

**THE IMPACT OF BRAND AWARENESS, BRAND IMAGE, AND PERCEIVED QUALITY
ON TICKET PURCHASE INTENTION
(A Study on We The Fest Music Festival)**

Narendra Prakasta Dewanto
Rila Anggraeni
Faculty of Economics and Business
Brawijaya University
Malang

ABSTRACT

This study aimed to determine the effect of brand awareness variables, brand image, and perceived quality on the intention to buy We The Fest Music Festival tickets. This is a correlational/associative study that aims to explain the relationship and the relationship between two or more variables through data collection and hypothesis testing. This study used a sample of 200 respondents by distributing questionnaires online via Google Form. The sample consists of respondents who have attended We The Fest in 2015-2019. Data was analysed using multiple linear regression analysis with the SPSS ver. 25. The test results of the three hypotheses can be concluded that brand awareness, brand image, and quality have a significant effect on the purchase intention of We The Fest Music Festival.

Keywords: brand awareness, brand image, perceived quality, ticket purchase intention

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari variabel kesadaran merek, citra merek, dan persepsi kualitas terhadap niat membeli tiket We The Fest Music Festival. Jenis penelitian ini adalah correlational/associative research yang bertujuan menjelaskan hubungan dan tingkat hubungan antara dua variabel atau lebih melalui pengumpulan data dan pengujian hipotesis. Penelitian ini menggunakan sampel sebanyak 200 responden melalui penyebaran kuesioner secara online melalui google form. Sampel terdiri dari responden yang pernah mengikuti We The Fest pada tahun 2015-2019. Analisis data dalam penelitian ini menggunakan analisis regresi linear berganda dengan menggunakan program SPSS ver. 25. Hasil pengujian terhadap ketiga hipotesis dapat disimpulkan bahwa kesadaran merek, citra merek, dan kualitas yang dipercaya berpengaruh signifikan terhadap niat membeli tiket We The Fest Music Festival.

Kata Kunci: kesadaran merek, citra merek, persepsi kualitas, niat pembelian tiket

INTRODUCTION

Indonesia is known as a country that has abundant natural resources. The language and culture are diverse. The destinations in each of the islands are often the top choice for tourists to visit. Tourism has become the leading sector in national development, playing an essential role in driving the economy, creating jobs, developing businesses and infrastructure. In 2016, the impact of tourism on employment has provided job opportunities to approximately 12 million people. Thus, the tourism sector is effective in responding to the need to increase economic added value in tackling poverty (pro-poor) and job creation (pro-2 jobs) (Kemenparekraf, 2017). Indonesia, with a strategic area and many attractions for local and foreign citizens, provides opportunities for the growth of music tourism.

Indonesia has a lot of potentials to support music tourism. According to Wibisono and Wijono (2016), tourism activities are carried out based on the encouragement of music, such as visiting certain countries to watch concerts or going to an area to visit famous music sites.

The contribution of the music sector to the total Gross Domestic Product (GDP) of the creative industry at the end of 2017 reached Rp. 1,105 trillion (Munaf, 2018). It makes the event as one of the offline entertainments that can provide special enjoyment for guests who come and provide income for state revenue. Thus, it can be concluded that in music tourism, there are interesting factors that encourage tourists to visit their attractions. These factors make tourists have the desire to travel, and things from a destination that can attract tourists to visit the destination. That matter can move tourists to visit a destination. Nowadays, public interest in music is believed to have a universal

language that can motivate someone to travel to enjoy the music. In this case, the willingness of consumers to attend begins from the intention of consumers to buy tickets.

the contribution of music to the Indonesian economy has become one of the significant activities in the event sector.

The rise of international music concerts held in Indonesia is inseparable from the effects of the world communities' habits who choose to spend their time as music lovers. The increased contribution from the music festival cannot be separated from the habitual patterns of the community in enjoying music. As the development of the music world in Indonesia, festivals and concerts also emerge that carry a variety of genres and themes. One of the many promoters engaged in festival music is Ismaya Live.

