

# The Role of Brand Loyalty & Image Development Integrated with Brand Awareness, Service Quality, Product Strategy & Price Strategy: An Perspective Asia

M. Harlie

Postgraduate Program S2 MM Uniska MAB Banjarmasin

Correspondence: Jl. Adyaksa No 2 Kayu Tangi Kalsel

HP 081258025788

E-mail: harlie54mh@gmail.com

Idorcid: <https://orcid.org/0000-0002-0224-483X>

Periyadi

E-mail: periyadi582 & gmail.com

Faculty of Economics Uniska MAB Kalimantan Banjarmasin

Rizka Zulfikar

E-mail: rizkazulfikar@gmail.com

Faculty of Economics, Uniska MAB Kalimantan Banjarmasin

Yudi Permana

E-mail: yudeeprof@gmail.com

Received: November 10, 2020

Accepted: January 6, 2021

Published: May 15, 2021

doi:10.5296/ijmis.v6i1.18954

URL: <https://doi.org/10.5296/ijmis.v6i1.18954>

## Abstract

Loyalty consumers of a brand are a central part of sales, and it has forced a company in the form of goods & services to evaluate its performance. Thus, a company strives to always have customers who have high brand loyalty in order to remain excess in the competition. However, the implementation is not as easy as the implementation, the competition is very hard, still, sudden and

unexpected at this time does not automatically leave the old pattern of service to consumers can be abandoned. This shows that most goods and service companies are internally slow in implementing sales theory which results in loyal customers still far from expectations. This study aims to examine how factors such as brand awareness, service quality, product strategy and price strategy affect corporate image and brand loyalty of corporate organizations in the form of goods & services located in developing countries. The findings from the structural equation model analysis tested by end users consisting of 187 (one hundred and eighty seven) selected consumers in Eastern Indonesia prove that the application of sales theory in terms of brand awareness, service quality, product strategy and price strategy has a significant & positive impact on image, company and brand loyalty. This research underlies the importance of having a customer base that has high brand loyalty which can increase trade, attract new customers and the company quickly responds to competitors' movements for other evaluations and for future competitive advantages.

**Keywords:** Brand awareness, Product strategy, Price strategy, Brand loyalty

## 1. Introduction

Image and loyalty issues are a central part in the midst of very tight business competition, and competition between brands is moderate and getting high. Research is always carried out as a scientific study in various countries, also in Indonesia with quite a lot of references.

Company image and loyalty in consumer perceptions will provide solutions such as (i) are a driver of brand equity in all further benefits and are also the foundation for building brand equity (Kotler & Keller, 2016; Rahayu & Indria, 2020; Theurer, Tumasjan, Welp, & Lievens, 2018; Gürhan-Canli, Hayran, & Sarial-Abi, 2016; Pradipta & Hidayat, 2016). (ii) By developing an excellent service system and developing brand awareness so that customers are always satisfied. Various strategies are carried out including maintaining product quality, stability in running a business and reliable services (Amirullah & Iriani, 2017; Setiaji & Fajar, 2019; Rianti, 2017; Safitri, 2018; Muhyidin & Abdurrahman, 2019; Yanti & Sukotjo, 2016; Yuliantari & Wiwin, 2018; Setiawan & Livya, 2018; Suryani, Andari, & Taufik, 2018). (iii). Fairness of price as an assessment for a result and how a process will get an acceptable result and certainly within a fairness in another sense makes sense (Suwandi, Krisniamurti, & Tantowi, 2019; Seprillasela & Aldila, 2019; Muhyidin et al., 2019; Amryyanti & Sukaatmadja, 2013; Rahyuda & Atmaja, 2018). (iv) In strengthening the position of the product in the minds of consumers, improving product quality with the best service is a way of satisfying consumers (Mayasari, 2011; Masupat, Mitra, & Saeb, 2018; Silalahi & Sastri, 2020; Gürhan-Canli et al., 2016). With the development of theory and application of image and loyalty, problems are still encountered (i) business systems to make consumers loyal to corporate image. (ii) There is still a lack of innovation power so that consumer expectations of the expected quality (Setiadi, 2013). (iii) It is so difficult to make a brand, because of limited human resources and increasingly fierce competition. Quality at the consumer level will create an impact on brand equity and products for certain services offered (Febrianto, 2014; Yanti & Sukotjo, 2016). (V) With the increasing openness of information & communication, it opens opportunities for consumers to have more products with well-known brands because they feel comfortable with things that are already known, more reliable, always available and relatively easy to find, unquestionable quality (Aaker, 1991; Antara & Wartini, 2016; Midayanto & Yuwono, 2014; Safitri, et al., 2018; Tarwendah & Ivani, 2017).

