



The Influence of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on Intention to Purchase Erigo Products

Erwina Aryani Wijaya¹, Lilis Susilawaty¹, Ika Pratiwi Simbolon¹, Rachel Tan¹
 and Natasya Deswinta Puteri¹

¹ Management Study Program, Universitas Bunda Mulia, Jakarta, Indonesia
s12190178@student.ubm.ac.id

Abstract. Clothing is a primary need for every individual in the world. The development of fashion in Indonesia currently experiencing rapid growth with the support of young designers' creativity and innovation. Brand is one of the factors that make people interested in buying a product. One local product that has gone international is the brand Erigo. Erigo offers many product variants, including hoodies, t-shirts, China pants and jackets. Therefore, there are several factors that can influence consumers' buying interest in the Erigo brand. This study aims to examine the influence of brand awareness, brand association, perceived quality, and brand loyalty on purchase intention for Erigo products. This study involved 175 samples obtained through questionnaire distribution. This is a quantitative and descriptive study, measured using the Likert scale for questionnaire scaling. For this study, tests conducted included validity test, reliability test, classic assumption test, multiple linear regression test with coefficient of determination, F-test, and significance test (partial) using SPSS 24. The results of this study indicate that brand awareness, brand association, and brand loyalty variables have a significant influence on purchase intention. Meanwhile, the perceived quality variable does not have a significant influence on purchase intention. Furthermore, the F-test or simultaneous test or simultaneous test of brand awareness, brand association, perceived quality, and brand loyalty variables collectively influence purchase intention. For future research, it is expected to conduct discussions or research using different object, different variable, and further theoretical discussions.

Keywords: Brand Association, Brand Awareness, Brand Loyalty and Purchase Intention, Perceived Quality

1 Introduction

A brand is defined as a name, term, symbol, sign or design which is a valuable asset for a company where the brand is one of the considerations for consumers in choosing a product (Nasib, Amelia, and Lestari 2019) [1]. In his book entitled *Marketing Basics*, he explains that one important thing in marketing is a brand, where the brand has certain values and identity or characteristics that are legally protected so that it cannot be imitated by competitors. Brands can influence consumers' perceptions of a product to be purchased, therefore brands become the difference between one product and another, where competition between companies is competition between perceptions, not

products. Meanwhile, in the marketing book (Tjiptono, 2020) [2], a brand is associated with a product that differentiates it from competitors' products, either in the form of using a certain name, logo, design, or other visual signs and symbols. It needs to be emphasized that brands and products are related but not the same. Brands are broader than just products, because brands can have dimensions that differentiate a product from other products, these differences can be rational and physical or related to the performance of a brand's product, as well as symbolic, emotional and intangible.

There are still many Indonesians who prefer foreign brands such as clothing and accessories. The chairman of the Indonesian Fashion Chamber (IFC) said that foreign products are still the choice of Indonesian consumers because foreign products have good quality. Local brands and international brands are two types of brands that can be found in business. Local brands are brands that are developed and known domestically, while international brands are brands that are known globally and have a wider reach. Global and local brands are market elements formed by the power of globalization and localization where the presence of international brands forms connections with local consumers so that they determine purchasing decisions (Davvetas & Halkias, 2019) [3] and their research also states the differences between local brands and international brands. based on consumer perceptions about the availability, acceptability and desirability of the brand throughout the world as well as associations with the culture of a particular country as a key local market, where it states the globality and locality of the brand operates as a signal for consumers to infer brand credibility and product performance.

The development of fashion in Indonesia at a time when it is experiencing a rapid increase is supported by the creativity and innovation of young designers who can create unique works of value on the market. This encouragement has emerged with many new local products created by the nation's children emerging following the world of fashion. With the current development of fashion, it is able to contribute 18.01% or IDR 116 trillion. Fashion is a leading subsector of the creative economy currently filled with creative and innovative young people (CNBC Indonesia, 2019).

