

INFLUENCE ON AWARENESS, PERCEIVED QUALITY, UNIQUENESS, SOCIAL IMAGE, AND HOME COUNTRY ORIGIN TO PRICE PREMIUM AND LOYALTY ON HÄAGEN DAZS PREMIUM PACKAGED ICE CREAM IN SURABAYA

Sutrisno Hamdany

Indarini

Dudi Anandya

Management / Faculty of Business and Economics, University of Surabaya, Indonesia
sutrisnohamdany@gmail.com ;Indarini2003@yahoo.com; samkidud@gmail.com

Abstract

This research aims to analyze the influence of variables: Awareness, Quality, Uniqueness, Social Image, and Home Country Origin to Price Premium and Loyalty. This type of research is causal research. The research uses a quantitative approach. Source of data used is primary data that is by distributing questionnaires. The sample used in this study was 150 questionnaires that have been distributed in Surabaya. The sampling technique used is judgment sampling and the data will be processed using SPSS 18.0 for Windows and AMOS 18.

The results obtained indicate a significant effect on awareness, quality, social image, and the home country of origin to price premium, as well as the social image, home country of origin, and uniqueness to loyalty while the influence of uniqueness to price premium is not proven. Influence of awareness and quality to loyalty also not proven.

Keywords: brand image, awareness, quality, uniqueness, social image

JEL CLASSIFICATION: M30, M31

INTRODUCTION

In this present time, economic development leads to intense competition. The growing information technology, facilitates the acquisition of information, as well as the use of social media as a promotional tool making business competition in Indonesia tighter. Indonesia is one country where there are many companies that compete with similar products that don't have much difference from one another, so that it becomes a challenge for any company to make a difference or uniqueness. Uniqueness is very important today because of the absence of such uniqueness, the company will be very difficult to capture and maintain market share. Another challenge faced by companies today is the emergence of private label strategy used by the retailers to sell their products. Private label products

which tend to be cheaper than branded products usually give the advantage to the company in gaining market share. The retailers designed attractive packaging, which is not inferior to similar branded products design. The use of packaging materials that are similar to branded products, the installation of artistic photos, the layout of packaging are laid out well, selecting the right color and writing informative sentences related to the product successfully remove the impression of cheap of private label products and attract consumers. The challenges faced by these companies, which in turn requires an added value that can make a difference to any company engaged in various product categories, which is no exception to the category of products of the food industry sector. Therefore, this research is important to be done in order to facilitate the company to face such challenges.

RESEARCH METHODOLOGY

The approach used in this study is a quantitative approach because it uses data processing from primary data source which is processed to generate the data. The technique is to use a survey that contains questions directly through a questionnaire. Procedures carried out this study to collect data include: (1) Develop a questionnaire according to the topic under study; (2) Searching for the respondent in accordance with the characteristics of the target population has been determined; (3) Ask the willingness of respondents to fill out the questionnaire; (4) Distributing questionnaires to the respondent; (5) Explain the procedures for filling out the questionnaire to the respondent; (6) Collect the completed questionnaires by respondents; (7) Screening questionnaires (8) Creating a data tabulation.

In this study, the target population is the people who buy and consume products of premium ice cream brand Häagen Dazs in the last three months. Characteristics of the population that has been set is the one who has the education level of Senior High School (SMA / SMK) in order to fill out the questionnaire properly so as to facilitate in obtaining valid data, never feel or eating ice cream of other brands, and do not buy ice cream Häagen Dazs only when there is a *promo*. In this study, the sample is the people in Surabaya society who buy and consume products of premium ice cream brand Häagen Dazs in the last three months based on characteristics of the population.

The sampling technique used in this study is a non-probability sampling, because the chances of a person being sampled is not known or cannot be calculated (total population is unknown). The election of members of the population to become a sample selected randomly and the selected sample is able to understand the given questionnaires. Judgment sampling is used to take the sample to get respondents based on the criteria that have been formulated in advance by researchers because researchers believe that someone or something has or knows information that is necessary for research.

This study uses the **interval level**, the level measurement that has the same distance and the difference is clear on the scale that has been set. Measurement scale used in this study is a **numerical scale of 1 - 5**. Before the data is processed using SEM method, first the validity and reliability have to be tested using *SPSS*. The measuring tools is said to have validity if the correlation between the total score with the score of each question is significant, correlation was shown with significantly less than alpha (α) 0.05. The research questionnaire is considered reliable if the Cronbach alpha ≥ 0.5 .

