

The influence of advertising appeal and brand image on brand awareness of Bango soy sauce

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ABSTRACT

Background: This study aims to investigate the impact of advertising appeal, brand perception, age, education and income on Bango soy sauce brand awareness in the city of Surakarta. **Methods:** The study was conducted in the city of Surakarta, with 100 participants selected on the basis of certain criteria, including residence in the city of Surakarta, exposure to Bango soy sauce advertising and at least one purchase of the product in the previous month. An online questionnaire distributed via Google Forms was used to collect data. Linear regression analysis was used to analyze the data collected. **Results:** The results showed that advertising attractiveness, brand awareness and age positively and significantly influenced Bango soy sauce brand awareness in Surakarta, while education and income did not influence Bango soy sauce brand awareness in Surakarta. **Conclusion:** Advertising proved to be the most influential factor affecting Bango soy sauce brand awareness; therefore, increasing the attractiveness of advertisements could potentially increase consumer awareness of Bango soy sauce.

KEYWORDS: advertising; brand awareness; brand image; bango soy sauce; linear regression.

1. Introduction

In today's increasingly advanced era of globalization, companies are required to be able to compete with similar products in order to survive in the market. To achieve this, companies need to develop effective and efficient marketing strategies to win business competition, attract more consumers, and increase profits. In the face of fierce business competition, promotion is one of the marketing strategies that can be relied on in this increasingly modern technological era by using advertising. According to Rangkuti (2002) advertising is a method for communication in the form of introducing a product, providing the perception of a product and increasing awareness.

Purwandari (2007) explains that soy sauce is a black liquid seasoning with a unique taste and aroma. Given the importance of soy sauce in improving the taste of dishes, public demand for this product is getting higher. This condition has an impact on the market potential of soy sauce in Indonesia and triggers competition among companies that produce soy sauce.

Bango is a sweet soy sauce brand produced by PT Anugrah Setia Lestari for PT Unilever Indonesia Tbk. In facing competition with other soy sauce products and other products, Bango carries out its marketing strategy by using advertising as a medium of

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promotion and also uses a brand image in its promotion, namely "Malika" to increase consumer interest. Bango ranks 10th largest advertising expenditure, which means Bango does considerable advertising and Bango is the only soy sauce brand in Indonesia that has the largest advertising expenditure.

Bango brand sweet soy sauce occupies the top position as the most recognized brand with a percentage of 62.6%. Firmansyah (2019) states that brand image is the perception and feelings of consumers when they hear or see a brand. A positive image in the minds of consumers increases the likelihood of a purchase. A strong brand is also the foundation for building a positive image of the company. Maulidah *et al.* (2014) explain that improving brand image is one of the strategies that companies can use to achieve sales targets, as well as maintain and compete with other companies based on the brand image that has been formed in the minds of consumers.

Durianto *et al.* (2004) explains that brand awareness refers to the capacity of consumers to identify and remember a brand as part of a particular type of product. This is also done by the Bango soy sauce company with the aim of getting recognition from consumers that Bango is a brand or brand of soy sauce. So that when consumers need soy sauce products, the brand they choose is Bango as top of mind in the minds of consumers.

Bango soy sauce is a soy sauce brand that is the top brand in Indonesia according to the 2020 Top Brand Award. In Surakarta City, there are many food stalls that sell Surakarta specialties and install banners or banners in front of their stalls. The banners or banners include promotions or advertisements from soy sauce product brands, namely Lombok Gandaria soy sauce, while those that advertise Bango brand soy sauce are rarely found or even difficult to find. Therefore, the incessant promotion of other soy sauce brands in Surakarta City is expected to affect the brand awareness of Bango soy sauce as the top brand of soy sauce. Bango soy sauce itself has conducted marketing promotions through advertisements in various media and maintained quality from year to year to maintain its brand image. It needs to be studied whether the advertisements offered by Bango soy sauce and also a good brand image can affect brand awareness or brand awareness of Bango soy sauce as the top brand of soy sauce in Surakarta City.

2. Methods

This research adopts descriptive and analytical methods as its main approach. The research location was purposively selected in Surakarta City. The sample was selected using non-probability sampling method, mainly through purposive sampling technique. The sample selection was based on criteria relevant to the research objectives, namely residents of Surakarta City who have recognized Bango Soy sauce advertisements and have purchased the product at least once in the last month. According to Riduwan (2004 in Wicaksono and Jojok 2014), because the population is not known with certainty, the sample size is determined using the Unknown Population formula, with a sample size of 100 respondents. Data collection was carried out through questionnaires distributed online using Google Forms.

