

Analysis of the Effect of Brand Equity Dimensions on Honda Vario Purchase Decisions Among FEB ULB Students

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Abstract

This research applies quantitative descriptive nature, which aims to determine the effect of brand awareness, brand associations, perceived quality and loyalty on purchasing decisions. The population in this study were students who used Honda Vario among FEB ULB as many as 1143 people. Then, the sample in this study was 92 students and used the Slovin formula. The data analysis used is descriptive quantitative, multiple linear analysis, hypothesis test and classical assumption test. And the results of the multiple linear equation research show that $Y = 0.219 + 0.039X_1 + 0.228X_2 + 0.437X_3 + 0.586X_4 + e$. The t-test (Partial) shows that brand awareness and brand associations have a positive and not Sig effect, while the perception of quality and brand loyalty has a positive effect and Sig. The f test shows that the research results have a positive influence and Sig on purchasing decisions simultaneously. The R2 test shows that the effect of the independent variable on the dependent variable is 0.634 or 63.4%, and 36.6% is not part of the research variable.

Keywords: brand awareness, brand association, quality perception, brand loyalty

1. Introduction

Labuhanbatu University is a university located in Rantauprapat Kab. Labuhanbatu. The development of the motorcycle industry continues to grow so that different brands emerge and where the products are made provide many things that consumers want to compete in a manufacturer company. So that the issue of the brand becomes strategic because it is a means for companies to develop consumer loyalty. Honda is a mode of two-wheeled transportation as a human need that is used daily. In this case, the producer does not just create the product but understands the wants and needs of its consumers. The Honda Vario brand as the strength and ability to influence the public in making purchasing decisions, especially students of FEB Labuhanbatu University (ULB).

Labuhanbatu University (ULB) students make a lot of decisions to buy Honda Vario brands. Because these students are alternative in choosing a product. Purchasing decisions are broad and complete decision making, starting from the problem of introducing a product which can be solved by making a purchasing decision on a product. Therefore, consumers first need to find out information and evaluate the product they want to buy, so consumers can solve the problem. If the consumer decides to make a purchase decision on a product such as the Honda Vario brand transportation, it is because the consumer believes in quality, comfort, and feels the benefits that are greater than those issued by the consumer.

Brand awareness is the capacity to understand, remember and perceive that a brand is a particular class of goods. The existence of brand awareness in the customer's memory can influence purchasing decisions. (Rahman & Supranto, 2019). Brand association is a description of a brand with various impressions such as tendencies, lifestyles, product attributes, benefits and others. So with a variety of impressions of a brand will influence customer purchasing decisions. Perceived quality is the customer's impression of the product and its eminence. With the impression of a product with its advantages, this will affect the decision to purchase certain products (Rahman & Supranto, 2019). Brand loyalty is a measurement that is tied to the customer on the Honda product brand. This measurement can describe the customer will switch to another product. In this case, if the customer is not sure about the product, it will

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affect the purchase decision.

This study has a purpose, namely, (1) to analyze the effect of brand awareness on the purchasing decision of Honda Vario among students of FEB ULB. (2) to analyze the influence of brand associations on purchasing decisions of Honda Vario among students of FEB ULB. (3) to analyze the effect of perceived quality on purchasing decisions for Honda Vario among FEB ULB students. (4) to analyze the influence of brand loyalty on purchasing decisions of Honda Vario among students of FEB ULB. From the initial research, the number who use the Honda Vario is 92 students. So the Faculty of Economics and Business ULB is a market that has enough potential for the choice to purchase a Vario-branded motorcycle. Then the researcher has an interest in conducting a study entitled "Analysis of the Effect of Brand Equity Dimensions on Purchase Decisions for Honda Vario Among FEB ULB Students".

2. Literature Review

2.1. Brand Equity

The definition of brand equity is the extra value allocated to products and services. Brand equity will be reflected in the way buyers think, feel and act according to the brand, costs, market share profitability, brand productivity for the company. In addition, image value can be partitioned into several types including brand equity, brand awareness, brand loyalty, and brand perception (Rahman & Supranto, 2019). Brand equity is all in all brand affirmation, consolidation of the overall idea of the workforce and products, financial performance, customer dedication, fulfillment and generally towards the brand (Pradana, 2018). Brand equity is the set of brand resources and commitments associated with the brand name, and images add to or subtract from the value that something or administration provides to an organization or an organization's clients (Pohan, 2022). Brand equity in four perspectives, namely brand awareness, brand affiliation, perceived quality and brand reliability (Andella & Sukotjo, 2017).

