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## Effect of Brand Awareness and Brand Loyalty on the Purchase Decision of Adidas Brand Sport Shoes by Bandung City Adidas Lovers

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Deden Muhammad Adam<sup>1</sup>, Adam Aditya Mandala<sup>2</sup>, Muhamad Bayu Hasan Basri<sup>3</sup>

<sup>1,2,3</sup> Masters Program in Management, Maranatha Christian University

Email : [adambusiness888@gmail.com](mailto:adambusiness888@gmail.com)<sup>1</sup>, [adamadityam@gmail.com](mailto:adamadityam@gmail.com)<sup>2</sup>,  
[muhamadbayuhasanbasri@gmail.com](mailto:muhamadbayuhasanbasri@gmail.com)<sup>3</sup>.

### ABSTRACT

*The universe influences the global economic cycle, and consumer decisions are increasingly complex when choosing or buying competing brands in international markets. This study was conducted to analyze the effect of brand awareness and loyalty on purchasing Adidas brand sports shoes, then determine which variables have a core influence on consumer decisions to buy Adidas branded sports shoes. Methods of collecting data with a questionnaire. The population in this study were fans of the "Adidas" brand sport shoes from Bandung. Sampling was taken as many as 100 respondents.*

*Keywords: brand image, brand awareness, sports shoes, Adidas*

### INTRODUCTION

Economic and technological developments worldwide are very influential on the creators of famous brands, especially for the Adidas brand of sports shoes. In today's business world, product innovation is increasing along with technological advances so that consumers are easy and responsive to find out or understand product brands that are included in the best class category that will satisfy their tastes, needs, and abilities in terms of the purchase price of products from that brand.

Lysonski, 2013 argues that universality will create probabilities or barriers for brands that compete in global marketing. This universal unification can also update the development of the world economic graph and make consumer

decreases (certainty) elusive. For example, this Adidas brand sports shoe company has competitors. It will always compete with other brand sports shoe companies to race for extraordinary product results, innovations, and reliable categories in sports.

This is because there is an increase in individuals regarding the importance of exercising. Therefore, it is now proliferating as a center for sports activities (Gym Sport, Zumba, Jogging Track, and others).

This individual awareness of the world of sport is the background for companies that issue various brands of sports shoes. This is indicated by the large selection of sports shoe brands available in a very competitive market. Several well-known sports shoe manufacturers such as

New Balance, Nike, Airwalk, and Adidas will always compete in this sports industry.

Companies that produce sports shoes must also present a valid vision, mission, and goals that lead to consumer interest and attraction. Therefore, companies that manufacture sport shoe products must determine the interests and attractiveness of consumers who love the world of sports. Various brand values and brand images (brand awareness and loyalty) are generated because these results aim to determine the effects of purchasing decisions from consumers, particularly Adidas sports shoe lovers.

Like the Adidas sports shoe company, the company has long built a leading brand image in Indonesia. It has attracted the attention of loyal consumers based on brand awareness and loyalty. Adidas's reputation is unquestionable. The sports shoe company "Adidas" has built its brand value and brand image with one of the strategies used, namely well-known sportsmen, such as Marc-Andre Ter Stegen, Cesar

Azpilicueta, Matthijs de Ligt, Aymeric Laporte, Jordi Alba, Bernardo Silva (Manchester City), N'Golo Kante (Chelsea) and Paul Pogba (Manchester United).

The purpose of Adidas sponsoring this well-known sportsman is to implicitly inform consumers who love the Adidas brand of sports shoes that those who have purchased this Adidas sports shoe product have taken the image of the famous sportsman described previously. Another thing that is another goal for the Adidas company to sponsor some of these famous sportsmen is to build a stable image in the competition, one of which is in the Indonesian market. Sports lovers have a love for each soccer player; if this Adidas product can run a collaboration with famous soccer players, it will develop elements of product brand equity and a superior brand image in the eyes of the Indonesian people, especially among lovers of the Adidas brand sports shoes in the city of Bandung.

