dedicate the appreciation to my family members who have been extremely willing to support me and have been a source of inspiration for me to successfully complete this thesis mentally and physically. Thank you for having always been here for me. Then, for my respected supervisor, Mr. Mukhiffun bin Mukapit and panel, Dr. Kamarudin bin Abu Bakar that have guided me throughout the research. Finally, also thank you to my fellow friends that assisted me throughout this research.

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ABSTRACT

The aim of this research is to explore how brand equity influences the growth of micro businesses in Durian Tunggal. This study will also investigate the role of brand equity elements like brand awareness, perceived quality, and perceived value in fostering the development of such micro businesses. The significance of this study lies in the potential of leveraging brand equity to promote the growth of micro enterprises, specifically a burger business operating at a roadside stall. The research methodology includes selecting a research design, identifying data sources, determining the research strategy, setting the research location and duration, and discussing these aspects in detail. This chapter also delves into the design of questionnaires, survey results, and data analysis. The study was conducted in Durian Tunggal, Malacca, focusing on brand equity. Data was gathered from 307 respondents via a questionnaire survey. To test the hypotheses, a quantitative research approach was employed, using survey research methods and sampling techniques. The data was then analyzed using the Statistical Package for the Social Sciences (SPSS). The results from the Multiple Regression Analysis and Pearson's Correlation Coefficient indicated that brand awareness, perceived quality, and perceived value have a significant and strong relationship with micro enterprise development. Among these, perceived value proved to be the most effective factor, with the highest Beta value. Further studies involving more small businesses and including customers in the surveys would be beneficial. More researchers should consider the growth of small businesses, both product and service-based, and their relationships beyond B2C to B2B. Lastly, understanding the impact of partnerships on investment decisions for advertising would also be valuable.

ABSTRAK

Matlamat penyelidikan ini adalah untuk meneroka bagaimana ekuiti jenama mempengaruhi pertumbuhan perniagaan mikro di Durian Tunggal. Kajian ini juga akan menyiasat peranan elemen ekuiti jenama seperti kesedaran jenama, persepsi kualiti, dan nilai persepsi dalam memupuk pembangunan perniagaan mikro tersebut. Kepentingan kajian ini terletak pada potensi memanfaatkan ekuiti jenama untuk menggalakkan pertumbuhan perusahaan mikro, khususnya perniagaan burger yang beroperasi di gerai tepi jalan. Metodologi kajian termasuk memilih reka bentuk kajian, mengenal pasti sumber data, menentukan strategi penyelidikan, menetapkan lokasi dan tempoh penyelidikan, dan membincangkan aspek-aspek ini secara terperinci. Bab ini juga membincangkan reka bentuk soal selidik, hasil tinjauan, dan analisis data. Kajian itu dijalankan di Durian Tunggal, Melaka, memfokuskan kepada ekuiti jenama. Data dikumpul daripada 307 responden melalui tinjauan soal selidik. Untuk menguji hipotesis, pendekatan kajian kuantitatif telah digunakan, menggunakan kaedah kajian tinjauan dan teknik persampelan. Data tersebut kemudiannya dianalisis menggunakan Statistical Package for the Social Sciences (SPSS). Keputusan daripada Analisis Regresi Berganda dan Pekali Korelasi Pearson menunjukkan kesedaran jenama, persepsi kualiti, dan nilai persepsi mempunyai hubungan yang signifikan dan kukuh dengan pembangunan perusahaan mikro. Antaranya, nilai persepsi terbukti sebagai faktor yang paling berkesan, dengan nilai Beta tertinggi. Kajian lanjut yang melibatkan lebih banyak perniagaan kecil dan termasuk pelanggan dalam tinjauan akan memberi manfaat. Lebih ramai penyelidik harus mempertimbangkan pertumbuhan perniagaan kecil, kedua-dua berasaskan produk dan perkhidmatan, dan hubungan mereka di luar B2C kepada B2B. Akhir sekali, memahami kesan perkongsian terhadap keputusan pelaburan untuk pengiklanan juga akan menjadi bernilai.

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CHAPTER 1

Introduction

1.1   Introduction

The effectiveness of brand equity to develop the micro business-like burger stall at Durian Tunggal will be covered in this chapter. The researcher likewise talked about the issue, study topic, goals, and significance of research. Finally, an in-depth discussion of research will be had, along with the project's scope and its summary from this chapter.

Micro, Small, and Medium Enterprises (MSMEs) encounter a multitude of obstacles across both emerging and established economies. These hurdles encompass insufficient market access, financial knowledge and resources, inability to procure essential technical and managerial expertise, and restricted technology usage (Stevenson & St-Onge, 2006). In underdeveloped nations, particularly within the informal sector, these challenges intensify due to entrepreneurs' low educational attainment; absence of managerial, marketing, and production proficiency; reliance on basic technology; low-skilled labor force; credit scarcity; minimal consumer/client purchasing power; and regulatory barriers stemming from legal status acquisition difficulties (Stevenson & St-Onge, 2005b).

The so-termed 'informal sector', prevalent in developing nations, primarily comprises MSMEs and is thus pertinent to this research. This sector can be characterized as unregistered production units or micro-enterprises, usually owned by an individual or a household (Roy & Wheeler, 2006). As per the International Labor Organization (ILO), entities in the informal sector typically operate at a minimal organizational level, with little to no distinction between labor and capital, and on a small scale (ILO 2000). The Kenyan Government (KNBS, 2010) describes the sector as encompassing all small-scale activities that are semi-organized, unregulated, and utilize low and simple technologies (p. 78). The informal sector is deemed vital to the national economies of developing nations. The World Bank posits that the informal sector constitutes between one third and three quarters of the total employment in developing countries (Webster & Fidler, 1996). For instance, in Kenya, informal sector employment was projected to account for 80% of total recorded employment in 2009 (KNBS, 2010, p. 69).

Given these circumstances, what tactics can MSMEs adopt to enhance their business operations? How can these tactics be simplified into a format that is easily comprehensible and applicable to MSME owners? These are among the queries this study aimed to answer by creating a generic competitive business strategies (CBS) typology specifically tailored for MSMEs.

Most activities classified as Micro, Small, and Medium Enterprises (MSEs) are incredibly small, often consisting of just a single individual operating independently. Consequently, self-employment is a defining feature of the MSE landscape. If we consider the MSE universe to encompass firms with 1-50 employees, then businesses with ten or more workers represent less than 2% of all companies in almost every African country surveyed. However, the Dominican Republic deviates from this trend, boasting a significantly lower proportion of one-person enterprises and a higher number of businesses at the higher end of the small-business spectrum Liedholm, C. E., & Mead, D. C. (2013).

1.2   Background of Study

Unquestionably, SMEs play a key role in the economic development of a country (Muhammad, M. Z., Char, A. K., Yasoa, M. R. B., and Hassan, 2010). A recent analysis of employment trends between September 1992 and March 2005 in the United States found that 65 percent of the net new jobs created during that time were created by businesses with less than 500 workers (US Bureau of Labour Statistics, 2005). Hutchinson, Quinn, and Alexander (2006) contend that the physical attributes are what set major businesses apart from SMEs. SMEs have unique characteristics to gain market share while having a smaller scope than large firms. Globally, there are predicted to be 332.99 million SMEs in 2021, a little increase from the 328.5 million anticipated in 2019.

The most SMEs were founded in the most recent year throughout the specific time period (D. Clark, 2022). Whether they are in developed or developing countries, more than 90% of all enterprises globally are in this sector. For instance, in industrialised countries like the U.K. and the U.S., SMEs make up more than 95% of all businesses (Wichmann, 1983; Mitchell et al, 1998). Similar to this, in growing nations like Malaysia and Indonesia, SMEs account for more than 90% of all businesses (DOS, 1 2005; Tambunan, 2008). It is thought that these SMEs will aid these countries in many ways because there are numerous SMEs in various countries that contribute to each country's economy. We are all aware that most businesses in Malaysia are

SMEs (DOS, 2005). These businesses act as the main engines of the national economy, and their impact has grown yearly (NSDC, 2 2006). As a result, this sector has a significant impact on economic growth in many ways. First off, this sector acts as the main engine for industrial development by fostering domestic growth fueled by both new and existing enterprises (Aris, 2006). For instance, it serves as a significant supplier and service provider to large organizations, particularly multinational and transnational enterprises, which makes this clear (UNDP, 3 2007).

Additionally, as per the Department of Statistics (2004), a significant 60% of companies in Malaysia are micro enterprises, followed by small enterprises (28%), medium-sized enterprises (9%), and large enterprises (3%). Given the crucial role of micro enterprises in the growth of all sectors in Malaysia, it is imperative to understand their success factors for maintaining the nation's economic stability and progress towards the Vision 2020.

Malaysian SMEs account for 50% of all employment in the country (DOS, 2005). As a result, it has served as the main source of income for many Malaysian households. SMEs have also reduced poverty and economic inequality among Malaysian households. The fact that Malaysia's poverty rate decreased from 49% in the 1970s to less than 5% in 2007 (UNDP, 2007) serves as evidence of this. The contributions of Malaysian SMEs have significantly increased both the GDP and total exports of Malaysia. According to (DOS 2005), SMEs produce 32% of the GDP and 19% of all exports. SME involvement in export operations proves their capacity to successfully compete not only on the domestic market but also on the international one. As a result, having a strong SME sector is necessary for attracting FDI (foreign direct investment) (CBM, 2005). The SME sector has made the economy more robust. According to Aris (2006), it means nothing that SMEs in Malaysia are able to strengthen their economic resilience in a cutthroat and challenging climate. Utilizing local, natural, and human resources is essential to SMEs, as is acting as a provider for all-encompassing growth that can be resilient in the face of a downturn in the economy. SMEs encourage people in the community to launch their own enterprises in this country. Most SMEs are found in rural areas, and they are essential to the development of entrepreneurship, especially among women. SMEs may encourage private ownership and entrepreneurial skills and act as incubators for the development of domestic firms into significant organizations, according to (NSDC 2006).

1.3   Problem Statement

Research conducted by Ogot and Mungai (2012) examined micro-enterprise furniture manufacturers in Kenya. They discovered that when micro enterprises (MEs) are confined to focusing solely on the dimension of Porter's model, which they cannot dominate due to their minuscule size, strategic group membership in focus differentiation and focus low cost are generally endorsed. However, Porter's model did not align with business performance. The hypotheses suggesting improved business performance for MEs adopting pure or mixed strategies over those opting for none were not validated. Therefore, in their current state, these models might be overly restrictive and may not sufficiently capture the requirements of MEs.

Small and medium-sized businesses (SMEs) have unique qualities and skills that may have a significant impact on their marketing preoccupations and concerns, according to Carson and Cromie (1989), proving that SMEs are more than just scaled-down copies of larger companies. Serazzi, 2001; Kuratko and Hodgetts, 2004; Zimmerer and Scarborough, 1998; Williams, 2007; However, branding has not been extensively discussed in the literature on marketing issues for SMEs, according to Merrilees (2007). Marketing challenges are extensively covered in entrepreneurship studies, especially for start-up and small businesses. Abimbola (2001) had a similar viewpoint, asserting that whereas brand and reputation studies are well-established, SME branding is new. SMEs are never acknowledged as a separate entity when brand management is discussed in books and journals (Krake, 2005). Numerous difficulties encountered by SMEs in Malaysia have also been identified by local studies, which Alfaadheel (2010) shown had a greater failure rate than larger companies and struggled to survive. Murjan (2012) asserts that innovation is a crucial component of SMEs' ability to remain competitive and continue in business. Innovation and business performance have a substantial correlation, according to some scholars (Henard & Szymanski, 2000; Li & AtuaheneGima, 2001).

According to Simpson, Taylor, and Padmore (2011), the majority of past studies, however, tended to focus more on large-scale companies. There hasn't been much study, though, on marketing tactics for SMEs. It has long been accepted that studying marketing in SMEs is difficult (Chaston & Mangles, 2002; Siu & Kirby, 1998). Morris et al., 2002; Morrish, Miles, & Deacon, 2010; Simpson et al., 2011) may be the reason for this situation. SMEs are a distinct industry with distinctive characteristics that set them apart from larger companies (Gruber, 2004), and constraints that cannot be addressed by pre-existing marketing theories (Hansen & Eggers, 2010; Hills, Hultman, & Miles, 2008; Ionita, 2012). Ulien et al. (1994) claim that SMEs suffer with subpar

product quality. This problem makes it difficult for SMEs to compete, especially in the free market. SMEs deal with inadequate quality as well as a lack of a marketing network. According to Ragayah & Rahmah (1995), SMEs, particularly those held by bumiputera, have fewer partners. This results in the problem of SMEs, particularly those owned by Bumiputera, not being able to export their goods abroad. Small and medium-sized enterprises (SMEs) lack market networks and use manufacturing techniques that contain flaws that impair the quality of the output. Low product quality results from SMEs' continued use of traditional production techniques (Moha Asri, 1999; Zainal, et al., 1995). SMEs are perceived as being less competitive because of the challenges of competing in the more competitive foreign market. Numerous studies have also shown how vulnerable SME competitiveness is. Using Ling's (2000) competitiveness criteria, which include manufacturing processes, innovation and technology, resources, and marketing, Nor Aini Idris & Goh Lea Koon determined that SMEs had inadequate competitiveness. For instance, only 8.7% of manufacturing processes are automated from an operational standpoint; the rest are. It also struggles with raw materials since it constantly deals with cyclical, low-quality raw sources. There is low-level innovation, little R&D, and little ICT use. Most workers do not obtain formal training in hygiene, management, technology, or entrepreneurship. For human resources, the same holds true. Traditional marketing techniques are used, including local advertising and word-of-mouth.

More generally, SMEs continue to use low levels of technology, little amounts of R&D, conventional, haphazard marketing strategies, and inexperienced workforce. Since SMEs face a number of problems and risks, the government's active support and involvement are essential to boosting their capabilities. The administration has now proven its commitment to these programs. In order to grow Malaysia's halal food industry through SMEs, a number of groups, in particular government agencies, have taken the initiative, according to Zakaria (2004).

1.4 Research questions

The following inquiries are the focus of the thesis:

1.4.1 What is the most effective factor brand equity on micro business development like burger stall?

1.4.2 What is the impact of brand awareness toward micro business development like burger stall at Durian Tunggal?

1.4.3 How is the influence of perceived quality on the development of micro businesses such as burger stalls in Durian Tunggal?

1.5   Research objective

This study aims:

Objective 1: To analyse the most effective factor brand equity on micro business development like burger stall.

Objective 2: To evaluate the impact of brand awareness toward micro business development like burger stall at Durian Tunggal.

Objective 3: To assess the influence of perceived quality on the development of micro businesses such as burger stalls in Durian Tunggal.

However, ME like burger stall owners sometimes downplay the value of brand equity and the advantages of branding, or worse, they have none. This study will give a comprehensive overview of brand equity towards SMEs, which are significant players in the business sector.

