



The Influence of Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty on Purchase Intention Towards Bear Brand's Consumers

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Abstract: This study aims to determine the influence of brand awareness, perceived quality, brand association, and brand loyalty on purchase intention towards Bear Brand's consumers. This study uses primary data and the data used in this study were obtained. The data in this study were processed using the SPSS version 24 application. This study used a sample of 182 respondents who were Bear Brand's Consumers. The results of testing the hypothesis with the t-test explain that partially brand awareness, brand associations, and brand loyalty have a positive and significant effect on purchase intention. Meanwhile, perceived quality has no significant effect on purchase intention. In the results of the Anova test, it is known that there is an influence of brand awareness, perceived quality, brand associations, and brand loyalty on purchase intention in consumers of Bear Brand milk.

Keywords: Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, Purchase Intention.

INTRODUCTION

Bear Milk or Bear Brand is one liquid milk that has gone through a proper sterilization process so it has many benefits in its content. In addition, Bear Brand Milk is widely recognized by the people of Indonesia as a well-known brand of sterile milk drink produced by the Nestlé Company. Since the coronavirus pandemic (covid-19), the name of the Bear Brand Milk product has become increasingly well-known in Indonesia when the Indonesian people are experiencing the phenomenon of panic buying to buy this Bear Brand milk product, which causes a very significant price increase (kompas.com). The virality of people scrambling to buy Bear Brand milk caused an increase in the selling price from fifteen thousand rupiahs (Rp. 15,000.00) to eighteen thousand rupiahs (Rp. 18,000.00) for the price per can from the normal price below Rp. 10,000.00 per can (moneykompas.com). This phenomenon occurs because Bear Brand milk is considered efficacious for health, and immunity, and neutralizes toxins in public perception Bear Brand milk has a very strong and

well-known brand in the minds of the Indonesian people and receives positive views from its consumers because Bear Brand is considered is good quality sterile milk. However, the Indonesian Doctors Association (IDI) spoke up about the panic buying phenomenon that occurred in Bear Brand milk and stated that Bear Brand milk cannot treat Covid-19 directly because of the ingredients in it, and cannot kill the Coronavirus or SARS. -CoV-2 which causes the disease Covid-19.

Therefore, each of the various brands of dairy products that are available and sold, in general, have the same nutritional value and nutritional composition, as well as the same benefits to help maintain health and increase body immunity. Because no one type of milk has better benefits between one milk brand and another (rdk.fidkom.uinjkt.ac.id). In addition to the panic buying phenomenon, rumors are circulating in the community that consuming bear brand milk can neutralize the Covid-19 vaccine after carrying out the Covid-19 vaccination (merdeka.com). The fact is dr. Caroline, revealed that until now there had been no research findings related to the effect of consuming cow's milk by neutralizing the Covid-19 vaccine (www.alodokter.com). As for dr. Vina revealed that Bear brand milk can be consumed before or after the Covid-19 vaccine (www.sehat.com). Meanwhile, the benefits of bear milk itself during a covid pandemic are the same as milk in general, namely maintaining endurance. Because, every dairy product has the same content, namely containing protein, carbohydrates, minerals, vitamins, and fat.

Brand awareness, perceived quality, brand association, and brand loyalty are several factors or variables that can influence consumer or customer buying interest to buy a product or pay for a service. According to Mardalena et al., (2018), purchase intention is an action or individual behavior in selecting several alternatives. According to the understanding of Kinnear and Taylor (Fitria, 2018), part of the behavior or behavior of customers or consumers to consume or use a product or service and the tendency of consumers to be able to act before making a purchase decision, is called purchase intention.

According to Sampurno, et al., (2019), brand awareness is the ability of consumers to recognize or remember a brand label as a sign or characteristic of a product. Meanwhile, according to Mardalena et al., (2018), high or low brand awareness is related to the ability of customers or consumers to recognize brands or remember a brand for a particular type or product category. For example, when a customer or consumer thinks of a brand of toothpaste, the first product that comes to mind is Pepsodent because this brand has the highest brand awareness in the minds of the public or consumers. Research by Mardalena et al., (2018), found brand awareness has a positive effect on purchase intention.

