

## THE INFLUENCE ANALYSIS OF *BRAND EQUITY* KAPAL API COFFEE POWDER TOWARDS CONSUMER SATISFACTION

Yanus Sumitro<sup>1</sup>, Wahjono Soekotjo<sup>2</sup>, Dwi Widi Hariyanto<sup>3</sup>  
Economics Faculty<sup>1,2,3</sup> - Merdeka Surabaya University  
[yanussumitro935@gmail.com](mailto:yanussumitro935@gmail.com)

### ABSTRACT

*This study aims to determine the effect of brand equity consists of brand awareness, impression quality, brand associations, and brand loyalty to customer loyalty Kapal Api ground coffee products. Data were analyzed using independent samples t compare means test, chi square, descriptive statistics with SPSS version 15.0. The research method used in this study is a quantitative study in which variables are measured with a Likert scale. Data collection techniques of primary data is by distributing questionnaires, supported by interviews. The direct approach of this research is to use the case study is also supported by the survey. Processing data using SPSS software with descriptive analysis and hypotheses were tested with multiple regression analysis. The results showed that (1) collectively, no significant effect of brand awareness, perceived quality, brand associations, and brand loyalty to customer satisfaction; (2) which is also a part, there was a significant effect of perceived quality, brand associations, and brand loyalty on customer satisfaction. Brand loyalty factor has the most dominant effect on customer satisfaction.*

**Keywords:** brand equity, brand awareness, impression quality, brand association, brand loyalty, customer satisfaction

### INTRODUCTION

At present, the processed coffee market has become a highly fragmented industry. With more than 500 coffee processing companies in Indonesia, the level of competition in this industry is certainly very high. Broadly speaking, players in this industry can be categorized into two groups, namely those who work on the national market and those who play in local markets.

From a demand perspective, the ground coffee market in Indonesia still has considerable potential. Compared to the United States, coffee consumption per capita per week in Indonesia is only around 20%. This is certainly an indicator of market appeal.

Instant powder coffee market share in our country is still controlled by Kapal Api Group, which is produced by PT. Santos Abadi Jaya. The ground coffee company that grew from a simple home industry in Surabaya, more than 81 years ago in 1927, now controls the majority of the domestic market share of ground coffee. Competition in the coffee business in Indonesia is quite heavy because of the large number of players. However, because the level of Indonesian coffee consumption is still low, this industry opportunity is very promising.

There are currently a number of players in the instant coffee product category. The large number of competitors is a challenge that must be faced in business competition. In marketing a product, 4P cohesiveness is very important, namely Product, Price, Place, Promotion. Marketing mix strategy in meeting customer satisfaction and maintaining product awareness in the eyes of customers.

Kapal Api Coffee began in 1927 as un-branded coffee in the Customs Market, Surabaya. Due to the quality that is always in control the product is welcomed

enthusiastically by the market. At that time, the market in Indonesia had never been given a choice of coffee that was as good as Kapal Api. Special ship Kapal Api offers the best quality, great taste and attractive aroma. To meet the needs of coffee enjoyment, consumers now get various choices ranging from Kapal Api Special (ground coffee pure), Kapal Api Special Mix (coffee plus sugar), Kapal Api Kopi Susu (coffee, sugar and milk) to products that are just launched, Kapal Api Mocha (coffee, sugar, milk with chocolate mixture).

In principle, every company when selling its products will be faced with good sales strategies and techniques, so that the commodities they offer can be sold well. One of the intended sales techniques is related to how and how high the quality of services provided to consumers. The quality of service provided is the most important performance by the company for customer / customer satisfaction. Companies must pay attention to important things for consumers, so they feel the satisfaction as expected. Thus as stated by many economists who provide a definition of consumer satisfaction.

Basically, consumer satisfaction includes the difference between the level of importance and perceived performance or results. And essentially an evaluation of consumer satisfaction after-purchase where the selected alternative at least be able to provide the results(*outcomes*)equal or exceed consumer expectations, while dissatisfaction can occur when the results do not meet the expectations that consumers want. So the level of satisfaction is a function of the difference between the performance felt by expectations, if the performance is felt below expectations, consumers feel dissatisfied, whereas if the perceived performance is in accordance with expectations, consumers will surely feel satisfied. And if the perceived performance exceeds expectations, consumers will feel very satisfied.

