

The Impact of Brand Equity and Promotion on Toyota Customer Loyalty at the "XYZ" Dealership in Surabaya City (Case Study)

Indiana Kristiawati¹, Achmad Daengs GS², Enny Istanti³

¹STIAMAK Barunawati Surabaya

²Universitas 45 Surabaya

³Universitas Bhayangkara Surabaya

Corresponding Author*: jurnaleko45@gmail.com

ABSTRACT

Purpose: to find out how the influence of brand equity and promotion on Toyota consumer loyalty at the "XYZ" Surabaya dealership

Design/methodology/approach: The method of data processing and analysis is using quantitative analysis which includes the interpretation of data obtained in research and the results of data processing that has been carried out by providing information and explanations, as well as quantitative analysis which includes validity and reliability tests, multiple regression analysis, hypothesis tests through F test and T test and regression coefficient analysis (R²).

Findings: the influence of brand equity and promotion has a good influence on customer loyalty. Based on the results of the analysis, the indicators in this study are valid and the variables are reliable. The results of this study show that there is a simultaneous influence on brand equity and promotion variables on customer loyalty. The results of this study also show that brand equity and promotion variables have a significant partial effect on customer loyalty. In the determination test, there was an influence of 60.5% of the independent variables (brand equity and promotion) on the dependent variable (customer loyalty). Meanwhile, the remaining 39.5% were influenced by other variables and were not included in this study.

Practical implications: knowing the effect of brand equity and promotion on Toyota consumer loyalty at the "XYZ" Surabaya dealership

Originality/value: This paper is original

Paper type: research paper

Keyword: Brand Equity, Promotion, Customer Loyalty

Received : January 10th

Revised : April 18th

Published : May 31th

I. INTRODUCTION

The progress of globalization followed by an increasing population growth rate makes the needs of each individual also need to be supported by adequate facilities and infrastructure. One of them is in terms of means of transportation. It is undeniable, in this economic era, transportation is really made a mandatory thing for every individual to have. Economic activities are also easier to reach and more efficient.

Living individuals need a job to meet the economy for their survival, whether it is traders, employees, businessmen, and state apparatus definitely need accommodation in the form of transportation that is used to reach one place to another and one time to another to be faster and more efficient.

According to Susanto and Wijanarko (2004: 127), in the face of fierce competition, a strong brand is a clear, valuable, and sustainable differentiator, spearheading the company's competitiveness and very helpful in marketing strategies. The brand can be used as a symbol of a product or service produced by a company. The

symbol also serves to distinguish it from products offered by other competing companies. Brands also bridge consumer or customer expectations when a company promises something to consumers or customers. Thus it can be known that there is an emotional bond created between consumers or customers with product producers through a brand.

Other competitors may also offer the same emotional promise. But with a brand equity in a product, it will certainly make it have its own identity that can be observed by consumers or customers. Kotler and Keller (2007: 334) define brand as added value given to products and services. This value can be reflected in the way consumers think, feel, and act on the brand, price, market share, and profitability that the company has. Brand equity itself is an important intangible asset, which has psychological and financial value for the company.

While Aaker in Kotler and Keller (2007: 339) views brand equity as one set of five categories of brand assets and liabilities related to brands that increase or decrease the value provided by a product or service to the company and / or customers. In addition to *brand equity* owned by a product or service brand, a company also needs to carry out product introduction actions to the general public. This action in economics is called promotion. According to Dharmmesta and Irawan (2001: 345-349), promotion is essentially a form of marketing communication that aims to drive demand, what is meant by marketing communication is a marketing activity that seeks to disseminate information, influence and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products or services offered by the company concerned.

The ultimate goal of promotion is to strengthen brand loyalty, because as consumers tend to buy a product based on offers on new products that are seeded. So giving attractive offers on a regular basis will make them relatively loyal to a promoted brand. According to Rangkyu (2002: 60), brand loyalty is a measure of consumer loyalty to a brand. This loyalty is then called customer loyalty.

Some experts define customer loyalty including: Oliver in Hurriyati (2005: 128) customer loyalty is the customer's commitment to make repeated purchases of selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change. Meanwhile, Griffin in Hurriyati (2005: 129) suggests that customer loyalty refers more to the form of behavior of decision-making units to repurchase goods or services of a selected company.

