



THE IMPACT OF BRAND IMAGE AND BRAND AWARENESS ON REPURCHASE INTENTION VIA PERCEIVED QUALITY

Mindo Yumanda Siboro, Harry Soesanto¹

Siboro.Mindo@gmail.com

Majoring Management Economic and Bussiness Diponegoro University
Jl. Prof. Soedharto SH Tembalang, Semarang 50239, Phone: +622476486851

ABSTRACT

Nowadays, Tourism, one of the Indonesia commodities has been giving huge role in raising the Indonesia GDP. The number of the tourism in Indonesia is increasing significantly. Whereas, the number of the local visitors who came to Lake Toba (one of the biggest tourism place in Indonesia) increasing slowly. The aim of this research is to examine the factors that may influence tourist to visit Lake Toba. The study surveyed 185 visitors who came to Lake Toba. The survey period was from third week of July 2015 to fourth week of July 2015. The data analyses were conducted by confirmatory factor analysis and structural equation modeling. The results of the statistical analysis reflected that most of the visitors of Lake Toba are highly concern about Brand Image four times more than Brand Awareness. This study demonstrates that brand image and brand awareness positively affects perceived quality, moreover, perceived quality is the factors that influence the tourist to visit Lake Toba.

Keywords: Brand Image, Brand Awareness, Perceived Quality, Repurchase Intention

INTRODUCTION

A very strategic prospect in tourism sector absolutely became great opportunity to Indonesia as a country of which abundant nature resource and huge culture inside, spread in more than 17.000 (seventeen thousand) islands. The Tourism sector which has taken role as the second biggest foreign exchange contribution after oil and natural gas and has been counted on by the government to be the main pillar in the national economic development.

Tourism offers a significant contribution to Indonesia Economy. The economic growth of Indonesia's tourism sector outpaced that of the other G20 nations in 2013, according to the World Travel & Tourism Council's (WTTC) Travel and Tourism: Economic Impact Report (2014). The travel and tourism sector's contribution to Indonesia's GDP rose by 8.4 percent, driven by increases in both domestic and foreign travel and tourism. The number of tourist visiting North Sumatera are 189.094 people from January to September 2014, or increase 4,50% since the last period in 2013 in *Harian Sinar Indonesia Baru* (Nov,5th 2014, p.11).

Moreover, Yahya, Minister of Tourism and Creatif Economic state, "Lake Toba sits in the sixth place from eighty eight National Tourism Development Areas in Indonesia. This means Lake Toba is one of the advantage area to be visited in Indonesia," after attending the Partnership with Indonesia Tourism Promotion Board to Achieve Tourism Target Meeting in Jakarta in Oct,31st 2014. Yahya will drive the quality improvement of tourist destinations, including the 15—soon to be 25—National Tourism Development Areas (KSPN). In other word, this area does have its potency of rising the national tourism of which impact is important in one or more aspects: economic growth, social & culture, natural resources empowerment, natural environment support, also defence & security.

While the tourism sector in national even in North Sumatera province increase gradually, however percentage trend of domestic tourist went down slightly from 2011 until 2013.

¹ Corresponding author

Table 1
Arrival Tourist in Samosir Regency

Month	2010	2011	2012	2013
Jan	12,690	7,808	14,917	12,717
Feb	5,028	5,441	5,498	6,431
Mar	3,130	6,338	5,640	5,893
Apr	6,173	9,308	7,480	7,308
May	9,125	11,895	9,580	8,382
Jun	6,501	9,065	10,491	11,487
Jul	7,466	6,456	7,234	12,519
Ags	5,938	7,533	19,891	23,049
Sep	20,376	19,940	7,096	6,045
Oct	4,864	7,780	8,049	8,439
Nov	3,965	6,460	7,116	7,180
Dec	9,373	11,873	16,538	14,667
TOTAL	94,629	109,897	119,530	124,117