Marketing is basically building a brand in the minds of consumers. The strength of a brand lies in its ability to influence purchasing behavior. Brands are believed to have great power to lure people to buy the products or services they represent. The development of the ground coffee industry in Indonesia with various brands used by the manufacturers also makes this brand issue very strategic because it can be a means for companies to develop and maintain customer loyalty. A strong brand will build satisfaction and loyalty, and loyalty will drive business to repeat itself. A strong brand will also produce attractive prices and be a barrier for entry of competitors.

## **LITERATURE STUDY**

### **Brand Equity (Brand Equity)**

According to Aaker (2017) brand equity is a set of assets, liabilities brands that provide value-added product and behaviors that are owned by three customers to the brand, which is gaining strength, the benefits that can distinguish it from competing brands. The set of assets owned by the brand consists of brand awareness, perceived quality, brand association, and brand loyalty. Brand equity relates to known brand names, quality impressions, strong brand impressions. If consumers are not interested in a brand and buy because of product characteristics, price, comfort and with little regard for the brand, the likelihood of brand equity is low. Brand Awareness (Brand Awareness) according to Aaker (2017) brand awareness is the power of the existence of a brand in the minds of consumers. The strength of a brand is shown by the ability of consumers to recognize and remember a brand. Brand awareness can help link brands with associations expected by the company, create familiarity consumerwith brands, and show commitment to consumers.

Lots of literature on brand equity. According to Stanton in Rangkuti (2012) "Brand is a name, term, symbol or special design or some combination of these elements which is designed to identify the goods or services offered by the seller". According to Retnawati (2013) "Trademarks are very strategic for the company due to the benefits provided to sellers and buyers because:

- 1) Effective brand management is possible to maintain existing customer loyalty, which can later be used to inhibit competitors' attacks and help focus marketing programs;

2) Brand can help in market segmentation; 3) Company image can be built with strong brands and provide opportunities in launching new brands that are more easily accepted by customers and distributors; 4) Provide unique product characteristics and legal protection (patents) that can simplify the claims procedure if there are defects in production of products purchased by consumers. According to Simamora (2018), brand equity (brand equity) is also called brand value, which illustrates the overall strength of the brand in the market. Brand equity provides a competitive advantage for a company because people are more likely to buy products that carry well-known and respected brand names. According to Aaker (2017), brand equity or brand equity is: "A set of brand assets and liabilities associated with a brand, its name and symbol, which add or subtract the value provided by an item or service to the company or its customers. This brand equity consists of: brand awareness, perceived quality, brand association, brand loyalty and other brand assets such as patents, stamps, relationship channels. The four elements of brand equity outside the other brand assets are known as the main elements of brand equity. The fifth element of brand equity will directly be influenced by the quality of the four main elements "

## 2) **Brand Awareness (Brand Awareness)**

According to Aaker (2017) "Brand Awareness is the ability of a buyer to recognize and recall that a brand is an embodiment of certain product categories ". Brand awareness requires a continuum (Conting Ranging) from the uncertain feeling that a particular brand is known to be the belief that the product is the only one in the class of product concerned, this continuum can be represented by different levels of brand awareness. Source: Aaker (2017) Pyramid The Brand Awareness range of this continuum is represented by 4 levels of brand awareness, namely:

1. (Unware of the Brand) Is the lowest level of the brand where consumers are not aware of the existence of a brand.
2. Branding (Brand Recognition) is a minimal level of brand awareness that a brand recognition with the help of, for example, with the help of your brand, your image or brand cachet. Brands that enter consumers' memories are called brand recognition.
3. Recollecting Brand (Brand Recall)  
Reflecting the brands what consumers remember having mentioned first brand called. Where the brands mentioned second, third and so on are brands that occupy brand recall in the minds of consumers.
4. Peak Mind (Top of Mind)  
That brand of product which was first mentioned by consumers spontaneously or the first time in the minds of consumers. In other words, these brands are the main brands of various brands in the minds of consumers.

## **Impression Quality (Perceived Quality)**

According to Aaker impression of quality is the consumer perception of the overall quality or excellence of products or services related to the desired objectives. Impression Quality (Perceived Value). According to Noerchoidah (2013); Aaker (2017) "The impression or perception of quality is consumer perception. Positive quality impressions can be built through efforts to identify quality dimensions that are considered important by consumers (the target market segment) and build quality perceptions on important dimensions of the brand. Quality impressions are reflecting consumers' perceptions of the overall quality or excellence of a product regarding the intended purpose. Impression Quality (Perceived Value), according to Aaker (2017) "The impression or perception of the quality of consumers' perception of overall quality or superiority of a product or service which is exactly why he had hoped". In general, the values or attributes of consumer impressions can be described

as follows: Perception / Impression of Quality Reasons for buying Expansion of Brand Interests Distribution channels Optimum price Differentiation / position

1. Reasons for buying

Quality impression of a brand provides an important reason for buying. This affects which brands have to be considered, and further influences which brands to choose.

