The Impact of Brand Equity towards Purchase Intention on PT. X's Candy

Davin Suryadi
International Business Management Program, Petra Christian University
Jl. Siwalankerto 121-131, Surabaya
E-mail: davinsuryadi@gmail.com

ABSTRACT

The purpose of this research is to discover the impact of brand equity towards customer's purchase intention of PT. X's candy product. Brand equity itself consists of brand loyalty, brand awareness, brand association, and perceived quality. By the end of this research, it will be discovered how brand equity impacts customer's purchase intention simultaneously and how each element of brand equity impacts customer's purchase intention.

The sampling method in this research is simple random sampling with 102 respondents. The analysis technique for this research is multiple-linear regression, that can show how significant customer's purchase intention is influenced by brand equity simultaneously or/and individually. In this research, it is shown that brand equity simultaneously influence customer's purchase intention and brand association and perceived quality are the individual elements that influence customer's purchase intention.

Keywords: Brand Equity, Purchase Intention, Impact of Brand Equity to Purchase Intention.

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh ekuitas merek terhadap minat beli pelanggan produk permen PT. X. Ekuitas Merek itu sendiri terdiri dari kesetiaan merek, kesadaran merek, asosiasi merek, adan kualitas yang terasa. Hasil dari penelitian ini akan menunjukkan bagaimana ekuitas merek mempengaruhi minat beli pelanggan secara kesuluruhan dan bagaimana tiap-tiap komponen mempengaruhi minat beli pelanggan.

Metode untuk menarik sampel pada penelitian *simple random sampling* dengan responden sebanyak 102 orang. Teknik analisa pada penelitian ini adalah regresi linear berganda, yang bisa menunjukka seberapa signifikan minat beli pelanggan dipengaruhi ekuitas merek baik keseluruhan atau tiap-tiap elemen. Hasil penelitian ini menunjukkan ekuitas merek secara keseluruhan mempengaruhi minat beli pelanggan. Secara individual, asosiasi merek dan kualitas yang terasa adalah elemen-elemen yang secara signifikan mempengaruhi minat beli pelanggan.

Kata Kunci: Ekuitas Merek, Minat Beli, Pengaruh Ekuitas Merek pada Minat Beli.

INTRODUCTION

Within manufacturing industry, food, beverage, and tobacco companies play a big role in contributing Indonesia Economy especially food industry within years ahead (Suara Pembaruan , 2013). The data showed that manufacturing industry contributed 23.38% to Indonesia GDP in the 3rd quarter of 2014. Within that contribution, food, beverage, and tobacco companies contributed 33.4% of manufacturing industry. In food industry only, the competition is tight because of big companies like PT. Garuda Food, PT. Indofood Sukses Makmur Tbk., PT. Mayora Indah Tbk., ABC Group, PT. Ultra Prima Abadi (Orang Tua Group), PT. Khong Guan Biscuit Indonesia, PT. Sukanda Jaya, and PT. Nestle Indonesia. To compete with the big names, PT. X must develop a good branding strategy. Its implementation can be evaluated by the brand equity of the company. In PT. X the data showed that there is a downtrend within candy production which is led by the less intention of people buying the product (Ajzen,

1991). However, Aaker (1991) said that purchase intention can be improved by having high brand equity. Therefore this research discovers the impact of brand equity towards purchase intention on a case study in PT. X's candy product. Brand equity itself is divided into four elements, which are brand loyalty, brand awareness, brand association, and perceived quality. Since brand equity consists of several elements, the impact given can be in two ways, simultaneously and individually. The focus will be on analyzing the brand equity impact to purchase intention in the candy product, not the whole products of the company because besides candy, PT. X also produces biscuit, wafer, instant noodle, cracker snacks, and cereal.

LITERATURE REVIEW

This section contains the theoretical background to support this research. Basically the theories in this section are from academic book, journal, article, and etc. Also there are previous relevant researches that bridge the concept and the reality. When a product or a service under certain brand with higher price can compete against competitor, that offers advantages in either price or practicality, is bought more, it means that the product or the service has high value of brand equity (Cahyadi & Astuti, 2007). Brand equity contains four variables inside which are brand loyalty, brand awareness, brand association, and perceived quality.