After the measurement is said to be valid and reliable, then test the fitness model. Ferdinand (2002: 55-61) provides some indexes that are used to test the suitability of the model is accepted or rejected, as follows:

1. *CMIN/DF (Relative Chi-square)*

According to Arbuckle (1997) on Ferdinand (2002: 58), CMIN / DF that relatively less than 2.0 or even less than 3.0 indicates the model can be accepted.

2. *RMSEA (The Root Mean Square Error Approximation)*

RMSEA is an index that can be used to compensate statistical Chi-Square in a large sample. The smaller the value of RMSEA, can be said good fit, that is if worth ≤ 0.08 . If $RMSEA \leq 0.05$ is a close fit.

3. *GFI (Goodness of Fit Index)*

GFI value ranging from 0 (poor fit) to 1 (perfect fit). GFI is acceptable and called good fit if $GFI \geq 0.90$, while ≤ 0.8 $GFI < 0.9$ is referred to as marginal fit.

4. *TLI (Tucker Lewis Index)*

TLI acceptable value is ≥ 0.95 and TLI value close to 1 indicates a good fit, while $0.8 \leq TLI < 0.9$ is referred to as marginal fit (Hair et al., 2010: 670).

5. *CFI (Comparative Fit Index)*

CFI value is in the range of 0 to 1, which is getting close to 1, indicating the highest level (very good fit). CFI value ≥ 0.9 is a good fit, while ≤ 0.8 $CFI < 0.9$ is referred to as marginal fit. The recommended value is $CFI \geq 0.95$ (Hair et al., 2010: 670).

After suitability test model (model fit), the next step is to conduct an assessment of the uni-dimensionality/validity and reliability (Hair et al., 2010: 697). Uni-dimensionality is an assumption used in calculating the reliability of the model suggests that a one-dimensional models and indicators used to have a good degree of conformity (Hair et al, 2010: 697).

Reliability is a measure of the indicators internal consistency of a construct that indicates the degree to which each indicator indicates a construct or a common latent factor.

Validity is the extent to which the indicator accurately measures should be measured. The approach used to measure uni-dimensionality and reliability is the composite reliability and variance extracted, which are described as follows:

1. Construct reliability

According Bagozzi and Yi (1988) in Cahyono (2010), restrictions to construct reliability is ≥ 0.60 . Construct reliability values can be obtained through the following formula:

$$\text{Construct Reliability} = \frac{(\sum \text{standardized loading})^2}{(\sum \text{standardized loading})^2 + \sum \varepsilon_j} \dots \dots \dots (1)$$

2. Variance extracted

Extracted variance value indicates the amount of variance of the extracted indicators by developed latent constructs. High variance extracted value indicates that the indicator has represented the developed latent constructs well. According Bagozzi and Yi (1988) in Cahyono (2010), Average Variance Extracted (AVE) is intended to measure the percentage of the variance of a set of indicators that can be extracted or explained by its latent constructs. The value of acceptable variance extracted is ≥ 0.40 . Extracted variance can be obtained through the following formula:

$$\text{Variance extracted} = \frac{\sum (\text{standardized loading}^2)}{\sum (\text{standardized loading}^2) + \sum \varepsilon_j} \dots \dots \dots (2)$$

In the SEM hypothesis test is called the structural model. In the hypothesis test using $\alpha = 5\%$ due to the questionnaire distributed by the authors themselves and so there is no possibility of bias in the questionnaire. Thus, the hypothesis could be accepted if the value of CR ≥ 1.96 .

RESULTS AND DISCUSSIONS

Validity in plain language is used to measure whether a questionnaire is valid or invalid to reveal something that will be measured. Validity testing is performed on each question in the questionnaire by looking at the Pearson correlation of the total score obtained by each statement. Validity test was conducted using a sample of 30 respondents were obtained through questionnaires that form the study variables; awareness, quality, uniqueness, social image, home country of origin, price premium, and loyalty. If the results of the Pearson correlation between the total score of each statement generate significant value less than 0.05 ($\alpha = 5\%$), then the statement is declared as a valid item. Validity testing performed using SPSS 18.0 for Windows.

