

**THE EFFECT OF PERCEIVED QUALITY, BRAND AWARENESS, AND
BRAND LOYALTY TOWARD BRAND EQUITY OF BEER BINTANG
IN SURABAYA**

Shelly Amelia

International Business Networking / Faculty of Business and Economics

shellyam3010@gmail.com

ABSTRACT - *This study aims to observe the effects of Brand Awareness, Perceived Quality, and Brand Loyalty towards Brand Equity of Beer Bintang in Surabaya. Beer Bintang is used as an object in this study. A quantitative and causal type research is adopted for this study. Questionnaire used was adopted from Ha and Jang (2012) for offline survey. Purposive sampling method was used in this study. Sample consisted of 170 respondents, whose age is 18 years old or above and have consume Beer Bintang minimum twice in the past 6 montho in Surabaya. Further data analysis was analyzed by SPSS 18.0 and SEM. Result of this study found positive relationship between perceived quality to brand loyalty. Perceived quality also positively influences brand equity. Positive relationship was also found on the relationship of brand awareness on brand loyalty. Moreover, brand awareness also positively influences brand equity. Additionally, brand loyalty was also has positiv influences to brand equity.*

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

INTRODUCTION

Consumers before deciding to buy a product or use a service, first consumer will consider a few aspects from the corner of the price to the quality of products or services that will be selected. Brand is considered as a very important aspect in making purchasing decisions. Brand helps consumers to distinguish and identify a product with another product. The power of a brand can be seen from its

ability to survive in tough times though. Brands can add value to the value offered by the product to its customers, expressed as a brand that has the brand equity (Aaker in Astuti and Cahyadi, 2007).

According to Kotler and Keller (2008,p.263), brand equity is given on the added value of products and services. Brand equity can be reflected in the way customers think, feel, and act in conjunction with the brand, price, market share, and profitability of a given brand for the company. According Humdiana (2005), brand equity measurement can be done by analyzing the basic dimensions of brand equity, that is brand awareness, brand associations, perceived quality, and brand loyalty.

The object of this study is Beer Bintang. Indonesians' habit of drinking beer was already seen in the early twentieth century. Before the beer arrived in the archipelago, the people of Indonesia already know tuak or other local wine. The Dutch and Germans then introduced beer to the Indonesians. For Germans, beer is usually drunk because it is a national drink. The Germans who became colonial troops at the *Nederlandsch Indische Leger (KNIL) Koninklijk* later brought this custom. Initially, beer was known only to people who worked for the colonial government, as soldiers, sailors or civil servants. Over time, this drink is familiar with the people of Indonesia.

PT. Multi Bintang Indonesia. Tbk manufactures and markets a range of products such renowned Bintang beer, Heineken, Guinness, Star Zero, and Green Sands. PT Multi Bintang Indonesia Tbk is a member of the Asia Pacific Breweries Limited (APB), PT Multi Bintang Indonesia Tbk one of the major players in the beer industry and the regional center of Heineken in Asia Pacific., has sales and marketing offices in all major cities in Indonesia, from Medan in North Sumatra to Jayapura in Papua. PT Multi Bintang Indonesia (MBI) has become the market leader for the Indonesian market.

This study aimed to fill the gap of the lack of previous studies (Torres., et al, 2015; Gil., et al, 2007). Atilgan, et al., (2005) showed that the model of brand

equity can be affected by brand equity dimensions described by Aaker (1991), namely perceived quality, brand loyalty, brand awareness and brand association. While Gil, et al., (2007) showed that the research model showed that brand awareness, brand association and perceived quality can increase the effects of brand equity through brand loyalty.

Previous studies conducted Torres (2014), which evaluated the link between perceived quality and brand awareness to brand equity through brand loyalty as mediation, shows that the perceived quality and brand awareness was found to have a significant influence on brand loyalty, in addition to brand loyalty was also found to have a significant influence the customer based brand equity. Where a major weakness in this study does not include other dimensions of brand equity is brand association. While the other studies conducted by Severi and Long (2013) found the effect of brand association to brand loyalty and ultimately increase brand equity.

