

# Analysis of the Influence of Brand Image on Consumers' Interest in Buying Honda Motorcycles in Magetan District

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## ABSTRACT

The purpose of this research is to determine the influence of brand image on consumer buying interest. This research uses quantitative research methods. Meanwhile, the population is people in the RW area. 04 Kraton Village, District. Maospati District. Magetan as many as 335 respondents with a sample size of 77 respondents. Data collection used a questionnaire with a Likert scale as a measurement tool. The variables used are Brand Image (X) from Keller's theory (1998) and Consumer Purchase Interest (Y) from Shiffman & Kanuk (2008). Data processing uses Microsoft Excel, and processed using SPSS for Windows Release 16.0 software. Research analysts use Simple Linear Regression Analysis and hypothesis testing uses the t test and Coefficient of Determination. The results of the research show that Tcount is 5.813 compared to Ttable, which is 1.992, which is greater than Tcount of 5.813. This means that brand image (X) has a significant influence on consumer buying interest (Y) with the results of the regression equation  $Y=5.093+0.215X$ . The conclusion is that the brand image variable (X) influences consumer buying interest (Y) by 31.1% and the rest is explained by other factors not studied.

Keywords: Brand Image and Consumer Purchase Interest

## I. INTRODUCTION

As stated by Shimp, brand image can be considered as a type of association that appears in consumers' minds when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just as when someone thinks about other people. These associations can be conceptualized based on type, support, strength, and uniqueness. Types of brand associations include attributes, benefits, and attitudes. Attributes consist of

attributes related to the product, for example price, user, and image of use. Meanwhile, benefits include functional benefits, symbolic benefits and benefits based on experience.

In business competition, entrepreneurs must have a strategy in marketing their products. Entrepreneurs must be able to provide a positive image to consumers, so that they can create the image that consumers want. For this reason, the image of a brand needs to be managed, developed, strengthened and improved in quality so that it can provide a sustainable competitive advantage in a product. Without a strong and positive image, it is difficult for companies to influence consumer buying interest to attract the attention of new customers and retain existing ones. Every company is required to create a sustainable competitive advantage in facing the increasing number of competitors operating in the same industry. Automotive entrepreneurs continue to emerge and this is one of the results of the increasing and varied level of human needs. As a result of the increasing emergence of existing automotive entrepreneurs, entrepreneurs must creatively create good branding in order to attract consumers.

In terms of competition, the automotive industry, especially two-wheeled vehicles (motorcycles), also experiences a significant competitive phenomenon. Based on the phenomenon that occurred, consumers from 2014 to 2017 preferred to buy Honda brand motorbikes compared to other brands of motorbikes with total sales of 18,271,764 units. Meanwhile, Suzuki brand motorbikes had the lowest sales results, namely 495,964 units. In the midst of intense competition due to the many brands on the market, Honda motorbikes, which have been in Indonesia for a long time, with all their advantages, continue to dominate the market while meeting the needs of being tough, economical and economical. Honda was able to

develop technology that was able to answer consumer needs, namely a "stubborn" and fuel efficient engine which made Honda a pioneer of economical two-wheeled vehicles. Honda also offers a variety of motorbike products that are made and designed according to consumer needs. To differentiate from competing products and to get more value in the eyes of consumers, Honda always provides new innovations in each of its products.

Consumer buying interest is influenced by many factors including product quality, brand image, price perception, location, promotion, trust and service quality. However, to save time and focus more on research, researchers only took factors, namely brand image, which influences consumer buying interest. Purchase interest is another important stage that marketers must pay attention to. This is because interest is a condition that precedes before an individual considers or makes a decision to choose a product. Purchase interest is an initial behavior that consumers have in predicting purchases. Mehta (Hidayati et al: 2012) said that purchasing interest is defined as a consumer's tendency to buy a brand or take action related to purchasing which is measured by the level of probability that consumers make a purchase. Interest in purchasing can create a motivation that continues to be recorded in the consumer's mind and creates a very strong desire that ultimately when a consumer has to fulfill their needs, they will actualize what is in their mind. According to Seock (Maunaza: 2012), the more positive a consumer's attitude towards a shop or brand, the higher the consumer's buying interest can occur. According to Schiffman and Kanuk (2008), a positive brand image is related to consumer loyalty, consumer confidence regarding positive brand values, and willingness to search for the brand. A positive brand image also helps increase consumer interest in future brand promotions, and strengthens its position in facing various competitors' marketing activities.