2. Differentiation / position

Differentiation has been defined as an important characteristic of a brand, whether the brand is valuable or economical also with regard to the perception of whether the brand is the best or just competitive against other brands.

3. Optimum price

This advantage provides choices in setting the optimum price that can increase profits or provide resources for reinvestment in the brand.

4. Interest in distribution channels

This advantage is that it increases the interest of distributors because it can offer a product that has a perception of high quality at an attractive price and controls the distribution traffic to channel brands that are of interest to consumers.

5. Brand Expansion

Impression of quality can be exploited by introducing various brand extensions, namely by using certain brands to enter into new product categories.

### **Trademark Association (Brand Association)**

Imaging reflects the brand association of a brand to a certain impression is usually associated with product attributes, pricing, and product benefits the brand association has several types, the attributes, benefits and behavior. Brand associations can create value for the company and customers, because it can help the process of compiling information to distinguish one brand from another. Various associations that consumers remember can produce a form of image about the brand (brand image) in the minds of consumers. According to Aaker (2017), "Brand associations are all matters relating to memories about brands.

There are five advantages of brand associations, namely:

- 1) Assist the process of compiling information that can summarize a collection of facts that can be easily known by consumers;
- 2) Difference, which has an important role in assessing the existence or function of a brand compared to others;
- 3) Reasons to buy, which greatly helps consumers in making a decision to buy a product or not;
- 4) Positive feelings that stimulate the growth of positive feelings for the product;
- 5) Become the foundation for brand expansion which is considered strong. Consumers who are accustomed to using certain brands tend to have consistency of brand image (brand image) which is also called brand personality which can then form consumer loyalty to certain brands (brand loyalty).

### **Brand loyalty (Brand Loyalty)**

Brand loyalty (Brand Loyalty) as a form of consumer behavior that are loyal to the brand and tend to be loyal or not switch brands. Meanwhile, according to Assael (2015) brand loyalty is based on the consistent behavior of consumers to buy a brand as a form of consumer learning process on the ability of brands to meet their needs. Aside from being a form of consistent buying behavior, brand loyalty is also a form of consumer positive attitude and consumer commitment to a brand above other brands (Dharmmesta, 2016: 74).

The definition of brand loyalty is a measure of consumer loyalty to a brand (Aaker: 2017). Brand loyalty is the core of brand equity which is a central idea in marketing, because

this is a measure of a customer's relationship to a brand. If brand loyalty increases, the vulnerability of customer groups from competitors' attacks can be reduced. This is an indicator of brand equity related to future earnings because brand loyalty can be interpreted directly as sales in the future. Through the pyramid of loyalty it can be understood that:

1. The most basic level of loyalty is buyers who are not interested in any brands offered. Consumers like this like to move brands or are called the type of consumer switcher or price buyer (consumers who pay more attention to prices in making purchases)
2. The second level are buyers who are satisfied with the products used, or at least not experience disappointment. Basically there is no dimension of dissatisfaction that can be a source of change, especially if the transfer to another brand has additional costs. Buyers of this type can be called habitual buyers.
3. The third level contains people who are satisfied, but must bear the cost of switching (switching costs), both in time, money or risk in connection with efforts to make changes to other brands. This group is usually called a loyal consumer who feels a sacrifice if he makes a replacement to another brand. These types of buyers are called satisfied buyers.
4. The fourth level is consumers who really like a brand. Their choice of a brand is based on an association, such as a symbol, series of experiences, or an impression of high quality. This type of consumer has an emotional feeling in liking the brand. The top level is the loyal customers who feel pride when a user of a brand because the brand is important to them in terms of both function and as a means of identification.

### **Definition of Trademark**

According to Trademark Law No.15 of 2001 article 1 paragraph 1, a mark is a sign in the form of a picture, name, word, letters, numbers, arrangement of colors or a combination of these elements which have distinguishing features and are used in trade in goods or services. With brands, promotion of products or services will be more valuable by emphasizing price, brand attributes.