2.2. Brand Awareness

The definition of brand awareness is the capacity of buyers who tend to see or review that a brand is important for a certain class of goods (Nurdiyanto & Purnomo, 2021). The purpose of brand awareness is the strength of the presence of one brand in the consumer's personality (Abror & Setiaji, 2018). Brand awareness as an important aspect of brand value from the buyer's point of view combines brand loyalty, brand association and perceived quality and other assets (Siregar & Hakim, 2017).

2.3. Brand Association

The definition of brand association is branding of certain impressions that are in accordance with trends, lifestyles, benefits, product attributes, prices, geography, contests, values, celebrities and others (Rahman & Supranto, 2019). Brand association is also a resource that can increase self-esteem and as an important reason to make a difference, excel, influence purchase choices, strengthen sentiments and good perspectives, and broaden purchases (Inayati & Wahyuni, 2017). Therefore, brand association is equivalent to brand preference which is the tendency of buyers to like a brand over other brands so that it will frame the desire to buy such a brand (Junita et al., 2020).

2.4. Quality Perception

The definition of perceived quality is the customer's impression of the general quality or prevalence of an item or gift in accordance with what is generally anticipated by the customer (Inayati & Wahyuni, 2017). Perception of quality is the interaction that a person makes to create a picture of the capacity of an item (Prayoga & Pohan, 2022). The quality of the products offered is always maintained from year to year so that customers do not have feelings of doubt or disappointment (Simanjourang & Chindi, 2022).

2.5. Brand loyalty

The definition of brand loyalty is the extent to which customers are loyal to a brand where dedication can provide extraordinary benefits for the organization (Riana, 2015). Brand loyalty in the future cannot be separated from the circumstances and promotional efforts that switching customers can make (Krisdayanto et al., 2018). Brand loyalty is the extent to which buyers stick to the brand. This activity can provide an idea of the possibility that buyers will switch to different products, especially with the assumption that the brand has a changing cost or alternative nature (Sudomo, 2013).

2.6. Purchase Decision

The purchase decision is the result where the buyer feels ownership and then goes through the normal cycle of dealing with the problem (Aprilia & Widyawati, 2017). Purchasing decision is a cycle in which the buyer goes through five phases, specifically problem recognition, data search, evaluation of alternatives, buying choices and post-purchase behavior which begins long before the actual purchase is made and has a long after effect. brand decisions, sales choices, number of purchases, time of purchase and payment techniques (Ningsih et al., 2019). In research conducted by (Junita et al., 2020) also explains that the purchase decision is the stage of decision assessment that causes consumers to make a choice. Consumers may tend to buy the brand they like (Pohan 2022).

3. Methods

As for this research will use a quantitative descriptive method, therefore each alternative answer is given a score. The Likert scale is an estimate that attitudes can be measured (Kamarudin & Mujiyanti, 2018). The population is the entire number of subjects to be studied(Wijayanto et al., 2015). Meanwhile, the population in the study are students of FEB ULB semester 2, 4, 6, 8 who use a Honda Vario as many as 1143, while the sample is part of the population or people who use Honda Vario among FEB ULB. Slovin formula used by researchers in sampling.

The number of student samples using the FEB ULB vario was 92 people. Which is where the results of distributing questionnaires using Honda Vario for semester 2 are 14 people, semester 4 are 9 people, semester 6 are 8 people, while semester 8 are 61 people. Then the research data collection techniques used questionnaires, and observations in the FEB ULB field. And the data analysis technique used quantitative descriptive analysis, classical assumption test, multiple linear regression analysis, and hypothesis testing.

4. Result and Discussions

4.1. Descriptive Analysis

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Awareness (X1)	92	9	15	11.93	1.602
Brand Association (X2)	92	7	15	11.82	1.881
Quality Perception (X3)	92	8	15	11.50	1.763
Brand Loyalty (X4)	92	7	15	11.28	1.946
Valid N (listwise)	92				

Source: primary data processed by researchers (2022).

