



THE EFFECT OF MARKETING MIX ON BRAND EQUITY OF ESKULIN KIDS SHAMPOO IN BOGOR, INDONESIA

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Abstract

The purpose of this research are (1) to know the relationship of marketing mix (product, price, place and promotion) with brand equity (brand awareness, brand association and perceived quality) of Eskulin Kids, (2) the relationship of brand equity with brand trust, (3) to know the relationship of brand trust with consumer loyalty to Eskulin Kids shampoo product. The data collected for this study were analyzed with Partial Least Square – Structural Equation Modelling (PLS SEM) method. The results indicated that not all marketing mix have significant relationship with brand equity. Promotion and distribution as the elements of marketing mixes have significant effect on brand awareness, brand association and perceived quality while the product only affects brand association and perceived quality. Prices have significant effect on brand awareness and perceived quality. Brand awareness, brand association and perceived quality as the components of brand equity had positive influence on brand trust, brand trust to customer loyalty to Eskulin Kids shampoo.

Keywords: Brand equity, Marketing mix, Brand trust, Customer loyalty, Eskulin kids

INTRODUCTION

Population growth in Indonesia shows an increase trend every year. The National Population Family Planning Board (BKKBN) noted that the birth rate in Indonesia until the end of 2015 touched 4,880,951 people, with a growth rate of about 1.49%. This can be seen by the shape of the Indonesian population pyramid in Figure 1. The shape of the pyramid of the Indonesian population is the pyramid of the young population, where the population in Indonesia is experiencing growth. Younger population is more than adults and elderly. The Office of Population and Civil Registration classifies the youth population is a population under the age of 14 years, the population with productive age of 15-64 years and the population aged above 65 years. Therefore, the high population growth, the birth rate, and the greater number of young people make the child market segment an attractive and potential market segment for various companies. From all the needs that is required by the youth (0-14 years) segment, the toiletries products needs are the most dominant requirement among other children's products, especially shampoo products (AC Nielsen 2016). This is demonstrated by the increasing value of shampoo sales from year to year and in 2016 reaching over 330 billion a year and contributing 44% to total sales of children's toiletries (Table 1).

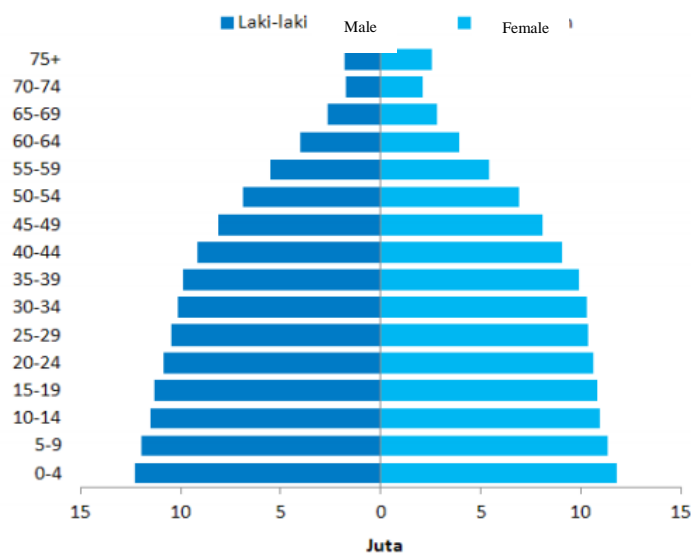


Figure 1. Indonesian population pyramid

Source: Central Bureau of Statistics

The high value of shampoo sales and the most dominated need make shampoo industry as an attractive industry for various companies. The level of competition in this category is quite tight, but the number of demand in this category will also increase along with the increasing

value of Indonesian population. By 2016, the total existing brands in the children's shampoo industry reach 23 brands with more than one hundred of product variants.

Table 1. Contribution of toiletries needs to total sales of toiletries needs on 2014

Toiletries Needs	Total Contribution 2014
Shampoo	44%
Cologne	22%
Toothpaste	26%
Bath Soap	8%

Source: Retail Audit Nielsen, 2016

Currently children's shampoo industry is led by two big companies namely PT. Kino Indonesia Tbk and PT Cussons Indonesia. PT Kino Indonesia Tbk controls the market share of children's shampoo by 43% and has three brands of children shampoo namely Eskulin Kids, B & B Kids and Master Kids. While PT Cussons Kids controls 20% of market share with Cussons Kids products. Meanwhile, PT Lion Wings sells Kodomo brand with 13% market share and the rest is held by PT Joenoes Ikamulya through Dee-dee, PT Unilever Indonesia with Zwitsal brand and others. Increasing competition in the child shampoo market can be seen from the trend of sales in each brand. Eskulin Kids sales have increased sales from 2014 to 2015. In 2014, Eskulin Kids shifts the market niche of Cussons Kids and continues to increase sales until 2015. But in 2016 Eskulin Kids sales per month stagnated. A marketing strategy that a company can do in terms of determining a company about how to place its sales, what market segment is its target market is the marketing mix.

