

The Influence of Service Quality and Brand Image on Mixue Purchase Decisions in Yogyakarta

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ABSTRACT

In this study, it was found that service quality and brand image both exert a positive and significant influence on the purchasing decisions of Mixue products in Yogyakarta. Furthermore, when analyzed together, service quality and brand image collectively hold a significant sway over Mixue purchasing decisions within the city. The research results align with prior studies in the field, emphasizing the importance of service quality as a dynamic factor that can meet or exceed customer expectations. Moreover, brand image plays a crucial role in consumer decision-making, as it reflects the associations and perceptions consumers have about a particular brand. The consistency of these findings across various studies underscores their relevance and applicability in real-world marketing scenarios. These insights are valuable for businesses, especially those in the culinary industry, as they highlight the significance of offering high-quality service and building a strong brand image to attract and retain customers. Understanding the interplay between service quality, brand image, and purchasing decisions can aid businesses in developing effective marketing strategies to thrive in a competitive marketplace. In conclusion, this research contributes to the body of knowledge in marketing management and provides practical guidance for businesses aiming to navigate the ever-changing landscape of consumer behavior. By adapting to these insights, companies can position themselves strategically to succeed in the market and win the competition.

INTRODUCTION

During the industrial revolution and disruption, business people had to adapt to changes and developments in the times that became more advanced and dynamic from time to time (Ghosh et al., 2022). Business people are required to always learn and understand the changing needs of consumers. Business people are also required to be able to understand changes in consumer behavior that change as they occur. The massive development of the internet and technology has made everything limitless and limitless, this has become the backbone of the movement and connectivity of machines and humans.

The current development of the culinary business has an opportunity to achieve maximum profits, supported by changes in human lifestyle which causes human needs to change, especially in terms of eating and drinking. Ice cream is a culinary dish that has a variety of flavors and is loved by many people throughout the world. The soft texture and sweet taste make ice

cream a dessert. In the business world, ice cream is a business idea with intense competition. More and more companies in the world are competing in selling ice cream. Competition in the business world is not something scary. However, to survive business competition, companies must make efforts to lead the market. Therefore, every company really needs an appropriate marketing strategy.

One of the many marketing strategies is branding. A brand is the identity of a company that differentiates the company's products from competitors' products through a combination of logos, symbols, names, emblems and other elements. Choosing a name for a brand generally uses a name that is unique, short, easy to pronounce and easy to hear so that the brand is easier for consumers to remember. Consumers' ability to recognize and remember a brand is called Brand Awareness. Generally, consumers decide to buy a product from a known brand, so increasing brand awareness is important for companies so that the brand is known to more people. Schiffman and Kanuk stated that consumers tend to trust products with brands they like or are well known. Therefore, branding alone is not enough to win market competition, companies need to develop brands by giving a positive impression to consumers. A good image will influence consumer preferences and decisions, and can even form customer loyalty so that the company's business grows and develops. The consumer's view of a brand is what is called Brand Image.

Recently, Indonesia has been shocked by the Mixue Ice Cream and Tea brand. Mixue is a franchise company that offers soft serve ice cream products and tea drinks. This ice cream brand from China was founded in 1997 by Zhang Hongchao, to date Mixue has more than 21,000 outlets throughout the world, and there are more than 300 branches in Indonesia. Mixue has a taste that really suits the taste buds of Indonesians who love sweet and economical food. Quality taste at a relatively cheap price makes Mixue more visited by customers than its competitors.

Understanding consumer behavior is very important for business people to create the right strategy to win the competition. Business people must be able to provide good quality service that is superior to their competitors. Service quality is a form of consumer assessment of the level of service received and the expected level of service (Tjiptono, 2017). Service quality can be used as a measure of how well the level of service provided meets customer expectations.

Apart from good service quality that is superior to competitors, business people must also build a strong brand image in the minds of consumers. Brand image plays a big role in convincing consumers that the brand or business is trustworthy. Brand image is an association that is active in memory when someone thinks about a particular brand (Shimp, 2010). Brand image can be interpreted as a perception about a brand that is reflected by brand associations held in consumer memory. Brand image is a set of brand associations formed in the minds of consumers. Consumers who are accustomed to using a certain brand tend to have consistency with that brand.

Brand image consists of consumers' knowledge and beliefs about the brand. Consumers who have a positive perception of a brand mean that the brand has a strong message compared to competing brand messages. If a brand is perceived well by consumers, consumers will be more confident in purchasing products/services from that brand.