One of the music festivals that invites international musicians is We The Fest, hosted by Ismaya Live. The concept of We The Fest carries a theme that emphasizes art and culture in the festival's music event. We The Fest is one of the most popular and most interesting festival music to the millennial generation in Indonesia, especially in Jakarta. We The Fest Music Festival carries a theme that is oriented to one of the biggest and most popular music festivals in the world, namely the Coachella Music Festival held in Palm Spring, California, United States. It makes We The Fest as one of the most popular music festivals in Indonesia.

Brand awareness has a relationship in shaping the consumers' desire to buy. According to some figures, such as Rangkuti, brand awareness is the ability of a customer to remember a particular brand or a particular advertisement spontaneously or after being stimulated by keywords (Rangkuti 2004).

The brand image reflects the ability to meet consumers' needs and reveals the value and identity created for the customers (Rayburn and Voss, 2013). Consumers will generate a more positive attitude toward the brand with a good image and generate higher purchase intention. An increase in the brand image enhances the customers' purchase intention (Rizkalla and Suzanawati, 2012).

Perceived quality is a perception by customers (Study Marketing, 2017). In the cognitive-affective model, researchers recognize perceived quality as a cognitive response to a product that influences product or service purchase (Kumar & Kim, 2009). Perceived quality also provides value to consumers by giving them a reason to buy and differentiating the brand from competing brands.

Engel et al. (2006) define purchase intention as a process used to evaluate consumer decision making through several methods before finally wanting to buy a product or service. Purchase intention is influenced by various factors that are considered to get the appropriate services. Consumers have the right to determine their services' purchase intention, which is certainly based on factors that influence those decisions; among them are brand awareness, brand image, and perceived quality.

LITERATURE REVIEW

Brand Awareness

Brand awareness means a potential buyer's ability to recognize or recall that a brand is part of a certain product category (Kotler and Keller, 2016). Brand awareness consists of brand recall and brand recognition, and the former represents the ability of customers to recall a brand name. At the same time, the latter is the capability of customers to

identify a brand in the presence of a brand cue. Brand awareness is fundamental, and most limitation in any brand related to search and directly affects consumers' purchase decisions (Kapferer, 2008).

According to Aaker (1996) Brand awareness has several levels, which are:

1. Unaware of Brand is the lowest level in the brand awareness pyramid where consumers are not aware of a brand.
2. Brand Recognition is a minimum level of brand awareness in which the introduction of a brand reappears after the aided recall.
3. Brand Recall is a brand recall without assistance (unaided recall).
4. Top of Mind is a brand that is first mentioned by consumers or that first appears in the minds of consumers, or the brand is the main brand of various brands that exist in the minds of consumers.

Brand Image

Brand image is established with consumer perception, which is treated to some extent as controllable by marketing strategists (Erdil & Uzun, 2010). It includes brand recalls of consumers for performance and experience with the brand (Granot et al., 2010) and results in cognitive and emotional satisfaction (Kumar & Kim, 2009). It also can be interpreted brand image reflects the ability to meet consumers' needs. Brand image also reveals the value and identity created for the customers (Rayburn & Voss, 2013).

The previous author such as Kotler & Keller (2016) states that a positive brand image creates when a customer associates him/herself with a particular brand with a unique association and that people could recommend that brand to another person and hold a positive attitude towards that brand. These brand mascots can build image that has a direct

impact on the purchase behavior of the consumer (Asim et al., 2012).

The role of brand image for a company or producer can give some benefits to the company or the producer itself. According to Kotler & Keller (2016), there are several benefits of brand image, which are:

1. Means of identification to facilitate the process of handling or tracking products for companies, especially in organizing inventory and accounting records.
2. The form of legal protection against unique product features or aspects. Brands can get intellectual property protection.
3. Signal the level of quality for satisfied customers, so they can easily choose and buy it again later.
4. Means of creating associations and unique meanings that differentiate products from competitors.
5. Sources of competitive advantage, especially through legal protection, customer loyalty, and a unique image formed in the minds of consumers.
6. Sources of financial returns, especially regarding future income.

