

A Review of The Factors That Form The Brand Equity of Public Hospitals: A Quantitative Study in Tangerang City

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ABSTRACT

This study adopts a quantitative approach to investigate the factors that influence the brand equity of general hospitals in Tangerang. Using online questionnaires and structured survey methods, data was collected from 180 respondents who met the set criteria, with the majority of them being female. Variables such as brand awareness, brand loyalty, brand reputation, brand image, and brand equity were measured using a Likert scale with adequate validity and reliability analysis. A company's brand can reflect the value of the products it offers, but the brand will not be meaningful without strong equity in the market. Today, the ability to build brand equity plays an important role in creating value for customers and companies. Brand equity adds value to a product. Results from the structural equation model (SEM) analysis show that brand awareness and brand loyalty significantly contribute to RSU brand equity. However, the findings also show that brand image and brand reputation, although important, do not have a significant impact on brand equity. Limitations of the study include the specific sample representation and measurement methods used, which may affect the generalizability of the results. Therefore, future studies are recommended to take a broader comparative approach and deepen understanding with a qualitative approach to consumer perceptions of healthcare services.

Keyword: Brand Awareness, Brand Image, Brand Reputation, Brand Loyalty, Brand Equity

1. Introduction

A company's brand can reflect the value of the products it offers, but the brand will not be meaningful without strong equity in the market. Today, the ability to build brand equity plays an important role in creating value for customers and companies, brand equity adds value to a product (Tong & Hawley, 2009). When two products are almost the same, consumers will choose one of them, as most customers look for the product that provides the highest value of benefits to them (Patalo & Pratama, 2020). Brand loyalty strongly influences brand awareness in consumers' perceptions, encouraging them to make regular purchases. (Sultan *et al.*, 2019). Brand reputation strongly influences consumers in building brand loyalty, creating positive outcomes that ultimately encourage consumers to choose the product over other brands (Anagnostopoulos & Chadwick, 2017). This is also supported by customer loyalty to the brand, which shows that the elements that make up brand equity, namely brand reputation, brand loyalty, and brand awareness, are closely related to each other.

In recent years, competition in the healthcare industry's service sector has increased, particularly in hospital services. Because categorise the healthcare industry as high-risk due to its connection to human life safety. In general, patients prefer hospitals that are considered to have high quality standards. When they compare the quality of service in various hospitals and

feel satisfied with the services received, patients tend to remain loyal to the hospital. This relates to the perception of Bhakti Asih General Hospital, a private hospital that provides both BPJS and non-BPJS program facilities. In January 2023, there were 14.781 BPJS Health user patients at Bhakti Asih General Hospital, compared to 13.671 in February 2023. Meanwhile, in January 2023, the number of patients using Non-BPJS Health at Bhakti Asih Hospital was 4.734, and in February 2023, it was 4.318. In total, the number of patients with both BPJS and non-BPJS in January 2023 was 19.515, compared to 17.989 in February 2023. At Bhakti Asih Hospital, the number of patients using BPJS and non-BPJS decreased from January to February 2023.

Consistent with other research, this study looked at factors such brand equity, brand image, brand awareness, reputation, and loyalty. Brand equity is positively affected by favorable brand image, according to these research (e.g. Purnama & Wening, 2023; Sabrina *et al.*, 2022; Sri Wiludjeng & Hendayana, 2021) and brand loyalty (e.g. Altaf *et al.*, 2018; Brochado & Oliveira, 2018; Foroudi *et al.*, 2018). Brand awareness has a positive impact on brand equity (e.g. Nirmala & Mayliza, 2022; Bernarto *et al.*, 2020; Mirza *et al.*, 2021) and brand loyalty (e.g. Azzari & Pelissari, 2020; Eslami, 2020; Pranata & Permana, 2021; Bernarto *et al.*, 2020). Reputation is a key component of brand equity (e.g. Jayswal & Vora, 2019; Mariutti & Giraldi, 2020; Wulandari *et al.*, 2023) and brand loyalty (e.g. Azzari & Pelissari, 2020; Emma & Shaily, 2020; Kiatkawsin & Sutherland, 2020; Pranata & Permana, 2021). Brand loyalty contributes positively to brand equity (e.g. Altaf *et al.*, 2018; Brochado & Oliveira, 2018; Foroudi *et al.*, 2018).

