

THE EFFECT BETWEEN BRAND AWARENESS, PERCEIVED QUALITY, AND BRAND LOYALTY THROUGH A BRAND IMAGE (STUDY ON PT. EAST WEST SEED INDONESIA CHARGE BRAND CAP BRICK SEED PRODUCTS, BANYUWANGI)

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ABSTRACT

The purpose of this study was to determine and analyze the effect between brand awareness, perceived quality, and brand loyalty both directly and indirectly through brand image mediation. The sample was used by consumers of users on the F 1 Cap Arrow Red Steel brand in the Banyuwangi area who have used it for more than 1 year. This study also uses 4 research variables, so 160 samples are needed. The analytical method is descriptive analysis and Partial Least Square (PLS) using the smartPLS software application. The results are indicated that brand awareness has a significant positive effect on brand image, perceived quality has a significant positive effect on brand image, brand awareness has a significant positive effect on brand loyalty, perceived quality has a significant positive effect on brand loyalty, brand image has a significant positive effect on brand loyalty and from mediation testing shown that brand image can mediate the effect between brand awareness and brand loyalty. Then, brand image can mediate the effect between perceived quality and brand loyalty.

Keywords: brand awareness, perceived quality, brand image, brand loyalty

INTRODUCTION

The agricultural sector is not only in food crops, but also in plantations and horticulture. In agriculture, especially plant cultivation to obtain satisfactory production and good quality, the plants also cultivated must use quality seeds.

Red chili (*Capsicum annum* L.) is a horticultural commodity that has a high economic value and is cultivated by farmers in the lowlands to the highlands. The need for chili continues to increase in line with the high demand of the community, the Vegetable Research Center reported, the prediction of domestic demand for red chili is 720.00 - 840,000 tons / ha, while the national production with 126,790 ha of harvested area is 1,061,428 tons / ha.

The large number of seed producers causes intense brand competition in the market. The level of competition between companies is getting tougher with increasing seed brands on the market, so any consumers have the strength for desired by brand.

For farmers, the brand of a plant seed is a guarantee between quality and image. For various vegetable seed brands were exposed to farmers make marketers and to implement the best strategy for their brand position. The purpose of the branding process is high consumer loyalty. Loyal consumers are valuable consumers because the cost to get new customers will be more expensive than the cost of caring for and maintained existing customers (Heding, Knudtzen and Mogens, 2009). Moreover, loyal customers will provide its own benefits for the company, which can be an obstacle to the entry of new competitors, can be the basis of determining premium prices, giving enough time for companies to respond to competitor innovations, and a bastion of disruptive price competition (Aaker, 1996).

Farmers are consumers whose purchasing behavior is also influenced by brand awareness. Consumers will choose a product that is more familiar like compared to buying a product that has never been known at all. For a high brand awareness, allows companies to increase sales of their products. Therefore, reaching consumer awareness is one of the marketing goals that needs to be targeted by companies to farmers Seed. So, it is an important means that agricultural production and a carrier of technological change in agriculture.

Based on this case study, the researcher wants to discuss the effect between brand awareness, perceived quality, and brand loyalty through brand image to farmers as users of Cap Panah Merah chili seeds.

LITERATUR REVIEW

Brand

Brand is a very important product attribute and can affect to the marketing activities of a company. Besides the mark can also be said as a sign or symbol that gives the identity of a certain goods or services which can be words, pictures, or a combination of both (Alma, 2005). So from these two definitions, a conclusion can be drawn that the brand is a name, sign, symbol, design or a combination of these things to distinguish from the product or service from the seller. The brand is very beneficial for consumers and producers. Kotler in Fandy Tjiptono (2008) stated that it can be conveyed through a brand, which is a means of identification to facilitate the process of handling or tracking products for the company. In this case, a form of legal protection against unique features or aspects of the product, a means of creating associations, and unique for differentiate products from competitors.