## II. THEORETICAL FRAMEWORK

### Understanding Brand Image

Kotler and Keller (2011) state that Brand Image is the perception and belief held by consumers, as reflected by the associations embedded in the customer's mind. Brand image is a consumer's response to a brand which is based on the good and bad things that consumers remember about the brand (Keller & Swaminathan, 2020, p. 3). Consumers' memories are of course formed by the experience of using the product or the perceptions and opinions of other consumers. As stated by Firmansyah (2019, p. 60) that brand image is a perception that appears in consumers' minds when

they remember a brand from a certain product line. Setiadi (2016, p. 109) revealed that brand image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand itself. In this way, all information and past experiences will become a representation that will create consumer perceptions of the brand. Meanwhile, according to Kotler & Keller (2016, p. 315) brand image is the consumer's perception and belief which is reflected in the associations that occur in the consumer's memory. These associations will equate and differentiate similar products with different brands. Brand image is a differentiating image that is produced and used as a comparison in these associations. Brand Image Kotler and Armstrong (2016:275) state that brands are more than just names and symbols, brands are a key element in the relationship between companies and customers. Every product sold on the market has its own image in the eyes of consumers which is deliberately created by marketers to differentiate it from competitors according to Kotler and Keller (2016). Sari Dewi et al. (2020), brand image is the way consumers perceive a brand as an image of what is in the mind or minds of consumers regarding a brand.

### Brand Image Indicator

According to Keller (2008), in achieving a positive brand image, marketers will use several marketing programs to form strength, favorability and uniqueness of brand associations in transferring a brand into consumer memory. The following is the explanation, which is used as an indicator in this research: a) Strength of Brand Association, meaning that the more information consumers get and connect with brand knowledge, the stronger the brand association that will be formed. The strength of a brand association depends on how much information will enter the consumer's memory and how this information is retained as part of a brand. b) Favorability of Brand Association means this component means whether the brand is liked or disliked by its audience. Formed by consumer confidence in products that can satisfy consumer needs and desires. The success of a marketing program is reflected in the creation of a favorable brand association, where consumers have confidence that the brand has attributes and benefits that can fulfill their needs and desires, such as a positive attitude that they want to show throughout the brand. c) Uniqueness of Brand Associations means that the essence of a brand positioning is that the brand has a competitive advantage and a "unique selling proposition" that makes consumers interested in making purchases. This advantage provides more

value to consumers so that they have an interest in a product or service. These things contain information that contains meaning about a brand. The brand must be unique and attractive, so that it can create strong associations in the minds of customers. The uniqueness of a brand will differentiate the brand from its competitors.

### Understanding Buying Interest

Consumers' buying interest is something that arises after receiving stimulation from the product they see, from there an interest arises in trying the product until finally the desire to buy arises in order to have the product (Kotler, 2008). Thamrin (2003) states that consumer buying interest is part of the behavioral component in consuming attitudes, the respondent's tendency to act before the purchasing decision is actually made. Keller (2008) states that buying interest is how much the consumer wants or is likely to buy a brand or how likely consumers are to switch from one brand to another. Schiffman and Kanuk (2008) say that interest is one of the psychological aspects that has quite an influence. big influence on behavioral attitudes. Purchase interest can be interpreted as an attitude of enjoyment towards an object which makes individuals try to obtain the object by paying for it with money or sacrifice. Apart from that, purchasing interest can also be interpreted as a real form of thought that reflects the buyer's plan to purchase several units in a certain number of several brands available within a certain time period. In the purchasing process, consumer buying interest is closely related to the motives they have for using or buying certain products. According to Schiffman Kanuk (Tseng, Lin & Chien-Hsiung: 2012), purchasing interest is considered as a measurement of a consumer's possibility of purchasing a particular product, where high purchasing interest will have a fairly large impact on the possibility of a purchasing decision. Mehta (Hidayati et al.; 2012) purchase interest is defined as a consumer's tendency to buy a brand or take action related to a purchase as measured by the level of possibility of the consumer making a purchase. Purchase interest is obtained from a learning process and a thought process that forms a perception. This interest in buying creates a motivation that continues to be recorded in his mind and becomes a very strong desire that in the end, when a consumer has to fulfill his needs, he will actualize what is in his mind.