This research involves instrument testing through validity and reliability tests. Data analysis is carried out with classical assumption tests to ensure that the model used is close to reality. The classical assumption tests used include Normality Test, Heteroscedasticity Test, and Multicollinearity Test. Furthermore, multiple linear regression analysis was conducted. According to Yan and Xiao (2009), the main purpose of multiple linear regression analysis is to find a linear relationship between the dependent variable and several independent variables. Based on the variables used in the study, the model was obtained:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e \quad (\text{Eq. 1})$$

Description:

- Y = Brand Awareness of Bango Soy sauce
 α = Constant
 X1 = Advertising attractiveness
 X2 = Brand Image
 X3 = Age
 X4 = Education
 X5 = Income
 b1 = Advertising attractiveness regression coefficient
 b2 = Brand Image regression coefficient
 b3 = Age regression coefficient
 b4 = Education regression coefficient
 b5 = Income regression coefficient
 e = Error

Hypothesis testing in this study involves three types of tests, namely the coefficient of determination (R^2) test, simultaneous test (F test), and partial test (t test). The coefficient of determination is used to measure the extent to which the explanatory variables affect the response variable. According to Ghazali (2005), the F test is used to assess whether the independent variables as a whole have a significant influence on the dependent variable. Meanwhile, Suyono (2018) explains that the t-test is used to test the significant effect of each independent variable on the dependent variable individually.

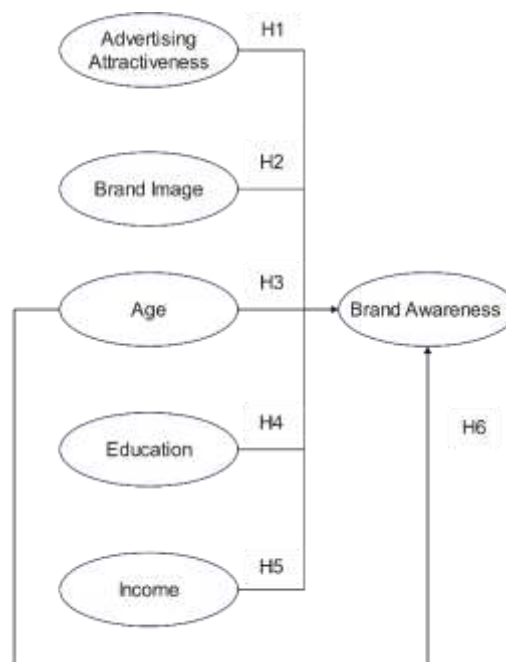


Fig 1. Research model

3. Results and Discussion

3.1 State of competition of soy sauce brands in Surakarta City

In Surakarta City, there are many stalls, shops, minimarkets, supermarkets, and markets that provide various brands of soy sauce products, including Bango, ABC, Indofood, Sedaap, Lombok Gandaria, Black Gold, and others. The presence of these various

brands of soy sauce products creates competition among them. Bango soy sauce is widely available to consumers, mainly due to marketing efforts that are evenly distributed throughout Indonesia, especially in Surakarta City. Factors such as the taste, logo, packaging, and color of Bango soy sauce are considered attractive to consumers, so many choose to purchase this product.



Fig 2. Gandaria Lombok soy sauce banner

In Surakarta City, there is one local soy sauce brand, Lombok Gandaria, whose promotion is so intense that almost every corner of the street is found banners containing promotions from Lombok Gandaria Soy sauce, precisely in stalls or eating places in the Surakarta City area. Based on field observations, researchers only found Bango Soy sauce advertising promotions in shopping centers, not for billboards, billboards, or banners in food stalls. Although Lombok Gandaria brand soy sauce is more intensively promoted, soy sauce consumers in Surakarta City still choose Bango Soy sauce, especially for household consumption. Based on the results of responses from several respondents, they prefer Bango Soy sauce because the brand is easier to obtain, such as in small stalls that always provide Bango brand soy sauce. In addition, according to respondents, Bango soy sauce has a thicker and sweeter flavor quality so it tastes better than other soy sauce brands.