Some of the solutions include: (i) Business organizations are more sensitive and sensitive to global situations which have naturally made competition even more uncontrollable and uncontrollable (Fajarah, Thoyib, & Rahman, 2016). (ii) International Management as a reference for both personal, financial and marketing activities (Tajudin & AMH, 2017). (iii) Business organizations to better understand the rapidly changing combination of culture & consumer desires (Shabastian & Mariza, 2013). (iv) The level of competitiveness that can increase market potential and sales value as a key success factor for micro, small and medium enterprises (MSMEs). Quality products can be achieved through the use of good & clean materials (Tiyanto, 2013; Setiaji, 2019; Tarwendah & Ivani, 2017; Amirullah & Iriani, 2017). (v) Service and marketing activities are intended more in online-technology (Wibowo, Daryanto, & Rifin, 2018; Aditya & Santoso, 2011; Apsyari & Rahardjo, 2018; Edo, Dewi, & Rima, 2019).

Evaluation of a number of things that are generated about the importance of steps and can increase

hoist awareness, service quality, price & product strategies, image and loyalty are: (i) Business organizations have brand equity at a high level such as customers willing to pay higher prices, can attract new customers, build market power, increase customer trust & feelings of pleasure, and impact consumer image and loyalty. (ii) To get an image that is well formed in the minds of consumers, and to attract interest where the aim of the company is to get loyalty from consumers, one of these methods is a discount and allowance (discounts and discounts) (Shabastian, 2013; Amirullah et al., 2017; Rahayu & Suarna, 2020). (iii) A person can be said to be loyal is when that person has a certain commitment and makes repeat purchases because of a positive feeling about the brand and feels his needs are met (Pradipta & Hidayat, 2016). (vi) Developing applications that are able to fulfill online promotional needs so that information on promises can be seen anytime and anywhere by consumers and users (Edo et al., 2019; Gürhan-Canli et al., 2016).

Research on efforts to increase brand awareness, service quality, price & product strategies, image and loyalty in Indonesia contributes to developing organizational studies in the context of business independence in Indonesia: (i) Application of marketing theory, image and loyalty although it was not maximized during the Asean Economic Community ( MEA). (ii) Relating to research which is still limited both in quality and quantity when developed countries have been intensively doing it. (iii). Brand loyalty is loyalty to a product marketed by a company. This is a sign of loyalty from someone who has a commitment to a certain brand, and makes repeat purchases because of a positive feeling about the brand and feels his needs are met (Pradipta & Hidayat, 2016; Faradisa, 2019; Chinomona, 2016). Thus it will be a central concern for research and development in Indonesia, then whether the development of image and loyalty according to the initial theory can be implemented or can follow the progress that has been achieved very rapidly at this time. This research is to provide one solution to the level of brand awareness, quality, price & product strategy and citra and loyalty contribute positively to companies in Indonesia.

## **2. Methodology**

The target population of this study was 187 (one hundred and eighty seven) consumer respondents (UMKM), Micro, Small & Medium Enterprises. The data were collected through a questionnaire during the period March 2018 to February 2019. By using the Structural Equational Model (SEM), which requires the total sample size to be five to ten times the number of observations for each parameter Ferdinand (2006). The relationship between constructs is described in a theoretical framework. A five-point Likert-type scale (1-strongly disagree: to strongly agree) was applied throughout the questionnaire. Factor loading is used to evaluate discriminant validity where only items with a factor loading exceeding 0.50 will remain in the model (Ferdinand, 2006).

### *2.1 Identification of Research Variables*

Company Image as an endogenous construct is measured by four dimensions: attribute (CP1), benefit (CP2), value (CP3). Adapted from the work of Kotler and Keller (2012). and Brand Loyalty with four dimensions: continue to buy this brand (BL1), commit to this brand. (BL2), willing to pay more for this brand than other brands. (BL3), adapted from Chaudhuri and Holbrook (2001). On the other hand, the exogenous variable brand awareness is measured by not being aware of the brand (BA1), brand recognition (BA2), recalling the brand (BA3)

strengthening by others (BA4) adapted from (Radder & Han, 2013) Decker (1996). Service Quality is assessed by service interaction (SQ1), Service Evidence (SQ2), Product Functionality and Product Enrichment (SQ3) adapted from Radder and Han (2013). Product strategy is assessed by quality (PS1), service (PS2), as stated (PS3) adapted from the work of Kotler (2000). Price Staregi is assessed by the benefits obtained (Pr.S 1), discounted prices (Pr.S2), affordable (Pr.S3), purchases in large quantities or outside a certain time (Pr.S4) adapted from Febrianto's work, moekam Molrem, Suwitho (2014) and Tjiptono (2004).

