

The Impact of Brand Awareness on Purchase Decision: Mediating Effect of Halal logo and Religious beliefs on Halal Food in Malang Indonesia

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ABSTRACT

The purposes of the study are to explore the effects among brand awareness, halal logo and religious beliefs on purchase decision and mediating effects of halal logo and religious beliefs on brand awareness and purchases decision. The samples of cross-sectional data are collected through a survey from consumer living in Malang Indonesia, and the research adopts path analysis and mediating test to examine the hypotheses. The results are: (a) the relations among the brand awareness, halal logo and religious beliefs for purchase decision are significant and positive effect, (b) halal logo and religious beliefs mediate partially the effects between brand awareness and purchase decision. The study suggests that food businesses ought to build a brand and promote its brand awareness of halal logo through sales promotion, advertising, and other marketing activities. When brand awareness on halal food is high, its decision purchase passthrough halal logo and religious beliefs will also increase. Consumers will evaluate quality of a product from halal food purchase experience.

Keywords: Brand Awareness, Halal Logo, Religious Beliefs, Purchase Decision

BACKGROUND

Indonesia as a developing country has a growing population and growing industrial sector of small scale industries, medium and large. In addition to the large Indonesian population as much as 237.6 million and the Muslim majority, reaching 87% of the population is Muslim (bps.go.id, 2015). Likewise Malang is the second largest city in East Java. According to the Population Census 2010, the population of the city of Malang amounted to 820 243 inhabitants and the Muslim majority (87%), with a population growth rate of 0.86% per year. This situation will affect the development of the culture of one of which is sourced from religion, including consumerism patterns to food is also influenced by religion. In addition to the large number of Muslim population is also a potential market and provide opportunities for culinary business especially halal food products, so it can be used by food manufacturers as a target market.

Halal food products is not only growing in Indonesia, in addition to halal food products industry is also growing in the countries of the Middle East, North Africa, and Southeast Asia (Liptutan6.com, 2015). The development of the food industry especially halal food products continue to rise, this phenomenon results in competitive conditions, especially the business world increasingly stringent food business.

The face of increasingly competitive, companies are required to be able to create a uniqueness to the positive image of the products are issued in order to excel among the competitors. Seeing the condition of the economy and lifestyle of the people of Indonesia at this time and are always looking for new things every time, marketers must be able to create competitive advantage and retain customers and develop in order to master the market. Therefore, if the company can provide the packaging label kosher or halal logo on food products will be able to create a competitive advantage.

Many issues and cases regarding halal food in Indonesia, such as the discovery of counterfeit labels MUI halal and kosher label without audit in Batam (www.halalmui.org, May 2015). In the discovery of Jakarta are still many kosher restaurants but not officially labeled of the MUI, and many restaurants serving food labeled halal haram (www.voa-islam.com, May 2015). Likewise the accuracy of labeling provided by the company is still very much in doubt (Abdul Raufu A and B Nagiyudin Ahmad, 2012). In addition, Indonesia consumer awareness and concerns about the safety of food products, especially in terms of halal ingredients in food products is still very low (YLKI). About 100 thousand consumer goods (food products, medicines and cosmetics) circulating in the Indonesian market, only 84% have the halal certificate, while the rest are still gray (www.

halalMUI.com). It makes consumers should be more cautious and careful in choosing the type of food or beverage to be consumed considering that not all food is halal MUI. Therefore, the selection and consideration before making a purchase decision halal food is important. Based on the above phenomenon, the study seeks to identify determining factors in the decision process purchase kosher food products in the city of Malang.