Aaker (1991) defined brand loyalty as a measurement of how consumers are bonded to a brand. According to Sadat (2009), brand loyalty makes a consumer unintentionally builds strong willingness to buy the same brand over the time or in other words makes consumer less vulnerable to shift to other brands. It is essential since it provides the encouragement for consumers to buy the brand again in the future (Ahmed & Moosavi, 2013). Kotler and Keller (2012) measured "brand loyalty through repeating purchase or consumers' loyalty towards a certain brand, retention or consumers' resistance towards the brand, and referrals or consumers' willingness to recommend the brand." Javiland, Samiei and Mahdavinia (2011) examined the loyalty through consumers' priority choice, preference, and unwillingness to change to other brands. Brand loyalty can reduce the cost for marketing. Customers will have less motivation to learn about other alternatives to substitute their favorable products due to the satisfaction towards the current product (Aaker 1992, 30).

Brand Awareness allows buyer "to recognize one particular brand and also it involves a continuum ranging from an uncertain feeling that the brand is recognized to a belief that it is the only one in the product category" (Aaker 1991, 61–62). It can also equip the brand with the sense of familiarity so it can trigger the potential customers to feel comfort (Aaker 1991, 63-67). There are three roles Brand Awareness plays in decision making of consumer, the first is it increases the likelihood of the customer to choose certain brand, the second is it can affect the consideration if the customer faces several choices, and the third is it affects consumer decision making by influencing the formation and strength of brand associations in the brand image (Keller 1993, 3).

Ukpebor and Ipogah (2008) believed that there are three indicators showing the degree of consumer's familiarity towards certain brand or brand awareness. Those three indicators are brand recognition, brand recall, and top of mind. Brand recognition is described as consumers' competency to take into account certain brand with the help of something or someone, such as symbol, tagline, advertisement and packaging. Usually that kind of behavior is often called as aided recall. The purpose is to make that the public can recognize the brand among other brands. Brand recall happens when consumers can easily remember to certain brand without any help or clue (unaided recall). The purpose is to place the brand in consumers' subconscious. Last, top of mind is defined as the first brand that comes up in consumers' minds when they think about a product or service. The purpose of top of mind is to put the brand in the first place of consumers' mind when thinking about certain product or service.

Brand Association is a mental linkage of a customer to certain brand, that is not only apathetically exist, but it does have level of strength. Brand association can provide a point of differentiation, self-convince to buy, and also arouse a sense of comfort. A well-established one even can reduce the incentives of the customers to try different brand because brand association can influence the purchase behavior and give impact to customer's level of satisfaction (Aaker 1991, 272; Aaker 1992, 31).

Based on Keller (1993, 1998), there are three types of brand association (in Tuominen, 1999). Those three types will be explained each in the following description. Started with brand attributes, and then followed with brand benefits and brand attitude. The first type of brand association is brand attribute that defines the product or the service. It is divided into product related attributes, which is related to the physical attribute of the product or the requirement of the service, and also non-product related attributes, which concerns more about the price information, user imagery, usage imagery, and packaging information. For price information, it refers to the customers' thought that oppose the prices they pay and the value they get. For user imagery, it refers to "the characteristics of the consumers". For usage imagery, it refers to "the characteristics of the location and the way it is consumed". For packaging information, it refers to "the information in the packaging" (Keller, 1993; 1998). The next type is brand benefits, which mean the brand is linked with

the benefit of the brand itself that makes consumers bonded to the brand. Benefits can be divided into three types, functional benefits, experiential benefits, and symbolic benefits. Functional benefits are "related with the fundamental encouragement like safety needs or avoidance", experiential benefits are "related to the feeling of consumers towards the products or services", and symbolic benefits are "the indirect benefits that are related to the social needs of the users such as dignity or recognition from others" (Keller, 1993; Keller, 1998). The last type of brand association is brand attitude, which is the overall evaluation of consumer towards certain brand. Brand attitude gives "the support for the action and behavior of customer regarding the brand based on the attributes and benefits of the particular brand" (Keller, 1993; Keller, 1998).