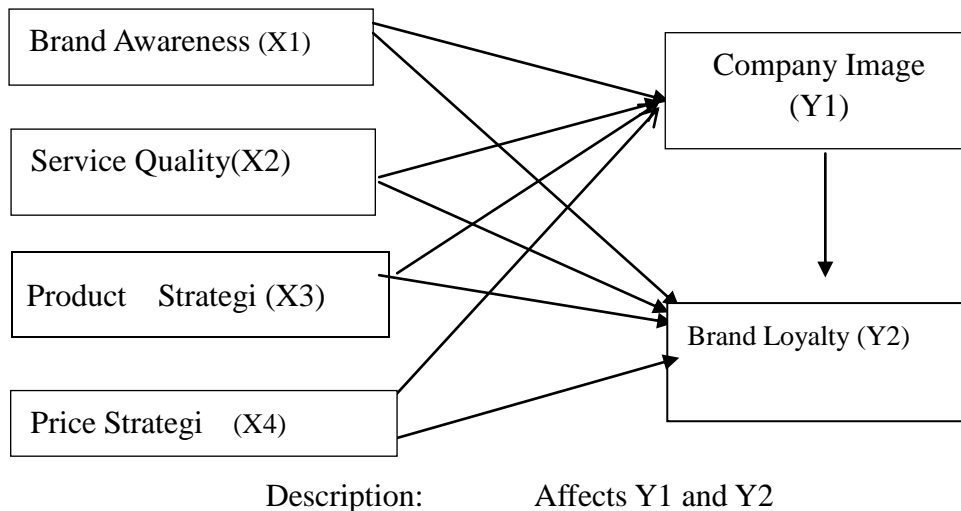


Figure 1. Conceptual framework of research variables affects Y1 and Y2

Reliability testing is used to determine the consistency of research measuring instruments, so that the measuring instrument can be trusted if it is used more than once. The reliability and validity test with the calculation of the results of regression weights, the AVE value has a value exceeding the loading  $\geq 0.5$  and the CR value has  $\geq 0.7$ , so that if it exceeds the value 0.5 and 0.7 which means that overall all variables have met the validity and reliability. . The normality test is carried out using a critical ratio value of  $\pm 2.58$  at a significance level of 0.01% (Ghozali, 2006) and that means the assumption of normality is fulfilled and feasible for further use. The research data is said to have outliers if the p1 and p2 values are less than 5% and the data containing outliers can affect the normality of a data.

The existence of multicollinearity and singularity can be seen through the covariance matrix values which are really small or close to zero. The confirmatory factor analysis test for these variables shows that the collision of the variables with the factor values  $\leq 0.05$  means that these variables are significant in contributing to forming latent variables. Model modification was carried out according to software modification suggestions (modification indices), namely connecting several constructs with covariance lines so that there was a relationship between constructs. If the Good of Fit (GOF) Index resulting from the Cut Off Value from the Modified Research Model does not meet the GOF, then the model must be modified so that all indices meet the specified criteria.

Hypothesis testing was carried out by observing the CR and Sig values of the studied variables

based on the maximum likelihood estimates by looking at the regression weights table, which is said to have a significant effect if the CR value of the variable is  $\geq 1.96$  and the probability  $< 0.001$ . Meanwhile, to determine the magnitude of the effect caused by a variable on other variables how much it contributes to the effect test.

For scoring the answers to the questionnaire using a Likert scale (Sugiyono, 2005). Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. With the help of observing the value of CR and Sig. The variables studied were based on the maximum likelihood estimates by looking at regression weights, nine hypotheses were tested. –Brand Awareness is positively related to Brand Image. - Service quality is positively related to brand image - Product strategy is positively related to brand image - Price strategy is positively related to brand image. –Brand Awareness is positively related to Brand Loyalty. - Service quality is positively related to brand loyalty - Product strategy is positively related to brand loyalty - Price strategy is positively related to brand loyalty. - Brand image is positively related to brand loyalty.

### 3. Research Results

#### 3.1 Overview of Respondents

Based on the results of field data collection, through collecting answers obtained from 187 selected respondents, proving the implementation of brand awareness, making a significant and positive impact on brand image and leading to brand loyalty, brand awareness of brand loyalty, Service quality to brand image, pricing strategy to brand loyalty, service quality to brand loyalty.

#### 3.2 Testing the Validity and Reliability of the Construction

The validity test is by calculating AVE and CR where AVE is  $\geq 0.5$ , then the construct is said to be valid and the CR value is  $\geq 0.7$ , then it is said to be reliable as the research results. According to Gulford's (1956) criteria in (Widodo, 2006) that the reliability coefficient ranges from 0 to 1, the closer to 1, the more reliable the instrument is. Meanwhile, the opinion of Nugroho (2000) that the variable is said to be good if it has a Cronbach's Alpha value  $> 0.60$ . in exploratory research, reliability between 0.5-0.6 is acceptable (Nunally & Bernstein, 1994).

Table 1. Result of construct validity and reliability test

			<b>Standardized Loading</b>	<b>Measurement Error</b>	<b>AVE</b>	<b>CR</b>
X1.1	<---	Brand_Awareness	0.190	0.220	0.568	0.796
X1.2	<---	Brand_Awareness	0.235	0.229		
X1.3	<---	Brand_Awareness	0.575	0.307		
X1.4	<---	Brand_Awareness	0.150	0.251		
X2.1	<---	Service_Quality	0.194	0.232	0.521	0.746
X2.2	<---	Service_Quality	0.327	0.245		
X2.3	<---	Service_Quality	0.262	0.205		

X3.1	<---	Product_Strategy	0.283	0.210	0.628	0.757
X3.2	<---	Product_Strategy	0.222	0.251		
X3.3	<---	Product_Strategy	0.331	0.191		
X3.4	<---	Product_Strategy	0.376	0.218		
X.4.1.1	<---	Price_Strategy	0,220	0,515		0,055
			0,858			
X.4.1.2	<---	Price_Strategy	0.320	0.202		
X.4.1.3	<---	Price_Strategy	0.361	0.219		
X.4.1.4	<---	Price_Strategy	0.240	0.256		
Y.1.1	<---	Company_Image	0.373	0.214	0.650	0.738
Y.1.2	<---	Company_Image	0.501	0.231		
Y1.3	<---	Company_Image	0.220	0.200		

Based on the results of the test above, it can be seen that all AVE values have a loading value of  $\geq 0.5$  and the CR value has a value of  $> 0.7$ , so that all the constructs used in this study have validity and reliability values as required.