1.6   Scope of Study

This study will use Aaker's Brand Equity Model (Aaker, 1991) to determine the factors impacting brand equity in MEs. This model is acceptable in this circumstance as it has undergone extensive physical investigation and has received numerous research (see Kim, Jin-Sun & Kim, 2008; Mohd Yasin, Noor & Osman, 2007, Pappu et al., 2005; Yoo, Donthu & Lee, 2000) have exhaustively discussed 17 in detail. Aaker's Brand Equity Model will need to be changed for happy consumers (Mukherjee & Nathm, 2007). The quantity of trust will be included as a factor impacting brand equity in developing SMEs by changing the Aaker Brand Equity Model for this study. Customer satisfaction will be the main focus of the investigation into the elements influencing brand equity in SME.
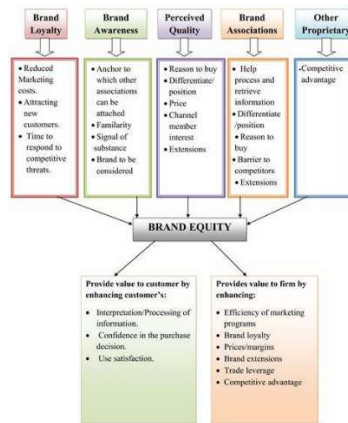
Figure 1.1: Aaker's Brand Equity Model (Aaker, 1991)

This study focused on the effectiveness of brand equity to develop the micro business (a burger business at a roadside stall) at Durian Tunggal. A mukim and town named Durian Tunggal are located in Malacca, Malaysia's Alor Gajah District. The Hang Tuah Jaya Municipal Council oversees 34.90414 km2 (13.47656 sq mi) or 69% of the mukim, and the Alor Gajah Municipal Council oversees the remaining 30%.

1.7   Significant of Study

The findings of the study brand equity enable MEs to stand out from rivals in the marketplace. It creates a distinctive identity, posture, and reputation that distinguishes them. A strong brand gives MEs a competitive edge in a congested market, enabling them to draw in devoted clients who are prepared to pay more for their goods or services.

Brand awareness, perceived quality and perceived value are identified as the effectiveness of brand equity that will be investigated in this study based on literature review. Brand equity is helpful to know the level of customer satisfaction with burger businesses (MEs). Brand equity is vital for MEs as it drives customer preference, loyalty, and differentiation, enabling them to compete effectively in the market, command premium prices, and create sustainable growth opportunities. It plays a pivotal role in the long-term success and profitability of MEs.

1.8   Summary

The background of study was concluded in this chapter which related with the brand equity able to develop MEs company. The problem that exists

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for this research has also been discussed in this chapter. Besides, there are three research questions and objectives that have been discussed in this chapter. The scope of the research is to study the effectiveness of brand equity to develop the micro business (a burger business at a roadside stall) at Durian Tunggal. The significant part of this study is to provide information on effectiveness of brand equity that provides satisfaction towards implementation of MEs company. It also will be a provider to innovate more brand equity to measure customer satisfaction level to increase their profit and sales.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The independent variable and dependent variable have been examined in this chapter. To support our scientific and observational investigation, authentic sources are required for all aspects of thesis writing. magazine articles, books, and books were acquired to look at the theories and earlier scientific studies relevant to this topic. This chapter opens with a summary of brand equity and effect factors that SME businesses believe have an impact on customer satisfaction are discussed in relation to the suggested study topic. This chapter proposed study framework will be followed by a brief review of pertinent theory in the chapter. This chapter includes a conceptual framework, a statement of the hypothesis, and a conclusion for chapter two.

2.2 Concept

2.2.1 Brand Awareness

The extent to which customers are familiar with a specific brand and can recognise and recall it when asked is referred to as brand awareness, a key term in marketing (Keller, K. L. 1993). Brand awareness serves as the cornerstone of brand equity and has a considerable impact on how consumers make decisions. This literature review provides an overview of key studies and findings related to brand awareness. Numerous studies emphasize the importance of brand awareness as a key factor in shaping consumer behavior. High brand awareness leads to favorable brand associations, increased brand recall, and enhanced brand choice. It helps consumers to make decisions quickly and with confidence, especially in high-involvement purchase situations (Rossiter, J. R., & Percy, L. 1987). Various methods have been employed to measure brand awareness. These include aided recall (prompted recall), unaided recall (spontaneous recall), recognition, and top-of-mind

awareness Chaudhuri, A., & Holbrook, M. B. 2001). Each method has its own strengths and weaknesses, and researchers have explored the effectiveness and reliability of these measures in different contexts.

Several factors have been identified as influential in shaping brand awareness. These include advertising and communication efforts, brand exposure, brand-related stimuli (such as logos and slogans), and consumer experiences (Aaker, D. A., & Joachimsthaler, E. 2000). The literature suggests that a combination of these factors contributes to the development and reinforcement of brand awareness. Brand awareness has a direct impact on consumer decision-making processes. Consumers are more likely to consider and choose brands with high awareness levels, as they perceive them as more credible and trustworthy (Keller, K. L. 1993). Brand awareness also plays a role in brand loyalty, as consumers tend to stick with familiar brands rather than risk switching to unfamiliar alternatives. The advent of digital technologies and social media platforms has significantly impacted brand awareness. In order to create and sustain brand recognition, it is essential to use online advertising, SEO, and social media marketing (Aaker, D. A., & Joachimsthaler, E. 2000). The literature explores the effectiveness of these digital strategies and highlights the challenges and opportunities they present.

Brand awareness is closely linked to brand equity, which represents the overall value of a brand. According to studies, brand equity and brand awareness are positively correlated, with higher brand awareness levels resulting in higher brand equity (Keller, K. L. 1993). Other aspects of brand equity, such as brand associations, perceived quality, and brand loyalty, are built on brand awareness. The literature on brand awareness covers various industries and contexts, including consumer packaged goods, retail, services, and online businesses. Researchers have examined the unique challenges and strategies for building brand awareness in each industry, highlighting the industry-specific factors that influence consumer perceptions and behavior (Aaker, D. A., & Joachimsthaler, E. 2000).

In conclusion brand awareness is a crucial component of marketing and has a significant impact on how consumers behave and make decisions. It is impacted by a number of variables, may be quantified in a number of ways, and significantly affects brand equity (Rossiter, J. R., & Percy, L. 1987). The digital era has introduced new opportunities and challenges in building brand awareness, requiring marketers to adapt and leverage digital strategies effectively. Further research is needed to explore emerging trends and developments in brand awareness in an evolving marketing landscape (Keller, K. L. 1993).

2.2.2 Perceived quality

Perceived quality is a critical dimension of brand equity, representing consumers' subjective assessments of a brand's overall excellence or superiority in terms of product or service attributes (Zavattaro, 2015). Perceived quality is widely recognized as a core component of brand equity Luaet al., 2015). It represents consumers' judgments about a brand's ability to deliver superior and reliable products or services. Researchers highlight that perceived quality influences consumers' attitudes, purchase intentions, and overall brand evaluations (Aaker,Joachimsthaler, 2000). Numerous research has shown that brand loyalty and perceived quality are positively correlated. Customers are more inclined to build trust, contentment, and loyalty towards a brand when they believe it to be of good quality. Positive experiences with high-quality products or services reinforce brand loyalty, leading to repeat purchases and positive word-of-mouth (Zavattaro, 2015).

Perceived quality plays a crucial role in shaping customer satisfaction. When a brand consistently delivers high-quality products or services, it enhances customer satisfaction (Luaet al., 2015). Positive perceptions of quality contribute to positive evaluations of the overall brand experience, resulting in higher levels of customer satisfaction and subsequent positive brand associations. Perceived quality can act as a differentiating factor for brands in competitive markets (Zavattaro, 2015). Brands that are perceived to offer superior quality compared to their competitors are more likely to stand out and gain a competitive advantage. Effective communication of a brand's high-quality attributes can contribute to differentiation and help create a favorable brand image (Luaet al., 2015). Brand communications, including advertising, packaging, and other marketing messages, significantly impact consumers' perceptions of quality (Zavattaro, 2015). Consistent and compelling brand communications that emphasize product attributes, performance, and benefits can positively influence consumers' perceived quality. On the other hand, inconsistent or misleading communications can lead to negative perceptions and damage brand equity (Aaker,Joachimsthaler, 2000).

Consumers' perceptions of a brand's quality might be influenced by its country of origin (Aaker,Joachimsthaler, 2000). According to studies, people frequently relate various nations to particular quality impressions (Zavattaro, 2015). Brands originating from countries with positive quality associations may benefit from a perceived quality advantage, while brands from countries with negative quality associations may face challenges in building strong perceived quality (Luaet al., 2015). High perceived quality allows brands to

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command a price premium. Consumers are frequently prepared to pay extra for goods or services they believe to be of a higher calibre. Brands with a reputation for high perceived quality can justify higher prices based on the perceived value and benefits they offer, contributing to enhanced brand equity (Zavattaro, 2015). Maintaining and enhancing perceived quality requires consistent efforts from marketers. Organizations need to invest in research and development, quality control processes, and continuous improvement to deliver and sustain high-quality offerings (Aaker,Joachimsthaler, 2000). Moreover, effective communication strategies that highlight quality attributes and ensure alignment between brand promises and product/service delivery are crucial Luaet al., 2015).

2.2.3   Perceived value

Perceived value is becoming a more widely recognised aspect of strategic management inside organisations (Mizik and Jacobson, 2003; Spiteri and Dion, 2004). In order to establish and maintain a competitive edge, the development of customer value has turned into a strategic necessity (Wang et al., 2004). The creation of value for consumers has been shown to be substantially correlated with customer loyalty and financial success (Khalifa, 2004), and the idea of "consumer value" has emerged as the marketing endeavour must handle this challenge (Holbrook, 1994, 1999). Despite this widespread attention, research on the topic sometimes lack a precise definition of the term "value," which Khalifa (2004) claims has become one of the social sciences' most overused and misunderstood words both generally and specifically in management literature. A variety of definitions of "perceived value" have been offered in the marketing literature, such as those by Zeithaml (1988), Woodruff (1997), and Holbrook (1999).

However, other authors contend that this interpretation of "value" (as merely a trade-off between benefit and sacrifice) is a constrained one and that "perceived value" is actually a multidimensional construct that combines a number of ideas, including perceived price, perceived benefit, perceived inconvenience, and perceived importance. (Babin et al., 1994; Holbrook, 1994, 1999; Mathwick et al., 2001, 2002; Sinha and DeSarbo, 1998; Sweeney and Soutar, 2001) All three aspects are embedded. There is a lack of agreement among researchers about the conceptualization and measurement of perceived value due to its ambiguous character, which has been variably defined as "complex" (Lapierre, 2000), "multifaceted" (Babin et al., 1994), and "dynamic" (Parasuraman and Grewal, 2000; Woodruff] Other terminology

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include "objective" (Gardial, 1996) and "subjective" (Zeithaml, 1988). The work of Woodall (2003), who proposed five distinct notions of value ('net value','marketing value', 'derived value','sale value', and 'rational value'), as well as four temporal categorizations of these notions of value ('ex-ante', 'transaction', 'ex-post', and 'disposal'), gives an indication of the complexity that is inherent in this field of study.

Similar to this, Khalifa (2004) presented a design of the idea of "perceived value" that included three complementing models: A benefits/costs model was used for (i) "customer value in exchange" and (ii) "customer value build-up (which concentrated on the value equation's benefits side)"; (iii) "customer value dynamics" (which represented how consumers assess a supplier's whole offering in real time). According to Lindgreen and Wynstra's (2005) research, there are two main research streams that must be distinguished: (i) the value of products and services; and (ii) the value of buyer-seller relationships, provides a third illustration of the complexity of the topic. The goal of the current study is to provide an overview of the main approaches to the idea of perceived worth, with a focus on the significance of knowledge given the complexity and lack of consensus in this field the construct's several dimensions. In order to accomplish this, the study examines the many schools of thought that are discussed in the literature on the subject, highlighting both their strengths and weaknesses.

2.2.4 Selling burgers as a Micro Enterprise (MEs) company.

One of the crucial aspects of selling burgers as an ME is to focus on product differentiation (Lee, H.,2016). Studies suggest that offering unique burger flavors, ingredients, and preparation techniques can help MEs stand out in the competitive burger market. This can involve experimenting with diverse toppings, sauces, and buns, and incorporating local or ethnic flavors to create a distinct and memorable burger experience (Smith, J.2019). Consumers place high importance on the quality and freshness of ingredients when it comes to burgers. Studies indicate that SMEs that prioritize using fresh and high-quality ingredients, such as locally sourced produce and premium meat, tend to attract and retain customers. Emphasizing the quality of ingredients and showcasing the use of fresh, sustainable, or organic components can enhance the perceived value of burgers (Smith, J.2019).

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Offering customization options can be a successful strategy for SME burger companies. Studies highlight that consumers appreciate the ability to tailor their burgers to their preferences, such as choosing toppings, condiments, and cheese. Providing a range of options and allowing customers to create their unique combinations can enhance customer satisfaction and foster a sense of ownership over the burger experience (Lee, H.,2016). Establishing a strong online presence, particularly through social media platforms, is essential for SMEs selling burgers. Studies indicate that consumers often rely on social media platforms to discover and engage with local food businesses. Maintaining active social media profiles, sharing enticing visuals of the burgers, promoting special offers, and engaging with customers through online platforms can help SMEs increase brand visibility, reach new customers, and build a loyal customer base (Smith, J.2019).

Positive customer reviews and recommendations play a significant role in influencing consumer decision-making. Studies suggest that encouraging customers to provide feedback, testimonials, or online reviews can help build trust and credibility (Lee, H.,2016). SMEs can also leverage positive word-of-mouth by offering incentives for customers to refer their friends or providing loyalty programs that reward frequent burger purchases. Collaborating with local suppliers, community organizations, or participating in local events can benefit SME burger companies. Studies show that consumers appreciate locally sourced ingredients and supporting local businesses (Smith, J.2019). Engaging in community initiatives, sponsoring local events, or partnering with complementary food or beverage businesses can help SMEs create a sense of community and enhance their brand reputation (Lee, H.,2016).

2.2.5 Brand Performance

Brand equity, which is a representation of a brand's intangible worth and strength, is strongly influenced by brand performance. By looking at pertinent research and theoretical frameworks in the area, this literature review seeks to analyses the connection between brand performance and brand equity. The assessment primarily focuses on the relationship between several brand performance factors, including financial success, customer perceptions, and market position. This research focuses more on brand equity. Brand equity refers to the intangible value and strength of a brand. Brand performance research often includes evaluating brand equity to measure the brand's long-term value and potential. This can involve assessing dimensions of brand equity, such as brand awareness, brand associations, brand loyalty, and

perceived brand quality. Measuring brand equity helps understand the brand's influence on consumer behavior and its ability to generate customer loyalty and premium pricing.