### Indicators of Consumer Buying Interest

Indicators of buying interest are described by components (Schiffman and Kanuk, 2008). These components are a) Interest in finding

information about the product. Consumers who are aroused by their needs will be encouraged to seek more information, b) Consider purchasing. Through gathering information, consumers learn about competing brands and the features of these brands. Evaluating the options and starting to consider purchasing the product, c) Interested in trying After consumers try to fulfill their needs, study competing brands and the features of these brands, consumers will look for certain benefits from product solutions and evaluate the products d) Want to know about the product After having an interest in trying a product, consumers will have a desire to know about the product. Consumers will view a product as a collection of attributes with different abilities in providing benefits that are used to satisfy needs, e) Want to own the product Consumers will pay great attention to attributes that provide the benefits they are looking for. And finally consumers will take an attitude (decision) towards the product through evaluating attributes and forming an intention to buy/own the product they like.

### The Influence of Brand Image on Consumer Purchase Interest

Afianka Maunaza (2012) in her research with the title "The Influence of Brand Image on Consumer Purchase Interest (Study on Lion Air Flights as a Low Cost Carrier)", with a research sample of 100 respondents. The results of this research show that there is a significant influence between brand image on consumer buying interest in Lion Air airlines as a Low Cost Carrier. Meanwhile, Heri Haerudin (2010) conducted his research with the title "The Influence of Honda Motorcycle Brand Image on Consumer Purchase Interest", with a research sample of 100 respondents at the Faculty of Economics, Pasundan University, Bandung. The results of this research indicate that the brand image of Honda motorbikes has a significant influence on consumer buying interest. Ovan Yuli Sukmaraga and Eka Prayudhista's research on the Influence of Brand Image on Consumer Buying Interest on Lion Air Airline at Adi Soemarmo International Airport with results showing that the Brand Image variable influences Consumer Buying Interest based on t test calculations, which produces the Brand Image variable with a calculated t value greater than the t table value ( $3.741 > 1.984$ ). Research by Finsa Ihsan Anshori1 et al (2021) The Influence of Brand Image on Interest in Buying J.Co Donuts & Coffee Products at Resinda Park Mall Karawang During the Covid-19 Pandemic. The results of this research are that the Brand Image variable has an influence on the Buying Interest variable of 13.7% . Meanwhile,

research by Nopera Peronika et al (2020) entitled The Influence of Brand Image on Interest in Buying Wardah Cosmetics Products in Pagar Alam City with research results proves that brand image has a positive and significant effect on buying interest. Meanwhile, Didi Zainuddin's (2018) research on the influence of product quality and brand image on interest in buying automatic motorbikes, based on partial test results, only brand image has a direct relationship to partial buying interest of 23%. Meanwhile, Agnes Arum Kusuma Wardani & Budi Istiyanto (2022) The Role of Brand Ambassadors, Brand Image, and Price on Consumer Purchase Interest (Case Study of Co-Branding Samsung Samsung X BTS branding.

### III. METHOD

This research uses quantitative research methods. Meanwhile, the population is people in the RW area. 04 Kraton Village, District. Maospati District. Magetan as many as 335 respondents with a sample size of 77 respondents. Data collection used

a questionnaire with a Likert scale as a measurement tool. The variables used are Brand Image (X) from Keller's theory (1998) and Consumer Purchase Interest (Y) from Shiffman & Kanuk (2008). Data processing uses Microsoft Excel, and processed using SPSS for Windows Release 16.0 software. Research analysts use Simple Linear Regression Analysis and hypothesis testing uses the t test and Coefficient of Determination.

### HYPOTHESIS

It is suspected that brand image has an influence on consumers' buying interest in Honda bicycle products in the community in the neighborhood of Rukun Warga 04, Kraton Subdistrict, Kec. Maospati, Magetan Regency.