### 3.3 Normality Test

The normality test was carried out using a critical ratio value of  $\pm 2.58$  at a significance level of 0.01% (Ghozali, 2004). The results of the normality and linearity test research show that all indicators have a cr value not exceeding 2.58 so that the research data is fulfilled. Meanwhile, the research data is said to have outliers if the p1 and p2 values are less than 5% and the data containing outliers will affect the normality of a data. From the results of the outlier test on the research data, it was found that 32 p1 data had an outlier value  $< 0.05$ . To obtain normal research data, all data containing outliers must be excluded for further SEM analysis. The results of SEM analysis contained 187 data whose values were more than  $> 0.05$ , so the results of the study were said to be normal.

### 3.4 Modeling of Structural Equations

Index models that still do not meet the GOP, so they are modified to meet the criteria Modification of the model is to connect several constructs with covariance lines so that there is a relationship between constructs, so that according to the Goodness of Fit criteria, the following requirements: of fit. Post-evaluation, it was found that all goodness of fit tests showed good results and that the model was in accordance with the data (Solomon, Ashmore, & Longo, 1992). Thus according to theory and supported by facts, it means that the model is the best to explain the relationship between variables.

### 3.5 Hypothesis Testing

The effect test was carried out by observing the CR and Sig values of the studied variables based on the maximum likelihood estimates by looking at the regression weights table, which is said to have a significant effect if the CR value of the variable is  $\geq 1.96$  and the probability is  $< 0.000$ . As shown in the following table: Correlation test is conducted to determine the



strength and direction of the relationship between variables. In this study, there are 6 correlations between variables that are correlated. (Attachment). Based on the table, it can be seen that the variable relationship between reward - quality and quality - promotion is the largest correlation compared to the relationship between other variables.

To determine the magnitude of the effect caused by a variable on other variables, the total efficiency test was carried out with the results according to the following table:

Table 2. Total effect test

	<b>Product Strategy</b>	<b>Service Quality</b>	<b>Brand Awareness</b>	<b>Price Strategy</b>	<b>Brand Company Loyalty Image</b>
Brand_Loyalty	-0.0297	2.828	0.806	-2.531	0.0217
Company_image	-0.749	15.670	3.981	-14.248	0.2170

Based on the test results the total effect of the above, it appears that the Service Quality variable is the variable with the largest contribution in giving effect to the variable brand loyalty (2,828) and Company Image (15,670), compared with other variables such as product strategy, brand awareness and price strategy.

Model modification was carried out according to software modification suggestions (modification indices), namely connecting several constructs with covariance lines so that there was a relationship between constructs. After modification, the research model can be seen in the following figure:



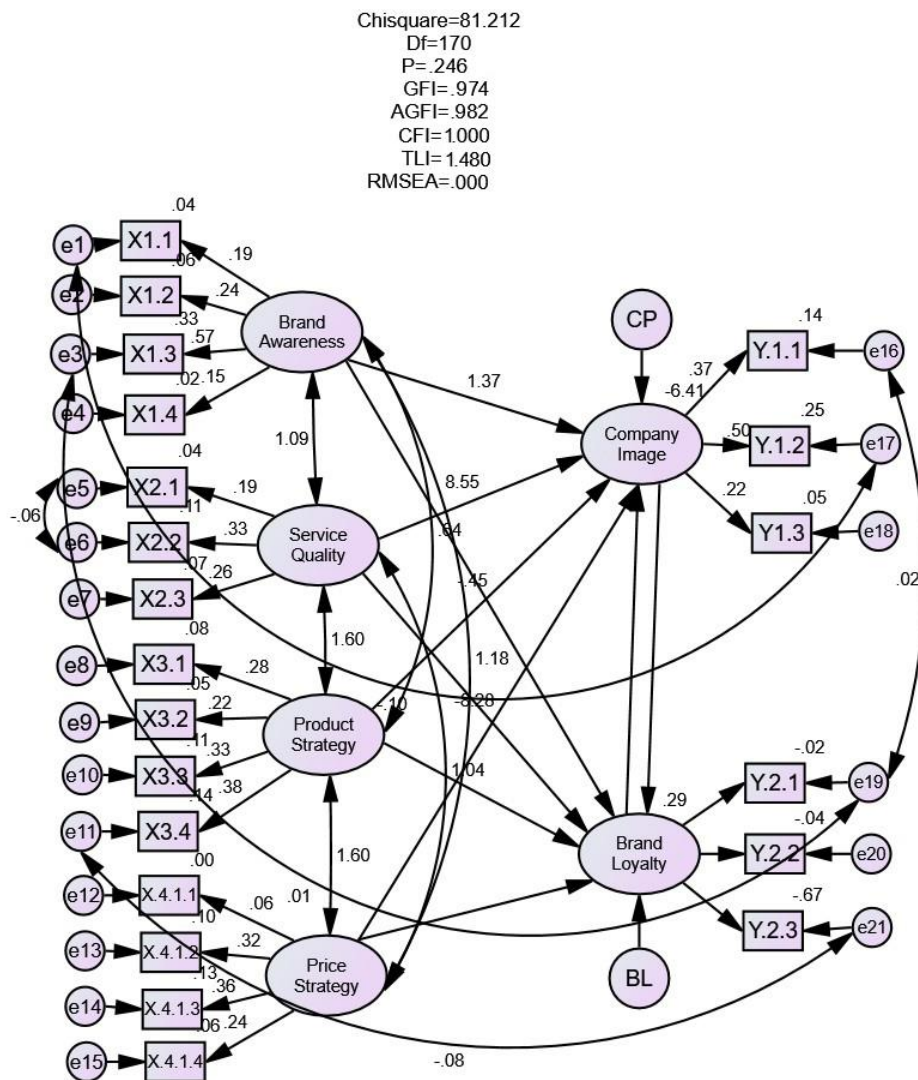


Figure 2. SEM models that have been modified

Based on the modified research model, the comparison of research results based on the Goodness of Fit (GOF) criteria required for analysis. The suitability of the modified model is as follows:

Table 3. Test results of the research model

Goodness of Fit (GOF) Index	Cut Off Value	Modified Research	Model Evaluation
Chi Square	Small	81.212	Moderate
Probability	≥ 0.05	0.246	Good
GFI	≥ 0.9	0.974	Good
AGFI	≥ 0.9	0.982	Good
TLI	≥ 0.95	1.00 0	Good
CFI	≥ 0.95	1.480	Good
RMSEA	≤ 0.080	0.000	Good

## A. Hypothesis

### 1) Testing Influence Test

After the research model has met the GOF criteria, the next step is to test the hypothesis to test whether the proposed hypothesis is accepted or rejected. Hypothesis testing is carried out by observing the CR and Sig values of the studied variables based on the maximum likelihood estimates by looking at the regression weights table, which is said to have a significant effect if the CR value of the variable is  $\geq 1.96$  and the probability is  $< 0.001$ . The results of the influence test between the variables tested based on the research model are shown in the following table:

Table 4. Influence test results (regression weights-maximum likelihood estimates)

			Estimate	SE	CR	P	Conclusion
Brand_Loyalty	<---	Brand_Awareness	0,096	0,732	2,172	0,042	Reject H0
Company_Image	<---	Brand_Awareness	3,175	0,946	3,034	0,017	Reject H0
Company_Image	<---	Service_Quality	12,842	0,763	2,358	0,022	Reject H0
Company_Image	<---	Product_Strategy	-0,452	0,337	-0,013	0,989	Accept H0
Brand_Loyalty	<---	Product_Strategy	-0,163	0,314	-0,143	0,886	Accept H0
Company_Image	<---	Price_Strategy	11,717	-0,035	0,336	-0,972	Accept H0
Brand_Loyalty	<---	Price_Strategy	0,008	0,605	2,812	0015	Reject H0
Brand_Loyalty	<---	Service_Quality	0,036	0,854	3,142	0002	Reject H0

Note. Reject Ho: If  $P > 0.05$  and CR values  $\geq 1.96$

Five significant path, which showed a significant admission, while the three lines do not have a positive influence.

### 2) Correlation Test

To determine the strength and direction of the relationship between variables, a correlation test was carried out. In this study, 6 correlations between variables were found, with the following results:

Table 5. Correlation test results

			Estimate	Strength / Direction of Correlation
Brand_Awareness	<-->	Service_Quality	1.087	Positive - Very Strong
Service_Quality	<-->	Product_Strategy	1.6	Positive - Very Strong
Price_Strategy	<-->	Product_Strategy	1.597	Positive - Very Strong- Strong
Brand_Awareness	<-->	Product_Strategy	0.639	Positive
Price_Strategy	<->	Service_Quality	1,043	Positive - Strong
Price_Strategy	<-->	Brand_Awareness	1.18	Positive - Very Strong

Based on the table above, it can be seen that the variable relationship between Price Strategy - Product Strategy has the greatest correlation compared to the relationship of other variables.