Research Torres (2014) does not use brand association dimensions because, according to Torres (2014) is not in accordance with the approach of consumer-based brand equity. Furthermore, according to Torres (2014) in almost all previous studies, there was no separation between brand awareness and brand Association. So it is often times the dimension of brand awareness and brand Association combined into one (Gil, et al., 2007; Washburn and Plank, 2002). In addition, although the brand Association is one key element in brand equity, it is very difficult to determine the strength of the influence that the brand association on consumer behavior. Thus, some authors suggest that the brand association should be studied separately to better see the relationship with the brand decision (Del Rio, et al., 2001).

LITERATURE REVIEW

Perceived quality

Perception of quality is the consumer perception of the overall quality or superiority of a product or service related to the intended purpose (Torres., et al, 2015). Perceived quality is defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Zeithaml, 1988 quoted in Atilgan, et al., 2005). According to Aaker (1997), explains that the perception of the quality of consumers' perception of overall quality or superiority of a product or service related for the purpose to expect. The key in getting high quality perception of providing high quality, understand the signs of quality for consumers, identify important dimension of quality, as well as communicate the message in a way convincing quality (Aaker, 1997: 407).

The best way for a brand to increase perceived quality is to invest in improving its real objective quality. Moreover, the firm has to communicate the quality of its brands through quality signals in its marketing actions. Thus, consumers perceive brand quality through the firm's direct experiences with the brand and the information obtained in the environmental factors (Gronroos, 1984; Yoo et al., 2000 quoted in Gil, et al., 2007).

Brand awareness

Brand awareness is a consumer's ability to remember or recognize that a brand is a member of a particular product category (Torres, et al, 2015). Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991 quoted in Gil, et al., 2007). While according to Keller (2003 quoted in Torres, et al., 2014) Brand awareness can be equated with brand recognition and recall results from the individual's prolonged exposure to the brand. Aaker (1991, quoted in Gil, et al., 2007) considers that brand awareness may result in brand equity in four different ways: creating a brand node in consumer's memory, providing a sense of familiarity of the brand in the consumer's mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in his consideration set.

According to Keller (2003, quoted in Atilgan, et al., 2005), brand awareness plays an important role in consumer decision making by bringing three

advantages; these are learning advantages, consideration advantages, and choice advantages. Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favourable, and unique brand associations in memory. Brand awareness is the result of consumer's exposure to a brand (Alba and Hutchinson, 1987 quoted in Gil, et al., 2007) and it is usually measured through brand recognition and recall (Aaker, 1996; Keller, 2003 quoted in Gil, et al., 2007)

Brand awareness is in the range between one's feelings of uncertainty towards the introduction of a brand until someone feeling confident that the product brand is the only one in the class of the product concerned

Brand loyalty

Brand loyalty is a measure of linkage or proximity of customers on a brand (Torres, et al, 2015). Javalgi and Moberg (1997 quoted in Atilgan, et al., 2005) defined brand loyalty according to behavioural, attitudinal, and choice perspectives. While behavioural perspective is based on the amount of purchases for a particular brand, attitudinal perspective incorporates consumer preferences and dispositions towards brands. Brand loyalty is defined as a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behaviour (Oliver, 1997 quoted in Gil, et al., 2005). Yoo and Donthu (2001, p. 3 quoted in Torres, et al., 2014) defined brand loyalty as the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice.

Brand Equity

Brand equity is the added value given to products and services. Brand equity can be reflected in the way consumers think, feel, and act in relation to the brand, price, market share, and profitability that the brand brings to the company (Torres, et al, 2015). According to Aaker (1997), Brand Equity is a set of brand

assets and liabilities related to a brand, name and symbols, which increase or decrease the value given by a goods or services to the company or corporate customers. While Kotler (2005: 10) defines brand equity as a number of assets and liabilities that relate to brands, names and symbols which increase or decrease the value of the products or services to the company or the company's customers.