### **Understanding Consumer Satisfaction Consumer**

Satisfaction is the feeling of someone who is satisfied or vice versa after comparing between reality and expectations received from a product or service (Kotler 2014: 36). Consumer satisfaction can only be achieved by providing quality services to consumers. Good service is often valued by consumers directly from employees as people who serve or also referred to as service producers, because it takes effort to improve the quality of the service system provided in order to meet the desires and increase customer satisfaction. So the quality of service is an important thing that must be considered by the company in order to achieve customer satisfaction. Quality of service has a close relationship with customer satisfaction. Quality provides an impetus for consumers to establish a strong relationship with the company. In the long run this bond allows the company to understand carefully the expectations of consumers and their needs. Thus the company can increase customer satisfaction and in turn that satisfaction can create customer loyalty / loyalty. With the achievement of perfect service quality will encourage the creation of customer satisfaction because service quality is a means of realizing customer satisfaction. Quality of service can be realized by providing services to consumers as well as possible in accordance with what consumers expect. Dissatisfaction with one or more of these service dimensions will certainly contribute to the overall service level, so efforts to improve service quality for each service dimension must remain a concern.

### **Customer Satisfaction**

Measurement of customer satisfaction is an important element in providing better, more efficient and more effective services. If the customer feels dissatisfied with a service provided, then the service can be ascertained to be ineffective and inefficient. This is especially important for public services. Achieving the highest level of customer satisfaction



is the main objective of marketing. When customers are satisfied with the services found, it is likely they will come back again and purchases to another and they also would recommend to friends and family about the company. Marketing is not merely making sales, but about how to continually satisfy customers.

So what exactly is customer satisfaction? Customer satisfaction is the customer's perception that their expectations have been met or exceeded (Richard.F.Gerson, 2015: 3; Noerchoidah, 2017). Customer satisfaction means a comparison between what consumers expect and what consumers feel when using the product. If consumers feel the performance of the product is the same or exceeds their expectations, it means they are satisfied. Conversely, if product performance is less than expected, it means they are not satisfied. According to Oliver, satisfaction is "the level of one's feelings after comparing the performance or results he feels with his expectations". (J. Suprpto, 2016: 233). According to Richard Oliver (Husein Umar, 2013: 14) customer satisfaction is a response to fulfillment from consumers. Satisfaction is the result of research from consumers that the service has provided a level of enjoyment where this level of fulfillment can be more or less.

## **RESEARCH METHOD**

### **Method of Data Collection and Measurement**

In this research the authors conducted data collection by: Questionnaire instruments, in this case the authors used a questionnaire to collect primary data in the form of open-ended questions, namely questions that gave respondents freedom to give answers, a question only can be given among the options that are available.

While the measurement of the data made by the author is using a Likert scale with the following score criteria:

1. Strongly Agree (SS) = 5
2. Agree (S) = 4
3. Doubt - Doubt (RR) = 3
4. Disagree (TS) = 2
5. Strongly Disagree = 1

The results of the collection and measurement of the data will be processed by the Statistical Product and Service Solution (SPSS) program.

### **Method of Data Analysis**

In analyzing the data of this study, the authors used four methods, namely:

#### **1) Validity Test**

Question items that will be used beforehand must first be tested for validity. The aim is that the data taken really measures what is being measured. In the method of validity and reliability, a reference to make a decision about whether an item is valid or not can be done by looking at the value of all alpha items. If all alpha values are positive then the item is considered valid.

#### **2) Reliability**

Test The reliability test is carried out to find out the consistency of the measurement results of the variables. An instrument is said to be reliable if it has a Cronbach Alpha value greater than 0.60 (Ghozali, 2011: 129).

#### **3) Descriptive Statistical Analysis**

Test This test is used to describe a summary of research data such as the mean.

#### **4) T-Test**

To prove the hypothesis, the T-Test or T-score is used. The reason researchers use the T-Test in analyzing data is because the T-Test is in principle a statistical technique for

testing hypotheses, about the presence or absence of significant differences between the two sample groups by means of the difference in means. Finding the value of T test paired sample with tools software SPSS for Windows 15.0:

#### 5) The method of Chi Square test

Chi square (Chi Square) is testing the hypothesis about the comparison between the observed frequencies / really happened / actual (F) with the expected frequency / expectation (Fe) based on a certain hypothesis. The shape of the distribution Chi Square is  $\chi^2$ , the value  $\chi^2$  is the square value because the value of  $\chi^2$  is always positive.