The Erigo brand is one of the proud brands of young Indonesians which successfully appeared at New York Fashion Week (NYFW) Spring/Summer 2023 which took place at Spring Studio, New York City on 9-15 February 2023 (CNBC Indonesia, 2022). The local brand Erigo has become a product that has successfully entered the global market, which was marked by the appearance of this local brand on the stage of the first New York Fashion Week in 2022, where Erigo successfully appeared at the international NYFW Spring/Summer 2022 event in September, featuring 16 looks with a runway collection. supported by Tokopedia which displays various motifs such as geometric, abstract, flowers and butterflies on suit designs, there are dresses and outerwear with cut-out silhouettes made from denim and leather. Some of the original Indonesian artists and celebrities who took part in the event at NYFW 2023 by walking on stage to present the Erigo collection were (Raffi Ahmad, Enzy Storia, Raline Shah, Anya Geraldine, Angga Yunanda and Refal Hady) (Kompas.com, 2023).

Erigo, which is a fashion brand focusing on the design and production of clothing for men, which was founded in 2013, has become a quite popular local fashion brand. Erigo products include shirts, jackets, trousers and shorts where Erigo products feature simple and elegant designs, several clothing collections such as Formal, Casual collections and Travel collections for comfortable clothing when traveling. Erigo also

has sub-brands such as Erigo Apparel which focuses on the design and production of sportswear and casual clothing for men and women, and Erigo Tour which focuses on the design and production of comfortable and functional clothing for use when traveling. Erigo also often collaborates with other brands or designers, such as collaborations with Wakai shoes, singer and music producer Dipha Barus, and graphic artist Alex Gunawan through the Erigo X sub-brand (erigostore, 2023). The founder and CEO of Erigo is Muhammad Sadad, Erigo products are a local brand from Indonesia which is currently developing its products to go international by innovating attractive designs to support consumers' daily needs. The target market segmentation covered by Erigo itself is the upper middle class, especially young people, both men and women. Erigo store has a number of followers reaching 2.4 million followers on Instagram (20 February 2023). Having a lot of followers can determine popularity, so Erigo can be said to be a local brand that has lots of fans. Looking at this phenomenon, it can be seen that brands have an important role in attracting buying interest.

In Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty, previous research found that there was an influence of these four variables on purchase intention. Based on research (Lee et al., 2019) [11], it was found that there is an influence between four independent variables on the dependent variable or buying interest. Consumer buying interest is also influenced by brand awareness or what is usually called Brand Awareness. Sampurno et al. (2019) provide a definition of brand awareness as the ability of consumers to remember or recognize labels as signs or characteristics of a product.

Quality Perceptions (Sudayo & Saefuloh, 2019) [15] in their research entitled "Analysis of the Influence of Brand Awareness, Brand Image, Quality Perceptions and Brand Loyalty on Purchase Intentions. Case study: Nokia Brand" said that in the results of their research, perceptions of quality had a positive influence on purchases. smartphone from Nokia where the company can maintain the quality of its products.

Brand Loyalty according to Aaker in Firdaus and Suhaeni (2020), brand loyalty itself is related to consumers towards a brand. The more loyal consumers are to a brand, it can show that a brand has its own value for consumers. In research, Lee et al., (2019) [11] said that brand loyalty can have an influence on purchasing interest.

Brand associations according to (Azzari & Pelissari, 2020) [4] are an important element of brand perception that occurs when consumers think about a brand and develop it into several types of associations that are related to the memories that a consumer has about the brand. in his research (Lee et al., 2019) [11] said that brand associations provide information about a brand, whether positive or negative, in the consumer's mind or a connected part of the consumer's brain memory which includes thoughts, feelings, perceptions, experiences and beliefs related to the brand.

2 Literature Review

2.1 Brand Awareness

In research (Lee et al., 2019) [11] Brand Awareness is defined as the possibility that buyers can recognize a brand as part of a product, where Brand Awareness can function as an indication of quality and commitment in providing customer agreement to

recognize a brand and as a consideration tool in purchase of a product. Brand awareness refers to the capacity or ability of consumers to recognize and remember a brand or product, where brand awareness plays a role in helping consumers to identify a brand (Chakraborty, 2019) [5]. Brand awareness is also a requirement needed by consumers for complex information about a brand, where brand awareness is the level of knowledge in implanting memories that can form information about a product (Fuller et al., 2022) [8].