Therefore, in accordance with the stated literature review, this study proposes hypotheses as follow:

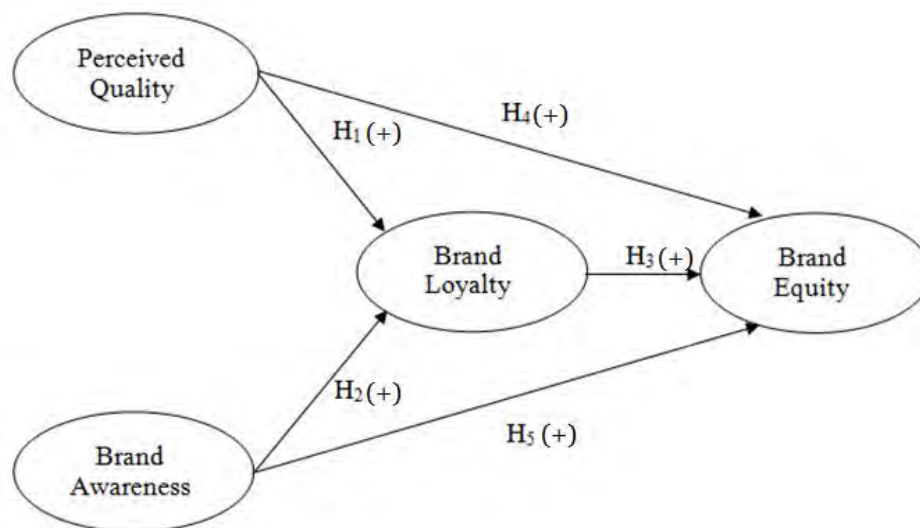
H1: Perceived Quality has a positive impact on Brand Loyalty.

H2: Brand Awareness has positive influence to Brand Loyalty.

H3: Brand Loyalty has a positive impact on brand equity.

H4: Perceived Quality has a positive impact on brand equity.

H5: Brand awareness has a positive influence on Brand Equity.



METHODOLOGY

This type of research using quantitative approach by conducting hypothesis testing. This research includes the analysis of the effect given by exogenous variables (brand awareness and perceived quality) with endogenous

variables (brand loyalty and brand equity) with consumer research object Bir Bintang in Surabaya.

In this research will be done mathematical calculations with statistical formula and using structural equation model analysis contained in Lisrel program 8.80 to determine the effect between the variables studied and make conclusions based on the results of the calculation.

The type of data used in this study is quantitative data. Sources of data in this study are primary data, namely data obtained directly from respondents through the distribution of questionnaires about brand awareness, perceived quality, brand loyalty and brand equity in places to eat in Surabaya that sell Bir Bintang.

This research use the Likert numerical scale which has the same range and homogenous with different value in each number. The type of the scale is use the numerical scale which is start from 1 to 5 from strongly disagreement to strongly agreement.

Disagree 1 2 3 4 5 Agree

The higher the score has given by the respondent means that the respondent shows the more positive answer and vice versa. If the respondent give lower number means the more negative.

In this study the population used is all consumer Bir Bintang in Surabaya. Sampel done if large populations and researchers is not possible to learn everything in the population. Thus the data that has been collected can be made a quantitative classification. Characteristics of respondents who become the sample in this study will be described based on several criteria: who ever buy and drink Bir Bintang in the last 6 months, male/female who ever buy and drink Bir Bntang minimum 2 times in the last 1 month, must be over 17 years old, domiciled in Surabaya. In sampling technique, this research use the non-probability sampling where some elements of the population have no chance of selection. The method of non-probability sampling is the purposive sampling that take a sample based on who she think would be appropriate for the study.

Structural Equation Modeling (SEM) requirement for number of sample needed is minimum five respondents for each indicator (Bentler, 2006). Sample size that is recommended is 100-400 for SEM (Hair *et al.*, 1998). Thus the researcher decided to use 170 samples in order to obtain more consistent results.

RESEARCH RESULT

This research uses the characteristics of the respondents based on gender and age, because researchers want to find out how to leverage gender and age consumer Beer Bintang in Surabaya, as for the distribution of the respondents based on gender and age is as follows:

Table 1

Gender

Gender	Number of Respondent	Percentage(%)
Male	139	81.76%
Female	31	18.24%
Total	170	100

Based on Table 1 Note that the number of respondents who have a male gender is as many as 139 people (81,76%) respondents. While the rest are respondents who have a female gender as much as 31 people (18,24%) So it can be said that consumers Bir Bintang in Surabaya is dominated by male customers.