The validity of the test results for each variable statement can be seen in the following tables.

Table 1. Validity of Test Results Awareness Variable Statement

No	Statement	Pearson Correlation	Sig.	Description
1	You are aware of Häagen Dazs brand.	.760**	.000	Valid
2	You know what Häagen Dazs brand look like.	.754**	.000	Valid
3	You know what Häagen Dazs brand stands for.	.785**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Table 2. Validity of Test Results Quality Variable Statement

No	Statement	Pearson Correlation	Sig.	Description
1	Products of Häagen Dazs are well made.	.814**	.000	Valid
2	Products of Häagen Dazs have a high standard of quality.	.722**	.000	Valid
3	Products of Häagen Dazs have a consistent quality.	.599**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Table 3. Validity of Test Results Home Country Origin Variable Statement

No	Statement	Pearson Correlation	Sig.	Description
1	Häagen Dazs is definitely an American brand.	.767**	.000	Valid
2	Products of Häagen Dazs are manufactured in America.	.838**	.000	Valid
3	Products of Häagen Dazs are made of American ingredients.	.813**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Table 4. Validity of Test Results Social Image Variable Statement

No	Statement	Pearson Correlation	Sig.	Description
1	Buying products of Häagen Dazs would help me to feel accepted.	.763**	.000	Valid
2	Buying products of Häagen Dazs would improve the way I am perceived.	.713**	.000	Valid
3	Buying products of Häagen Dazs would make a good impression on other people.	.720**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Table 5. Validity of Test Results *Uniqueness* Variable Statement

No	Statement	<i>Pearson Correlation</i>	Sig.	Description
1	Häagen Dazs is distinct from other brands of ice cream.	.879**	.000	Valid
2	Häagen Dazs really stands out from other brands.	.515**	.000	Valid
3	Häagen Dazs is very different from other brands of ice cream.	.702**	.000	Valid
4	Häagen Dazs is unique from other brands of products.	.699**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Table 6. Validity of Test Results *Price Premium* Variable Statement

No	Statement	<i>Pearson Correlation</i>	Sig.	Description
1	You are willing to pay a higher price for products of Häagen Dazs than for other brands.	.820**	.000	Valid
2	You are willing to pay a lot more for Häagen Dazs than other brands in this category.	.820**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Table 7. Validity of Test Results *Loyalty* Variable Statement

No	Statement	<i>Pearson Correlation</i>	Sig.	Description
1	You would recommend Häagen Dazs to someone who seeks advice.	.866**	.000	Valid
2	Next time you purchase ice cream, you will buy Häagen Dazs.	.840**	.000	Valid
3	You consider Häagen Dazs to be your first choice.	.741**	.000	Valid

Source: The results of data processing SPSS 18.0 for Windows

Reliability aims to test the consistency of measuring instruments from time to time at the time of re-measurement. Reliability is measured by using Cronbach alpha obtained any statements contained in the questionnaire. If the Cronbach alpha values obtained were between 0.80 and 0.95 means that the statement is considered to have excellent reliability. If the Cronbach alpha values obtained were between 0.70 and 0.80 means that the statement is considered to have good reliability. If the Cronbach alpha values obtained were between 0.60 and 0.70 means have a fairly good reliability. When Cronbach alpha

values below 0.6, then the statement has a poor reliability (Zikmund, 2009; p.306). Reliability measurements conducted on 30 respondents using SPSS 18.0 for Windows.

Table 8. Reliability Test Result

No	Variable	Nilai Cronbach Alpha	Description
1	Awareness	.638	Reliable
2	Quality	.524	Reliable
3	Home Country Origin	.730	Reliable
4	Social Image	.561	Reliable
5	Uniqueness	.645	Reliable
6	Price Premium	.514	Reliable
7	Loyalty	.740	Reliable

Source: The results of data processing SPSS 18.0 for Windows

According to Nunnally (1967) in Tjiptono et al. (2004, p.19), reliability (Alpha numeric) of 0.5 to 0.6 is sufficient and efforts to improve the reliability exceeded 0.8 could be wasting energy only. Based on table 8, it can be seen that all variables have a Cronbach alpha value greater than 0.5 so that it can be said all the variables are reliable and can be used for the next step.