We want to learn how brand perception, brand knowledge, and brand credibility affect customer devotion in this research. The goal of this study is to shed light on why these factors are crucial for Bhakti Asih General Hospital to function at its best. In addition, this research is also expected to contribute more in-depth theoretical knowledge regarding the variables being studied in marketing management, with the aim of having a positive impact on the managerial practices applied, and ultimately providing significant benefits.

LITERATURE REVIEW

Brand Equity

When used effectively, brand equity may boost marketing ROI and provide a bird's eye perspective of a company's financial health (Yoo *et al.*, 2000). According to Tong & Li (2013), brand equity generally refers to consumers' perceptions of the brand reflected in their memories and is considered an important promotional tool to attract customers and build overall brand equity. We can divide brand equity into two main categories: A brand's equity may be a powerful indicator of its economic success and a tool for more effective marketing (Kashif, 2015). When consumers' reactions to a company's marketing efforts vary according to their level of familiarity with the brand, this phenomenon is called brand equity (Oliveira & Spers, 2018). Another aspect that might generate client loyalty to goods or services in the future is brand equity (Kissi, 2019).

Brand Image

Brand image is a measure of consumer confidence in a brand (Winarto, 2011). In addition, brand image reflects how consumers actually perceive and remember the messages they receive about the brand (Valley, 2019). While deciding between competing brands, people rely heavily on their preconceived notions and personal experiences with a certain brand, which are collectively known as "brand images." (Kaur, 2019). Consumers interpret brand image as the product's overall meaning, which manifests in brand associations that evolve over time, shaped by their interactions and experiences with the brand (Shinta *et al.*, 2020). Brand image can also be defined as the first thing that comes to mind when a brand is

mentioned (Ledikwe, 2022). You can interpret this brand image as a consumer's reaction to the product features they observe or use (Syah & Olivia, 2022).

Brand Reputation

Shandi (2011) explains that the way people think about a brand is called its reputation, particularly in relation to their trust in it. Brand reputation development not only depends on advertising and public relations strategies, but it can also be a strong basis for brands to attract purchasing interest. You can interpret this brand image as a consumer's reaction to the product features they observe or use (Shandi, 2011). Brand reputation is considered an important value that makes companies willing to allocate their resources to increase consumers' positive perceptions of the brand (Gatti *et al.*, 2012). Brand reputation is a term that describes the positive view of consumers towards a brand that is considered trustworthy. Simply put, brand reputation is defined as consumers' understanding of the product quality standards associated with the brand name (Agmeka *et al.*, 2019).

Brand Loyalty

Brand loyalty can be defined as a favourable consumer attitude for a brand, where consumers continuously buy products from that brand within a certain period of time (Anwar *et al.*, 2011). One definition of customer loyalty is the persistence with which customers continue to purchase or use a brand's goods or services in the face of competitive pressures or persuasive advertising (Kulsum & Syah, 2017). Brand loyalty can also be defined as consumer behaviour in making purchases, where loyal customers tend to be less interested in switching to competitors despite price increases and will use the product more than consumers who are not loyal (Shinta *et al.*, 2020)

Brand Awearnes

Rossiter (2014) Recognizing or remembering brands is essential, and brand awareness is the capacity of customers to recognize them adequately to make a purchase. Kwasi (2022) It explains that increasing brand awareness can influence consumer purchasing decisions when considering the various brands they want to buy in the future, so increasing brand awareness is very important. Increasing brand awareness is a long-term goal of any marketing strategy, involving significant efforts and resources from the marketing team (Shamsudin *et al.*, 2022).

CONCEPTUAL FRAMEWORK

The relationship between brand awareness and brand equity.

Nirmala & Mayliza (2022) defines brand awareness as the degree to which customers can identify and recall a brand within a certain product category. Building brand equity, or the degree to which customers can recognize a company, requires raising brand awareness (Bernarto *et al.*, 2020). Because increasing customers' familiarity with a brand aids in its retention in their minds, there is a positive feedback loop between brand equity and brand awareness (Mirza *et al.*, 2021). With these considerations in mind, we arrive to the following hypothesis:

H1: Brand awareness has a positive effect on brand equity.