Table 2

Range Age

Age	Number of Respondent	Percentage(%)
21-30Years old	74	43.53%
31-40Years old	54	31.76%
41-50Years old	27	15.88%
51-60Years old	11	6.47%
More than 60Years old	4	2.35%
Total	170	100

Based on Table 2 Note that the number of respondents aged over 21 years up to 30 years is as much as 74 people (43,53%) respondents, the number of respondent 31-year-old up to 40 years is as much as 54 people (31,76%), the number of 41-year-old respondent up to 50 years is as much as 27 people (15,88%), the number of 51-year-old respondent up to 60 years is as much as 11

people (6.47%) the last, and the number of respondents who are over 60 years is as much as 4 people (2,35%). So it can be said that the consumer of Bir Bintang in Surabaya was dominated by customers by age 21 years up to 30 years.

Table 3

No	Indicators	Mean	Standard Deviation
1.	Bir Bintang is of high quality	3.7471	1.01505
2.	Bir Bintang is likely to be extremely high quality	3.5941	.95767
3.	It is highly likely that Bir Bintang will be functional	3.6471	.98757
4.	It is highly likely that Bir Bintang is reliable	3.5588	.93553
5	Bir Bintang must be of very good quality	3.7588	.97638
Total		3.6612	.78267

Based on the table 3, total average value on variable perceived quality that is of 3.6612. This proves that the answers of the respondents against the perceived quality on Bir Bintang. Based on the results obtained from the above table, "Bir Bintang must be of very good quality", with the average value of 3.7588, the figure is larger when compared with the other indicators. While being the weakest indicator on perceived quality is on the indicators stated on "It is highly likely that Bir Bintang is reliable" value is an average of the most 3.5588 smaller than the other indicators. Statement with the lowest standard deviation is also the first statement with value of 0.93553. It implies that from five statements in perceived quality variable, the respondents' answer on first statement is the most homogenous one. Statement with the highest standard deviation is also the first statement with value of 1.01505. It implies that from five statements in perceived quality variable, the respondents' answer on first statement is the most heterogeneous one.

Table 4

No	Question	Mean	Standard Deviation
1.	I know what Bir Bintang looks like	3.6941	.94866
2.	I can recognize Bir Bintang among other competing brands	3.6824	.97558
3.	When I think about this product, Bir Bintang is the first	3.7647	.94396

	brand that comes to my mind		
4.	I aware of Bir Bintang	3.7706	.90381
Total		3.6941	.94866

Based on Table 4 can be known that brand awareness (X2) measured using four (4) indicators. Total average value on the variable brand awareness is of 3.6941. This proves that the answers of the respondents against the brand awareness on Bir Bintang. Based on the results obtained from the above table, "I aware of Bir Bintang ", with the average value of 3.7706, the figure is larger when compared with the other indicators. While being the weakest indicator on brand awareness is on the indicators stated on "I can recognizei Bir Bintang among other competing brands " value is an average of the most 3.6824 smaller than the other indicators. Statement with the lowest standard deviation is also the fourth statement with value of 0.90381. It implies that from four statements in brand awareness variable, the respondents' answer on fourth statements is the most homogenous one. Statement with the highest standard deviation is also the second statement with value of 0.97558. It implies that from four statements in brand awareness variable, the respondents' answer on second statement is the most heterogeneous one.

Table 5

No	Question	Mean	Standard Deviation
1.	I know I am loyal to Bir Bintang	3.7294	.91520
2.	Bir Bintang would be my first choice	3.7176	.94977
3.	I will not buy other brands if Bir Bintang is available at the store	3.6588	.94278
Total		3.7294	.91520

Based on Table 5 can be known that brand awareness (Y1) measured using three (3) indicators. Total average value on variable brand loyalty is 3.6941. This proves that the answers of the respondents against the brand loyalty on Bir Bintang. Based on the results obtained from the above table, "I know I am loyal to Bir Bintang ", with the average value of 3.7294, the figure is larger when compared with the other indicators. While being the weakest indicator on brand loyalty is on the indicators stated on " I will not buy other brands if Bir Bintang is available at the store" value is an average of the most 3.6588 smaller than the

other indicators. Statement with the lowest standard deviation is also the first statement with value of 0.91520. It implies that from three statements in brand loyalty variable, the respondents' answer on first statement is the most homogenous one. Statement with the highest standard deviation is also the second statement with value of 0.94977. It implies that from three statements in brand loyalty variable, the respondents' answer on second statement is the most heterogeneous one.