Brand Awareness

A product created by a manufacturer must have a brand with the aim that consumers can get to know the products created by these producers. The brand has starting point to create a product. A brand plays an important role in the introduction of the product to its consumers. A brand is unique and easily remembered by consumers, which is a brand that made it into the minds of consumers. The brand has successfully demonstrated its existence as a product known to consumers. Then, it appears in the minds of consumers about brand awareness for a product. According to Hasbun and Ruswanty (2016: 3) said that brand awareness is brand ability that arises in the minds of consumers when they think about certain products and how easily that products appear.

Perceived Quality

Zeithaml in Rezvani, et al. (2012) defined that perceived quality as consumers' opinions about the quality or overall superiority of the product. Jing, et al. (2014) revealed that perceived quality is an ability to feel the superiority of product, which will build brand satisfaction and used as a criterion for the decision process of buying products or services. Low Perceived Quality will cause consumers to be more inclined to move to competitors' products or services in order to increase perceived value, thus consumers' assessment of the product quality or service is very important. So, if consumers value has a product quality or service low, it will arise the gap between expectations and perceived results. So, as to make consumers' needs unsatisfied (Lin and Wang 2005).

Brand Image

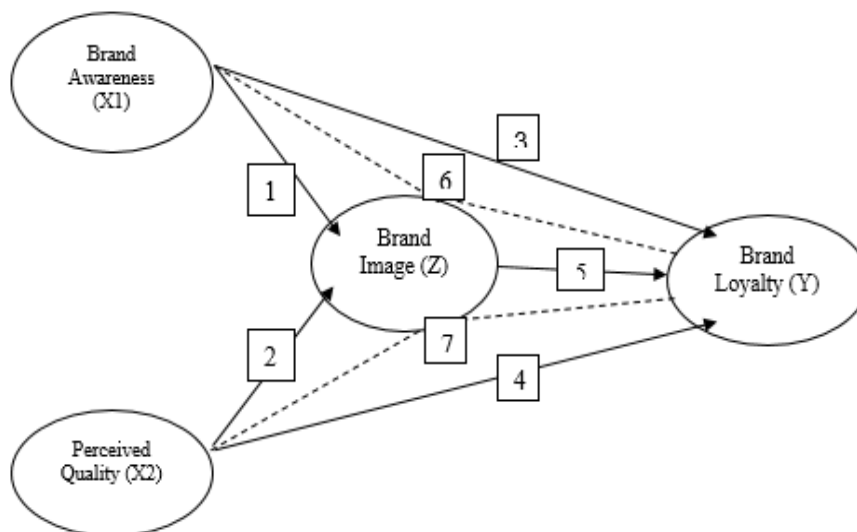
According to Kotler & Keller (2016: 330) discussed that put forward the definition of brand image, which is an extrinsic nature of product or service including the way of brand tries to meet the psychological or social needs of customers. Kotler and Armstrong (2016: 275) also stated that brands are more than just names and symbols, brands are a key element in the relationship between a company and its customers. Lafferty and Newell (2000) argued that brand image is a perceived value and accumulates in the minds of customers, when a brand has loyal customers, the brand gets positive, free and very effective word of mouth marketing. A positive brand image was created through a marketing program related to the strengths, usability, and uniqueness of brand associations (Keller, 2001). There is divided into three aspects such as attributes, benefits, and brand attitudes.

Brand Loyalty

A definition of loyalty in this study is full commitment held by consumers to buy back or use products from a brand, which is preferred in the future. Even though, there are situational influences and other marketing efforts that have any potential influence to behavior. Aaker and Biel (1993) in Heding, et al. (2009) explained that brand loyalty is consumers' feelings about brand equity as an added value to the product or service associated with a brand name.

Meanwhile, according to Oliver (1999) in Deng, et al. (2010) said that interpret brand loyalty as a strong commitment to repurchase or consistently subscribe to products or services in the future. Thereby, it was cause the purchase of same brand or a set. Even though, any situational and marketing efforts should have the potential to cause shifting behavior.