The Relationship between Brand Image and Brand Equity.

The customer's perception of the brand is important, and maintaining a favorable impression of the brand in the consumer's mind is essential for its success (Purnama & Wening, 2023). Sabrina et al. (2022) explains that brand equity involves creating a recognisable brand name that carries a good brand image. Chang et al. (2008) argues that companies can enhance their brand value by building their brand image and building brand equity, suggesting a favorable relationship between the two variables of brand equity and brand image. Positive

brand image does impact Brand (Wiludjeng & Hendayana, 2021). In light of the above, we postulate the following:

H2: Brand image has a positive impact on overall brand equity.

Relationship between Brand Reputation and Brand Equity.

Perceived value influences a brand's reputation and significantly influences brand equity (Wulandari *et al.*, 2023). Enhancing brand reputation through innovation and aligned strategies can help brands compete in the economy (Mariutti & Giraldi, 2020). When a brand faces a reputation crisis, some companies may enter into alliances with other brands to improve its reputation, which indicates that brand equity is also increasing, as evidenced by the brand's commitment and desire to improve its reputation (Jayswal & Vora, 2019). Research by Wulandari *et al.* (2023) explains that brand reputation affects brand equity, supported by research Mariutti & Giraldi (2020) demonstrating that brand equity is positively impacted by brand reputation. In light of the above, we postulate the following hypothesis:

H3: Brand reputation has a positive impact on brand equity.

Relationship between Brand Loyalty and Brand Equity.

In the face of continuous industry in the industry, brand loyalty is a crucial element in brand equity (Subramaniam *et al.*, 2014). The study of brand loyalty delves into the main elements impacting brand value and shows that brand loyalty helps increase brand equity in the marketplace (Foroudi *et al.*, 2018). Loyal consumers will respond positively, buy products regularly, and are not interested in competing brands because of their loyalty to a brand (Brochado & Oliveira, 2018). Brand equity is strongly influenced by consumers who consistently choose and buy products (Altaf *et al.*, 2018). In light of the above, we postulate the following hypothesis:

H4: Brand loyalty plays a positive role in brand equity.

Based on the hypothesis above, it is arranged:

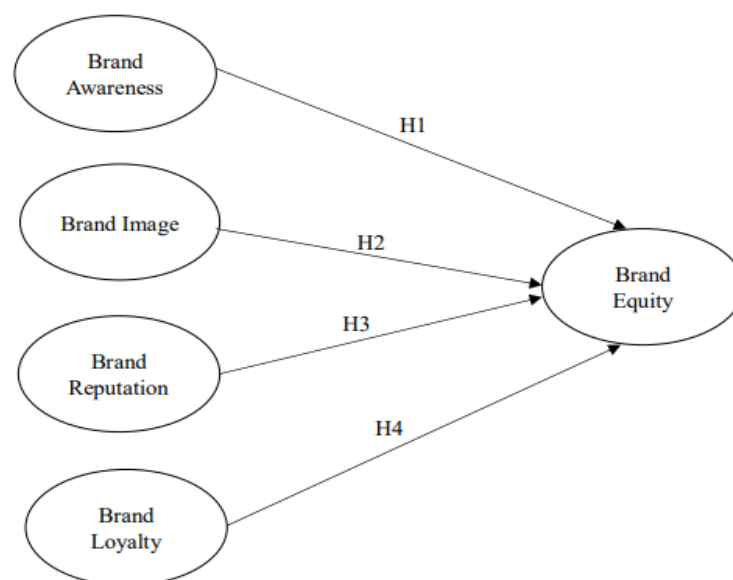


Figure 1. Research Model

2. Research Methods

Because of the importance of statistical assessment in ensuring reliable findings, this study opted for a quantitative research design that relies on structured questionnaires to collect data pertaining to the study's variables. Methods used in this study include online questionnaires to collect data. Using the online questionnaire platform Google Form, data for this research were gathered via a survey. Links to surveys were sent out via Instagram, WhatsApp, and SMS as part of the data gathering approach.