The second factor is perceived quality which influences purchase intention. According to Widiarto (2021), perceived quality is defined as a view or feeling that represents consumer feelings for certain products. So the perception of quality makes it possible to increase the feeling of buying interest in an individual. Consumers who have good quality perceptions are intent on using a particular brand (Putri and Utama: 2021). The results of previous research by Putri and Utama (2021), perceived quality or perceived quality has a significant influence on purchase intention.

The third is the brand association factor that can influence purchase intention or purchase intention. As for the definition of brand association according to Kotler and Keller (2012: 482) in Rafikasari, F. T. (2020), namely all thoughts of consumers related to a brand, perceptions, feelings, experiences, images, attitudes, beliefs, and so on related to the brand node. For example the Apple brand, customers usually associate with electronics, iPhone for its smartphone output, Macbook for its laptop output, luxury, too expensive, and also Steve Jobs who is the founder. A study by Latipah et al., (2017), found brand associations influence purchase intention.

The fourth factor is brand loyalty which influences purchase intention. According to Aaker in Firdaus and Suhaeni (2020), brand loyalty is a customer or consumer attachment to a brand or customer loyalty to a brand. Meanwhile, according to Putri and Deniza (2018), brand loyalty is a strong commitment that exists in consumers to make repeated purchases of a brand in the future. For example, when a customer visits a store to buy the same product again, but the product runs out, the customer chooses to go home and not look for alternative products from other brands. This is a form of brand loyalty. Research by Lee et al., (2019), stated that brand loyalty influences purchase intention.

LITERATURE REVIEW

Purchase Intention

Mardalena et al., (2018), define purchase intention, which is an action or individual behavior in selecting several alternatives. Kinnear and Taylor in Fitria (2018), define buying interest, namely a part of consumer behavior, consumer tendency, and in consuming to act before making a purchase decision. The definition of buying interest according to Mada (2021), is a trait that arises when individuals have an inner desire to find out more about a product before buying it. Based on the understandings of previous researchers, the conclusion from the definition of buying interest that has been described by previous researchers is a desire and individual behavior to know the desired product before making a purchase decision. According to Ferdinand in Raharjo (2018) & Lee (2019), buying interest has four important indicators, namely: 1). The desire to buy a product when you see it. 2). The desire to have a product. 3). The desire to find out information about a product. 4). Making a product the main preference in buying interest.

Brand Awareness

Aaker (1997) in Santoso et al., (2018), define brand awareness or brand awareness as an individual's ability, namely as a potential buyer, to remember or recognize products in certain categories. According to Widiarto (2021), brand awareness has a goal, namely to differentiate brands in the minds of minds to create brand excellence. According to Gabriella and Sony (2021), brand awareness is defined as the point at which consumers acknowledge the existence of a particular brand or product. So brand awareness or brand awareness is an important factor to build a brand. Based on the understanding of previous researchers, it was concluded that brand awareness is the ability of individuals to be able to recognize brands and differentiate brands so that the existence of certain product brands is recognized by consumers. To Sampurno et al., (2019), brand awareness has four indicators: 1). Recall The ability of consumers to recall a brand. 2). Recognition: The ability of consumers to recognize a brand. 3). Purchase: Placement of a brand is the main choice. 4). Consumption: The ability of consumers to remember a brand when using another brand.

Perceived Quality

Ronny et al., (2019), define quality as an inherent characteristic of a service or product, where the characteristics of the service or product can be the fulfillment needed by consumers. According to Widiarto (2021), perceived quality is defined as a view or feeling that represents consumer feelings for certain products. So the perception of quality makes it possible to increase the feeling of buying interest in an individual. Consumers who have good quality perceptions are intent on using a particular brand (Putri and Utama: 2021). Based on the understandings of previous researchers, therefore the conclusion is perceived quality as a view that represents consumers based on the characteristics of a product. In Latipah et al., (2017), perceived quality has four indicators, namely: 1). Quality or product quality. 2). Product characteristics. 3). Product Consistency. 4). Product durability.