### IV. FRAMEWORK

Based on the theory, empirical studies and hypotheses above, in this research a framework design was created as in the image below:



Picture. 1  
Design Framework

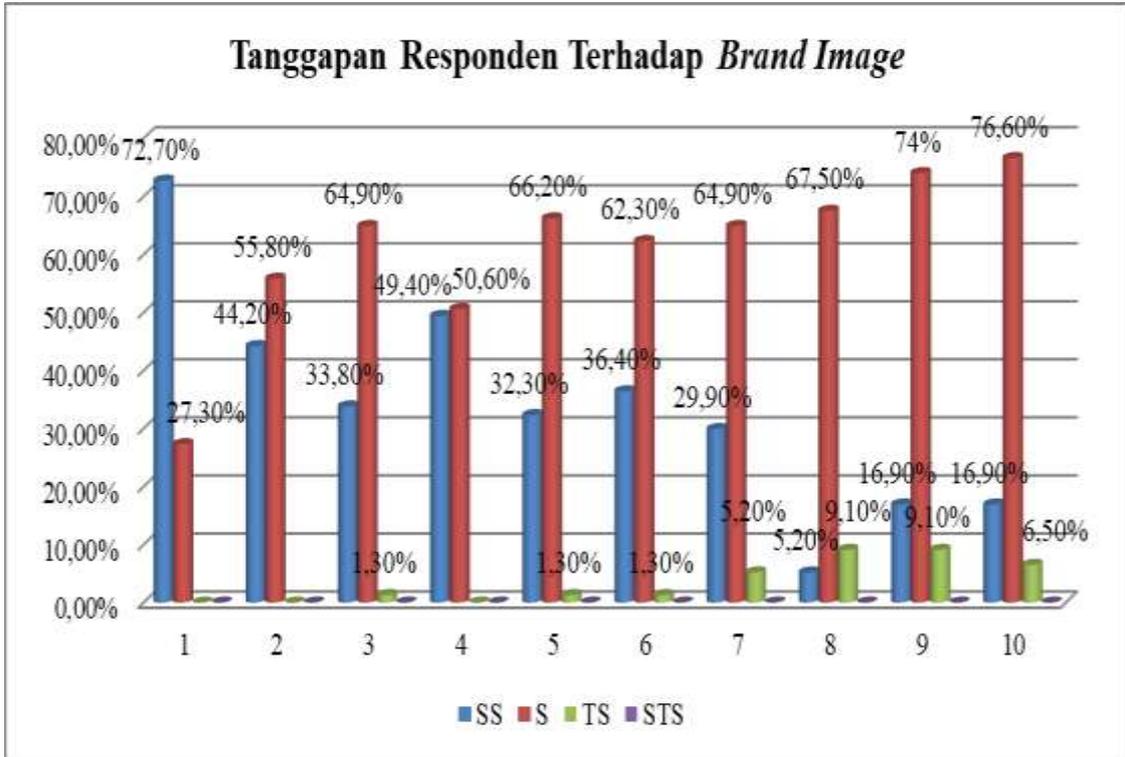
Brand image is a consumer's response to a brand which is based on the good and bad of the brand that consumers remember and it influences consumers' purchase intentions for certain products.

