



14th INSYMA
International annual symposium on management

A Big Push to World-Class Tourism: Strategic Analysis & Opportunities



BIG PUSH TO WORLD-CLASS TOURISM: Strategic Analysis & Opportunities

14th INSYMA

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Management**

**A BIG PUSH TO A WORLD-CLASS
TOURISM: STRATEGIC ANALYSIS
& OPPORTUNITIES**

Tanjung Pinang, Riau Islands, Indonesia
3rd-4th March 2017

Department on Management
Faculty of Business and Economics, Universitas Surabaya,
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Proceeding

The 14th UBAYA International Annual Symposium on Management

A BIG PUSH TO A WORLD-CLASS TOURISM: STRATEGIC ANALYSIS & OPPORTUNITIES

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FOREWORD

We are delighted to welcome you to 14th International Symposium on Management (INSYMA) Tanjung Pinang, Riau, Indonesia. The high quality of the papers and the discussion represent the thinking and experience of researchers, academics and practitioners in the particular fields. Their contributions helped to make the conference as outstanding as it has been.

This proceeding is a compilation of papers submitted for the 14th International Symposium on Management (INSYMA) conducted by the Department of Management, the Faculty of Business and Economics, University of Surabaya (UBAYA) themed “**A BIG PUSH TO WORLD-CLASS TOURISM: STRATEGIC ANALYSIS AND OPPORTUNITIES**”. The conference organizers have put together both the latest research and provide an opportunity to make friendship and new acquaintances.

The 14th INSYMA is a means for participants consisting of researchers, academics and practitioners to have a discussion forum. The event is expected to enable participants in sharing initiatives, ideas and efforts from the results of research and discussion concerning how to create a Big Push in a strategy to deal with all the challenges and find opportunities in the tourism industry of each country to be a world-class tourism.

In this opportunity, we would like to say that we are greatly honored by all presenters and participants’ presence both from Indonesia and from other country. We would like to share our grateful to the Sponsorship and partnership in this 14th INSYMA. This theme represents strategic analysis and opportunities of implementation that will extend far beyond the sector, as tourism enhances province’s reputation as a premier destination to visit, invest, work–live, and integration with the global community. The strength of tourism destination product will be counted and will continue to find ways how economic integration in tourism

sector can achieve the sustainability of: growth of economic, prosperity and welfare to all countries.

Finally, we would like to thank the researchers for their willingness to share their research and ideas. Without their efforts, this proceeding would not possible. The committees and editors deserve special thanks for their outstanding effort in reviewing and preparing the event and manuscripts for publication. We hope that this compilation of papers can enrich our perspective in Tourism strategic analysis and opportunities.

Tanjung Pinang, March 3rd, 2017
Prita Ayu Kusumawardhany
Chairwoman of 14th INSYMA

CONTENTS

FOREWORD	iii
CONTENTS	v

FINANCE & ACCOUNTING

1. THE INFLUENCE
OF FINANCIAL KNOWLEDGE,
FINANCIAL CONFIDENCE, AND INCOM
E ON FINANCIAL BEHAVIOR AMONG
THE WORKFORCE IN JAKARTA
Agus Zainul Arifin, Kevin, Halim Putera Siswanto 3
2. THE EFFECT OF PROFITABILITY,
TANGIBILITY, SIZE, GROWTH AND
LIQUIDITY TO LEVERAGE OF
BUSINESS ENTITIES LISTED IN
INDONESIA STOCK EXCHANGE ON
PERIOD 2011-2015
Ayrin Corina, Werner RiaMurhadi, Liliana Inggrit Wijaya 4
3. THE EFFECT OF FIRM FUNDAMENTAL
FACTORS ON CAPITAL STRUCTURE
OF CEMENT AND CHEMICAL
INDUSTRIES LISTED IN INDONESIA
STOCK EXCHANGE
D. Agus Harjito, Robert Oktama 5
4. THE INFLUENCE OF CORPORATE
GOVERNANCE, CAPITAL STRUCTURE

	AND FIRM SIZE ON FIRM VALUE WITH FIRM PERFORMANCE AS AN INTERVENING VARIABLE	
	Dodik Wahyudi, Abdul Hadi, Fifi Swandari	6
5.	THE IMPACT OF INTERNATIONALIZATION AND R&D ON FIRM PERFORMANCE	
	Elsandra Juwana, Deddy Marciano	8
6.	TEST OF JANUARY EFFECT, DAY OF THE WEEK EFFECT, AND ROGALSKI EFFECT ON MANUFACTURING FIRMS LISTED IN INDONESIA STOCK EXCHANGE	
	Fauzia Wijayanti, Zaenal Arifin	9
7.	FACTORS AFFECTING THE VALUE OF THE COMPANY AND HEDGING ON INDUSTRY COMPANIES LISTED IN BEI	
	Firdaus AR, Suyadi, Hamdi Agustin, Emkhad Arif	10
8.	OWNERSHIP STRUCTURE AND BANK PERFORMANCE IN INDONESIA	
	Hamdi Agustin, Azmansyah, Kamar Zaman	12
9.	EFFICIENT OR OPPORTUNISTIC EARNINGS MANAGEMENT CONCERNING THE EFFECT OF FAMILY OWNERSHIP, FIRM SIZE, AND CORPORATE GOVERNANCE PRACTICES	
	Inez Devina, Hanna	13

10. **STOCK AND BOND CORRELATION IN TERM OF CONTAGION AND FLIGHTS REFER TO UNCONVENTIONAL MONETARY POLICY**
Isye Nur Isyroh, Zaäfri Ananto Husodo 14
11. **STOCK RETURN PREDICTABILITY BY USING MARKET RATIO, TRADING VOLUME, AND STOCK VARIANCE**
Klaudia Fraulein Tejosaputro, Werner RiaMurhadi, Bertha Silvia Sutejo 15
12. **CASH CONVERSION CYCLE AND FIRM PERFORMANCE: EVIDENCE FROM INDONESIA**
Lukas Purwoto, Caecilia Wahyu Estining Rahayu 17
13. **MERGER OF PROVINCIAL AND DISTRICT OWNERSHIP SAVING AND LOAN (S&L) AND MARKET POTENTIAL IN TOURISM SECTORS**
Marijati Sangen, Fifi Swandari 18
14. **ROLE OF SUSTAINABLE GROWTH RATE TO INCREASE COMPANY'S VALUE**
Rosemarie Sutjiati 20
15. **FACTORS AFFECTING THE CAPITAL STRUCTURE AND EFFECT ON ITS PERFORMANCE**
Samuel Pramana Dwidjaja, Werner R. Murhadi, Mudji Utami 21
16. **THE IMPACT OF FUNDAMENTAL FACTORS ON INDONESIA STOCK**