Measurement model

The following picture is the measurement model derived from data processing using the software AMOS 18. If there are indicators which have a standard loading <0.5, then the indicator will be removed from the measurement model.

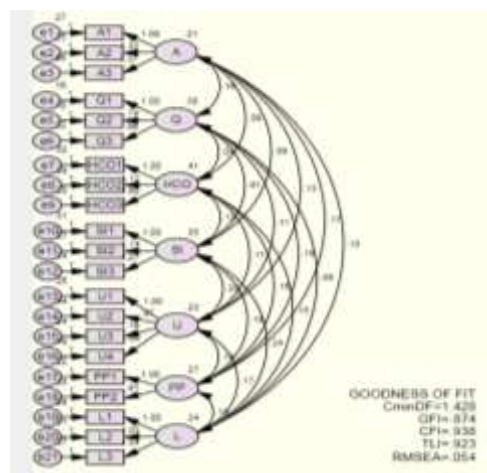


Figure 1. Measurement Model AMOS 18 Running Result

Source: AMOS 18

The results of measurements model Figure 1 have standard loading > 0.5 . So it can be seen that this model is suitable to be measurement model. The following table describes the suitability test results are processed via the AMOS.

Table 9. Hasil Uji Kecocokan Model Pengukuran

No	Test match	Results	Description
1	CMIN/DF	1,428	<i>Good fit</i>
2	GFI	0,874	<i>Marginal fit</i>
3	CFI	0,938	<i>Good fit</i>
4	TLI	0,923	<i>Good fit</i>
5	RMSEA	0,054	<i>Good fit</i>

Source: Processing Results AMOS 18.

Reliability test in the measurement model

Reliability testing is used in order to know the internal consistency of indicators, namely the reliability of the measurement results is relatively consistent when measurements were performed twice or more. If the value is reliable, the value of consistency in measuring the latent variables will be higher as well. The approach used to measure the reliability is the construct reliability and variance extracted.

Table 10. Reliability Test in the Measurement Model

Variable	Variable Indicators	Standardized Loading (λ)	Description
<i>Awareness</i>	A1	0,662	Valid
	A2	0,776	Valid
	A3	0,614	Valid
<i>Quality</i>	Q1	0,844	Valid
	Q2	0,735	Valid
	Q3	0,518	Valid
<i>Home Country Origin</i>	HCO1	0,748	Valid
	HCO2	0,801	Valid
	HCO3	0,771	Valid
<i>Social Image</i>	SI1	0,797	Valid
	SI2	0,850	Valid
	SI3	0,885	Valid
<i>Uniqueness</i>	U1	0,689	Valid

	U2	0,574	Valid
	U3	0,757	Valid
	U4	0,551	Valid
<i>Price Premium</i>	PP1	0,747	Valid
	PP2	0,590	Valid
<i>Loyalty</i>	L1	0,682	Valid
	L2	0,675	Valid
	L3	0,737	Valid

Source: Processing Results AMOS 18.

Based on table 10, it is known that all items on the statement of the research variable have a value of Standardized Loading more than 0.5, and therefore all of the indicator variable is declared valid and can be used for further analysis.

Table 11. Construct Reliability

Variable	(Σ std.loading) ²	Σ error	Construct Reliability
A	1,42	1,58	0,73
Q	1,52	1,48	0,75
HCO	1,79	1,20	0,82
SI	2,14	0,86	0,88
U	1,68	2,32	0,74
PP	0,90	1,09	0,62
L	1,46	1,53	0,74

Source: Excel 2007, processed.

According to Bagozzi and Yi (1988) in Cahyono (2010), restrictions to construct reliability are ≥ 0.60 . Standardized loading value for each indicator obtained from the AMOS 18 and the error value obtained by $error = 1 - standardized\ loading^2$. Based on table 11, variables A, Q, HCO, SI, U, PP, and L have the construct reliability values > 0.60 . So, all variables used are reliable.

Table 12. Variance Extracted

Variable	(Σ std.loading)	(Σ std.loading) ²	Σ error	Variance Extracted
A	2,052	1,42	1,58	0,47
Q	2,097	1,52	1,48	0,50
HCO	2,32	1,79	1,20	0,59

SI	2,532	2,14	0,86	0,71
U	2,571	1,68	2,32	0,42
PP	1,337	0,90	1,09	0,45
L	2,094	1,46	1,54	0,49

Source: Excel 2007, processed.