Source: Statistics Regencies, 2014

Table 2
Number of Tourist by Tourism Places
in Simalungun Recency

ObjekWisata <i>Tourist Places</i>	2011			2012			2013		
	Nusan tara	Manca negara	Jumlah	Nusan tara	Manca negara	Jumlah	Nusan tara	Manca negara	Jumlah
[1]	[2]	[3]	[4]	[5]	[6]	[7]	[5]	[6]	[7]
Parapat	95 122	8 889	104 011	125 583	-	125 583	133.558	9.800	143 350
Karang Anyer	-	-	-	3 105	-	3 105	2.300	-	2 300
Museum Simalungun/ Rumah Bolon	3 091	996	3 091	1 206	976	2 182	226	330	556
Haranggaol	1 840	-	1 840	830	-	830	8.565	-	8 565
Permandian Alan Sejuk (PAS)	212 770	-	212 770	194 322	-	194 322	190.646	-	190 646
Jumlah	311 777	9 885	321 662	325 046	976	326 002	335 295	10.130	345 425

Source: Tourism Office of Simalungun Regency, 2014

Picture 1
National Tourism Development Area

1. KSPN. Kintamani-Danau Batur dan sekitarnya
2. KSPN. Komodo dan sekitarnya
3. KSPN. Borobudur dan sekitarnya
4. KSPN. Rinjani dan sekitarnya
5. KSPN. Nongsa - Pulau Abang dan sekitarnya
6. KSPN. Toba dan sekitarnya
7. KSPN. Bukittinggi dan sekitarnya
8. KSPN. Bromo-Tengger-Semeru dan

Source: Minister of Tourism and Creatif Economic, 2014

Table 3
Indonesia Tourism Foreign Exchange Ranking

2012		2013	
Jenis Komoditas	Nilai (juta US\$)	Jenis Komoditas	Nilai (juta US\$)
Minyak & gas bumi	36,977.00	Minyak & gas bumi	32,633.2
Batu bara	26,166.30	Batu bara	24,501.4
Minyak kelapa sawit	18,845.00	Minyak kelapa sawit	15,839.1
Karet olahan	10,394.50	Pariwisata	10,054.1
Pariwisata	9,120.85	Karet olahan	9,316.6
Pakaian jadi	7,304.70	Pakaian jadi	7,501.0
Alat listrik	6,481.90	Alat listrik	6,418.6
Tekstil	5,278.10	Makanan olahan	5,434.8
Makanan olahan	5,135.60	Tekstil	5,293.6
Kertas dan barang dr kertas	3,972.00	Kertas dan barang dr kertas	3,802.2
Bahan kimia	3,636.30	Kayu olahan	3,514.5
Kayu olahan	3,337.70	Bahan kimia	3,501.6

Source: Minister of Tourism and Creatif Economic, 2014

THEORETICAL FRAMEWORK AND HYPOTHESES

1. Relation Between Brand Image and Perceived Quality

Brand image is an impression or picture moving in consumer's mind about perceived quality of experience memories from which they get. When consumers think about a brand with the great image, so this kindly influence the perceived quality that will be found. This statement explicitly said by Rizky and Pantawis (2011), Sitinjak and Tumpal (2009), Chang et al (2008) in their previous research that *brand image significantly relate toward brand equity; brand loyalty, and perceived quality.*

The tourism place actually coordinate with the visitors' perceptions and expectations. Image is the way visitors know much more about the places. So, the place will be more interesting if there are many interesting things too. (Lawson and Baud-Bovy, 1977; Fakeye and Crompton, 1991; Bigne et al., 2001). Brand image influence perception of a place. Meenaghan (1995) explains that though the image of a destination sent to the customer is controllable since the stakeholder view the happening, the image that the target customer receives or perceives is not because not every moment is recorded with the visitors.

Similarly stated by Ming Lee et al (2011) in his preveious research that a company of which strategy is merger and acuisisi will affect toward its brand image until consumer's perceived quality has its influence. a previous bad image of a product will influence consumers' judgment on product quality in the future. Moreover, even if the product quality has been changed, consumers will not trust that product because of their unpleasant experience in the past (Aaker, 1996).

