

THE INFLUENCE OF BRAND IDENTIFICATION AND BRAND SATISFACTION OF SMARTPHONE PRODUCTS ON BRAND EVANGELISM

PENGARUH BRAND IDENTIFICATION DAN BRAND SATISFACTION PRODUK SMARTPHONE TERHADAP BRAND EVANGELISM MAHASISWA FEB UNSRAT

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Abstract: Smartphones have become an inseparable object from the public, especially for students. However, the preferences of each student are different, and after using the product or the smartphone they choose, they will judge how well the smartphone is by comparing their expectations with the performance of the smartphone they are using. Campus life is a life of socializing between one student and another. With such a situation, there are not a few occasions where students exchange opinions and thoughts about things that are liked by one student to another, especially in this case, the matter of smartphones. This research aims to analyze the determinants that affect the Brand Evangelism within the students of FEB Unsrat, in this case are brand identification and brand satisfaction. This study uses quantitative methods with questionnaires used to collect data, this research uses Multiple Linear Regression as the tool of analysis. The sample of this research are 100 active students of FEB Unsrat. The findings revealed that both brand identification and brand satisfaction have positive relationship and significant influence toward brand evangelism. From the results, it is recommended to smartphone companies need to focus on how the company can make bonds with their consumer. Also, the marketeers of each companies need to listen to consumer on how they feel about the brand itself, so that the consumer will be satisfied with the products.

Keywords: brand identification, brand satisfaction, brand evangelism

Abstrak: Smartphone telah menjadi objek yang tidak terpisahkan dari masyarakat, khususnya mahasiswa. Akan tetapi, pilihan tiap mahasiswa itu berbeda, kemudian setelah menggunakan produk tersebut, mereka akan membandingkan seberapa baik performa yang dihasilkan dari produk tersebut dengan ekspektasi yang mereka pikirkan. Kehidupan kampus adalah kehidupan bersosialisasi antara satu mahasiswa dengan mahasiswa lainnya. Dalam keadaan seperti itu, tidak sedikit peristiwa dimana mahasiswa saling menukar pendapat dan pemikiran tentang hal yang mereka sukai satu sama yang lainnya, khususnya dalam hal ini yaitu tentang smartphone. Tujuan dari penelitian ini adalah untuk menganalisa faktor-faktor penentu yang mempengaruhi brand evangelism mahasiswa FEB Unsrat, dalam hal ini yaitu brand identification dan brand satisfaction. Penelitian ini menggunakan metode kuantitatif dengan penyebaran kuesioner untuk mendapatkan data, dan Regresi Linear Berganda sebagai alat analisa. Sampel dari penelitian ini adalah 100 mahasiswa aktif di FEB Unsrat. Hasil dari penelitian ini menemukan bahwa brand identification dan brand satisfaction keduanya memiliki hubungan yang positif dan signifikan terhadap brand evangelism. Berdasarkan hasil ini, direkomendasikan untuk perusahaan smartphone untuk focus pada bagaimana cara perusahaan untuk bisa membuat ikatan dengan konsumen mereka. Kemudian, marketeers dari tiap perusahaan smartphone untuk mendengarkan langsung bagaimana perasaan konsumen terharhadap merek smarphone mereka, sehingga konsumen bisa puas dengan produk yang ada.

Kata kunci: brand identification, brand satisfaction, brand evangelism

INTRODUCTION

Research Background

The Interactions between consumers or customers are really affecting the image of certain brand, either it is an interaction between two people or even more. The interaction can be verbal or written, and it can be a positive one in this case good information, or it can be a negative one or a bad information. The concept of brand evangelism is communicating positive information, ideas, and feelings concerning a specific brand freely, and often fervently, to others in a desire to influence consumption behavior (Doss, 2010).