2.2 Brand Association

Brand associations provide information about a brand, whether positive or negative, in the consumer's mind or a connected part of the consumer's brain memory which includes thoughts, feelings, perceptions, experiences and beliefs related to the brand (Lee et al., 2019) [11]. Research (Doddy et al., 2020) [6] states that associations are anything related to memories or brands related to consumer feelings or experiences. Meanwhile, research (Yudhi, Wirianto, and Andreani, 2021) [16] according to Keller and Brexendorf (2019) states that brand associations can be divided into three categories, namely, strength, liking and uniqueness. Anything that can be related to a memory of a brand and can describe the extent to which consumers understand the consumer's association with the brand, thus the Brand Association is an element that can influence interest in purchasing a product.

2.3 Quality Perception

The basic marketing book explains that Quality Perception is formed by consumers' perceptions regarding the overall quality or superiority of a product or service that is the same as expected. In previous research (Putri & Utama, 2021) [13] perceived quality can be explained as the consumer's perception of a product where the perceived quality is one of the main factors that can increase the perceived value of a product. Quality Perception, namely research on the extent to which a brand is considered to provide products that have high quality to consumers, in other words the perceived quality is quite good or refers to the perception of consumers themselves. High Quality Perception shows that a brand has advantages over the quality of that brand (Chakraborty, 2019) [5].

2.4 Brand Loyalty

Brand loyalty is the attraction of customers to a brand where customers already trust or are loyal to a brand so that customers will repeat orders or repurchase a product that they have purchased. Consumers buy the same brand repeatedly because they have strong preferences (Haq et al., 2022) [9] and in research (Doddy et al., 2020) [6] Brand Loyalty is the loyalty of consumers who are related to purchasing a particular brand consistently over time. So it can be concluded that brand loyalty is a very important variable because companies can get their customers to buy their products again and again. Customer loyalty can also provide benefits such as customer loyalty to buy products without coercion, so Brand Loyalty is defined as a positive result or positive attitude from consumers towards a brand resulting in repeat purchases.

2.5. Purchase Intention

Mada (2021) defines purchase intention as a characteristic that arises when individuals have an inner desire to know more about a product before buying it. There are several indicators related to buying interest, in Purbohastuti and Hidayah (2020), identifying purchase intention can be done through several indicators such as:

1. Transactional intention: this indicator is the characteristic of someone who has the characteristic of being inclined to buy a product.
2. Referential intention: namely the attitude or behavior of a person who tends to recommend a product to other people.
3. Preferential intention: namely the interest of someone who has a primary preference for a product, and this preference will not change unless something happens to the product.
4. Exploratory intention: this interest is the nature of someone who always finds out about anything about the product they want to get a positive response or support for the product.

Based on the definitions above, it can be concluded that purchase intention is an action or characteristic that appears when consumers are faced with several choices.

3 Research Method

3.1 Research Object

The research object is the subject matter that will be researched to focus on the core problems discussed so that the research results are focused. The object of the research being studied is to see the influence of the independent variables, namely, brand awareness, brand associations, perceived quality and brand loyalty on the dependent variable, namely buying interest in Erigo products.

3.2 Research Subject

Research subjects are part of the sample members or part of the population (Sekaran and Bougie 2020) [14]. Research subjects are research tools which can take the form of people, places or objects observed in a study. The subjects in this research are Indonesian people who have purchased and used Erigo products and are interested in purchasing Erigo products.

3.3 Research Type

Descriptive Research is a form of research that aims to provide a detailed description of the relevant aspects of an event related to the description of an event related to what you want to study in the form of writing. Quantitative Research is scientific research that is structured systematically using data in the form of numbers as an analytical measuring tool to determine the relationship to the part to be researched or known, carried out to test hypotheses or assumptions that have been formulated based on a description of an event related to what is being discussed. want to learn in writing.

Quantitative research is scientific research that is prepared systematically using data in the form of numbers as a measuring tool for analysis to find relationships with the parts to be researched or known, carried out to test hypotheses or assumptions that have been formulated based on experience or research experiments. Research methods with quantitative concepts are methods that are based on knowledge that is based on something real.