2.3   Models and Theory

2.3.1   Keller brands equity models (CBBE)

Keller's Brand Equity Model, also known as the Customer-Based Brand Equity (CBBE) model, is a widely recognized framework for understanding and managing brand equity. Developed by Kevin Lane Keller, the CBBE model emphasizes the importance of creating a strong brand that resonates with customers. It consists of four key components that contribute to building and enhancing brand equity.
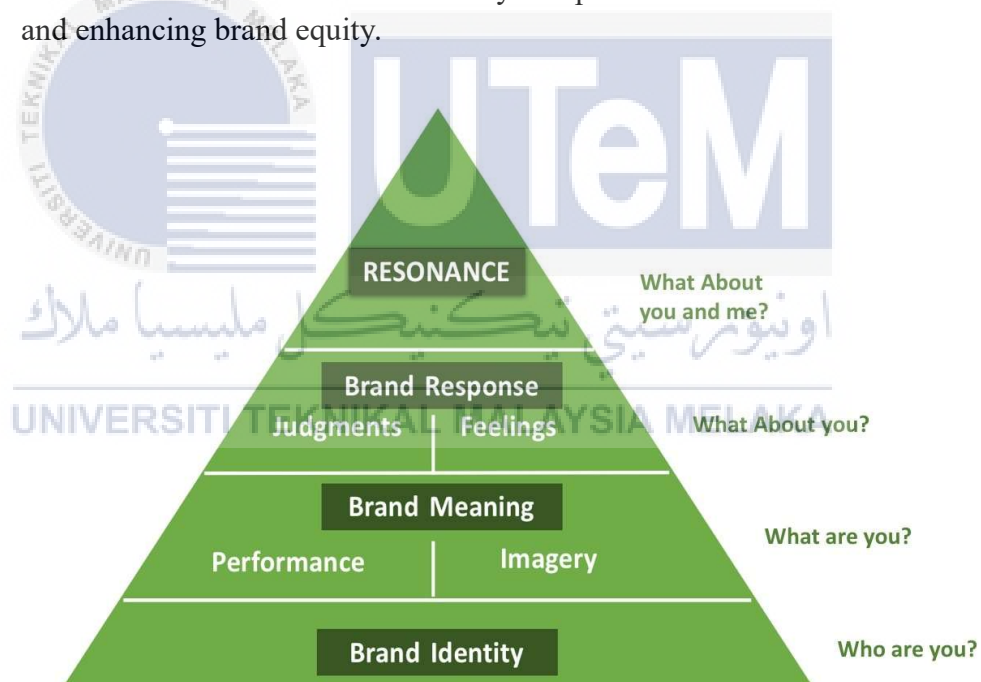
Figure 2.1: CBBE Model or Keller's Brand equity Model
Source from: Kevin Lane Keller, (1990) "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity"

2.3.2   Theory of Trying

Theory of Reasoned Action (TRA) integrate the various attitudinal theories such theory of trying which in the context of self-service technology

utilization in user experience. The theory of Trying (TT) investigates consumers' attitudes. It is also empowered by the desire to try, frequency of attempting, social standards toward trying, attitude toward trying, attitude toward success with the expectation of success, attitude toward failure with the expectation of failure, attitude toward the method, attitude toward intake, perceptions regarding consequences, analysis of consequence, frequency of past trying, resistance of past trying as discovered by (Meuter et al., 2005). Consumers make decisions about new circumstances, products, and utilities based on their previous experiences and attitudes. These ideas have an impact on making decision toward brand equity, and their experience or positive or negative outcomes can influence while making decision, in a cyclic manner.
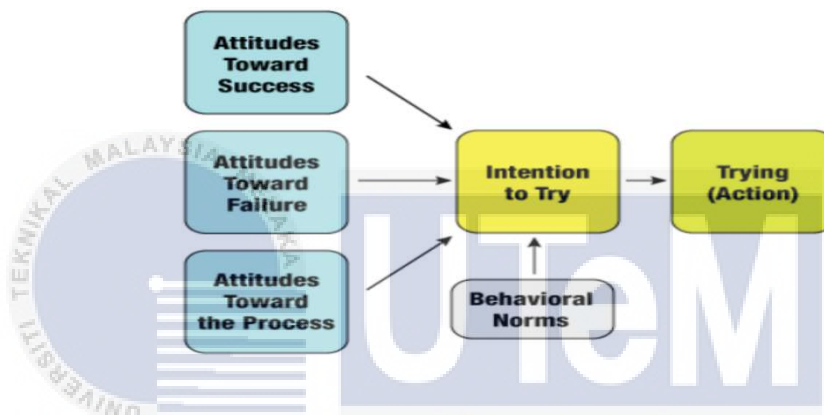
Figure 2.2: Theory Of Trying (TT)
Source From: Bagozzi, R. & Warsaw, L. (1990) "Trying to Consumer"
Journal of Consumer Research Vol 17,(2) pp. 127 – 140.

2.4   Research Framework

The research framework is made up of ideas that are organized in a systematic and linear manner to clearly outline the optimal method for understanding the expected result. The research framework is based on the chapter 2 literature analysis. Several factors have been modified from previous research to study the effectiveness of brand equity able to develop the SME company (Sedighimanesh et al., 2017). The researcher had developed the research framework to study effectiveness of brand equity able to develop the SME company (a burger business at a roadside stall) at Durian Tunggal, Melaka. Whereby, it consists of three independent variables which were brand awareness, perceived quality, and perceived value. The dependent variable for this research framework was brand performance. The own research framework of this idea is illustrated as figure 2.2 below:
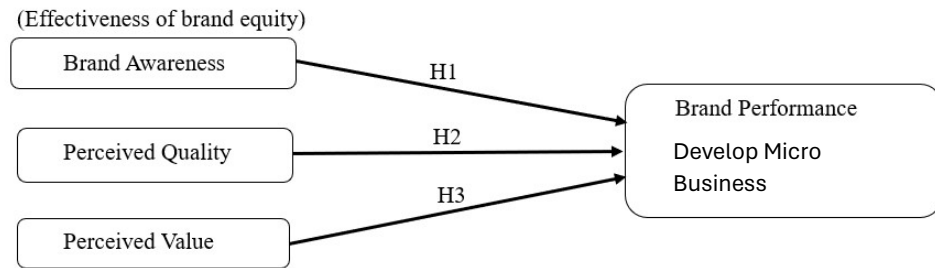
Figure 2.3: Research Framework

2.5 Hypothesis Testing

H1: There is positive relationship between brand awareness and micro business development like burger stall at Durian Tunggal.

The regression analysis reveals a significant correlation between brand awareness as an independent variable and the development of a micro business as a dependent variable. The researcher affirms Hypothesis 1 due to its significant and positive impact on brand awareness. This affirmation is supported by a previous study conducted by Katran and Tezcan in 2012. This correlation is indicated by a p-value of 0.014, which is below the standard threshold of 0.05. Thus, the relationship between brand awareness and the establishment of a micro business is positive. Consequently, the researcher endorses the first hypothesis (H1) due to its substantial and positive influence. Brand awareness holds considerable significance as it plays a vital role in enhancing brand equity. Brand equity signifies the value derived from a brand name. When consumers are familiar with a brand, they are more inclined to purchase its products, thereby providing a competitive advantage to established brands Beth Kowit et. al. (2019).

H2: There is positive relationship between perceived quality and micro business development like burger stall at Durian Tunggal.

The second hypothesis (H2) was accepted, indicating that perceived quality positively contributes to the development of a micro business. The perceived quality factor exerted a significant impact on the development of micro business quality, as evidenced by the β value =0.163. The significant value of perceived quality, p=0.001, which is less than 0.05, suggests a positive relationship between perceived quality and the development of a micro business. Perceived quality is a potent instrument that can exert a substantial impact on both consumer behaviour and business achievements. By prioritizing the enhancement of perceived quality, a micro business can experience notable advancements in its growth and revenue generation Anikster, Y. (2018).

H3: There is positive relationship between perceived value and micro business development like burger stall at Durian Tunggal.

There is a positive correlation between perceived value and the capability to develop a micro business, such as a burger stall at Durian Tunggal. The significant value of brand loyalty, p=0.000 which is lower than 0.05 indicates that perceived value has a positive relationship on develop micro business. Hence, the researcher accepted the H3 in this study. The perceived value was factor with the highest β value =0.533 showed the most significant impacts the capability to develop a micro business, such as a burger stall at Durian Tunggal. Perceived value is a pivotal element that can boost a business by shaping consumer choices and purchasing patterns. By comprehending and capitalizing on perceived value, businesses can effectively market their goods or services and attract a larger customer base Bebchuk, L. A., Cohen, A., & Hirst, S. (2017).

2.6   Summary

In this chapter, the researcher has discussed about the definition and concept of brand equity includes brand awareness, perceived quality, perceived value and brand performance and the background of selling burger, CBBE Model or Keller's Brand equity Model, which is based on previous study that done by other researchers. The research framework that developed by the researcher was based on Keller, (1990) model, which consists of three independent variables and one dependent variable. The independent variables were brand awareness, perceived quality, and perceived value while the dependent variable was Brand performance. Lastly, the researcher also has developed some hypothesis testing to evaluate the relationship between the

independent variables and dependent variable. The study's analysis methodology will be addressed in the following chapter. In sum, the researcher had demonstrated how the data gathered and processed to achieve the objectives.

CHAPTER 3

RESEARCH METHODOLGY

3.1 Introduction

This chapter covered the research methodology as well as the methods utilized for the investigation. The tools and strategies that the researcher used to conduct the research are referred to as research methodologies (Walliman, 2010). The important in this study is to develop micro business-like burger stall at Durian Tunggal through the effectiveness of brand equity. The research technique used is research design, methodology selection, data sources, research strategy, research location and time duration, which are all discussed in this chapter. Therefore, this chapter also focused on the design of questionnaires, survey results, and data analysis.

3.2 Research Approach

The examination approach alludes to a reasoning technique in the exploration cycle (Saunders, Lewis and Thornhill 2009). Comprising of two methodologies, inductive and deductive. A deductive methodology is usually connected with quantitative exploration where it depends on information to evaluate the hypothesis while in inductive methodology, hypothesis is created from the information gathered (Saunders et al., 2016). 39 In this study, a deductive methodology is considered as the suitable technique for examination to clarify the difficult assertion as referenced in Chapter 1 due to the research objective and examination question that means to mathematically investigate the information. Consequently, this investigation will be done in quantitative strategy.

3.3   Research Design

In this research study, it intended to study the relationship between the effectiveness of brand equity and customer satisfaction of product SME company. study design served as the framework for data collection and analysis to address the study objectives and provide rationale for the selection of data sources, collecting methods, and analysis methodologies (Saunders et al., 2016). Research design is crucial because it enables easy navigation of the many research methods, resulting in research that is as professional as feasible and that provides the most knowledge with the least amount of work, time, and money (Innam, 2016). Then, in this research study, explanatory research was suggested as the research design to be applied by the researcher. This is so that the research study could determine the causal link between the dependent variable, brand equity, and the independent variables, brand association, perceived value, and perceived quality.

3.3.1 Explanatory Research

An explanatory research design is an investigation of the cause-and-effect relationship between an independent variable and a dependent variable. By using this explanatory research, it helps the researcher to understand the problem more effectively. This is because while conducting the research, the researcher can adapt to the new data and new insights that he learns in the research. In addition, for the research strategy, the researcher used a web questionnaire to emphasize the research hypothesis. The purpose of using this online questionnaire is because it is easy and fast for the researcher to obtain feedback from the respondents. Since this is explanatory research, all secondary data will be studied from current and past research and finally to determine the link between the independent variable and the dependent variable, primary data will be evaluated.

3.4   Methodology Choice

Three different sorts of methodology are available; they are the quantitative approach, the qualitative method, and the mixed technique. In this research, the researcher think that the quantitative method was the suitable method that can be used to carry out the data collection compares with the qualitative method and mixed method. Quantitative research explored the phenomena by gathering numerical data evaluated using specific statistic based on mathematical methods (Alia and Gunderson, 2002). This method is used to measured numerical data from the web questionnaire and analysed the data using a range of statistical. The brand equity dimensions were tested, and

the objective is to get understanding about effectiveness of brand equity among users with huge amount numbers of customers to simplify the results so that it can covered overall population. As a result, the information is more exact to use in the data analysis for this research to evaluate the relationship between dimension of brand equity with distribution coverage in this study.

3.5   Data Sources

Basically, Primary, and secondary data sources were the two sources of information and data that needed to be gathered. The researcher employed both data sources in this study to carry out the investigation.

3.5.1 Primary Data

According to Burns and Bush (2000), primary data are facts that were obtained directly from sources and were gathered with a specific purpose in mind—to address the study topic. It was to collect specifically for the research project that being undertaken. Primary sources are the original work, such as surveys, experiments, questionnaire, personal interview, or observation that does not filter by the second party (Saunders et.al., 2016). By distributing the questionnaires to the respondents one at a time using the online questionnaire method, the primary data for the study was gathered. The questionnaire, according to Saunders et al. (2016), is a tool to gather all data based on the specifications in this research. To ensure the data was relevant for researcher, the questions was very simple and clearly to make respondent understand the question about. The topic in the questionnaire was contain the relationship between brand equity dimensions and distribution coverage. Respondents were asked to complete a closed-ended questionnaire that was sent using Google Form and used a Likert scale and a small number of items to gauge the several independent components under investigation.

3.5.2   Secondary Data

Most researchers in the study employed secondary data, which is a well-known technique for gathering information. Secondary data were reports of who relates to the testimony of the actual witness or participant of an event (Singh, 2006). According to Saunders et al. (2016), they can be evaluated to provide further information, an explanation, or an inference. Secondary data

was the information that someone else gathers to the researchers for the other different purpose (Johnston, 2017). Saunders et. al. (2016) cites government publications websites (Scopus and Google Scholar) as sources of the secondary data, along with journal articles, internal documents, books, and other sources. In this research study, researcher used this secondary data because it can save the time of the researcher due to the limitation of the time to conduct this research.

3.6 Research Strategy

Research strategy is crucial because it helps the researcher understand the direction and organisation of their work. According to Saunders et al. (2016), a research strategy is a plan for researchers to address the research questions and achieve their goals. This investigation recommended that the quantitative methodology would be utilized for the study. At that point, overview is an appropriate methodology to gather information from respondents. The research approach used in this study was a survey in order to meet the research question and objectives of the study, as well as the research technique and philosophy.

3.6.1 Survey Strategy

This research performed by using survey strategy that are frequently correlated with a deductive approached. Survey method was the method of the data collection from a simple of respondent through the questionnaire that had distributed through Google Form using online and answers by every respondent. Besides, the explanatory research was very important so that the researcher will have clearer image of the contemporary phenomenon with the data collected. Moreover, the benefit of implementing questionnaire form survey research is that data standardized from a broad population at a cheaper cost, and data can be simply compared. On the other hand, it also allows the researcher to confirm the condition as for whether those factors will be impact on user experiences. In survey research also recommend potential reasons for the specific correlation among variables such as investigate the effectiveness of brand equity able to develop the SME company in this research.

3.6.2 Questionnaires Design

SECTION	CONTENT
A	**Respondent background** • Gender • Age • Race • Educational level • Occupational
B	**Assessment of independent variables:** (Jarina et al., 2019. Nazi Rastegar,2018, Jengchung et al.,2015, Zaitouni,2019 & Aymar et al., 2019) • The effectiveness of brand equity able to develop the SME company. (Brand Awareness, Perceived Quality, Perceived Value)
C	**Assessment of dependent variables:** (Jarina et al.,2019 & Aymar et al., 2019) (Brand Performance like distribution coverage)

The web questionnaire was made in an organised and well-structured way. The questionnaire is self-completed, which gives respondents the option to react to the question based on their own perceptions. Furthermore, web questionnaire are data collection techniques for quantitative method that are used numerical data to measure and test the hypothesis. Web questionnaire also was used to approach the respondents to find out their perceptions towards the brand equity. Therefore, web questionnaires are less expensive because the researcher does not have to print the questionnaire or spend for transportation because everything can be done online. Aside from that, it saves time because the entire questionnaire was circulated through social media (Instagram) and text messenger and WhatsApp with a Link that had copied, pasted, and forwarded to connect with each responder geographically. It has contained three sections in the questionnaire design. Section A required respondents answer about their demographic information such as gender, age, race,

educational level and occupational. In this part, 4 multiple-choice questions and 1 dual-choice question must be answered. In Section B, there were 20 statements that will focus on the independent variables of this research which was the effectiveness of brand equity. Lastly, for the Section C, there were used 5 statements to describe the brand performance like distribution coverage. Subsequently, the respondents utilised the Likert Scale to express their opinions, which were subsequently denoted by the words strongly disagree, disagree, naturally, agree, and very agree on a scale from 1 to 5. The Likert scale is frequently used to measure "attitude" in a scientifically accepted and authorised manner. According to Joshi et al. (2015), attitude can be defined as preferential ways of reacting in particular situations that are ingrained in a relatively 44 durable organisations of confidence and ideas.

Table 3.1: Questionnaire Design

Table 3.2: Likert Scale
Source: Source: (Restivo, A.l,2017)

3.6.3 Sampling Technique

Sampling is a technique that involves using a limited number of units from a specific population to make conclusions about the whole population (Jemain et al., 2007). The sample is a subset of the population made up of some individuals chosen from it (Al-Omari et al., 2008). The aim population for this study was a burger business at a roadside stall at Durian Tunggal customers over the age of 18 who have look at the brand equity of product to make decision to purchase the burger.

