

Analysis of the Influence of Brand Image on Consumer Loyalty of Aqua Drinking Water (Study of Aqua User Consumers in Maospati District)

Muh. Supriyanto^{1*}, Moh. Farid Maftuh², Muhyiddin Aziz³

Politeknik Negeri Madiun

Corresponding Author: Muh. Supriyanto supriyanto@pnm.ac.id

ARTICLE INFO

Keywords: Brand Image, Consumer Loyalty, Aqua

Received : 3 July

Revised : 18 August

Accepted: 20 September

©2025 Supriyanto, Maftuh, Aziz : This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The aim of this research is to determine the influence of brand image on consumer loyalty of Aqua Bottled Drinking Water in Maospati District, Magetan Regency. The research population was 586 people with a sample size of 86 respondents. Data collection used a questionnaire with a Likert scale as a measurement tool. The variable used is Simamora's Brand Image (2011) which consists of three parts, namely a) Maker/Company Image (Corporate Image), b) User Image and c) Product Image and Loyalty Consumers Kotler and Keller (2016: 164), a) Repeat purchases (loyalty to purchases), b) Retention (resistance to negative influences regarding the company), c) Referalls (referring to the total existence of the company). Data processing uses Microsoft Excel, and processed using SPSS for Windows Release 16.0 software. Research analysts use Simple Linear Regression Analysis and hypothesis testing uses the t test and Coefficient of Determination. The research results show that brand image influences consumer loyalty for Aqua Bottled Drinking Water in Maospati District, Magetan Regency. This is proven by the statistical results of the t test where tcount is 16.140 > ttable 1.988 and has a significant value of 0.000 < 0.05, which means that H₀ is rejected and H_a is accepted, which means that the brand image variable has a significant effect on consumer loyalty and the rest is explained by other factors. which was not researched

INTRODUCTION

One way for a product to be easily recognized and remembered by consumers is to create a good brand image for the resulting products. A brand image is what differentiates one product from another within a certain product category. A brand image serves a strategic function for companies in penetrating an increasingly competitive market. A brand image tends to create a positive attitude towards a product by highlighting its positive characteristics, thus influencing consumers' feelings and emotions as well as individual perceptions in choosing a product.

Consumers when making a purchase of a product typically prioritize the brand as a consideration in making their choice from various alternatives available. This is because consumer perception suggests that using products with a good brand image can enhance their comfort and trust in a product, leading consumers to continue using products from the same brand.

Consistent use of a brand impacting consumer loyalty. Loyalty is created based on the consumer's experience in purchasing and using a product, one of which is a product that has a good brand image. Consumers can be said to be loyal if they repeatedly purchase products of the same brand. Loyal consumers will not switch to competitor products because they have developed an emotional attachment to the products they use. Furthermore, consumer involvement and trust in seeking product information also play a role in forming loyalty. This is due to the development of the flow of information, allowing consumers to quickly absorb information and knowledge about a product, which in turn will increase consumer loyalty to a product.

Based on the description above, the author is interested in conducting further research on the effect of a product's brand image on consumer loyalty with the title "*Analysis of the Influence of Brand Image on Consumer Loyalty of Aqua Drinking Water (Study of Aqua User Consumers in Maospati District)*"

LITERATURE REVIEW

1. Brand Image

Kotler (2002) claims that a person's opinions, ideas, and impressions about a brand make up the brand. As a result, a brand's image has a significant influence on how people feel and behave toward it. A good brand requires a strong brand image, which is a long-term view that is largely constant. Kotler and Keller (2011) state that Brand Image is the perceptions and beliefs held by consumers, as reflected in the associations embedded in customers' minds. A quality brand can foster consumers' buying interest in a product (Kotler, 2008). Brand Image is the result of consumers' views or assessments of a brand as good or bad. This is based on considerations or resolutions by comparing the differences found in several brands, so that the one that meets consumer needs will be selected. Thus, consumers will have a higher assessment of that brand. Meanwhile, Kotler and Keller (2006) claim that a brand's image is any aspect of the company that is recognizable yet difficult to describe, including symbols, font styles, or certain colors, or how consumers view a good or service that the brand represents. On the other hand, Sangadji and Sopiah (2014:327) define "One way to think about brand image is as the kind of association that comes to mind when