EXCHANGE COMPOSITE INDEX	
Sri Zaniarti	22
17. TOWARDS EXCELLENT HOSPITALITY INDUSTRY THROUGH MANAGEMENT CONTROL SYSTEM FRAMEWORK	
Stanislaus Adnanto Mastan,	23
18. THE EFFECT OF TUNNELING, PROFITABILITY, LEVERAGE AND SIZE TO THE FUTURE FIRM PERFORMANCE AND FINANCIAL DISTRESS ON THE CONSUMER GOODS SECTOR (ASEAN STOCK EXCHANGE 2011-2015 PERIOD)	
Steffi Felicia, Werner R. Murhadi, Arif Herlambang	25
19. ANALYSIS OF FINANCIAL LITERACY IN MICRO BUSINESS IN PEKANBARU INDONESIA	
Susie Suryani, Eka Nuraini, Evizal Abdul Kadir, Surya Ramadhan	27
20. ISLAMIC SHARE PRICES DETERMINANT EMPIRICAL STUDY ON ISLAMIC CAPITAL MARKET	
Sutrisno	28
21. HUMAN RESOURCES IN PERSPECTIVE ACCOUNTING SHARIA	
Zarah Puspitaningtyas	29
22. THE ROLE OF BUSINESS INCUBATOR IN DEVELOPING DIGITAL STARTUP IN INDONESIA	
Andy Saputra	30

23. THE INFLUENCE OF FUNDAMENTAL FACTORS TO FIRM'S SHARE PRICE INCLUDED IN 2015 KOMPAS 100 INDEX
Ika Yanuarti, Helena Dewi 31

HUMAN RESOURCES

24. THE ROLE OF ENTREPRENEURSHIP CULTURE AND ENTREPRENEURSHIP COURSE TOWARD ENTREPRENEURSHIP INTENTION AMONG STUDENTS
Ivana Krisantana, Noviaty Kresna Darmasetiawan, Elsy Tandelilin 35
25. GROUP ORGANIZATIONAL CITIZENSHIP BEHAVIOR INFLUENCES INDIVIDUAL-ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A CROSS LEVEL ANALYSIS.
Joseph L. Eko Nugroho 36
26. ORGANIZATIONAL CLIMATE, COUNTERPRODUCTIVE BEHAVIOR AND EMPLOYEE TURNOVER
Meily Margaretha 37
27. COMPETENCE ENHANCEMENT OF HUMAN RESOURCES IN THE DEVELOPMENT OF TOURISM REGION BOJONEGORO AS AGROPOLITAN TOURISM AREA
Noviaty Kresna Darmasetiawan 38

28. THE IMPACT OF WORK STRESS AND BURNOUT ON NURSE'S PERFORMANCE WITH JOB SATISFACTION AS AN INTERVENING VARIABLE
Suhartini, Ramadhany Setyarini 39
29. STAY OR QUIT: ANALYZING FACTORS AFFECTING EMPLOYEE LOYALTY (EMPIRICAL STUDY OF HOTELS IN BALI)
I Gusti Ayu Putu Wita Indrayani 40
30. INVESTIGATION FACTORS INTENTION AS A PUBLIC ACCOUNTANT AUDITOR AT THE BIG FOUR PUBLIC ACCOUNTANT FIRM
Yohana F. Cahya Palupi Meilani, Herlina Lusmeida 41
31. MIDDLE MANAGERS' PULL FACTORS ON THE EFFECT OF TURNOVER INTENTIONS, BEHAVIORAL STUDY OF INDIVIDUALWORK
Honorata Dwi Ratnawati Putranti 43
32. FACTORS THAT INFLUENCING THE ADOPTION OF DIVERSITY MANAGEMENT: CASE OF MNC BANK
Wolter Boeky, Lieli Suharti, Christantius Dwiatmadja 44

MARKETING

33. THE CONSUMER'S ATTITUDES
TOWARDS WEB ADVERTISING ON
TOURISM MALAYSIA WEB
ADVERTISEMENT: LITERATURE
REVIEW AND HYPOTHESIS
Bahtiar Mohamad, Nur Syuhada Rahimi 49
34. THE INFLUENCE OF GOVERNMENT
OFFICER AS AN AD ENDORSER
TOWARD ADVERTISEMENT ATTITUDE
AND PURCHASE INTENTION
Brian Fredericka Supit, Muchsin Muthohar 50
35. GREEN PERCEPTION, GREEN VALUE
AND GREEN AWARENESS ON GREEN
PURCHASE OF TOYOTA AGYA IN
SURABAYA
Calvin Halim, Christina Rahardja Honantha, Liliana Ingrid
Wijaya 51
36. UNDERSTANDING OF PERCEPTION
QUALITY MANAGEMENT SYSTEM
PROCEDURE AND THE
IMPLEMENTATION OF THE TESTING
HAVE ON SATISFACTION SERVICES
Deni Surapto 52
37. THE IMPACT OF SOCIAL MEDIA
CELEBRITY ENDORSER TO BRAND
EQUITY AND PURCHASE INTENTION
Nency, Dudi Anandya 53