**Table 1. Top Brand Index (TBI) for Sports shoe Category**

No	BRAND	2011 (%)	2012 (%)	2013 (%)
1	Adidas	31.9 %	31.9 %	10.9 %
2	Nike	<b>13.9 %</b>	<b>13.9 %</b>	<b>13.8%</b>
4	Brick	6.1%	6.1%	21.7%
5	Reebok	5.5%	5.5%	-
6	Eagle	3.7%	3.7%	-
7	Converse	3.7%	3.7%	9.4%
8	Ardiles	-	3.5%	-
9	New Era	-	3.2%	-
10	Specs	-	2.6%	-
11	All-Stars	-	2.4%	6.2%

Data source: (<http://www.topbrand-award-.com>)

Based on table 1, it is clear that the sports shoe company that occupies the top position of Top Brand in 2011-2013 is the Adidas brand. The position held by Adidas shows that the superiority of several aspects is taken by the ability of the Adidas company to launch sports shoes with the best class compared to other sports shoes. This triggers questions related to the components influencing purchasing decisions for brand

awareness and brand loyalty of Adidas sports shoe products.

Although this is a brief explanation previously described, this study influences brand awareness and loyalty. The variables that have the most impact on purchasing decisions and consumption of buying Adidas branded sports shoes. The objects chosen in this study were fans of the "Adidas" brand sport shoes from Bandung city. The description behind the writing of the research

article that has been described, the author draws a topic for the title of this article: "The Influence of Brand Awareness and Brand Loyalty on the Purchase Decision of Adidas Brand Sports Shoes by Adidas Lovers in Bandung."

This study aimed to determine the effect of the brand variable on the purchase preference of Adidas brand sports shoes and determine the impact of the Brand Awareness variable on the Purchase Interest of Adidas brand sports shoes.

While the benefits of this research are:

### **1. For Consumers**

In the research done at the writing of this article, the author hopes to provide information to consumers on brand image and brand awareness of buying interest in Adidas brand sports shoes and is expected to be used as an additional reference for further research.

### **2. For Adidas Brand Sports Shoes Company**

For the sports shoe company with the Adidas brand, it is hoped that this research can help determine the effect of image and brand awareness on the buying preferences of "Adidas" sports shoes and also as a reference for making the "Adidas" brand image of sports shoes that are better seen among lovers of the "Adidas" brand of sports shoes. "

### **3. For Researchers**

We are adding knowledge about branding, brand awareness, and purchasing preferences to continue to develop our understanding of the world of brands.

## **Research Description**

### **A. Brand Image**

As for some definitions of Brand Image according to some expert views as follows:

1. Image Brands are images and beliefs buried in consumers' minds reflecting associations in their memories. (Kotler, 2009)

2. Image A brand is a set of brand associations formed and associated with consumer thinking. (Aaker in Ritonga, 2011).

3. Image Brand is the brand's perception reflected by consumers and holds consumers' memories. (Keller in Putro, 2009)

4. Image A brand is a connection that comes to the mind of consumers when they remember a particular brand. (Shimp in Radji, 2009)

5. Image Brand is the perception that consumers have of a brand that reflects how relevant the brand is in the minds of consumers. (Keller, 2008)

From the expert opinion regarding brand image, the writer concludes that a positive brand image can motivate consumers to buy. A good brand will be an essential point for companies to produce a complete corporate picture. From the definition of branding above, it can be concluded that branding is a consumer's perception of a brand, collected from consumers' memories of the brand. The brand image represents the general perception and includes some info about the brand and past experiences. Brand image is associated with brand beliefs and attitudes from the form of evaluation. A brand is a set of connections that are usually held in any sense. Based on experience, the more information you get, the stronger your relationship with the brand.

According to Radji's Shimp (2009), branding:

#### 1. Attribute

Attributes are various characteristics as well as the form of advertising signs. Attributes are divided into two parts that have nothing to do with the product. (e.g., price, packaging, users, and images) and product-related items (e.g., color, size, design).

#### 2. Benefit

These benefits fall into three parts: functionality, iconography, and experience.

a. Functional, which is an advantage that consumers are looking for

b. provide solutions to a problem or potential consumer problem.

c. Symbolically, this benefit refers to consumers who want to strengthen themselves and have a sense of belonging, want to be evaluated as members of the group, and want to be evaluated as an affiliate. Finally, experience represents the desire for products that bring joy, variety, and cognitive stimulation, especially for consumers.