3.4 Data Collection Techniques

The data collection technique that researchers will use in this research is using a survey method with primary data types. Based on the source (Hardani et al 2020, p247) divides two types of data, namely:

1. Primary Data can be defined as information obtained by researchers directly from sources such as through surveys, observations, interviews and others.
2. Secondary Data can be defined as information obtained indirectly such as through reports, BPS, books, websites and others.

So, in this study, researchers used the method of distributing a questionnaire containing several questions related to research which will later be in the form of Google Forms which will be distributed widely to respondents who have purchased and used products from Erigo.

3.5 Population

Population can be described as the totality of research objects which usually consist of humans, animals, objects, test scores or phenomena that have characteristics related to research that can be used as data sources. Population refers to a group or collection of individuals who are the focus of research and researchers will determine the number and special attributes possessed by that population. After the research is carried out and the data is analyzed, conclusions can be drawn based on the findings. obtained from this population. In this case, researchers cannot describe the population clearly due to the lack of specific regional boundaries, because this research focuses on respondents who have purchased and used Erigo products throughout Indonesia.

3.6 Samples

The technique that researchers used in sampling in this study was a non-probability sampling technique with a purposive sampling type because it was aimed at respondents who had certain characteristics, such as respondents who had previously purchased and used Erigo products. The theory of determining the number of samples uses the rule of thumb, which in theory states that the sample must be more than 30 and less than 500 (Sekaran and Bougie 2020) [14]. Multivariate research sample size is 10 times larger than the number of variables studied, so in this study, the researcher used a sample-to-variable ratio of 20:1, where the research had 5 variables, so the researcher needed a minimum sample of 100 samples.

3.7 Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis to determine whether there is a significant partial or simultaneous influence between two or more independent variables on one dependent variable. (Priyatno, 2018) [12]. In getting the actual value of the accuracy of the sample regression function, it can be measured through its goodness of fit. Where statistically, it can be determined by the value of the Determination Coefficient, t Test, and F Test. These calculations can be said to be significant if the H_0 area is rejected, and vice versa.

4 Results

4.1. Multiple Linear Regression Analysis

Below are the results of the regression equation obtained from data processing in the SPSS application which states a result that:

Table 1. Regression Results

Model	Coefficients ^a		Standardized Coefficients Beta	T	Sig.
	Unstandardized Coefficients B	Std. Error			
(Constant)	.236	.210		1.124	.263
Brand Awareness	.279	.081	.251	3.445	.001
Brand Association	.262	.090	.244	2.901	.004
Quality Perception	.106	.073	.103	1.452	.148
Brand Loyalty	.317	.084	.317	3.772	.000

a. Dependent Variable: Purchase Intention

Source: Data Processing Results with SPSS 24 (2023)

A regression model that can be formed based on the table above, by looking at column B, namely:

$$Y = 0.279 X_1 + 0.262 X_2 + 0.106 X_3 + 0.317 \quad (1)$$

Based on the table above, the regression coefficient for Brand Awareness is 0.279. It can be said that when there is an increase of one value, Brand Awareness will have an influence of 0.279 on Purchase Interest for Erigo products. The regression coefficient for Brand Association is 0.262, which means that for every one value increase, Brand Association will influence Purchase Interest for Erigo products by 0.262. Furthermore, the Regression Coefficient for Perceived Quality is 0.106, which means that every increase in one value of Perceived Quality can influence Purchase Interest for Erigo products by 0.106. And finally, the Regression Coefficient for Brand Loyalty is 0.317, this means that for every one increase in value, Brand Loyalty will provide an increase of 0.317 in Purchase Interest for Erigo products.

Table 2. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.703	.696	.32609

- a. Predictors: (Constant), Brand Loyalty, Brand Awareness, Quality Perception, Brand Association
b. Dependent Variable: Purchase Intention
Source: Data Processing Results with SPSS 24 (2023)

From the table above, it can be seen that the R^2 value resulting from data processing is 0.703 or 70.3%. So, this explains that 70.3% of the Purchase Interest variable is influenced by the Brand Awareness, Brand Association, Quality Perception, Brand Loyalty variables. Meanwhile, the remaining 29.7% of the Buying Interest variable is influenced by other variables not examined in this research.