3.2 Respondent Characteristics

a. Gender

Table 1. Characteristics of respondents by gender

Gender	Quantity (Person)	Percentage (%)
Male	14	14
Female	86	86

Female respondents outnumbered male respondents by 86 people (86%). In households, women are responsible for the fulfillment of all needs including the provision of consumption, especially soy sauce.

b. Age

Table 2. Characteristics of respondents by age

Age (years)	Quantity (Person)	Percentage (%)
2 – 10	0	0
11 – 19	6	6
20 – 60	94	94
>60	0	0
Total	100	100

The most respondents are in the age group 20 - 60 years with a total of 94 people (94%). The majority of respondents met are adults where they can make their own decisions in purchasing decisions, especially soy sauce products, they can determine for themselves what brand of soy sauce suits their desires or interests.

c. Region of residence

Table 3. Characteristics of respondents by area of residence

District	Quantity (Person)	Percentage (%)
Laweyan	20	20
Serengan	20	20
Pasar Kliwon	20	20
Jebres	20	20
Banjarsari	20	20
Total	100	100

A total of 100 respondents in this study were spread across all sub-districts in Surakarta City. This is because the researcher divided the research location based on 5 sub-districts. The distribution of the number of respondents in all areas of Surakarta City evenly illustrates that Bango Soy sauce is consumed by people in the Surakarta City area.

d. Last education level

Table 4. Characteristics of respondents by last education level

Last Education Level	Quantity (Person)	Percentage (%)
Elementary School	2	2
Junior High School	9	9
Senior High School	63	63
D3/equivalent	6	6
S1 / Bachelor's Degree	19	19
Others	1	1
Total	100	100

The majority of respondents have completed their education at the SMA / SMK level or are currently in education. A person who has a higher education will have broad knowledge and insight into a product, in this case a person can determine purchasing decisions on soy sauce products and choose what brand of soy sauce products consumers think are in accordance with what they want.

e. Type of work

Most respondents are respondents who are still students and also work as entrepreneurs. This research uses an online google form, so it is difficult to reach housewives because many are technology illiterate and do not understand how to fill out a questionnaire via google form.

Table 5. Characteristics of respondents by type of work

Type of Work	Quantity (Person)	Percentage (%)
Student	48	48
Civil Servants	3	3
Private Employee	14	14
Entrepreneur	22	22
Housewife	11	11
Others	2	2
Total	100	100

f. Income Per Month

Table 6. Characteristics of respondents by income per month

Income (Rp)	Quantity (Person)	Percentage (%)
< 1.000.000	63	63
1.000.000 – 2.000.000	21	21
2.000.000 – 3.000.000	10	10
3.000.000 – 4.000.000	5	5
>4.000.000	1	1
Jumlah	100	100

Of the total respondents, 63 had incomes below IDR 1,000,000 (see Table 6). This shows that consumers of Bango soy sauce tend to come from middle to lower income groups. The impact of the Covid-19 pandemic has caused many people, both those working in the informal and formal sectors, to lose their jobs, leading to a decrease in income. Soy sauce is not categorized as a luxury item, making it accessible to a wide range of people.

g. Respondent behavior in purchasing Bango soy sauce

Table 7. Respondents based on consumer behavior

Consumer Behavior	Description	Jumlah (Orang)
Frequency seeing Bango Soy sauce advertisements in the last month	1 times	15
	2 times	13
	3 times	16
	4 times	12
	≥5 times	44
Media/place of Bango Soy sauce advertisement airing	Television	94
	Social Media	21
	Restaurant/dining house	11
	Billboards	10
	Shopping Center	39
Frequency of buying Bango Soy sauce in the last month	1 times	37
	2 times	27
	3 times	17
	4 times	7
	≥5 times	12
When was the last time you bought Bango Soy sauce	<1 weeks	34
	1-2 weeks	30
	3-4 weeks	26
	>1 month	10

A total of 44 respondents saw advertising impressions > 5 times in the last month. the media most seen by respondents on Bango Soy sauce advertisements is television media as many as 94 respondents. Based on the 100 respondents studied in this study, 37 respondents have bought Bango soy sauce once in the past month. 34 respondents out of 100 respondents bought Bango soy sauce within <1 week ago. Therefore, it can be said that Bango soy sauce is a soy sauce brand that consumers use to fulfill their daily consumption materials.

3.3 Instrument test results

a. Validity and reliability test

Table 8. Validity test results

Variables	Questions Item	R counts	R table	Description
(X ₁)	X1.1	0,463	0,361	Valid
Advertising	X1.2	0,467	0,361	Valid
Attractiveness	X1.3	0,523	0,361	Valid
	X1.4	0,372	0,361	Valid
(X ₂)	X2.1	0,470	0,361	Valid
Brand Image	X2.2	0,424	0,361	Valid
	X2.3	0,508	0,361	Valid
(Ŷ)	Y1	0,650	0,361	Valid
Brand	Y2	0,480	0,361	Valid
Awareness	Y3	0,555	0,361	Valid