According to Macrotrends LLC (2021), the population of Durian Tunggal was 41,097 an 8.3% increase from 2020. Population Size is 41,097

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which is very large. To determine the sample size, the researcher used Raosoft InterForm software which was introduced in November 1991. Researcher were recommended to use Raosoft, Inc for calculate survey sample size for larger population or unknown population size. By using Raosoft, Inc to calculate sampling size a minimum recommended sampling size of 184 people was needed but researcher extended the number to 200 for higher confidence level (i.e., between 95-99%) based on the estimated response rate, which was targeted at 50%. However, according to the theory of the sampling size, the more accurate to examine the target population in research (Babikir et al., n.d). Therefore, the research was looking 200 copies of questionnaires to be distributed as collecting data from higher response rate has provide more accurate result (Nulty, 2008). Besides, there are few examples of the referred journals (PQ Teo, 2013), (S. Halder, 2012) and (Mazikana et al., 2019) and report (Central Library, Gombak CSS Team, 2012) that used Sample Size Calculator by Raosoft, Inc. The simple random sampling method were used as from probability sampling that used by researcher and a suitable sampling method was used to reach out to the public for this research. The main advantage of this method is that all members of the population will have an equal chance of being selected without favouritism (Ross K. N., 2005). Hence, respondents were selected randomly at Durian Tunggal, Melaka and the questionnaire was sent through online. Furthermore, the researcher's focus on the target responder is those who can speak and understand effectively in English, since the questionnaire was designed entirely in English as the transmission channel.

Figure 3.1 Sample Size Calculator by Raosoft, Inc.

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3.7   The Study Site

This research investigation is being conducted in Durian Tunggal, Melaka, Malaysia (Figure 3.2). Southeast Asian nation Malaysia is made up of thirteen states and three federal areas. In Malaysia's Alor Gajah District of Melaka, Durian Tunggal serves as a mukim. It is located in the southern Alor Gajah district and the Hang Tuah Jaya legislative district. However, the main location of this research is at Bukit Tambun, Durian Tunggal. This is because Bukit Tambun is a newly built residential area in a Durian Tunggal. There are also almost 3 stalls that sell burgers at the same time which is 6pm onwards. This allowed the researcher to analyse and make assessment easily towards the brand equity of SME company like a burger business at a roadside stall based on the demographic categories. Also, the internet access in Durian Tunggal was in high speed helped researcher to conduct this research more easily. Lastly, this research study only takes sample size of 200 respondents which is focus on customers who have prior experience in making decision look at the brand equity while purchasing the burger.

Figure 3.2: Location of Durian Tunggal, Melaka

(Source: (Google maps, 2023).

3.8   Data Analysis Tools

Numerous data analysis technologies were employed in this study. Descriptive analysis which is frequency analysis of the samples for measuring the respondents demographic profile data, Cronbach's alpha, Pearson's correlation analysis and multiple regression analysis. This study used the Statistical Package for Social Scientist (SPSS) software for the data analysis. The researcher used SPSS to analyse and interpret various types of data. This software can successfully manage large amounts of data to facilitate the assessment process of data collecting and tabulation for quantitative research. The data collected from the districts then run through the software to obtain the results and the summaries of the information.

3.8.1   Pilot Test

The pilot test was described as the smaller study and the very first phase of all research in helping to plan and change the main study (Thabane et al., 2010). According to Bartlett (2013), the goal of the pilot test was to demonstrate the validity and reliability of the survey. Prior to gathering actual data, pilot testing can determine any practicality, identify any improvements that may be required in the questionnaire design, and guarantee the study's hypothesis testing (Leon et al., 2011). The error and weakness in the questionnaire may show through the pilot test so that the questionnaire can be modified for make sure that it is correct before distributing to the respondents. Through the pilot test, the recommendation and information were gathered from the respondents to form a final survey questionnaire.

In this pilot test, a limited set of respondents was tested in the first stage to see if the questionnaire can obtain the data that the researcher requires. As a consequence, the validity and reliability of the questionnaire were examined during the pilot test. After gathering the data, the researcher revised the questionnaire to clarify the questions for the respondents and obtain more precise information from them.

3.8.2   Reliability

Saunders et. al (2016) defined the reliability as the "replication and consistency". Reliability was the assessment of a process that can produce reliable and stable outcomes. There are a few approaches available to measure the reliability. To determine the reliability, the researchers utilized the Cronbach's alpha technique. Cronbach's Alpha is a statistic used to show whether the test and scales designed for research is acceptable. It consists of an alpha coefficient with a value between 0 to 1 in Cronbach's Alpha. The Cronbach's Alpha Coefficient Range and Strength of Association are displayed in table 3.3 below. Acceptable Cronbach's Alpha values were equal to or greater than 0.7. It is good if the Cronbach's Alpha exceeding 0.8 and those which 0.9 and above is considered excellent. While it was poor if the Cronbach's Alpha was less than 0.6 and it considered unacceptable if the Cronbach's Alpha less than 0.5. The reliability of the dependent variable, the three independent variables, and each will be evaluated in this study.

Table 3.3: Range of Cronbach's Alpha Coefficient

Source: (Saunders, Lewis, and Thornhill, 2016)

Cronbach's Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.8.3 Validity

According to Roberta Heale and Alison Twycross (2015), validity is defined how far the concepts are measured accurately in quantitative studies. A high value of validity would imply that the study results in a high degree of confidence. Internal validity was established when the research shows a causal relationship between two variables. Internal validity would be established in a survey questionnaire where a set of questions could be statistically shown to be correlated with an analytical factor or result. This study has chosen questionnaires as a tool to study the effectiveness of brand equity able to develop the small, medium enterprise (SME) company (a burger business at a roadside stall) at Durian Tunggal. The researcher used pilot test in a small population to avoid validity threats. Researcher will proceed to actual focus group if the questionnaire has a strong validity.

3.8.4 Descriptive Analysis

In this study, descriptive statistics were utilized to summarize a significant quantity of information into a concise summary. According to Chan et al., (2016), descriptive statistic includes distribution, variation, and tendency. Descriptive statistics may establish the basic aspects of study, which are usually used for a regulated kind of quantitative description. The purpose of descriptive analysis in this study is to describe and compare statistical variables. The researcher can use the descriptive analysis to comprehend the numerical variables as well as the variables that are centred on the "demographic information" of the respondents. The most frequent data form displayed in descriptive statistics is Mode, Medium and Medium. Descriptive study was once used to assemble a population and distribute it to several categories. A clearer explanation of a huge quantity of data is simplified from each descriptive statistic. The researcher used the descriptive analysis, which is frequency distribution to distinguish the gender, age, race, educational level and occupational among the respondent.

3.8.5 Pearson's Correlation

Coefficient The Pearson Coefficient The strength of the association between two variables is indicated by the coefficient (r). The Pearson

Correlation Coefficient was used in this study to determine whether there is a significant correlation between the brand performance towards distribution coverage and brand equity and the independent variables of brand awareness, perceived quality, and perceived value.

Saunders et al. (2016) claim that Pearson's correlation coefficient ranges from -1 to +1 to reflect entirely negative and positively correlated data, respectively, and that a value of 0 denotes completely independent connection. The deviation from the line of best fit increases as r approaches zero. In such case, the deviation from the line of best fit will be less the closer the value of r is to +1 or -1. Figure 3.3 below displays the meaning and range of the correlation coefficient. The direction of the connection reveals the significance of the signs +ve and -ve. According to the positive linear correlation, if the value of one variable rises, so will the values of the other variables. If a variable had a negative linear correlation, increasing it would cause the correlation between other variables to drop. There is no linear link between the variables, as shown by a correlation coefficient value of 0. In order to explore the association between each of the variables, the research used 3 independent variables and 1 dependent variable.

Perfect Negative	Strong Negative	Weak Negative	Perfect Independent	Weak Positive	Strong Positive	Perfect Positive
-1	-0.7	-0.3	0	0.3	0.7	1
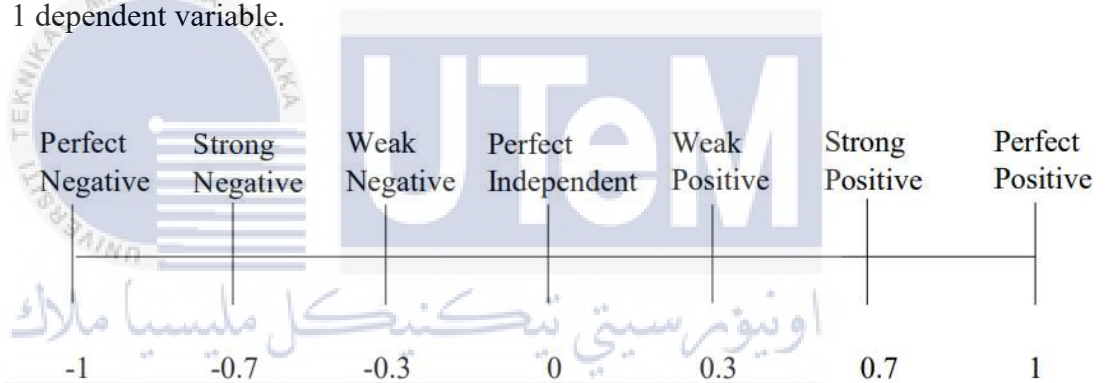
Figure 3.3: Pearson's Correlation Coefficient.
Source: (Saounders, Lewis and Tornhill, 2016)

3.8.6   Multiple Regression Analysis

A statistical technique used for estimating the correlation and relationship among the variables is the regression analysis (Uyanik & Guler, 2013). The core of the regression analysis is to study or analyse the relationship between one independent variable to a dependent variable, and to formulate the linear equation between them. A single regression analysis applies to only

one independent variable while multiple regression analysis is when there is more than one independent variable (Pandis, 2016). Multiple Regression Analysis is a statistical tool that enables the researcher to examine the strength of an effect and cause relationship between two or more independent variables and one independent variable (Saunders et. al, 2016). Brand awareness, perceived quality, and perceived value were the independent variables of brand equity that had the highest influence on the dependent variable, or brand performance, according to MRA analysis. Additionally, the following equation for multiple regression analysis was displayed:

$$\text{Equation: } Y = a + bX_1 + cX_2 + dX_3$$

Table 3.4: Multiple Regression Analysis Equation.
Source: (Saunders, Lewis and Thornhill, 2016).

A	Constant/ Other influences
B	Influence of X_1 (Brand awareness)
C	Influence of X_2 (Perceived Quality)
D	Influence of X_3 (Perceived Value)
Y	Dependent Variable (Brand Performance – Develop Micro Business)
X_1, X_2, X_3	Independent Variable

3.8.7 Statistical Package for Social Science (SPSS)

In this research study, the data were properly analysed and interpreted using the statistical software for social science (SPSS). SPSS is the most popular and user-friendly software tool for managing, analysing, and presenting data collection in statistical approaches. Then, SPSS software was required to assist in the analysis of all the data from the 200 respondents in order to lessen the burden of the researcher and ensure accurate analysis of the data.

3.9   Time Horizon

Saunders et. al. (2016) defined the time horizon as the duration that taken to conduct the research. There are two types of time horizon which are

cross-sectional studies and longitudinal studies. The researcher conducted this research by using cross sectional study due to the limited time for obtaining analysis of data and conclude within period of this research. This is due to the researcher's short time frame—she has just eight months to finish the study. Cross-sectional research was described as examining a phenomenon at a particular moment in time. Basically, for the academic courses, most research projects are necessarily time-constrained (Saunders et. al., 2016).

3.10 Summary

The researcher defined the research methodology in Chapter 3 by selecting the research design, data collection and survey. For this research project, the researcher goes for an explanatory research design and a quantitative approach. Primary and secondary data are the sources of information for this study. To gather responses for this research, a survey approach has been adopted for the research design. With a sample size of roughly 200 responses, the web survey, which was created using Google Form, focused mainly on the residents of Durian Tunggal. The researcher chooses the Bukit Tambun Durian Tunggal Melaka, Malaysia as the location of the research. In this research, questionnaire design, 55 sampling design and pilot testing had been conducted in cross-sectional time by researcher. In the data analysis section, the researchers used the Statistical Package for Social Science (SPSS), and they also explained the Pilot Test, Cronbach's Alpha, Validity Test, Descriptive Analysis, Multiple Regression Analysis, and Pearson Correlation Coefficient. The usage of several tactics helped to guarantee the validity of this research as a reliable research study.

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1   Introduction

This chapter delivers the data and analysis for this study, showcasing the successful achievement of the research objectives. It details the findings derived from the data analysis of the questionnaires filled by the respondents. The research revolves around the title "The Effectiveness of Brand Equity Able to Develop the Micro Business (A Burger Business at A Roadside Stall) At Durian Tunggal." The initial stage involved a pilot test, followed by descriptive, correlation, and regression analysis. The study utilized 307 questionnaires, collected via researcher-based surveys, and distributed to the respondents at Durian Tunggal randomly through an online Google Survey Form. The researcher analysed all gathered data using the Statistical Package for Social Sciences (SPSS) and presented it in a tabular format.

4.2   Pilot Test

Before embarking on the distribution of questionnaires to a large group, a smaller group of respondents undergoes a pilot test to verify the research topic. The aim of the pilot test is to confirm the questionnaire's reliability (Saunders et. al., 2016). It is vital to ensure that the respondents comprehend the questions posed in the survey and are not confused by them. 30 set of questionnaires were prepared for the pilot test to gather feedback from the respondents. The researcher employed SPSS to scrutinize the reliability of the data, and the Cronbach's Alpha technique was used to evaluate the reliability of the data. According to Saunder et al. (2016), Cronbach's Alpha values of 0.7 and above are considered acceptable. Although a Cronbach's Alpha of more than 0.8 is preferred, those with 0.9 and higher are regarded as excellent.

Table 4.1: Table 4.1: Reliability Statistics for Independent Variable 1
(Brand awareness)

(Source: SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.703	5

Table 4.1 presents the reliability statistics for Independent Variable 1, which pertains to brand awareness. The questionnaire section on brand awareness comprises five questions. The Cronbach's Alpha value for this section is 0.703, surpassing the threshold of 0.7. Hence, it is deemed acceptable.

Table 4.2: Reliability Statistics for Independent Variable 2
(Perceived Quality)

(Source: SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.721	5

Table 4.2 presents the reliability statistics for Independent Variable 2, which pertains to perceived quality. The questionnaire section on perceived quality comprises five questions. The Cronbach's Alpha value for this section is 0.721, exceeding the threshold of 0.7. Consequently, it is deemed acceptable.

Table 4.3: Reliability Statistics for Independent Variable 3 (Perceived Value)

(Source: SPSS Output)

Case Processing Summary			N	%
Cases	Valid		30	100.0
	Excluded		0	.0
	Total		30	100.0
a. Listwise deletion based on all variables in the procedure.				

Reliability Statistics	
Cronbach's Alpha	N of Items
.732	5

Table 4.3 displays the reliability statistics for Independent Variable 3, which is related to perceived value. The section of the questionnaire dedicated to perceived value contains five questions. The Cronbach's Alpha value for this section is 0.732, surpassing the minimum threshold of 0.7. Therefore, it is considered reliable.

**Table 4.4: Reliability Statistics for Dependent Variable (Brand
Equity Towards Customers Satisfaction)**

(Source: SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.701	5

Table 4.4 presents the reliability statistics for the dependent variable, which is brand equity leading to develop micro business. The section of the questionnaire dedicated to this area contains five questions. The Cronbach's Alpha value for this section is 0.701, surpassing the minimum threshold of 0.7. Therefore, it is considered acceptable.