Perceived Quality

In the cognitive-affective model, researchers recognize perceived quality as a cognitive response to a product that influences product purchase (Kumar & Kim, 2009). In marketing, the construct of perceived quality has been widely acknowledged as the primary driver of purchase intention (Jacoby & Olson, 1985). Perceived quality also provides value to consumers by giving them a reason to buy and differentiating the brand from competing brands. Perceived quality is defined as a consumer's evaluation of a brand's overall excellence based on intrinsic (performance and durability) and extrinsic cues (brand name).

Thus, quality is defined as an assessment of the overall superiority of a product or service, as quality can be defined in terms of the moment at which the consumer receives information or cues about the product characteristics while shopping for or consuming it.

According to Kotler and Keller (2016), to determine the dimensions of product quality can go through seven dimensions as follows:

- 1 Performance: related to the functional aspects of an item and is the main characteristic considered by the customer in buying the item.
- 2 Features: aspects of performance that are useful for adding basic functions, related to product choices and their development.
- 3 Reliability: matters related to the probability or likelihood of an item successfully performing its function each time it is used within a certain period of time and under certain conditions.
- 4 Conformance: related to the level of conformity with specifications that have been set previously based on customer desires.
- 5 Durability, reflection of economic life in the form of a measure of durability or the lifetime of the goods.
- 6 Serviceability: namely characteristics related to speed, competence, convenience, and accuracy in providing services for repairing goods.
- 7 Aesthetics: subjective characteristics regarding aesthetic values related to personal considerations and reflections of individual preferences.

Consumer Behavior

Consumer behavior can be defined as the study of psychological, physical, and social actions when individuals buy, use, and dispose of products, services, ideas, and practices. In other words, consumer behavior is the study of how consumers will make their buying

decisions and what factors support or influence these decisions (Moon et al., 2018).

According to Farooq (2018) There are several factors affecting consumer behavior that influence the purchase intention, which are:

1. **Cultural Factors**
Consumer behavior is influenced by cultural factors like social class, buyer's culture, and subculture. There are three types of cultural factors include social class, culture, and subculture.
2. **Social Factors**
Social factors greatly influence the purchasing behavior of consumers. Social influencers are diverse and include family, school, or work communities, social interaction, or any group with which individuals interact.
3. **Personal Factors**
Personal factors impact buying decisions and include age, economic situation, and occupation. In considering personal factors, buying behavior is also influenced by habits, opinions, interests and other personal issues.
4. **Psychological Factors**
Psychological factors that influence buying decision includes perception, motivation and beliefs and attitudes. Every consumer will respond to marketing messages based upon their attitudes and perceptions.
5. **Motivation**
People have different needs at a time. Some needs are biological including hunger, thirst, and psychological including recognition, self-esteem, and belonging. When a need reaches a certain level of intensity, it becomes a motive. According to Philip Kotler, a motive is a need that can direct the person to seek satisfaction.

Purchase Intention

Bendall-Lyon and Powers (2004) define intention as consumers' perception of their future behavior. It means that when consumers have a stronger intention toward a particular behavior, they have a greater probability of carrying out this behavior in the future.

Purchase intention is a decision made by the customer after analyzing the reasons for buying certain product brand (Shah et al., 2012). Customer decisions in analyzing a product brand are influenced by external and internal factors (Gogoi, 2016). The customer's intention in analyzing a product brand goes through six processes, namely awareness, knowledge, interest, preference, persuasion purchase (Kotler & Armstrong, 2014).

The purchase intention represents the possibility that consumers will plan to purchase a certain product or service in the future (Wu et al., 2011), and also refers to the consumer tendency to purchase a brand routinely (Diallo, 2012). Likewise, consumers' purchase intentions arise when they perceive the value of a product or brand (Collins & Lindley, 2003), reflecting what consumers' stand to gain from their purchase.