Table 9. Reliability test results

Variables	Questions Item	Cronbach Alpha	Reliability Standard	Description
(X ₁)	X1.1	0,796	0,60	Valid
Advertising	X1.2	0,796	0,60	Valid
Attractiveness	X1.3	0,787	0,60	Valid
	X1.4	0,810	0,60	Valid
(X ₂)	X2.1	0,790	0,60	Valid
Brand Image	X2.2	0,797	0,60	Valid
	X2.3	0,786	0,60	Valid
(Ŷ)	Y1	0,777	0,60	Valid
Brand	Y2	0,798	0,60	Valid
Awareness	Y3	0,780	0,60	Valid

Each variable is represented by 3-4 statements. All statements of each variable have a calculated r value > 0.361, as shown in Table 8. This indicates that all questions in the questionnaire are considered valid, meaning that the questionnaire includes questions that are interrelated with the intended concept. Table 9 shows that all question items in the variables have Cronbach Alpha values > 0.60, indicating consistency in respondents' answers to these questions, which means that the answers do not change significantly to the question answer choices at different times.

3.4 Classical assumption test results

a. Normality test

Normality analysis is done through examination of the normal probability plot graph. From the graph, it can be seen that the data is evenly distributed around the diagonal line and follows the line pattern. This indicates that the regression model in this study has a normal distribution.

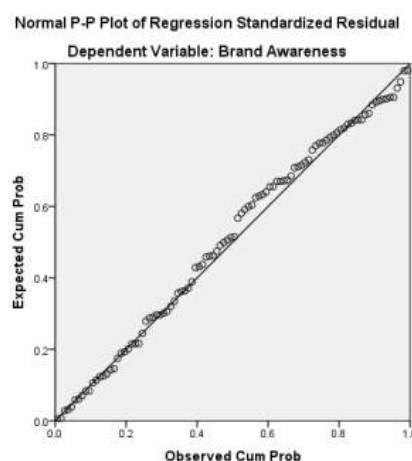


Fig 3. P-plot normality test results

b. Multicollinearity test

Table 10. Multicollinearity test results

Variables	Collinearity Statistics		Description
	Tolerance	VIF	
Advertising Attractiveness	0,634	1,577	No multicollinearity
Brand Image	0,700	1,429	No multicollinearity
Age	0,699	1,430	No multicollinearity
Education	0,651	1,536	No multicollinearity
Income	0,791	1,264	No multicollinearity

Variables such as advertising appeal, brand image, age, education level, and income show tolerance values > 0.1 and VIF values < 10 . This indicates that there is no multicollinearity problem in the regression model, so this model can be used in research on the effect of advertising appeal and brand image on brand awareness of Bango soy sauce in Surakarta City.

c. Heteroscedasticity test

Table 11. Heteroscedasticity test results glejser test

Variables	t	Sig.	Description
Advertising Attractiveness	- 1,111	0,269	No heteroscedasticity
Brand Image	0,056	0,955	No heteroscedasticity

The significance value of both variables exceeds the α value (0.05). These results indicate that the regression model used in this study is considered good because there is no indication of a heteroscedasticity problem.

3.5 Multiple linear regression analysis

Table 12. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant) ¹	3,501**	1,475	-	2,374	0,020
Advertising Attractiveness (X ₁)	0,246***	0,088	0,294	2,792	0,006
Brand Image (X ₂)	0,349***	0,110	0,318	3,177	0,002
Age (X ₃)	0,027*	0,016	0,171	1,712	0,090
Education (X ₄)	- 0,149 ^{ns}	0,179	- 0,086	-0,83	0,408
Income (X ₅)	0,216 ^{ns}	0,172	0,118	1,257	0,212
R ²	0,340				
Adjusted R ²	0,305				
F-count	9,694***				
Number of Observations	100				

Description :

*** : Significant at $\alpha = 1\%$ (0,01)

** : Significant at $\alpha = 5\%$ (0,05)

* : Significant at $\alpha = 10\%$ (0,1)

ns : Not significant

The relationship between the variables of advertising appeal, brand image, age, education and income on brand awareness of Bango Soy sauce in Surakarta City is shown by multiple linear regression functions and the regression equation formed is:

$$\hat{Y} = 3,501 + 0,246 X_1 + 0,349 X_2 + 0,027 X_3 - 0,149 X_4 + 0,216 X_5 \quad (\text{Eq. 2})$$

Descriptions:

- $\hat{Y}$: Brand Awareness Bango soy sauce
 X_1 : Advertising Attractiveness
 X_2 : Brand Image
 X_3 : Age
 X_4 : Education
 X_5 : Income

3.6 Hypothesis test results

a. Test coefficient of determination (R^2)

Based on the data in Table 12, an R^2 value of 0.340 is obtained, indicating that independent variables such as advertising appeal, brand image, age, education level, and income, are able to explain about 34% of the variation in the dependent variable (Bango Soy sauce brand awareness). The remaining 66% of the variation is explained by other factors that have not been investigated in this study.