This study also proposes with several variables, such as brand awareness, perceived quality, brand loyalty, and brand image. This study was combines the research by Franz and Tobias (2006), Gil, et al., (2007), Ranjbarian, et al., (2012), and Lin and Wang (2005). Based on the description above, the conceptual framework can be presented as can be seen in the figure below:



- H1: Brand awareness has a significant effect to brand image
- H2: Perceived quality has a significant effect to brand image
- H3: Brand awareness has a significant effect to brand loyalty
- H4: Perceived quality has a significant effect to brand loyalty
- H5: Brand image has a significant effect to brand loyalty
- H6: Brand awareness has a significant effect to brand loyalty through brand image
- H7: Perceived quality has a significant effect to brand loyalty through brand image.

METHODOLOGY

This type of research was used by a quantitative research approach and survey method. The research location was conducted in the Banyuwangi marketing area because Banyuwangi is one of the largest chilli centers in Indonesia with high productivity. The population were all consumers of Cap Panah Merah brand seeds in the Banyuwangi Regency. This study uses 4 research variables, so a sample of 4 x 40 is needed, such as 160 samples. The sampling technique is a non-probability sampling technique with a purposive sampling method.

Sampling was chosen based on certain considerations, including: 1. Consumers using F 1 brand of Pan Arrow Red Steel in Banyuwangi. 2. It has been used for more than 1 year. Analysis of the data used in this study uses the Partial Least Square (PLS) approach. As many as 85% of all respondents who use products produced by PT. East West Seed Indonesia (EWINDO) is a male farmer, while the remaining 15% are female farmers.

RESULTS

Outer Model Evaluation Results

The outer model test measurement model was tested using the SmartPLS 2.0 application, which includes convergent validity test and composite reliability test.

Validity Testing

Validity test is to test how important the role of statement items, which are in interpreting the factor matrix. Validity test also conducted by looking at the results of convergent validity test, such as the loading factor coefficient value of each item must be greater than 0.7. However, Ghozali and Latan (2015) stated that the coefficient can be tolerated to above 0.5. If the loading factor coefficient is less than 0.5, for any item must be removed from model of research. Furthermore, some statement items can be said to be valid, if the AVE coefficient value is above 0.5. The results of convergent validity testing are shown in table 1 below.

Table 1. Value of Loading Factor and AVE

Variables	Indicator	Loading Factor	AVE
Brand Awareness (X ₁)	X1.1	0.703	0.509
	X1.2	0.544	
	X1.3	0.602	
	X1.4	0.500	
	X1.5	0.794	
Perceived Quality (X ₂)	X2.1	0.790	0.538
	X2.2	0.748	
	X2.3	0.529	
	X2.4	0.713	
Brand Image (Z)	Z1.1	0.636	0.590
	Z1.2	0.754	
	Z1.3	0.741	

Variables	Indicator	Loading Factor	AVE
	Z1.4	0.606	
Brand Loyalty (Y)	Y1.1	0.591	0.544
	Y.12	0.830	
	Y1.3	0.788	
	Y1.4	0.720	

Sources: Primary Data Processed (2020)

In the table above shown that the results of convergent validity testing is based on all items have a loading factor value above 0.5. The results of the AVE coefficient of each variable also have values above 0.5. This indicated that all items in each variable can be declared valid.

Reliability Testing

The reliability test is carried out to find out whether the instruments used in the research, which are quite consistent in producing a data on the same object, if the research is carried out repeatedly. The reliability test is measured using two parameters, such as the Cronbach's alpha value is greater than 0.6 and the composite reliability value is greater than 0.7. The reliability test results are shown in table 2 below:

Table 2. The Value of Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Awareness	0.673	0.718
Perceived Quality	0.613	0.728
Brand Image	0.671	0.713
Brand Loyalty	0.717	0.824

Sources: Primary Data Processed (2020)

In the table above shown that the value of cronbach's alpha and composite reliability values are in accordance with the provisions of parameters. From these results, it can be said that the measurement instruments are reliable. So, it can be concluded that all items and instruments have been valid and reliable, so for next step can be performed by data analysis.

Inner Model Evaluation Results

An inner model evaluation is carried out to determine the specification of the relationship between latent variables, such as independent variables with the dependent variable. The first inner model testing is by looking at the value of R² (coefficient of determination). Furthermore, the results of the R² value are used to measure Q-square predictive relevance (Q²) in order to know whether or not the model used. The results of the coefficient of determination (R²) are shown in table 3 below.