38. THE EFFECT OF BRAND AUTHENTICITY TOWARD BRAND TRUST HATTEN WINES IN SURABAYA
Ferdinandus Yohanes Nugraha Sutrisno, Silvia Margaretha, Christina R. Honantha 54
39. THE IMPACTS OF LENGTH OF STAY TO ROOM OCCUPANCY: A ROOM REVENUE MANAGEMENT PERSPECTIVE OF AMAN RESORTS
Ida Bagus Made Wiyasha, I Ketut Surata 55
40. A STRATEGIC ANALYSIS OF DOMESTIC TOURISM MARKET IN INDONESIA
Ike Janita Dewi, Lucia Kurniawati 56
41. INFLUENCE OF MALL PERSONALITY AND FASHION ORIENTATION TOWARD SHOPPING VALUE AND MALL PATRONAGE INTENTION
Innocentia Sally Hartono, Indarini, Andhy Setyawan 57
42. THE TRANSFORMATION STRATEGY OF A FARM BASED VILLAGE INTO TOURISM VILLAGE: A CASE STUDY ON WESTERN PARTS OF SLEMAN REGENCY, YOGYAKARTA SPECIAL PROVINCE
Lucia Kurniawati, V Mardi Widyadmono, Ike Janita Dewi, BR Diah Utari 58
43. MEASUREMENT OF THE DOMESTIC TOURISTS' ATTITUDE ON THE TOURIST DESTINATIONS IN

- INDONESIA BY USING IDEAL POINT
MODEL
Muhamad Ariza Eka Yusendra 59
44. DEVELOPING LOCAL POTENTIAL-
BASED ENTREPRENEURSHIP MODEL
IN KANGEAN ISLANDS
Uswatun Hasanah, Ahmad Arsyad Munir 60
45. IMPLEMENTASI UNCERTAINTY
REDUCTION THEORY PADA KONTEKS
CONSUMER ONLINE REVIEW: STUDI
PADA DIGITAL NATIVE ANGGOTA
THE URBAN MAMA
Anna Riana Putriya, Whony Rofianto 61
46. TRUST AS MEDIATION VARIABLE
BETWEEN COMMUNICATION AND
IMAGE AGAINST THE LOYALTY OF
GOJEK'S USER IN JAKARTA AND
SURROUNDING
Soekiyono 63

OPERATION

47. THE EFFECT OF EFFICIENCY, SERVICE
QUALITY, AESTHETICS, AND PLAY
AGAINST THE PERCEIVED VALUE,
SATISFACTION, AND LOYALTY AT
IBIS HOTELS INDONESIA
Andy Raymond Willyanto, Juliani Dyah Trisnawati, Prita
Ayu Kusumawardani 67

48. **PANEL THEME: CULTURAL EDUCATION AND TOURISM INTERFACE: VOICES FROM THE PHILIPPINES**
TOURISM AND ASEAN INTEGRATION: CHALLENGES OF SOCIOCULTURAL LITERACY AND COMMUNITY-BUILDING
Levita A. Duhaylungsod 69
49. **UPGRADING THE VALUE CHAIN FOR SPIRITUAL TOURISM IN CHAU DOC - AN GIANG – VIETNAM (THE STUDY IS SPONSORED BY NATIONAL UNIVERSITY HO CHI MINH CITY THROUGH PROJECT INDICATE ON NUMBER CODE B2016-18B-02 VÀ MSĐT: 373.2016.9)**
Duong Duc Minh, Ta Duy Linh 70
50. **INTERNATIONAL TOURISTS’ MOTIVATIONS AND REVISIT INTENTION TO INDONESIA**
Erna Andajani, Siti Rahayu, Fitri Novika W, Adi Prasetyo Tedjakusuma 71
51. **CREATING CUSTOMER VALUE THROUGH TOURISM EXPERIENCE DESIGN IN BALI**
I Gusti Ketut Adi Winata, Ni Luh Putu Eka Yudi Prastiwi, Ni Made Wulan Sari Sanjaya, I Ketut Suardika 72
52. **YIELD MANAGEMENT, AN EFFORT TO EARN PROFIT THROUGH DYNAMIC PRICING**

(CASE STUDY OF TRANSPORT INDUSTRY)	
Nining Purwatmini	73
53. CAT TIEN ARCHAEOLOGICAL SITE WITH TOURISM DEVELOPMENT OF LAM DONG PROVINCE - VIETNAM	
Prof.Dr. Dang Van Thang, Duong Hoang Loc (M.A)	74
54. THE IMPLEMENTATION OF FISH BONE ACTIVITIES TO ENSURE THE QUALITY OF UNIVERSITY	
Ratna Widiastuti	75
55. SOME FACTORS IN THE ADOPTION OF UBAYA LEARNING SPACE BASED ON TECHNOLOGY ACCEPTANCE MODELS	
Richard Changay, Stefanus Budy Widjaja Subali, Prita Ayu Kusumawardhani	76
56. ANALYZING THE DEVELOPMENT OF TOURISM INDUSTRY IN SEVERAL CULTURAL EVENTS AT BATAM REGENCY, RIAU ISLAND PROVINCE	
Syailendra Reza Irwansyah Rezeki, Siska Amelia Maldin	77
57. PAWON GENTRI AS A BUSINESS UNIT SUPPORTING UNIVERSITAS SURABAYA'S EDUCATIONAL TOURISM	
Veny Megawati	78
58. EWOM EFFECT ON INTENTION TO VISIT RAJA AMPAT PAPUA (THEORY OF PLANNED BEHAVIOR)	
Virginia Winarta, Siti Rahayu, Prita Ayu Kusumawardhani	79

59. TOURISM INDUSTRY DEVELOPMENT
IN VIETNAM: A CONCEPTUAL
SUGGESTION AS STRATEGY
David Koh 80
60. COMMUNITY-BASED DISCERNING
TOURISM
Nguyen Ngoc Tho, Lu Nguyen Xuan Vu 81
61. CULTURAL TOUISM IN CAMBODIA
(ANGKOR WAT)
THUY Chanthourn 82

STRATEGIC MANAGEMENT & ECONOMICS

62. DEVELOPMENT OF TOURISM AND
CREATIVE ECONOMY IN INDONESIA
Ahmad Zafrullah Tayibnapis, Lucia E. Wuryaningsih 85
63. THE IMPEMEMNTATION OF
CORPORATE SOCIAL RESPONSIBILITY
IN INDONESIA: AN OBLIGATION OR
STRATEGIC COMPETITIVE
ADVANTAGE
Andhy Setyawan, ME. Lanny Kusuma Widjaja 86
64. THE ROLE OF HIGHER EDUCATION TO
DEVELOPMENT OF TOURISM SECTOR
IN RIAU PROVINCE
Detri Karya, Azmansyah, Desy Mardianti 87