This research aims to analyze and explain the influence of service quality on decisions purchasing Mixue in Yogyakarta, as well as to examine the influence of brand image on Mixue purchasing decisions in that city. Apart from that, this research also aims to investigate the joint impact of service quality and brand image on purchasing decisions for Mixue products in Yogyakarta.

This research is expected to be a source of information that can provide guidance or recommendations for the development of knowledge in the field of marketing management, especially for business people in understanding the very *trend of changing consumer behavior*. So it is hoped that understanding changes in consumer behavior will enable business people to create marketing strategies that are right on target to win the competition.

RESEARCH METHODS

A. Research Objects and Subjects

The research object is mixue in Yogyakarta. Meanwhile, the subjects in this research were Mixue consumers in Yogyakarta

B. Population and Sample

1. Population

Population is the entire group of people, events, or things of interest that want to be investigated (Sekaran and Bougie, 2010). So it can be concluded that population is what researchers will research by conducting studies and studying so that conclusions can be drawn. Based on the explanation above, the population in this study is Mixue consumers in Yogyakarta.

2. Sample

The sample is a portion or representative of the number and characteristics of the population being studied. Determining the number of samples to be processed from a large population requires appropriate *sampling techniques* (Sekaran and Bougie, 2010). A good sample size in research is more than 30 and less than 500 or 5 to 10 times the number of indicator variables used

The minimum number of samples required in this research is 100 samples which are determined based on the number of research indicators, namely 12 indicators with the following calculation:

(13 x 7 =91). So the sample size was rounded up to 100 respondents.

The sampling technique in this research uses *purposive* sampling, where sample selection is based on certain characteristics that are considered to be related to previously known population characteristics (Sekaran and Bougie, 2010). Sampling aims to obtain information from specific groups. In this sampling, it is limited to certain respondents who can provide the information needed by the researcher. The criteria for respondents in this research are mixue consumers in Yogyakarta in the last 1 year.

C. Operational Definition of Research Variables

In this research the independent variables (X) are service quality and brand image, while the dependent variable (Y) is purchasing decisions

**Table 1
Research variable**

Research variable	Operational definition	Indicator
Service Quality (X1)	Service quality is a form of consumer assessment of the level of service received and the expected level of service (Tjiptono, 2017).	1. Reliability (<i>reliability</i>) 2. Responsiveness _ 3. Guarantee (<i>assurance</i>) 4. Empathy (empathy) 5. Tangibles _ (hikmawati, 2022)
Brand Image (X2)	Brand image is an association that is active in memory when someone thinks about a particular brand (Shimp, 2010).	1. Widely known 2. Good reputation 3. Easy to recognize 4. Familiar (maslakhah, 2017)
Purchase Decision (Y)	Purchasing decisions are the actions of consumers whether they want to buy or not a product (Kotler and Keller, 2012).	1. Quickly decide 2. Own desire 3. According to the needs 4. Confidence in purchasing Wiratama (2014)

D. Measurement Scale

Likert scale was used to measure each question given to respondents. Then the respondent will choose one of the available answer choices, each answer is given a certain score. This total score is interpreted as the respondent's position on the *Likert scale* (Sekaran and Bougie, 2010).

The measurement criteria are as follows:

1. Strongly Disagree (STS) is given a score of 1
2. Disagree (TS) is given a score of 2
3. Disagree (KS) was given a score of 3
4. Agree (S) is given a score of 4
5. Strongly Agree (SS) was given a score of 5

E. Instrument Quality Test

1. Validity test

According to Ghozali (2016), a validity test is a test that shows the extent to which the measuring instrument we use is able to measure what we want to measure. In this research, the validity test is used to determine the level of validity of the questionnaire. Whether an instrument is valid or not can be determined by comparing the product moment person correlation index using *SPSS for Windows software* with a significance level of 5%.

The calculation criteria are as follows:

- a. If the significance of the correlation results is ≤ 0.05 (5%), then the questionnaire is declared valid.
- b. If the significance of the correlation results is ≥ 0.05 (5%) then the questionnaire is declared invalid.

2. Reliability Test

In this research, reliability testing is used to measure the reliability or reliability of a questionnaire. Reliability testing is a test that shows the extent of stability and consistency of the measurement tools we use, so that it provides relatively consistent results if the measurements are repeated (Ghozali, 2016). The reliability test uses *SPSS for Windows software* and is measured using the *Cronbach Alpha value* (Ghozali, 2016).

Criteria are as follows:

- a. If the *Cronbach Alpha value* is ≥ 0.6 (60%), then the questionnaire is reliable.
- b. If the *Cronbach Alpha value* is ≤ 0.6 (60%), then the questionnaire is not reliable.