3. Full assessment, i.e., the subjective value or importance that Customers add to the consequences of their consumption.

### **B. Brand Awareness)**

1. We define "brand awareness" as "the extent to which an individual recognizes the existence of a brand as part of a product portfolio (Aaker in Hasan (2009: 158)).

2. Kotler and Keller (2009:346) Brand awareness is "customer expertise" to feel a brand "a variety of conditions, as evidenced by the perception or memory of the brand."

3. Rangkuti (2004). Brand awareness is the ability of consumers to remember a particular brand or advertisement either voluntarily or after being suggested by keywords.

The phases in brand awareness are as follows:

#### **1. Top Of Mind**

The first thing that comes to mind is the brand that the respondent first remembers or mentions

when asking a particular product question. Use one-response questions first. This means that the respondent can only answer one question on question.

#### **1. Brand Recall (Brand Recall).**

The meaning of brand recollection is that after the respondent mentions the first brand, the respondent remembers the recollection brand that reflects other brands. Brand memory uses multiple-answer questions to provide answers that need help.

#### **2. Brand Recognition (Brand recognition)**

Brand awareness, I e. respondents' perception of a brand, is measured when it supports product features, etc.

#### **4. Unaware of Brand (Not Aware of Brand).**

This is the lowest level of the brand awareness pyramid where consumers are not aware of the brand's existence. The following pyramid can explain the continuous story of brand awareness:



### **C. Brand Loyalty**

1. Aaker in Hasan (2009:158) says that brand loyalty indicates customer intimacy with the brand and positive perceptions.

2. Mowen & Minor (2002) brand loyalty This is considered. If your customers have a positive attitude towards your brand, you are committed to a particular brand, etc. You are willing to continue to buy in the future.

3. Giddens (2002) says that brand loyalty is information on consumer choices when buying certain brands.

### **D. Consumer Buying Interest**

1. (Assael, 2001) explains his opinion. Purchasing preferences are understood as The tendency of consumers to buy a brand or take actions, such as: related to the purchase. The purchasing power of consumers measures this

2. Durianto (2004) has a similar opinion that buying interest is an essential element for consumers to plan to purchase certain products within a certain period.

3. Metha (1994) has a separate opinion. Purchase motive is the tendency of consumers to buy a brand or take actions related to the purchase, measured by the level of possibility that consumers will buy the brand.

From the explanation of the expert opinion above, it can be concluded that buying interest is a moral statement of consumers reflecting their plans to purchase certain products from particular brands. Therefore, marketers need to understand consumer interest in products and use interest variables for both marketers and economists to predict consumer behavior.

### Conceptual framework

Economic and technological developments worldwide are very influential on the creators of famous brands, especially for the Adidas brand of sports shoes. Along with technological advances in today's business world, product innovation is increasing, and consumers are accessible and responsive to find out or understand product brands that are included in the best class category that will satisfy their tastes, needs, and abilities in terms of the purchase price of products from that brand.

This individual awareness of the world of sport is the background for companies that issue various brands of sports shoes. Companies that manufacture sport shoe products must find out the interests and attractiveness of consumers who love the world of sports. As a result, various brand assets, brand recognition, and brand loyalty are generated because the results determine the effects of purchasing decisions from consumers, especially lovers of sports shoes—Adidas brand.