customers think of a specific brand. Similar to how we think about other people, this relationship can just manifest as specific ideas or pictures connected to a brand." According to Rangkuti (2009:244), "brand image is a collection of brand associations formed and attached in the minds of consumers. Consumers who are accustomed to using a specific brand tend to have consistency towards the brand image." In Keller's (1998) journal, brand image is defined as the perception of a brand that is reflected from brand associations held in consumer memory. Brand Image Kotler and Armstrong (2016:275) state that a brand is more than just a name and symbol; a brand is a key element in the relationship between a company and its customers. Every product sold in the market has its own image in the eyes of consumers, which is intentionally created by marketers to differentiate it from competitors according to Kotler and Keller (2016).

A product will gain a place in customers' hearts and be remembered forever if it can continue to project an image of superiority over its rivals. Consumers' perception of a brand is based on how they perceive the information they have been given. (Simamora and Lim, 2012). According to Kotler (2013), The customer acts as the interpreter, and the information is translated. The logo or symbol that the business uses to symbolize its products shows the image's information. In addition to setting the business apart from similar rivals, the symbol and logo can also convey the company's values and mission. In addition to logos, ads are crucial in establishing a brand's image. The purpose of commercials is to improve the brand's image by letting customers see what the product has to offer. The developed brand image can serve as an identity and a representation of the goals, quality, and standards of quality, service, and commitment of the business actors or its owners. According to Rangkuti (2008), Brand associations that are created and ingrained in consumers' brains make up a brand's image. Kotler (2007) states that brand image is the consumer's perception of a brand as a reflection of the brand associations that exist in the consumer's mind. Kotler and Keller (2009) define brand image as an impression that exists in the consumer's mind about a brand, which is shaped by the messages and experiences of consumers regarding the brand, thus creating the image that exists in the consumer's mind. According to Tjiptono (2011), brand image is a description of the associations and beliefs of consumers towards a certain brand. Aaker (2008) argues that brand image is a collection of associations organized into a meaningful whole. Consumer memories of a product are the foundation of brand image, which is influenced by an individual's feelings about that brand. Consumer perceptions of a brand are shaped by their positive or negative experiences, which are then retained in their memory. And consumers who have a positive image of a brand will be more likely to purchase a product. If the brand image of a product is already poor, then the percentage of consumers who will buy it will be small, because consumers will be inclined to look for other products that have a better brand image than that product.

2. Components of Brand Image

The components of brand image according to Simamora (2011, p. 113) consist of three parts, namely:

a. Corporate Image

It is a set of associations perceived by consumers about a company that produces a product or service. A company's image has a significant influence on purchasing decisions. To avoid substantial risk, consumers prefer to buy from suppliers of goods or services that have a good image (Kadampully and Suhartanto, 2000). A good company image helps people make decisions to transact with that company. Because they trust that good reputation, of course, people do not buy just once, but may do so repeatedly.

b. User Image

It is a collection of connections that customers make about people who utilize a specific product or service. One measure of brand image is user image, which frequently serves as a guide for customers when they are making selections about what to buy. Under ideal circumstances, consumers play a highly strategic role in marketing communications. It is believed that a user's image can affect how customers view the products and services they are supplied. (Zeithaml and Bitner, 1996). Therefore, user image will influence customer behavior in purchasing.

c. Product Image

It is a group of associations that consumers form with a product. The look of the product is believed to have a big impact on consumer purchasing decisions. Superior quality products have a higher chance of satisfying customers. (Chen, 2001). The value that will contribute to the product's positive image is its intrinsic quality. As a result, in a long-term relationship, a product's worth becomes absolute as it is this value that can be satisfied and serves as the foundation for decisions made by customers regarding transactions in the present and the future.