The term of brand evangelism is indeed rarely heard by some people because this term is a new term in the business circle, yet the concept of brand evangelism itself has long been used. In the oxford dictionary evangelism is defined as a practice of trying to persuade people to become Christians, especially by travelling around the country holding religious meetings or speaking on radio or television. So, it makes sense that business person has borrowed and repurposed the term to describe a deep commitment to advocating for a brand. So, brand evangelism is simply the word-of-mouth marketing, the one of the oldest forms of marketing

At this time, smartphones have become an inseparable object from the public, especially for students. For students, smartphone has become a complete package when carrying out their activities as a student. Besides for communicating, smartphone is also used as tools to do various tasks or assignments that given by lecturers. However, the preferences of each student are different, some are more concerned with price, some are more concerned with usability and there are even more concerned with the prestige of the smartphone. It all depends on how the brand of the smartphone reflects on the student, in other words how the student feels suit with the smartphone brand. Then, after using the product or the smartphone they choose, they will judge how well the smartphone is by comparing their expectations with the performance of the smartphone they are using.

As we know, campus life is a life of socializing between one student and another. With such a situation, there are not a few occasions where students exchange opinions and thoughts about things that are liked or disliked by one student to another, especially in this case, the matter of smartphones. Therefore, an investigation is needed to find out whether students have willingness to give opinions on a smartphone brand after they have assessed and felt the performance of the smartphone brand is.

With various numbers of determinants, the author chooses 2 determinants that have influence to the brand evangelism which is brand identification and brand satisfaction. The research aims to gain more comprehensive understanding in which these determinants effecting the brand evangelism, whether it gives a big impact toward the brand evangelism or only a mere small impact to it.

Research Objective

The research objectives are to identify:

1. The influence of brand identification and brand satisfaction influence toward brand evangelism of students of FEB Unsrat simultaneously
2. The influence of brand identification towards brand evangelism of students of FEB Unsrat partially
3. The influence of brand satisfaction towards brand evangelism of students of FEB Unsrat partially

THEORETICAL REVIEW

Marketing

Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and exchanging products and services of value freely with others (Kotler, 2002:4). Marketing as the science and art of exploring, creating and delivering values to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company can serve best and it designs and promotes the appropriate products and services. Continuous exposure to advertising and personal selling leads many people to link marketing and selling. Or, to think that marketing activities start once goods and services have been produced. While marketing certainly includes selling and advertising, it encompasses much more. Marketing also involves analyzing consumer needs, securing information needed to design and produce goods or services that match buyer expectations and creating and maintaining relationships with customers and suppliers.

The American Marketing Association, the official organization for academic and professional marketers, defines marketing as: "Marketing is the process of planning and executing the conception, pricing, promotion and

distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.” Another definition goes as “Process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” Simply put: Marketing is the delivery of customer satisfaction at a profit. The notion of exchange as central to marketing is reinforced by many contemporary definitions such as “Marketing is the process of creating and resolving exchange relationships” and “Marketing is the process in which exchanges occur among persons and social groups”. The essence of marketing is the exchange process, in which two or more parties give something of value to each other to satisfy felt needs. In many exchanges, people trade tangible goods for money. In others, they trade intangible services.

Brand

A brand can be defined as a set of tangible and intangible attributes designed to create awareness and identify, and to build the reputation of a product, service, person, place, or organization (Sammut and Bonnici, 2015:1). The holistic perspective of branding as long-term strategy includes a wide set of activities ranging from product innovation to marketing communication. Broadly, a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler and Keller, 2015). Competitive brand positioning requires the identification of a distinct market space and a cognitive location as perceived by consumers. Effective brand positioning helps strategies determine what the brand stands for, its unique selling points, how it overlaps with competing brands, and the value derived from the usage of the brand. A competitive position is attained through strong brand recognition, which can be developed by differentiating product attributes such as product features, quality, selection, price, and availability.

Brand Evangelism

The concept of brand evangelism is communicating positive information, ideas, and feelings concerning a specific brand freely, and often fervently, to others in a desire to influence consumption behavior. Brand evangelism is an extension of positive word-of-mouth communication (Doss, 2015). Brand Evangelism is part of Marketing in Evangelism Marketing which is an advanced form of [word-of-mouth marketing](#) in which companies develop customers who believe so strongly in a particular product or service that they freely try to convince others to buy and use it. The customers become voluntary advocates, actively spreading the word on behalf of the company. So basically, Brand Evangelism is a communication between one person who believe in certain product or service to another so that the other person will use the same product or service.