Table 6

No	Question	Mean	Standard Deviation
1.	It make sense to buy Bir Bintang instead of any other brand, even if they are the same	3.5118	.92460
2.	Even if other brand has the same features as Bir Bintang, I would prefer to buy Bir Bintang	3.5588	.85627
3.	If there is another brand as good as Bir Bintang, I would prefer to buy Bir Bintang	3.5765	.94683
4.	If another brand is not different from Bir Bintang in any way, it seems smarter to purchase Bir Bintang	3.6235	.91634
Total		3.5676	.73921

Based on Table 6, can be known that brand equity (Y2) measured using four (4) indicators. Total average value on variable brand equity is of 3.5676. This proves that the answers of the respondents against the brand equity on Bir Bintang. Based on the results obtained from the above table, "", with the average value of 3.6235, the figure is larger when compared with the other indicators. While being If another brand is not different from Bir Bintang in any way, it seems smarter to purchase Bir Bintang the weakest indicator on brand equity is on the indicators stated on " It make sense to buy Bir Bintang instead of any other brand, even if they are the same" value is an average of the most 3.5118 smaller than the other indicators. Statement with the lowest standard deviation is also the second statement with value of 0.85627. It implies that from four statements in brand equity variable, the respondents' answer on second statement is the most homogenous one. Statement with the highest standard deviation is also the third statement with value of 0.94683. It implies that from four statements in brand

equity variable, the respondents' answer on third statement is the most heterogeneous one.

Table 7
Goodness of Fit

Goodness of Fit	Term of Use	Result	Descripti on
CMIN/DF	$<2 \text{ atau } <3$	1,309	GoodFit
GFI	$GFI \geq 0,90$ (GoodFit) $0,80 \leq GFI < 0,90$ (MarginalFit)	GFI=0.92	Good Fit
RMSEA P(closefit)	$RMSEA \leq 0,08$ (goodfit) $P \geq 0,50$	RMSEA=0.037 P=0.057	GoodFit
NNFI	$NNFI \geq 0,90$ (GoodFit) $0,80 \leq NNFI < 0,90$ (MarginalFit)	NNFI=0.99	GoodFit
AGFI	$AGFI \geq 0,90$ (GoodFit) $0,80 \leq AGFI < 0,90$ (MarginalFit)	AGFI=0.89	Marginal fit
CFI	$CFI \geq 0,90$ (GoodFit)	CFI=0.99	GoodFit

The test model contains of two things. First, test the suitability of the model as a whole (overall model fit test), both are individually tested the meaningfulness (a test of significance) the results of the estimation of the parameters of the model. The first test is closely related to the question of generalization, i.e. the extent to which the results of the estimation of parameters of the model can be enforced against the population. While testing both related to test the hypothesis of the research proposed. In LISREL, the first test done using Goodness of Fit Test (GFT).

Table 8
Variance Extracted and Construct Reliability Result

Indikator	λ	λ^2	e_i	$\Sigma \lambda$	$(\Sigma \lambda)^2$	$\Sigma (\lambda^2)$	Σe_i	CR	VE
-----------	-----------	-------------	-------	------------------	----------------------	----------------------	--------------	----	----