According to Kotler and Keller (2012), the marketing mix consists of four elements: product, price, place and promotion. The four elements have different roles to the competition and the development of demand. Eskulin Kids offer several variants, quality, packaging size, different packaging design. Eskulin Kids offers four product variants that use the Disney category as the name of the variant, the quality of the product in accordance with the function of different products such as to keep hair healthy, fresh, soft and provide additional nutrition. It also offers different packaging sizes of 100ml and 200ml, with images of Disney characters packaged. Cussons Kids also offers four product variants, but the naming of its product variants is more emphasis on the function of each product. Pictures on the packaging also contain cartoon characters but not with Disney cartoon characters. Another case with Kodomo Kids, this product offers a variant of fresh fruit in each product and displaying Kodomo's own cartoon characters in each packaging of its product variants. The differences in every aspect of the

product elements show varying customer demands over time and each company seeks to generate consumer appeal to each of its products. Price is one of the sensitive marketing mix elements because consumers are charged directly for the amount to be paid in order to get the product or service (Pour et.al 2013). Eskulin Kids, Cussons Kids and Kodomo have different pricing strategies. Cussons Kids has a higher price compared to Eskulin Kids and Kodomo offers the lowest price compared to the others. The price range of the three brands lies in the range of IDR 11,900 to IDR 16,900 (Table 2). The price range that is not too wide show that the level of price competition is very tight. As a product of toiletries that have a high frequency of use, the availability of products in various places is also an important concern. The selection of appropriate sales locations and product selection in each sales location is a goal to reach the target market that will affect the sales volume later. Differences in different marketing mix strategies from each company greatly influence consumer purchase decisions and brand equity that are formed. Based on research Istiharini and Umar (2009), marketing mix has a significant influence on brand equity. Yoo et al. 2000 says that brand equity is not only shaped by brand equity dimensions such as brand awareness, brand associations, quality impressions and brand loyalty, but also shaped by the marketing mix. In addition to the combination of a strong marketing mix and brand equity, consumer confidence in brands also plays an important role and contributes to increasing consumer loyalty (Lau et.al 1999). Therefore, PT Kino Indonesia Tbk needs to analyze relationship of marketing mix strategy of Eskulin Kids in order to create strong brand equity and positive consumer confidence that made consumer loyal to Eskulin Kids shampoo product.

Table 2. Consumer buying price of Eskulin Kids, Cussons Kids and Kodomo

Company	Product Name	Consumer Buying Price (IDR)
PT.Kino Indonesia Tbk	Eskulin Kids Shampoo Fairies (200 ml)	Rp. 14,500
	Eskulin Kids Shampoo Frozen (200 ml)	Rp. 16,900
	Eskulin Kids Shampoo Princess (200 ml)	Rp. 14,500
	Eskulin Kids Shampoo Disney (200 ml)	Rp. 14.500
PT. Cussons Indonesia	Cussons Kids Shampoo Soft & Smooth (200 ml)	Rp. 15,900
	Cussons Kids Shampoo Fresh & Nourish (200 ml)	Rp. 15,900
PT. Lion Wings	Kodomo Shampoo Foaming Strawberry (180 ml)	Rp. 14,500
	Kodomo Shampoo Foaming Orange (180 ml)	Rp. 15,500
	Kodomo Shampoo Liquid Orange (200 ml)	Rp. 12,900
	Kodomo Shampoo Liquid Strawberry (200 ml)	Rp. 11,900
	Kodomo Shampoo Foaming Blueberry (200 ml)	Rp. 15.400