Data analysis method used is to use multiple linear regression statistical analysis using SPSS (Statistical Package for Social Science) software. The hypothesis revealed that brand awareness, impression of quality, brand association, and brand loyalty influence consumer satisfaction with Kapal Api ground coffee. The regression equation is as follows:

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

Description:

Y = Consumer purchase decision

a = constants

B<sub>1</sub>, B<sub>2</sub>, B<sub>3</sub>, B<sub>4</sub> = regression coefficient

X<sub>1</sub> = Brand awareness

X<sub>2</sub> = Quality impression

X<sub>3</sub> = Association brand loyalty brand

X<sub>4</sub> = e = epsilon or variables not examined the level of confidence (confidence interval) of 95% or  $\alpha = 0.05$

## RESULTS

All the variables have met the requirements that the validity and reliability. If the positive correlation and r table are equal to or equal to 0.30 then the instrument items are declared valid or have good construct validity (Sugiyono: 2014). According to Sekaran (2015) less than 0.6 is not good, while 0.7 is acceptable and reliability with Cronbach alpha 0.8 or above is good.

## HYPOTHESIS TESTING RESULTS

Simultaneous Hypothesis Testing F-test results obtained a F count value of 23.45 with a significance level of 0.000. F table values are sought in table F with df<sub>1</sub> = 4 and df<sub>2</sub> = 95 so that a F table value of 2.67 is obtained with these results where F count > F table and a significant value smaller than alpha 5%, the conclusions that can be drawn are statistically significant. H<sub>a</sub> hypothesis is accepted because F count > F table (23.45 > 2.67) and significant F < alpha 5% (0.000 < 0.05) which means that together there is a significant influence between independent variables namely brand awareness, quality impression, brand association, and brand loyalty to the dependent variable, the purchase decision. The ability of brand awareness variables (X<sub>1</sub>), perceived impressions (X<sub>2</sub>), brand associations (X<sub>3</sub>), and brand loyalty (X<sub>4</sub>) explain their effects on consumer satisfaction of Kapal Api ground coffee (Y). The value of R Square (R<sup>2</sup>) is 0.57 or equal to 57%. R Square is also called the coefficient of determination. This value means that 57% of purchasing decisions that occur can be explained by using variables of brand awareness, quality impressions, brand associations, and brand loyalty. The remaining 43% is explained by other causative factors, and the model is declared feasible. To test the effect of brand equity factors consisting of brand awareness, quality impressions, brand associations, and partial brand loyalty on consumer satisfaction with Kapal Api coffee, a statistical test t (t test) was used. If t count > t table, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. Conversely, if the t count < t table, then H<sub>0</sub> is accepted and H<sub>a</sub> is rejected. Partial hypothesis testing results. Based on the

results of multiple linear regression processed using SPSS software, the regression equation results are obtained as follows:

$$Y = 15,965 + 0.082 X_1 + 0.795 X_2 + 0.695 X_3 + 1,423 X_4$$

counts obtained t-of each independent variable in this study. T count of each independent variable to be compared with the value ttable using a confidence level (confidence interval) of 95% or  $\alpha = 0.05$ , the obtained value t table 1,960.

## DISCUSSION OF RESEARCH RESULTS

Brand Awareness Variables Based on Table IV.20 above, it can be seen that partially the influence of brand awareness variable ( $X_1$ ) on purchasing decisions ( $Y$ ) has a t count ( $0.256$ ) < t table value ( $1.485$ ), then the decision is accept  $H_0$  and  $H_a$  is rejected. This means that the brand awareness variable does not significantly influence the satisfaction of Kapal Api coffee customers.

Quality Impression Variable With a significance level of 95% in which the t table value of  $1.485$  is obtained, the quality impression variable has a t count ( $3.584$ ) > table value ( $1.485$ ) so that the hypothesis  $H_0$  is rejected and  $H_a$  is accepted. This means that there is an effect of quality impression on the satisfaction of Kapal Api coffee customers. The results of this study are in accordance with the opinions of Durianto, et al. (2014) which states that the perceived quality must be followed by a marked improvement in the quality of the product. Impression or perceived quality reflects the overall feeling of consumers about a brand, so it becomes very instrumental in consumer decisions in deciding which brand to buy and eventually it will arrive at an evaluation stage that leads to feeling satisfied and dissatisfied. This impression of quality is a variable that is continuously remembered by consumers when they hear or see something related to the identity of a product.