PERCEIVED QUALITY									
PQ1	0.72	0.52	0.48	3.73	13.91	2.79	2.21	0.86	0.56
PQ2	0.78	0.61	0.39						
PQ3	0.75	0.56	0.44						
PQ4	0.72	0.52	0.48						
PQ5	0.76	0.58	0.42						
BRAND AWARENESS									
BA1	0.75	0.56	0.44	3.05	9.30	2.33	1.67	0.85	0.58
BA2	0.78	0.61	0.39						
BA3	0.73	0.53	0.47						
BA4	0.79	0.62	0.38						
BRAND LOYALTY									
BL1	0.74	0.55	0.45	2.25	5.06	1.69	1.31	0.79	0.56
BL2	0.75	0.56	0.44						
BL3	0.76	0.58	0.42						
BRAND EQUITY									
BE1	0.79	0.62	0.38	2.95	8.70	2.18	1.82	0.83	0.54
BE2	0.72	0.52	0.48						
BE3	0.72	0.52	0.48						
BE4	0.72	0.52	0.48						

The first phase is done in the processing of data is to use the measurement model or Confirmatory Factor Analysis (CFA) for estimate measurement model, test the undimensional of invalid constructs-invalid constructs exogenous, endogenous and invalid constructs-invalid constructs. Lisrel 8.80 will confirm the observed variables can describe the existence of any factors that are analyzed. Test using measurements model done for each variable of research. The following measurement model images generated by the Lisrel 8.80

The results of the measurement model with the resulting standardize solution Lisrel 8.80 indicates that the error variance for each indicator there is nothing that is negative, so the measurement models qualifies and researchers have been able to continue testing the validity of observed variables. Reliability and validity of testing performed for any of the variables in the research by calculating the Average Variance Extracted (AVE) and the Construct of Reliability. Reliability is used to measure the internal consistency of the indicators in a variable that serves to know every indicator can be used in a variable. Researchers using reliability construct to test any existing variable within the model of research. Variables with a Cronbach alpha is greater than or equal to the

variable of 0.7 then reliability. The size of the extracted variance is used to find out the number of variants of the indicators extracted from the latent invalid constructs developed. Variance extracted with high value able to indicate that these indicators can represent well against latent invalid constructs developed. The recommended value for variance extracted should more than or equal to 0.5. Bettencourt (2004) in the Rosebush (2011) revealed that the value of the average variance extracted under 0.5 still acceptable on the condition that the value of the variable construct of reliability is greater than or equal to 0.7 and variance value extracted is greater than or equal to 0.4.

In the hypothesis testing, the testing done against structural equation coefficients by specifying the level of significance. In this study used $\alpha = 0.05$, so the critical ratio of structural equations must be ≥ 1.96 . Based on the results of the processing of the output of the SEM has done the correlation coefficient value is obtained as follows.

Table 9
Hypothesis Testing Result

Hipotesis	Relationship	Standardize Loading	t-value	Cutoff	Description
H1(+)	PQ→BL	0.46	4.64	1.96	Supported
H2(+)	BA→BL	0.43	4.36	1.96	Supported
H3(+)	BL→BE	0.30	2.43	1.96	Supported
H4(+)	PQ→BE	0.33	3.32	1.96	Supported
H5(+)	BA→BE	0.40	4.11	1.96	Supported

Based on Table 4.13 hypothesis testing results can be explained as follows:

1. Perceived quality has effect on brand loyalty consumer Bir Bintang in Surabaya of 0.46 with t-value of 4.64 which is more than t-table 1.96. This means perceived quality had significant influence against brand loyalty consumer Bir Bintang in Surabaya.
2. Brand awareness has effect on brand loyalty consumer Bir Bintang in Surabaya of 0.43 with t-value of 4.36 which is more than t-table 1.96. This

means brand awareness had significant influence against brand loyalty consumer Bir Bintang in Surabaya.

3. Brand loyalty has effect on brand equity consumer Bir Bintang in Surabaya of 0.30 with t-value of 2.43 which is more than t-table 1.96. This means brand loyalty had significant influence against brand equity consumer Bir Bintang in Surabaya.
4. Perceived quality has effect on brand equity consumer Bir Bintang in Surabaya of 0.33 with t-value of 3.32 which is more than t-table 1.96. This means perceived quality had significant influence against brand equity consumer Bir Bintang in Surabaya.
5. Brand awareness has effect on brand equity consumer Bir Bintang in Surabaya of 0.40 with t-value of 4.11 which is more than t-table 1.96. This means brand awareness had significant influence against brand equity consumer Bir Bintang in Surabaya.