Table 4.5: Reliability Statistics for All Items (Overall)

(Source: SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.890	.893	20

Table 4.5 displays the reliability statistics for all items. The questionnaire contains 20 questions in total. The Cronbach's Alpha value is 0.890, which is above the 0.7 threshold. This indicates that the questionnaire has high reliability, suggesting that the instrument can be trusted for its measurements.

4.3 Reliability Analysis

A reliability study was conducted to assess the internal validity of the variables. The Cronbach Alpha coefficient is considered acceptable if it exceeds 0.7 (De Vellis, 2003). This claim is supported by Saunders, Lewis, and Thornhill (2016), who stated that the minimum acceptable reliability value is 0.7. The guidelines for interpreting Cronbach Alpha's values are as follows:

Table 4.6: Cronbach's Alpha Coefficient Range

Source: (Saunders, Lewis, and Thornhill,2016)

Cronbach's Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

In this study, the overall Cronbach Alpha for the independent variables (Brand Awareness, Perceived Quality, and Perceived Value) is 0.891, indicating a high level of internal consistency. Meanwhile, the overall alpha

for the dependent variable (User Experience) is 0.701, which is still considered excellent and acceptable. These alpha values, as shown in Table 4.6, attest to the reliability of the questionnaire and the validity of the research findings.

4.4 Descriptive Statistics of Demographic Background

In this study, the researcher used descriptive statistics to analyse the demographic background of 307 respondents. The demographic information of these 307 respondents was examined using descriptive frequency analysis and the data was summarized in Table 4.7. This section involves the analysis of respondents' backgrounds, including their gender, age, race, educational level, and occupation.

Table 4.7 Total Respondent

Source: (Output from SPSS)

STATISTIC		Gender	Age	Race	Highest Educational Level	Occupational
N	Valid	307	307	307	307	307
	Missing	0	0	0	0	0

4.4.1 Gender

Table 4.8: Frequency and Percentage of Gender

Source: (Output from SPSS)

GENDER		Frequency	Percent	Valid Percent	Cumulative Percent
N	Female	174	56.7	56.7	56.7
	Male	133	43.3	43.3	43.3
	Total	307	100.0	100.0	100.0

Table 4.8 illustrates the gender distribution among the respondents who completed the questionnaire. Approximately 43.3% of the respondents were males, totalling 133 individuals, and about 56.7% of the respondents were

females, accounting for 174 individuals. Through the data analysis of this research, it was found that the number of female respondents who participated was higher than that of the male respondents.

Table 4.9: Frequency and Percentage Age

Source: (Output from SPSS)

AGE		Frequency	Percent	Valid Percent	Cumulative Percent
N	18 – 20 years old	43	14	14	14
	21 - 23 years old	80	26.1	26.1	26.1
	24 – 26 years old	141	45.9	45.9	45.9
	27 years old and above	43	14	14	14
	Total	307	100	100	100

The given data presents in table 4.9 is a frequency distribution for different age groups, showing the number of respondents in each group and their corresponding percentages of the total population. Comparatively, the largest percentage of the total population falls in the "24-26 years old" group, followed by the "21-23 years old" group. The smallest percentage falls in the "18-20 years old" and "27 years old and above" groups.

The age distribution suggests that most of the respondents fall within the "24-26 years old" group, which could indicate that this is the most common age group in the population being studied. Conversely, the "18-20 years old" and "27 years old and above" groups represent a smaller portion of the population.

Table 4.10: Frequency and Percentage of Race

Source: (Output from SPSS)

RACE		Frequency	Percent	Valid Percent	Cumulative Percent
N	Chinese	39	12.7	12.7	12.7
	Indian	86	28	28	28
	Malay	175	57.1	57.1	57.1
	Others	7	2.2	2.2	2.2

		Total	307	100.0	100.0	100.0

Table 4.10 provided shows the demographic distribution of respondents based on their race. There are 39 respondents who identify as Chinese, making up 12.7% of the total population. There are 86 respondents who identify as Indian, making up 28% of the total population. There are 175 respondents who identify as Malay, making up 57.1% of the total population. There are 7 respondents who identify under the category "Others", making up 2.2% of the total population.

Comparatively, the largest proportion of the total population identifies as Malay, followed by Indian and then Chinese. The smallest proportion identifies as Chinese or others. This racial distribution suggests that the majority of the respondents identify as Malay. This could indicate that the population being studied is predominantly Malay. However, it's important to remember that these figures represent the responses of the survey participants and may not reflect the overall racial distribution in the broader population.

Table 4.11: Frequency and Percentage of Educational Level

Source: (Output from SPSS)

		EDUCATIONAL LEVEL			
		Frequency	Percent	Valid Percent	Cumulative Percent
N	SPM or below	56	18.2	18.2	18.2
	STPM / Diploma	25	8.1	8.1	8.1
	Degree	221	72	72	72
	Master and above	5	1.7	1.7	1.7
	Total	307	100.0	100.0	100.0

The data provided pertains to the educational attainment of respondents. There are 56 respondents who have completed SPM or a level below, representing 18.2% of the total respondents. There are 25 respondents who hold a STPM or Diploma qualification, accounting for 8.1% of the total respondents. There are 221 respondents who possess a degree, making up 72% of the total respondents. There are 5 respondents who have a master's degree or higher, constituting 1.7% of the total respondents.

When comparing these categories, it's clear that the majority of respondents (72%) have a degree or higher. This suggests that the respondents for this survey are largely educated, with a significant portion holding advanced degrees. The smaller proportions of respondents with lower educational qualifications (18.2%, 8.1%, and 1.7%) suggest that the survey population may skew towards higher education. However, it's important to note that these figures represent the responses of the survey participants and may not accurately reflect the overall educational distribution in the broader population.

Table 4.12: Frequency and Percentage of Occupational

Source: (Output from SPSS)

		Frequency	Percent	Valid Percent	Cumulative Percent
OCCUPATIONAL					
N	Student	153	49.8	49.8	49.8
	Government Sector	30	9.8	9.8	9.8
	Private Sector	21	6.8	6.8	6.8
	Self-employment	75	24.4	24.4	24.4
	Other	28	9.2	9.2	9.2
	Total	307	100.0	100.0	100.0

The data provided in table 4.12 pertains to the occupational status of respondents. There are 153 respondents who are students, making up 49.8% of the total respondents. There are 30 respondents who work in the government sector, representing 9.8% of the total respondents. There are 21 respondents who work in the private sector, accounting for 6.8% of the total respondents. There are 75 respondents who are self-employed, making up 24.4% of the total respondents. There are 28 respondents who fall under the category "Other", constituting 9.2% of the total respondents.

When comparing these categories, it's clear that the largest proportion of respondents (49.8%) are students. This suggests that the survey population may be predominantly composed of students. The next largest group is self-employed respondents (24.4%). The government and private sectors each represent a smaller proportion of the total (9.8% and 6.8% respectively),

followed by the 'other' category (9.2%). This occupation distribution provides insight into the nature of the survey population.

4.5 Descriptive Statistics on Independent Variables and Dependent Variable

To measure the effectiveness of brand equity of micro business-like burger stall to develop the customers satisfaction. The researcher utilized a five-point Likert Scale. This scale ranges from 1 to 5, where 1 represents strong disagreement, 2 represents disagreement, 3 represents neutral, 4 represents agreement, and 5 represents strong agreement.

Table 4.13: Descriptive Analysis Independent Variables and Dependent Variable

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Independent Variables					
Brand Awareness	307	2.40	5.00	4.68	0.54
Perceived Quality	307	2.20	5.00	4.62	0.58
Perceived Value	307	2.30	5.00	4.65	0.56
Dependent Variable	307	1.20	5.00	4.24	0.55
Develop Micro Business	307				
Valid N (listwise)					

Table 4.13 illustrates the results from descriptive statistics of independent variables and the dependent variable, developed using SPSS. The independent variables included brand equity, which was measured through brand awareness, perceived quality, and perceived value. The dependent variable was the development of a micro business.

From the table, it's evident that brand awareness had the highest mean score of 4.68, indicating that most respondents agreed that brand equity is the

most effective factor in developing a micro business. Following this, perceived value had a mean score of 4.65, ranking second, and finally, perceived quality had a mean score of 4.62. These results suggest that respondents concur that brand awareness, perceived quality, and perceived value significantly impact the brand equity of a micro business.

Additionally, the dependent variable, which refers to the development of a micro business, exhibited a mean value of 4.24. This suggests that the development of a micro business is a major determinant of consumer satisfaction, particularly in relation to the experiences derived from brand equity.

4.5.1 Descriptive Statistics of Independent Variable 1 (IV1)

Table 4.14: Descriptive Statistics of Brand Awareness

Sources: (SPSS Output)

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
BA1- I regularly come across advertisements or promotional materials related to burgers from conventional street-side stall.	307	1	5	4.62	0.85
BA2-I trust burger at the conventional street stall as a reliable and reputable brand.	307	2	5	4.70	0.71
BA3-I felt excited and curious when I first heard about burger product at conventional street-side stalls.	307	1	5	4.71	0.68
BA4- Are Burger King and MC Donald the main competitors for burger products at conventional street-side stall.	307	1	5	4.35	0.92

BA5-Do you keep stopping from trying burger products at conventional street-side stall.	307	1	5	4.75	0.67
Valid N (listwise)	307				

From Table 4.13, the findings revealed that the highest mean value of the "brand awareness" factor was (M=4.75) with the item "do you keep stopping from trying burger products at conventional street-side stall" and a standard deviation value of 0.67.

Then, the mean with the lowest value was the item "are Burger King and MC Donald the main competitors for burger products at conventional street-side stall" with the value (M = 4.35) and the standard deviation was 0.92. In the middle value of standard deviation was at 0.71, "I trust burger at the conventional street stall as a reliable and reputable brand.". The lowest possible rating for each item was 1, while the highest was 5. This indicates that respondents have a clear understanding of what brand awareness signifies in the context of brand equity.

4.5.2 Descriptive Statistics of Independent Variable2 (IV2)

Table 4.15: Descriptive Statistics of Perceived Quality

Sources: (SPSS Output)

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
PQ1-You will give the highest rate about the quality of the burger at the street-side stall that you ate recently.	307	1	5	4.74	0.55
PQ2-The freshness of ingredients important to you when evaluating the quality of a burger.	307	2	5	4.76	0.68
PQ3-The price of a burger is so important that it affects your perception of its quality.	307	1	5	4.52	0.85
PQ4-I emphasize the overall cleanliness and atmosphere of the establishment where you usually have a burger.	307	1	5	4.75	0.69
PQ5- Most important is the source of the meat in influencing your perception of the quality of the burger.	307	1	5	4.68	0.75
Valid N (listwise)	307				

Table 4.15 reveals that the highest mean value for the "Perceived Quality" factor was 4.76, associated with the item "The freshness of ingredients is important to you when assessing the quality of a burger," and a standard deviation of 0.68. The item with the lowest mean value was "The price of a burger is so crucial that it influences your perception of its quality," with a mean value of 4.52 and a standard deviation of 0.85. The item with the

lowest standard deviation, 0.55, was "You would rate the quality of the burger at the local street-side stall that you recently ate at the highest." The minimum rating scale for each item was 1, while the maximum was 5. This demonstrates that respondents understand the concept of perceived quality in brand equity for the development of a micro business.

4.5.3 Descriptive Statistics of Independent Variable 3 (IV3)

Table 4.16: Descriptive Statistics of Perceived Value

Sources: (SPSS Output)

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
PV1-Speed of service when buying a burger from a street stall is very important.	307	1	5	4.68	0.73
PV2-The portion size of burgers offered by street vendors is very satisfying.	307	1	5	4.66	0.72
PV3-The special sauce is an added feature expected to be included with the purchase of a burger from a street vendor to increase its value.	307	1	5	4.61	0.76
PV4-You also consider the overall cleanliness and cleanliness of street vendors to play a role in your perception of the burger's value.	307	2	5	4.67	0.74
PV5- Packaging and presentation of burgers from street vendors can enhance its perceived value.	307	1	5	4.77	0.66
Valid N (listwise)	307				

Table 4.16 discloses that the "Perceived Value" factor had the highest average value of 4.77, linked with the statement "Packaging and presentation of burgers from street vendors can boost its perceived value," and a standard deviation of 0.66. The statement with the least average value was "The special

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sauce is a bonus feature expected to be included with the purchase of a burger from a street vendor to boost its value," with an average value of 4.61 and a standard deviation of 0.76. The statement with the smallest standard deviation, 0.66, was "Packaging and presentation of burgers from street vendors can enhance its perceived value." The minimum rating scale for each item was 1, while the maximum was 5. This underscores that respondents comprehend the concept of perceived value in brand equity for the growth of a micro business.

4.5.4   Descriptive Statistics of Dependent Variable (DV)

Table 4.17: Descriptive Statistics of Development Micro Business

Sources: (SPSS Output)

Descriptive Statistic					
	N	Minimum	Maximum	Mean	Std. Deviation
DMB1-How satisfied are you with the time in receiving your burger order from street stalls?	307	1	5	4.82	0.64
DMB2-How satisfied are you with the customer support and issue resolution provided by the dealer?	307	1	5	4.71	0.76
DMB3-Are you likely to return to the same street stall for a burger based on your current level of satisfaction?	307	1	5	3.34	0.90
DMB4-How satisfied are you with the overall performance of the burger preparation at the street stall?	307	1	5	3.61	0.84
DMB5- Are you likely to recommend a particular street stall for burgers to friends or family?	307	1	5	4.74	0.67
Valid N (listwise)	307				

As depicted in Table 4.17, the highest mean value for the "development of a micro business" element was found to be (M=4.82), tied to the statement "How satisfied are you with the time taken to receive your burger order from

street stalls?" with a standard deviation of 0.64. Contrarily, the statement with the lowest mean value was "Are you likely to return to the same street stall for a burger based on your current level of satisfaction?" with a mean value of (M3.34) and a standard deviation of 0.90. The minimum rating scale for each item was 1, while the maximum was 5. This indicates that respondents have a clear understanding of the concept of developing a micro business, such as selling burgers from a street stall.

4.6   Normality test

The normality test is used to determine whether the data follows a normal distribution. According to Perry's book, a normal distribution is a symmetric, bell-shaped distribution of data with specific attributes that serve as a standard for assessing data distribution shapes. A dataset is considered normally distributed if the results indicate that only a small proportion of participants fall on the extremities (right and left tails), with the majority in the middle. It reflects symmetry and a single data cluster in the center. For larger samples, the skewness should fall between -2 and +2, and the kurtosis should be between -7 and +7. The researcher used SPSS to conduct the skewness and kurtosis tests for normality testing.