According to Bagozzi and Yi (1988) in Cahyono (2010), value of acceptable variance extracted is ≥ 0.40 . Standardized loading value for each indicator obtained from the AMOS 18 and the error value obtained by $error = 1 - standardized\ loading^2$. Based on table 12, all the variables have a variance extracted values ≥ 0.40 . So it can be interpreted that the indicators have represented latent constructs are well developed.

Structural model

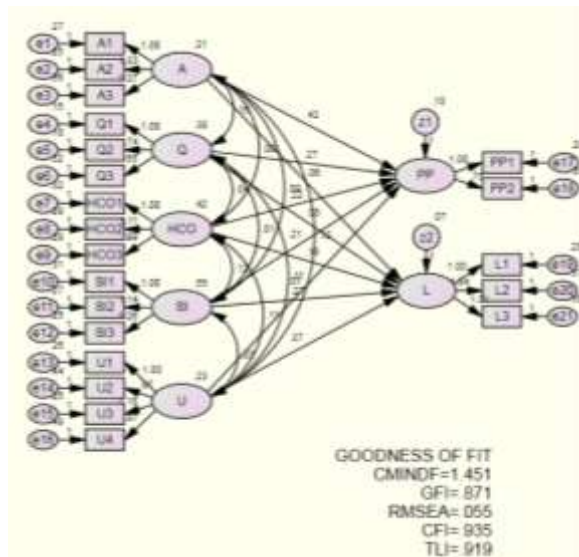


Figure 2. Structural Model AMOS 18 Results

Source: AMOS 18

Table 13. Structural Model Test Match Results

No	Test Match	Results	Description
1	CMIN/DF	1.451	Good fit
2	GFI	0.871	Marginal fit
3	CFI	0.935	Good fit
4	TLI	0.919	Good fit
5	RMSEA	0.055	Good fit

Source: AMOS 18 processing result.

CMIN/DF is the form of Chi-Square statistic divided by DF model (degree of freedom). Based on the table 13, the value of CMIN / DF obtained amounted to $1.451 \leq 2$. These results indicate that the model has met the required criteria.

GFI (Goodness of Fit Index) is a non-statistical measurement that has a value between 0 and 1. Based on table 13, the value of GFI obtained amounted to 0.871 which is below the 0.90 so called marginal fit.

CFI (Comparative Fit Index) is acceptable if it has a value between 0 and 1. According to the table 13, the value of CFI obtained amounted to $0.935 > 0.90$ so called *good fit*. These results indicate that the tested models already meet the required criteria.

TLI (Tucker Lewis Index) is an alternative incremental fit index which compares a model that is tested against a baseline. Based on table 13, TLI value obtained is equal to $0.919 > 0.90$ so called good fit and have met the required criteria.

RMSEA (Root Mean Square Error Approximation) is used to correct a tendency Chi-Square reject the model with a large number of samples. RMSEA can be called a good fit if $RMSEA \leq 0.08$. Based on the table 13, the RMSEA value obtained is equal to 0.055, which means when the model estimated error rate in the population is not too high.

Hypothesis Testing

Hypothesis testing is done on the structural model to determine the results of influence between variables were significant and not significant. Hypothesis testing is done by observing the value of CR (critical ratio) of every coefficient and is significant when $t \geq 1.96$ ($\alpha = 5\%$).

Table 14. Evaluation of amount of Influence and Relation to Research Hypothesis

Hypothesis	Path	Estimate	S.E	CR	P	Description
H1a	A→PP	0.419	0.188	2.222	0.026	Significant (hypothesis accepted)
H1b	A→L	0.059	0.147	0.399	0.690	Not Significant (hypothesis rejected)
H2a	Q→PP	0.272	0.114	2.392	0.017	Significant (hypothesis accepted)
H2b	Q→L	0.082	0.090	0.914	0.361	Not Significant (hypothesis rejected)
H3a	U→PP	0.007	0.191	0.036	0.971	Not Significant (hypothesis rejected)
H3b	U→L	0.366	0.153	2.395	0.017	Significant (hypothesis accepted)
H4a	SI→PP	0.213	0.089	2.397	0.017	Significant (hypothesis accepted)
H4b	SI→L	0.270	0.077	3.503	***	Significant (hypothesis accepted)

H5a	HCO→PP	0.219	0.084	2.603	0.009	Significant (hypothesis accepted)
H5b	HCO→L	0.180	0.069	2.624	0.009	Significant (hypothesis accepted)

Source: AMOS 18 processing results.