CONCLUSION AND RECOMMENDATION

Based on the research result as stated, it can be concluded that from the main 5 hypotheses developed, and all of the hypotheses are proven. Specifically, the following explanations summarize hypotheses as presented in research result: (1) Perceived quality have positive and significant affect of brand loyalty towards Bir Bintang in Surabaya. That means that the higher perceived quality, the greater brand loyalty of Bir Bintang in Surabaya. (2) Brand awareness have positive and significant affect brand loyalty towards Bir Bintang in Surabaya. That means that the higher brand awareness, the greater brand loyalty of Bir Bintang in Surabaya. (3) Brand loyalty have positive and significant effect on brand equity towards Bir Bintang in Surabaya. That means that the higher brand loyalty, the greater brand equity of Bir Bintang in Surabaya. (4) Perceived quality have positive and significant affect on brand equity towards Bir Bintang in Surabaya. That means that the higher perceived quality, the greater brand loyalty of Bir Bintang in Surabaya. This means that by increasing perceived quality, the brand equity of Bir Bintang in Surabaya will also increase. (5) Brand awareness have positive and

significant affect brand equity towards Bir Bintang in Surabaya. That means that the higher brand awareness, the greater brand equity of Bir Bintang in Surabaya.

Based on this study, there are some recommendation that can be given for the company of Beer Bintang (PT. Multi Bintang Indonesia) as well as for future research. **First** suggested is PT. Multi Bintang can make some events or advertising to make the consumers more aware and familiar with Beer Bintang. **Second**, PT. Multi Bintang Indonesia must be more strict to maintain product quality in order to avoid error until disappointing customer, because perception of customer quality is very important to increase customer loyalty.

During the research completion process, this study has limitation, in which can be further improved for the future research. The limitation is Need to add brand association variables in the research model because brand association is one dimension of brand equity, so it should have an impact on brand equity of a brand.

REFERENCES

- Aaker, D. A. (1991). *Managing brand equity*. New York: The Free Press.
- Aaker, D. A. (1996). *Building Strong Brands*. New York: The Free Press.

- Aaker, D. A. (1997). *Managing Brand Equity: Capitalizing on The Value of a Brand Name*. New York: The Free Press.
- Aaker, D. A. (2000). *Brand Leadership*. New York: The Free Press.
- Aaker, D. A. (2007). *Strategic Market Management*. New Jersey: John Wiley & Sons.
- Andriyanto, A. B. (2009). Analisis Pengaruh Brand Awareness, Perceived Quality, dan Brand Association terhadap Keputusan Konsumen dalam Membeli Produk GT Man (Studi Pada Mahasiswa Reguler I Fakultas Ekonomi Universitas Diponegoro Semarang). *Skripsi Universitas Diponegoro Semarang*.
- Astuti, S. W., & Cahyadi, I. G. (2007). Pengaruh Elemen Ekuitas Merek terhadap Rasa Percaya Diri Pelanggan di Surabaya Atas Keputusan Pembelian Kartu Perdana IM3. *Majalah Ekonomi*, 17(2), 145 - 156.
- Atilgan, E., Aksoy, S., & Akinci, S. (2005). Determinants of the brand equity: A verification approach in the beverage industry in Turkey. *Marketing Intelligence & Planning*, 23(3), 237 - 248.
- Bentler, P. M. (2006). *EQS 6 Structural Equations Program Manual*. California: Multivariate Software, Inc.
- Bettencourt, L. A. (2004). Change-oriented organizational citizenship behaviors: the direct and moderating influence of goal orientation. *Journal of Retailing*, 80(3), 165 - 180.
- Byrne, D. S. (1998). *Complexity Theory and the Social Sciences*. London: Routledge.
- Cahyono. (1990). Studi Experimental: Pengaruh Pencantuman Merek Terhadap Persepsi tentang Kualitas Susu Coklat pada Siswa-siswi SMAN 1 Yogyakarta. *Skripsi Universitas Gadjah Mada Yogyakarta*.
- Chahal, H., & Bala, M. (2010). Confirmatory Study on Brand Equity and Brand Loyalty: A Special Look at the Impact of Attitudinal and Behavioural Loyalty. *Vision*, 14(1 - 2), 1 - 12.
- Chiou, J. S., Droge, C., & Hanvanich, S. (2002). Does customer knowledge affect how loyalty is formed? *Journal of Service Research*, 5(2), 113 - 124.