Table 3. F-Test Results

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.731	4	10.683	100.467	.000 ^b
	Residual	18.076	170	.106		
	Total	60.808	174			

- a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Brand Loyalty, Brand Awareness, Quality Perception, Brand Association

Source: Data Processing Results with SPSS 24 (2023)

In this F-Test, basically you want to know information about whether all independent variables or influencing variables simultaneously have an influence on Purchase Interest. Based on the results of the F test, the resulting value is 100,467 with a significance level of 0.000. This indicates that the results of the significant value obtained from the F-Test are below 0.05. So, it can be concluded that the F-Test can be said to be significant where Brand Awareness, Brand Association, Quality Perception and Brand Loyalty as a whole have an influence on Purchase Interest.

Table 4. t-Test Results

Model	Coefficients ^a		Standardized Coefficients Beta	T	Sig.
	Unstandardized Coefficients B	Std. Error			
(Constant)	.236	.210		1.124	.263
Brand Awareness	.279	.081	.251	3.445	.001
Brand Association	.262	.090	.244	2.901	.004
Quality Perception	.106	.073	.103	1.452	.148
Brand Loyalty	.317	.084	.317	3.772	.000

a. Dependent Variable: Purchase Intention

Source: Data Processing Results with SPSS 24 (2023)

Hypothesis 1

H0: $\beta_1 = 0$ (Brand Awareness does not significantly influence interest in purchasing Erigo Products)

Ha: $\beta_1 \neq 0$ (Brand Awareness has a significant influence on buying interest in Erigo Products)

In hypothesis 1 it can be concluded that H0 is rejected and Ha is accepted, which means that Brand Awareness has a significant influence on Purchase Interest in Erigo Products. This result is also based on the Sig value in the t test table above which states that Brand Awareness and Purchase Intention have a value of 0.001. This value also meets the criteria for significance, whereas $0.000 < 0.05$, so H1 is supported.

The results of the analysis in this research are also in line with research conducted previously by Jia en Lee et al, (2019) [11], the results of which stated that Brand Awareness influences Interest in Buying Skincare. And the results of research conducted by (Hutabarat & Budiono, 2022) [10] state that brand awareness of buying interest has a statistical value of 2.082 and a p-value of 0.019, so it can be concluded that brand awareness has a positive and significant influence on buying interest in Scarlett Whitening products. The results of testing Hypothesis 1 explain that brand awareness has a significant effect on purchasing interest. Information about the Erigo brand is already available in its marketing, where students, especially men, use the Erigo brand. Thus, it can be concluded that brand awareness is currently one of the factors influencing interest in purchasing Erigo products. There are things that can attract buying interest from brand awareness by introducing a product through advertising or other promotional activities. From this, the higher the level of awareness of a brand in the minds of consumers, the higher the level of buying interest will be.

Hypothesis 2

H0: $\beta_2 = 0$ (Brand Association does not significantly influence interest in purchasing Erigo Products)

Ha: $\beta_2 \neq 0$ (Brand Association has a significant influence on purchase intention in Erigo Products)

In hypothesis 2 it can be concluded that H_0 is rejected and H_a is accepted, which means that brand association has a significant influence on interest in purchasing Erigo products. This result is also based on the Sig value in the t test table above which states that Brand Association and Purchase Intention has a value of 0.004. This value also meets the criteria for significance, whereas $0.000 < 0.05$, so H_2 is supported. The results of this research are also in line with research conducted previously by Jia en Lee et al, (2019) [11], the results of which stated that brand associations influence interest in purchasing skincare. And in research conducted by (Yudhi, Wirianto, and Andreani, 2021) [16] where the brand association variable has a significant effect ($t\text{-count } 2.097 > t\text{-table } 1.65$ and $\text{sig } 0.039 < 0.05$) on buying interest. The test results of the second hypothesis explain that Brand Association has a significant influence on Purchase Interest. Erigo products, which have been around since 2013, certainly already have a good brand association in the minds of the public, especially with the introduction of this product at New York Fashion Week. Moreover, Erigo products are still around today, which means that brand association is one of the factors that influences interest in purchasing Erigo products. So, it can be said that a consumer impression or memory appears when consumers think about a product, so consumers can remember a brand directly, where this brand association will create a consumer or public mindset about a brand so that it can be remembered by a consumer, if something is attached to the memory. about a brand can help consumers to consider the brand when purchasing which leads to better purchasing interest.