3. How to Build Brand Image Excellence

According to Rangkuti, (2008): The steps to build a brand image are as follows:

a. Having the Right Positioning

The brand must be able to occupy or position itself correctly to always be number one and foremost in the minds of consumers.

b. Having the Right Brand Value

Producers must create the right brand value to shape a good brand personality that enhances the brand's value and competitiveness in the minds of consumers. Brand personality changes more quickly than brand positioning because brand personality follows the demands or desires of consumers at all times

c. Having the Right Concept

To communicate the appropriate brand value and positioning, a suitable concept is needed that aligns with the targets regarding product, market segmentation, marketing methods, target market, and service quality. This helps the company to build a good brand image in the minds of consumers.

4. Consumer Loyalty Kotler and Keller (2006)

Explains that, despite the possibility of behavioral shifts brought on by external factors and marketing campaigns, consumer loyalty is characterized as a strong commitment to repurchase or utilize a product or service option in the future. Keller and Kotler (2009) describe loyalty as a deep commitment to repurchase or support liked products or services in the future, despite the situational influences and marketing efforts that may cause customers to switch. Hurriyati (2010) states that loyalty is a manifestation of fundamental human needs to own, supporting, gaining a sense of security, building attachment, and creating emotional attachment. According to Tjiptono (2011), consumer loyalty is the commitment of customers to a brand, store, or supplier based on very positive characteristics in long-term purchases. From the opinions of the experts above, it can be concluded that consumer loyalty is the fidelity of consumers or the commitment of customers to subscribe or make repeat purchases at least twice towards a brand or product consistently in the future.

5. Characteristics of Loyal Consumers

According to Kotler and Keller (2016:164), there are three indicators of customer loyalty, namely:

a. Repeat Purchase

That is loyalty to product purchases. Repeat Purchase focuses only on behavior without considering the reasons for the habitual response. Consumers who are loyal to a brand not only buy the same brand repeatedly but also have a strong commitment to do so.

b. Retention

This speaks to the company's ability to withstand adverse effects. It is an endeavor by the business to boost customer loyalty, which is exhibited by the services the business offers and by the programs or tactics it employs.

c. Referrals

It alludes to the business's whole existence. Customers tell others about a company's products or suggest that they buy similar brands from them.

METHODOLOGY

This study uses a quantitative research method. Meanwhile, the population is the community in the Maospati district of Magetan Regency that has consumed AQUA packaged drinking water for at least 1 (one) year, consisting of 586 people, with a sample size of 77 respondents. Data collection used a questionnaire with a Likert scale as the measurement tool.

The variables used are Brand Image according to Simamora (2011) which consists of three parts, namely a) Corporate Image, b) User Image, and c) Product Image, and Consumer Loyalty according to Kotler and Keller (2016:164), a) Repeat purchase (loyalty to purchasing), b) Retention (resistance to negative influences regarding the company), c) Referrals (total referral of the company's existence). Data processing uses Microsoft Excel and is processed using the assistance of SPSS for Windows Release 16.0. The research analysis uses Simple Linear Regression Analysis. and test the hypothesis using the t-test and Coefficient of Determination.

Hypothesis

The hypothesis in this research is that there is an influence of Brand Image (X) which consists of three parts: a) Corporate Image, b) User Image, and c) Product Image on Consumer Loyalty according to Kotler and Keller (2016:164), namely: a) Repeat purchase (loyalty towards purchases), b) Retention (resilience to negative influences regarding the company), c) Referrals (total referencing of the company's existence) towards consumer loyalty (Y) of users of packaged drinking water brand AQUA in Maospati District, Magetan Regency.