Source: Retail marketplace - Indomaretonline 2017

METHODOLOGY

This research was conducted in April-May 2017 conducted in Bogor, Indonesia. Site selection is based on population size and growth rate. BPS 2017 states that Bogor has the largest population (5,587,390 people) with the highest growth rate compared to other areas in West Java. The population in this study were mothers who had children with age range 5-11 in Bogor area. Sampling method using purposive sampling technique with the consideration of only consumers who know the information required only to be selected as respondents. The minimum sample size according to Hair et al, as cited by Ferdinand 2002 and Hoyle 1995 states that the number of samples used in SEM analysis ranges from 100 to 200 samples. Referring to the theory, the number of samples used in this study is 160 samples. Criteria of respondents in this study are as follows:

1. Housewives who have children with age range 5-11 years
2. Have bought Eskulin Kids shampoo products in the last 6 months
3. Respondents are decision makers in purchasing children's shampoo

Several variables that to be measured are about the demographic variable and consumer evaluation for Eskulin Kids element in marketing mix attributes, equity brand, brand trust and consumer loyalty. Demographic variables describe the profile of respondents by gender, age and household expenditure. The element of marketing mix in this research are price, advertisement, distribution and promotion. While the dimensions of brand equity are brand awareness, brand association and quality perception.

In this study, data measurement using Likert scale with five categories, which is divided as follows:

- A. 1 = Strongly Disagree
- B. 2 = Disagree
- C. 3 = Neutral
- D. 4 = Agree
- E. 5 = Strongly Agree

The variables to be used in this study will be converted to a number of questions in the questionnaire. Questionnaires will be divided into three parts:

- a. The first part is the section describing the demographic characteristics of the respondent, which includes name, age, gender of respondent, age of child, gender of child and household expenditure
- b. The second section contains useful filter questions to ensure that the respondents selected are the respondents who match the study criteria

- c. The third section contains statements that serve to measure the independent variables (product, price, promotion and distribution) and dependent variables (brand equity and customer loyalty).

Conceptual framework can be explained in Figure 2.

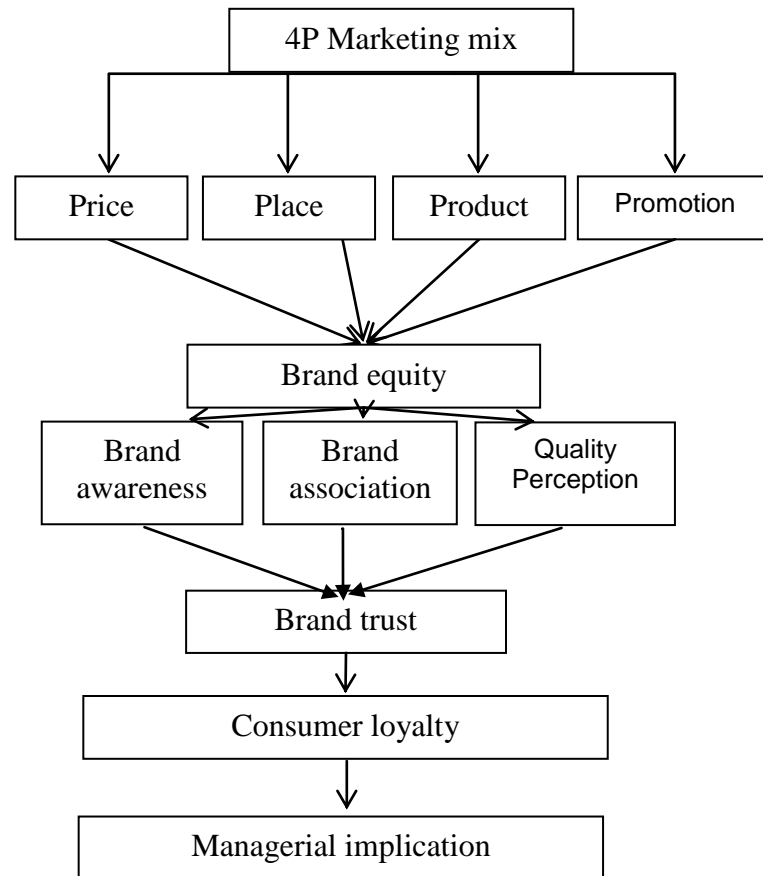


Figure 2. Conceptual Framework

Data processing in this research is divided into several analyses that is descriptive analysis and Partial Least Square-Structural Equation Modeling (SEM) with description as follows:

1. Descriptive analysis - Descriptive analysis is used to describe the distribution of data to determine the tendency in this study. The techniques used in this descriptive analysis are percentage, and average.
2. Analysis of PLS-SEM- According to Chin 1998, Partial Least Square is a powerful technique for analyzing latent variables that have multiple indicators on SEM. The superiority of analysis with PLS is not based on many assumptions. The data should not be multivariate normal distribution, can be used on the same model, the sample does not have to be large. PLS testing

can be done with the help of Semi PLS software. In the estimation of modeling parameters obtained by using Ordinary Least Square (OLS) is as follows:

1. Determine weight estimation (Weight Estimate) to assign score or calculate latent variable data.
2. Determine path estimates (estimates for inner and outer models) that connect between latent variables and loading estimation between latent variables and their indicators.
3. Determine the average estimate and location of parameters for indicators and latent variables.

RESULTS

Respondents' Overview

General description of respondents describes the characteristics of respondents in this study. Characteristics of respondents include demographic characteristics of respondent age, children age and gender. While social characteristics include the last education respondents, respondents job and the amount of household expenditure per month. Based on Indonesia Health Department 2009, age grouping is divided into three groups, namely adult age group (18-40 years old), middle adult (41-59 years old), and adult (≥ 60 years). The majority of respondents (72%) are in the early adult category, only 28% of respondents are in the middle adult category and no respondents are included in the advanced adult category. The age of the respondent's children is grouped into four, ie <6 years, 6 - 8 years, 9-12 years and > 12 years. The highest percentage is the age range of children 6 - 8 years that is as much as 65% with the level of education in grades 1-3 primary school level. Household expenditure is divided into 3 categories, namely expenditure above IDR 4.000.001, IDR 1.750.001 - IDR 4,000,000 and below IDR 1.750.000. Most household expenditures from respondents who are in the category of household expenditure amounting to IDR 1,750,000 - IDR 4,000,000 by 41%. While respondents who have household expenditure above IDR 4,000,000 are 21%. The detailed respondent overview can be seen from Table 3.

Table 3. Demographic respondent

Demographic	Total	Percentage (%)
Respondent's age		
18 – 40	115	72
41 – 59	45	28
≥ 60	0	0

Children's age		
< 6 year	4	3
6 – 8 year	104	65
9 – 12 year	49	31
>12 year	3	2
Children gender		
Female	99	62
Male	61	38
Household expenditure		
< Rp 1.750.000	60	38
Rp 1.750.001 – Rp 4.000.000	66	41
>Rp 4.000.001	34	21
Total	160	100

Table 3...

Table 4 describes the last purchase time of the respondent to buy Eskulin Kids shampoo in last 6 months and the purchase location. The most recent purchase time made by respondents is in the past 1-3 months (35%) but not significantly different with the number of respondents who made purchases in the last 1-2 weeks. The majority of respondents made the most purchases in supermarkets / hypermarkets (59%) and the second place was the minimarket (29%).

Table 4. Purchase time and location

Frequency of usage in last 6 month ago	Percentage (%)
1-2 times	31
3-4 times	13
5-6 times	35
>6 times	22
Supermarket/Hypermarket	59
Minimarket	29
Others	12

The Relationship Between Marketing Mix and Brand Equity

The Relationship Between Product and Brand Equity

After the data is collected and analyzed by using PLS-SEM method, the effect of the product on the brand equity dimension such as brand awareness, brand association and quality perception is presented in Table 5. The product has significant influence on brand association

and quality perception, it can be seen from t-test value above 1.96. The results show that the Eskulin Kids shampoo product is perceived that have better benefit for every child's hair type, safe to use and meet the consumer expectation. This impression embedded in the consumer as the brand association of Eskulin Kids. Kotler and Armstrong (2012) classify that product quality, product features and product design are the important product features. This is in line with the research of Erviana (2013) which states that high product quality will impacted to brand equity and will increase the number of customers. But from Table 5, the product is not significantly effect to brand awareness. The consumers were not aware which brand they used.