Brand Identification

Brand identification refers to consumers’ “psychological state of perceiving, feeling, or valuing his or her belongingness with a brand”. Purchase and consumption of brands enable consumers to construct their identities. When consumers perceive that brands possess characteristics that they consider as central to their own identities, they incorporate the brand’s characteristics into their self-identity and self-definition and communicate such self-definition to others. As a result, when consumers identify with specific brands, they form a psychological relationship with the brand, demonstrate favouritism, and work instinctively to the benefit of the brand (Becerra and Badrinarayanan, 2013). In other words, brand identification is a type of how a certain brand can represent the customer or consumer values, beliefs or characteristics. For example, the person who lives in high standard of life they have tendency to buy or use a high-end product or service.

Brand Satisfaction

According to Nam, Ekinci and Whyatt (2011) described brand satisfaction as an evaluative summary of direct consumption experience, based on the discrepancy between prior expectation and the actual performance perceived after consumption (Kuenzel and Halliday, 2008). Brand satisfaction also defined as the cumulative satisfaction as overall consumer’s evaluation based on the consumer’s total purchase and experience with a brand of product or service (Grisaffe and Nguyen, 2011). So basically, brand satisfaction is a conclusion that is resulted from comparing expected performance and perceived actual performance of a certain brand.

Previous Research

Beccerra and Badrinarayanan (2013) investigated the influence of two consumer-brand relational constructs, brand trust and brand identification, on brand evangelism. The findings reveal that consumer-brand

relationships influence brand evangelism, albeit in different ways. Whereas brand trust influences purchase intentions and positive referrals, brand identification influences positive and oppositional brand referrals. Overall, the findings reveal the power of consumer-brand relationships in engendering brand evangelism, relative to other factors such as extraversion, gender, and brand experience.

Doss (2013) studied the dimensions of brand evangelism. It is proposed here that the attributes leading to brand evangelism include brand satisfaction, brand salience, consumer-brand identification, brand trust, and opinion leadership. The results of the study garnered some mixed results. It was found that consumer-brand identification, brand salience, brand trust, and opinion leadership are all concepts that lead to brand evangelism. However, brand satisfaction does not have a directly related statistically significant relationship with brand evangelism. It must be noted, though, that brand satisfaction does have a mediated relationship with brand evangelism through consumer-brand identification.

Doss and Carstens (2014) investigated to understand the relationships between each of the Big Five Personality Traits and the concept of brand evangelism. The hypotheses tested are whether brand evangelism relates to each of the Big 5 Personality Traits consisting of extraversion, openness, conscientiousness, neuroticism and agreeableness. The results of the overall regression model show significance. Brand evangelism is significantly related to extraversion, openness and neuroticism. Future research is also discussed as understanding these personality traits and what drives individuals with these traits to become brand evangelists can strengthen a company’s success with its brand(s).