Refer to the explanation from the last researcher, the research hypotheses are proposed as follow:

H1: Brand image will be positevely affected to perceived quality

2. Relation Between Brand Awareness and Perceived Quality

The rising of consumer consciousness has made consumers choose to purchase their familiar and favorable brand. Macdonald and Sharp (2000) mention that even though consumers familiarize and are willing to purchase a product, brand awareness is still an important factor to influence purchase decision. When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness.

A product with a higher brand awareness will have higher better quality evaluation. In choosing a product, the consumers concern about perceived quality and brand awareness. Perceived quality can help consumers to have a subjective judgment (Zeithaml, 1988; Dodds et al., 1991; Aaker, 1991) on overall product quality that make a product hold a salient differentiation and become a selective brand in consumers' minds (Aaker, 1991).

High familiarity may signal for providing high level of quality. Baker et al. state that familiarity exerts important effects on brand choice by (1) enhancing perceptual identification of a brand, (2) generating positive affect toward the brand, and (3) motivating purchase behavior. Dick

et al. found that there is a link between brand familiarity and proneness probably because greater familiarity serves to increase the experience based understanding that brand are better quality.

Refer to the explanation from the last researcher, the research hypotheses are proposed as follow:

H2: Brand awareness will be positively affected to perceived quality

3. Relation Between Perceived Quality and Repurchase Intention

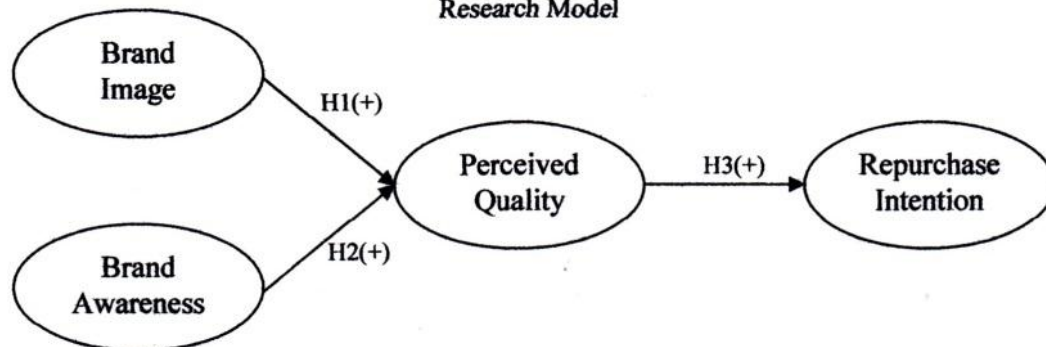
With a higher trust in a product, a higher purchase activity will be made. Trust comes from quality which lets the consumers enjoying with. In order to increase number of visitors, destination management should put more emphasis on quality of the tourism place. More importantly, destination management should make consumers rely less on extrinsic cues such as brand, packaging when assessing destination.

Research study results show that perception of high quality services is directly related to the opinion of visiting a particular destination, and a perception of low quality of tourism services is related to the intention of choosing another destination (Olimpia, 2011). The result is the same as the results of Chen (2002), Wu (2007) and Judith and Richard (2002). Lastly, the study verifies that both perceived quality act as a mediator between brand awareness and purchase. When the perceived quality of a product is high, consumers are satisfied and more likely to purchase it again. Consumer purchase intention is considered as a subjective inclination toward a product and can be an important index to predict consumer behavior (Fishbein & Ajzen, 1975). The study is the same as the results of Carman (1990), Boulding *et al.*, (1993), Parasuraman *et al.*, (1996) about direct relationship between perceived quality and purchase intentions.

Refer to the explanation from the last researcher, the research hypotheses are proposed as follow:

H3: Perceived quality will be positively affected to Repurchase Intention

Picture 2
Research Model



Source:

Hsiang Ming Lee, Ching-Chi Lee, Cou-Chen Wu (2011); Aikaterini Manthiou, Juhee Kang, and Thomas Schrier (2014), Hsin Kuang Chi, Huery Ren Yeh, Ya Ting Yang (2008)

RESEARCH METHOD

Brand image is the perception in the mind of the customers about the brand. A differentiated, "ownable" brand image can build an emotional and rational bridge from customers to a company, a product, or a service (Knapp, 2000). The indicators of this variable are proposed as follows:

- Good water recreational opportunities
- Beautiful scenery and natural attractions
- Clean and fresh environments
- Safe and secure
- Good value for money

Source: Birgit Leisen, 2001



Brand Awareness relating to the strength of the trace in memory, as reflected by consumers' capability of identifying the brand under different conditions (Rossiter and Percy, 1987). The indicators of this variable are proposed as follows:

- a. recall the brand
- b. familiar with Lake Toba
- c. First comes to mind
- d. be experienced with Lake Toba
- e. knowledge about lake toba

Sources: Aziz et.al. , 2012

Perceived quality is a result of consumers' subjective judgment on a product (Zeithaml, 1988; Dodds et al., 1991; Aaker, 1991). Bhuian (1997) also consider perceived quality as a judgment on the consistency of product specification or an evaluation on added value of a product. The indicators of this variable are proposed as follows:

- a. Service delivery process
- b. Business tourism facilities
- c. Tangible things
- d. Trade mark

Source: Aziz et.al, 2012

Repurchase Intention is a post-purchase behavior. The Satisfaction and dissatisfaction on a product will influence the upcoming consumer behavior (Kotler and Keller, 2009). Repurchase Intention is consumer behavior that appeared in response to an object. Repurchase Intention shows the desire of customers to make repeat purchases in the future.. After deciding to purchase a product or some service, a consumer usually has references on some some consideration. The indicators of this variable are proposed as follows:

- a. consider go to this destination again
- b. intent to visit this destination again
- c. possible that I go back to this destination
- d. predict I will visit Lake Toba in the future

Source: Dursun et.al., 2011

Population and Sample

The population is all of the local tourist of seven regencies surrounding the Lake Toba environment, North Sumatera Province: Simalungun Regency, Toba Samosir Regency, Samosir Regency, Karo Regency, Dairi Regency and Humbang Hasundutan Regency who have the appropriate characteristic.

To facilitate the data analysing, this research will be applied to 185 samples of local tourist from three regencies (Simalungun, Toba Samosir, and Samosir). This research's population is all of the local tourist (seven regencies) visiting Lake Toba.

SEM analysis requires sample at least 5 times of the indicators. This research contains 18 indicators, so the sample is 18×5 or 90 samples (Ferdinand, 2006). In addition, In Chi-Square Test in SEM analysis, the size of sample has important role in interpreting the result of SEM analysis. The recommendation sample size is between 100 and 200 for Maximum Likelihood estimation method (Ghozali, 2013).

RESULTS AND DISCUSSION

General Description of Lake Toba

Lake Toba, the largest year-round lake in Southeast Asia, is located in the province of North Sumatra, Indonesia, approximately 176 km to the west of the provincial capital, Medan. It is the largest volcanic lake in the world.

Toba's origins are tectonic and volcanic. The lake was formed as a consequence of the largest volcanic eruption ever to occur on earth, approximately 75 000 years ago, which ejected some 1 500 to 2 000 km³ of material. The lake is approximately 90 km long and is situated



approximately 900 m above sea level. The lake catchment area is approximately 43% hilly and 30% mountainous, with peaks more than 2 000 m above sea level.

Lake Toba was established as a national tourism development area in 2010 by President Rules. In order to achieve the agenda, planning the special layout for the environment.

General Description of Respondents

This research took samples in several regencies; Simalungun, Toba Samosir, Samosir in North Sumatera Province. The research was 185 persons, done in the third and fourth week of June. The description of respondents was divided in gender, age, education, earning, type of visit, and frequencies of trips.

Table 4
General Description of Respondents

	Frequency
Gender	
Male	108
Female	77
Age	
17-24	80
25-29	27
30-35	29
36-40	24
41-45	8
46-50	12
51-55	5
56-60	0
Education	
High School	119
Diploma	9
Undergraduate	54
Master	2
Doctor	1
Earning (Rp)	
0 - 5.000.000	162
> 5.000.000-10.000.000	15
> 10.000.000-20.000.000	5
> 20.000.000-50.000.000	1
> 50.000.000	2
Number of Visiting	
3	45
4	39
5	24
6	13
7	8
8	7
9	6
10	43
Type of Visitation	
Unplanned Visit	56
Planned Visit	129



SEM analyses

Reliability Test

Reliability is the internal measurement consistence from indicators of variable showing degree of each indicator can reach the variavle creation. There are two ways can be used: first, composite (construct) reliability and variance extracted. Cut-off value from construct reliability $\geq 0,7$ though cut-off value from variance extracted $\geq 0,05$ (Gozali, 2013).