Table 5. Result test of marketing mix elements and brand equity

The relation between	Path coefficient	T Value	Note
Product -> Brand awareness	0.089	0.925	Not significant
Product-> Brand association	0.254	2.181	Significant
Product -> Quality perceived	0.181	1.648	Significant
Price-> Brand awareness	0.157	1.634	Significant
Price -> Brand association	0.132	1.420	Not significant
Price -> Quality perceived	0.342	3.869	Significant
Distribution -> Brand awareness	0.175	2.010	Significant
Distribution -> Brand association	0.243	2.684	Significant
Distribution -> Quality perceived	0.181	2.365	Significant
Promotion -> Brand awareness	0.460	5.483	Significant
Promotion -> Brand association	0.197	2.338	Significant
Promotion -> Quality perceived	0.219	2.554	Significant
Brand Awareness -> Brand Trust	0.228	2.178	Significant
Brand Association -> Brand Trust	0.376	3.676	Significant
Quality perceived -> Brand Trust	0.271	2.456	Significant
Brand Trust -> Customer Loyalty	0.587	6.273	Significant

T-Value of each relation is compared with T-Table (1.96) based on alpha error rate of 5%(0.05).

The Relationship Between Price and Brand Equity

Table 5 shows that the price is significantly affect to brand awareness and quality perception (t-value of 1.634 and 3.869 is higher than 1.96). So the price of Eskulin Kids is a decisive factor on brand awareness and quality perceptions of Eskulin Kids. Consumer knowledge on price is an important variable that influence the consumer perception about market and brand equity of product. In this study, the highest indicator of price that has the highest correlation to brand awareness is is the suitability of Eskulin Kids shampoo price with

the desired result, which means that consumers can received the price offered with the quality that will be received from the product. Against the perception of quality, the highest indicator of price is the suitability of Eskulin Kids shampoo price with product quality. Contrary with the t-test result of price influence on brand awareness and perception of quality, price has no significant effect to brand association. Price is not a decisive factor in the formation of Eskulin Kids shampoo association.

The Relationship Between Promotion and Brand Equity

The results in Table 5 showed that promotion has a t-value is above 1.96, which means that promotion has a significant relationship to brand equity dimensions (brand awareness, brand association and quality perception). The promotion of PT Kino Indonesia Tbk in introducing the Eskulin products is trough above the line promotion (television) and below the line promotion (on several distribution channels: supermarket/.minimarket/general trade). Promotions have been able to increase the consumer brand awareness of Eskulin Kids shampoo. This study is in accordance with Buil (2010) research which states that promotion is very important in creating brand equity.

The Relationship Between Distribution and Brand Equity

Distributions is significantly affect to brand awareness, brand associations and quality perceptions (Table 5), as indicated by t-test value is above 1.96. High product availability and visibility will have positive effect on the improvement of brand equity of Eskulin Kids shampoo. This is in accordance with research from Keller (2010) which states that distribution has an important role in the formation of brand associations and brand image. When the brand awareness and product availability increases, the market share is also increase.

The Relationship Brand Equity and Brand Trust

The Relationship Between Brand Awareness and Brand Trust

Based on the result of research, brand awareness has significantly relation to brand trust, t-test value is above 1.96. Strong awareness of Eskulin Kids will increase the consumer brand trust. The highest correlation between brand awareness and brand trust in this study is that Eskulin Kids is accepted as the top mind brand when buying the children's shampoo. This result is in accordance with research from Adianti (2012) which states that the higher brand awareness will have positive impact on consumer confidence. Conversely, the lower brand awareness will impact worst to brand trust.

The Relationship Between Brand Association and Brand Trust

Based on the results of analysis using PLS SEM in Table 5, the t-test value of brand association was above 1.96 that be concluded that the brand association has a significant effect on brand trust. The higher brand association has a significant effect on the brand trust. The highest contribution of brand association to brand trust is good quality of Eskulin Kids shampoo. This result is in line with Albari's (2007) study which states that associations can create positive attitudes and feelings to brand and consumer relationship.

The Relationship Between Quality Perception and Brand Trust

Based on the results in Table 5, the t-test value shows that quality perception is significantly impact to brand trust (t-value is above 1.96). The highest contribution of quality perception to brand is the better result of Eskulin Kids shampoo for all child's hair condition. Consumers perceived the Eskulin Kids shampoo provides better results for any type of child's hair condition. This result is in line with research Kieu (2016) which states that the perceived quality of a brand will be used as the consumer confidence in the brand. The quality impression influences the customer's confidence in the purchasing decisions that creates a strong reason for the consumer to buy.

The Relationship Between Brand Trust and Loyalty Customer

Based on the results, the brand trust has positive and significant impact on consumer loyalty. The higher consumer confidence on Eskulin Kids shampoo products create positive impact to consumer loyalty. Consumer trust in the brand will reduce the consumer uncertainty because the consumers not only need to know the brand but also need the security and honesty of that brand. This result is in line with Sari's (2013), Idrees et.al (2015) and Kabadayi et.al (2012) studies which state that brand trust has a positive and significant effect on loyalty levels. Brand trust is the basis for any relationship, especially long-term relationships between consumers and brands. Without trust, consumers will not be willing to use the brand. It will also have an impact to consumer loyalty. The highest contribution of brand trust to loyalty is the guarantee of Eskulin Kids shampoo that satisfies the consumer.