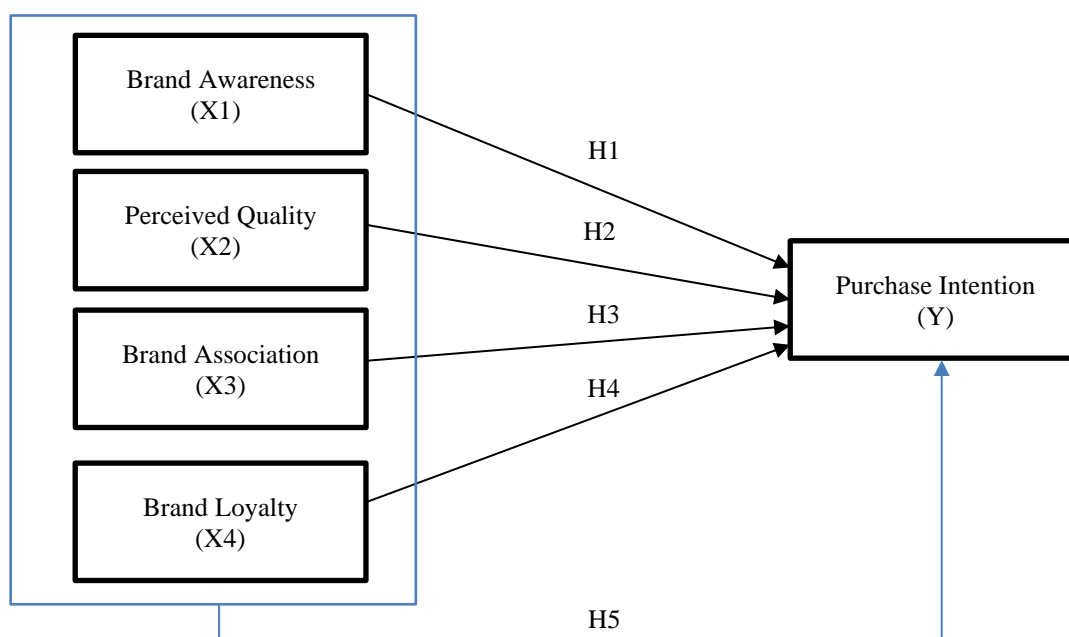
Brand Association

According to Ogunnaike et al., (2017) in Sariibu (2019), brand associations are defined as elements that exist in the brand and may be attached to the minds of consumers. Meanwhile, Kotler and Keller (2012: 482) in Rafikasari, F. T. (2020), define brand associations or brand associations covering everything related to the thoughts of a related brand, images, attitudes, feelings, experiences, perceptions, beliefs, and so on related with brand nodes. As for Humdiana (2005) in Nugroho's research (2022) brand associations are all things related to a memory of a brand. From previous understandings, the researcher concluded that brand association is all the thoughts, feelings, perceptions, experiences, and beliefs of consumers about all the elements that exist in a brand. In Wijaya (2018), brand association has four indicators, namely: 1). Attributes of a brand. 2). The personality of a brand. 3). The benefits of a brand. 4). The value of a brand.

Brand Loyalty

The definition of brand loyalty is based on Kotler and Keller's understanding in Hannief and Martini (2018), namely brand loyalty can provide benefits to companies, namely increasing demand which makes it easier for companies to predict demand levels, and can also be an obstacle that has the potential to make it difficult for other companies that similar to jumping in or starting to enter a market. In this case, consumers or customers who have a high sense of loyalty or loyalty to a brand, are usually loyal to a brand and are not easy to move to choose a different brand or another brand, including if anything happens to the brand of their choice, the consumer will remain loyal. According to Setiadi (2013) in Ngabiso et al., (2020), brand loyalty is defined as a person's loyalty to a brand. As for brand loyalty, according to Nugroho, et al., (2022), namely consumer attitudes can provide benefits for the brand, causing consumers to buy or use a brand consistently from time to time. Based on the understanding of experts and previous researchers, it can be concluded that brand loyalty is the loyal nature of consumers related to purchasing certain brands that are consistent from time to time. According to Firdaus (2020) & Lee (2019), indicators of brand loyalty are 1). Loyalty to a brand. 2). The desire to repurchase a brand. 3). Satisfaction with a brand. 4). Desire to recommend the brand.