Measurement Method

Measurements on the brand awareness variable obtained Altaf *et al.* (2018); Adly & Samen (2018) there are 6 statements. Measurement of brand loyalty variables is adopted from research Foroudi *et al.* (2018) there are 5 statements. Measurement of brand reputation variables adopts 4 statements from research Aaker (1997); Low & Lamb (2000). Brand Image variables are measured using 5 statements obtained from research Ansary & Hashim (2018). Brand Equity variables can be measured using 4 statements adapted from Yoo *et al.* (2000). The number of questionnaire questions must be five times more than the number of respondents, according to the analysis rules of SEM Lisrel (Hair *et al.*, 2018) yaitu (21x5) 105 people, we used google form as a means to spread the questionnaire that had been compiled previously.

Population and Sample

The subjects chosen for this study were non-BPJS patients at RSU in Tangerang, Banten Province. The study's population consisted of non-BPJS RSU patients who met the criteria for non-BPJS outpatients, having received treatment twice and ranging in age from 16 to 65. Using a sampling strategy called purposive sampling, the researcher in this study determined the population and collected samples based on certain traits that were thought to be important to the research goals.

Data Analysis Method

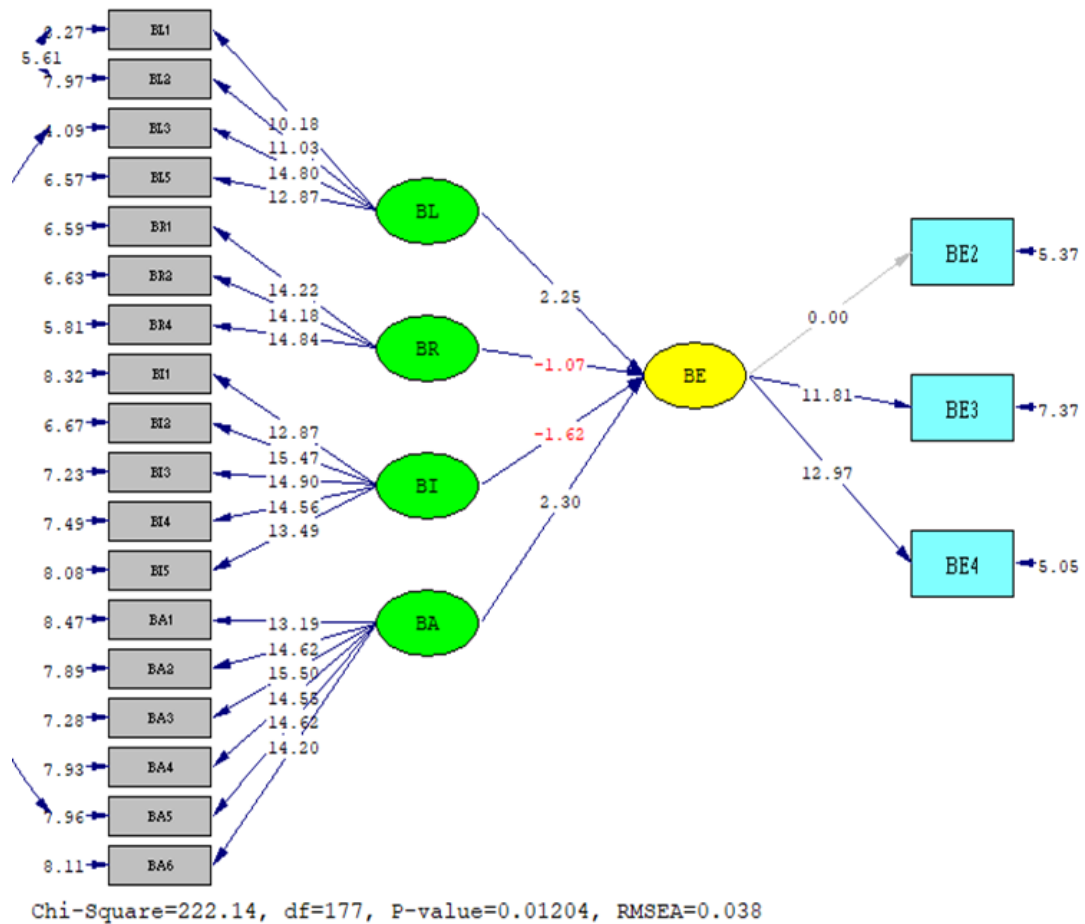
This study's data processing and analysis is carried out by the author using the structural equation model (SEM). Values from the Kaiser Meyer-Olkin (KMO) and the Measure of Sampling Adequacy (MSA) are included in the SPSS factor analysis method's validity and reliability tests. Factor analysis is suitable when both the KMO and MSA values are greater than 0.5. The reliability test also makes use of Cronbach's alpha. A favorable Cronbach's alpha value is one that is near to 1.