Perceived Quality is defined as "the customer's perception towards the quality of a product or a service under certain brand". It cannot determine objectively because the nature of perceived quality is "a summary construct or how the customer feel about the brand" (Aaker 1991, 85–86). Perceived Quality also provides a strong reason for purchasing because deep inside it can determine which brand to exclude or include within the consideration process. Once a brand can give the right Perceived Quality, there will be a chance to charge for a premium price. Not only valuable for customers, products with perceived quality are also meaningful for the sellers because they understand those products are favored by the market that has purchasing power due to its premium charge (Aaker 1991, 86–88).

According to David A. Garvin (in Vantamay, 2007), there are seven dimensions of perceived quality, which are performance (the main characteristic of the product), features (the elements that gives delightful supplementary function to the product), conformance with specifications (zero defect of the products), reliability (the steady performance in every transaction), durability (the physical strength of product), serviceability (the quality of the services to the consumers), and fit and finish (the thought and feeling of consumers about the quality of the products or services).

Purchase intention indeed determines the purchase behavior of a potential customer based on Theory of Planned Behavior (TPB) by Fishbein and Ajzen (1975), which before intention stage; purchase intention is determined by attitudes (Fishbein, 1967; Fishbein and Ajzen, 1975; Lutz, 1975; Yi, 1990; Penz and Stöttinger, 2005). However, the purchase intention must be supported by the accessibility of the desired product; otherwise the favor or the purchase intention will be meaningless (Chang, 1998). In short, purchase intention is the considered willingness of a potential buyer that will attempt to buy product or service (Dodds et all, 1991).

There are three things based on Hosein (2012) that can be the indicators showing that the customers have the intention to buy. Those three indicators are interest, attending, and information. Hosein (2012) explained the indicators as interest that "involves having some personal feeling about the displayed products without considering the final outcome". Attending involves "actual physical presence at the place". Information relates to "additional data that is gathered while attending and the information was not known or available before."

Several published studies have indicated that brand equity affect the purchase intention (Ashill & Sinha, 2004; Chang & Lie, 2009). It is reinforced also by Aaker (1991; 2009) who stated that brand equity has a positive impact towards the consumers purchase intention. Brand loyalty will make the consumer attach with the brand and David Aaker (1991) said that brand loyalty affects purchase intention is proved by there is no way someone to be loyal to certain brand without any purchasing behavior. Brand awareness increases the familiarity of consumers towards the product, and brand awareness is very crucial to purchase intention because based on Cahyadi and Astuti (2007) there is a tendency to buy the products based on their familiarity with the brand. Brand association helps customer to gain information, differentiate the brand, convince to buy, and give positive impression towards the brand (Cahyadi & Santoso, 2014), positive impression can lead someone to have that brand as the reference and it can lead to purchase intention. Finally perceived quality that delivers value of differentiation and uniqueness and perceived quality is crucial to purchase intention because it determines how people value the brand which will affect their willingness to purchase (Cahyadi & Santoso, 2014). After knowing the relationship between brand equity, as the independent variable, and purchase intention, as the dependent variable, the researcher presents a figure that reflects the relationship between two of them based on the findings above. The figure below represents the relationship between the independent variables and the dependent variable.
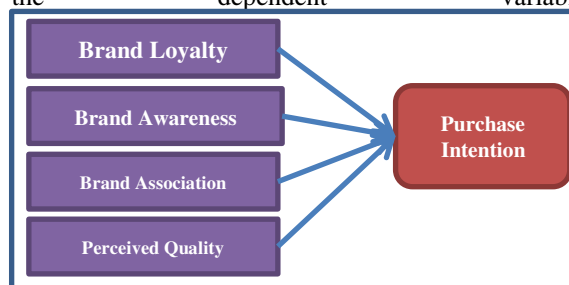
Figure 1. Relationship between Concepts

Based on the explanation above, the researcher has developed hypotheses for this research, which are Brand Awareness, Brand Association, Brand Loyalty, and Perceived Quality have simultaneous impact to

Purchase Intention on PT. X candy, and Brand Awareness, Brand Association, Brand Loyalty, and Perceived Quality have individual impact to Purchase Intention on PT. X candy.

RESEARCH METHOD

This section will discuss the methodology done for this research. The discussion encompasses type of research, sampling method, indicators, and, last but not least, statistical methods within the research process.