A. Literature Review

1. Theoretical Foundation

According to Umar (2003: 76), service marketing is marketing that is *intangible* and *immaterial* and is carried out when consumers deal with producers. Meanwhile, Lupiyoadi and Hamdani (2006: 5) define service marketing as any action offered by one party to another party that is intangible in principle and does not cause any transfer of ownership.

2. Consumer Behavior

Consumers are individuals who use, use, and enjoy a product or service that is marketed. Being called a consumer certainly cannot be separated from behavior, which is then called consumer behavior. According to Schiffman and Kanuk (2008: 6) the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). While Ristiyanti (2004: 9), consumer behavior is a process passed by someone in finding, buying, using, evaluating, and acting after consumption of products, services and ideas that are expected to meet their needs.

Kotler and Keller (2008: 214) also define consumer behavior as the study of how individuals, groups and organizations select, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs. Meanwhile, the definition of consumer behavior according to Schiffman and Kanuk (2008: 6) is to describe the way individuals make decisions to utilize their available resources (time, money, effort) to buy goods related to consumption.

3. Brand Equity

Kotler and Keller (2009: 258) also define a brand as a name, term, mark, emblem, or design, or a combination of these things, which is intended to identify the goods or services of a person or company that are expected to provide identity and differentiation that distinguishes it from competing products. A strong brand has strong brand equity. Aaker in Kotler and Keller (2007: 339) views brand equity as one set of five categories of brand assets and liabilities related to brands that increase or decrease the value provided by a product or service to the company and / or customers.

4. Promotion

Promotion is any type of marketing activity aimed at driving consumer demand for the products offered by manufacturers or sellers. Promotion is also part of the marketing effort and is known as an element of the marketing mix. According to Hurriyati (2010: 50) promotion is a form of marketing communication in marketing

activities that seek to disseminate information, influence / persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned.

5. Customer Loyalty

Meanwhile, Wan and Huang (2010) show that customer loyalty can be shown through attitudes and behaviors. Attitudes include the intention of repurchasing or buying other products from the company, the intention to recommend and immunity to competitors. These behaviors include repurchase behavior, purchasing other products from the company, and recommending to others.

B. Framework of Thought

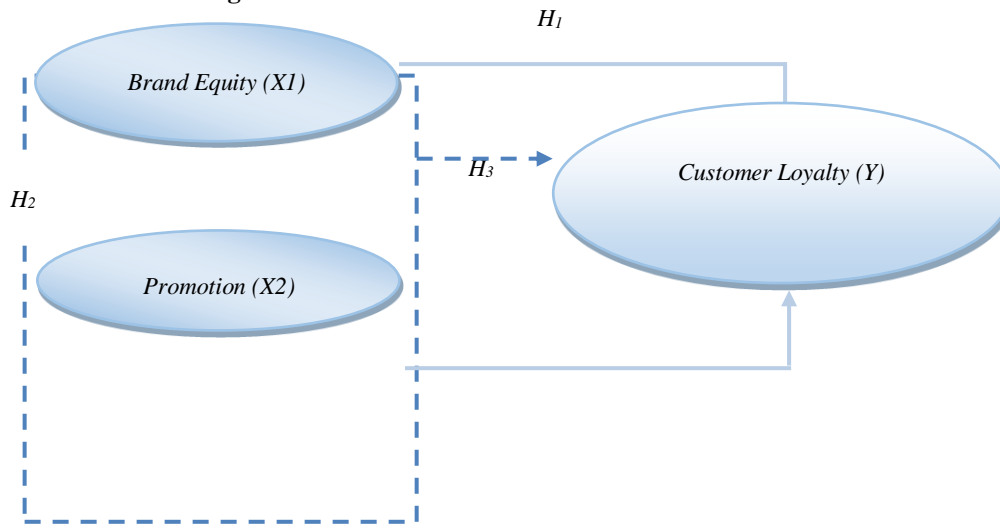


Figure 1 Framework of Thought

Source: Source developed for this study (2017)

C. Hypothesis Submission

According to Arikunto (2009: 55) suggests that a hypothesis is an alternative to the alleged answers made by researchers to the problems proposed in their research. A hypothesis will be accepted if the data collected supports the statement. The formulation of the hypothesis in this study is:

H1: there is a significant influence of *brand equity* on loyalty Toyota customers at dealership "XYZ" Surabaya.