3. Results and Discussions

We have 180 respondents that met our predefined criteria based on our online survey done using Google Forms. Respondents are 44% male and 56% female. With loading factor values greater than 0.5, the construct validity test in this research proclaims all indicators on each variable as acceptable and valid. Also, a variance extraction value of 0.50 and a minimal construct reliability value of 0.5 were produced by the reliability test, respectively. Brand equity (BE) has a construct reliability value of 0,88, brand loyalty (BL) is 0,87, brand reputation (BR) is 0,91, brand image (BI) is 0,93, and brand awareness (BA) is 0,95. The variance extracted value on brand equity (BE) is 0,70, brand loyalty (BL) is 0,63, brand reputation (BR) is 0,77, brand image (BI) is 0,74, and brand awareness (BA) is 0,75.

Results from structural test analysis that included each equation's R2 value are as follows: With a correlation coefficient of 0.096, the first outcome, brand equity (BE), is impacted by brand loyalty (BL), brand reputation (BR), brand image (BI), and brand awareness (BA). As a result, additional factors that were not included in this research account for 90.4% of the variation in brand equity (BE), whereas the variables of brand loyalty (BL), brand reputation (BR), brand image (BI), and brand awareness (BA) account for 9.6%.

Results from the model fit test reveal that several items still have an adequate degree of fit on Chi Square, RMSEA, ECVI, AIC, and NFI. Although several components, including Critical N and Goodness of Fit, fell into the marginal fit level, the study findings show that the complete research model is a match. The following are the findings from the study that are shown in the T-Value diagram:



Description: Brand Equity (BE), Brand Loyalty (BL), Brand Reputation (BR), Brand Image (BI), Brand Awareness (BA)

Gambar 2. Path Diagram T-Value

See Table 1 for an explanation of the research model's hypothesis testing outcomes. Here is how to test a hypothesis:

Tabel 1. Pengujian Hipotesis

| Hypothesis | Hypothesis statement | Value T-Value | Description |
|----------------|---|---------------|-----------------------|
| H ₁ | Brand awareness (BA) has a positive effect on brand equity (BE) | 2,25 | Supporting data |
| H ₂ | Brand image (BI) has a positive impact on overall brand equity (BE) | -1,62 | Data does not support |
| H ₃ | Brand reputation (BR) has a positive impact on brand equity (BE) | -1,07 | Data does not support |
| H ₄ | Brand loyalty (BL) plays a positive role in | 2,30 | Supporting data |

| Hypothesis | Hypothesis statement | Value <i>T-Value</i> | Description |
|------------|----------------------|-------------------------|-------------|
| | brand equity (BE) | | |

Source: results of data processing SEM Lisrel

Two hypotheses are not accepted since their T-values are less than 1.96, as seen in the table above.

Discussions

Consistent with earlier results by, this analysis shows that RSU brand equity is positively correlated with brand awareness. Bernarto *et al.* (2020), Mirza *et al.* (2021). Brand awareness in RSUs refers to how well consumers recognize or remember a particular RSU when they need medical care. The results of this study show that respondents often choose this RSU as their first choice, especially in emergency or urgent care situations, due to the positive experiences they have had at the RSU. Factors such as service quality, trust, and perceived convenience at the RSU contributed greatly to the RSU's increased brand awareness and ultimately increased its brand equity. Although other hospitals offer similar services, consumers tend to choose hospitals that they already know and trust.