Tabel 5
Construct Reliability dan Variance Extracted Brand Image

	std Loading	std Loading ²	Error	(Std loading) ²	Reliability	AVE
Brand Image				16.2409	0.903914	0.6547188
x1	0.843	0.71065	0.28935			
x2	0.803	0.64481	0.35519			
x3	0.762	0.58064	0.41936			
x4	0.916	0.83906	0.16094			
x5	0.706	0.49844	0.50156			
Total	4.03	3.27359	1.72641			

Source: Primary Sources of Data, 2015

Tabel 6
Construct Reliability dan Variance Extracted Brand Awareness

	std Loading	std Loading ²	Error	(std loading) ²	Reliability	AVE
Brand Awareness				18.55886	0.935218	0.7428872
x6	0.835	0.69723	0.30278			
x7	0.904	0.81722	0.18278			
x8	0.863	0.74477	0.25523			
x9	0.851	0.7242	0.2758			
x10	0.855	0.73103	0.26898			
Total	4.308	3.71444	1.28556			

Source: Primary Sources of Data, 2015

Tabel 7
Construct Reliability dan Variance Extracted Perceived Quality

	std Loading	std Loading ²	Error	(std loading) ²	Reliability	AVE
Perceived Quality				11.08224	0.900531	0.6939753
x11	0.803	0.64481	0.35519			
x12	0.832	0.69222	0.30778			
x13	0.892	0.79566	0.20434			
x14	0.802	0.6432	0.3568			
Total	3.329	2.7759	1.2241			

Tabel 8
Construct Reliability dan Variance Extracted Purchase Intention

	std Loading	std Loading ²	Error	(std loading) ²	Reliability	AVE
Purchase Intention				10.05524	0.872196	0.6316488
x15	0.848	0.7191	0.2809			
x16	0.701	0.4914	0.5086			
x17	0.829	0.68724	0.31276			
x18	0.793	0.62885	0.37115			
Total	3.171	2.5266	1.47341			

Source: Primary Sources of Data, 2015

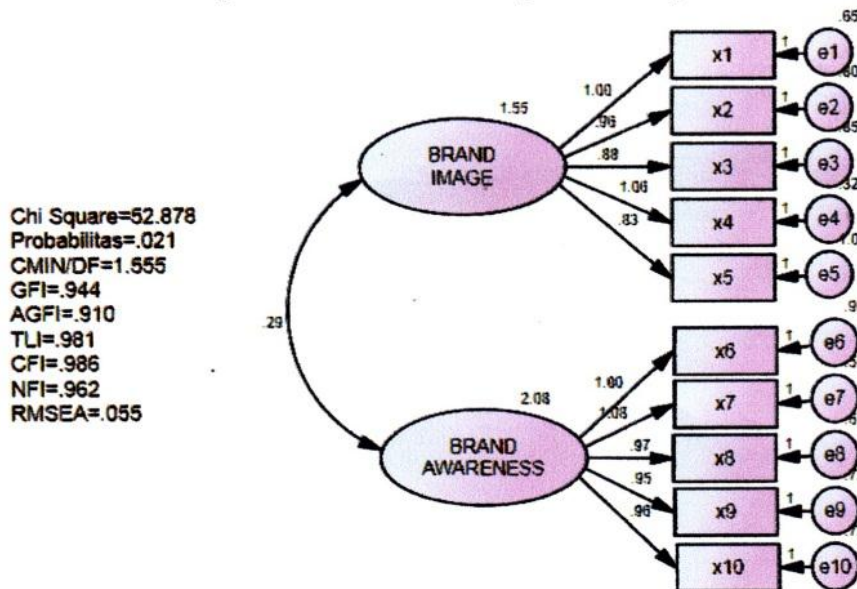
Confirmatory Factor Analysis

In the beginning of SEM analysis, the first thing must be done is the measurement model test on each latent variable with confirmatory analysis model order to prevent the unspesificated complex model and also the convergent and latent variable can be valid. This analysis is actually measurement step for the dimation which create the latent variable in the research. In this research, there is four latent variables. So, the result of the confirmatory factor analysis in this research model can be seen below:

a. Exogent Construct Confirmatory Factor Analysis

The exogent construct consist of two latent variables with 10 following indicators each variable has five indicators. The result of the confirmatory analysis for the exogent variables is proposed as follow:

Picture 3
Exogent Construct Confirmatory Factor Analysis

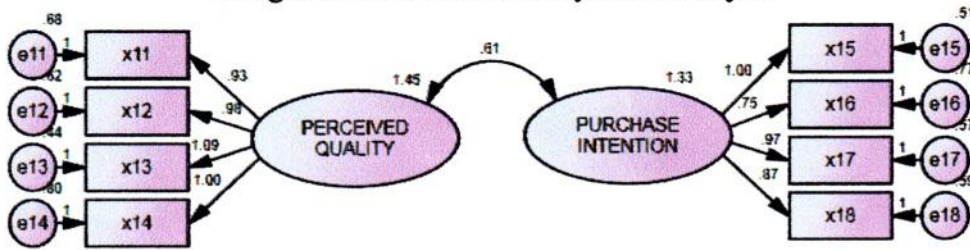


Source: Primary Sources of Data, 2015

a. Endogent Construct Confirmatory Factor Analysis

The endogent construct consist of two latent variables with eight following indicators each variable has four indicators. The result of confirmatory factor analysis for endogent variable are proposed, as follow:

Picture 4
Endogent Construct Confirmatory Factor Analysis

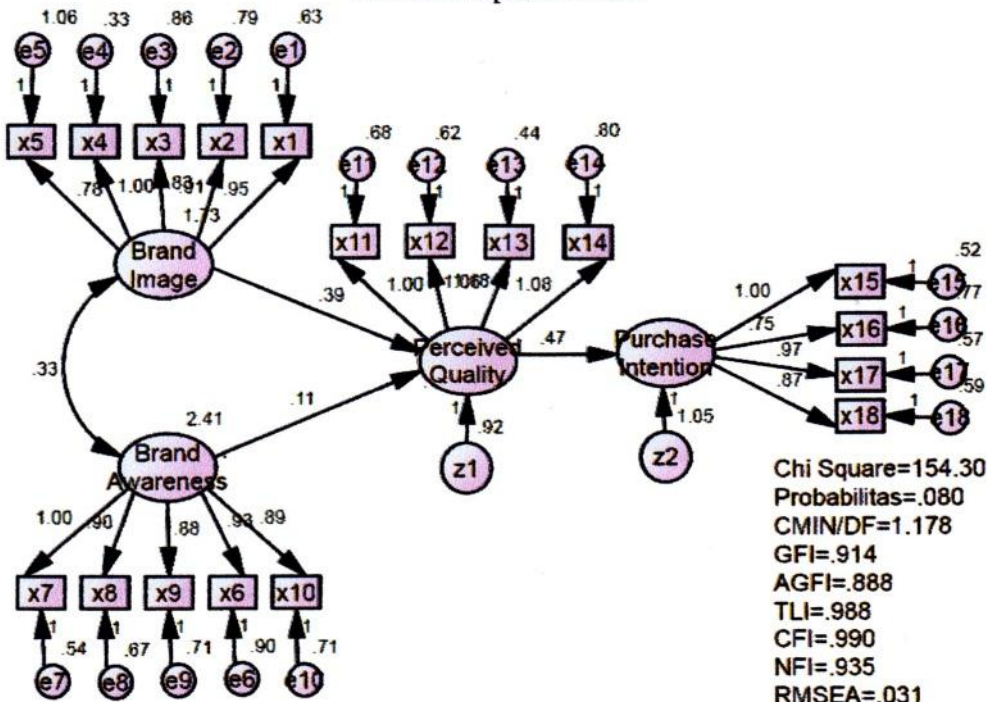


Chi Square=18.465
 Probabilitas=.492
 CMIN/DF=.972
 GFI=.975
 AGFI=.953
 TLI=1.001
 CFI=1.000
 NFI=.979
 RMSEA=.000