Conceptual Framework

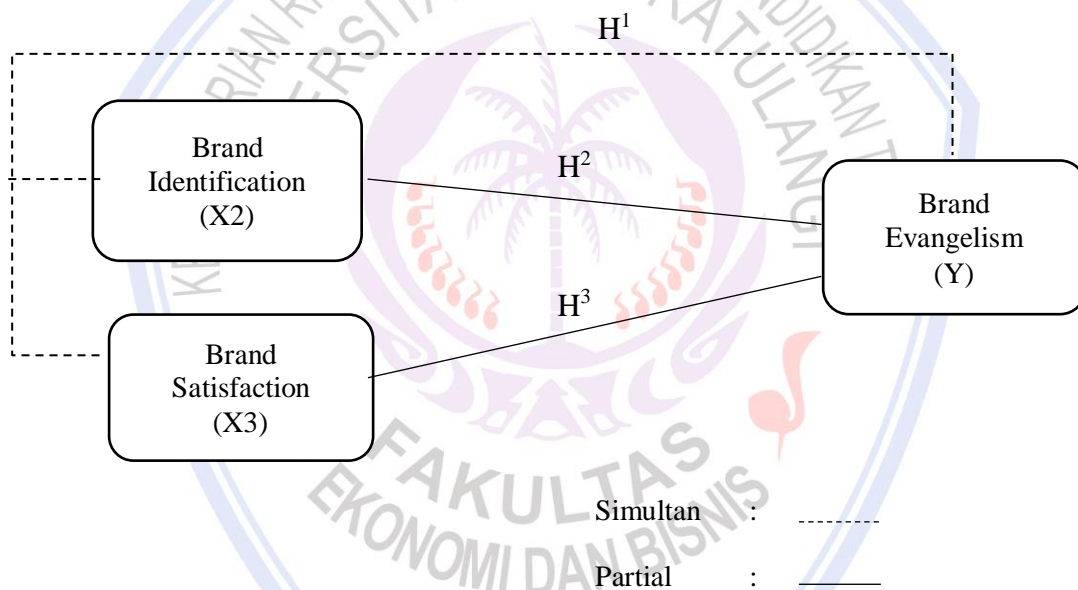


Figure 1. Conceptual Framework

Source: Data Processed, 2019

Research Hypotesis

H₁: Brand identification and brand satisfaction affect brand evangelism of students of FEB Unsrat simultaneously.

H₂: Brand identification affect brand evangelism of students of FEB Unsrat partially.

H₃: Brand satisfaction affect brand evangelism of students of FEB Unsrat partially.

RESEARCH METHOD

Research Approach

This research is using quantitative approach. Quantitative approach emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Causal analysis is a research conducted to establish cause-and-effect relationship among variables. This is undertaken to find out the influence of Brand Identification (X₁), Brand Satisfaction (X₂) of smartphone products, toward Brand Evangelism (Y) within students of FEB Unsrat.

Population, Sample, and Sampling Technique

The population of this research is 6,478 students of Faculty of Economics and Business Universitas Sam Ratulangi. Sample refers to a part of number and characteristic possessed by population (Sugiyono, 2012:13). The type of sampling used in this study is purposive sampling. The sample of this research is 100 active students in FEB Unsrat.

Data Collection Method

Primary and Secondary data are used as the main source of this study. The primary data of this study were taken from the questionnaires. The questionnaires were distributed to respondents so they can respond directly on the questionnaires. The secondary data of this study were taken from textbook, journal, internet searches, and organizational website.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Definition	Indicators
Brand Identification (X ₁)	Brand identification, consumers' psychological state of perceiving, feeling, or valuing his or her belongingness with a brand	- Brand-self similarity - Brand distinctiveness - Brand Social Benefit - Memorable Brand Experience
Brand Satisfaction (X ₂)	Brand satisfaction, an evaluative summary of direct consumption experience, based on the discrepancy between prior expectation and the actual performance perceived after consumption	- Brand Preference - Brand loyalty - Brand attachment
Brand Evangelism (Y)	Brand evangelism, communicating positive information, ideas, and feelings concerning a specific brand freely, and often fervently, to others in a desire to influence consumption behavior.	- Brand salience - Brand trust - Opinion leadership

Source: Author's Note, 2019

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple linear regression (MLR) is the suitable method of analysis when research problem consists of a single metric dependent variable estimated to be related to two or more metric independent variables. Multiple linear regression (MLR) are used to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Dependent Variable (Brand Evangelism)

X1 = Brand Identification

X2 = Brand Satisfaction

A = Constant

$\beta_1, \beta_2, \beta_3, \beta_4,$ & β_5 = the regression coefficient of each variable

ε = Error

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test of brand identification (X1), brand satisfaction (X2), and brand evangelism (Y) are greater than r_{table} 0,3 which means all the indicators are valid. The variable is reliable because the value of Cronbach's Alpha is 0,834 bigger than 0,6.