Theoretical Review

The design of the research framework is as shown in the picture below:



Figure 1. Framework Design There is an influence of Brand Image (X) which consists of three parts, namely a) Corporate Image, b) User Image, and c) Product Image, and Consumer Loyalty according to Kotler and Keller (2016:164), a) Repeat purchase (loyalty to purchases), b) Retention (resistance to negative influences regarding the company), c) Referrals (total referral of the existence of the product) towards consumer loyalty (Y) of users of AQUA brand bottled water in Maospati District, Magetan Regency.

RESULTS AND DISCUSSION

Respondents' Responses to Brand Image (X)

Table 1. Respondents' Responses to Brand Image

Item Pertanyaan	Jawaban Responden			
	SS	S	TS	STS
X.1	41,9%	57%	1,2%	0%
X.2	33,7%	65,1%	1,2%	0%
X.3	22,1%	74,4%	3,5%	0%
X.4	43%	54,7%	2,3%	0%
X.5	29,5%	61,5%	9,0%	0%
X.6	39,5%	59,3%	1,2%	0%
X.7	23,3%	72,1%	4,7%	0%
X.8	62,8%	36%	1,2%	0%
X.9	66,3%	32,6%	1,2%	0%
X.10	72,1%	27,9%	0%	0%
X.11	46,5%	50%	3,5%	0%

Based on the table above, it can be seen from item statement X.1 that 41.9% of respondents strongly agree, 57% agree, and 1.2% disagree regarding the statement that PT Aqua Golden Mississippi is widely known as a producer of Aqua bottled water. Based on item X.2, 33.7% of respondents strongly agree, 65.1% agree, and 1.2% disagree regarding the statement that PT Aqua Golden Mississippi produces quality products. For statement X.3, 22.1% of respondents strongly agree, 74.4% agree, and 3.5% disagree regarding the statement that PT Aqua Golden Mississippi is a reliable and trustworthy company in competition.

In statement X.4, 43% of respondents strongly agree, 54.7% agree, and 2.3% disagree that bottled drinking water Aqua can prevent dehydration. In statement X.5, 34.9% of respondents strongly agree, and 65.1% agree that using bottled drinking water Aqua makes the body feel fresher. In statement X.6, 39.5% of respondents strongly agree, 59.3% agree, and 1.2% disagree that using bottled drinking water Aqua protects against body aging. In statement X.7, 23.3% of respondents strongly agree, 72.1% agree, and 4.7% disagree that using bottled drinking water Aqua makes energy stronger.

Based on statement X.8, 62.8% of respondents expressed strong agreement, 36% agreed, and 1.2% disagreed regarding the brand Aqua bottled water being very memorable. In statement X.9, 66.3% of respondents strongly agreed, 32.6% agreed, and 1.2% disagreed regarding the statement that Aqua bottled water is affordably priced. In statement X.10, 72.1% strongly agreed, and 27.9% agreed that Aqua bottled water is very easy to find/available in many kiosks or stores. In statement X.11, 46.5% of respondents strongly agreed, 50% agreed, and 3.5% disagreed regarding the statement that if they want to buy bottled water, the first brand they think of is Aqua.

The results of the table above can be concluded that from all statement items for the brand image variable, respondents in the Maospati District of Magetan Regency tend to agree with percentages of X.1 57%, X.2 65.1%, X.3 74.4%, X.4 54.7%, X.5 61.5%, X.6 59.3%, X.7 72.1%, and X.11 50%. Among these, X.3 has the highest percentage with the statement that PT Aqua Golden Mississippi is a reliable and trustworthy company in competing with other bottled water companies in Indonesia. For X.8 62.8%, X.9 66.3%, and X.10 72.1%, respondents said they strongly agree. Item X.10 has the highest percentage with the statement that Aqua bottled water is very easy to obtain/available in many kiosks or stores.