Table 4.18: Results of Normality Test

Source: (Output from SPSS)

Descriptive Statistic							
	N	Mean	St. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Independent Variables							
BA	307	4.68	0.54	-0.987	0.122	0.640	0.243
PQ	307	4.62	0.58	-0.874	0.122	0.703	0.243
PV	307	4.65	0.56	-1.470	0.122	3.067	0.243
Dependent Variable							
DMB	307	4.24	0.55	-1.520	0.122	3.325	0.243
	307						

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Valid N (listwise)							

The researcher utilized the obtained values of Skewness and Kurtosis to test the normality of the variables. According to the theory, the value of Skewness should fall between -2 and +2, and the value of Kurtosis should be between -7 and +7. If any outputs from any variables fall outside this range, the variables are considered non-normal. As per Table 4.17, the values of Skewness and Kurtosis fell within the acceptable range, indicating that all variables are normally distributed. The results of all variables in the distribution curve are provided below.
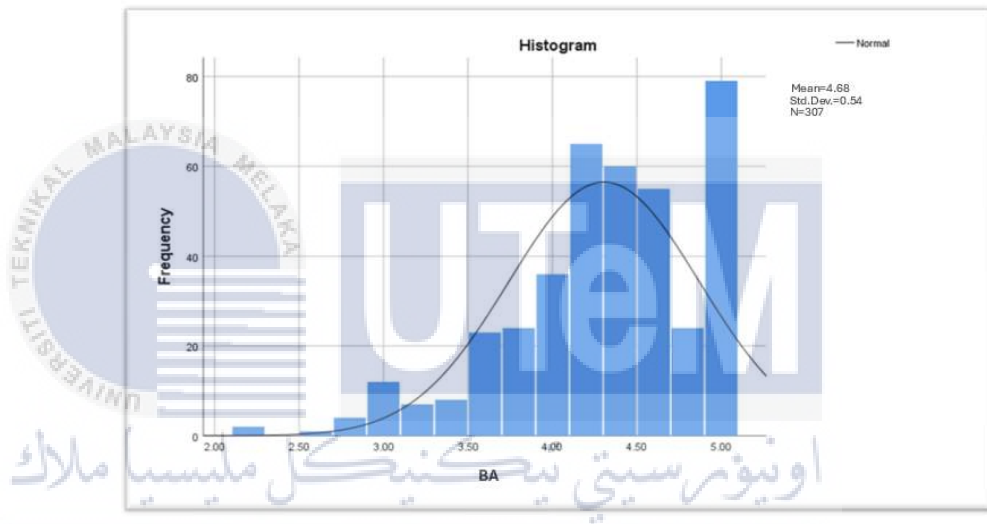
Figure 4.1: Distribution curve for Independent Variable 1 (Brand Awareness)

Source: (Output from SPSS)
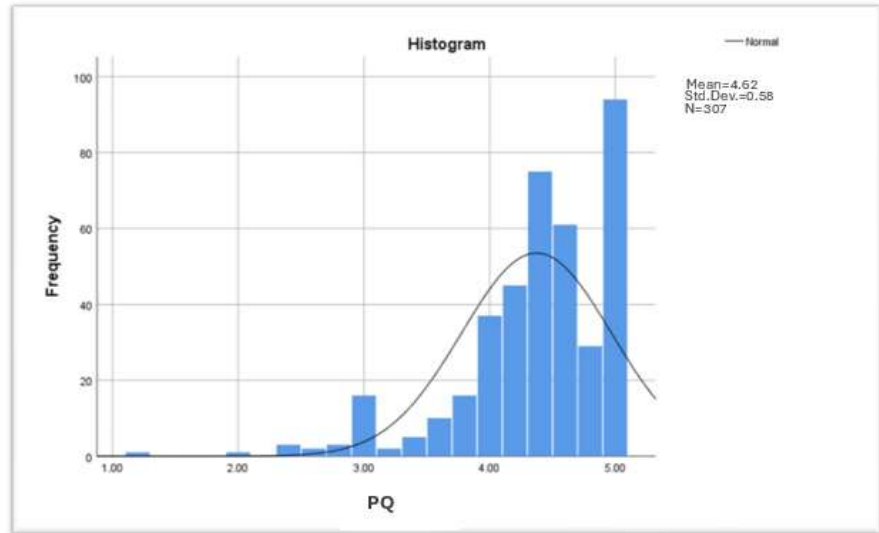
**Figure 4.2: Distribution curve for Independent Variable 2
(Perceived Quality)**

Source: (Output from SPSS)
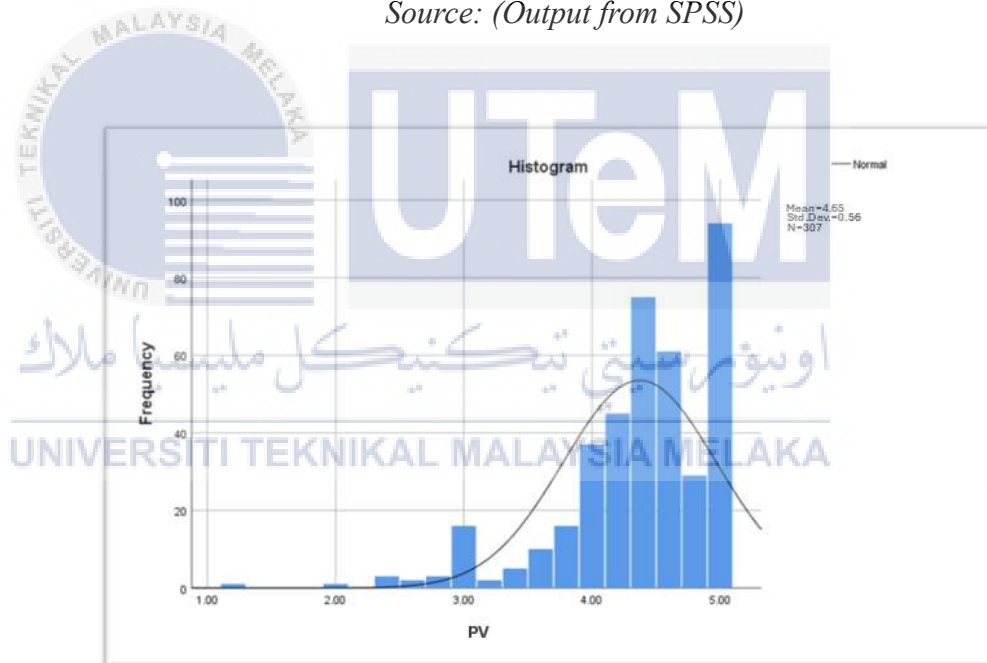
**Figure 4.3: Distribution curve for Independent Variable 3
(Perceived Value)**

Source: (Output from SPSS)
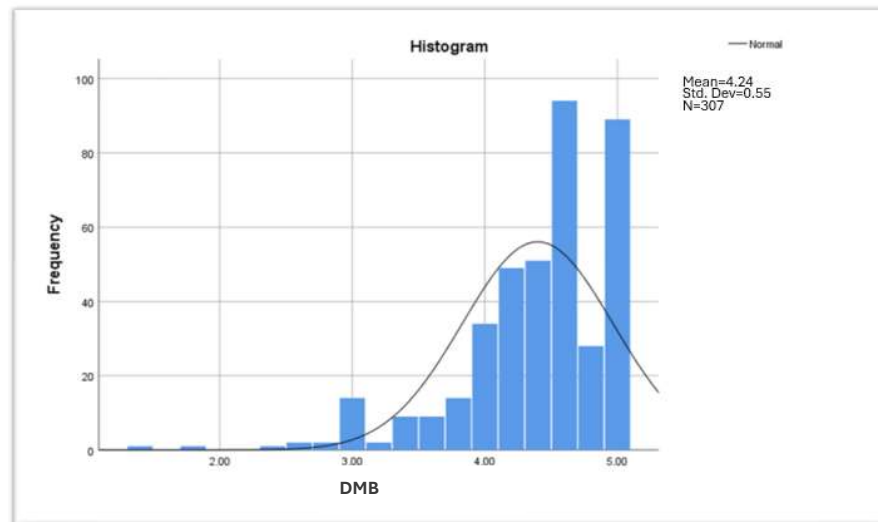
Figure 4.4: Distribution curve for dependent Variable
(Development Micro Business)

Source: (Output from SPSS)

4.7 Validity Test

The Pearson Correlation was used to conduct the validity test, which helps explain the relationship between independent and dependent variables. According to Saunders et al. (2016), the correlation coefficient is used to gauge the strength of the connection between independent and dependent variables. The Pearson's Correlation Coefficients, which evaluate the correlation range of the R-Values, are displayed in Table 4.19.

Table 4.19: Range of Pearson's Correlation Coefficients and the
Interpretation

Source: (Saunders et. al., 2016)

Pearson's Correlation Coefficients (R-Values)	Interpretation
± 0.70 to ± 1.0	Very strong relationship
± 0.40 to ± 0.69	Strong relationship
± 0.30 to ± 0.39	Moderate relationship
± 0.20 to ± 0. 29	Weak relationship
± 0.01 to ± 0.19	No relationship

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Table 4.20: Range of Pearson's Correlation Coefficients and the Interpretation

Source: (Saunders et. Al., 2016)

	Brand Awareness (IV1)	Perceived Quality (IV2)	Perceived Value (IV3)
Development Micro Business (DV) Pearson Correlation Sig. (2-tailed) N	.823** .000 307	.808** .000 307	.889** .000 307

Table 4.20 presents the correlation results between independent variables, which are the effects of brand equity (brand awareness, perceived quality, and perceived value), and the dependent variable, Develop Micro Business. The correlation between brand awareness and the development of a micro business was a strong one, with an r value of 0.823, n=307, p<0.01. Furthermore, there was a highly significant relationship between perceived quality and the development of a micro business, with an r value of 0.808, n=307, p<0.01. Additionally, the relationship between perceived value and the development of a micro business was also strongly correlated, with an r value of 0.889, n=307, p<0.01. Overall, all independent variables demonstrated a positive relationship with the dependent variable.

Based on the correlation analysis results, it was evident that perceived value plays a significant role in the development of a micro business. This is attributed to perceived value having the highest coefficient value of 0.889. This conclusion aligns with Aymar Raduzzi et al. (2010) who found a significant and positive correlation between perceived value and the development of a micro business. Customers are more inclined to recommend the brand to others and are more likely to form a loyalty to the brand when they are satisfied with the product. (Albarracin and Wyer, 2000, Cronin and Taylor, 2018, Lee et al., 2015)

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4.8   Multiple Regression Analysis (Model Summary)

In this research, the subsequent segment will focus on multiple regression analysis. This technique is employed to explore the impact of brand equity, embodied by three independent variables (brand awareness, perceived quality, and perceived value), on the dependent variable (development of a micro business). Through multiple regression analysis, we can discern how alterations in the independent variables may impact the dependent variable.

Multiple regression analysis is a statistical approach used to predict the value of a dependent variable based on the values of two or more independent variables, as proposed by William et al. (2013). In the context of this research, it assists researchers in comprehending how shifts in brand awareness, perceived quality, and perceived value could potentially influence the growth of a micro business. Regression analysis is a set of mathematical techniques used to estimate and justify the size of a dependent variable based on one or more independent variables. The result of regression is a number that provides a feasible estimate of a dependent variable from a range of independent variables. To determine the strength and significance of the relationship between variables (both independent and dependent), multiple regression analysis was applied.

Table 4.21: Model Summary of Multiple Regression

Source: (Output from SPSS)

Model Summary				
Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	.836a	.698	.692	.322
a. Predictors: (Constant), Brand Awareness, Perceived Quality, Perceived Value				

Table 4.21 reveals that the R value, resulting from the summary of multiple regression analysis, is positive. This indicates a robust and positive correlation between the independent and dependent variables, with R = 0.836 for multiple regression coefficients. This suggests that the independent variables have a strong connection within the framework. Consequently, an R value exceeding ± 0.70 indicates a positive and favorable association. Additionally, the R square value of 0.698 implies that the development of a

micro business (the dependent variable) is influenced by the independent variables (brand awareness, perceived quality, and perceived value) to a degree of 69.8%. The remaining 30.2% is influenced by other factors or causes not mentioned in this research. Furthermore, the adjusted R Square values of 0.692 suggest that approximately 70% of the variance in the dependent variable could be accounted for by the regression predictor variables.

4.8.1 ANOVA

The one-way analysis of variance (ANOVA) was executed to examine the disparities between two or more means.

Table 4.22: ANOVA Table

Source: (Output from SPSS)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.513	3	16.903	285.451	.000[b]
	Residual	38.823	303	.100		
	Total	123.336	306			
a. Dependent Variable: Development Micro Business						
b. Predictors: (Constant), Brand Awareness, Perceived Quality, Perceived Value						

The F-test is employed to verify if the model aligns correctly with the data. Significant research is conducted to examine the relationships between variables and the significance of the important value will indicate whether there is a statistically significant association between variables. As per Table 4.22, the F-test value was 285.451 with a significant level p=0.000 (p<0.05). The F-test value of 285.451 indicated that the overall regression is a fitting match for the data, suggesting a significant relationship between the independent and dependent variables. It was clear that all the independent variables were statistically significant for their impact on the dependent variable. Therefore, the brand awareness, perceived quality, and perceived value, which are the independent variables, had an impact on the development of a micro business.

4.9   Hypothesis Testing

Hypothesis testing is integral to this research as it helps evaluate the acceptance or rejection of the developed hypothesis. Regression analysis is chosen to assess the impact of independent variables on the outcome, thereby serving as a tool for hypothesis testing. Hypothesis testing is also instrumental in determining whether the results obtained from surveys or experiments yield relevant and statistically significant outcomes. In the context of this study, brand awareness, perceived quality, and perceived value serve as the independent variables, while the development of a micro business is the dependent variable. The results of the hypothesis test are presented in Table 4.23. If the significance value, $p<0.05$, is observed, it indicates a positive relationship between the two variables. However, if the significance value, $p >0.05$, is detected, it suggests no positive relationship between the independent and dependent variables. Thus, to achieve a significance level of 0.05 for a two-sided test, the value of must exceed 1.96, according to Puri & Treasaden (2010).

Table 4.23: Coefficients Table

Source: (Output from SPSS)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.253	.126		2.014	.045
IV 1	.134	.054	0.125	2.460	.014
IV 2	.160	0.46	0.163	3.481	.001
IV 3	.521	0.51	0.533	10.154	.000
Dependent Variable	Development Customers Satisfaction				

Table 4.23 above illustrates the coefficients resulting from the multiple regression analysis. The beta value of brand awareness was 0.125, associated with a significant value of 0.014. Meanwhile, the beta value of perceived quality was 0.163, paired with a significant value of 0.001. Finally, the beta value of perceived value was 0.533, linked with a significant value of 0.000. Among these, perceived value possesses the highest beta value, indicating that

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it plays the most significant role in influencing brand equity for the development of a micro business, such as a burger stall at Durian Tunggal.

Based on table 4.23, the linear equation was developed as below:

$$Y = 0.253 + 0.134X_1 + 0.160X_2 + 0.521X_3$$

Where:

Y = Develop Micro Business

X_1 = brand awareness

X_2 = Perceived Quality

X_3 = Perceived Value

According to the linear equation above, there exists a strong correlation between brand awareness, perceived quality, and perceived value, all factors of brand equity, in the ability to develop a micro business, such as a burger stall. To analyse which factors are most effective in developing a micro business, the researcher has formulated three hypotheses.

H1: There is a positive correlation between brand awareness and the capability to develop a micro business, such as a burger stall at Durian Tunggal.

As per Table 4.23, the regression analysis of brand awareness as an independent variable and the development of a micro business as a dependent variable resulted in a significant value of brand awareness, p=0.014, which is less than 0.05. This indicates a positive relationship between brand awareness and the development of a micro business. Therefore, the researcher accepts the first hypothesis (H1) due to its significant and positive impact.

H2: There is a positive correlation between perceived quality and the capability to develop a micro business, such as a burger stall at Durian Tunggal.

According to Table 4.23, the significant value of perceived quality, p=0.001, which is less than 0.05, suggests a positive relationship between perceived quality and the development of a micro business. Hence, the second

hypothesis (H2) was accepted, indicating that perceived quality positively contributes to the development of a micro business. The perceived quality factor exerted a significant impact on the development of micro business quality, as evidenced by the β value =0.163.

H3: There is a positive correlation between perceived value and the capability to develop a micro business, such as a burger stall at Durian Tunggal.