Framework



Hypothesis:**H1** : Brand awareness influences purchase intention.**H2** : Perceived quality influences purchase intention.**H3** : Brand association influence purchase intention.**H4** : Brand loyalty influences purchase intention.**H5** : Brand awareness, perceived quality, brand associations, and brand loyalty influences purchase intention simultaneously.**RESEARCH METHODS**

This study aims to determine the influence of brand awareness, perceived quality, brand association, and brand loyalty on purchase intention in consumers of Bear Brand milk. This study uses primary data and the data used in this study were obtained. The data in this study were processed using the SPSS version 24 application. This study used a sample of 182 respondents who were Bear Brand's Consumers. So this research is descriptive with the quantitative method.

FINDINGS AND DISCUSSION

This Customers who became respondents were 61% female. 33% aged 17-25 years, 31% aged 26-40, 27% aged 41-50, 8% aged >50, and 1% aged <17. Then 36% worked as employees, 24% worked as students or college, 17% worked as housewives, 8% worked as entrepreneurs, 7% worked as civil servants, 7% worked as teachers or lecturers, and 1% worked as drivers online. Based on the results of the validity, reliability, and normality test using SPSS software, it is declared valid and reliable. Based on the normality test, it can be seen that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line, so it can be said that the residual data in the regression model between the variables of brand awareness (X1), perceived quality (X2), brand association (X3), brand loyalty (X4), and purchase intention (Y) are normally distributed. Based on the heteroscedasticity test, it can be seen that the points spread randomly or do not form a certain regular pattern, both above and below the number 0 on the Y axis, so it can be said that this test does not occur heteroscedasticity and the regression model is feasible to use. Based on the multicollinearity test, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is less than 10. So it can be said that this regression model is feasible to use because there is no multicollinearity between the independent variables.

Based on the table above, it can be seen that the R^2 value is 0.801, which means that the ability of the independent variables, namely Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty, in explaining the dependent variable, namely Purchase Intention is 80.1% and the remaining 19.9% is influenced by factors not examined in this study.

Table 1. Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 ^a	.801	.796	1.600
a. Predictors: (Constant), Brand Loyalty (X4), Brand Awareness (X1), Perceived Quality (X2), Brand Association (X3)				
b. Dependent Variable: Purchase Intention (Y)				

Based on the results of multiple linear regression analysis for a t-test with one sample test:

1. The Brand Awareness Variable (X1) has a significant value in the table of $0.001 < 0.025$, which means that the brand awareness variable has a significant effect on purchase intention. The coefficient value for the Market Orientation variable has a positive value of 0.200, which means that brand awareness has a positive influence on purchase intention. When there is an increase in the value of brand awareness which is higher, the purchase intention will increase. So from the results of this study, it can be concluded that H01 is rejected and Ha1 is accepted, which means that the Brand Awareness variable (X1) has a positive and significant effect on the intention to buy Bear Brand milk partially. The results of this study are in line with previous research, namely the results of a research according to Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019) entitled "Understanding purchase intention of university students towards skin care products", revealing that brand awareness has a positive influence on consumer purchase intention. When consumers have an awareness of a brand, they can easily remember some of its characteristics of the brand.
2. The coefficient value for the variable Perceived Quality has a positive value of 0.110, which means that perceived quality has a positive effect on purchase intention. When there is an increase in the perceived quality value, the purchase intention will increase. But statistically, the perceived quality variable (X2) has a significant value in the table of $0.043 > 0.025$, which means that the perceived quality variable has no significant effect on the purchase intention variable. So from the results of this study, it can be concluded that Ha2 is rejected and H02 is accepted, which means that the perceived quality variable (X2) has a positive effect but statistically the perceived quality variable (X2) has no significant effect on the intention to buy Bear Brand milk partially. The results of this study are not in line with the results of previous research, namely the results of research by Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019) entitled "Understanding purchase intention of university students towards skin care products", found that perceptions of quality have a positive relationship and significant with consumer purchase intention. According to his research quality is the most critical criterion when making a choice. Quality is an inherent characteristic of a product or service, in which the characteristics of the product or service can meet consumer needs. So the perception of quality allows for an increase in the sense of purchase intention within an individual. However, the results of this study are in line with the research of Adriano, K. E., & Cahyaningratri, C. (2022) entitled "The Influence of Brand Awareness and Perceived Quality on Brand Image and Their Impact on Purchase Intention" (Study on Consumers of Bata Shoes Products), found that perceptions of quality do not have a significant effect on purchase intention, research reveals that consumers tend to form perceptions based on personal experience. So that causes consumers not to want to accept the views of marketers in companies that want to shape consumer perceptions based on the wishes of the company. So that the perception of quality does not shape consumer interest in product purchases. In this study, I found the respondents' arguments as consumers of Bear Brand milk, that the quality and benefits of each milk contain the same content. It is better to find out beforehand the benefits of Bear Brand milk so that the milk does not become scarce when the panic buying phenomenon occurs and is still available for consumption by people who frequently consume it.
3. The brand association variable (X3) has a significant value in the table of $0.007 < 0.025$, which means that the brand association variable has a significant effect on the purchase intention variable. The coefficient value for the positive brand association variable is equal to 0.171, which means that brand associations have a positive influence on purchase intention. When there is an increase in the value of the brand association, the