This research is categorized as quantitative explanatory study based on Cooper and Schindler (2014) because this research tries to discover the impact of the independent variable to its dependent variable with hypothesis testing under statistical method. Since the there are several independent variables and one dependent variable, the method is multiple-linear regression.

The way this research collects its data is by distributing questionnaires with simple random sampling as the sampling method. That method wants to get as random as possible everyone who is eligible to fill the questionnaire, so the result can be as objective as possible, because the data is gathered from the respondent, the source of data is primary data (Cooper and Schindler, 2014).

After this, will be discussed the tests run to the data before the data can be interpreted to be one result of research. The data will be processed three times, justification tests, classic assumption test, and multiple-linear regression. However, before explaining the statistical methods in the research, the researcher explains the variables used first.

As the independent variables in this research are brand equity, the items will be based on previous research using brand equity as independent variable as well.

The indicators of Brand Loyalty encompass repeat purchasing; not switching to other brand, recommending others to purchase, and prioritizing more than others.

The indicators of Brand Awareness encompass knowing the attributes; knowing that the company produces candy, having the brand as top of mind.

The indicators of Brand Association encompass think that the price worth the taste; think that the product fits any customers, get influenced by the packaging information to buy, the product has never caused any health issues, the product gets favored, feeling proud when eating the product.

The indicators of Perceived Quality encompass delicious taste; think that the packaging color is interesting, dissatisfaction of the product, the product taste is consistent, the texture is not easily broken, and you are satisfied by the product quality.

Those are the indicators for the independent variables questions, now the researcher will discuss about the questions indicating the dependent variable. Below is the description of the indicators used in the dependent variable questions, which are the feeling towards the product, the effort of attending any event, and gathering information before buying.

After discussing the indicators for this research, the explanation will move to the statistical method used in this research. This subsection will consist of justification of data, classic assumption test, and multiple-linear regression.

Before processing the data to get the interpretable result, the data must be processed first in justification tests, which consists of two tests, validity test and reliability test. Validity test wants to make sure that the data is right for the research purpose and reliability test wants to examine the consistency of the data. Measuring validity can be through Pearson Correlation. To determine whether it is valid or not is by looking at its significance value that must be under the significance level (5%). Measuring reliability can be by looking at its Cronbach's Alpha value which must be at least 0.7 (Ghozali, 2011).

After validity test and reliability test, there is one more examination for the data before be processed in multiplt-linear regression method. The reason why must have the test is because if the data does not pass classic assumption test, then the result after the data got processed might be misleading or biased (Lind, Marchall, and Wathens, 2012). The examination is called Classic Assumption Test that consists of four tests, and those four tests are normality test, autocorrelation test, heteroscedasticity test, and multicollinearity test. All the explanation below is based on Ghozali (2011) also Lind, Marchall, and Wathens (2012).

Normality test examines whether the data is normally distributed in normal distribution curve or not. There are two ways of testing the normality, by graphical method and statistical method. However, to make sure the result is as objective as possible, then statistical method is the chosen method. The method used is One-Sample Kolmogorov-Smirnov Test. Good data must be normally distributed. In One-Sample Kolmogorov-Smirnov test, to indicate normality the result must have the significance value is more than the significance level (5%).

Autocorrelation test wants to make sure that the data is random in residual or no correlation between the data in this period and next period. Good data for this research purpose is free from autocorrelation. There are several ways of examining autocorrelation, but in this research the indicator is Durbin-Watson value. To make sure the data is free from autocorrelation, the value of Durbin-Watson statistics must be in between dU and 4-dU or as explained in the table below.

Table 1. Interpretation of Durbin Watson Value

Durbin-Watson Value	Indication
0 < d < dL	No positive autocorrelation
dL ≤ d ≤ dU	No positive autocorrelation
(4 - dL) < d < 4	No negative correlation
(4- dU) ≤ d ≤ (4 – dL)	No negative correlation
dU < d < (4 – dU)	No autocorrelation

Heteroscedasticity test wants to make sure that the variances in all independent variables stay consistent Ghozali (2011). The method for this test if Glejser test which can be done by running a regression with absolute unstandardized residual as the dependent variable and the usual independent variables, after that looking at its t-statistics table (Ghozali, 2011). If the significance values all are above the significance level (5%), then the data is free from heterocedasticity and can be processed further.