Result of Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Result

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	6.307	1.988		3.173	.002
	Brand Identification	.283	.103	.264	2.741	.007
	Brand Satisfaction	.405	.097	.400	4.161	.000

a. Dependent Variable: Brand Evangelism

Source: SPSS Output, 2019

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:

1. Constant value of 6,307 means that in a condition of *ceteris paribus*, if all independent variables equal to zero, then Brand Evangelism (Y) as dependent variable will be 6,307.
2. X_1 's coefficient value of 0.283 means that if there is one unit increase in Brand Identification (X_1) then Brand Evangelism (Y) will improve and increase by 0.283.
3. X_2 's coefficient value of 0.405 means that if there is one unit increase in Brand Satisfaction (X_2) then Brand Evangelism (Y) will improve and increase by 0.405.

Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R^2)

Table 3. Result of R and R^2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 ^a	.338	.324	2.032

a. Predictors: (Constant), Brand Satisfaction, Brand Identification

Source: Data Processed, 2019

The value of R is 0.581 indicating a strong relationship between independent and dependent variable. The value of R^2 is 0.338 or 33.8%. It means that Brand Identification and Brand Satisfaction explain 33.8% of variation in the Brand Evangelism (Y), while the remaining 66.2% is explained by other factors outside the model or not discussed in this research.

Multicollinearity

Table 4. Multicollinearity Statistics

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	6.307	1.988		3.173	.002		
	Brand Identification	.283	.103	.264	2.741	.007	.738	1.355
	Brand Satisfaction	.405	.097	.400	4.161	.000	.738	1.355

a. Dependent Variable: Brand Evanglism

Source: Data Processed, 2019

Based on the result in table 4, the VIF value of Brand Identification is 0.738 and Brand Satisfaction is 0.738 meaning that the tolerance value of each variable is more than 0.1. The VIF value of Brand Identification is 1.355 and Brand Satisfaction is 1.355 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heteroscedasticity

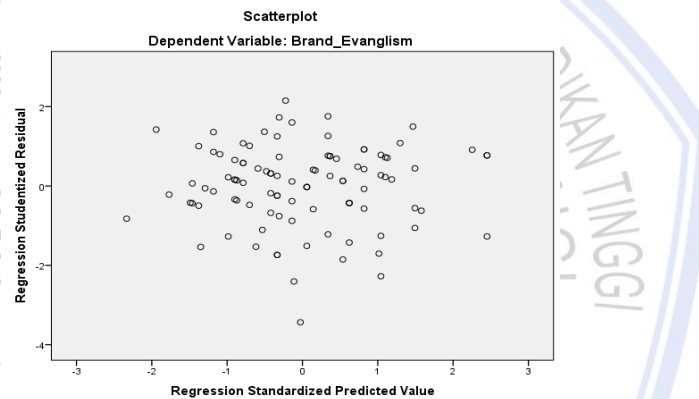


Figure 2. Heteroscedasticity Test
Source: Data Processed, 2019

Figure 2 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Normality

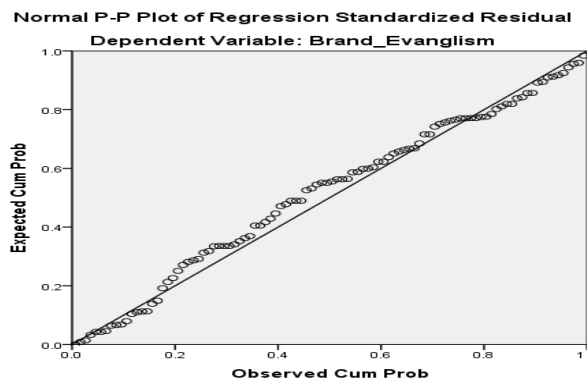


Figure 3. Normality Test
Source: Data Processed, 2019

Figure 3 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Hypothesis Testing

f-test

Table 5. Simultaneous Test (f-test Output)