According to Ajzen (2005), there are several factors that influence purchasing decisions that can also be used as factors that can influence the purchase intention of consumers, which are:

1. **Individual Factor**
 - a. **Attitude**
Attitude is an individual's positive or negative evaluation of certain objects, people, institutions, events, behaviors, or interests.
 - b. **Personality**

Everyone has a different personality that can influence the intention to buy it.

c. Value

The intention to buy consumers is also influenced by value. The difference in value adopted by each consumer will cause differences in buying intentions.

d. Emotion

Individual responses are not only based on psychological and rational influences but are also influenced by emotions.

e. Intelligence

Intelligence in each individual also affects the intention to buy consumers.

2. Social factors

a. Age and Gender

The difference in age and sex of a person will affect the purchase intention of the individual.

b. Race and ethnicity

Race and ethnicity are part of the culture. A person's behavior is learned from the surrounding environment. So that the values, perceptions, desires, and behavior between someone who lives in a certain area can be different from other people of other environments.

c. Education

Level of education can influence the consumer's intention to buy.

d. Income

A person's economic situation will also affect the choice of products to be bought.

e. Religion

Religion is considered to play an important role in one's intentions.

3. Factor Information

a. Experience

One aspect of buying intention is behavioral control. Behavioral control is determined by the individual's past experience and also the individual's estimate of how difficult or easy it is to perform a behavior.

b. Knowledge

Knowledge also has an impact on consumer buying intentions. Knowledge is defined as information stored in memory and includes broad rules regarding the availability and characteristics of a product, where to buy a product and how to use a product.

c. Media Exposure

Media exposure affects the intention of buying consumers on a product.

Hypothesis

H1: Brand Awareness (X1) has a positive effect to Purchase Intention (Y)

H2: Brand Image (X2) has a positive effect to Purchase Intention (Y)

H3: Perceived Quality (X3) has a positive effect to Purchase Intention (Y)

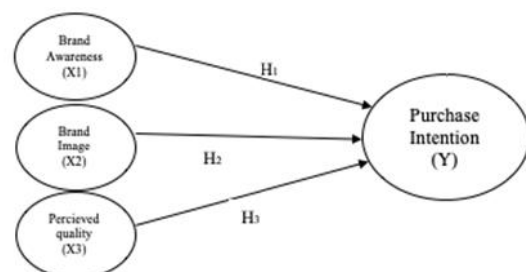


Figure 1 Theoretical Framework

RESEARCH METHOD

A quantitative approach was employed since the data was in numbers and analysed using statistics (Sugiyono, 2016). This study aimed to explain the influence of Brand Awareness, Brand Image, and Perceived Quality towards Purchase Intention, so this study is a correlational/associative research. The location in this research was conducted in Jakarta, Indonesia because the target respondents of this study were local of We The Fest Music Festival. Hair et al. (2012) suggest that the minimum number of research samples is five to ten times the analysed variables or indicator questions, the number of indicators in this research is 16, so the sample size was 160 respondents. To avoid invalid questionnaire answers or, in case, this study rounded up the sample size to 200 respondents. Thus, the number of samples in this research was 200 participants of We The Fest Music Festival. The number of respondents collected for this study is 200, with the Google Form serving as the method of distribution.

FINDINGS AND DISCUSSIONS

| Coefficients* | | | | | | | |
|---------------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|-------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 2.178 | 1.409 | | 1.546 | 0.124 | | |
| X1 | 0.396 | 0.088 | 0.337 | 4.495 | 0.000 | 0.597 | 1.675 |
| X2 | 0.152 | 0.076 | 0.123 | 1.999 | 0.047 | 0.886 | 1.128 |
| X3 | 0.290 | 0.087 | 0.252 | 3.313 | 0.001 | 0.579 | 1.726 |