Many factors influence the consumer's decision to buy a product, for example, attributes and product quality (Susanto and Hand, 2013), brand image (Lin & Lin, 2007), the reference group (Jiaqin Yang, 2007; Lin & Chen, 2009; Hidalgo, 2013), brand awareness (Kotler and Keller, 2009), religion (Shiffman and Kanuk, 2010), the halal logo (Rahimah Mohamed, 2014). In this study only focus on discussing the brand awareness factor, religious and halal logo in influencing purchase decisions on halal food products. Brands are important for the company, because it will benefit the company in the competition for brand dominance (Afianka, 2012). Brand awareness is an important factor in influencing the consumer's decision to purchase a product or service (Kotler and Keller, 2009). However, a different outcome had stated that awareness of the halal logo does not affect the purchase of everyday foods (Ismah Osman, 2014).

Besides that, Kotler and Keller (2009) also says that consumer behavior will be influenced by the subculture that is religion. According Shiffman and Kanuk (2010), the members of all religious groups tend to make informed purchasing decisions are influenced by their religious identity. Religious Islam requires a Muslim to consume Halal food and not consuming Haram food. The purchase decision of a halal food products can be associated with religious issues, especially the level of religiosity. Religiosity is one important factor in supporting culture and have an influence on buyer behavior (Delener, 1990). The higher the level of religiosity a consumer will increasingly influence the purchasing decision. According Durianto et al.(2001) A to a brand are customers that fall into the category liking of the brand that customers really liked the brand, so at this stage encountered emotional feelings related to the brand so that it can form an attitude that ultimately influence on purchasing decisions.

Several previous studies such as that conducted by Indra Febby Firmansyah (2010) showed that the level of religiosity influence purchasing decisions. However, the results of research conducted by Dwiwiyati Astogini et al. (2011) showed different results, saying that the level of religiosity did not have a significant influence on purchase decisions halal products. In addition to the level of religiosity, brand liking was also able to influence purchasing decisions, such as the study conducted by Aditya Hutama Son (2010) shows that the brand liking positive and significant impact on purchasing decisions. Based on the above issues, this study generally aims: 1). Analyzing the direct influence of brand awareness, halal logo and religious beliefs on purchasing decisions halal food products in Malang. 2). Analyzing the impact of the halal logo and religious beliefs as mediator between relationship with the brand awareness of halal food product purchasing decisions in the city of Malang.

LITERATURE REVIEW

Brand Awareness

Consumers tend to interact with the brands they prefer. Brand awareness makes the brand is in the minds of consumers. Brand awareness is one's ability to identify the buyer, recalling the brand as part of a specific product category (Durianto, 2001). The role of brand awareness depends on the existing memory minds of consumers. There are four indicators that can be used to determine how much consumers are aware of a brand, among others (Kriyantono, 2006):

1. Recall ie how much the consumer can recall when asked what brands are remembered.
2. Recognition is how much consumers can recognize the brand included in a particular category.
3. Purchase that is how much the consumer will enter into a brand of alternative choices when buying products/services.
4. Consumption is how much consumers are still considering a brand while using the product/service competition.

Religious Belief

Ambalia and Bakara (2014) explained that most religions prescribe or prohibit certain behavior including consumption behavior. Islam religion clearly regulate the food, beverage, and Halal products, while non-Halal items prohibited for human consumption. According Shiffman and Kanuk (2010), the members of all religious groups tend to make informed purchasing decisions are influenced by their religious identity. This fact can be concluded that each individual is different levels of religiosity and influenced by two factors: internal and external. Internal factors which may affect religiosity as their religious emotional experiences, the individual needs to be met such as the urgent security needs, esteem, love and so on. While external influences such as formal education, religious education in the family, social traditions based on religious values, the pressures of social environment in the lives of individuals.

Spiritual quality that includes religious beliefs define the basic behavior of the economy (La Barbera, 1987). The statement is an indicator that the religious dimension in this case the emphasis is more on religiosity have an influence on consumer behavior in the process of determining the choice of fulfillment in life. Consumers will choose something that is consistent with the will of the heart and conviction.