#### **4. Discussion**

Brand awareness as an awareness output in terms of not being aware of the brand, brand recognition, brand recall, reinforcement by others are positively related to end user satisfaction of the company's system (Wijaya & Nurcaya, 2017; Samuel & Setiawan, 2018; Yanti & Sukotjo, 2016; Fajariah et al., 2016; Faradisa, 2019; Safitri Zulmaela, 2018; Musapat & Armia, 2018). (ii) In addition, service quality in determining the measure of sales success in company activities is proven by service interaction, service evidence, product functionality and product enrichment (Suryani et al., 2018; Fajariah et al., 2016; Suwandi et al., 2019; Anuggriatama, 2018). (iii) Strategy Product does not give a significant impact in terms of quality, service and according to what is expressed. This means that the production variables do not affect the company's image, but by other variables. Thus the company must change the strategy other than the existing variables, while the price strategy and production strategy have the greatest correlation and are related to the benefits obtained from discounted prices and affordable prices related to company image and brand loyalty. Furthermore, it is also positively related to the acceptance of the management system of Business, Micro, Small and Medium companies.

Thus the acceptance of a management system in the form of brand awareness, service systems, production strategies and pricing strategies is part of the overall corporate strategy. This becomes a reference for companies engaged in the same field (Shabastian, 2013; Pharisee, 2018; Wijaya & Nurcaya, 2017). Gradually the business system must continue to be developed, even though it is still gradual and constantly carrying out changes and improvements, without a proper strategy, a company will not survive, because competitors will come to offer better products to compete with competitors' products and seize market share in the company (Salman & Farisi, 2018; Dwiyantri, Hubeis, & Suprayitno, 2017; Faradisa, 2019). (iv) Price strategy with variable benefits, discounted prices, can be reached, purchases in a certain amount & time have a positive effect on brand loyalty. These results are in conjunction with previous research that the price strategy has a positive effect on brand loyalty (Shabastian, Mariza, Hatane et al., 2013; Febrianto, 2014; Dwiyantri, Rizda, Musa Hubeis, & Suprayitno et al., 2017).

#### **5. Conclusion**

According to the results of the study, it can be concluded as follows:

1). (i) Brand Loyalty is received through positive channels from the variable brand awareness in terms of brand awareness, brand recognition, brand recall and reinforcement by others. (ii) Company image through positive channels of brand awareness in terms of not being aware of the brand, brand recognition, recalling the brand and strengthening by others. (iii) Company image fulfilling management characteristics in service quality related to service interaction, service evidence, product functionality and product enrichment. (iv) Brand loyalty meets the standard

Price strategy in terms of benefits, discounts, affordability, and purchases in a certain amount or outside a certain time. (v) Service quality shows a positive acceptance of the hypothesis in terms of service interaction, service evededence, product functionality and product enrichment. (vi) Strategic product for the company, product strategy for brand loyalty and price strategy on company image show insignificant effects, especially the dimensions. attribute dimensions that exist in this study. This means that it becomes a concern for Micro, Small and Medium Enterprises in running their business, avoiding variables related to negative attributes.

2). In terms of research contribution for the development of science. A theory is not necessarily applicable according to the original theory, in Indonesia to suit local conditions and situations.

3). Delivery of research limitations. (i) This study has several limitations in measuring data with a questionnaire whose answer accuracy is highly dependent on the limitations and willingness / ability of the respondent. (ii) This study has limitations in generalizing the data, because this study is in accordance with existing variables. (iii) Whereas data measurement uses a questionnaire whose accuracy is relative to each respondent, in addition to the questionnaire using participatory or online questionnaires is rather low. If the questionnaire was combined, the online interviews would be able to produce accurate accuracy, although it would take a while.

4). Suggestions for Future Researchers. In this research, a good theory is not necessarily applicable to Indonesian conditions. For the next researchers, quantitative and qualitative methods can be used for different variables and locations and the instrument is not in the form of a questionnaire, also an interview or online so that the expected results are more accurate.

## References

Aaker, D. (1991). *Managing Brand Equity*.

Aditya, R. R., & SANTOSO, S. B. (2011). *Analysis of the Influence of Brand Awareness, Menu Diversity, Promotion and Service Quality on Consumer Decisions to Buy at Pizza Hut Dp Mall Semarang*.

Amirullah, A. H., & Iriani, S. S. (2017). The influence of brand image and perceived quality on acer laptop purchasing decisions (study of visitors to the hi-tech mall Surabaya). *Journal of Management Science*, 6(1-8).

Amryyanti, R., & Sukaatmadja, I. P. G. (2013). The influence of service quality, product, and price fairness on customer satisfaction and loyalty at Lnc Singaraja skin care. *E-Journal of Economics and Business*, Udayana University.

Anggriatama, D. V. (2018). *The influence of service quality on the loyalty of BNI bank mobile banking users in Surabaya is mediated by brand prestige, perceived risk and replacement costs*.