b. Simultaneous test (F test)

Based on the information in Table 12, the calculated F value is 9.694, exceeding the critical value of 3.09 (F table). Based on the analysis, the significance value of the F test is 0.000, smaller than the significance level α (0.05). This indicates that simultaneously, all variables such as advertising appeal, brand image, age, education level, and income, have a significant influence on Bango Soy sauce brand awareness in Surakarta City. This finding is in line with research conducted by Malik et al. (2013), which found that brand image and advertising have a significant positive influence as well as a strong relationship with brand awareness, which may affect consumer behavior.

c. Partial test (t test)

The advertising attractiveness variable (X_1) shows a significance value of 0.006, which is lower than the value of α , indicating that this variable has a significant and positive influence. The analysis results show that the t value for the advertising attractiveness variable (X_1) exceeds the t table value, indicating that individually or partially, this variable has a significant impact on Bango Soy sauce brand awareness in Surakarta City. This finding is in line with previous research by Fatmayanti (2012) and Alhaddad (2015), which confirmed that advertising has a significant influence on brand awareness.

The brand image variable (X_2) shows a significance value of 0.002, which is smaller than the α value, indicating that this variable has a significant and positive influence. Based on the analysis, the t value for the brand image variable (X_2) exceeds the t table value, indicating that individually or partially, this variable has a significant impact on brand awareness of Bango soy sauce in Surakarta City. This finding is consistent with research conducted by Prahastika (2018) and Malik et al. (2013), which confirmed that brand image has a strong and significant influence on product brand awareness.

The age variable (X_3) shows a significance value of 0.090, which is lower than α , indicating that this variable has a significant influence on Bango Soy sauce brand awareness. Based on these results, the age variable (X_3) individually or partially affects the brand awareness of Bango soy sauce in Surakarta City. Meilani (2012) states that the more mature a person is, the greater their ability to make purchasing decisions and provide arguments for Bango soy sauce products, which ultimately affects a person's awareness of the brand.

The education variable (X4) has a significant value of $0.408 > \alpha$, so it can be said that education (X4) has no significant effect on brand awareness of Bango soy sauce. Based on the results obtained, it means that the education variable (X4) individually/partially has no real effect on Brand Awareness of Bango soy sauce in Surakarta City. The income variable (X5) has a significant value of $0.212 > \alpha$, so it can be said that income (X5) has no significant effect on brand awareness of Bango soy sauce. Based on the results obtained, it means that the income variable (X5) individually/partially has no significant effect on Brand Awareness of Bango soy sauce in Surakarta City.

One's education and income do not affect one's awareness of Bango soy sauce. Both people who are educated and have high and low incomes can all buy Bango soy sauce products. This happens because Bango soy sauce has a target market that is evenly distributed to all circles. Sampurna et al. (2020) state that consumers consider that the price of Bango soy sauce is cheap and the marketing of Bango soy sauce is evenly distributed throughout Indonesia, thus anyone can buy Bango soy sauce products.

From the results of the study, it can be seen that Bango soy sauce is in demand by young adults, most of whom are female. Bango Soy sauce according to respondents has a good thick and sweet taste that suits their taste, the price is right, easy to get, the packaging is right and safe, and the advertisements are attractive and memorable so that it will create a good image or image of Bango in the minds of consumers.

In this study, respondents saw Bango Soy sauce advertisements on television more than 5 times a month. With promotions in the form of advertisements both on television, supermarkets, and other platforms can increase public awareness of Bango soy sauce. Based on the research results, consumers with high brand awareness of Bango soy sauce will stay loyal to Bango soy sauce, prefer Bango soy sauce to other brands of soy sauce, and continue to make purchases in each month at least once a month to fulfill their daily food consumption needs.

4. Conclusions

The results of research on the influence of advertising appeal and brand image on brand awareness of Bango soy sauce in Surakarta city, it can be concluded that in overall, advertising appeal, brand image, age, education level, and income have a significant influence on brand awareness of Bango soy sauce in Surakarta city. individually, advertising appeal, brand image, and age have a positive effect on Bango soy sauce brand awareness in Surakarta city. however, education level and income do not have a positive influence individually on brand awareness of Bango soy sauce in Surakarta city. the results showed that advertising has the greatest influence on brand awareness of Bango soy sauce, the more attractive the advertisement, the higher consumer awareness of Bango soy sauce. therefore, it is recommended that the Bango soy sauce company increase product promotion efforts to maintain public awareness of the Bango soy sauce brand.

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