H2: there is a significant effect of promotion on customer loyalty Toyota at dealership "XYZ" Surabaya.

H3: there is a significant influence on the silicon between *brand equity* and promotion of Toyota customer loyalty at the dealership "XYZ" Surabaya.

Companies that have competence in the fields of marketing, manufacturing and innovation can make it's as a souch to achieve competitive advantage (Daengs GS, et al. 2020: 1419).

The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).

Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).

II. METHODS

The research design used in this study, which is in accordance with the formulation of the problem and the research objectives to be achieved, this research is classified as *an Explanatory type of research*, or explanatory research which according to Singarimbun and Effendi (2006) is "Highlighting the relationship between research variables and testing hypotheses that have been formulated previously".

A. Research Population

A population is a set of individuals who have common traits. Population is used to retrieve data that is then used by a researcher to solve problems. According to Sugiyono (2008: 80), population is a generalized area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

B. Research Sample

The sample is a portion or representative of the population studied (Arikunto, 2010: 173). While Sugiyono (2010: 117) defines samples as part of the number and characteristics possessed by the population. Sampling in this study used *the purposive sampling* method, namely the selection of samples with certain considerations (Sugiyono, 2012: 124). The characteristics and conditions used in sampling with the *purposive sampling* method are as follows:

Toyota brand car customers in Surabaya. Has made a purchase transaction of Toyota brand cars at the dealer "XYZ" Surabaya. The way to obtain respondents is to provide questionnaires to consumers who have made Toyota brand car purchase transactions. The determination of the size of the research sample was determined using the Solvin formula (Umar: 2004) as follows:

$$n = \frac{N}{1 + N (\text{Moe})^2}$$

n : Sample size

N : Population size

Moe : The margin of error is the maximum error rate which is still tolerable at 5%.

C. Quantitative Analysis

Quantitative analysis is an analysis that can be classified into categories in the form of numbers that can be calculated to produce a solid quantitative interpretation (Umar, 2004). The calculation results of the score or value are then in statistical analysis conducted with the help of the SPSS (*Statistical Package for Social Science*) program version 16 *for Windows*, to prove the relationship and influence between research variables. The purpose of this analysis is to test the correctness of the hypotheses that have been proposed in this study.

1. Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the extent of the influence of the independent variable (X) on the dependent variable (Y). This method connects one *dependent* variable with many *independent variables*. In this study, the dependent variable is customer loyalty, while the independent variable is *brand equity* and promotion.

The model of the relationship between purchasing decisions and their independent variables is arranged in functions or equations as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

2. Hypothesis Testing

A hypothesis is an alternative to the alleged answers made by researchers to the problems posed in their research. The alleged answer is a temporary truth, which will be tested for correctness with data collected through research. With that position, hypotheses can turn into truth, but can also collapse as truth (Arikunto, 2009: 55).

A hypothesis will be accepted if the data collected supports the statement. The formulation of the hypothesis in this study is:

H1 : there is a significant influence of brand equity on Toyota customer loyalty at the "XYZ" Surabaya dealership.

H2 : there is a significant influence of promotion on customer loyalty at the "XYZ" Surabaya dealership.

H3 : there is a significant influence between brand equity and promotion on customer loyalty at "XYZ" Surabaya dealership.

The method of testing the proposed hypothesis is carried out by partial testing using t test and simultaneous testing using F test, as well as testing the Coefficient of determination (R²).

3. Individual Parameter Significance Test (Statistical Test t)

The t test basically shows how far the influence of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2005: 84). This test aims to examine the effect of independent variables (*Brand Equity* and Promotion) on the dependent variable (Customer Loyalty) separately or partially.

By comparing the value of t calculate it with t table:

1. If $t_{table} > t_{count}$, then H_0 is accepted and H_1 is rejected
2. If $t_{table} < t_{count}$, then H_0 is rejected and H_1 is accepted

With a significance level of 95% ($\alpha = 5\%$), using the significance probability number.

1. If the probability number of significances > 0.5 then H_0 is accepted and H_1 is rejected.
2. If the probability of significance < 0.5 then H_0 is rejected and H_1 is accepted.

4. Simultaneous Significance Test (F Test)

The F test basically shows whether all the independent variables included in the model have an influence together on the dependent variable (Ghozali, 2005: 84).