65. BUDGETING PARTICIPATION,
ORGANIZATIONAL COMMITMENT
AND QUALITY OF SERVICE
Candra Sinuraya 88
66. MALUKU’S TOURISM DEVELOPMENT:
AN ANALYSIS OF TOURIST
DESTINATION IN AMBON
Charly Hongdiyanto 89
67. STUDENTS’ CHALLENGES IN
MAXIMIZING ENTREPRENEURSHIP
CAPACITY
Rachmasari Devi 90
68. LAMLIFEW: A CULTURAL
COMMUNITY-INITIATED MUSEUM IN
THE SOUTHERN EDGE OF THE
PHILIPPINES
Joan Christi Trocio 91
69. HEALTH AND WELLNESS TOURISM : A
STRATEGIC PLAN FOR TOURISM
ENTREPRENEURSHIP
Leonardi Lucky Kurniawan 92
70. THE NGHINH ONG FESTIVAL IN GO
CONG DISTRICT, TIEN GIANG
PROVINCE
(A PERSPECTIVE OF TOURISM
CULTURE)
Nguyen Thi Le Hang, Tran Thi Kim Anh, Cao Thanh Tam 93
71. SUSTAINABILITY DEVELOPMENT
REPORTING: FIRMS’
CHARACTERISTICS AND

	SHAREHOLDERS VALUE, INDONESIA CASE	
	Fr. Ninik Yudianti	95
72.	TRI HITA KARANA AS PHILOSOPHY OF PROPONENT SUSTAINABLE SPIRITUAL TOURISM IN BALI	
	Ni Wayan Novi Budiasni, Ni Luh Eka Ayu Permoni, Ni Made Rianita, I Gusti Made Oka Astana	97
73.	TOURISM INDUSTRY AS ECONOMIC DRIVER IN EAST JAVA	
	nurul istifadah	99
74.	COUNTING CULTURE: FLOWS AND FLAWS OF CULTURAL STATISTICS IN SOCIAL AND NON-MARKET CULTURAL PRODUCTIONS	
	Assoc. Prof. Ricamela S. Palis	100
75.	“WEEKEND TOURISM” - AN ORIENTATION OF TOURIST DEVELOPMENT IN VIETNAM ON THE CONTEXT OF ASEAN COMMUNITY (CASE STUDY OF BINH DUONG PROVINCE)	
	Assoc Prof. Dr Phan Thi Hong Xuan	101
76.	GLOBALIZATION TOURISM PROMOTION, CULTURE, NATURAL TOURISM OBJECTS, HOME INDUSTRY, LOCAL PRODUCTS, INFRASTRUCTURE, AND SERVICES.	
	Seno H Putra	102

77. “CULTURAL TOURISM”
THE RISK INVOLVED, POSSIBLE
CONFLICTS AND CHALLENGES IN A
MULTI-RELIGIOUS -
MULTI CULTURAL COUNTRIES”

Yashwant Pathak, Adi Prasetyo Tedjakusuma

103

THE EFFECT OF BRAND AUTHENTICITY TOWARD BRAND TRUST HATTEN WINES IN SURABAYA

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Abstract - This study aimed to examine the effect of Brand Authenticity Hatten Wines to brand trust customer Hatten Wines in Surabaya. This study uses a quantitative approach, in which a sample of responden who had drink Hatten Wines Source data used are primary data is by distributing questionnaires. Respondents in this research were 240 people. In this study, data was analyzed using SEM (Structural Equation Modeling) with software called AMOS 18. The results of this study showed that brand individuality, brand consistency and brand consistency have a significant positive effect to brand authenticity. Then, brand authenticity have a significant positive effect to brand trust

Key words: *Brand Identity, Brand trust, Authentic Brand, Brand Authenticity.*

1. INTRODUCTION

A. Background

Total trademark in Indonesia at 08 December 2015 there were 746. 137 local brand. This led to Indonesia as the country with the largest trademark in other countries compare. The number of trademarks in Asean countries alone there are 3,436,827 (<http://www.asean-tmview.org>)

Table 1
List of trademark in Asean
Until 2016

COUNTRY	NUMBER OF TRADEMARK
Brunei	38.308
Kamboja	68.729
Indonesia	746.137
Laos	28.949
Myanmar	-
Malaysia	733.568
Filipina	367.668
Singapura	649.217
Thailand	476.819
Vietnam	327.432
Total	3.436.827

Source: (<http://www.asean-tmview.org>)

Copied on 30-April-2016

Food and beverage industry increased 7,88 percent in 2015 compared to 2014. Industry Minister Saleh Husin said that the food industry and beverage industry is the highest industry in Indonesia in 2015. The industry's contribution to the GDP (Gross Domestic Product) is the largest that is 30.86 percent during 2015. This growth is supported by the activities of national and multinational manufacturers that have made Indonesia a production base. On the future food and beverage industry in Indonesia would grow leaps and bound because of the tendency of consumption patterns in particular to consume food products and beverages. <http://www.rmol.co/read>

Director General of Agriculture Ministry of Industry (Ministry of Industry) Benny Wahyudi said the government is considering for relaxation or easing the Negative Investment List (DNI) for the alcoholic beverage industry. This step was taken to encourage the growth of the tourism sector, reduce imports of alcoholic beverages, as well as to meet export demand. <http://www.kemenperin.go.id>

Indonesia is the largest country in Southeast Asia with a population of more than 240 million people and the economy of Indonesia is currently in the 16th position of the world. The

consumption of wine in the upper classes, especially in the area of Jakarta and Indonesia diaerah crowded tourist in foreign visitors is growing by leaps and bounds. Predicted amount of wine consumption increased by around 20 percent each year from 2015. This is because wine are healthier than other alcoholic drinks. Currently, the government regulate alcoholic beverages in certain places such as star hotels, upmarket dining and bar.. (<http://redaksi.co.id>)

Table 2
Total Consumption of Wine World in Liter

Year	2011	2012	2013	2014
Consumer amount	24,686,245,000	24,945,409,000	24,579,072,000	24,701,440,000

Source: <http://www.wineinstitute.org>

Wine has benefits for the body for more than drink beer and other alcoholic beverages. This is because wine is the result of natural fermentation of fruit wines. Wine contains resveratrol which is good for the body. Resveratrol is a type of chemical compound that acts as an agent that protects against heart attacks and cancer. The levels of resveratrol in the body that affects the heart and premature aging. When consumed regularly and the amount is not excessive, then the wine will help maintain a healthy body. (www.vemale.com)