Source: Primary Sources of Data, 2015

b. Structural Equation Model

Picture 5
Structural Equation Model



Chi Square=154.301
 Probabilitas=.080
 CMIN/DF=1.178
 GFI=.914
 AGFI=.888
 TLI=.988
 CFI=.990
 NFI=.935
 RMSEA=.031

Source: Primary Sources of Data, 2015

Confirmatory Analysis Structural Equation Model test provide the Chi-Square 18,465 fit cut-off, Significance probability, CMIN/DF, GFI, CFI, TLI, NFI, and RMSEA are in expected range value, even though AGFI accepted marginal.

**Hypotheses Testing**

Table 7
Regression Weights Parameter Estimation

	Estimate	S.E.	C.R.	P
Perceived_Quality ← Brand_Image	.388	.066	5.865	***
Perceived_Quality ← Brand_Awareness	.107	.052	2.066	.039
Purchase_Intention ← Perceived_Quality	.468	.084	5.568	***

Source: Primary Sources of Data, 2015

Table 4.23 represents brand image positively affected to perceived quality. The characteristic is significant, can be seen from the value of C.R. 5,865 with requirement value $> 1,96$ and $p^{***} < 0,000$. So H_1 can be accepted.

Brand awareness positively affected to perceived quality. The characteristic is significant, can be seen from the value of C.R. 2,066 with requirement value $> 1,96$ and $p = 0,039$ less than 0,05. So H_2 can be accepted.

Perceived quality positively affected to purchase intention. The characteristic is significant, can be seen from the value of C.R. 5,568 with requirement value $> 1,96$ and $p^{***} < 0,000$ less than 0,05. So H_3 can be accepted.

CONCLUSION

The result of this study confirms that Brand Image positively affected almost four times than Brand Awareness toward Perceived Quality for the visitors of Lake Toba. That means, to increase the perceived quality, it is better to use Brand Image as the more huge promoter. Moreover, Perceived Quality has a positive relation 0,47 times on repurchase Intention, more than Brand Image to perceived quality.

X4 (Safe and secure) is the biggest contribution to create the Brand Image variable. X7 (familiar with Lake Toba) is the first place to contribute in building the Brand Awareness variable. Whereas Brand Awareness positively affect to perceived quality less than Brand Image contribution. The biggest contribution come from X13 (Tangibles Things) in perceived quality.

MANAGERIAL IMPLICATION

According to the respondents, can be confirmed that the. The process of building image about Lake Toba environment should start in elementary school and go through middle- and high schools through the lesson in school, or study tour to Lake Toba environment, Writing competition about Lake Toba. Also in universities, the lecturer can suggest the student to have a live in close to Lake Toba environment and write a report maybe about the life in Lake Toba environment, the economic of Lake Toba tourism. The government and private sectors could collaborate in building a new layout for nature, scenery, outdoor activities such as: construct more relax places, build the family places that everyone should participate in to enrich the family relationship.

Paying attention to the opinion of the respondent, can be said that more words about Lake Toba can increase the familiarity to the places. The places must have something to tell to the visitors in order to incline the number of visitors by achieving the famous story about places such as: The Legend of Lake Toba, The story of the Volcano, The story of Batu Gantung, The story of Sigale-gale statue, The Story of Bataknese life. The study finds that if consumers can identify a brand name of place when they want to go to any place, it means that the place holds higher brand awareness. When a product has a well known brand name, it can win consumers' preferences. In addition, Making a movie of a famous role in Indonesia who came from Lake Toba area struggling for better life; shoot the Lake Toba area and Lake Toba story.