Respondent Responses Toward Consumer Loyalty (Y)

Table 2. Respondent Responses Toward Consumer Loyalty

Item Pertanyaan	Jawaban Responden			
	SS	S	TS	STS
Y.1	64%	36%	0%	0%
Y.2	48,8%	51,2%	0%	0%
Y.3	27,9%	69,8%	2,3%	0%
Y.4	36%	62,8%	12%	0%
Y.5	11,6%	81,4%	7%	0%
Y.6	24,4%	74,4%	1,2%	0%

Based on the table above, it can be seen that for item Y.1, 64% of respondents strongly agree, and 36% of respondents agree with the statement that I regularly consume Aqua bottled water. For item Y.2, 48.8% of respondents strongly agree, and 51.2% of respondents agree with the statement that I always remain loyal to using Aqua bottled water.

Based on item Y.3, 27.9% of respondents strongly agree, 69.8% of respondents agree, and 2.3% of respondents disagree with the statement 'I will not switch to another brand even though there is negative information about Bottled Water.' Item Y.4 shows that 36% of respondents strongly agree, 62.8% of respondents agree, and 1.2% of respondents disagree with the statement 'I continue to use Aqua Bottled Water even though many other products emerge.' Based on item Y.5, 11.6% of respondents strongly agree, 81.4% of respondents agree, and 7% of respondents disagree with the statement that I often tell others about the advantages of Aqua bottled water. Item Y.6 shows that 24.4% of respondents strongly agree, 74.4% of respondents agree, and 1.2% of respondents disagree with the statement that I often recommend Aqua bottled water to others who have body freshness issues.

The results of the table above can be concluded that all question items on the consumer loyalty variable indicate that respondents in Maospati District, Magetan Regency agree with the percentage results of Y.2 51.2%, Y.3 69.8%, Y.4 62.8%, Y.5 81.4%, and Y.6 74.4%. Where Y.5 is the item with the highest percentage, with the statement 'I continue to buy Aqua bottled water even though many other products emerge,' and for Y.1, 64% of respondents strongly agree with the statement 'I regularly buy Aqua bottled water.' Normality Test The normality test aims to determine whether the data distribution is normal or not. The normality test is conducted by examining the Kolmogorov-Smirnov table. The results of the normality test are as follows:

Table 3. Normality Test
One-Sample Kolmogorov-Smirnov Test^a

		X total	Y total
N		86	86
Normal Parameters ^a	Mean	37.66	20.01
	Std. Deviation	2.810	1.725
Most Extreme Differences	Absolute	.116	.131
	Positive	.116	.131
	Negative	-.067	-.116
Kolmogorov-Smirnov Z		1.080	1.211
Asymp. Sig. (2-tailed)		.194	.106

a. Test distribution is Normal.

Simple Linear Regression Analysis This analysis is used to see the influence between the independent variable (X) and the dependent variable (Y).

Table 4. Simple Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.096	1.248		-.076	.940
X_total	.534	.033	.870	16.140	.000

a. Dependent Variable: Y_total

The following equation displays the outcomes of the basic linear regression analysis processing:

$$Y = a + \beta X + \epsilon$$

$$= -0,095 + 0,534X + 0$$

Where:

Y = Consumer Loyalty Variable

X = Product Attribute Variable

a = Constant (value of Y when X=0)

β = Regression coefficient (value of increase or decrease)

ϵ = error (in its price calculation assumed = 0)

The meaning of the equation above is:

- The constant value of -0.095 means that if the brand image variable (X) is 0, then the consumer loyalty value is 0.095.
- The regression coefficient (β) of the brand image variable (X) is 0.534. This indicates that the value of β is positive, which means there is a positive relationship between the two variables. In other words, if the brand image variable increases by one unit, consumer loyalty will increase by 0.534 units.

Hypothesis Testingt-Test

The results of the t-test are shown in the table below:

Table 5. Results of the T-Test

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	-.095	1.249		-.076	.940
X_total	.534	.093	.870	16.140	.000

a. Dependent Variable: Y_total

Berdasarkan tabel IV.5 diatas, nilai thitung 16,140, while the t-table with degrees of freedom $df = n - k$ where $n = 86$ $k = 2$ so $df = 84$ obtained t-table 1.988. It can be concluded that t-count 16.140 > t-table 1.988 and has a significant value of $0.000 < 0.05$ which means H_0 is rejected and H_a is accepted, which means that the brand image variable has a significant effect on consumer loyalty.