Wine have positive benefits for the health of the human body. The first benefits of wine can nourish the heart of this case because investigators believe the antioxidants in the skins and seeds of red wine, called flavonoids. Second, reduce the risk of coronary heart disease by lowering LDL (bad cholesterol). The third increase levels of HDL (good cholesterol) and decrease blood clotting. Fourth, Wine can ward off many diseases, this is because Resveratrol contained in red grape skins, can help diabetics regulate blood sugar and achieve blood glucose levels. Fifth, researchers found that men who drank an average of 4-7 glasses of wine per week may reduce the risk of prostate cancer. Sixth, Resveratrol may help treat neurological diseases such as Alzheimer's and Parkinson's. seventh, wine can help diet. Researchers at Purdue University published in the Journal of Biological Chemistry found piceatannol compound, which was converted from resveratrol in wine, can help control obesity. It blocks the ability of insulin to activate genes that carry out further stages of fat cell formation. This is different from other alcoholic drinks can lead to obesity *for the drinker*. <http://lifestyle.bisnis.com>

Journal articles written by Mike Schallehn, Christoph Burmann and Nicola Riley (2014) explain authenticity is perceived when a brand is consistent, continuous and individual in its

behavior. Schallehn Mike et al., (2014) explain Brand authenticity has been seen by some as a potential new pillar to create brand credibility and trust.

Wine is a kind of fermented drinks favored throughout almost the entire population in the world. Wine was first discovered that more than 6000 years BC. Wine has many brands because the amount of wine consumed very much. <http://www.wineinstitute.org> .

Wine is usually comes from America, Australia, Europe. wine originating Australia normally has an image of sweet and fresh taste. Usually the type of grapes used are Merlot, and Shiraz carbenet. In continental European countries with well-known as a producer of wine is French, Croatian, Italian and Spanish. Wine in continental Europe is usually full-bodied wine, which tasted more viscous when tasted on the tongue and strong drink, but there are also some brands that make medium bodied and light bodied wine. Most of the alcohol contained in wine in Europe is also higher than other areas about 15 percent to 20 percent. The maximum limit of alcohol contained in the wine is 20 percent. <http://www.cnnindonesia.com>

Indonesian society has different characteristics in enjoying wine in comparison to people living in other countries. Drink wine in Indonesia like wine grapes a low viscosity, a sweet wine taste and low alcohol. Indonesian people in general consume wine at dinner with family or friends. Indonesian people who consume wine are usually the people who are economically capable and rich. (<http://foodservicetoday.co.id>)

Wine is usually a lot of that comes from America, Australia, Europe. The area is a famous wine producer that has managed to export around the world. The presence of wine origin (Bali) Indonesia was heavily dubious. This is because Indonesia has tropical climate. Usually, the wine is very difficult to grow. But Hatten Wines can make wine in the tropics, even as the first wine producer in Bali. Ida Bagus Rai Budarsa have a vision and a mission to make a great wine and not bland. (<http://lifestyle.okezone.com>)

Hatten Wines is a brand of wine fermentation using the first winery in Indonesia. Hatten Wines was first made in 1994 in Bali. Hatten Wines has distinctive features compared to other brands because it is produced in Indonesia and plantations in the coastal areas until Grogat Lovina, Singaraja Bali. Every wine growing region, has a different flavor flavor although the same type of wine. Differences in taste wine because that is the location, the weather, how to create, the sun shines, the wind that blows from the sea or mountains and seedlings. Therefore, every wine has a different character each like a French wine coming from Bordeaux who has a special mix, outside Bordeaux in Burgundy using Pinot Noir. Hatten Wines is a wine pioneer

local brands use ingredients and local Human Resources except technology. (<http://www.tribunnews.com>)

Hatten Wines is a brand of wines from Indonesia who won many awards abroad. Hatten Rose had time to get a bronze medal at the London Wine & Spirits Competition in 2003. Hatten Wines also been awarded the silver Medal in the international world by Wine and Spirits Asia Wine Challenge in 2011 in Singapore and became a silver medal winner at the 2012 Wine & Spirits Asia Wine Challenge competition in Singapore. In August 2014 Indonesian products have won seven awards from the China wine and Spirits Awards (CWSA) wine competition in Hong Kong. Double gold medal (double gold) falls on the product Hatten Wines (Pino de Bali, Alexandria and Aga White) Alas, while Hatten Winess get a gold medal. For the silver medal aimed at Hatten Winess Japan, as well as the bronze medal won by Hatten Winess Red Rose and Aga Red wine. CWSA be a wine and spirits competition for international prestige. The competition is becoming a reference for wine buyers around the world to buy throughout the year. Moreover, Hatten Wines able to compete with 5375 wines and spirits from 35 countries worldwide. All the wine and spirits are judged by a jury selected 100 of importers, distributors and retailers of the most important wine & spirits from Hong Kong and China, this phenomenon is a pride for Indonesia. Hatten Wines received awards from year to year shows that Hatten Wines fulfill his promise to create a wine with the quality and flavor that meets international standards on an ongoing basis (<http://foodservicetoday.co.id>)

The next picture shows the wine branded beverage products Hatten Wines. The picture shows the characteristic Hatten Wines that uses arts of Bali motif on the bottle that no other wine brands. This shows the authenticity Hatten Wines as wine from Indonesia.<http://Hattenwines.com/>



Picture 1

Hatten Wines

Source : <http://Hattenwines.com/>

Downloaded at 18-Desember-2016

Hatten Wines in the same group of companies Dewi Sri Company makes wine and brem bali bali. The owner of Hatten Wines named Ida Bagus Rai Budarsa. Consumers Hatten Wines has a high brand trust because the Hatten Wines has won the prestigious award in the international world. So that consumers trust the brand Hatten Wines. Currently PT Hatten Bali which has about 6000 m² wine factory has been able to produce and sell as much as 1 million bottles of wine per year. The entire wine product is packaged in glass bottles imported from Australia and is available in sizes of 750 ml, special Hatten Pinot de Bali containing 500 ml. Also available also packs a 2 liter carton shaped.<http://foodservicetoday.co.id>

Ida Bagus Rai Budarsa as the creator of Hatten Wines awarded as wine pioneer in 2011. This is because thanks to the success of producing things that seem impossible, namely quality wines on the tropical island. Hatten Wines itself earned the nickname the first and only true Balinese winery. Hatten Wines selected as Top-10 Fastest Improving Producers in Asia. Hatten Wines is committed to quality and taste of international standard. <http://Hattenwines.com/>
Hatten Wines sells various types of products, namely :

1. *Aga White*

Is a white wine grape seedlings Belgian who grew up on a vineyard in bali. Fermentation using a low temperature (8 to 10 degrees Celsius) in Sanur. Aga is a white wine with a little lemon. Aga white is available in bottles of 750 ml and 2 liters.