Variable Brand Association With t count ( $2.458$ ) > t table value ( $1.485$ ), the hypothesis  $H_0$  is rejected and  $H_a$  is accepted, which means that there is an influence of brand association on consumer purchasing decisions on Honda brand motorcycles. The results of this study are in accordance with the opinion of Aaker (2017) which states that brand associations that provide benefits for consumers (customer benefits), can provide specific reasons for consumers to buy and use these brands. Brand associations influence consumer decisions to buy products by providing satisfaction in the form of credibility and confidence in the brand.

Variable Brand Loyalty Based on the above calculation it can be seen that the partial effect of the brand loyalty variable ( $X_4$ ) on purchasing decisions ( $Y$ ) with a t count ( $4.865$ ) > t table value ( $1.485$ ) then the hypothesis  $H_0$  is rejected and  $H_a$  is accepted. This research is in accordance with the opinion of Sunarto (2013) which states that brand loyalty is the extent to which a consumer shows a positive attitude towards a brand, is committed to a particular brand, and intends to continue to buy it in the future. This is also consistent with the research of Hatane and Foedjiawati (2015) which states that there is a significant positive relationship between customer satisfaction and decisions with brand loyalty. Of the four brand equity factors, namely brand awareness, quality impressions, brand associations, and brand loyalty, it is known that the most dominant variable influencing consumer satisfaction with coffee Kapal Api is the factor of consumer satisfaction and brand loyalty. This can be seen based on the value of Unstandarized Coefficients which have the greatest coefficient ( $1.413$ ) compared to the coefficient values of other variables.

## CONCLUSION

From the results of the research and discussion it can be concluded from this study that simultaneously brand equity consisting of variables of brand awareness, impression of quality, brand association, and brand loyalty has a very significant effect on customer satisfaction of Kapal Api ground coffee, and partially the loyalty variable brand, quality



impression and brand association have a significant effect on customer satisfaction of Kapal Api coffee, while brand awareness variable does not significantly influence consumer satisfaction. The dominant variable influencing customer satisfaction of Kapal Api ground coffee is brand loyalty variable. This means that Kapal Api ground coffee has provided an emotional attachment that is influenced by the satisfaction felt by consumers who have consumed Kapal Api ground coffee.

## REFERENCE

- Aaker, David. A. (2017). *Manajemen Ekuitas Merek*, Penerbit Mitra Utama, Jakarta.
- Durianto, Darmadi dkk, 2014, *Strategi Menaklukkan Pasar*, Penerbit PT Gramedia Pustaka Utama, Jakarta.
- Durianto, Darmadi, Sugianto, Dan Lie, Joko Budiman (2014). *Brand Equity Ten*, Penerbit PT Gramedia Pustaka Utama, Jakarta.
- Kotler, Philip. (2014). *Manajemen Pemasaran: Analisis Perencanaan, Implementasi, dan Pengendalian*, Jilid Pertama Edisi Millenium, Penerbit PT Prehallindo, Jakarta
- Noerchoidah. (2013). Analisis Pengaruh Harga , Kualitas Produk Dan Iklan Terhadap Brand Image Dan Keputusan Pembelian Sepeda Motor Merek Kawasaki. *Wiga*, 3(1), 48–60. <https://doi.org/https://doi.org/10.30741/wiga.v3i1.88>
- Noerchoidah, N. (2017). PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN PELANGGAN (STUDI ORENZTAXI) DI SURABAYA. *BISMA – Bisnis Dan Manajemen*, 9(2). <http://dx.doi.org/10.26740/bisma.v9n2.p80-90>
- Rangkuti, Freddy (2012). *The Power of Brands (Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek)*, Penerbit PT. Gramedia Pustaka Utama, Jakarta.
- Retnawati, Berta (2013). Strategi Penguatan Merek dan Revitalisasi Merek Menuju Pengelolaan Merek Jangka Panjang, *Jurnal Brand Management Usahawan*, No. 07, Tahun XXXII, Juli 2013.
- Sekaran. (2015). *Metode Riset Bisnis*, Penerbit Salemba Empat, Jakarta.
- Supranto, J. (2016). *Metode Riset dan Aplikasinya dalam Pemasaran*, Edisi Revisi, Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia.
- Umar, Husein. (2013). *Riset Pemasaran & Perilaku Konsumen*, PT. Gramedia Pustaka Utama, Jakarta.