In this study, simultaneous hypothesis testing is intended to measure the magnitude of the influence of independent variables, namely the influence of *brand equity* and promotion on consumer loyalty as the dependent variable.

The basis for decision making (Ghozali, 2005: 84), namely by comparing the value of F count with F table:

1. $F_{table} > F$ is calculated, then H_0 is accepted and H_1 is rejected.
2. $F_{table} < F$ are calculated, then H_0 is rejected and H_1 is accepted.

5. Coefficient of Determination (R²)

The coefficient of determination (R²) essentially measures how far the model is able to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R² value means that the ability of independent variables to explain the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2001: 83). Multicollinearity occurs when the R² value produced by an empirical regression model is very high, but individually many independent variables do not significantly affect the dependent variable (Ghozali, 2006).

III. RESULTS AND DISCUSSION

A. Results

1. Multiple Linear Regression Analysis

Statistical testing with multiple linear regression analysis tools is intended to determine the effect of *Brand Equity* (X₁) and Promotion (X₂) on Customer Loyalty (Y). An overview of *research outputs can be seen in Table 1 below.*

Table 1 Multiple Linear Regression Output Overview

Variabel	Unstandardized				
	Coefficients		Beta	t-hitung	Sign. T
	B	Error			
Independen					
(Constant)	1,073	3,492		0,307	0,759
Brand Equity (X ₁)	0,301	0,072	0,349	4,162	0,000
Promosi (X ₂)	0,652	0,108	0,504	6,009	0,000
R	= 0,778				
R Square (R ²)	= 0,605				
Adjusted. R Square	= 0,597				

$$F\text{-hitung} = 74,391$$

$$\text{Sign-}F = 0,000$$

$$SE = 5.363$$

Variabel Dependen = Customer Loyalty
Source: primary data processed

The multiple linear regression equation as in the SPSS output overview is:
 $Y = 1.073 + 0.301X_1 + 0.652X_2 + 5.363$

2. Uji Hipotesis

a. Individual Parameter Significance Test (Statistical Test t)

The t-test is used to test the correctness of the research hypothesis carried out with a significant t-test tester. This is intended to examine the significance of the influence of individual (partial) *Brand Loyalty* (X1) and Promotion (X2), on Customer Loyalty (Y). This test is carried out by comparing the calculated value with the Ttable value and also between the significance value (calculated probability) with *the Level of Significance* (α) of 5% (0.05). The calculated value of the results of data processing with the SPSS program can be seen in the table of multiple linear regression analysis test results in the *Coefficients table*.

Table 2 Multiple Linear Regression Test Results :Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.073	3.492		.307	.759
Brand Equity	.301	.072	.349	4.162	.000
Promosi	.652	.108	.504	6.009	.000

a. Dependent Variable: Consumer Loyalty

Source: primary data processed

b. The Effect of Brand Equity (X1) on Customer Loyalty (Y)

The results of the analysis obtained a calculated value of *Brand Equity* (X1) of 4,162 at a probability level of 0.000. Test criteria if Probability Calculate < *Level of Significance* (α) then Ho is rejected and Ha is accepted or there is a significant effect of *Brand Equity* (X1) on Customer Loyalty (Y). The test results show that $0.000 < 0.05$ or the calculated probability < *the level of significance* (α) so that Ha is accepted. This means that there is a significant influence between *Brand Equity* (X1) and Customer Loyalty (Y).

c. Effect of Promotion (X2) on Customer Loyalty (Y)

The results of the analysis obtained a Promotion calculation value (X2) of 6,009 at a probability level of 0.000. Test criteria if Probability Calculate < *Level of Significance* (α) then Ho is rejected and Ha is accepted or there is a significant effect of Promotion (X2) on Customer Loyalty (Y). The test results show that $0.000 < 0.05$ or the calculated probability < *the level of significance* (α) so that Ha is accepted. This means that there is a significant influence between the Promotion (X2) and Customer Loyalty (Y).