2. *Aga Red Wine*

Is a red wine that uses a type of wine-Alphonse Lavallée (kind of French wines) were raised on perkebenun wine in Bali. Wine This includes the type of medium bodied (How heavy is the wine taste on the tongue when we drink, usually indicates the level of acidity. The sensation is described by the scale light-bodied, medium-bodied and full-bodied.) Aga Red Wine is available in bottles of 750 ml and 2 liters.

3. *Alexandria*

Is a white wine by using grape manifold Alexandria. Wine Alexandria is (newly discovered type of wine when planted in the ground bali actual use grape seed Belgian origin but changing the type when grown in Indonesia). Is a type of medium-bodied white

wine that is sweet with a level of acidity that is not too thick. Has a complex aroma. Should be served at a temperature of 8 to 10 degrees celsius Alexandria available in bottles of 750 ml and 2 liters.

4. *Rose*

Is the first product launched in 1994. Hatten Wines seedlings types of French wine. Produce rose color because it is made using a variation of the type of red wine grape type, but sparingly until the color pink. Rose is a best seller Hatten Wines. Rose in bottles of 750 ml and 2 liters.

5. *Tunjung sparkling Wine*

Tunjung sparkling wine using the seed type of wine from the region of East Java Probolinggo planted in Bali. Sparkling Wine is a type of grapes when it is poured in glasses for a mixture of carbon dioxide therein. Tunjung sparkling wine are available in packs of 750 ml.

6. *Jepun sparkling Wine*

Jepun sparkling wine how to make such a mixture of Rose Wine and Tunjung sparkling wine produced by Hatten Wines but using fruit-Alphonse Lavallée. Available in packs of 750 ml.

7. *Pino de Bali*

Inspired method *French Pineau des Charentes*. *Pino de Bali* using pieces of oak fermentation for 5 years using the solera system so as to have a unique aroma and flavor. Suitable drunk when combined food vegetables and cheese. (<http://www.hattenwines.com>)

Success Hatten wines make the wine were able to attract some companies to produce wine in Indonesia as Sababay Winery produced in Gianyar, Bali in 2012. Sababay Winery get wine from grape growers in Buleleng, Bali. The type of grapes used manifold Alphonse Lavallée. Machines and tools used to manage Sababay Winery wine into wine beverage coming from France. The alcohol content is low enough Sababay Winery is only about 8 to 11 percent. five types of wine that is black velvet, pink blossom, white velvet, ludisia and moscato d'bali. The Wine fifth Includes Light Bodied wine with a mild flavor. <http://lifestyle.bisnis.com>

Plaga Wine is a wine of origin Bali, Indonesia, which uses fruit Carbenet Sauvignon, Sauvignon Blanc, etc. which is a type of wine. Grapes are imported from Australia, Chile and Europe. The fruits are processed into drinks wine in Bali. Plaga wine is wine from Indonesia that price is the cheapest. <http://plagawine.com/>

B. Problem Formulation

Based on the background that has been described, the formulation of the problem which can be formed as follows: (1) Is the brand personality Hatten Wines will be a positive influence on brand authenticity (2) What is the consistency of the brand Hatten Wines consumer perceived positive effect on brand authenticity consumer perceived ? (3) Is the continuity of the brand Hatten Wines consumer perceived positive effect on consumer perceived brand authenticity? (4) Is consumer perceived brand authenticity Hatten Wines positive effect on consumer brand trust Hatten Wines?

2. THEORY AND CONCEPT

A. Brand

Ghodeswar M. Bhimrao (2008) defines brand as : “is a distinguishing name and /or symbol (such as logo, trademark, or package design) , intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”.

B. Brand Trust

Schallehn Mike, Burmann Christoph dan Riley Nicola (2014) Brand trust “defined as the belief that the brand will fulfill its brand promise”.

C. Brand Authenticity

(Gilmore dan Pine, 2007) dalam Guvremont Amelie dan Grohmann Bianca(2016) defines Brand Authenticity are brands that are perceived as genuine, trustworthy, and meaningful

D. Brand individuality

Schallehn Mike et al. (2014) brand individuality is defined as the unique way in which the brand fulfills its promise.

E. Brand consistency

Schallehn Mike et al. (2014) defined Brand consistency as that a brand fulfills its brand promise at every brand-touch point, and being continuous.

F. Brand continuity

Schallehn Mike *et al.*(2014) Continuity refers to core brand attributes remaining stable over a longer period.

G. Effect of Brand Individuality on Brand Authenticity

According Schallehn Mike et al. (2014) a concept of brand authenticity shows that the brand must pay attention to the needs of consumers, and pay attention to brand individuality that is able to show that the brand has a different appointments with other brands. In this study the individuality described as unique ways undertaken by the brand to fulfill the promise of the brand.

P1 : Perceived Brand individuality is positively related to perceived brand authenticity.

H. Effect of Brand Consistency on Brand Authenticity

According Schallehn Mike et al. (2014) The concept of the brand authenticity must pay attention to the needs of its customers, and pay attention to brand consistency were able to show that the brand is able to fulfill its promise consistently from each side that displayed the brand. In this research, brand consistency perceive the promise of the brand that is filled in every side of the brand. Thus, it can be concluded that the brand consistency of a brand can be a positive influence on brand authenticity of a brand.

P2 : Perceived Brand consistency is positively related to perceived brand authenticity.