From the analysis result, can be stated the stakeholder mus have give more quality control through the tangibles thing. Adding some innovation to the tangible thing and creative mind can create the new things. Educate both the locals and the tourist about no littering in the Lake Toba environment or outside Lake Toba side, no smoking in the public area, no cutting down trees randomly. Socialization to the locals about right knowledge of history.



LIMITATIONS AND SUGGESTIONS

Further paper may wish to expand on the model in this research. This research is done with four variables; Brand Image, Brand Awareness, Perceived Quality, and Purchase Intention and eighteen indicators.

For the future, adding some indicators in order to increase the strenght in constructing the variables. Moreover, Adding more variables in this research will add some differences such as: perceived value, customer value as factors to raise repurchase intention. There will be more effect from the other variables to support the intervening variables and the higher intervening variable the higher dependent variable will raise. If sample is increasingin number, the research will earn some more information both about the indicators and the variables.

REFERENCES

- Agusli, D & Kunto, Y 2013, 'Analisa Pengaruh Dimensi Ekuitas Merek Terhadap Minat Beli Konsumen Midtown Hotel Surabaya.' *Jurnal Manajemen Pemasaran Petra*, vol. 1, no. 2, pp. 1-8.
- Aziz, N, Kefallonitis, E, Friedman, B, 2012, 'Turkey as a Destination Brand: Perceptions of United States Visiors', *American International Journal of Contemporary Research*. vol. 2 no.9 pp. 211-221.
- Bao, Y, Bao, Y, & Sheng, S, 2011, 'Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation. ' *Journal of Business Research* ', vol.64, pp. 220–226.
- Bibby, D 2009, 'Brand image, equity, and sports sponsorship – In Perspectives on Cross-Cultural, Ethnographic, Brand Image, Storytelling, Unconscious Needs, and Hospitality.' *Guest Research*. pp 21-99.
- Chi, H, Yeh, H, Yang, Y, 2009, 'The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty.' *The Journal of International Management Studies*, vol. 4, pp. 135-144.
- Dursun, I, Kabaday, E, Alan, A & Sezen, B 2011. 'Store Brand Purchase Intention: Effects of Risk, Quality, Familiarity and Store Brand Shelf Space.' *Procedia Social and Behavioral Sciences*, vol. 24 pp. 1190–1200.
- Ghozali, I, 2013, *Model Persamaan Struktural: Konsep & Aplikasi Dengan Program AMOS 21.0*, Semarang: Badan Penerbit Universitas Diponegoro.



- Hakala, U, Svensson, J, & Vincze, Z, 2012, 'Consumer-based brand equity and top-of-mind awareness: a crosscountry analysis', *Journal of Product & Brand Management*, vol. 21 no. 6 pp. 439 – 451.
- Jalilvand, M , Samiei, N, Dini, B, & Manzari, P, 2012, 'Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach', *Journal of Destination Marketing & Management*. vol. 1, pp. 134–143.
- Kurnianto, E & Astuti, B 2013, 'Analisis pengaruh komponen pembentuk ekuitas merek terhadap minat beli.' pp. 458 – 466.
- Lee, H, Lee, C, & Wu, C, 2011, 'Brand image strategy affects brand equity after M&A.' *European Journal of Marketing*, vol. 45 no. 7/8 pp. 1091 – 1111.
- Leisen, B 2001, 'Image Segmentation: the case of a tourism destination.' *Journal of Services Marketing*. vol. 15 no. 1 pp. 49 – 66.
- Lu, L, Chang, W, Chang, H 2014. 'Consumer attitudes toward blogger's sponsored recommendations and purchase intention: The effect of sponsorship type, product type, and brand awareness', *Computers in Human Behavior*. vol. 34, pp. 258–266.
- Manthiou, A, Kang, J, Schrier , T 2014, 'A visitor-based brand equity perspective: the case of a public festival.' *Tourism Review*, vol. 69 no. 4 pp. 264 – 283.
- Samosir Regency Statistics 2013, Samosir in Figures.
- Simalungun Regency Statistics 2014, Simalungun in Figures.
- Sekaran, U, & Bougie, R, 2013, *Research Methods for Bussiness: A Skill-Building Approach*, United Kingdom: John Wiley & Sons Ltd.