### V. RESULTS AND DISCUSSION

#### Brand Image Variable (X)

Table 1.  
Respondents' Responses to Brand Image

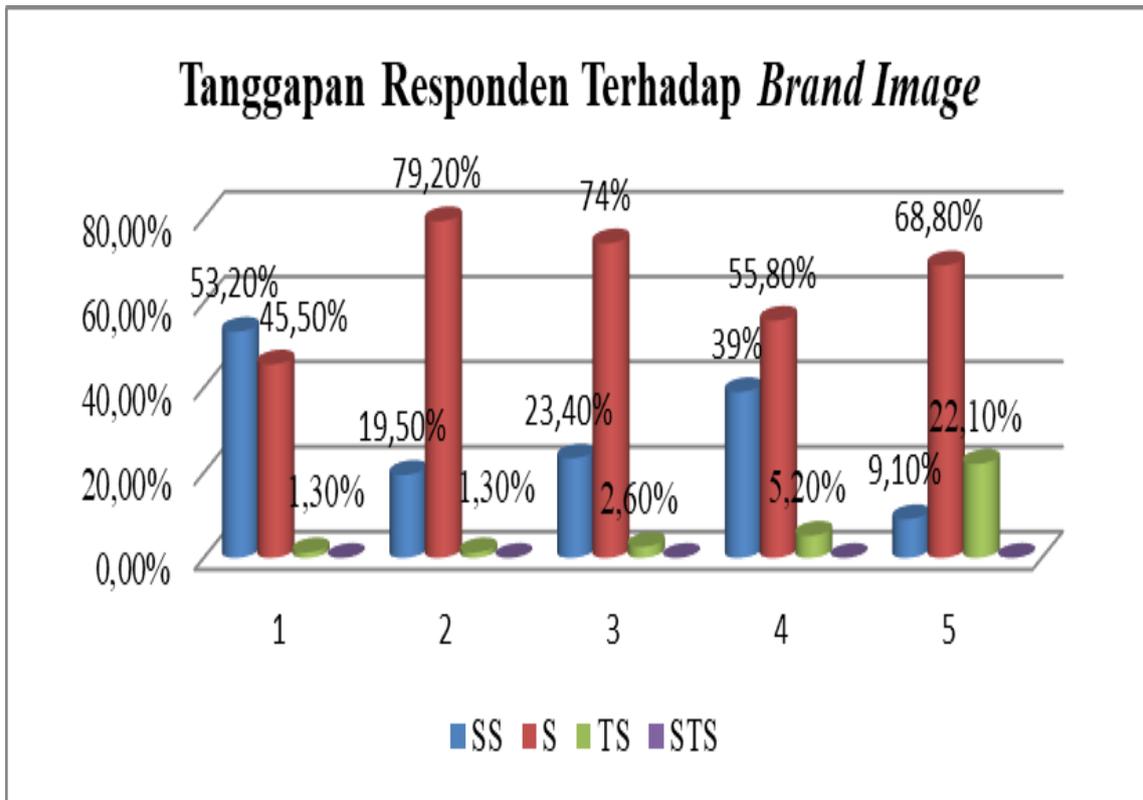
Item Pernyataan	Jawaban Responden			
	SS	S	TS	STS
1	72,7%	27,3%	0%	0%
2	44,2%	55,8%	0%	0%
3	33,8%	64,9%	1,3%	0%
4	49,4%	50,6%	0%	0%
5	32,3%	66,2%	1,3%	0%
6	36,4%	62,3%	1,3%	0%
7	29,9%	64,9%	5,2%	0%
8	5,2%	67,5%	9,1%	0%
9	16,9%	74%	9,1%	0%
10	16,9%	76,6%	6,5%	0%
11	53,2%	45,5%	1,3%	0%
12	19,5%	79,2%	1,3%	0%
13	23,4%	74%	2,6%	0%
14	3,9%	55,8%	5,2%	0%
15	9,1%	68,8%	22,1%	0%



Picture. 2  
 Respondents' Responses to Brand Image

From the data above, it can be seen that the respondents' answers were 72.7% of respondents who strongly agreed, 27.3% of respondents agreed that the Honda motorbike brand was easy to remember. 44.2% of respondents strongly agreed, 55.8% of respondents agreed that Honda motorbikes have various types. 33.8% of respondents said they strongly agreed, 64.9% of respondents said they agreed, 1.3% said they disagreed that the Honda motorbike brand has varied designs. 49.4% of respondents said they strongly agreed, 50.6%, that the Honda motorbike brand was of high quality. 32.5% of respondents said they strongly agreed, 66.2% of respondents said they agreed, 1.3% said they disagreed that Honda motorbikes were easy to find. 36.4% of respondents said they strongly agreed, 62.3% of respondents said they agreed,

1.3% said they disagreed that the Honda motorbike brand is easy to recognize. 29.9% of respondents said they strongly agreed, 64.9% of respondents said they agreed, 5.2% said they disagreed that the Honda motorbike brand is easy to find. 27.3% of respondents said they strongly agreed, 67.5% of respondents said they agreed, 5.2% said they disagreed that the Honda motorbike brand is long-lasting. 16.9% of respondents said they strongly agreed, 74% of respondents said they agreed, 9.1% said they disagreed that the design of Honda motorbikes attracted the attention of respondents. 16.9% of respondents said they strongly agreed, 76.6% of respondents said they agreed, 6.5% said they disagreed that the color of Honda motorbikes suited the respondents' tastes.