Hypothesis 3

$H_0: \beta_3=0$ (Perception of Quality does not significantly influence interest in purchasing Erigo Products)

$H_a: \beta_1 \neq 0$ (Perception of Quality has a significant influence on interest in purchasing Erigo Products)

In hypothesis 3 it can be concluded that H_0 is accepted and H_a is rejected, which means that perceived quality does not have a significant influence on interest in purchasing Erigo products. This result is also based on the Sig value in the t test table above which states that Brand Loyalty and Purchase Intention have a value of 0.148. This value also does not meet the criteria for significance, whereas $0.000 < 0.05$ can be said to be significant, and in this study, it was 0.148 (> 0.05), so H_3 is not supported. The results of this research are in line with research from (Doddy et al., 2020) [6] which states that quality is the most critical or important criterion when making a choice, so quality has the possibility of increasing a person's sense of buying interest, and according to (Adriano, 2022) [7] who said that the results of his research ($p = 0.838$) did not matter.

5 Conclusion

Brand Awareness has a significant effect on Purchase Intention in Erigo products. Brand awareness has a very important role in marketing as brand recognition because it can have a significant influence on the product. In the world of fashion, brand

awareness plays a key role in shaping brand image, consumer trust, and customer loyalty. Brands with a high level of awareness tend to be more trusted, attract attention, and have a better competitive edge in a competitive market. However, brand awareness is not the only factor in achieving marketing success for Erigo products, because an effective marketing strategy also plays an important role in attracting consumer interest and winning competition in this industry.

Brand Association has a significant effect on Purchase Intention for Erigo products. Brand associations play a very important role in the marketing of Erigo products. Emotional relationships and brand images formed from brand associations can influence consumer preferences and purchasing decisions. If a fashion brand is able to create positive associations with lifestyle, values, or emotions that are relevant to consumers, then the brand will be more attractive and have the potential to win the hearts of customers. Strong brand associations can also differentiate a brand from competitors in a competitive market, create competitive advantage, and build higher consumer loyalty. Therefore, in the ever-growing fashion industry, marketing strategies that focus on forming positive brand associations are the key to success for brands that want to beat the competition and achieve long-term success.

Perception of Quality has no significant effect on Intention to Purchase Erigo products. In the fashion industry, perceived quality does not always have a significant influence on products. Consumers in this context are more likely to consider strong brand associations, the latest trends and fashions, social and celebrity influences, and emotional and identity factors in making purchasing decisions. Although quality remains an important consideration, a positive brand image, conformity with trends, social influence, and emotional satisfaction can be dominant factors influencing consumer preferences. Thus, marketing strategies in selling Erigo products must consider these factors in order to win the hearts of consumers and compete successfully in a competitive market.

Brand Loyalty has a significant influence on Purchase Intention in Erigo products. Brand loyalty plays a very important role in marketing fashion products, especially in increasing consumer buying interest. Consumers who have developed loyalty to a fashion brand tend to be more interested in purchasing products from that brand repeatedly. This happens because brand loyalty creates stable preferences, trust and satisfaction in consumers. In addition, the positive influence of word-of-mouth by loyal customers can influence other people's buying interest. Brand loyalty also helps increase customer retention, reduce turnover rates, and influence purchasing decisions by building emotional bonds with consumers. In the competitive fashion industry, building brand loyalty through positive experiences and an attractive brand identity is an important marketing strategy to achieve long-term success in marketing Erigo products.

Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty together can significantly influence Purchase Intention. These variables together have a significant influence on consumer buying interest in marketing. When consumers have a high level of brand awareness, positive brand associations, good quality perceptions, and loyalty to a particular brand, they tend to be more interested in purchasing products from that brand. Brand awareness helps in identifying the brand and forming a positive brand image, brand associations influence consumer perceptions and emotions, quality perceptions become judgments about product quality, and brand

loyalty retains existing customers and influences repeat purchasing decisions. Overall, understanding and managing these simultaneous variables becomes important for marketing strategies to create and maintain strong consumer purchasing interest in fashion products and achieve success in a competitive market.

Disclosure of Interests. The authors declare no conflict of interests.