Halal Labeling

Halal labeling is the inclusion of text or halal statement on the product packaging to indicate that the product in question existed as kosher products. In Indonesia an authoritative institution to implement the Halal Certification is Majelis Ulama Indonesia (MUI), while the halal labeling activities managed by the Food and Drug Administration (POM). In Indonesia halal labeling activities have been set in advance before the halal certification, while the technical regulations that are governing the labeling of halal among other decisions with the Minister of Health and Minister of Religious Affairs No. 427/Men.Kes/SKBMII/1985 (No. 68 of 1985) About Inclusion Posts Halal On Food Labels.

The label is one way for consumers to obtain information on a product, then the label that producers should seek information priority that will be listed on the label. Consumer expectation is that after seeing the label can perceive whether the product within their wishes and safe for consumption, and also does not violate the norms and teachings of belief (religion). As in the Muslim-majority country, they need information about lawful and whether such products before consumption. Therefore, the food products labeled as halal consumers have an important role for Muslims to consume halal food.

Buying Decision

Purchasing decisions by Amirullah (2002) is defined as a process by which consumers make an assessment of the various alternatives, and select one of the alternatives as necessary based on certain considerations. The following outlines the structure and the purchase decision process. The process of the decision to buy is influenced by a variety of encouragement. Although the decision to buy at all can not be imposed by the manufacturer, but the motives of the purchase, the producers may affect or increase the tendency of consumers to purchase a variety of ways such as by having a promotion to communicate the advantages of products produced to candidates interested buyers. The purchase decision is an important part in the behavior of consumers in general and is the starting point of the overall consumer consumption patterns.

According Sutisna (2002), decision-making by consumers to purchase a product preceded by their awareness of fulfilling the needs and desires. Once consumers are aware of the needs and desires of consumers will do a follow up to meet those needs and wants.

1. Structure of the purchase decision

Purchasing decisions taken by the buyer really a collection of a number of decisions. And from any purchasing decisions there is a structure consisting of seven components. Swastha and Handoko (2000) mentions the seven components are as follows:

a) The decision about the type of product

The decision was taken by the consumer to buy a product or use the money for other purposes. As for the company it is important to pay attention to its product enthusiasts are also other alternatives that consumers might consider.

b) The decision on the form of the product

Decisions taken consumers for a specific form of the product. Apart form also relates to the size, quality, sound and style. As for the company's important to know the preferences of consumers about the products in order to maximize the appeal of the brand.

c) Decisions about brand

The decision taken for a particular brand of consumer chooses. Each brand has its own differences. Companies need to know how consumers choose brands.

d) Decisions on sales

Consumers make decisions about where to purchase the product. Whether in specialty stores, department stores or other stores. In this case the wholesalers, and retailers need to know how consumers choose certain of the seller.

e) Decision on the number of products

Consumers make informed decisions about how much of the product to be bought. Therefore, the company must prepare a number of products in accordance with different desires of the buyer.

f) The decision about the time of purchase

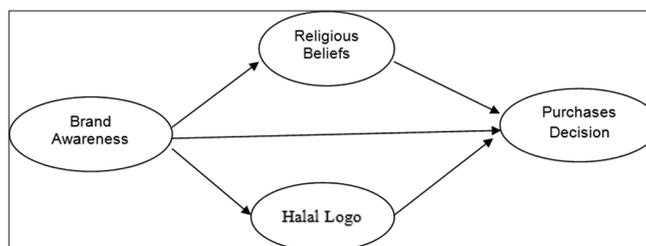
Consumers make informed decisions about when he buys, it is linked to the availability of funds for the purchase. So companies need to know how the timing of consumer purchases for the company to set the time the product and marketing.

g) The decision on how to pay

Consumers make informed decisions about the method or manner of payment of the purchased product, whether in cash or credit. Companies must know the desires of the buyer against the method of payment.

Framework Research Model

Based on the theoretical basis and previous research, the relationship between variables in this study include brand awareness, halal label, religious beliefs and purchasing decisions, depicted in the model the research framework as in the picture below:



RESEARCH METHODS

According to Malhotra and Birks (2003), there are two approaches in the research, namely quantitative and qualitative approaches. In this study, quantitative approach has been chosen because the purpose of this study is to provide a deeper understanding on the establishment of a causal relationship between the variables.