3. Simultaneous Hypothesis Test (F-Test)

Simultaneous hypothesis tests are used to determine the effect of the Independent Variable as a whole on the Dependent Variable. This test is carried out by comparing the Fcalculate value with the Ftable value and also between the significance value (calculated probability) with the *Level of Significance* (α) of 5% (0.05)

4. Test Coefficient of Determination (R^2)

Based on the results of SPSS, the value of the coefficient of determination can be seen in the table below:

Table 3 Coefficient of Determination

Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
<i>1</i>	<i>.778a</i>	<i>.605</i>	<i>.597</i>	<i>5.363</i>

Predictors: (Constant), Promosi, Brand Equity
 Dependent Variable: Consumer Loyalty
 Source: primary data processed

The calculation results using the SPSS program can be seen that the coefficient of determination (R^2) obtained is 0.605. This means that 60.5% of Customer Loyalty can be explained by Brand Equity and Promotion variables while the remaining 39.5% of Customer Loyalty is influenced by other variables that were not examined in this study.

B. Discussion

1. The Influence of *Brand Equity* on Toyota Customer Loyalty at "XYZ" Surabaya Dealership.

The first hypothesis (H1) which states that there is a significant influence between *Brand Equity* on Toyota Customer Loyalty at "XYZ" Surabaya Dealership, was successfully supported by data with a Probability Calculation $< Level of Significance (\alpha)$ of $0.000 < 0.05$ then in other words the first hypothesis (H1) was accepted. From the results of the analysis, it can be seen that Brand Equity is very influential on Customer Loyalty because *the brand* (brand) is one of the important factors in marketing activities. Brands contribute to the company in order to influence consumers' decisions to buy or reject a good or service offered. To make a choice among a wide variety of brand alternatives, customers need information. And the brand will provide concise information about a product desired by customers.

Brand Equity benefits customers in providing value to customers by reinforcing: interpretation/information processing, confidence in purchases, and achievement of customer satisfaction. Meanwhile, for companies, brand equity is useful for strengthening: efficiency and effectiveness of marketing programs, brand loyalty, brand equity/profit, brand expansion, increased trade, and competitive advantage. This is in accordance with the statement of Kotler and Keller (2007: 334) defining brands as added value given to products and services. This value can be reflected in the way consumers think, feel, and act on the brand, price, market share, and profitability that the company has. Brand equity itself is an important intangible asset, which has psychological and financial value for the company.

2. The Effect of Promotion on Toyota Customer Loyalty at "XYZ" Surabaya Dealer

The first hypothesis (H1) which states that there is a significant influence between Promotion on Toyota Customer Loyalty at "XYZ" Surabaya Dealership, was successfully supported by data with a Probability Calculation $< Level of Significance (\alpha)$ of $0.000 < 0.05$ then in other words the first hypothesis (H1) was accepted. Thus it can be concluded that promotions have a significant influence on customer loyalty of Toyota cars.

The results of this study support previous research conducted by Cakra Aditia Rakhmat (2011) entitled, "*The Effect of Sales Promotion on Customer Loyalty*". The conclusion of the results showed that there was a strong and positive relationship between sales promotion variables and Starbucks Coffee customer loyalty. In addition, sales promotions also have an influence on the formation of Starbucks customer loyalty. From the results of the study, it can be seen that the indicator with the highest mean is promotion 2 (3.95), which is the promotion period, this is because Starbucks conducts an offer program with a regular period of time. While the lowest indicator is

promotion 7 (3.58), which is related to sample distribution, this is because not all Starbucks branches provide the latest beverage or food samples because they consider the cost factor that will be incurred.

3. The Simultaneous Influence of *Brand Equity* and Promotion on Toyota Customer Loyalty at "XYZ" Surabaya Dealership

The third hypothesis (H3) which states that there is a simultaneous influence between *Brand Equity* and Promotion on Toyota Customer Loyalty at "XYZ" Surabaya Dealership, was successfully supported by data with a Probability Calculation $< Level\ of\ Significance\ (\alpha)$ of $0.000 < 0.005$ than in other words the third hypothesis (H3) is accepted.

Therefore, to ensure consumer loyalty can be realized, one of the efforts of Toyota authorized dealers in Surabaya is to maintain product *brand equity* and increase promotions in order to realize a sense of customer loyalty to the product, because the contribution of *brand equity* and promotion to customer loyalty is quite large, namely 60.5% and the remaining 39.5% of customer loyalty is influenced by other factors that are not studied in this study. Time management skills can facilitate the implementation of the work and plans outlined.