Apsyari, F., & RAHARDJO, S. T. (2018). *The Influence of Brand Awareness, Brand Image,*

*Brand Loyalty on Purchasing Decisions with Brand Attitude as an Intervening Variable in TICKET Online Travel Agent.com*

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81-93. <https://doi.org/10.1509/jmkg.65.2.81.18255>

Chinomona, R. (2016). Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. *African Journal of Economic and Management Studies*. <https://doi.org/10.1108/AJEMS-03-2013-0031>

Dwiyanti, R., Hubeis, M., & Suprayitno, G. (2017). Formulation of a Cosmetic Operation-Production Strategy (Case Study of PT ANI). *MANAGEMENT IKM: Journal of Management of Small and Medium Industry Development*, 12(1), 35-47. <https://doi.org/10.29244/mikm.12.1.35-47>

Edo, Y., Dewi, K. W., & Rima, M. (2019). *Travel Online Ticket Marketing Application at PT. Tourinc Web Based*. Student Scientific Work.

Fajarah, N., Thoyib, A., & Rahman, F. (2016). The Influence of Brand Awareness, Perceived Quality, and Brand Image on Brand Loyalty in Generation Y in Indonesia. *Journal of Management Applications*, 14(3), 471-480. <https://doi.org/10.18202/jam23026332.14.3.08>

Faradisa, N. A. (2019). *THE EFFECT OF BRAND COMMUNICATION, BRAND IMAGE AND BRAND TRUST THROUGH ONLINE MEDIA ON BRAND LOYALTY ON E-COMMERCE (Case Study on e-Commerce User at FE UII)*.

Febrianto, M. (2014). Influence of product, price, place and promotion on hedonic behavior of Samsung Smartphone buyers. *Journal of Management Science & Research*, 3(5), 1-19.

Ferdinand, A. (2006). *Management research methods*.

Ghozali, I. (2006). *Multivariate analysis application with the SPSS program*. Diponegoro University Publishing Agency.

Gürhan-Canlı, Z., Hayran, C., & Sarial-Abi, G. (2016). Customer-based brand equity in a technologically fast-paced, connected, and constrained environment. *AMS Review*, 6(1-2), 23-32. <https://doi.org/10.1007/s13162-016-0079-y>

Kotler, P. (2000). *Marketing management principles*. Jakarta: Prenhalindo.

Kotler, P., & Keller, K. L. (2012). *Marketing Management, translating Bob Sabran*. Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2016). *Marketing management (15th ed.)*. England: Pearson.

Mayasari, S. D. (2011). The effect of product quality and price on loyalty through customer satisfaction. *Journal of Business Economics*, 16, 76-84.

Midayanto, D. N., & Yuwono, S. S. (2014). DETERMINATION OF KNOW TEXTURAL QUALITY ATTRIBUTES TO BE RECOMMENDED AS ADDITIONAL TERMS IN



INDONESIAN NATIONAL STANDARDS [IN OCTOBER PRESS 2014]. *Journal of Food and Agroindustry*, 2(4), 259-267.

Muhyidin, A., Septi, K. P., & SE, M. (2019). *THE ROLE OF BRAND EQUITY, BRAND UNIQUE AND BRAND PERSONALITY AGAINST THE SAMSUNG LOYALTYSMARTPHONE BRAND IN KECAMATAN SRAGEN*.

Musapat, M., & Armia, S. (2018). The Influence of Perceptions of Quality and Brand Awareness on Brand Loyalty with Brand Image as a Mediating Variable for Led Hannels Light Users in Banda Aceh. *Scientific Journal of Management Economics Students*, 3(2), 96-110.

Nugroho, B. A. (2000). *The Right Strategy for Choosing a Statistical Research Method with SPSS* (1st ed.). Yogyakarta: ANDI.

Pharisee, S. (2018). *The Influence of Brand Image and Product Quality on Purchasing Decisions of Adidas Shoes for Students at the Muhammadiyah University of North Sumatra*. The National Conference on Management and Business (NCMAB) 2018.

Pradipta, D., & Hidayat, K. (2016). THE INFLUENCE OF BRAND EQUITY ON PURCHASE DECISIONS (Survey on Consumer Buyers and SimPATI Telkomsel Prime Card Users in the Student Environment Department of Business Administration 2012 & 2013, Faculty of Administrative Sciences, Brawijaya University Malang). *Journal of Business Administration*, 34(1), 138-147.

Radder, L., & Han, X. (2013). Perceived quality, visitor satisfaction and conative loyalty in South African heritage museums. *International Business & Economics Research Journal (IBER)*, 12(10), 1261-1272. <https://doi.org/10.19030/iber.v12i10.8135>

Rahayu, Y., & Suarna, I. F. (2020). ANALYSIS OF AWARENESS AND LOYALTY OF HERBORIST COSMETIC BRANDS. *EKUBIS*, 2(1), 67-81.

Rahyuda, I. K., & Atmaja, N. P. C. D. (2018). The effect of price fairness, corporate image on satisfaction and loyalty of domestic flight users Gia in Denpasar. *EQUITY (Journal of Economics and Finance)*, 15(3), 370-395. <https://doi.org/10.24034/j25485024.y2011.v15.i3.374>

Rianti, A. D. (2017). *The Influence of Brand Image and Brand Awareness on Brand Equity Mediated by the Feelings of BRI Syariah Savings Customers in Surabaya*.

SAFITRI, Z. (2018). *The influence of product attributes, brand ambassadors, halal labels, and brand loyalty on purchasing decisions for Wardah cosmetic products (studies on Wardah Di Suci consumers)*.