The population in this study are considered as the unit of analysis is the whole individual customers who never consume food products labeled as halal in Malang serve as the object of research (respondents). While Sampling method in this study is the use multy stage sampling technique, the first election cluster of villages that meet the requirements of each district, then the second stage the sampling approaches convenience sampling (non-probability sampling) and has certain characteristics that been predetermined.

In this study, samples were taken in the city of Malang that includes five (5) districts, namely: the Blimbing district. Lowokwaru district. Klojen district. Sukun district and Kedung Kandang district, of the five districts each taken as many as 70 respondents. So the amount of sample in this investigation was 350 respondents.

Data Analysis

To answer the question and hypothesis, then the analysis used is descriptive analysis and quantitative analysis (inferences). In the descriptive analysis of the data interpretation is not only done at the end of the data collection or stand-alone, but simultaneously carried out at the time of data collection in the field took place. Quantitative analyzes will be performed using confirmatory factor analysis techniques, while the relationship between variables using SEM analysis (Sreuctural Equition Model), Software used is PLS and SPSS.

RESULTS AND DISCUSSION

Data Quality Testing

The questionnaire will be used as a data collector first tested for validity and reliability through testing questionnaires of 30 respondents. This test is intended to measure the feasibility of the questionnaire as a data collection tool as appears in Table 2.

In Table 2 show that all the correlation value is greater than the cut-off value of 0.3, as well as Cronbach's alpha values greater than 0.6. Thus all items of questions on these variables are declared valid and reliable, so that data collection can be continued. In addition, testing the validity and reliability can be done with the outer and inner PLS analysis model as shown in Figure 1.

Construct validity test can also be done by calculating the convergent validity and discriminant validity. An instrument is said to meet the test of convergent validity if it has a loading factor above 0.6. Convergent validity testing results can be seen in Figure 1, the results show that all variables have a loading factor above 0.6. Beside that, calculations can be used to test the reliability of the construct is Cronbach alpha and composite reliability. Testing criteria states that if the reliability of composite scores greater than 0.7 and Cronbach alpha value is greater than 0.6, the construct is expressed reliable. The result of the calculation reliability and Cronbach alpha compositing can be seen Table 3.

Table 1 shows that the value of composite reliability on all variable is greater than 0.7, so all reliable indicators expressed in measuring latent variables. While the value of Cronbach's Alpha on all variable also showed Cronbach's Alpha values greater than 0.6. Thus all items of questions on these variables can be declared valid and reliable, so that data analysis can be continued.

Descriptive Analysis

Descriptive analysis in this research is to gain an overview or view the characteristics of respondents based on demographics and the respondents' perception related to consumer's decision to consume halal food and determinants. The characteristics of the respondents in this study were: gender, age, education, occupation and income as appears in Table 4.

Based on Table 4 above, the characteristics of respondents by sex shows that most respondents are as many as 57% of women compared to men is only 43%. This fact shows that women prefer a culinary shopping than men. In addition, women are more

Table 2: Validity and reliability test results

Variable	Validity test			Reliability test	
	Item	Correlation coefficient	Information	Alpha cronbach	Information
Religious beliefs	X1.1	0.799	Valid	0.735	Reliable
	X1.2	0.718	Valid		
	X1.3	0.803	Valid		
	X1.4	0.666	Valid		
Halal logo	X2.1	0.856	Valid	0,670	Reliable
	X2.2	0.695	Valid		
	X2.3	0.775	Valid		
Brand awareness	Y1.1	0.773	Valid	0,829	Reliable
	Y1.2	0.752	Valid		
	Y1.3	0.861	Valid		
	Y1.4	0.568	Valid		
	Y1.5	0.596	Valid		
	Y1.6	0.821	Valid		
	Z1.1	0.885	Valid		
	Z1.2	0.848	Valid		
Purchases decision	Z1.3	0.913	Valid	0,863	Reliable
	Z2.1	0.847	Valid		
	Z2.2	0.835	Valid		
	Z2.3	0.820	Valid		
	Z2.4	0.865	Valid		