From the table 4.23, the significant value of brand loyalty, p=0.000 which is lower than 0.05 indicates that perceived value has a positive relationship on develop micro business. Hence, the researcher accepted the H3 in this study. The perceived value was factor with the highest β value =0.533 showed the most significant impacts the capability to develop a micro business, such as a burger stall at Durian Tunggal.

4.10   Summary

In this chapter, various tests were applied to analyse the data gathered from respondents through questionnaires. These tests included reliability analysis, descriptive analysis, normality tests, Pearson correlation analysis, and multiple regression analysis. The data was presented using tables and figures, with SPSS Software being used for the analysis. The reliability of the questionnaires tested was deemed high.

The researcher found that the perceived value factor was the most potent factor in developing a micro business at Durian Tunggal. All the factors examined had a significant impact on the development of a micro business, leading to the acceptance of all the hypotheses. The discussion, conclusion, and recommendations will be further elaborated in the next chapter.

CHAPTER 5

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1   Introduction

This chapter delves into the findings derived from the data analysis conducted in chapter four. It provides a detailed account of the data and research study results, as presented by the researcher. Key topics covered in this chapter include the study's demographic profile, objectives, implications, limitations, and suggestions for future studies.

5.2   Summary of Study

The purpose of this study was to evaluate the impact of Brand Equity on the development of a micro business, specifically a burger stall in Durian Tunggal. The research identified three key independent variables - brand awareness, perceived quality, and perceived value - which significantly influence the growth of such a micro business.

5.3   Discussion on the Demographic Background

This study involved a total of 307 respondents who answered the survey questions. Out of these, 43.3% were male, constituting 133 individuals, and 56.7% were female, making up 174 individuals. Upon analysing the data, it was discovered that the number of female respondents exceeded the number of male respondents.

Besides, there are four distinct groups of ages represented in the study. The given data presents in table 4.9 is a frequency distribution for different age groups, showing the number of respondents in each group and their corresponding percentages of the total population. Comparatively, the largest

percentage of the total population falls in the "24-26 years old" group, followed by the "21-23 years old" group. The smallest percentage falls in the "18-20 years old" and "27 years old and above" groups. The age distribution suggests that most of the respondents fall within the "24-26 years old" group, which could indicate that this is the most common age group in the population being studied. Conversely, the "18-20 years old" and "27 years old and above" groups represent a smaller portion of the population.

Following this, the survey was taken by individuals from four different racial categories which is Indian, Malay, Chinese, and others. There are 39 respondents who identify as Chinese, making up 12.7% of the total population. There are 86 respondents who identify as Indian, making up 28% of the total population. There are 175 respondents who identify as Malay, making up 57.1% of the total population. There are 7 respondents who identify under the category "Others", making up 2.2% of the total population. Comparatively, the largest proportion of the total population identifies as Malay, followed by Indian and then Chinese. The smallest proportion identifies as Chinese or others. This racial distribution suggests that the majority of the respondents identify as Malay. This could indicate that the population being studied is predominantly Malay.

Furthermore, this research has studied the education level of the respondent which are from SPM or below, STPM / Diploma, Degree and Master & above. There are 56 respondents who have completed SPM or a level below, representing 18.2% of the total respondents. There are 25 respondents who hold a STPM or Diploma qualification, accounting for 8.1% of the total respondents. There are 221 respondents who possess a degree, making up 72% of the total respondents. There are 5 respondents who have a master's degree or higher, constituting 1.7% of the total respondents. When comparing these categories, it's clear that the majority of respondents (72%) have a degree or higher. This suggests that the respondents for this survey are largely educated, with a significant portion holding advanced degrees. The smaller proportions of respondents with lower educational qualifications (18.2%, 8.1%, and 1.7%) suggest that the survey population may skew towards higher education.

Lastly, the researcher has also study categories of occupational of the respondents in this research which are 153 respondents who are students, making up 49.8% of the total respondents. There are 30 respondents who work in the government sector, representing 9.8% of the total respondents. There are 21 respondents who work in the private sector, accounting for 6.8% of the total respondents. There are 75 respondents who are self-employed, making up

24.4% of the total respondents. There are 28 respondents who fall under the category "Other", constituting 9.2% of the total respondents. When comparing these categories, it's clear that the largest proportion of respondents (49.8%) are students. This suggests that the survey population may be predominantly composed of students. The next largest group is self-employed respondents (24.4%). The government and private sectors each represent a smaller proportion of the total (9.8% and 6.8% respectively), followed by the 'other' category (9.2%). Students prefer to buy fast food instead of cooking at home.

5.4 Discussion on the Hypothesis Testing

Table 5.1 Summary of Hypothesis Testing

Hypothesis	Result
There is a positive correlation between brand awareness and the capability to develop a micro business, such as a burger stall at Durian Tunggal.	Accepted p-value = 0.014 (p<0.05)
There is a positive correlation between perceived quality and the capability to develop a micro business, such as a burger stall at Durian Tunggal.	Accepted p-value =0.001 (p<0.05)
There is a positive correlation between perceived value and the capability to develop a micro business, such as a burger stall at Durian Tunggal.	Accepted p-value =0.001 (p<0.05)

Table 5.1 presents the compiled results of the hypothesis test. The test results confirm that three hypotheses have a p-value below 0.05, indicating

that the assumptions of the dimensions - Brand Awareness, Perceived Quality, and Perceived Value - hold true. As such, it can be concluded that these factors significantly influence the development of a micro business, such as a burger stall at Durian Tunggal.

According to Table 4.23, the regression analysis reveals a significant correlation between brand awareness as an independent variable and the development of a micro business as a dependent variable. The researcher affirms Hypothesis 1 due to its significant and positive impact on brand awareness. This affirmation is supported by a previous study conducted by Katran and Tezcan in 2012. This correlation is indicated by a p-value of 0.014, which is below the standard threshold of 0.05. Thus, the relationship between brand awareness and the establishment of a micro business is positive. Consequently, the researcher endorses the first hypothesis (H1) due to its substantial and positive influence. Brand awareness holds considerable significance as it plays a vital role in enhancing brand equity. Brand equity signifies the value derived from a brand name. When consumers are familiar with a brand, they are more inclined to purchase its products, thereby providing a competitive advantage to established brands Beth Kowit et. al. (2019).

Next, the second hypothesis (H2) was accepted, indicating that perceived quality positively contributes to the development of a micro business. The perceived quality factor exerted a significant impact on the development of micro business quality, as evidenced by the β value =0.163. The significant value of perceived quality, p=0.001, which is less than 0.05, suggests a positive relationship between perceived quality and the development of a micro business. Perceived quality is a potent instrument that can exert a substantial impact on both consumer behaviour and business achievements. By prioritizing the enhancement of perceived quality, a micro business can experience notable advancements in its growth and revenue generation Anikster, Y. (2018).

Lastly, there is a positive correlation between perceived value and the capability to develop a micro business, such as a burger stall at Durian Tunggal. The significant value of brand loyalty, p=0.000 which is lower than 0.05 indicates that perceived value has a positive relationship on develop micro business. Hence, the researcher accepted the H3 in this study. The perceived value was factor with the highest β value =0.533 showed the most significant impacts the capability to develop a micro business, such as a burger stall at Durian Tunggal. Perceived value is a pivotal element that can boost a business by shaping consumer choices and purchasing patterns. By comprehending and

capitalizing on perceived value, businesses can effectively market their goods or services and attract a larger customer base Bebchuk, L. A., Cohen, A., & Hirst, S. (2017).

5.5   Discussion on Research Objectives

The research objectives were stated as below:

1. To analyse the most effective factor brand equity on micro business development like burger stall.

2. To evaluate the impact of brand awareness toward micro business development like burger stall at Durian Tunggal.

3. To assess the influence of perceived quality on the development of micro businesses such as burger stalls in Durian Tunggal.

5.5.1 Objective 1: To analyse the most effective factor brand equity on micro business development like burger stall.

To accomplish the first objective, perceived value has proven to be the most influential factor in shaping brand equity for micro businesses such as burger stalls, as evidenced by the results of Pearson's Correlation Coefficient Analysis and Regression Analysis. As per the analysis presented in Chapter 4, the correlation analysis reveals that brand equity derived from perceived value significantly affects micro business development. This is due to perceived value exhibiting the highest coefficient value of 0.889 compared to other independent variables like brand awareness and perceived quality in the Pearson Correlation Coefficient Analysis. It also demonstrates a robust positive correlation with micro business development.

Furthermore, the results of the multiple regression analysis confirm that perceived value is the most potent factor contributing to the development of micro businesses such as burger stalls. The standardized coefficient, denoted as β, has a value of 0.533, which is higher than the values of the other two variables. This indicates that perceived value plays a crucial role in the growth of micro businesses like burger stalls in Durian Tunggal.

These findings have been substantiated by Aymar Raduzzi et al. (2010), who found a significant and positive correlation between perceived value and

micro businesses. When customers are content with the products offered by these businesses, they are more inclined to recommend the brand to others and are more likely to remain loyal to it (Albarracin and Wyer, 2000, Cronin and Taylor, 2018, Lee et al., 2015). As per research conducted by Aymar Raduzzi et al. (2010), there is a substantial and favorable correlation between perceived value and micro businesses. The study indicates that when customers believe a product holds great value, they are more prone to be devoted to the brand and advocate for it among others.

This devotion and word-of-mouth endorsement are fundamental catalysts for a business's thriving. A similar study, published in the National Center for Biotechnology Information (NCBI), endorses this discovery. The research implies that a product's perceived value profoundly affects customer affective commitment, which is the emotional ties customers form with a brand. Customers who view high value in a product are more apt to stay loyal to the brand and exhibit re-purchasing behavior. This emotional dedication has a prolonged impact on the brand's performance, emphasizing the necessity for a brand to offer high-quality and high-value products to its customers. Consequently, augmenting perceived value through efficient marketing and superior quality products is a vital approach for the evolution and expansion of micro businesses.

In the case of a burger stall, if customers perceive high value in the food they purchase, they are more likely to return to the business and even recommend it to others. This can lead to increased sales and a stronger brand image, ultimately contributing to the success of the micro business.

5.5.2 Objective 2: To evaluate the impact of brand awareness toward micro business development like burger stall at Durian Tunggal.

Objective 2 of the research was successfully accomplished, as evidenced by the results of Pearson's Correlation Coefficient Analysis, Regression Analysis, and the mean value. As per the analysis presented in Chapter 4, the correlation analysis revealed a strong relationship between brand awareness and micro business development, with a coefficient value of 0.823, n=307. The multiple regression analysis further confirmed the significant impact of brand awareness on micro business development, with a p-value of 0.014 (less than 0.05) and a β value of 0.125. These results indicate that brand awareness plays a crucial role in the development of micro businesses like burger stalls in Durian Tunggal.

In addition, the mean value in the descriptive analysis table can validate the independent and dependent variables in this study. The factor of brand awareness scored the highest mean value, at 4.68, indicating that a majority of respondents concurred with the assertion that brand awareness has the most significant impact on brand equity for micro business development. The results showed that the highest mean value for the "brand awareness" factor was 4.75, with the item "Do you keep stopping from trying burger products at conventional street-side stall," and a standard deviation value of 0.67. Similarly, the dependent variable, which was developing the micro business, had a mean value of 4.24, suggesting that respondents agreed that positive services were a major determinant of consumer satisfaction. As noted by Xu F., Li Y., Zhou J. (2015), high brand awareness ensures that a larger audience is aware of the brand, increasing the probability of potential customers recognizing and selecting the brand over competitors. This recognition can result in increased sales, customer loyalty, and ultimately, the growth of the micro business.

Brand awareness is a crucial component of marketing as it enables a brand to embed itself in the consciousness of consumers. It provides a brand with the ability to carve out a space in the consumer's mind and heightens their awareness of the brand and its offerings. Bebchuk, L. A., Cohen, A., & Hirst, S. (2017) a brand with high brand awareness enhances its likelihood of being selected over competitors during consumer purchasing decisions.

Furthermore, one of the most practical and efficient methods of boosting and generating improved brand awareness in marketing is through promotions and advertising. This is considered one of the most significant ways of raising brand awareness among consumers (Jalleh, Donovan, Giles-Corti & Holman, 2002). The promotional tools that company employ to disseminate information about their brand can garner better publicity among consumers, as advertising positively impacts brand equity value (Osman & Subhani, 2010).

A robust brand significantly impacts consumer responses to the products associated with it, influencing their buying behavior positively. A strong brand image is also regarded as an asset for a business (Parment, et al., 2016, p. 231). This is also referred to as the first stage of brand awareness, where consumers have the ability to distinguish a specific brand from others (Aaker,1991). It is an initial recall when a customer can recognize and identify

the name of the brand amidst similar companies offering the same product but under different brand names. From a consumer's perspective, identifying the correct brand during the buying process is crucial (Dauphinee et al., 2013). The findings related to the values of brand awareness can provide support for the variables of this research objective.

5.5.3 Objective 3: To assess the influence of perceived quality on the development of micro businesses such as burger stalls in Durian Tunggal.

Objective 3 of the research was successfully met, as demonstrated by the results of Pearson's Correlation Coefficient Analysis, Regression Analysis, and the mean value. As per the analysis presented in Chapter 4, the correlation analysis showed a strong correlation between perceived quality and micro business development, with a coefficient value of 0.808, n=307. The multiple regression analysis further affirmed the significant impact of perceived quality on micro business development, with a p-value of 0.001 (less than 0.05) and a β value of 0.163. These findings suggest that perceived quality is a key factor in the development of micro businesses like burger stalls in Durian Tunggal.

Furthermore, the mean value in the descriptive analysis table can verify the independent and dependent variables in this study. The factor of perceived quality had the lowest mean value, at 4.62, suggesting that most respondents agreed that perceived quality has the most significant impact on brand equity for micro business development. The results showed that the highest mean value for the "perceived quality" factor was 4.76, with the item "Most important is the source of the meat in influencing your perception of the quality of the burger." and a standard deviation value of 0.68. Similarly, the dependent variable, which was developing the micro business, had a mean value of 4.24, indicating that respondents believed that positive services were a major determinant of consumer satisfaction. This shows that independent variable of perceived quality has an impact on develop the micro business-like burger stall.

As stated by Aaker in Durianto (2001: 3), perceived quality is consumers' perceptions of the overall quality or superiority of a product or service that aligns with its intended purpose. Susanto (2004: 129) defines perceived quality as customer perceptions of the overall quality or superiority of a product or service relative to its intended purpose. Loyalty is often associated with repeat purchases, leading to increased usage and eventually

more extensive engagement. Glinkskienė, Kvedaraitė and Kvedaras (2010) argue that marketing loyalty theory has long been viewed as a repetitive action by buyers in purchasing a particular brand, product, or service. Customer loyalty, or the enjoyment of the products and services used, leads to loyalty towards the brand and the products and services used. This loyalty can impact a company's profits. In general, customer loyalty is a form of consumer loyalty to continue using a product or service because it provides high satisfaction. This satisfaction often leads to a desire to recommend these products or services to others, allowing them to experience the same satisfaction.

Hence, this study investigates the crucial role of brand equity, such as perceived quality, as this variable has been extensively utilized and verified as a primary determinant in the development of micro businesses. Consequently, the values of the perceived quality factor, as determined by the results, can reinforce the variables of this research objective.

5.6   Implication of the Study

This study aimed to analyse and understand the impact of brand equity, specifically Brand Awareness, Perceived Quality, and Perceived Value, on the development of a micro business like a burger stall in Durian Tunggal. The results showed that these three elements significantly influence micro business growth. Therefore, comprehending brand equity can aid in business expansion. Moreover, it indirectly allows the business to compete with nearby competitors.