F. Data Analysis and Hypothesis Testing Techniques

1. Data analysis

Multiple regression analysis is used to analyze the influence of two or more *independent variables* (X) on the dependent variable (Y) (Ghozali, 2016). Multiple regression analysis is used to test whether there is an influence of the independent variable on the dependent variable. In this research, hypothesis testing uses multiple regression analysis techniques using *SPSS for Windows software*.

The multiple regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Purchase Decision

X_1 = Service Quality

X_2 = Brand Image

b_1 = Regression coefficient for the Service Quality variable

b_2 = Regression coefficient for the Brand Image variable

a = Constant

e = error

2. Testing (t Statistical test)

The t statistical test basically shows how far the influence of the explanatory or independent variable is partially (individually) in explaining variations in the dependent variable. The level of significance of each variable can be determined by looking at the

p value in the t test. If the p value < α (0.05) it means that each independent variable has a significant effect on the dependent variable (Ghozali, 2016).

Test criteria are as follows:

- a. It is significant if the p value $\leq \alpha$ (0.05), meaning there is a partial influence between the independent variable and the dependent variable.
 - b. It is not significant if the p value $\geq \alpha$ (0.05), meaning there is no partial influence between the independent variable and the dependent variable.
3. Testing (F Statistics test)

The F statistical test basically shows how far the influence of the explanatory or independent variables simultaneously (together) is in explaining variations in the dependent variable. The level of significance of each variable can be determined by looking at the p value in the t test. if the p value < α (0.05) it means that each independent variable has a significant effect on the dependent variable (Ghozali, 2016).

Test criteria are as follows:

- a. It is significant if the p value $\leq \alpha$ (0.05), meaning there is a partial influence between the independent variable and the dependent variable.
 - b. It is not significant if the p value $\geq \alpha$ (0.05), meaning there is no partial influence between the independent variable and the dependent variable.
4. Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to measure how far the model is able to explain variations in the dependent variable. The coefficient of determination value is between zero and one (Ghozali, 2016).

Test criteria are as follows:

- a. R^2 value means the ability of the independent variables to explain variable variations very limited dependencies.
- b. An R^2 value that is close to one means the variables are independent provides almost all the information needed to predict variations in the dependent variable.

RESULTS

A. Description of Respondent Profile

Explanations regarding the profile of respondents in this study are explained in the table below which includes: gender, age, occupation and income.

1. Respondents Based on Gender

Table 2
Respondents Based on Gender

Gender	Number of Respondents	Percentage
Man	44	44%
Woman	56	56%
Total	100	100%

Source: Primary data processed in 2023

Based on the table above, respondents based on gender are: 44 male respondents and 56 female respondents.

2. Respondents Based on Age

Table 3
Respondents Based on Age

Age	Number of respondents	Percentage
<18 YEARS	1	1%
18-28 YEARS	82	82%
29-39	13	13%
>39 YEARS	4	4%

Total	100	100%
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Source: Primary data processed in 2023

Based on the table above, respondents based on age are: 1 respondent aged <18 years, 82 respondents aged 18 - 28 years, 13 respondents aged 29 - 39 years, 4 respondents >39 years old.

3. Respondents Based on Occupation

Table 4
Respondents Based on Occupation

Work	Number of Respondents	Percentage
Civil servants (PNS)	10	10%
Private employees	13	13%
Student	69	69%
Other	8	8%
Total	100	100%

Source: Primary data processed in 2023

Based on the table above, respondents based on occupation are: Civil Servants (PNS) with 10 respondents, Private Employees with 13 respondents, Students with 69 respondents, and others with 8 respondents.

4. Respondents Based on Income

Table 5
Response Based on Income

Income	Number of respondents	Percentage
< 1,000,000	55	55%
1,000,000 – 3,000,000	24	24%
3,100,000 – 5,000,000	15	15%
> 5,000,000	6	6%
Total	100	100%

Source: Primary data processed in 2023

Based on the table above, respondents based on income are: Respondents with income < IDR 1,000,000 as many as 55 respondents, IDR 1,000,000 – 3,000,000 as many as 24 respondents, IDR 3,100,000 – 5,000,000 as many as 15 respondents, and IDR > 5,00,000 as many 6 Respondents.

B. Validity Test Results

The validity test is used to see whether the question items in the research are valid or not. If the significance value is ≤ 0.05 then the question item can be said to be valid (Ghozali, 2016).