Picture. 3  
 Respondents' Responses to Brand Image

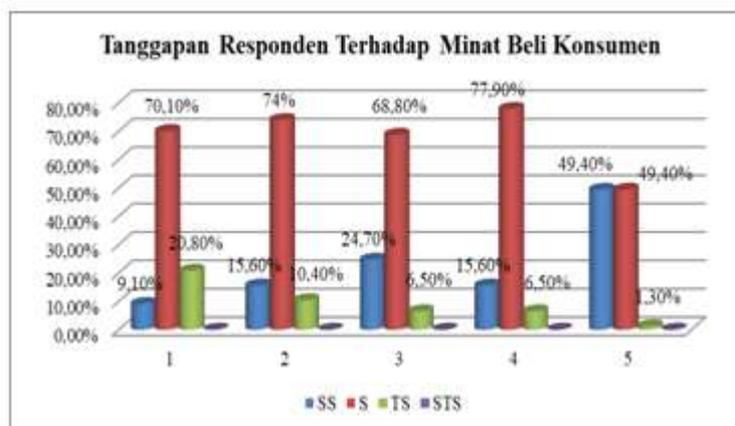
53.2% of respondents said they strongly agreed, 45.5% of respondents said they agreed, 1.3% said they disagreed that respondents wanted to use Honda motorbikes because they were fuel efficient. 15.6% of respondents said they strongly agreed, 77.9% of respondents said they agreed, 6.5% said they did not agree that the size of Honda motorbikes suited the respondents' needs. 19.5% of respondents said they strongly agreed, 79.2% of respondents said they agreed, 19.5% said they disagreed that respondents wanted to use a Honda motorbike to get comfort when driving. 39% of respondents said they strongly agreed, 55.8% of respondents said they agreed, 5.2% said they disagreed that the flapping wings logo design used was different from other motorbikes. And 9.1% of respondents said they strongly agreed, 68.8% of respondents said they agreed, 22.1% said they disagreed that the tagline "one heart" or "one heart achieves dreams" gives respondents the opportunity to achieve their dreams with Honda.

#### Consumer Purchase Interest Variable (Y)

Based on the data below, it can be seen that in the respondents' answers regarding consumer buying interest, 9.1% of respondents said they strongly agreed, 70.1% of respondents said they agreed, 20.8% of respondents said they disagreed that respondents would look for complete information about motorbikes. Honda. 15.6% of respondents said they strongly agreed, 74% of respondents said they agreed, 10.4% of respondents said they disagreed that respondents were interested in trying to buy a Honda motorbike. 24.7% of respondents said they strongly agreed, 68.8% of respondents said they agreed, 6.5% said they disagreed that respondents would consider buying a Honda motorbike. 6.5% said they strongly agreed, 77.9% of respondents said they agreed, 6.5% of respondents said they disagreed that respondents wanted to know more about Honda motorbikes. And 49.4% said they strongly agreed, 49.4% of respondents said they agreed, 1.3% of respondents said they disagreed that respondents wanted to use a Honda motorbike.

Table. 2  
 Respondents' Responses to Consumer Purchase Interest

Item Pernyataan	Jawaban Responden			
	SS	S	TS	STS
1	9,1%	70,1%	20,8%	0%
2	15,6%	74%	10,4%	0%
3	24,7%	68,8%	6,5%	0%
4	15,6%	77,9%	6,5%	0%
5	49,4%	49,4%	1,3%	0%



Picture. 4  
 Respondents' Responses to Consumer Purchase Interest

**Normality test**

Normality testing is carried out to test whether the data is normally distributed or not. The normality test was carried out by looking at Kolmogorov-Smirnov. According to Sulyanto

(2005), the basis for decision making is as follows. a) If the Kolmogorov-Smirnov Z value has a P value of 0.05, then the data is not normally distributed, b) If the Kolmogorov-Smirnov Z value has a P value of 0.05, then the data is normally distributed.

Table. 3  
 Normality Test Results

		BRAND IMAGE	MINAT BELI
N		77	77
Normal Parameters <sup>a</sup>	Mean	49.2987	15.6883
	Std. Deviation	4.51824	1.74159
Most Extreme Differences	Absolute	.114	.139
	Positive	.114	.134
	Negative	-.088	-.139
Kolmogorov-Smirnov Z		.997	1.216
Asymp. Sig. (2-tailed)		.273	.104

a. Test distribution is Normal.