(Rina Dewi, et al. 2020:14) When collecting data sources, researchers collect data sources in the form of raw data. The survey method is a method of collecting primary data using written questions (Kumala Dewi, Indri et al, 2022: 29). This research will be conducted in three phases: measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi, et al., 2023; 970) Through this process, employees are given training and development that is relevant to their job performance, so they are expected to carry out their job responsibilities as well as possible. (Abdul Aziz Sholeh et.al. 2024 :82) Good working conditions are when humans can carry out work optimally healthy, safe and comfortable (Pandu Widodo, Hesti et al 2024: 73).

IV. CONCLUSION

1. First, based on the results of multiple linear regression tests, the calculated value for the *Brand Equity* variable (X1) is 4,162 at a probability level of 0.000. Test criteria if Probability Calculate $< Level\ of\ Significance\ (\alpha)$ then Ho is rejected and Ha is accepted or there is a significant influence on the *Brand Equity* variable (X1) on the Customer Loyalty variable (Y). The test results show that $0.000 < 0.05$ or the calculated probability $< the\ level\ of\ significance\ (\alpha)$ so that Ha is accepted. This shows that there is a significant influence between *Brand Equity* (X1) and Customer Loyalty (Y).
2. Second, based on the results of multiple linear regression tests, the calculated value for the Promotion variable (X2) is 6,009 at a probability level of 0.000. Test criteria if Probability Calculate $< Level\ of\ Significance\ (\alpha)$ then Ho is rejected and Ha is accepted or there is a significant influence on the Promotion variable (X2) on the Customer Loyalty variable (Y). The test results show that $0.000 < 0.05$ or the calculated probability $< the\ level\ of\ significance\ (\alpha)$ so that Ha is accepted. This shows that there is a significant influence between Promotion (X2) and Customer Loyalty (Y).
3. Third, based on the results of the analysis which states that there is an influence between *brand equity* and promotion on acceptable customer loyalty, where from the overall test results (test F) obtained a Fcalculate of 74,391 with a significant probability of 0.000. On the basis of this F-test analysis, the research hypothesis that reads there is a simultaneous significant influence of *Brand Equity* variables (X1) and Promotion variables (X2) on Customer Loyalty variables (Y), can be accepted or tested.

REFERENCES

- Arikunto, Suharsimi. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: PT. Melton Utama.
- Aziz Sholeh, Abdul et. Al. 2024. Kompensasi Terhadap Motivasi Kerja Karyawan pada PT. Insolent Raya di Surabaya, *Journal of Management and Creative Business* Vol. 2 No. 1 Januari 2024, Halaman: 82 - 96
- Daengs, G. S. A., Istanti, E., Negoro, R. M. B. K., & Sanusi, R. (2020). The Aftermath of Management Action on Competitive Advantage Through Proccess Attributes at Food and Beverage Industries Export Import in Perak Harbor of Surabaya. *International Journal Of Criminology and Sociologi*, 9, 1418–1425
- Dharmmesta, Basu S. 2001. Loyalitas Pelanggan: Sebuah Kajian Konseptual sebagai Panduan Bagi Peneliti. *Jurnal Ekonomi dan Bisnis Indonesia*, Vol.14, No.3, hal.73-88.
- Dharmmesta, Basu S., dan Irawan. 2001. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Enny Istanti1), Bramastyo Kusumo2), I. N. (2020). Implementasi Harga, Kualitas Pelayanan Dan Pembelian Berulang Pada Penjualan Produk Gamis Afifathin. *Ekonomika* 45, 8(1), 1–10