Source: Primary data is processed (2016)

Table 3: Reliability test result

Variable	Composite reliability	Cronbachs alpha	Information
Religious beliefs	0.848	0.764	Reliabel
Halal logo	0.829	0.690	Reliabel
Brand awareness	0.863	0.813	Reliabel
Purches decision	0.894	0.862	Reliabel

Source: Primary data is processed (2016)

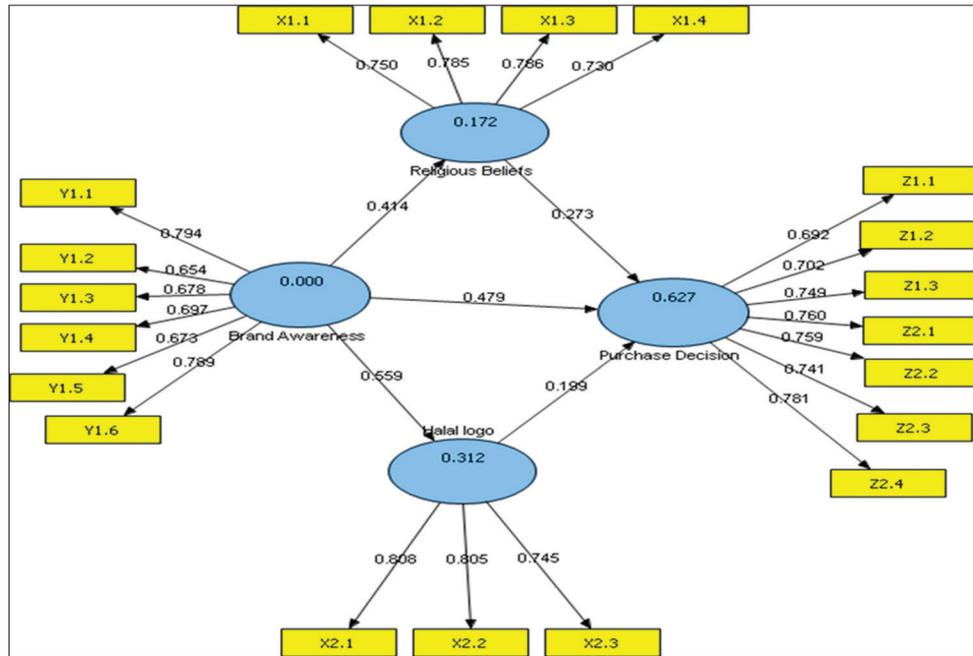


Figure 1: Inner model

Table 4: Characteristics of respondents

Characteristics of respondents	Number	Percentage
Gender		
Male	150	43
Female	200	57
Amount	350	100
Age		
18-27 years	161	46
28-37 years	98	28
38-47 years	50	14
48-57 years	23	7
58 years and over	18	5
Amount	350	100
Education		
Complete primary school	4	1
Junior high school graduation	7	2
Graduated from high school/vocational school	97	28
Diploma	49	14
Bachelor degree)	158	45
Bachelor (S2) to the top	35	10
Amount	350	100
Work		
Entrepreneur	88	25
Private employees	175	50
PNS	63	18
No work/housewife	17	5
College student	7	2
Amount	350	100
Income		
No income	7	2
Less than Rp. 2,000,000	129	37
Rp. 2,000,000 - <4,000,000	120	34
Rp. 4,000,000 - <5,000,000	52	15
Rp. 6,000,000 - <7,000,000	20	6
Rp. 8,000,000 - <9,000,000	15	4
Rp. 10,000,000 or more	7	2
Amount	350	100

Source: Primary data is processed (2016)

selective in choosing foods, especially foods that are associated with the nature of halal product and also a matter of taste and health.