I. Effect of Brand Continuity on Brand Authenticity

According Schallehn Mike et al. (2014) A recent concept of brand authenticity that the brand would have to address the needs of consumers, and pay attention to brand continuity from the past to the future. The authenticity of the brand should be able to survive from the past when the brand was first created and marketed until forever when the brand to survive in the market. Thus, it can be concluded that the brand continuity of a brand can be a positive influence on brand authenticity of a brand.

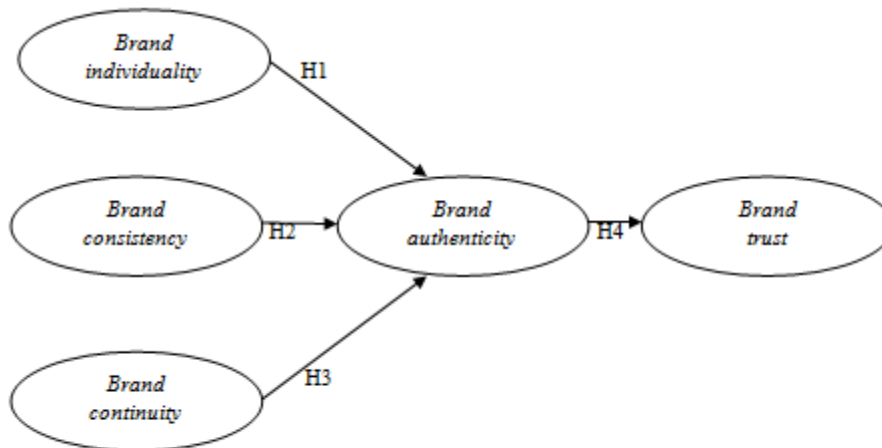
P3 : Perceived Brand continuity is positively related to perceived brand authenticity.

J. Effect of Brand Authenticity on Brand Trust

According Schallehn Mike et al. (2014) Brand authenticity positively related to the components of trust that is consistent and continuity. In a broad sense this as evidence of the ability of a brand to increase the confidence level. brand authenticity is seen as a potential new pillars to create credibility of the brand trust. Thus, it can be concluded that brand authenticity of a brand can be a positive influence on brand trust a brand

P4 : Perceived Brand authenticity is positively related to perceived brand trust

K. Research Model



Picture 2
Research Model

Source: Schallehn Mike et al.

Research conducted by Schallehn Mike et al. (2014) provide a description related to the relationship between the variables, ie variables brand individuality, brand consistency, brand continuity that affect brand authenticity. Brand authenticity variable ultimately affects brand trust

3. RESEARCH METHODS

A. Selection Method

The technique used in this study was a non-probability sampling, which is a sampling technique where a sample unit selected on the basis of personal judgment or convenience, and the probability of any particular member of the population who have not known or recognized (Zikmund, 2009: 391). Types of non-probability sampling is purposive sampling. Source of data used in the preparation of this research is the primary data. Primary data obtained by compiling a questionnaire in accordance with the reference journal. The next step is to start the activity by finding survey respondents and distributing questionnaires are structured and understandable to the people who've been drinking Surabaya Hatten Wines least 3 times in the last 1 year. Characteristics of respondents are respondents aged 21 years and older.

B. Data Collection

The procedures used in this data collection in this study are as follows. (1) Develop a questionnaire which refers to the statement of the research journal reference indicator, then translated in advance by Ubaya Language Center and consulted with the supervisor to get the right translation. (2) Explain to the respondent how to fill out the questionnaire and purpose statement on the questionnaire. (3) Conducting online questionnaires with the help sites and user docs.google.com to all respondents a minimum number of 240 questionnaires. (4) To test the validity and reliability of 30 respondents beginning to use the software. (5) Perform screening, validity and reliability, if there is to be disposed of questionnaires invalid and unreliable item. (6) Collect all the results of questionnaires that have been filled and do the sorting. (7) Perform data processing and analysis is based on a questionnaire that has been selected using the software. *software*.

C. Measurement and Operational Definitions

Understanding of the brand individuality is a unique way (using grapes from Indonesia) done to fulfill the promise Hatten Wines Hatten Wines. Variable brand individuality is measured using three statements: (1) Hatten Wines fulfill its promise differently with competitor brands; (2) the way how Hatten Wines fulfill its brand promise is unique; (3) Hatten Wines fulfill its promise in a distinct way

Understanding brand consistency is Hatten Wines fulfill the promise that is (in taste with the International berstandard) on each side of Hatten Wines and sustainable manner. Variable brand consistency measured using three statements are: (1) Brand Hatten Wines fulfills its promise consistently; (2) The current behavior of Hatten Wines fits to its brand promise; (3) The brand promise of Hatten Wines and its present are in line with each other.

Understanding that brand continuity by reference to the principal characteristics of the Hatten Wines (using Balinese carvings on the bottle) which remain in the long term. Variable brand continuity is measured using three statements are: (1) in the past, brand Hatten Wines has already fulfilled its brand promise; (2) the previous behavior of brand Hatten wines fits to its current brand promise; (3) the brand promise of Hatten Wines and its past actions are in line with each other.

Understanding Hatten Wines brand authenticity is considered authentic, real and honest as wine from Indonesia. Variable brand authenticity is measured using six statements are: (1) Brand hatten wines posses a clear philosophy which guides the brand promise; (2) Brand Hatten Wines knows exactly what it stands for and does not promise anything which

contradicts its essence and character; (3) considering its brand promise, the brand Hatten Wines does not pretend to be someone else; (4) Considering its brand promise, brand Hatten Wines doesn't curry favor with its target group; moreover, it shows self-esteem; (5) Hatten Wines brands do not conform to the trend; (6) saying "you firm your sails to every wind that blows" not in accordance with Wines Hatten

Understanding brand trust is as consumer confidence Hatten Wines that can deliver on the promise to consumers. Variable brand trust is measured using three statements are: (1) I trust the brand Hatten Wines; (2) I rely on brand Hatten Wines to fulfill its brand promise; (3) I feel Safe when i rely on brand Hatten Wines

D. Method of Data Processing

Processing of the data used in this study the Structural Equation Modelling (SEM) using validity and reliability using SPSS software, and use the software Amos to examine the relationship between variables

4. RESEARCH RESULTS

A. Description of Research Data

The processed data in this study were 240 respondents in Surabaya.