- Ghozali, Imam. 2001. *Aplikai Analisis Multivarite dengan SPSS*, cetakan keempat, Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2005. *Aplikai Analisis Multivarite dengan SPSS*, cetakan keempat, Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2006. *Aplikai Analisis Multivarite dengan SPSS*, cetakan keempat, Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, Jill. 2003. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Dialihbahasakan oleh Dwi Kartini Yahya. Jakarta: Erlangga.
- Hurriyati, Ratih. 2010. *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: CV. Alfabetha.
- Indriantoro, dan Supomo, 2002. *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*, Edisi Pertama. Yogyakarta:BPFE-Yogyakarta.
- Iwa Soemantri, Asep et al. 2020. Entrepreneurship Orientation Strategy, Market Orientation And Its Effect On Business Performance In MSMEs. *Jurnal EKSPEKTRA Unitomo* Vol. IV No. 1, Hal. 1-10.
- Kumala Dewi, Indri et al, 2022 Peningkatan Kinerja UMKM Melalui pengelolaan Keuangan, *Jurnal Ekonomi Akuntansi* , UNTAG Surabaya, Hal ; 23- 36
- Knapp, E. Duane. 2002. *The Brand Mindset*. Dialihbahasakan oleh Sisnuhadi. Yogyakarta: Andi.
- Kotler, Philip dan Keller, Kevin Lane, 2008. *Manajemen Pemasaran*, Jilid 1. Jakarta: Erlangga
- Kotler, Philip. 2004. *Manajemen Pemasaran: Analisis, Perencanaan, implementasi dan Kontrol*, Edisi Sebelas. Jakarta: Penerbit PT. Prenhallindo.
- Kotler, Philip. Keller, Kevin Lane. 2009. *Manajemen Pemasaran*. Edisi 13. Jilid 1 dan 2 Jakarta: Erlangga
- Lupiyoadi, Rambat dan A. Hamdani. 2006. *Manajemen Pemasaran Jasa, edisi 2*. Jakarta: Salemba Empat.
- Mustafa, Hasan. 2009. *Metodologi Penelitian*, cetakan kesepuluh. Jakarta: Bumi Aksara.
- Mowen, John, C dan Michael Minor. 2002. *Perilaku Konsumen*. Jilid Kedua.
- Pandu Widodo, Hesti et. al. 2024. Dampak Pelatihan, Motivasi dan Lingkungan Kerja pada Kinerja Karyawan PT. KAI (Persero) di Stasiun Surabaya Pasar Turi
- Pramono Budi,Istanti Enny, Daengs GS,Achmad, Syafi'i, Bramastyo KN,RM ,2023, Impact of Social Media Marketing and Brand Awareness on Purchase Intention in coffe shop culinary in Surabaya, Page. 968 - 977
- Rina Dewi, et al. 2020. Internal Factor Effects In Forming The Success Of Small Businesses. *Jurnal SINERGI UNITOMO*, Vol. 10 No. 1, Hal. 13-21
- Rangkuti, Freddy. 2004. *The Power of Brands: Teknik Mengelola Brand Equity dan Strategi Pengembangan Merek*. Jakarta: PT. Gramedia Pustaka Utama.
- Ristiyanti, Prasetijo. (2004). *Perilaku Konsumen*. Yogyakarta: Andi.
- Schiffman dan Kanuk. 2008. *Perilaku konsumen*. Edisi 7. Jakarta: Indeks
- Simamora, Henry. 2000. *Manajemen Pemasaran Internasional*. Cetakan Pertama. Jakarta: Salemba Empat.
- Singarimbun, Masri & Effendi, Sofian. 2006. *Metode Penelitian Survai*, Jakarta: Pustaka LP3ES Indonesia,
- Stanton, William J. 2009. *Prinsip Pemasaran*. Jilid I. Jakarta: Erlangga
- Susanto AB & Wijarnako H. 2004. *Power Branding, Membangun Merek Unggulan*, Jakarta: Quantum Bisnis & Manajemen.
- Tandjung, W. 2004. *Marketing Management Pendekatan pada Nilai-nilai Pelanggan*. Malang: Banyumedia.
- Tjiptono, Fandi. 2005. *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- Tjiptono, Fandy dan Diana, Anastasia. 2000. *Prinsip & Dinamika Pemasaran*. Yogyakarta: J & J Learning.
- Umar, Husein. 2003. *Metodologi Penelitian: Aplikasi dalam Pemasaran*. Jakarta: Gramedia Pustaka Utama
- Umar, Husein. 2004. *Metode Penelitian Untuk Skripsi Dan Tesis Bisnis, Cetakan ke 6*. Jakarta: PT RajaGrafindo Persada.
- Wan, Pi and Huang, Hsieh-Hong, 2011. *Effects of Promotion on Relationship Quality and Customer Loyalty in the Airline Industry: The Relationship Marketing Approach*, *African Journal of Business Management*, Vol. 5 (4403-4414).
- Widaningsih, dan Rizal, Samsul. 2011. *Melakukan Pemasaran Barang dan Jasa*. Jakarta: Erlangga.