### E. Relevant Research

Bayu Triyanto's research (2014) entitled "Analysis of the Effect of Product, Promotion, Price, and Location on Purchase Decisions (Study at Seyegan Sport Sleman Yogyakarta)." This study aimed to determine the impact of location analysis (Survey at Seyegan Sport Sleman Yogyakarta). This research is a cross-sectional study with a survey method; the instrument validity value is 0.911. The confidence

level is 0.954. The research subject is Seyegan Sport Sleman Yogyakarta, with 50 buyers. The data analysis technique used the F-test at a significance level of 5%. The result is a significance level of 5%,  $R_y(x_1.x_2.x_3) = 0.736 > R(0.05)(18) = 0.243$ . This means that the coefficients are significant. Thus, the hypothesis "analyzes how product promotion,

Furthermore, Nurul Huda (2012) carried out the relevant research titled "The influence of brand image on purchasing decisions for Yamaha Matic scooters in Makassar." A quantitative descriptive method was used in this survey. As a result, we find that brand variables (company image, user image, product image) simultaneously influence buying a Yamaha Scooter automatic bicycle. Furthermore, in the brand image variable (company image, user image, product image), it was found that the product image variable had a dominant influence on purchasing decisions for Yamaha scooters. The analytical method used is the regression method. The following section uses the F-test to identify brand variables (company image, user image, product image) and influence the purchasing decisions of Yamaha Matic Scooters.

The last relevant research cited in this study is the research conducted by Alvian B (2012), "The impact of brands on purchasing decisions for Toyota Kijang Innova at a subsidiary of Pt. Haji Kara Polman." The survey model used was the observation method, 24 interviews, questionnaires, and written surveys carried out systematically according to the survey objectives. Based on the survey results, Toyota's brand image variable includes the superiority of brand associations, the strength of brand associations, and the uniqueness of brand associations.  $PT \text{ Kijang Innova. A subsidiary of Haji Kara Polman. Equation } Y = 0.264X_1 + 0.353X_2 + 0.276X_3$  It turns out that the brand image variable, which includes the superiority of brand relevance, the strength of brand relevance, and originality of brand relevance, has a positive effect on consumer purchasing decisions. Furthermore, based on statistical tests in this study, brand image variables (simultaneous F test) such as the superiority of brand associations, the strength of

brand associations, and brand uniqueness have a positive effect.

Buying decision. Conclusions can be drawn. The t-test results show that all branding variables have a positive and significant effect on purchasing decisions. The installed R-squared value for this survey is 0.565. This means that 56.5% of consumer purchasing decisions related to the purchase of Toyota Kijang Innova are influenced by three independent variables, namely the dominance of brand associations, the strength of brand associations, and originality associated with brands. The remaining 25 is 43.5. Variable Affected % - No other variables were studied. And brand uniqueness has a positive effect—buying decision. Conclusions can be drawn. The t-test results show that all branding variables have a positive and significant impact on purchasing decisions.

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other variables were studied. 5% of consumer purchasing decisions related to the purchase of Toyota Kijang Innova are influenced by three independent variables: the dominance of brand associations, strength of brand associations, and brand-related originality. The remaining 25 is 43.5. Controlled Variables % - No other variables were studied.

## METHOD

### A. Population

The population is a collection of elements usually formed by people, objects, jobs, or events that we want to study or study. (Kuncoro, 2009). In line with Kuncoro's opinion, the population is a collection or element that contains the researcher's information and draws conclusions. (Malhotra, 2009: 366). In this study, the people used are the users and lovers of sports shoe brand "Adidas" Bandung city, and reaching this population must show the existence of this population.

### B. Sample

The criteria for using the researcher's sample intentionally are as follows: (1) The piece is an individual who is domiciled in the city of Bandung. (2) Models are individuals who have used Adidas shoes for less than six months. This is because it is easy for researchers to get data. Researchers select the elements contained in the sample based on their judgment and expertise. Indeed, these factors are believed to be representative of or appropriate to the population under study. (Malhotra, 2009: 373).

### C. Sampling Technique

The sampling method used in this research is the sampling method. The population is done randomly (non-randomized sampling method)—decision sampling. Judgment sampling is one of the sampling techniques carried out based on the given criteria (Maholtra 2009: 364).

In this survey, we take a sample of 100 respondents with approved ratings. So, first, obtain a sample of respondents whose distribution is close to population statistics. Before

the test, the number of respondents was 30, but if you want to use the final scale, the number of respondents must be 100 or more. That is, if you have 100 respondents, your data is standard.

#### **D. Variable Operational Definition**

In the formulation of the problem, conceptual framework, and hypotheses, the variables of this research are independent, namely brand awareness and brand loyalty. At the same time, the dependent variable is the purchase decision.