Last one is multicollinearity which indicates intercorrelation among independent variables. Good data is free from multicollinearity. The indicator is by looking at collinearity diagnostics in t-statistics table. If the VIFs are under 10, then the data is free from multicollinearity.

To measure the relationship between brand equity and purchase intention, this study is using multiple linear regression analysis. This type of regression is used when there are at least two independent variables and one dependent variable (Cooper & Schinlder, 2014). Below is the common multiple linear regression equation:

$$Y=\beta 0+\beta 1X1+\beta 2X2+\beta 3X3+\cdots+\beta nXn+\varepsilon$$

Where:

Y = dependent variable

$\beta 0$ = constant, the value of Y when all X values are zero

βn = coefficient serving as slope of the regression surface on the particular X

Xn = the "n[th]" independent variables or predictors

ε = error term, for calculation purpose

In this phase, there are three parts to discover which are F-test, t-test, and adjusted R-square. This section will answer the objective of this research which is about the impact of independent variables to dependent variable, both simultaneously and individually.

F-test is a test for examining the significance of the multiple-linear regression model (Ghozali, 2011). It checks the feasibility of the regression model and analyzes the existence of the significant simultaneous impact given by the independent variables to the dependent variable. This research uses significance level of 5%.

In hypotheses testing under F-test, null hypothesis is rejected if the significance value of F-test is less than the significance level (0.05), which means the independent variables have simultaneous significant impact to the dependent variable (Ghozali, 2011).

t-test test examines the significance of individual impact given by each independent variable to the dependent variable. This research uses significance level of 5%. In hypotheses testing under t-test, null hypothesis is rejected if the significance value of t-test is less than the significance level (0.05), which means the independent variable has individual significant impact to the dependent variable (Ghozali, 2011).

Last one is adjusted R-square, which shows how much the variance in the dependent variable is explained by the set of the dependent variable. The range value is between 0 and 1. The higher the value, the better the independent variables predict the dependent variable.

RESULTS AND DISCUSSION

Table 2. Validity Test of Brand Loyalty

Significance Value	BL1	BL2	BL3	BL4
ABL	0.00	0.00	0.00	0.00

Table 3. Validity Test of Brand Awareness

Significance Value	BAw1	BAw1	BAw3
ABAw	0.00	0.00	0.00

Table 4. Validity Test of Brand Association

Significance Value	Bas1	Bas2	Bas3	Bas4	Bas5	Bas6
ABAs	0.00	0.00	0.00	0.00	0.00	0.00

Table 5. Validity Test of Perceived Quality

Significance Value	PQ1	PQ2	PQ3	PQ4	PQ5	PQ6
APQ	0.00	0.00	0.00	0.00	0.00	0.00

Table 6. Validity Test of Purchase Intention

Significance Value	PI1	PI2	PI3
API	0.00	0.00	0.00

Table 7 . Reliability Test

Variables	Cronbach's Alpha
Brand Loyalty	0.877
Brand Awareness	0.792
Brand Association	0.912
Perceived Quality	0.872
Purchase Intention	0.849

Table 1, Table 2, Table 3, Table 4, and Table 5 show the validity result of all the variables. By looking at its significant value from each item to its average, the validity can be determined. As long as the significance value is under the significance level (5%), the data is considered as valid. In the table, all the significance values are under the

significance level (5%), which means the data is valid. Table 6 indicates the reliability of the data which indicator is Cronbach's Alpha. It is written that all the Cronbach's Alpha values are above 0.7, which means that the data is reliable.

Multiple-linear regression will discover the answer for the hypothesis through hypothesis testing. Based on Lind, Marchall, and Wathens (2012), in hypothesis testing, there are several steps to do. First is to determine the hypotheses both null hypothesis and alternative hypothesis. Second is to determine the significance level. Third is to determine the statistics value, in this case is the significance value. The fourth is to decide whether to reject the null hypothesis or fail to reject the null hypothesis. Below there are two tables that to get the interpretation must get through hypothesis testing process. Those are ANOVA table and t-Statistics table that are discussed in that way, while Adjusted R Square does not.