Table 3. Determination Coefficient Results (R²)

Variables	Determination Coefficient (R ²)
Brand Image	0.255
Brand Loyalty	0.630

Sources: Primary Data Processed (2020)

R² values are classified into 3 criteria among others: R² > 0.63 = strong model, R² > 0.33 = moderate model, and R² > 0.19 = weak model. Based on table 3, an explanation can be given as follows. First, it can be seen that the value of R² brand image is 0.255, so it can be categorized as a weak to moderate model. This shown that brand awareness and perceived quality can explain the brand image variable by 25.5%. The remaining is 74.5% with explained by other variables outside this study.

Second, the brand loyalty variable has an R² value of 0.630, so it can be categorized as a strong model. This shown that brand awareness and perceived quality can explain the variable brand loyalty by 63%. The remaining is 37% with explained by other variables outside this study.

After knowing the R² coefficient, the next step is to calculate Q-square predictive relevance as follows.

$$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2) = 0.44$$

Noted:

Q² = predictive relevance

R₁² = Coefficient determination of brand image

R₂² = Coefficient determination of brands loyalty

Based on the above calculation results, it can be concluded that this research model is categorized as a moderate model (Ghozali & Latan, 2015). This means that 44% of brand loyalty variables can be predicted by brand awareness, perceived quality, and brand image variables. The remaining is 56% with explained by other variables not founded in this research model.

Hypothesis Test

Hypothesis testing is performed to determine the direct effect and indirect effect through mediation variables. The hypothesis of direct and indirect effects will be discussed in detail as follows.

Direct Effect

The direct effect hypothesis test aims to test whether there is an influence between independent variable and dependent variable.

Table 4. Path Analysis Results

H	Relationship Between Variables		Path Coefficient	t-statistics	Results
	Independent Variables	Dependent Variables			
H ₁	Brand Awareness	Brand Image	0.455	5.217	Significant
H ₂	Perceived Quality	Brand Image	0.134	2.409	Significant
H ₃	Brand Awareness	Brand Loyalty	0.158	1.965	Significant
H ₄	Perceived Quality	Brand Loyalty	0.210	2.833	Significant
H ₅	Brand Image	Brand Loyalty	0.621	9.226	Significant

Sources: Primary Data Processed (2020)

Criteria for testing the hypothesis directly seen from the value of t-statistics > t-table (> 1.96), so it can be stated the hypothesis is accepted. Moreover, it has a significant effect on the dependent variable. The results analysis of the hypothesis for direct influence can be seen through the summary of table 4.

Based on the t-value, the test results shown that all hypotheses are accepted. Table 4 shown that H₁ path coefficient value is 0.455 with a t-statistics value of 5.217. Looking at the parameter provisions of t-statistics value > 1.96, H₁ results are significant. This also shown that brand awareness has a significant direct effect on brand image, thus H₁ is accepted.

The results also showed that H₂ pathway coefficient value was 0.134 with a t-statistics value of 2.409. This shown that perceived quality has a significant direct effect on brand image, thus H₂ is accepted.

Seeing these results it can be concluded that the higher of brand awareness of consumers is a brand, it will affect to the brand loyalty of consumers such brand. H₃ path coefficient value is 0.158 with t-statistics value of 1.965, t-statistics > 1.96, then H₃ results are significant.

H₄ path coefficient value is 0.210 with a t-statistics value of 2.833, t-statistics value > 1.96, then H₄ results are significant. This shown that perceived quality has a significant direct effect to brand loyalty, thus H₄ is accepted.

H5 path coefficient value is 0.621 with t-statistics value of 9.2226. T-statistics > 1.96, then H5 results are significant. This shown that brand image has a significant direct effect on brand loyalty, thus H5 is accepted. Seeing these results it can be concluded that the higher the consumer brand image of a brand, it will affect to the brand loyalty of consumers with a brand.