##### **1. Brand Awareness**

Brand awareness is the ability of potential buyers to feel or remember that a brand is part of a particular product category. By using this brand awareness variable, interviewers measure and collect information from respondents using a Likert scale as a tool. (Mohammad Doostar, Maryam Kazemi Iman Abadi, Reza Kazemi Iman Abadi, 2012) The following indicators are used to measure this variable.

1. No stranger to Adidas branded sports shoes.
2. Understand the existence of Adidas brand sports shoes.
3. Remember some features of Adidas branded products.
4. Quickly remember Adidas product symbols and logos.

##### **2. Brand Loyalty**

Brand loyalty is a measure of dedication to the depth of redemption Product or service tastes consistent future as a variable This brand loyalty researcher measures and collects information from respondents using a Likert scale as a tool. (Dr. S. Gowri,) The following indicators are used to measure this variable.

1. Buyers have the willingness to buy Adidas brand sports shoes
2. Adidas brand sports shoes are preferred over other brands.
3. Adidas is the number one brand that consumers think of.
4. I always wanted to wear Adidas shoes

##### **3. Purchase decision**

The purchase decision is the act of a consumer who wants to buy a product or not. Buy. Researcher Purchasing decision variable that measures and collects information from respondents uses a Likert scale as a tool. (Mohammad Doostar, Maryam Kazemi Iman Abadi, Reza Kazemi Iman Abadi, 2012), Indicators to measure this variable are:

1. Buy Adidas branded products with a strong motivation
2. You decide to buy more Adidas products than others.
3. Things to consider when choosing a trusted Adidas branded product
4. Buy Adidas products at random

#### **E. Data Analysis Techniques**

Equation This analysis is used to interpret the results in this area and is very relevant for the variables studied: brand awareness, brand loyalty, and sports shoe brand "Adidas: in Bandung city. The impact of branding on purchasing decisions. The multilinear analysis is used to analyze the influence of independent variables such as brand awareness (X1) and brand loyalty (X2). The multiple regression equation for this study can be written as:

$Y = \alpha + \beta X_1 + \beta X_2 + e$  where:

Y = product purchase decision

$\alpha$  = constant (intercept)

$\beta_1, \beta_2$  = variable regression coefficient

X1 = Brand Awareness

X2 = Brand loyalty

e = Error or disturbance

Multiple regression test using SPSS data processing software version 16 (IPS Statistics Package) Then, with a partial test (t-test) and simultaneous presentation (F test), the effect of independent variables on the dependent variable was analyzed.

#### **F. Analysis Data And Discussion Descriptive Test**

This analysis can construct survey scores for each variable. The following calculates the average of the independent variables and analyzes respondents' responses to the

processed survey. The results of data collection from respondents can explain the purpose of the variables used in this study. First, determine the critical point (Fable).

Table 3 below are the results of the descriptive test

**Table 3 Results of Descriptive Analysis**

Variable	N	mean	Evaluation
Brand Awareness	100	4.19	Agree
Brand loyalty	100	3.57	Agree
Buying decision	100	4.22	Strongly agree

Source: Data processed

Based on Table 3, the respondents' responses to the brand awareness variable can be seen. It can be seen that the respondents generally agree with the elements of the analyzed survey statement. For example, it can be seen that the distribution of brand awareness based on the total duration above has an honest average answer of 4.19 or includes an average range of 3.41 <a 4.20 according to the approval category.

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Based on table 3, you can see the respondents' responses to the purchasing decision variables, which respondents generally agree with survey input. Again, this is shown as a mean (mean) of 4.22.

### G. Results of Analysis and Discussion

Variable	Regression Coefficient	Standard Error	t count	Sig.
Constant	12,429	6.234	1994	.057
Brand Awareness	.023	.251	.090	.929
Brand Loyalty	-.544	.315	-1,728	.096
R	.690a			
Adjusted R <sup>2</sup>	.392			
F Count	5.672			
Sig. F	.002a			

Source: Data processed

From the results, the linear regression analysis shown in Table 4 gives the equation: above, the level of brand awareness is 12,429, which is a standard independent variable in this study that is zero, then the value of the dependent variable will increase purchasing decisions by 12,429 in this case. Assume all independent variables are 0 (zero).