Characteristics of respondents by age, it can be seen that the respondents aged 18-27 years ranks first rank is as much as 46% and the second was aged 28-37 years is 28%. At that age they have learned healthy food and whichever they prefer important has been certified halal MUI.

While the characteristics of respondents by educational level shows the vast majority of respondents are highly educated or scholar is as much as 69%, which includes undergraduate (S1) as much as 45%, 14% and diploma followed by undergraduate (S2) to over 10%. Based on the level education illustrates that the food business will more easily be able to pass on information about the types of halal food and products for health benefits.

Distribution of respondents according to the type of work is in the majority of private sector employees is as much as 50%. This illustrates that the private sector is more potent and more profitable if it is associated with income and the consumption of fast food. Then followed the second is self-employed (self-employed) as many as 28% of civil servants by 18%, while housewives and students respectively only 5% and 2%.

In terms of revenue the vast majority of respondents are low income that is less than Rp. 2,000,000 37%. The second sequence is located on income between Rp. 2,000,000 - <IDR. 4,000,000 that is as much as 34% and the subsequent income between Rp. 4,000,000 - <IDR. 5,000,000 15%. Followed respondents who earn between Rp. 6,000,000 - <IDR. 7,000,000 and Rp. 8,000,000 - <IDR. 9,000,000 respectively mean 6% and 4%. While income more than Rp. 10,000,000 only 2%. Then the respondents who did not give a retort revenue, the possibility of a housewife, does not work or student as much as 2%. Seeing the reality of this, most respondents are of middle to lower the monthly revenue of about Rp. 1,000,000 - Rp. 4,000,000 which is as much as 71%. Although the majority of respondents have a lower middle income, but the respondents have a high awareness to purchase kosher food.

The analysis result shown that all the respondents a majority of women, young age (included in the productive age), educated, working majority in the private sector and entrepreneurs. Based on this information indicate where the respondent is a target marketing has the potential to be developed. Furthermore, respondents who are highly educated, they are more receptive to information about kosher food products and have a rational decision in any action, especially against eating healthy foods.

Meanwhile, respondents' assessment of all study variables (brand awareness, religious beliefs, the halal logo and purchasing decisions) have a positive perception, because the majority of respondents strongly agree and agree respectively 49.05% and 38.95%. Positive perception of respondents can be seen also on the value of the average score is equal to 4.32 using Likert scale.

Analysis of Partial Least Square (PLS)

Testing of the model using the PLS to determine the contribution of exogenous variables on endogenous variables. Goodness of fit model in PLS analysis performed using Q-Square predictive relevance (Q²). Goodness of fit Model results are summarized in Table 5.

In Table 5. There are total contributions, the results obtained by the following calculation.

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2) (1 - R_3^2)$$

$$Q^2 = 1 - (1 - 0.172^2) (1 - 0.312^2) (1 - 0.627^2)$$

$$Q^2 = 1 - (0.970) (0.903) (0.607) = 0.468$$

Table 5: Hasil goodness of fit model

Variable	R ²
Religious beliefs	0.172
Halal logo	0.312
Purches decision	0.627
Total contribution	0.468

Source: Primary data is processed (2016)

R-square is worth the purchase decision variables 0627 or 62.7%. This shows that the contribution of religious beliefs, Halal logo and brand awareness to the purchasing decision amounted to 62.7%, while the remaining 37.3% is contributed by other variables that are not addressed in this study. But Q-Square predictive relevance (Q2) is worth 0468 or 46.8%. This shows that the contribution of the diversity of religious beliefs variables, Halal logo and brand awareness on purchasing decisions as a whole amounted to 46.8%, while the remaining 54.2% is contributed by other variables that are not addressed in this study.