In the table it can be seen that all respondents showed a positive impact from the independent variables (independent variables) namely Brand Awareness (X1), Brand Association (X2), Quality Perception (X3), and Brand Loyalty (X4). The output below can be shown that the number of respondents (N) is 92 students. Brand awareness (X1) has an average result of 11.93 with a standard deviation of 1.602. Brand association (X2) has an average result of 11.82 with a standard deviation of 1.881. Perceived quality (X3) has an average result of 11.50 with a standard deviation of 1.763. And lastly, brand loyalty (X4) has an average result of 11.28 with a standard deviation of 1.946. So it tends to be considered that the most important normal value is brand awareness.

4.2. Normality Test

The normality test illustrates that variable testing must be carried out with a regression model of normal contributions or not (Andella and Sukotjo 2017). So that it can be seen in the figure below shows that the data items follow a straight line direction between zero with the Y axis and the X axis. Therefore, the data obtained is normally distributed (Figure 1).

4.3. Multicollinearity Test

In Table 2, this multicollinearity makes it clear whether there is a relationship between the independent variable (X) (Riana 2015). If the results of the VIF value <10, and the result of the Tolerance value > 0.10, it can be said that there is no multicollinearity. Table 2 shows that the VIF value for brand awareness X1 (2.249<10) and the Tolerance value

(0.445>0.10), the VIF value for brand association X2, (2.806<10) and the Tolerance value (0.356>0.10), the value VIF perceived quality of X3 (2.078<10) and Tolerance value (0.481>0.10), X4 brand loyalty value (2.375<10) and Tolerance value (0.421>0.10). The conclusion in table 2 states that there is no symptom of multicollinearity.

Table 2. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Awareness (X1)	.445	2.249
	Brand Association (X2)	.356	2.806
	Quality Perception (X3)	.481	2.078
	Brand Loyalty (X4)	.421	2.375

Source: primary data processed by researchers (2022).

Normal P-P Plot of Regression Standardized Residual

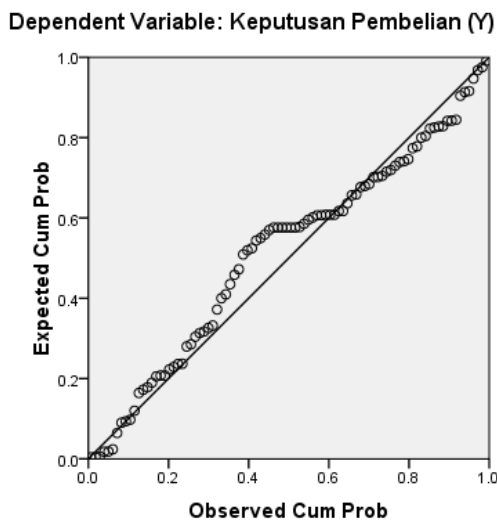


Figure 1. Normality Test Result (in Indonesia)

4.4. Heteroscedasticity Test Results

The heteroscedasticity test aims to find out about the regression model. In heteroscedasticity if the error that differs from one review to another is not constant (Riana 2015). The figure below explains that the distribution data points in the figure do not collect and do not form a certain pattern. So that the heteroscedasticity test is fulfilled.

4.5. Multiple Regression Analysis and Y1 and Hypothesis Testing

Furthermore, multiple linear regression analysis aims to predict the magnitude of the influence of the independent variables, namely brand awareness (X1), brand association (X2), perceived quality (X3), and brand loyalty (X4) with the dependent variable purchasing decision (Y).

Based on the table 3, it can be concluded that the constant value (a) obtained is 0.219. The X1 brand awareness coefficient value is 0.039. The coefficient value of the X2 brand association is 0.228. The value of the coefficient of perceived quality of X3 is 0.437. And the value of the brand loyalty coefficient is X4 0.586.