The amount of influence between variables can be observed on the value estimate at each track. The greater the value indicated, the greater the influence between one variable with another variable.

CONCLUSIONS AND SUGGESTIONS

Based on the results of research and statistical tests were carried out, the obtained conclusion that the ten hypotheses have been developed. The following is a specific explanation.

1. There is a significant influence on awareness to price premium of Häagen Dazs premium ice cream in Surabaya.
2. There is no significant influence on awareness to loyalty of Häagen Dazs premium ice cream in Surabaya.
3. There is a significant influence on quality to price premium of Häagen Dazs premium ice cream in Surabaya.
4. There is no significant influence on quality to loyalty of Häagen Dazs premium ice cream in Surabaya.
5. There is no significant influence on uniqueness to price premium of Häagen Dazs premium ice cream in Surabaya.
6. There is a significant influence on uniqueness to loyalty of Häagen Dazs premium ice cream in Surabaya.
7. There is a significant influence on social image to price premium of Häagen Dazs premium ice cream in Surabaya.
8. There is a significant influence on social image to loyalty of Häagen Dazs premium ice cream in Surabaya.
9. There is a significant influence on home country of origin to price premium of Häagen Dazs premium ice cream in Surabaya.
10. There is a significant influence on home country origin to loyalty of Häagen Dazs premium ice cream in Surabaya.

This study proves that of the ten hypothesis, there are 7 hypotheses were proven and 3 unproven hypothesis. The model in this study has described the results of the existing data

in the field as evidenced through the goodness of fit test results showing that the level of conformity of the model to the data can be said to be good.

Recommendations Häagen Dazs as premium ice cream company

Based on the results of this research is that in building a premium brand and brand loyalty require different ways. If Häagen Dazs intends to establish a premium brand so that should be improved are: *awareness*, for example by making more ad so that Häagen Dazs brand gained a place in the minds of consumers; *quality*, with more to convey what kind of ice cream quality in the community in order to strengthen the impression of the quality that already exist but not yet widely understood; *social image*, by improving the theme of luxury and facilities that are reliable in service; and *home country of origin*, provide more information related to the country of origin, place of production as well as the materials used, through social media has been used, like Facebook and Twitter. If Häagen Dazs intends to establish a brand loyalty then that should be improved is the *uniqueness*, such as presenting a new variant that is different from ice cream competitors, *social image*, and *home country of origin*.

Häagen Dazs in Indonesian cities, including Surabaya in improving the brand image as a premium brand, need to keep customers loyal. Häagen Dazs currently provides more *promo* in the form of discounts, which can degrade the image of a premium product. Keeping loyal customers will give an advantage in raising awareness because friends, coworkers, and family around the customers will realize the brand Häagen Dazs just by looking at the customers eating Häagen Dazs ice cream. Brand recall will increase, thus creating visibility and awareness, the better for Häagen Dazs brand without a lot of costs, thus increasing sales and profits. Häagen Dazs is also necessary to increase the uniqueness of ice cream with more different flavors because other competitors also have the same flavors. When Häagen Dazs doing so, Häagen Dazs can keep its image as a premium brand and at the same time, can have a loyal customer.

Recommendations for further research

This study still has some limitations. This limitation can still be improved so that open up opportunities for further research in the future.

- The study was done by eliminating Corporations Social Responsibility (CSR) variable of the journal Anselmsson et al. (2014) because the object used in this study did not carry out CSR in Indonesia, resulting in further research can use CSR variable to obtain new information.
- The study was only conducted in the city of Surabaya, so that the next research can be done in any other city so it can be used as a comparison.

- Future studies may use other brand or premium categories to obtain different information about the response of the respondents in the brand or premium different product categories.
- Home country of origin in this study is only limited to one brand, so that in future studies are expected to not limit to just one brand only.

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