Table 1. Multiple Regression Linear result

The analytical method used in this study was multiple linear regression analysis. Sugiyono (2016) defined that multiple regression analysis intends to predict the condition (ups and downs) of the dependent variable (criterion) if two or more independent variables as a predictor factor is manipulated (raised the value down). The multiple linear regression equation specified in this study was:

$$Y_1 = + B_1 X_1 + B_2 X_2 + B_3 X_3 +$$

the table above shows the standardized coefficients column to determine the effect and effective contribution made between the independent variable on the dependent variable. Based on this, it can be calculated that the multiple linear regression equation is equal to:

$$Y = 0.337X_1 + 0.123X_2 + 0.252X_3$$

A total of 200 people took part in this study. The instrument test included both a validity and a reliability test. The validity test results showed a significance value greater than r-Table, indicating that each item variable was valid. For the reliability test, . The instrument can be said to be reliable if the Cronbach's Alpha value is > 0.60, that the Cronbach's Alpha value is 0.876, which is greater than the existing standard of 0.60. So, it can be concluded that this instrument is reliable and usable.

According to Ghazali (2016), the classical assumption test is an analysis carried out to assess whether in a regression model there are classical assumption problems. Then there are several tests of the classical assumptions, such as Normality, Linearity, Multicollinearity, Heteroscedasticity, t-test and f-Test.

The data normality test, among others, can be done by comparing the probability of the Kolmogorov-Smirnov value with 0.05 (5%). If the probability of the coefficient value > 0.05, then it can be normally distributed, conversely if the coefficient value < 0.05, then it cannot be normally distributed. In this research, the significance value of Asymp. sig (2-tailed) is 0.200, which is greater than 0.05. So, in accordance with the basis of decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed.

The next one is linearity test, The linearity test is used to determine whether the

independent and dependent variables are linear or not. According to Santoso (2012) if the relationship is not linear, then the regression model will be biased when making predictions on the dependent variable. In this research, the overall probability value of the independent variable is greater than 0.05, indicating that the relationship between each of the independent variables (Brand Awareness, Brand Image, and Perceived Quality) and the dependent variable (Purchase Intention) is linear.

For the Multicollinearity test, this research showed that the overall tolerance value > 0.1 or the VIF value < 10 . Therefore, it can be concluded that there is no multicollinearity between the independent variables. From the test results, it can be concluded that there is no multicollinearity between the independent variables. Hence, the assumption test for the absence of multicollinearity can be fulfilled.

It followed by Heteroscedasticity test, Heteroscedasticity test is used to find out whether there is an inequality in the residual deviation value due to the size of the value of one of the independent variables or there is a difference in the value of the variety with the increasing value of the independent variable. There are no Heteroscedasticity problem in this research, because the dots spread with an unclear pattern above and below the number 0 on the Y axis, so it can be concluded that there was no heteroscedasticity problem.

For the f-Test result in this research, the Sig. is equal to $0.000 < 0.05$. So, it can be concluded that there is a simultaneous influence of the independent variables X1 (Brand Awareness), X2 (Brand Image), and X3 (Perceived Quality) on the dependent variable Y (Purchase Intention), which also means that the regression function is appropriate. R-Square result in this research is 0.342, It means that the variables X1 (Brand

Awareness), X2 (Brand Image), and X3 (Perceived Quality) simultaneously affect the Purchase Intention (Y) variable by 34.2%. At the same time, the remaining 65.8% is influenced by other variables outside of this regression equation or variables not studied. A 34.2 % unsatisfactory result can be attributed to a variety of factors.

The Impact of Brand Awareness (X1) to ticket Purchase Intention of We The Fest

According to Dabbous and Barakat (2020), consumers who have a positive attitude towards brand awareness would tend to make purchase intentions. Brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a particular product category. When customers intend to purchase, the brand will be engaged, and the brand is optimistic and beneficial for customers, which will affect the intention of the customer to buy the product or the brand itself (Surachman, 2008).

The value of variable X1 (Brand Awareness) has a Sig. of $0.000 < 0.05$ and t count of 4.495, which is greater than t table (1.650), which can be stated H_0 is rejected and H_a is accepted.