Coefficient of Determination (R2)

The percentage of Y's decreased variability as a result of the regression model's inclusion of independent variables is shown by the coefficient of determination (R2). The following are the findings from the coefficient of determination (R2) analysis.

Table 6. Results of the Coefficient of Determination Test

Model Summary^a

Model	R	RSquare	AdjustedRSquare	Std. Error of the Estimate
1	.870 ^b	.756	.756	.851

a. Predictors: (Constant), X_{total}
 b. Dependent Variable: Y_{total}

Based on the results of the table above, the adjusted R square value of the coefficient of determination is 0.756 or 75.6%, which means that the consumer loyalty variable (Y) has an effect on brand image and the remaining 24.4% is influenced by variables not studied in this research.

CONCLUSIONS AND RECOMMENDATIONS

- 1) This study found that there is a significant influence between the brand image variable and the consumer loyalty variable of Aqua Bottled Water in Maospati District, Magetan Regency. This is indicated by the t-test result where t calculated 16.140 > t table 1.988 and has a significant value of 0.000 < 0.05.
- 2) The coefficient of determination or R² value of 0.756 indicates that the brand image variable can influence the consumer loyalty variable by 75.6%, while the remaining 24.4% is influenced by other factors or variables that are not studied in this research. The variables not studied in this research include product quality and price.
- 3) This research uses the simple linear analysis processing method, which results in $Y = -0.095 + 0.534X + 0$ and the β value on the regression coefficient is 0.534. This means there is a positive relationship between the two variables
- 4) This research supports previous research conducted by researchers regarding brand image.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of Analysis of the Influence of Brand Image on Consumer Loyalty of Aqua Drinking Water (Study of Aqua User Consumers in Maospati District) in order to perfect this research and increase insight for readers and writers.

REFERENCES

- Aaker, A. David. (2008). *Manajemen Ekuitas Merek*. Jakarta: Mitra Utama Aaker, A. David. (2013).
- Ahmad Burhanuddin Syah dkk (2022) dengan judul Pengaruh Brand Image Dan Kualitas Produk Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Pada Layanan Video Streaming Digital Viu. *Jurnal Ilmu Administrasi Bisnis*, Vol. 11, No. 3, 2022 e-ISSN 2746-1297
- Alma, Buchari. 2007. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta Basuki,
- Andi Widyaningrum, Dita dan Alex Kahu Lantum. 2010. Pengaruh Brand Image, Kualitas Produk, dan Harga Terhadap Loyalitas Konsumen Produk Pasta Gigi Pepsodent (Studi Kasus di Kecamatan Turi, Kabupaten Sleman
- Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan. Jakarta: Erlangga.
- Erni Junaida 2017 Pengaruh Brand Image (Citra Merek) Terhadap Loyalitas Konsumen Produk Oli Pelumas *Jurnal Manajemen Dan Keuangan*, Vol.6 , No. 2, November 2017
- Ervina Kusuma Wardani (2023) Pengaruh Brand Image dan Trust terhadap Customer Loyalty Pelanggan Kopi di Jakarta dengan Customer Satisfaction sebagai Variabel Intervening *Jurnal Bisnis, Manajemen, dan Keuangan* Volume 4 No. 1 (2023)
- Firanzulah At All (2021) yang berjudul Citra merek dan kualitas produk terhadap loyalitas konsumen *Akuntabel* -pISSN: 0216-7743-eISSN: 2528-1135
- Herlambang, Susantyo. 2014. *Basic Marketing (Dasar-Dasar Pemasaran)*. Yogyakarta: Gosyen Publishing.
- Keller, K.L. 2008. *Strategic Brand Management - Building Measuring and Managing Brand Equity Third Edition*. New Jersey: Pearson Education International.
- Kotler & Keller. 2008. *Manajemen Pemasaran edisi ketiga belas jilid 1*. Jakarta: Penerbit Erlangga
- Kotler, Philip dan Kevin Lane Keller. 2009. *Manajemen Pemasaran Jilid 1, Edisi ke 13*. Terjemahan Bob Sabran. Jakarta: Erlangga.
- Kotler, Philip. 2007. *Manajemen Pemasaran*. Edisi 12, Jilid 1. Jakarta: Indeks-Prentice Hall.
- Kresnamurti, Agung dan Ariani Putri. 2012. Pengaruh Kualitas Produk dan Citra Merek Terhadap Loyalitas Konsumen pada Produk Oli Federal di Wilayah Jakarta Timur. *Jurnal Econo Sains*. Vol X. Nomor 1. Hal: 1-14.
- Mella Ramadhani dan Nurhadi (2022) Pengaruh Citra Merek, Kepuasan Konsumen Dan Kepercayaan Terhadap Loyalitas Pelanggan Air Mineral Merek Aqua, *Forum Bisnis Dan Kewirausahaan Jurnal Ilmiah Ekonomi Dan Bisnis Universitas Multi Data Palembang*, Vol. 11 No. 2 Maret 2022
- Nugroho, Farid Yuniar. 2011. Pengaruh Citra Merek dan Kepuasan Pelanggan Terhadap Loyalitas Konsumen (Studi Kasus Perilaku Konsumen Rumah Makan Gudeg Pawon di Janturan Umbulharjo).