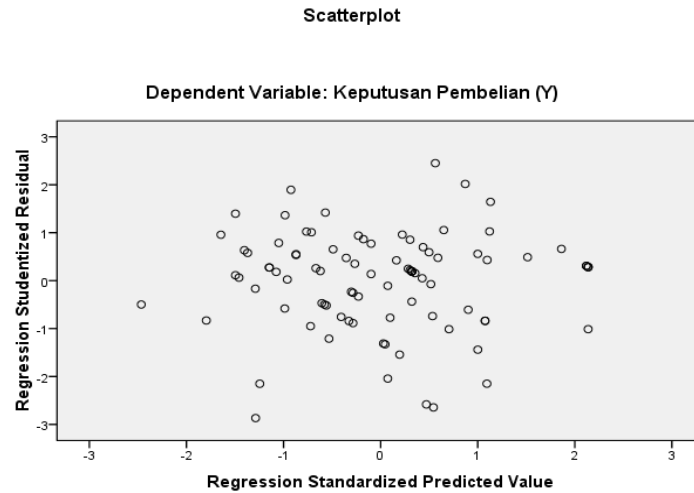


Figure 2. Heterokedastisity Result

Table 3. Results of Multiple Regression Analysis and Y1 and Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.219	1.328		.165	.870
Brand Awareness (X1)	.039	.157	.023	.247	.806
Brand Association (X2)	.228	.149	.163	1.531	.129
Quality Perception (X3)	.437	.137	.291	3.189	.002
Brand Loyalty (X4)	.586	.133	.432	4.417	.000

a. Dependent Variable: Purchasing Decisions (Y)

Source: primary data processed by researchers (2022).

4.6. T Test

The purpose of this (partial) t test is to find out how much influence the independent variable has with the dependent variable partially. Then the results of the t-table value that will be used in the study is the t-value with a significance of 5%, then $df = n - k - 1 = 92 - 5 - 1 = 86$, which is 1.663.

Table 4. Results of T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.219	1.328		.165	.870
Brand Awareness (X1)	.039	.157	.023	.247	.806
Brand Association (X2)	.228	.149	.163	1.531	.129
Quality Perception (X3)	.437	.137	.291	3.189	.002
Brand Loyalty (X4)	.586	.133	.432	4.417	.000

a. Dependent Variable: Purchasing Decisions (Y)

Source: primary data processed by researchers (2022).

Based on table 4 shows that:

- The t value for X1 brand awareness is (0.247), the t table value is (1.663) with a significance value of 0.806. This

means that the value of tcount (0.247) < ttable (1.663) and the significant value is 0.806 > 0.05. Therefore, it can be concluded that X1 brand awareness has a positive and insignificant effect on purchasing decisions for Honda Vario among FEB ULB students. So with that H1 is rejected.

- The t-value for the X2 brand association is (1.531), the t-table value is (1.663) with a significance value of 0.129. This means that the value of tcount (1.531) > ttable (1.663) and the significant value is 0.129 > 0.05. Therefore, it can be concluded that X2 brand awareness has a positive and insignificant effect on purchasing decisions for Honda Vario among FEB ULB students. So then H2 is rejected.
- The t value for the perceived quality of X3 is (3.189), the t-table value is (1.663) with a significance value of 0.02. This means that the value of tcount (3.183) > ttable (1.663) and the significant value is 0.02 < 0.05. Therefore, it can be concluded that the X3 brand association has a positive effect on purchasing decisions among FEB ULB students. So then H3 is accepted.
- The t value for X4 brand loyalty is (4.417), the ttable value is (1.663) with a significance value of 0.00. This means that the value of tcount (4.417) > ttable (1.663) and the significant value is 0.00 < 0.05. Therefore, brand loyalty X4 has a positive influence on purchasing decisions for Honda Vario among students of FEB ULB. So then H4 is accepted.

4.7. F Test

The purpose of the F test is to predict the effect of the independent variable (free) with the dependent variable (bound) simultaneously (simultaneously).

Table 5. F test

ANOVA ^b					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	412.903	4	103.226	40.438	.000 ^a
Residual	222.086	87	2.553		
Total	634.989	91			

a. Predictors: (Constant), Brand Awareness (X1), Brand Association (X2), Quality Perception (X3), Brand Loyalty (X4)

b. Dependent Variable: Purchasing Decisions (Y)

Source: primary data processed by researchers (2022).