MANAGERIAL IMPLICATIONS

The managerial implications obtained from the results of this study can be seen in the Table 6.

Table 5. Managerial implications of PT Kino Indonesia Tbk

Research result	Managerial Implications
The relation of Promotion to brand equity related to TV, that already done with Eskulin Kids	<ul style="list-style-type: none"> • Renewal of advertising content that can be done is to display a piece of life that displays actual behavior of the activity in the process of selecting the shampoo up to the stage of use of shampoo or by comparing the benefits of products with other similar products. The content of the ads displayed is quite easy to remember and effectively reaches consumers • Selection of television channels and prime time in ad serving appropriate to the category of children and housewives
The relation of Distribution to brand equity	<ul style="list-style-type: none"> • Expand the distribution network by doing e-commerce to expand the target consumers. Turban et.al (2001) states that e-commerce is useful for companies to expand their national and international market share with minimal capital. • Ensure availability and visibility of Eskulin Kids shampoo products in every existing distribution channel
The relation of Product to brand equity	<ul style="list-style-type: none"> • Maintain the quality of Eskulin Kids shampoo products so that consumers do not switch to other brands • Creating product innovations related to different perfumes, product composition, product benefits etc. that are distinctive and distinctive compared to other brands or by creating new, more varied products for each targeted market segment
The relation of Price to brand equity	<ul style="list-style-type: none"> • Maintaining consumer loyalty to the price offered by PT Kino Indonesia Tbk by providing high quality so that consumers are difficult to move • Applying bundling price by offering special price for customers who buy in bulk or for customers who purchase toiletries products from PT. Kino Indonesia Tbk
The relation of dimension of brand equity with brand trust	<ul style="list-style-type: none"> • Eskulin Kids shampoo products must maintain their quality while maintaining a product image as a good quality shampoo product, better results for each type of hair fund man used to remain the consumer's first choice when buying children's shampoo • Promotion from below the line to above the line not only introducing Eskulin Kids shampoo products but also introducing other PT Kino Indonesia Tbk toiletries product
The relation of brand trust to customer loyalty	<ul style="list-style-type: none"> • Maintain the quality of Eskulin Kids shampoo products for Eskulin Kids Sampo products in accordance with cosmetic expectations and consumers still feel confident • PT Kino Indonesia Tbk must be oriented towards the fulfillment of consumer needs and satisfaction, can be done by marketing a product variant with usability that meets every child's hair needs

CONCLUSION

Based on the results, distribution and promotion affect all dimensions of brand equity of Eskulin Kids shampoo i.e. brand awareness, brand association and quality perception. While the products and prices only have significant effect on the brand equity dimension of Eskulin

Kids shampoo. The product only had a significant effect on brand association and quality perception while price only has positive effect on brand awareness and quality perception. In addition, all dimensions of Eskulin Kids brand equity (consumer awareness, brand association and quality perception) have significant and positive effect on brand trust. The higher brand equity of Eskulin Kids shampoo will positively impact to consumer trust and also impact to consumer loyalty. Based on the results of research, the strategy that can be done by PT. Kino Indonesia Tbk is to increase brand equity, brand trust and consumer loyalty by promoting the product through below the line and above the line to increase consumer awareness of Eskulin Kids shampoo, ensuring availability and visibility of products in various distribution channels so that consumers can easily purchase the products, maintaining the quality of products to suit the needs and consumer desire, product differentiation and innovation (new products or new fragrance) so that all encourage the consumer to make Eskulin Kids shampoo as their top of mind brand in children's shampoo products.

FUTURE RESEARCH

Future research is expected to expand the geographical area of observation. Different geographical area might have different consumer characteristic and behavior. Secondly, the other can be explored in future research are the attributes of latent variables. There are many aspects of the marketing activities that can be looked as latent variables of brand equity and marketing mix. Finally, this research is limited to a single brand of kid's shampoo. Therefore, future research who wants to conduct similar research regarding kid's shampoo is suggested to conduct the research on several brands so that have better picture of Indonesia's children shampoo market condition.

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