The Kolmogorov-Smirnov table above shows that the Sig Simple Linear Analysis To find out whether there is an influence of brand image on consumer buying interest, researchers analyzed it using simple linear analysis. Simple linear analysis

is an analysis used to look for forms of influence if the number of independent variables is only one, where the independent variable in this research is brand image and the dependent variable is consumer buying interest.

Table. 4  
 Results of Simple Linear Regression Analysis

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients	Standardized Coefficients		T	Sig.
		B	Std. Error		
1 (Constant)	5.093	1.830		2.783	.007
BRAND IMAGE	.215	.037	.557	5.813	.000

a. Dependent Variable: MNAT BELI

Processing this data produces a Simple Linear Regression model. The results of simple linear regression analysis processing are shown in the following equation:

$$Y = a + \beta X + \epsilon$$

$$Y = 5,093 + 0,215X$$

Where :

Y: Consumer Purchase Interest Variable

X : Brand Image Variable

A: Constant

B: Regression coefficient (value of increase or decrease)

$\epsilon$  : error (in the calculation the value is assumed to be =0)

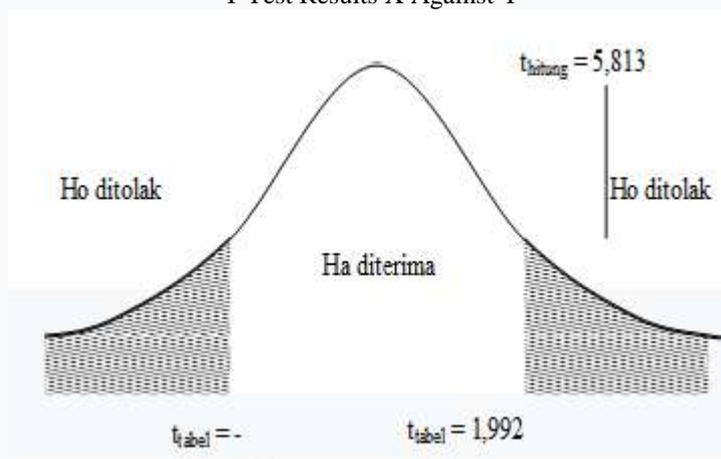
The meaning of this equation is a) The constant value is 5.093, meaning that if the brand image variable (X) has a value of 0, then the purchase interest value is 5.093, b) The regression

coefficient for the brand image variable (X) is 0.215. These results indicate that the relationship between these two variables is positive. This means that if the brand image variable increases by one unit, then consumer buying interest will increase by 0.215 units.

**t test**

Based on table IV.6. above, a tcount of 5.813 is obtained, while a ttable with degrees of freedom  $df = n - k$  where  $n = 77$   $k = 2$  so that  $df = 75$  obtains a ttable of 1.992. So it is concluded that tcount is  $5.813 > ttable$  1.992 and has a significant value of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted, which means that the brand image variable has a significant effect on consumer buying interest.

Picture. 5  
 T Test Results X Against Y



### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) explains that the coefficient of determination (R<sup>2</sup>) measures the proportion of decrease in variable Y as

a result of using independent variables in the regression model. The results of the analysis of the coefficient of determination (R<sup>2</sup>) can be seen in the table below.

Table. 5  
Coefficient of Determination Test Results

Model Summary <sup>a</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.557 <sup>a</sup>	.311	.301	1.45562	1.909

a. Predictors: (Constant), BRAND IMAGE

b. Dependent Variable: MINAT BELI

## VI. CONCLUSION

1. The normality test results for the brand image variable (X) are 0.273 and the consumer buying interest variable is 0.104. The two variables above are >0.05 so the regression obtained is normally distributed.
2. The results of simple linear regression analysis show that the relationship between brand image and consumer buying interest is positive.
3. The results of the t test concluded that tcount was 5.813 > table 1.992 and had a significant value of 0.000 < 0.05, so H<sub>0</sub> was rejected and H<sub>a</sub> was accepted, which means that the brand image variable had a significant effect on consumer buying interest.
4. The results of the coefficient of determination test adjusted for R Square are 0.311 or 31.1%, meaning that the consumer purchase interest variable (Y) is influenced by brand image (X) by 31.1% and the remaining 68.9% is influenced by other variables not examined. by researchers.

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