Brand loyalty 0.207: If the related brand perception variable increases by 1%, the purchasing decision variable increases by 0.207%, assuming the other independent variables are zero. On the other hand, if you think the brand-related variable decreased by 1%, the purchasing decision variable, taking the other independent variables were constant, decreased by 0.207%.



The Influence of Brand Awareness on Purchase Decisions for Adidas brand sports shoes in Bandung

The results of the t-test conducted by researchers based on Table 4 show that partially brand awareness has no significant effect on purchasing decisions for Adidas-branded sneakers among Adidas shoe lovers. The fact that brand awareness in terms of purchase satisfaction exceeds 0.05 also proves that the results are different from previous studies that showed that brand awareness could significantly affect purchasing decisions (Mohammad Duster Mayamu Kazemi; Reza Kazemi Iman Abadi 2012). In this survey, it can be seen from the results of technical analysis that the consumer's brand awareness of the Adidas brand sports shoes which are respondents are already at a high level (catalog), meaning that the respondents know that they buy shoes from the sports brand. Adidas in the city of Bandung.

The Influence of Brand Loyalty on the Purchase Decision of Adidas brand sports shoes in Bandung

Based on the results of the t-test conducted by researchers, the importance of brand loyalty in purchasing decisions exceeds 0.05, which indicates that brand loyalty has no significant effect on buying decisions; this can be seen from the purchase of Adidas shoes in Bandung. Therefore, this survey supports different results from previous surveys, depending on which brand loyalty impacts. This is important in your purchasing decisions. However, the regression equation results in Table 4 show that the coefficient value of the brand loyalty variable is -0.544, which is a negative value. This indicates that brand loyalty is inversely related to systemic risk. In other words, the purchasing decision variable (Y) decreased by -0.544 per unit brand loyalty, assuming that the other independent variables of the regression model remained.

## CONCLUSION

First, the results can be obtained, depending on the test results. H1 In this study, the prominent

feature is better than the 0.05 increment value. This shows that  $H_0 (\geq 0.05)$  is accepted. In other words, being famous seems to mean it doesn't affect some purchases. H2 The brand Heart Heart has a significant value of 0.096, more than 0.05 steps. This means that  $H_0 (< 1.05)$  has been accepted. In other words, the security symbol means that the purchase does not have a significant influence. Table 4.23 shows that the overall hardness value of the fast value is -4,544, the value of the permanent value. The opposite of contributing to risk, contributing to threatening risk. This means that purchasing decision (Y) decreases by -0.544, assuming that every increase with a specific product is improved.

This study was conducted to understand the impact of brand awareness and loyalty on purchasing decisions. However, the performance of this study has limitations that can be considered if the researcher makes a decision and continues the research. The rules of this study are: (1) This study focuses on the sportswear industry, especially the Adidas branded sports shoes, so it cannot be generalized to other sectors or product categories. (2) This study only applies to Adidas shoe users in Bandung, so different research subjects may produce different results. (3) Research for many competitors to counterfeit Adidas shoes is difficult to obtain samples of genuine Adidas shoe users. (4) Adidas shoes are expensive, and only a few respondents can afford Adidas shoes, so researchers have difficulty finding respondents who buy and wear Adidas shoes. (5) Many respondents refused to fill out the questionnaire, and researchers had difficulties.

Based on the results and limitations of the survey, we can suggest the following: (1) Adidas needs to improve the quality of its shoes at lower prices to increase loyalty. Awareness. (2) To compete in today's comfortable footwear industry, Adidas shoes must pay more attention to variables such as brand awareness and loyalty. This is because the survey ultimately reveals brand awareness and loyalty. Therefore, it can directly or indirectly improve consumer purchasing decisions. (3) Adidas must continue to innovate in its sneaker marketing so that

consumers continue to believe that the sneakers it sells are of high quality compared to other brands. (4) To generalize the research, it is suggested to develop a better research model and conduct research by other researchers.

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