References

1. Nasib, Amelia, R., and Lestari, I.. (2019). *Dasar Pemasaran*, 1st ed. CV. Budi Utama. <https://www.freepik.com/>
2. Tjiptono, F. (2020). *Strategi Pemasaran*, 1st ed. Andi Offset.
3. Davvetas, V., & Halkias, G. (2019). Global and Local Brand Stereotypes: Formation, Content Transfer, and Impact. *International Marketing Review*, 36(5), 675–701. <https://doi.org/10.1108/IMR-01-2018-0017>
4. Azzari, V., & Pelissari, A. (2020). Does Brand Awareness Influences Purchase Intention? The Mediation Role of Brand Equity Dimensions. *Brazilian Business Review*, 17(6), 669–685. <https://doi.org/10.15728/BBR.2020.17.6.4>
5. Chakraborty, U. (2019). The impact of Source Credible Online Reviews on Purchase Intention: The Mediating Roles of Brand Equity Dimensions. *Journal of Research in Interactive Marketing*, 13(2), 142–161. <https://doi.org/10.1108/JRIM-06-2018-0080>
6. Doddy, M., Ali, J., Hindardjo, A., & Ratnasih, C. (2020). *The Influence of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty on Brand Equity of Zakat Institutions*. 4(2), 370–380. <https://doi.org/10.4108/eai.26-9-2020.2302683>
7. Adriano, K. E., and Cahyaningratri, C. (2022). *Pengaruh Kesadaran Merek Dan Persepsi Kualitas Terhadap Citra Merek Serta Dampaknya terhadap Minat Beli (Studi Pada Konsumen Produk Sepatu Bata)*. 11, 1–10. <https://ejournal3.undip.ac.id/index.php/djom/index>
8. Fuller, R., Stocchi, L., Gruber, T., & Romaniuk, J. (2022). *Advancing the Understanding of the Pre-Purchase Stage of the Customer Journey for Service Brands*. 360–386. <https://doi.org/10.1108/EJM-10-2021-0792>
9. Haq, M. I. U., Khaliq Alvi, A., Somroo, M. A., Akhtar, N., & Ahmed, A. (2022). Relationship of Brand Credibility and Brand Loyalty: the Mediating Effects of Attitude toward Brand. *Journal of Economic and Administrative Sciences*. <https://doi.org/10.1108/jeas-08-2021-0142>
10. Hutabarat, M. T. N., & Budiono, H. (2022). Pengaruh Kesadaran Merek, Loyalitas Merek, dan Kualitas yang Dapat Dirasakan untuk Memprediksi Minat Beli. *Jurnal Manajerial Dan Kewirausahaan*, 4(1), 150. <https://doi.org/10.24912/jmk.v4i1.17185>
11. Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding Purchase Intention of University Students towards Skin Care Products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>
12. Priyatno, D. (2018). *SPSS Panduan Mudah Olah Data Bagi Mahasiswa Dan Umum* (Giovanny (ed.); 1st ed.).
13. Putri, D. W., & Utama, L. (2021). Pengaruh Persepsi Kualitas, Pengaruh Sosial, dan Kebutuhan akan Keunikan terhadap Minat Pembelian Konsumen Luxury Brand pada Generasi Y. *Jurnal Manajerial Dan Kewirausahaan*, 3(1), 176. <https://doi.org/10.24912/jmk.v3i1.11302>
14. Sekaran, U., and Bougie, R. (2020). *Research Methods For Business A Skill Building Approach*. Wiley.
15. Sudayo, T., & Saefuloh, D. (2019). Analisis Pengaruh Kesadaran Merek, Citra Merek, Persepsi Kualitas, dan Loyalitas Merek terhadap Minat Beli Studi Kasus: Merek Nokia.

Politeknik Negeri Bandung, 841–850.

16. Yudhi, S. A., Wirianto, G. N., & Andreani, F. (2021). Pengaruh Kesadaran Merek, Asosiasi Merek, Dan Persepsi Kualitas terhadap Minat Beli Ulang Pada Kakkk, Ayam Geprek!!! Surabaya. *Jurnal Hospitality dan Manajemen Jasa*, 9, 2013–2015.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