Influence Analysis of Direct and Indirect

Testing direct influence is the influence of religious beliefs, Halal logo and brand awareness on purchasing decisions, while the indirect effect of seeing the effect of brand awareness on purchasing decisions through religious beliefs and Halal logo. Results inner models of PLS can be seen in Figure 1 and the summary of the test results either directly or indirectly influence can be seen in Table 6.

Direct Impact Analysis

In Table 6 shows that the effect of brand awareness, religious beliefs and Halal logo has a direct influence on a significant and positive impact on the purchase decision. That's because the value of T statistics of all the variables is greater than the critical value (+ -1.96), so all the direct effect hypothesis can be accepted. This fact states that the higher the respondents' level of brand awareness in selecting food products halal, then the respondent or the consumer will be more likely to decide to buy the product. These research findings are supported by previous studies, namely Pornnarat Boonwana, et al., Desnaldi (2013), Ovidiu I. (2009), and D. Wayne Hoyeret al. (1990). These studies reveal that there is a relationship between brand awareness and purchasing decisions. Most consumers would prefer to buy a brand that is familiar to them and the brands they have heard.

Consumers who prioritize their memories of the Halal food, Halal food will always buy. In addition, consumers who know about the types of food Halal or Haram, Halal food logo, and care for Halal food, Halal food will always buy too. According to Kotler and Keller (2009), consumers often form a pleasant perception about sebuat products with brands they already consider to be positive. A Halal food consumers will tend to choose a brand that is on his mind, the brand is recognizable, and memorable brand. Halal food producers are able to create a strong brand, will be able to acquire the consumer.

The influence of religious beliefs on purchase decisions are significant and positive means, the higher the religious beliefs in the understanding of halal haram higher the respondent's decision to buy kosher food products. This study agrees with S.Prem Kumar (2013) shows that the demographics of factors that include religion has influence consumer purchase decisions. Islamic religious factor is an important factor in determining a person in the purchase of Halal food. Consumers who understand and are aware of Islamic knowledge about Halal food, as well as caring and honest manufacturer will also make purchasing decisions on Halal food will increase. While the halal logo influence on purchasing decisions are significant and positive means, the higher the respondents in attention to products that have the halal logo will be the higher the respondent's decision to buy kosher food products.

Indirect Effect Analysis

The indirect effect in this study is the influence of brand awareness on purchasing decisions through religious beliefs and Halal logo. PLS analysis results show that both direct and indirect influences have a significant effect (see Table 4). But the results of the mediation analysis showed that the path coefficient indirect influence through religious belief is smaller than the coefficient is 0.113 direct influence of brand awareness by purchasing decisions in the amount of 0479. Likewise, the results of

Table 6: Summary of analysis resault PLS

Direct effect		Coefficient direct	T statistics	Indirect effect	
Eksogen	Indogen			Religious beliefs	Halal logo
Religious beliefs	Purches decision	0.273	2.683		
Brand awareness		0.479	5.674	0.113	0.131
Halal logo		0.199	2.186		
Brand awareness	Religious beliefs	0.414	4.482		
	Halal logo	0.659	7.344		

Source: Primary data is processed (2016)

mediation analyzes indirect effect through halal logo coefficient is smaller than its 0131 direct influence of brand awareness by purchasing decisions in the amount of 0479. This means that religious belief and Halal logo does not have an important role, or are not able to fully mediate the effect of brand awareness on purchase decisions.

This shows that religious beliefs and Halal logo is not able to mediate the effect of brand awareness on purchase decisions. These results are consistent with the results of research conducted by Azreen Jihan et al. (2014) showed that the Halal logo issued by Jakim not affect cosmetic Halal logo. That's because consumers do not see the logo Halal cosmetics in a product, but look at the composition of the cosmetic. Cosmetics brand awareness is still low Halal logo as well. The situation is almost as it is in Malang, that the Halal food brand awareness is still low, the consumer's attention to the Halal logo is still low. The interest in Halal logo will certainly influence purchasing decisions Halal food.

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