Hypothesis Test Results for Mediation Influence

To reaffirm the indirect effect between brand awareness and perceived quality on brand loyalty mediated by brand image. Moreover, this study also conducted a mediation test using Sobel Test. So, the calculation process also carried out by online Sobel testing results are obtained as can be seen in the table below:

Table 5. Summary of Sobel Test Results

Variables	Indirect Coefficient	T-statistics	Results
Brand Awareness -> Brand Image -> Brand Loyalty	5.217	4.392	Significant
Perceived Quality -> Brand Image -> Brand Loyalty	1.409	4.556	Significant

Sources: Primary Data Processed (2020)

Table 5 shown that the relationship between brand awareness and brand loyalty mediated by brand image has a t-statistics value greater than t-table (> 1.96), which is 4.392, so it can be declared significant. For another case, a brand image is able to mediate the influence between brand awareness and brand loyalty, thus H6 is accepted.

Table 5 also shown that the perceived quality relationship to brand loyalty mediated by brand image, with a t-statistics value greater than t-table (> 1.96), which is 4.556, so it can be stated as significant. This shown that a brand image is able to mediate the effect between perceived quality and brand loyalty, thus H7 is accepted.

DISCUSSION

The results of this study are consistent with research conducted by Purwanto, et al. (2015) said that there is a significant influence between brand awareness and PT.East West Seed Indonesia (EWINDO). In previous studies, the effect between a brand awareness is positive or directly proportional. Purwanto, et al. (2015) in his research explained that customers can judge based on the brand image because of aware it. In this case, PT. East West Seed Indonesia (EWINDO) is not a product on yesterday, but is a product that has long been established and is also the first integrated by vegetable seed company in Indonesia. It has a very strong commitment to be a friend of farmers as customers and consumers of PT.East West Seed Indonesia (EWINDO). This causes an image of PT. East West Seed Indonesia (EWINDO) which has been formed through such a long time. Brand image refers to strong, beneficial, and unique brand associations in memory (Purwanto, et al., 2015), which produce perceived quality, so only aware can describe its quality.

The results are consistent with research conducted by Ranjbarian, et al. (2012) and Alhaddad (2015) discussed that there is a significant influence between perceived quality and brand image in PT.East West Seed Indonesia (EWINDO). Based on the results, any customers with a high perceived quality certainly choose products with a good brand image, and PT. East West Seed Indonesia (EWINDO) proved that the Red Arrow Cap brand is still a brand image among superior seeds. For high perceived quality and PT.East West Seed Indonesia (EWINDO) as a company that produces respondents' selected products, customers of PT. East West Seed Indonesia (EWINDO) can be said to be a fairly loyal consumer.

This result also supports the results of Jing, et al. (2014) which shown that there is a direct relationship between brand awareness and brand loyalty of customer repurchases, and object of research is the smartphone product brand like Oppo in Thailand. It also supports research form Shin, et al. (2014) said that there is a positive relationship between brand awareness and brand loyalty with the object of research is exhibition. But, rejected the results of research from Purwanto, et al. (2015) which shown that the relationship between brand awareness both from brand recall and brand recognition to brand loyalty, which is not significant with the object of research is Gresik cement. So, rejected the results of research from Mathew, et al. (2014) said that any object of research is deodorant. Tandarto & Dharmayanti (2017) with the object of research being coffee which stated that there is no significant effect between brand awareness and brand loyalty. So, it can be concluded that in this study to achieve customer loyalty in PT. East West Seed Indonesia (EWINDO) can be influenced by brand awareness.

The results showed that perceived quality has a positive effect on brand loyalty. This means that customers will be a like and be loyal to products with high perceived quality. The results are in line with the opinion of Shin, et al. (2014) which stated that increasingly intense competition in an industry, there are old competitors and new competitors, so companies with a high perceived quality can win the brand loyalty competition. There are many customers from all walks of life and being able to provide needs to farmers who are good. Likely, perceived quality of PT. East West Seed Indonesia (EWINDO) which will affect to brand loyalty.