Table 6
Service Quality Validity Test Results (X1)

Question items	Correlation Value	Sig value.	Information
1.	,842**	,000	Valid
2.	,883**	,000	Valid
3.	,891**	,000	Valid
4.	,773**	,000	Valid
5.	,825**	,000	Valid

6.	,890**	,000	Valid
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Source: Primary data processed in 2023

The validity test results show that all question items from the Service Quality variable (X1) are valid, this can be seen from the significance value ≤ 0.05 , which means all question items are valid.

Table 7
Brand Image Validity Test Results (X2)

Question Items	Correlation Value	Sig value.	Information
1.	,713 **	,000	Valid
2.	,910**	,000	Valid
3.	,800 **	,000	Valid
4.	,894**	,000	Valid
5.	,913**	,000	Valid
6.	.911**	,000	Valid
7.	,909 **	,000	Valid
8.	,844 **	,000	Valid

Source: Primary data collected in 2023

Shows that all question items from the brand image variable (X2) are valid, this can be seen from the significance value ≤ 0.05 , which means all question items are valid.

Table 8
Purchasing Decision Validity Test Results (Y)

Question Items	Correlation Value	Sig value.	Information
1.	,816**	,000	Valid
2.	,696**	,000	Valid
3.	.803**	,000	Valid
4.	,847**	,000	Valid
5.	,742**	,000	Valid
6.	,766**	,000	Valid
7.	,750**	,000	Valid

Source: Primary data processed in 2023

Shows that all question items from the purchasing decision variable (Y) are valid, this can be seen from the significance value ≤ 0.05 , which means all question items are valid.

C. Reliability Test Results

Reliability tests are used to see the consistency of the measuring instruments used in research. If the Cronbach's Alpha value is ≥ 0.60 then the question item can be said to be reliable (Ghozali, 2016).

Table 9
Reliability Test Results

Research variable	Cronbach's Alpha	Information
Service quality (X1)	,925	Reliable
Brand image (X2)	,951	Reliable
Purchase decision (Y)	,889	Reliable

Source: Primary data processed in 2023

Shows that all research variables are reliable, this can be seen from the Cronbach's Alpha value ≥ 0.60 . So it can be concluded that all research variables are reliable.

D. Results of Multiple Regression Analysis

Multiple regression analysis was used to determine the influence of the variables in the research (Ghozali, 2016).

Table 10
Multiple Linear Regression Test Results

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>Q</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	7,093	1,609		4,408	,000
1 Service Quality (X1)	,407	.118	,353	3,441	,001
Brand Image (X2)	,348	,348	,508	4,954	,000

a. Dependent Variable: Purchase Decision (Y)

Source: Primary data processed in 2023

From the table above, the results of the regression equation in this research model are as follows:

$$Y = 7.093 + 0.407X_1 + 0.348X_2$$

Based on these results, the regression equation is as follows:

1. The coefficient for the Service Quality variable (X1) is 0.407. A positive value for the Service Quality variable indicates that this variable has an influence on the purchasing decision variable. So it can be concluded that service quality has a positive influence on Mixue purchasing decisions in Yogyakarta.
2. The coefficient of the brand image variable (X2) is 0.348. A positive value for the brand image variable indicates that this variable has an influence on the purchasing decision variable. So it can be concluded that brand image has a positive influence on Mixue purchasing decisions in Yogyakarta.

E. Partial Test Results (t Test)

The partial test (t test) is used to determine the effect of each variable in the research. If the significance value is ≤ 0.05 then there is a partially significant influence (Ghozali, 2016)

Table 11
Partial Test Results (t Test)

<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>Q</i>	<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
(Constant)	7,093	1,609		4,408	,000
1 Service Quality (X1)	,407	.118	,353	3,441	,001
Brand Image (X2)	,348	,348	,508	4,954	,000

a. Dependent Variable: Purchase Decision (Y)

Source: Primary data processed in 2023

It can be seen that the influence between variables in the research is as follows:

1. Influence of Service Quality (X1) on purchasing decisions (Y)
Based on the results of hypothesis testing, it can be seen that Service Quality (X1) has a significant effect on purchasing decisions (Y). This can be seen from the significance value, namely 0.001, the significance value is ≤ 0.05 .
2. Influence of brand image (X2) on purchasing decisions (Y)

Based on the results of hypothesis testing, it can be seen that brand image (X2) has a significant effect on purchasing decisions (Y). This can be seen from the significance value, namely 0.000, the significance value is ≤ 0.05 .

F. Simultaneous Test Results (F Test)

Simultaneous test (F test) is used to determine the effect of each variable in the research. If the significance value is ≤ 0.05 then there is a significant effect simultaneously (Ghozali, 2016).