From an academic perspective, the conclusions drawn from this study hold considerable importance. Various factors that have been previously examined in literature reviews have been included in this investigation. By verifying the correlation between the crucial elements that forecast the influence of brand equity on micro business growth, this study has added substantial value to existing research. Furthermore, it extends past studies on the acceptance of implementing a customer-centric brand equity strategy and integrating marketing communication in micro, small, and medium enterprises (Setiawan, T. (2021). he results of this study will pave the way for future researchers or academics to delve deeper into this topic of interest, possibly with a broader scope and a larger sample size.

Upon analysing the results, the factor of perceived value exhibited the highest Standard Coefficient (Beta) value of 0.533, indicating its most significant impact on the growth of a micro business like a burger stall in Durian Tunggal. Burger stalls might benefit from introducing novel features, such as providing complimentary water to waiting customers, which could act as a draw. Additionally, the top-selling burger should explore other aspects that boost customer satisfaction to uphold perceived value. Achieving this could involve employing various marketing tactics, enabling the local brand (Anikster, Y., 2018).

Not only the perceived value, the brand awareness, and perceived quality factors also have a significant relationship on micro business development like burger stalls. Beger sellers also need to further strengthen their marketing strategy so that they can place their burger in the minds of consumers to enable consumers to be loyal to their products. In addition, seller burger can also use apps such as food panda and grab food so that customers can buy wherever they are. These applications offer a comfortable platform for patrons to place their food orders, particularly during peak hours or when they wish to steer clear of crowds. This convenience can foster higher levels of customer satisfaction and loyalty. Simultaneously, the ability to place orders from any location enhances the chances of a transaction. Furthermore, these apps can augment cart totals by recommending extra items or special offers Jun, K., & Yoon, B. (2022)

Lastly, the significance of brand equity, which includes brand awareness, perceived quality, and perceived value, is paramount in the creation of a micro business such as a burger stall. Establishing brand awareness is the initial stage towards building a thriving micro business. It entails crafting a distinct identity for the business and making it familiar to prospective customers. This can be accomplished through a range of marketing techniques, including social media promotion, participation in local events, and collaborations with other businesses. Perceived quality pertains to customers' perception of the quality of the goods or services provided by the business. For a burger stall, this could be linked to the flavour of the burgers, the freshness of the ingredients, and the overall presentation of the food. Improving perceived quality can be accomplished by utilizing premium ingredients, adhering to stringent food safety norms, and delivering exceptional customer service. Perceived value, on the other hand, is the extent to which customers believe that the cost of a product or service accurately represents its worth. For a burger stall, this could imply offering good value for money, whether through reasonable prices, large portions, or unique menu choices. By concentrating on these three facets of brand equity, a burger stall can cultivate a positive

image in the minds of potential customers, thereby boosting its prospects for success.

5.7   Limitations of research

This research does come with certain limitations, including time constraints, geographical limitations, and the honesty of respondents. Initially, the researcher had only two months to gather data for this study, from November 2023 to December 2023. Secondly, the scope of the research was limited to Durian Tunggal, Malacca, primarily due to the prevalence of micro businesses like burger stalls in the area. Due to these time constraints, the researcher was only able to distribute the survey questionnaire via Google Form, WhatsApp, and Facebook to different work fields of respondents. This approach allowed for a wider reach, as different work fields might have varying experiences and evaluations. Lastly, the honesty of respondents was another limitation. Some respondents may have been reluctant to spend their time honestly answering the questionnaire.

5.8   Recommendations for Future Research

Future research on developing micro businesses like a burger stall could explore several key areas. One potential area of study could be the impact of menu variety and customization on customer satisfaction and sales. This could involve conducting experiments with different types of burgers, toppings, and sides, as well as surveying customers to understand their preferences. Another important aspect to consider is the role of location and accessibility in the success of a burger stall. Factors such as proximity to schools, universities, shopping centres, and public transportation routes could significantly influence the stall's customer base and sales. Additionally, research could delve into effective marketing and promotion strategies for a burger stall. This could encompass social media campaigns, street marketing, partnerships with local businesses, and special events. Operational efficiency is another crucial factor that could be studied. This could involve assessing the efficiency of kitchen processes, staff training, inventory management, and waste reduction. A thorough analysis of the competition in the burger stall market could provide valuable insights for new entrants. This could involve studying the offerings, pricing strategies, and marketing tactics of existing burger stalls.

Micro businesses, such as a burger stall, have the potential to collaborate with various entities to enhance their operations and reach. One such entity could be local authorities. Local authorities often have resources and connections that can be leveraged for the benefit of small businesses. For instance, they might provide permits for setting up the stall, help with zoning issues, or even promote the stall through local advertising channels. Collaborating with local authorities can therefore help the burger stall navigate regulatory hurdles, gain visibility, and establish a strong presence in the community. Event organizers can also be a valuable partner for a micro business. They can provide a platform for the stall to showcase its products, attract new customers, and increase brand awareness. The event organizers might also be able to provide logistical support, such as setting up the stall, providing electricity, and ensuring smooth operations during the event. Industry associations can offer a wealth of knowledge and resources to micro businesses. They often host workshops, seminars, and networking events that can provide valuable insights and opportunities for growth. Industry associations can also help businesses stay updated on industry trends, regulations, and best practices. By collaborating with these entities, a burger stall can leverage their expertise, expand its network, and improve its chances of success.

Lastly, micro business-like burger stall should embrace and utilize the latest technological advancements to stay competitive and efficient. One such technology is Industrial Internet of Things (IIoT), also known as Industry 4.0. IIoT refers to the integration of smart sensors, software, and other technologies into industrial production systems. This can lead to significant benefits for a micro business like a burger stall. IIoT can enhance operational efficiency. For example, it can automate inventory management, reducing the risk of stockouts or overstocks. It can also streamline supply chain processes, making them faster and more cost-effective. Furthermore, IIoT can enable real-time monitoring and control of equipment, leading to improved product quality and reduced downtime. IIoT can provide valuable data insights. Data collected from IIoT devices can reveal patterns and trends that can inform decision-making. For instance, it can help identify peak demand times, optimize resource allocation, and predict future needs. This can lead to better planning and forecasting, ultimately improving the business's financial performance. IIoT can enhance customer service. With real-time tracking capabilities, a burger stall can ensure timely delivery of orders, improving customer satisfaction. Moreover, it can provide personalized recommendations based on customer behavior, enhancing the overall customer experience. IIoT can facilitate digital transformation. As businesses increasingly move online, IIoT can enable seamless integration between physical and digital operations. This

can open up new revenue streams, such as online ordering and delivery services, and enhance the overall customer experience.In conclusion, embracing IIoT can provide a competitive edge for a micro business like a burger stall, leading to increased efficiency, improved customer service, and greater profitability Alaloul, W. S., Liew, M. S., Zawawi, N. A. W. A., & Mohammed, B. S. (2018) .

5.9 Summary

Burger stalls, in particular, are known for their ability to deliver quick and affordable meals, particularly in urban areas. They often cater to young adults and students seeking convenience and affordability. These businesses must navigate a complex landscape of changing economic scenarios, increasing prices of raw materials, and competition from other fast-food chains. To succeed, these businesses need to focus on quality, service, and location. The quality of the food and drinks served is paramount, as it directly affects customer satisfaction and repeat business. Good customer service also helps to build a loyal customer base. Lastly, the location of the burger stall plays a crucial role in its success. It needs to be easily accessible and located in a place with high foot traffic.

Micro business such as burger stalls, operate in a stringently regulated sphere, particularly concerning food safety, sanitation, and labelling. These rules are implemented to safeguard consumers and guarantee that the food they ingest is secure and of superior quality. Adherence to these rules is not merely a legal obligation; it's also a reflection of ethical standards and consumer confidence.

Despite the obstacles, micro enterprises like burger stalls present numerous opportunities for entrepreneurs. They offer a low-risk gateway into the commercial sector, enabling individuals to initiate their own ventures without a substantial initial investment. They also offer the ability to adjust to shifting market conditions and customer tastes. Nevertheless, launching and operating a micro enterprise necessitates thoughtful planning, diligent work, and a profound grasp of the market. With the appropriate strategy and commitment, micro enterprises can establish a profitable venture that fulfils the demands of their customers. This includes discerning what customers desire, delivering goods or services that satisfy those desires, and persistently

searching for methods to enhance and innovate. It also involves cultivating robust relationships with suppliers, efficiently managing expenses, and sustaining a favourable reputation.

The research titled "The Effectiveness of Brand Equity in Developing Micro Businesses Like Burger Stalls at Durian Tunggal" employed a questionnaire survey methodology to address all three objectives. The findings of this study revealed that all factors - brand awareness, perceived quality, and perceived value - have a considerable influence on the growth of micro businesses. During the research process, the investigator also addressed the implications of the study and highlighted its limitations. The researcher provided suggestions for future research, advocating for a larger number of high-quality studies. However, this study had provided the appropriate way for micro business micro business like a burger stall comes with its share of challenges, especially in terms of compliance with food safety regulations, it also offers a lot of opportunities. With the right approach, it's possible to build a successful and profitable business that provides value to customers and contributes positively to the community.

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APPENDIX 1

GANTT CHART FOR FYP 1

Procedure for FYP 1	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PSM 1 talk	█														
Search PSM topic	█														
Conversation with PSM supervisor through WhatsApp	█	█	█	█	█	█	█	█	█	█	█	█	█		
Modify Research Topic		█													
Topic confirmation		█													
Identify problem statement and background of study		█	█												
Identify research objective and research question			█	█											
Find information for literature review				█	█										
Preparation and completed for chapter 1					█	█	█								
Preparation and completed for chapter 2						█	█	█							
Preparation and completed for chapter 3									█	█	█				
Preparation of slide presentation													█		
PSM 1 presentation														█	
Make correction for the proposal															█
PSM 1 report submission															█

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GANTT CHART FOR FYP

Task	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Briefing PSM II	■														
Design Questionnaire		■	■	■											
Pilot Test					■										
Data Collection						■	■								
Data Collection Analysis								■	■	■					
Preparation for Chapter 4											■				
Correction & Complete Chapter 4											■				
Preparation for Chapter 5												■			
Correction and Complete Chapter 5												■			
Amendments													■		
Compiling														■	
PSM 2 VIVA														■	
Report Submission															■

2

QUESTIONNAIRE

SURVEY QUESTIONNAIRE

THE EFFECTIVENES OF BRAND EQUITY ABLE TO DEVELOP THE MICRO BUSINESS-LIKE BURGER STALL AT DURIAN TUNGGAL, MELAKA.

Dear Respected Respondent,

I'm Nor Azlila Binti Zainuddin, studying in the Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM). I'm researching to evaluate effectiveness of brand equity able to develop SME company (a burger business at a roadside stall) at Durian Tunggal.

The survey questionnaires are prefaced with instructions on how the participants should respond. Kindly, read the instruction carefully and please make the appropriate selection to present to represent your answer. The entire survey would take approximately 3-5 minutes to complete, and i would highly appreciate it if you could respond / return the questionnaires as soon as possible. Please be informed that your responses will be used solely for academic purposes, and all obtained information, including your identify, will be kept highly confidential.

Should you have any queries, please do not hesitate to contact us at the contact number and email address below.

Thank you for your participation.

Nor Azlila Binti Zainuddin

Faculty of Technology Management and Technopreneurship (FPTT), Universiti Teknikal Malaysia Melaka (UTeM).

Phone: +601135700648

Email: azlilazainuddin@gmail.com

SECTION A

Demographic

This section lists several personal information about participants. Tick (/) the appropriate answer in the provided space.

1. Gender:

☐ Male

☐ Female

2. Age:

☐ 18 – 20 years old
☐ 21 - 23 years old
☐ 24 – 26 years old
☐ 27 years old and above

3. Race:
☐ Chinese
☐ Indian
☐ Malay
☐ Other

4. Educational:
☐ SPM & Below
☐ STPM/DIPLOMA
☐ Degree
☐ Master & Above

5. Occupational

☐ Student
☐ Government sector
☐ Private sector
☐ Self-employment
☐ Other

SECTION B

Independent Variable

This segment seeks to explore contentment regarding the efficacy of brand equity in connection with the respondent's encounters with burger products retailed at conventional stalls. Please select the option based on the following indicators:
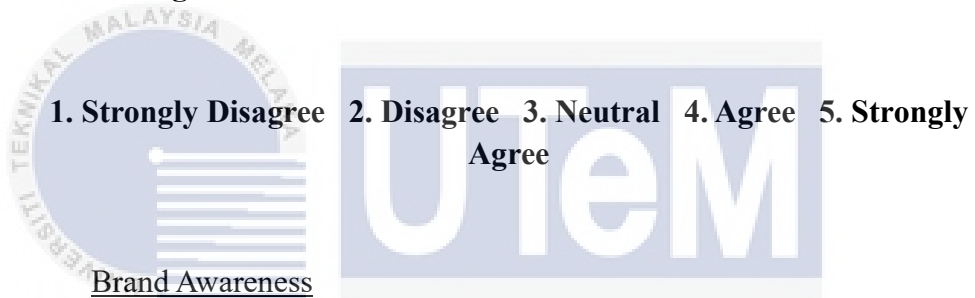
1. Strongly Disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

Brand Awareness

BA1- I regularly come across advertisements or promotional materials related to burgers from conventional street-side stall.

BA2-I trust burger at the conventional street stall as a reliable and reputable brand.

BA3-I felt excited and curious when I first heard about burger product at conventional street-side stalls.

BA4- Are Burger King and MC Donald the main competitors for burger products at conventional street-side stall.

BA5-Do you keep stopping from trying burger products at conventional street-side stall.

Perceived Quality

PQ1-You will give the highest rate about the quality of the burger at the street-side stall that you ate recently.

PQ2-The freshness of ingredients important to you when evaluating the quality of a burger.

PQ3-The price of a burger is so important that it affects your perception of its quality.

PQ4-I emphasize the overall cleanliness and atmosphere of the establishment where you usually have a burger.

PQ5- Most important is the source of the meat in influencing your perception of the quality of the burger.

Perceived Value

PV1-Speed of service when buying a burger from a street stall is very important.

PV2-The portion size of burgers offered by street vendors is very satisfying.

PV3-The special sauce is an added feature expected to be included with the purchase of a burger from a street vendor to increase its value.

PV4-You also consider the overall cleanliness and cleanliness of street vendors to play a role in your perception of the burger's value.

PV5- Packaging and presentation of burgers from street vendors can enhance its perceived value.

SECTION C
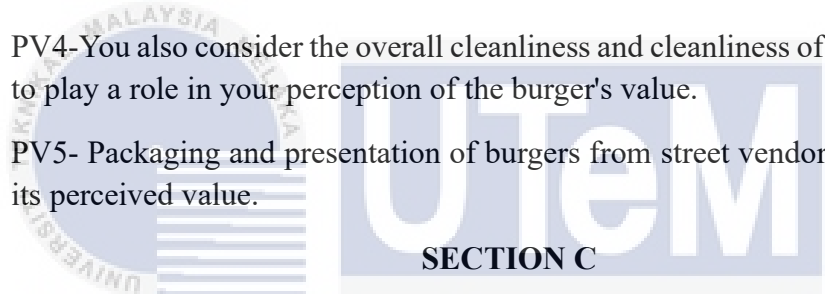
Dependent Variable

This segment aims to develop micro business on customer satisfaction with burger products sold at street stalls. Please select an option based on the following indicators:

1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

DMB1-How satisfied are you with the time in receiving your burger order from street stalls?

DMB2-How satisfied are you with the customer support and issue resolution provided by the dealer?

DMB3-Are you likely to return to the same street stall for a burger based on your current level of satisfaction?

DMB4-How satisfied are you with the overall performance of the burger preparation at the street stall?

DMB5- Are you likely to recommend a particular street stall for burgers to friends or family?

Thank you for your participation.

The data collected are for academic purpose only.