Semuel, H., & Setiawan, K. Y. (2018). Promotion through Social Media, Brand Awareness, Purchase Intention in Sports Shoes Products. *Journal of Marketing Management*, 12(1), 47-52.

Seprillasela, A. (2019). *Case of Operations Management (PT.Unilever Tbk.) Mahaputra Riau College of Economics*.

- Setiadi, NJ (2013). Consumer Behavior revised edition. *Jakarta: PT. Kharisma Putra Utama.*
- Setiaji, F. (2019). *THE EFFECT OF SYARIAH MARKETING CHARACTERISTICS, RELATIONSHIP MARKETING ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS INTERVENING VARIABLES (CASE STUDY ON BRI SYARIAH KCP UNGARAN).*
- Setiawan, L. (2018). The Influence of Celebrity Endorsement on Purchase Intention with Brand Awareness as a Mediation Variable on Green Tea Esprecielo Allure Products. *Journal of Marketing Management, 12(1), 53-60.*
- Shabastian, M. (2013). The Influence of Price Strategy and Product Strategy on Brand Loyalty at Tator Caf é Surabaya Town Square. *Journal of Marketing Strategy, 1(1).*
- Silalahi, S. (2020). *THE EFFECT OF “RICH THERE IS SWEET” ADVERTISING TAGLINE ON LE MINERALE PRODUCT BRAND AWARENESS: A Survey of Management Study Program Students, Faculty of Economics and Business Education, University of Pendidikan Indonesia.*
- Solomon, M. R., Ashmore, R. D., & Longo, L. C. (1992). The beauty match-up hypothesis: Congruence between types of beauty and product images in advertising. *Journal of Advertising, 21(4), 23-34.* <https://doi.org/10.1080/00913367.1992.10673383>
- Sugiyono, P. (2005). *Understand qualitative research.* Bandung: Alfabeta.
- Suryani, C. S., Andari, R., & Taufik, A. (2018). The Effect of Perceived Quality on Visitor Satisfaction at the Mandala Wangsit Siliwangi Museum. *THE Journal: Tourism and Hospitality Essentials Journal, 8(2), 75-88.* <https://doi.org/10.17509/thej.v8i2.13741>
- Suwandi, K., Krisniamurti, K. P., & Tantowi, S. (2019). *The influence of brand awareness, perceived quality, and brand image on Uniqlo brand loyalty.*
- Tajudin, A. M. H. (2017). Makhdaleva H, Ade Sofyan M. *The Influence of Promotion, Trust and Brand Awareness on Customer Decisions to Use Prod. Hajj Savings, 8(1), 19-46.*
- Tarwendah, I. P. (2017a). Journal review: Comparative study of sensory attributes and brand awareness of food products. *Journal of Food and Agroindustry, 5(2).*
- Tarwendah, I. P. (2017b). *Comparison Study of Wafer Roll Product Sensory Attributes and Brand Awareness of Asteros Wafer Roll Products in Kediri City (Case Study at Pt Rukun Bersama Sentosa, Kediri).*
- Theurer, C. P., Tumasjan, A., Welpel, I. M., & Lievens, F. (2018). Employer branding: A brand equity-based literature review and research agenda. *International Journal of Management Reviews, 20(1), 155-179.* <https://doi.org/10.1111/ijmr.12121>
- Tiyanto, T. R. (2013). Descriptive Analysis of Competitive Strategies in Cosmetic Companies. *Agora, 1(1), 179-188.*
- Tjiptono, F., Chandra, Y., & Diana, A. (2004). Marketing scales. *Publisher Andi Yogyakarta,*



Yogyakarta.

Viana, R., & Wartini, S. (2016). The Influence of Product Attributes, Advertisements and Reference Groups on Brand Transfer Decisions from Other Brands of Motorcycles to Honda Brands (Study on Consumer CV Cendana Motor Cepiring Kendal). *Management Analysis Journal*, 5(2).

Wibowo, M. E., Daryanto, A., & Rifin, A. (2018). Ready-to-Eat Sausage Product Marketing Strategy (Case Study: PT Primafood International). *MANAGEMENT IKM: Journal of Management of Small and Medium Industry Development*, 13(1), 29-38. <https://doi.org/10.29244/mikm.13.1.29-38>

Wijaya, I. P. S. A., & Nurcaya, I. N. (2017). Customer Satisfaction Mediates Product Quality and Price Fairness To Mcdonalds Brand Loyalty in Denpasar City. *Management E-Journal*, 6(3), 1534-1563.

Yanti, M. O. Z., & Sukotjo, H. (2016). The influence of brand awareness, brand association, and brand image on Aqua purchasing decisions. *Journal of Management Science and Research (JIRM)*, 5(5).

Yuliantari, K., & Wiwin, W. (2018). THE INFLUENCE OF BRAND IMAGE ON TUKANGROTI CONSUMER PURCHASE DECISIONS. COM IN BEKASI. *Champion's Familiar Journal*, 3(4), 9-21.

### **Copyright Disclaimer**

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).