B. Measurement Model

Table 3
Compatibility Test Results Model Measurement Analysis

No	Test Matches	Suitability criteria	result	Information
1	CMIN/DF	$CMIN/DF \leq 3$	2,015	<i>Good fit</i>
2	GFI	$GFI \geq 0,90$	0,889	<i>Marginal fit</i>
4	RMSEA	$RMSEA \leq 0,08$	0,065	<i>Good fit</i>
5	CFI	$CFI \geq 0,90$	0,978	<i>Good fit</i>
6	TLI	$TLI \geq 0,90$	0,972	<i>Good fit</i>

Based on Table 3 shows the test results of the measurement model fit, it can be seen that almost all requirements have been met, unless the value of GFI under 0.9. But according to Sharma et al. (2012), states that the combination of RMSEA and TLI is a measure that is more comparable to GFI. So that the measurement model appropriate to proceed to the next stage, namely the structural model.

Table 4
Value Standardized Loading

Variable	Indicator	Standardized Loading	Critical Ratio	P-value
BI	BI1	,854	18,078	***
	BI2	,848	17,820	***
	BI3	,836		
BC	BC1	,848	18,457	***
	BC2	,830	17,874	***
	BC3	,840		
BO	BO1	,863	18,021	***
	BO2	,865	18,017	***
	BO3	,831		
BA	BA1	,870	19,261	***
	BA2	,894	20,331	***
	BA3	,869	19,172	***
	BA4	,880	19,718	***
	BA5	,869	19,197	***
	BA6	,867		
BT	BT1	,870	17,256	***
	BT2	,870	16,614	***
	BT3	,822		

Based on table 4 it can be seen that each of the variables studied indicator has a value of more than 0.35 standard loading. This shows that all indicators of the variables used in the study has met the test of good validity. An indicator of a construct can be used in the analysis of the structural model if indicators of a construct.

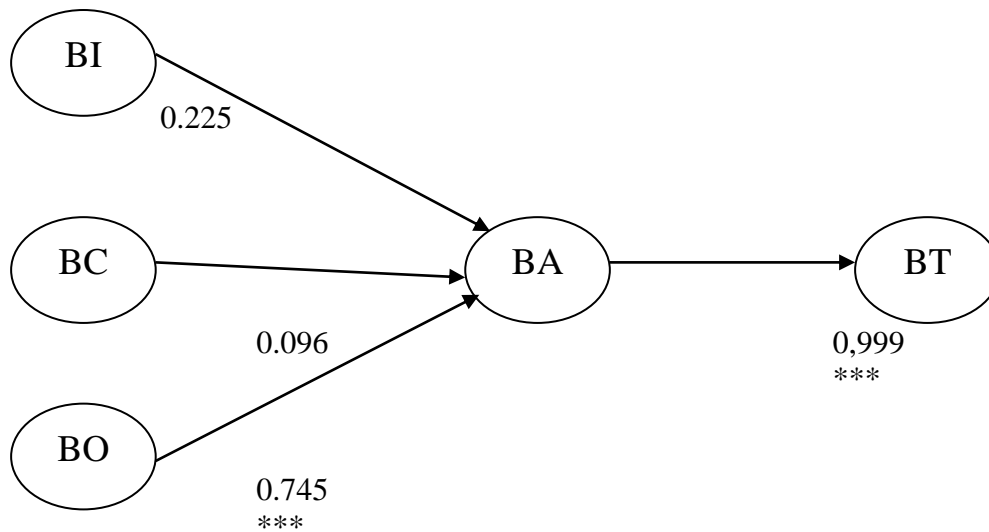
C. Structural Model

Table 5
Structural Model Compatibility Test Results

No	test Matches	Suitability criteria	Result	Information
1	CMIN/DF	$CMIN/DF \leq 3,0$	2,242	<i>Good Fit</i>
2	RMSEA	$RMSEA \leq 0,08$	0,072	<i>Good Fit</i>
3	GFI	$GFI \geq 0,90$	0,874	<i>Marginal fit</i>
4	TLI	$TLI \geq 0,95$	0,966	<i>Good Fit</i>
5	CFI	$CFI \geq 0,90$	0,972	<i>Good Fit</i>

In Table 5, it can be seen that the structural model has qualified test of compatibility, it is evident from the value of RMSEA, CMIN / DF, and TLI.

Picture 3
Model Penelitian Pengaruh *Brand Authenticity* Terhadap *Brand Trust*
Source: Schallehn Mike et al.



Information:

* $p \leq 0.1$

** $p \leq 0.05$

*** $p \leq 0.001$

Table 6
Structural Model Hypothesis Test Results

Hypothesis	Path	Estimate	S.E	CR	P	Information
H1	BI→BA	0,225	0,097	2,309	0,021	Significant (hypothesis is accepted)
H2	BC→BA	0,096	0,034	2,870	0,004	Significant (hypothesis is accepted)
H3	BO→BA	0,745	0,126	5,894	***	Significant (hypothesis is accepted)
H4	BA→BT	0,999	0,053	18,808	***	Significant (hypothesis is accepted)

information ***: signifikan with p -value result $< 0,05$ or 5%

Based on table 6, after the results if the structural model data using AMOS 18 can be seen that from a total of 4 hypotheses all supported the hypothesis that H1, H2, H3, and H4. Requirements Supported ie, p -value < 0.05 ; $CR > 1.96$ and in accordance with the hypothesis contained in research journals.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been done, it can be concluded that the brand individuality, brand consistency, brand continuity affect the brand authenticity. Brand authenticity influence on brand trust.

Based on this, Hatten Wines should increase Brand Individuality to make a wine bottle with decorative embossed (embossed) order a bottle of wine is becoming more attractive to become a fundamental feature in Hatten Wines. This can make the buyer Hatten Wines can use the bottle as a display Hatten Wines.

Increase brand consistency by increasing the level of alcohol in Hatten Wines thus more acceptable to the international community. Because the wine of foreign origin generally use alcohol content of 13 percent and above. Currently Hatten wines alcohol content below 12 percent..

Increase Brand continuity as an essential feature of Hatten Wines that uses grapes from Indonesia by creating a new wine grape result of cross-breeding in Indonesia so as to create a new wine species. The new wine can be used as a new product from Hatten Wines.

6. APPENDIX

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