purchase intention will increase. So from the results of this study, it can be concluded that H03 is rejected and Ha3 is accepted, which means that the brand association variable (X3) has a positive and significant effect on the intention to buy Bear Brand milk partially. The results of this study are in line with previous research, namely the study of Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019) entitled "Understanding purchase intention of university students towards skin care products", found that Brand Association was also shown to have a positive relationship with intention buy consumers. Brand associations offer consumers several benefits by helping them process or retrieve information, differentiate brands, create positive attitudes or feelings among consumers, and generate reasons to buy the brand. The brand association will result in a positive or negative brand image that influences the relationship that consumers build with the brand in terms of emotional attachment and perception, consequently influencing consumer buying interest.

4. The Brand Loyalty variable (X4) has a significant value in the table of $0.000 < 0.025$, which means that the brand loyalty variable has a significant effect on the purchase intention variable. The coefficient value for the brand loyalty variable which has a positive value is equal to 0.304, which means that brand loyalty has a positive influence on purchase intention. When there is an increase in the value of brand loyalty, the purchase intention will increase. So from the results of this study, it can be concluded that H04 is rejected and Ha4 is accepted, which means that the brand loyalty variable (X4) has a positive and significant effect on the intention to buy Bear Brand milk partially. The results of the study are in line with previous research by Lee, J. E., Goh, M. L., & Noor, M. N. B. M. (2019) entitled "Understanding purchase intention of university students towards skin care products", conducted further research and found that brand loyalty has a positive relationship with intention buy consumers. Consumers will choose to buy the same brand and stop switching to other brands.

Table 2. Multiple Linear Regression Analysis and t test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.012	.449		6.710	.000		
	Brand Awareness (X1)	.200	.058	.231	3.416	.001	.245	4.074
	Perceived Quality (X2)	.110	.054	.139	2.035	.043	.240	4.163
	Brand Association (X3)	.171	.063	.213	2.715	.007	.183	5.477
	Brand Loyalty (X4)	.304	.062	.369	4.911	.000	.199	5.013

a. Dependent Variable: Purchase Intention (Y)

Based on the table above, The conclusion from the results of the F test (ANOVA), the significant value is 0.000, which means the hypothesis that the variables Brand Awareness (X1), Perceived Quality (X2), Brand Association (X3), and Brand Loyalty (X4) affect the variable Purchase Intention (Y) with a significant value in the ANOVA table = 0 simultaneously. So hypothesis H05 is rejected, and Ha5 is accepted because there is at least one independent variable (brand awareness, perceived quality, brand association, and brand loyalty) that simultaneously influences the intention to buy Bear Brand milk with a significant value of 0.000.

Table 3. ANOVA

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1821.548	4	455.387	177.818	.000 ^b
	Residual	453.292	177	2.561		
	Total	2274.841	181			

a. Dependent Variable: Purchase Intention (Y)

b. Predictors: (Constant), Brand Loyalty (X4), Brand Awareness (X1), Perceived Quality (X2), Brand Association (X3)

CONCLUSION AND RECOMMENDATION

Conclusion

Based on and referring to the discussion of research results and data analysis that has been carried out from the influence of brand awareness or brand awareness, perceived quality, brand associations or brand associations, and brand loyalty or brand loyalty on purchase intention or interest in buying Bear Brand milk, by, Therefore, the following conclusions have been summarized:

1. Brand awareness variable (variable X1) has a significant value in table $0.001 < 0.025$. The value coefficient of the variable brand awareness or brand awareness which is positive is 0.200, which means that every time there is an added value from brand awareness or brand awareness, purchase intention increases so that brand awareness or brand awareness has a positive effect on purchase intention. So brand awareness or brand awareness has a positive and significant effect on purchase intention or purchase intention partially. From this significance value, it can be seen that popular brands are more likely to be recognized and will have a higher purchase intention than brands with low awareness. Based on this research, it was concluded that Bear Brand milk is a brand with strong brand awareness and is "Top of Mind".
2. The variable perceived quality or perceived quality (variable X2) has a significant value in the table, which is $0.043 > 0.025$. The value of perceived quality variable coefficient has a positive value of 0.110, which means that perceived quality has a positive influence on purchase intention. The perceived quality or perceived quality as a variable X2 has a positive influence but does not have a significant effect on purchase intention or purchase intention partially. Customers or consumers tend to want to feel the quality of a product based on their personal experience with a product. So perceived quality does not have a significant influence in shaping consumer buying interest. In this study, consumers of Bear Brand milk felt the quality and benefits of each ingredient in the milk. So that the interest formed by Bear Brand milk consumers to consume Bear Brand milk is those who often consume Bear Brand milk compared to other brands, not because of perceived quality. So it was concluded from the data analysis that consumers of Bear Brand milk had a positive quality perception of Bear Brand milk but did not have a significant effect on forming an interest in buying Bear Brand milk.
3. The brand association variable (X3) has a significant value in the table of $0.007 < 0.025$. The value of the coefficient for the brand association variable which has a positive value is equal to 0.171, which means that brand associations have a positive influence on purchase intention. Brand association has a positive and significant effect on purchase intention partially. Brand association will result in a positive or negative brand image that influences the relationship that consumers build with the brand in terms of emotional attachment and perception, consequently influencing consumer buying interest. From the data analysis, it was concluded that Bear Brand has built a positive brand association.

4. The variable brand loyalty or brand loyalty (X4) has significance in table 0.000 <0.025. The value of coefficient for brand loyalty has a positive value of 0.304, which means that brand loyalty has a positive influence on purchase intention. Brand loyalty has a positive and significant effect on purchase intention partially. Loyal customers will not judge a brand: instead, they will buy it based on their experience with the brand. In conclusion, the brand loyalty that has been built by Bear Brand has had a positive impact on the company.
5. Brand awareness, perceived quality, brand association, and brand loyalty have at least one of these independent variables that influence the intention to buy Bear Brand milk simultaneously with a significant value of 0.000. The conclusion is that Brand Equity which includes brand awareness, quality perception, brand association, and brand loyalty has been successfully built, formed by Bear Brand, and has been embedded in the minds of Bear Brand milk consumers.

Recommendation

1. For Companies: The results of this research can be used as a basis for maintaining and improving the company's marketing strategy which has been very well formed. Bear Brand can provide attractive promos to maintain brand loyalty that has been built so that consumers do not turn away amidst the emergence of other pure milk brands that use price promotions to attract the attention of similar consumer segments. Bear Brand can always be innovative in designing and displaying unique and attractive advertisements so that it can increase brand awareness and strengthen brand associations that have the potential to attract consumer attention so that it can further expand its consumers. Because in this study the perception of quality has no significant effect on the intention to buy Bear Brand milk, it is suggested that Bear Brand can provide and improve education to the public regarding the quality, benefits, and composition of the milk contained therein, so that Bear Brand can provide maximum value to its consumers. With this education, it is hoped that the panic buying phenomenon which has caused a shortage of Bear Brand milk will not occur again in the future. Bear Brand can also maintain a positive perception by maintaining the quality of its products.
2. For further researchers: Future researchers are advised to conduct better research with different products from different industries. Future researchers are also advised to examine other variables that have the potential to influence purchase intention such as packaging semiotics, brand experience, brand trust, and so on which were not examined in this study. Future researchers are also advised to add more specific respondent profiles such as respondent demographics, region, and so on to know more specifically the market segmentation of a product. Future studies can conduct research on an international scale by including more respondents from various countries and also recruiting more male respondents. These factors will contribute to producing more convincing results that can be generalized to the entire population of Bear Brand milk consumers.

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