Table 8. ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.518	4	9.129	9.128	0.00
	Residual	97.020	97	1.000		
	Total	133.538	101			

Table 9. Coefficient and t-Statistics of Regression Model

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.561	.455		1.133	.260
	Brand Loyalty	.084	.119	.073	.702	.484
	Brand Awareness	.024	.104	.023	.230	.819
	Brand Association	.361	.120	.319	3.009	.003
	Perceived Quality	.310	.131	.239	2.368	.020

Table 10. Adjuested R Square Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.523	.273	.244	1.00011	1.825

ANOVA table answers the first hypothesis of this research which is about the simultaneous impact of brand equity towards purchase intention.

By looking at the significance value, it can determine the result. Based on the previous discussion, whenever the significance value is less then the significance level (5%), it results with rejecting the null hypothesis. In the table the significance value shows it is 0.00 which is under 5%, and it means that there is significant simultaneous impact of brand equity towards purchase intention in this research.

t-Statistics table answers the second hypothesis which is about the individual impact of brand equity towards purchase intention. In the previous section, to determine the individual impact, it can be done by evaluating the

significance level. If the significance value is less than the significance level (5%), the the result rejects the null hypothesis.

Out of four dependent variables, there are two which significantly give individual impact to the dependent variable and the rest two do not significantly give individual impact to the dependent variable.

Brand loyalty has value of 0.484 which is bigger than the significance level. In this independent variable, the researcher fails to reject t the H_0. It means brand loyalty does not significantly affect purchase intention. The relationship between based on the same table is positive because B value shows positive value.

Brand awareness has value of 0.819 which is also bigger than the significance level. In this independent variable, the researcher fails to reject the H_0. It means brand awareness does not significantly affect purchase intention. The relationship between based on the same table is positive because B value shows positive value.

Brand association has value of 0.003 which is less than the significance level. It means the researcher rejects the H_0. Brand association significantly affects the purchase intention. The relationship between based on the same table is positive because B value shows positive value.

Perceived quality has value of 0.020 which is less than the significance level. It means the researcher rejects the H_0. Perceived quality significantly affects the purchase intention. The relationship between based on the same table is positive because B value shows positive value.

Adjusted R-Square explains how much the variance in the dependent variable is explained by the independent variables (Lind, Marchall, and Wathens, 2012). The higher the value, the better the independent variables predict the change in the dependent variable. By looking at the table, directly look at column Adjusted R Square, the value for this research is 24.4%, which means there is other 75.6% that is not explained in this research.

CONCLUSION

This research has 102 respondents gathered under simple random sampling method, and found out that this research confirms the researcher before that found that brand equity (brand loyalty, brand awareness, brand associaition, perceived quality) has significant simultaneous impact towards purchase intention. In individual impact, only brand association and perceived quality that significantly give positive individual impact.

This research is done however there are many things in this research that can be improved for further research. Some limitations in this research are the population list, limited independent variable, and distribution location.

In simple random sampling method, there must be the population list at the beginning to make sure that everyone with the fulfilled criteria has the equal chances to be the respondent. However, there is no population list that writes everyone that has purchased PT. X's candy.

Limited independent variable results low adjusted R square. This actually means, there should be more theories involved in developing the research to have the dependent variable get predicted better.

The researcher only spread on malls and universities, while actually the researcher should also gather in places that usually ask the customers to wait like queue in banks or customer service area. Usually such places provide candy to reduce the boredom of waiting; however the researcher cannot collect the data showing exact places that provides PT. X candy as the regale for customers.

REFERENCES

Aaker, D. (1991). *Managing brand equity*. New York: Free Press.

Aaker, David (1992) The Value of Brand Equity. Journal of Business Strategy 1992:4, 27–32.

Aaker, D. (2009). *Managing Brand Equity*. New York: Simon and Schuster.

Ahmed, S., & Moosavi, Z. (2013). Factors Influencing the Cell Phone Brand Loyalty of Swedish Generation Y.

Ajzen, I., 1991. The theory of planned behavior. Organizational Behavior and Human Decision Processes 50, 179-211.