However, this study also found that brand image does not directly affect RSU brand equity. In contrast to the findings of Wiludjeng & Hendayana (2021); Purnama & Wening (2023); Sabrina *et al.* (2022), Results demonstrate that despite the community's favorable perception of this hospital's brand, this does not guarantee that it will be the first choice for consumers. Service quality factors that are directly felt by consumers turn out to be more influential in shaping preferences and brand equity than just a good brand image.

Additionally, there was no discernible effect of brand reputation on RSU brand equity, along with the findings of the following Wulandari *et al.* (2023); Mariutti & Giraldi (2020). Although consumers perceive this hospital's reputation positively, it does not directly encourage them to choose it over other hospitals that may have a similar or better reputation. Consumer trust in an RSU's reputation is only a supporting factor, not the main factor in building strong brand equity.

While this may be true, the study's results show that RSU brand equity is positively correlated with customer loyalty to the brand. Brochado & Oliveira (2018); Altaf *et al.* (2018). Consumers who choose to continue using this RSU's services, despite the availability of other RSU options, demonstrate brand loyalty. The affordability factor also plays an important role in strengthening consumer loyalty. High loyalty strengthens consumers' emotional connection and trust in the RSU brand, which in turn increases the public's positive perception of the brand and expands the RSU's customer base.

Overall, this study confirms that brand awareness and brand loyalty play a crucial role in building strong brand equity in RSUs. Consumers' direct experiences and perceptions of the quality of service received are the main factors influencing brand equity, rather than brand image and reputation. Therefore, strategies to improve the brand equity of RSUs should focus more on improving consumers' direct experience and satisfaction rather than simply improving the general brand image or reputation.

4. Conclusion

This study's findings suggest that public hospitals' (RSU) brand equity is significantly influenced by factors such as brand loyalty and brand awareness. Recognized brands, which is reflected by consumers' recognition and recall of RSU in urgent health situations, positively affects the brand equity of these RSU. On the other hand, brand loyalty, which is shown

through consumers' faithfulness in choosing this RSU despite other available alternatives, also contributes greatly to the increase in brand equity. However, brand image and brand reputation were found to have limited influence on brand equity, highlighting the importance of consumers' direct experience and their perception of service quality in shaping RSU preferences.

Limitations of this study include restrictions in the generalizability of the results, as the sample may not be representative enough to cover the entire variety of RSU that exist across different geographical and social contexts. In addition, This study's measuring techniques can have an impact on the trustworthiness and validity of the results, especially in measuring complex variables such as brand image and brand reputation. Suggestions for future research include conducting more in-depth comparative studies between RSU with different characteristics, including size, geographical location, ownership, and types of services offered.

A qualitative approach is also recommended to delve deeper into consumers' experiences and perceptions of RSU services, which can provide more in-depth and contextual insights. In addition, it is necessary to develop more focused and adaptive marketing strategies to increase RSU brand awareness and strengthen consumer loyalty, including the use of digital technology and data analysis to optimize interactions with consumers and build more personalized and sustainable relationships. By addressing these limitations and following the research suggestions mentioned, We anticipate that future studies will shed light on the elements that impact healthcare brand equity in a more comprehensive and applicable manner.

The managerial implications that can be drawn from this research are highly relevant for public hospitals (RSUs), especially in the context of improving customer experience. RSU need to prioritize comprehensive customer experience management, from the registration process to clinical services, to ensure that every interaction with consumers is good and satisfying. Not only can this increase customer satisfaction, but it can also strengthen the RSU' brand awareness in the community. By increasing brand awareness, RSU can expand their market coverage and attract more potential patients. In addition, this study also shows the importance of improving marketing strategies that are more focused and adaptive, RSU need to identify the right market segments and develop marketing messages that resonate with the needs and preferences of their potential consumers. This could include the use of digital technology to expand marketing reach as well as data analysis to understand consumer behavior patterns that can help in optimizing marketing strategies. Furthermore, RSU can implement programs that are specifically designed to increase consumer loyalty. These programs can be in the form of membership programs, incentives for loyal customers, or the provision of additional services that provide added value to consumers. By increasing customer loyalty, RSU can not only maintain their existing market share but also build stronger and more sustainable relationships with their customers. Overall, by taking these steps, RSU can strengthen their brand equity in the healthcare market, increase public trust, and position themselves as the top choice in a competitive and diverse healthcare landscape.

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