The results of analysis using multiple linear regression analysis methods, with a significant value and t count greater than t table. Thus, the Brand Awareness variable has an influence and significance on Ticket Purchase Intention. These results provide evidence to support previous research conducted by Yaseen et al. (2011) and Mokhtar et al. (2018).

The Impact of Brand Image (X2) to ticket Purchase Intention of We The Fest

According to Kotler and Keller (2016), brand image is a set of beliefs about a particular brand. Brand image has been recognized as an important concept in marketing and consumer behavior research (Hee, 2009). Brand image is

a factor that describes the consumer's thoughts and feelings towards the brand (Roy & Banerjee, 2007). According to Chao and Liao (2016), brand image can have a positive effect on the company derived from consumers interest to make a purchase intention.

The value of variable X2 (Brand Image) has the value of Sig. equal to $0.047 < 0.05$ and t count of 1.999, which is greater than t table (1,650), which can be stated H_0 is rejected and H_a is accepted.

The results of analysis using multiple linear regression analysis methods, with a significant value and t count greater than t table. Thus, the Brand Image variable has a significant effect on Ticket Purchase Intention. These results provide evidence to support previous research conducted by Erdil (2015), Chao & Liao (2016), and Mokhtar et al. (2018).

The Impact of Perceived Quality (X3) to ticket Purchase Intention of We The Fest

According to Jin and Yong (2005), perceived quality is a critical element for consumer decision making, consequently, consumers will compare the quality of alternatives concerning price within the category. According to Davis et al (2003), the perceived quality is directly linked to the company's credibility that produces the object. Consumers frequently judge the quality of a product or service based on a number product-related information signals, whereas others are extrinsic. Based on this argument, it can be inferred that perceived quality can be classified from a customer viewpoint as a purchase intention indicator. Asshidin et al. (2015) state that that perceived quality is a significant predictor for purchase intention.

The value of variable X3 (Perceived Quality) has a Sig. equal to $0.001 < 0.05$ and t count of 3.313, which is greater than t table

(1.650), which can be stated H_0 is rejected and H_a is accepted.

The results of analysis using multiple linear regression analysis methods, with a significant value and t count greater than t table. Thus, the Perceived Quality variable has an influence and significance on Ticket Purchase Intention. These results provide evidence to support previous research conducted by Tsiotsou (2005) and Hazlin et al. (2015).

CONCLUSION AND RECOMMENDATION

Conclusion

1. Brand Awareness influences We The Fest Music Festival Ticket Purchase Intention. The more embedded Brand Awareness We The Fest Music Festival in the minds of visitors, it will provide the higher possibility for consumers to do Ticket Purchase Intention We The Fest Music Festival.
2. Brand Image influences We The Fest Music Festival Ticket Purchase Intention. The better the Brand Image provided by We The Fest Music Festival, the higher the possibility for consumers to make Ticket Purchase Intention We The Fest Music Festival.
3. Perceived Quality influences We The Fest Music Festival Ticket Purchase Intention. The higher the Perceived Quality offered by We The Fest Music Festival, the higher the possibility for consumers to make Ticket Purchase Intention We The Fest Music Festival.

Recommendation

1. The company is suggest to maintain and increase Brand Awareness through social media activeness outside of the timeline close to We The Fest activities because by utilizing the use of social media platforms. We The Fest Music

Festival can be widely recognized and can maintain interactive relationships with followers on social media.

2. It is expected that the company can maintain and increase Brand Image through brand message delivery is good for conveying the characters that have been made, namely fun and interactive. It can be done not only through changing the logo every year but updating other factors such as mascots, slogans, and segmented content marketing.
3. It is expected that the company can maintain and increase Perceived Quality because these variables have a significant influence on Ticket Purchase Intention. In this case, by making continuous improvement in every factor from venue placement to vendors, to adapt to the times and consumer interests so that consumers feel fulfilled when they attend We The Fest Music Festival.
4. Given that the independent variables are very important in influencing Purchase Intention, it is expected that the results of this study can be used as a reference for further researchers to develop this study by considering other variables which are other variables outside the variables that have been included in this study.

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