Ashill, N. J. and Sinha, A. (2004). An Exploratory Study into the Impact of Components of Brand Equity and Country of Origin Effects on Purchase Intention. *Journal of Asia - Pacific Business, 5(3),* 27.

Astuti, Sri Wahjuni dan I Gde Cahyadi. 2007. Pengaruh Elemen Ekuitas Merek Terhadap Rasa Percaya Diri Pelanggan Di Surabaya Atas Keputusan Pembelian Sepeda Motor Honda. Majalah Ekonomi. Tahun XVII. No. 2. Agustus. Hal. 145 – 156. Universitas Airlangga. Surabaya.

Chang, M. K. 1998, "Predicting Unethical Behaviour: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behaviour", *Journal of Business Ethics,* Vol. 17, pp. 1825 – 1834.

Chang, H. H. and Liu, Y. M. (2009). The Impact of Brand Equity on Brand Preference and Purchase Intentions in the Service Industries. *The Service Industries Journal, 29(12),* 1687.

Cooper, D. R. & Schindler, P. S. (2014). *Business research methods*. 8th ed. New York: Mcgraw-Hill.

Dodds, B.K., Monroe, K.B. and Grewal, D. (1991), "Effect of price, brands, and store information on buyers'' product evaluation", Journal of Marketing Research, Vol. 28, August, pp. 307-19.

Fishbein, M. 1967, *Readings in attitude theory and measurement*, New York: Wiley.

Fishbein, M. and Ajzen, I. 1975, *Belief, Attitude, Intention, and Behaviour: An Introduction to Theory of Research*, Addison Wesley, Reading.

Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Prgram SPSS 21*. Semarang: BP Universitas Diponegoro

Hosein, N. Z. (2012). Measuring the Purchase Intention of Visitors to the Auto Show. *Journal Of Management & Marketing Research*, 9.

Javiland M.R., Samiei N., Mahdavinia S.H. (2011). The Effect of Brand Equity Components on Purchase Intention: an application of aaker's model in the automobile industry. *International Business & Management*, 2 (2).

Keller, K.L. (1993). Conceptualizing, Measuring and Managing Customer-Based Brand Equity. *Journal of Marketing, 57,* 1-22.

Keller, K (1998). *Strategic Brand Management*(1st ed.). Prentice Hall: Upper Saddle River

Kotler, P., & Keller, K. (2012). *Marketing management* (1st ed.). Upper Saddle River, N.J.: Prentice Hall.

Lind, D., Marchal, W., & Wathen, S. (2012). *Statistical Technique in Business and Economics*. (15th ed). New York: McGraw-Hill

Lutz, R. J. 1975, "Changing brand attitudes through modification of cognitive structure", *Journal of Consumer Research*, Vol. 1, pp. 49 – 59.

Penz, E. and Stöttinger, B. 2005, "Forget the "Real" Thing – Take the Copy! An Explanatory Model for the Volitional Purchase of Counterfeit Products", *Advance sin Consumer Research*, Vol. 32, pp. 568 – 575.

Sadat, M. Andi. 2009. *Brand Belief: Strategi Membangun Merek Berbasis Keyakinan*. Jakarta: Salemba Empat.

Santoso & Cahyadi. (2014). Analyzing the Impact of Brand Equity towards Purchase Intention in Automotive Industry: A Case Study of ABC in Surabaya. *iBuss Management Vol. 2, No. 2, (2014) 29-39*

Suara Pembaruan . (2013, Maret 22). Retrieved February 28, 2015, from http://sp.beritasatu.com/ekonomidanbisnis/pertumbuhan-industri-makanan-akan-tetap-naik/32680

Tuominen, P. (1999). Managing brand equity. *LTA*, *1*(99), 65--100.

Ukpebor, P., Ipogah, B.(2008). A Study to Indicate the Importance of Consumer Based-Brand Equity on Consumer Perception of Brand (A Case Study of Fast Food Restaurant). Retrieved on March, 18 p. 2015.

Vantamay, S. (2007). Understanding of perceived product quality: reviews and recommendations. *BU Academic Review*, 6 (1), pp. 110--117.

Yi, Y. 1990, "The indirect effects of advertisements designed to change product attribute beliefs", *Psychology & Marketing*, Vol. 7, pp. 47 – 64.