From Table 5 can be explained that the value of fcount is 40,438 with a significance of 0.00. Meanwhile, the ftable value used is the value of df1 (distribution) $k-1 = 5-1 = 4$ with df2 (degrees of freedom) $n-k = 92-5 = 87$ and the significance is 0.05 so the ftable value is (2.47). Therefore, fcount $40,438 > 2.47$ with a significance of $0.00 < 0.05$. Then the influence of brand awareness, brand association, perceived quality, brand loyalty, brand property rights have a positive effect simultaneously (simultaneously) on purchasing decisions (Y). So H5 is accepted.

4.8. Discussion

After performing the classical assumption test, where there is a normality test, the items (dots) follow a straight line between zero and the Y axis and the X axis. Then it can be said that the output results are said to be normally distributed. And the multicollinearity test described above shows that there are no multicollinearity symptoms. And the heteroscedasticity test shows that the spread of the points is not gathered and does not form a certain pattern, this means it is fulfilled.

Next, the hypothesis test (t test) found that brand awareness has a positive but not significant effect on purchasing decisions. This happens because of the lack of ability of students who use Honda Vario in recognizing or knowing the product. This is not in accordance with previous research that brand awareness has a significant effect on purchasing decisions for Xiaomi cellphones (Sari & Andjarwati, 2018). And brand associations and not significant effect on purchasing decisions. This means that FEB ULB students who use Honda Vario do not see based on the Honda symbol or brand. This is not in accordance with previous research that brand associations affect the decision to purchase

Telkomsel prime cards in Pekanbaru (Engel, 2014). And this is in accordance with the results of respondents which proves that respondents do not know about brand awareness and brand associations on the Honda Vario.

Furthermore, for perceived quality has a positive and sig effect on purchasing decisions. This shows that FEB ULB students who use Honda Vario feel the quality of the product. This is in accordance with previous research that perceived quality has a significant effect on OPPO smartphone purchasing decisions (Sudarwanto & Rahman, 2021). And this is supported by the brand loyalty variable which has a positive and significant influence on purchasing decisions. So this shows that the variable has a dominant influence. And this is in accordance with the results of respondents who have a strong commitment to the purchase decision of the Honda Vario. This is in accordance with previous research that brand loyalty affects purchasing decisions (Pinassang & Rahardjo, 2017).

The F test (simultaneous) explains that brand awareness, brand association, perceived quality, and brand loyalty simultaneously have a positive and significant influence on purchasing decisions. This is in accordance with previous research that brand awareness, brand associations, perceived quality and brand loyalty have a positive and significant effect on the dependent variable of purchasing decisions (Sudomo, 2013).

Next, the R2 test of the coefficient of determination (0.634) explains that brand awareness, brand associations, perceived quality, and brand loyalty can influence purchasing decisions by 63.4%. And the remaining 36.6% of the variables were not involved in this study.

5. Conclusion

The conclusion is that the normality test shows that the results of the data in the study are normally distributed because the items follow a straight line between zero and the Y and X axes. And the results of multicollinearity in this study did not show symptoms of multicollinearity because $VIF < 10$ and $Tolerance > 0.1$. Furthermore, the results of the hypothesis test for brand awareness have a positive influence and not Sig. It can be seen from the value ($t_{count} 0.247 < t_{table} 1.663$) and Sig. From the results ($t_{count} 0.247 < t_{table} 1.663$) and Sig. ($0.806 > 0.05$) in this case H1 is rejected. Brand affiliation has a positive impact and does not Sig. From the results of the value ($t_{count} 1.531 < t_{table} 1.663$) and Sig. ($0.129 > 0.05$) in this case H2 is rejected. Perception of quality has a positive effect and Sig. From the results of the value ($t_{count} 3.189 > t_{table} 1.663$) and Sig. ($0.02 > 0.05$) in this case H3 is accepted. Brand loyalty has a positive influence and Sig. From the results of $t_{count} 4,417 > t_{table} 1,663$) and Sig. ($0.00 < 0.05$) in this case H4 is accepted.

And the value of $f_{count} 40,438 > f_{table} 2,47$ then brand awareness, brand association, perceived quality, and brand loyalty simultaneously have a simultaneous effect. Purchasing decisions on Honda Vario among FEB ULB students can affect brand awareness, brand associations, perceived quality, and brand loyalty by 0.634 so that the remaining 36.6% is influenced by several factors that are not related to this study.

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