		ANOVA ^a				
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	204.266	2	102.133	24.728	.000 ^b
	Residual	400.644	97	4.130		
	Total	604.910	99			

a. Dependent Variable: Brand Evangelism

b. Predictors: (Constant), Brand Satisfaction, Brand Identification

Source: Data Processed, 2019

Table 5 shows the value of F_{count} is 24.728. The value of F_{table} is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 98 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then F_{table} is 3.09. The result is F_{count} (24.728) > F_{table} (3.09). Therefore, since F_{count} is greater than F_{table} , Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

t-test

Table 6. Partial Test (t-test Output)

Variable	t_{count}	t_{table}	Description
Brand Identification(X1)	2.741	1.660	Accepted
Brand Satisfaction (X2)	4.161	1.660	Accepted

(Source: Data Processed, 2019)

The interpretations are:

1. The value of t-count of X_1 is 2.741 with the level significant of 0.007. Since the value of $t_{count} = 2.741 < t_{table} = 1.660$ meaning that H_2 is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X_1 (Brand Identification) partially has a significant effect on Brand Evangelism (Y).
2. The value of t-count of X_2 is 4.161 with the level significant of 0.000. Since the value of $t_{count} = 4.161 > t_{table} = 1.660$ meaning that H_3 is accepted. Sig < 0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that that Brand Satisfaction (X_2) partially has a significant effect on Brand Evangelism (Y).

Discussion

In the campus environment especially in this case the environment of FEB Unsrat students is definitely going on a socialization process. When socializing with other students it is not uncommon for students to exchange ideas about things they like and don't like. When this happens, it is called brand evangelism, where students give good ideas or positive ideas about the brands they like, in this case smartphones.

There are many factors that influence a student to give a good idea about the brand of a smartphone to other students, one of which is a student's satisfaction with a smartphone that he or she has used, and then is from how a student can see his representation on a smartphone brand.

For this reason, the major contribution of this study is to explore the influence of Brand Identification and Brand Satisfaction as the independent variable on Brand Evangelism as the dependent variable. In this research the data was collected randomly from 100 respondents which are the students of Faculty of Economics and Business Universitas Sam Ratulangi. The respondents are uncategorized by age or gender. The author chooses the respondents universally as long as she or he is a student of FEB Unsrat.

The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also showing that based on hypothesis testing using t-test, from the significance value it can be seen that all variables individually have a significant effect. Both Brand Identification and Brand Satisfaction are the variables that have a positive and significant effect on Brand Evangelism. This result is the same with theories and previous researches that stated that Brand Identification and Brand Satisfaction do have positive effect on the Brand Evangelism. This finding supporting the concept of brand evangelism which is communicating positive information, ideas, and feelings concerning a specific brand freely, and often fervently, to others in a desire to influence consumption behavior (Doss, 2010).

CONCLUSION AND RECOMMENDATION

Conclusion

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. There are significant effect of brand identification and brand satisfaction of smartphone products toward brand evangelism of students of FEB Unsrat simultaneously.
2. There is any significant effect of brand Identification with indicators such as brand-self similarity, brand distinctiveness, brand social benefits, and memorable brand experience toward brand evangelism of students of FEB Unsrat
3. There is any significant effect of brand satisfaction with indicators such as brand preference, brand loyalty, and brand attachment toward brand evangelism of students of FEB Unsrat.

Recommendation

As discussed above, Brand Identification of smartphone products has positive effect and with significant effect. With these positive and significant effects, improvement toward the current situation is needed in order to give the best possible outcome for the Smartphone Companies. Smartphone Companies especially for the marketing division in Manado focus on how the company can make bonds with their consumer. Field observation system give a clear picturization about how the marketing want to go in the future. Other than that, company also needs to listen to the consumers. Consumer nowadays are more likely to talk about negative experience. Instead of ignoring it, the marketeers need to listen to consumer on social how they feel about the brand itself. The goal is to help the consumer about their problems and turn them into satisfied consumer.

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