- Pamungkas, Bramaseto. 2014. Analisis Pengaruh Kesadaran Merek dan Persepsi Kualitas Terhadap Ekuitas Merek Melalui Loyalitas Merek (Studi Kasus pada Konsumen Minuman di Kota Semarang). Semarang: Fakultas Ekonomi dan Bisnis Universitas Diponegoro Semarang.
- Pangestika, Paula Tiera. Pengaruh Citra Merek (Brand Image) Terhadap Loyalitas Konsumen pada Produk Pakaian 3Second di Showroom Java Mall Semarang.
- Pradipta, Dyah Ayu Anisha. 2012. Pengaruh Citra Merek (Brand Image) terhadap Loyalitas Konsumen Produk Oli Pelumas PT. Pertamina (Persero) Enduro 4T di Makassar. Skripsi. Fakultas Ekonomi dan Bisnis. Universitas Hasanuddin. Makasar.
- Prasetya. 2011. Metode Penelitian Kuantitatif. Jakarta: Rajawali Pers. Rangkuti, Freddy. 2008. The Power Of Brands. Jakarta: Erlangga.
- Santoso, Singgih .2014. Statistik Parametrik:Konsep dan Aplikasi dengan SPSS (Edisi Revisi). Elex Media Komputindo.
- Saputri, Marheni Eka dan Tutut Ratna Pranata. Pengaruh Brand Image Terhadap Kesetiaan Pengguna Smartphone Iphone. (skripsi). Diakses 26 Januari 2016
- Shiffman dan Kanuk. 2007. Perilaku Konsumen. Edisi Kedua. Jakarta. PT. Indeks Gramedia
- Sugiharti. 2012. Membangun Citra Merek Yang Positif Dalam Rangka Menciptakan Kepuasan dan Kesetiaan Pelanggan.
- Sugiyono, P. D. 2011. Metode Penelitian Kuantitatif, Kualitatif. Bandung: Alfabeto.
- Sugiyono. 2008. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta. Sunyoto, Danang. 2012. Dasar-dasar Manajemen Pemasaran. Yogyakarta: CAPS.
- Sulistyo. 2010. Metode Penelitian. Jakarta: Penaku. Ferrinadewi, Erna. 2009. Merek & Psikologi Konsumen: Implikasi pada Strategi Pemasaran. Yogyakarta: Graha Ilmu. Griffin, Jill. 2005.
- Tjiptono, Fandy.2005. Brand Management dan Strategi. Yogyakarta