Table 12
Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	655,569	2	327,785	102,523	,000b
Residual	310.125	97	3,197		
Total	965,695	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Brand Image (X2), Service Quality (X1)

It can be seen that the influence between variables in the research is as follows:

1. The influence of service quality (x1) and brand image (x2) on purchasing decisions (y)
2. Based on the results of hypothesis testing, it can be seen that service quality (x1) and brand image (x2) simultaneously have a significant influence on purchasing decisions (y). This can be seen from the significance value, namely 0.000, the significance value is ≤ 0.05 .

G. Coefficient of Determination Test Results

The coefficient of determination test is used to find out how much influence the model has in the research (Ghozali, 2016).

Table 13
Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824a	,679	,672	1.78806

Source: Primary data processed in 2023.

It can be seen that the R Square value is 0.672. Meanwhile, the remaining 67.2% is explained by other variables outside the variations in this research variable.

H. Discussion

1. Influence of Service Quality (X1) on Purchasing Decisions (Y)

Service quality is a form of consumer assessment of the level of service received and the expected level of service (Tjiptono, 2017). Service quality can be used as a measure of how well the level of service provided meets customer expectations. Service quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations. Quality of service, its measurement is not only determined by the party serving but is more determined by the party being served, because they are the ones who enjoy the service so they can measure the quality of service based on their expectations in meeting their satisfaction.

There is research conducted by Pahlawan & Gunadi (2023) entitled the influence of service quality and promotions on purchasing decisions for customers of KSP Artha Putra Mandiri, Bekasi. The results of this research show that service quality has a positive and significant influence on purchasing decisions.

Apart from that, based on the results of research by Welsa, et al (2023) entitled the influence of social media marketing and service quality on purchasing decisions through consumer buying interest as an intervening variable. The results of this research show that service quality has a positive and significant influence on purchasing decisions.

2. Influence and Brand Image (X2) on Purchasing Decisions (Y)

Brand image is an association that is active in memory when someone thinks about a particular brand (Shimp, 2010). Brand image can be interpreted as a perception about a brand that is reflected by brand associations held in consumer memory. Brand image according to Rangkuti (2009) is a set of brand associations that are formed in the minds of consumers. Consumers who are accustomed to using a certain brand tend to have consistency with that brand.

Based on the results of previous research conducted by Mappadeceng, et al (2022) with the title The Influence of Brand Image on Purchasing Decisions of PT Arthess Brand Bottled Drinking Water. Lingga Harapan Jambi. The results of this research show that brand image has a positive and significant influence on consumer purchasing decisions.

There is research conducted by Ghadani, et al (2022) entitled the influence of brand ambassadors and brand image on purchasing decisions at Shopee mediated by brand awareness. The results of this research show that brand image has a positive and significant influence on consumer purchasing decisions.

Apart from that, based on the research results of Sari, et al. (2022) with the title The Influence of Brand Image on Consumer Purchasing Decisions. The results of this research show that brand image has a positive and significant influence on consumer purchasing decisions.

3. The Influence of Service Quality (X1) and Brand Image (X2) on Purchasing Decisions (Y)

Service quality is a form of consumer assessment of the level of service received and the expected level of service (Tjiptono, 2017). Service quality can be used as a measure of how well the level of service provided meets customer expectations. Service quality is a dynamic condition related to products, services, people, processes and environments that meet or exceed expectations.

Brand image is an association that is active in memory when someone thinks about a particular brand (Shimp, 2010). Brand image can be interpreted as a perception about a brand that is reflected by brand associations held in consumer memory. Brand image according to Rangkuti (2009) is a set of brand associations that are formed in the minds of consumers. Consumers who are accustomed to using a certain brand tend to have consistency with that brand.

Based on the results of previous research conducted by Gultom & Sari (2023) with the title analysis of the influence of product quality, price, and brand image and service quality on purchasing decisions for Yamaha Motorbikes. The results of this research show that brand image and service quality have a positive and significant influence on consumer purchasing decisions.

There is research conducted by Sari, et al (2023) entitled the impact of brand image and service quality on purchasing decisions. The results of this research show that brand image and service quality have a positive and significant influence on purchasing decisions.

Apart from that, based on the research results of Pujiani & Trisnowati (2023) entitled analysis of the influence of service quality, product, price and brand image on purchasing decisions on the Lazada marketplace in Karanganyar. The results of this research show that service quality and brand image have a positive and significant influence on purchasing decisions.

CONCLUSION

The conclusion of this research is that service quality and brand image have a positive and significant influence on purchasing decisions for Mixue products in Yogyakarta. In addition, together, service quality and brand image also have a significant influence on Mixue purchasing decisions in the city.

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