- del Río, B. A., Vázquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*, 18(5), 410 - 425.
- Diamantopoulos, A., & Siguaw, J. (2000). *Introducing LISREL*. London: Sage.
- Durianto, D., Sugiarto, & Sitingjak, T. (2004). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas Merek dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Fedinand, A. (2000). *Structural Equation Modeling dalam Penelitian Manajemen*. Semarang: BP Universitas Diponegoro Semarang.
- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen*. Semarang: FE UNDIP.
- Garvin, J. (1998). Managing with Total Quality Management - Theory and Practice. *International Journal of Manpower*, 19(5), 358 - 360.
- Ghozali, I., & Fuad. (2012). *Structural Equation Model : Teori, Konsep, dan Aplikasi dengan Program LISREL 8.80*. Semarang: BP Universitas Diponegoro Semarang.
- Gil, B. R., Andres, F. E., & Salinas, M. E. (2007). Family as a source of consumer-based brand equity. *Journal of Product & Brand Management*, 16(3), 188 - 199.
- Grönroos, C. (1984). A service quality model and its marketing implications. *Journal of Marketing*, 18(4), 36 - 44.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (1998). *Multivariate Data Analysis*. New Jersey: Prentice Hall.
- Humdiana. (2005). Analisis Elemen-elemen Merek Produk Nokia. *Jurnal of Marketing Manajemen*, 12(1), 1 -12.
- Kartajaya, H., Yuswohady, Mussry, J., & Taufik. (2005). *Positioning, Diferensiasi, dan Brand*. Jakarta: PT. Gramedia Pustaka Utama.
- Kashif, M., Samsi, S. Z., & Sarifuddin, S. (2015). Brand Equity of Lahore Fort as a Tourism Destination Brand. *Revista de Administração de Empresas*, 55(4), 432 - 443.
- Keller, K. L. (2003). *Strategic Brand Management Building Measuring and Managing Brand Equity*. New Jersey: Pearson Education.

- Konecnik, M. (2007). Customer-based brand equity for a destination. *Annals of Tourism Research*, 34(2), 400 - 421.
- Kotler, P. (2005). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P. (2008). *Marketing Management*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. L. (2008). *Marketing Management*. New Jersey: Prentice Hall.
- Kusnendi. (2008). *Model-Model Persamaan Struktural*. Bandung: CV. Alfabeta.
- Lau, G. T., & Lee, S. H. (1999). Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market - Focused Management*, 4(4), 341 - 370.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. New Jersey: McGraw Hill.
- Rangkuti, F. (2013). *Strategi Semut Melawan Gajah untuk Membangun Brand Personal, Produk, dan Perusahaan*. Jakarta: PT. Gramedia Pustaka Utama.
- Santoso, S. (2014). *SPPS 22 from Essential to Expert Skills*. Jakarta: PT. Gramedia Pustaka Utama.
- Severi, E., & Ling, K. C. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science*, 9(3), 125 - 137.
- Simamora, B. (2001). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Jakarta: PT. Gramedia Pustaka Utama.
- Sitinjak, T., & Sugiarto. (Yogyakarta). LISREL. 2006, Graha Ilmu.
- Torres, P. M., Augusto, M. G., & Lisboa, J. V. (2015). Determining the causal relationships that affect consumer-based brand equity: The mediating effect of brand loyalty. *Marketing Intelligence & Planning*, 33(6), 944 - 956.
- Waskito, A. (2008). *Pengaruh Brand Awareness, Brand Association, dan Perceived Quality Terhadap Loyalitas Pelanggan Sepeda Motor Merek Honda (Studi Kasus di Kota Semarang)*. Semarang: Dinamika Ekonomi.
- Wibowo, S. A. (2005). *Diversifikasi untuk Meraih Peluang Pasar Nonalkohol*. Jakarta: Suara Pembaharuan.

www.multibintang.co.id. (n.d.).

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195 - 211.

Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2 - 22.