The results also supported a study by Jing, et al. (2014) said that there is a significant relationship between brand image and customer loyalty brand repurchase with the object of research, which is Oppo brand smartphone product in Thailand and also supports the results of research from Al-Haddad (2015) with the object of research being any students with higher institute of business administration (HIBA). Lu, et al. (2015) with the object of research is ethnic restaurant which shown that there is a positive relationship between brand image and brand loyalty.

The sixth hypothesis testing shown that brand awareness has a significant positive effect on brand loyalty through brand image. The results are in line with previous studies conducted by Franz, et al. (2006), Kayaman and Arasali (2007), Gil, et al. (2007), Jing, et al. (2014), Kurniawan (2017) which stated that in accordance with the company's goal to make consumers loyal and to make them aware of the company's brand image first. A higher level of brand awareness because implementing a good brand image, brand loyalty from the company will also increase it. This research proved that there is a significant influence of brand image and mediates the relationship between variables. So, this test strengthens direct relationship between brand awareness and brand loyalty.

The seventh hypothesis testing shown that perceived quality has a significant positive effect on brand loyalty through brand image. The results are in line with previous studies conducted by Franz, et al. (2006), Kayaman and Arasali (2007), Gil, et al. (2007), Jing, et al. (2014), Kurniawan (2017) which stated that in accordance with the company's goal to make consumers loyal is to create a good perceived quality of the company's brand image. In this case, a higher level of perceived quality due to implementing a good brand image, brand loyalty from the company will also increase. This study proven that there is a significant influence to brand image that mediates the relationship between variables. So, this test strengthens the direct relationship between perceived quality and brand loyalty.

RESEARCH IMPLICATIONS

THEORETICAL IMPLICATIONS

Theoretically, this study provides an overview of the relationship between consumers in PT. East West Seed Indonesia (EWINDO) with Cap Arrow Red superior seed products, such as brand awareness, perceived quality, and brand image. Theoretical implications in this study described that any brand awareness and perceived quality not be much studied which mediated with brand image can directly affect to brand loyalty. Creating for long-term relationships between consumers and customers with brands loyalty not only requires the cognitive aspects, but also requires the role of affective aspects. It can provide a quality in a relationship. Brand image as an affective aspect that plays a full role as a mediator, so it can affect to brand awareness and perceived quality of brand loyalty. In the mediation variable, brand image becomes the dominant affective aspect in creating a long-term relationship between consumers and customers of PT. East West Seed Indonesia (EWINDO) with the brand Cap Arrow Red.

PRACTICAL IMPLICATIONS

The findings research study was indicated that consumer and customer brand loyalty can be formed if the management of PT. East West Seed Indonesia (EWINDO) focuses on exploring the strengths. There is already exist in the brand such as any dimensions of brand awareness and perceived quality by paying attention to aspects of brand image itself, and the emotional feelings of consumers and customers. In this case, a quality brand image and emotional feelings of consumers and customers who can be processed play a full role as a mediator in influencing to brand loyalty.

RESEARCH LIMITATIONS

This research focuses on brands, especially in forming brand loyalty, so there are many other variables that have not been revealed in influencing a brand loyalty. This is an opportunity for further research to add other variables that can clarify aspects related to the brand, especially in influencing brand loyalty. Furthermore, researchers chose PT. East West Seed Indonesia (EWINDO) Banyuwangi marketing area as one of the data collection locations that considered less effective because PT. East West Seed Indonesia (EWINDO) still has other larger marketing areas. Perhaps by conducting research on other brands or other types of horticultural crops produced by PT. East West Seed Indonesia, which is expected to get more satisfying results.

CONCLUSION

Brand Image acts as a partial mediation in the effect between brand awareness and brand loyalty. Customers with high brand awareness who see and understand that PT. East West Seed Indonesia (EWINDO) with the trademark Cap Arrow Red is a brand image of superior seeds proven by making repeat purchases and discussing positive experiences about PT. East West Seed Indonesia (EWINDO). Brand image also acts as a partial mediation in the effect between perceived quality and brand loyalty. So, perceived quality is well developed can improve to brand image, and a brand image can increase consumer loyalty to the company.

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