

References

- SendPulse. (2015). *What is Brand Preference: Basics*. Retrieved from SendPulse: <https://sendpulse.com/support/glossary/brand-preference>
- Admin. (2023, november 24). *lawaspect*. Retrieved from lawaspect: <https://lawaspect.com/company-background-toyota-motor-corporation/>
- Ahmad,A. And Thyagarai,K. (2015). Understanding the Influence of Brand Personality on Consumer Behaviour. *Journal of Advanced Management Science*, 38-43.
- al., S. e. (2017). Emotion Theories and Adolescent Well-Being: Results of an Online Intervention. 78-93.
- Association., A. M. (2023, March 21). *What is Marketing? — The Definition of Marketing*. Retrieved from AMA. : <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Biel, A. (2000). Converting image into equity. *Brand Equity and Advertising*, Lawrence Erlbaum Associates, Hillsdale, NJ.
- Boonghee Yoo, e. a. (2000). An Examination of Selected marketing Mix Elements and Brand Equity. *Academy of Marketing Science Journal*, 28, No 2, 195-211.
- Bougie, S. (2016). Research Methods for Business. In S. &. *research Methods for Business*, 420.
- Celik, G. T., & Oral, E. L. (2016). Big Five and Organizational Commitment – The Case of Turkish Construction Professionals. *Human Resource Management Research*.
- Charitomeni Tsordia, D. P. (2018). Building a sponsor’s equity through brand personality: perceptions of fans and rivals. *sport,business and management*, 454-468.
- Chomvilailuk, R., and Butcher, K. (2010). Enhancing Brand Preference Through Corporate Social Responsibility Initiatives in the Thai Banking Sector. *Journal of Marketing and Logistic*, 22(3), 397-418.
- Cronje, GJ, Du Toit GS, Motlatla, & MDC, Marais, A de K. . (2007). Introduction to Business Management. *Cape Town: Oxford University Press*, 283.
- Davies, G., Rojas-mendez, J.L., Whelan, S., Mete, M. and Loo, T. (2018). Brand Personality:Theory and Dimensionality. *Journal of Product and Brand Management*, 27 No 2, 115-127.
- Dewi, N. M. (2020). ANALISIS PENGARUH ATMOSPHERICS, FOOD QUALITY, SERVICE QUALITY, DAN OTHER CUSTOMER TERHADAP BRAND

- PREFERENCE MELALUI BRAND IMAGE, CUSTOMER SATISFACTION, DAN BRAND TRUST PADA KONSUMEN RESTORAN X.O SUKI TUNJUNGAN PLAZA 4 SURABAYA. *UNIVERSITAS PELITA HARAPAN*, 42.
- Dhoni. (2021, 1 18). Retrieved from Autofun: <https://www.autofun.co.id/berita/10-merek-mobil-terlaris-di-indonesia-2020-mulai-toyota-hingga-wuling-22630>
- Elles. (2023, April 4). *Why is a Good Brand Image Important?* Retrieved from The Benefits of a Strong Brand Image: <https://www.unravelresearch.com/en/blog/why-is-a-good-brand-image-important-the-benefits-of-a-strong-brand-image>
- Fink, A. (2003). *The Survey Kit, 2nd ed.* Thousand Oaks, CA: Sage.
- Firmansyah, M. A. (2019). Pemasaran Produk dan Merek. *Buku Pemasaran Produk dan Merek*. Retrieved from https://www.researchgate.net/publication/334964919_Buku_Pemasaran_Produk_dan_Merek
- GAIKINDO. (2018). *Ramaikan Persaingan, Lima Merek Mobil Terlaris di Pasar Domestik Siapkan Target*. Retrieved from ww.gaikindo.or.id: <https://www.gaikindo.or.id/ramai-di-persaingan-pasar-lima-merek-terlaris-mobil-di-pasar-domestik-siapkan-target/>
- Gaikindo. (2021, October). *gaikindo*. Retrieved from gaikindo.or.id: <https://www.gaikindo.or.id/penjualan-mobil-pecahkan-rekor-sejak-2021-toyota-terlaris/>
- Gaikindo. (2023, 1). *10 Merek Mobil Terlaris di Indonesia 2022*. Retrieved from Gaikindo: <https://www.gaikindo.or.id/10-merek-mobil-terlaris-di-indonesia-2022/>
- GAIKINDO. (2023, juni). *China Susul Jepang dan Korea Merajai Otomotif Dunia*. Retrieved from GAIKINDO: <https://www.gaikindo.or.id/china-susul-jepang-dan-korea-merajai-otomotif-dunia/>
- Ghozali, P. H. (2020). *Metodologi penelitian kualitatif : analisis data kualitatif dengan program NVIVO 12*. Semarang: Yoga Pratama.
- Godey, B. (2022). Social media marketing efforts of luxury . *The role of novel instruments of brand communication and brand* , 4.
- GRENADA, J. (2018). IMPACT OF BRAND IMAGE, PERCEIVED PRICE AND PERCEIVED QUALITY TOWARDS BRAND PREFERENCE OF LVMH BRANDS. *Universitas Pelita Harapan Institutional Repository*, 73-74.

- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003). Customer repurchase intention: a general structural equation model. *European Journal of Marketing*, 37, 1762-800.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003). Customer repurchase intention: a general structural equation model. *European Journal of Marketing*, Vol. 37 Nos 11/12, 1762-800.
- Hossien Emari, Ali Jafari, and Mehdi Mogaddam. (2011). The mediatory impact of brand loyalty and brand image on brand equity. *Islamic Azad University, Bonab Branch, East Azerbaijan, Iran*.
- Ismail, A. a. (2019). Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms. *Open Journal of Business and Management*, Vol.8 No.1.
- Jara, M. &. (2012). Retail brand equity: conceptualization and measurement. *journal of retailing and consumer service*, 140-149.
- John, D.R., Loken, B., Kim, K. And Monga, A.B. (2006). Brand Concept Maps: a methodology for indentifying brand association networks. *Journal of Marketing Research*, 549-563.
- Kao, D. (2016). The moderating roles of ad claim type and rhetorical style in the ads of competitor brands for diluting the consumers. *Brand commitment to the existing brands, Asia Pacific Management Review*, Vol. 21 No. 1, 9-17.
- Karthikeyan, A. (2023, june 12). Marketing Strategies of Toyota: Merging Performance & Sustainability. *kemenperin*. (2021, Febuary 19). Retrieved from <https://www.kemenperin.go.id/>: <https://www.kemenperin.go.id/artikel/22297/Menperin:-Industri-Otomotif-Jadi-Sektor-Andalan-Ekonomi-Nasional>
- Kim, W., Ok, C. and Canter, D.D. (2010). Contingency variables for customer share of visits to full service restaurant. *International Journal of Hospitality Management*, 29 No.1, 136-147.
- Kinnear, T. C, dan Taylor, J. R. (2002). Riset Pemasaran (Terjemahan oleh Thamrin). *Jakarta: Erlangga, 3*.
- Koo, D. 2. (2003). Inter-relationship among store images, store satisfaction and store loyalty among korea discount retail patrens. *Asian pacific journal of marketing and logistics*, 42-71.
- Kotler, P., and Keller, K.L. . (2016). Marketing management,. *New Jersey:Pearson*

Prentice Hall, Inc, 415.

- Lamb, Charles W Jr, Hair, JF, McDaniel, C, Boshoff, & C, Terblanche, NS. (2007). *Marketing. Cape Town: Oxford University Press*, 7.
- Lee, S., Mogle, J., Jackson, C. L., & Buxton, O. M. (2019). What's not fair about work keeps me up: Perceived unfairness about work impairs sleep through negative work-to-family spillover. *Social Science Research*, 23-31.
- Lin, C. (2002). Segmenting customer brand preference: demographic or psychographic. *Journal of Product and Brand Management*, 11 No. 4, 249-68.
- Liu, F., Li, Mizerski, D. and Soh, H. (2012). Selfcongruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 922-937.
- Lo, A. S., Im, H. H., Chen, Y., & Qu, H. (2017). Building brand relationship quality among hotel loyalty program members. *International Journal of Contemporary Hospitality Management*, 29(1), 458–488. Retrieved from <https://doi.org/10.1108/IJCHM-06-2015-0283>
- Martínez, E. &. (2009). Modelling the brand extensions influence on brand image. *journal of business*, 50-60.
- Mishra, P. D. (2011). Brand: The impact factor. *Research Journal of Business Management*, 109-116.
- Mitchell, I., & Amioku, T. (2010). Brand preference factors in patronage and consumption of Nigerian Beer. *Columbia Journal of World Business*, 55-67.
- Perkasa, P. P. (n.d.). *Tentang Kami*. Retrieved from Pt Perintis Perkasa.
- Prof. Zehra Bozbay & Ass. Erdem Özkan. (2016). THE EFFECT OF BRAND PERSONALITY ON CONSUMERS' . *Istanbul University / School of Business, Department of Marketing.*, 3542-3550.
- PUTRI, A. M. (2023). PENGUKURAN BRAND INNOVATIVENESS DAN PERCEIVED BRAND QUALITY TERHADAP PERCEIVED VALUE SCARLETT WHITENING PADA PLATFORM TIKTOK MELALUI BRAND EXPERIENCE DAN BRAND PERSONALITY. *UNIVERSITAS PELITA HARAPAN*, 7.
- Rosyadi, M. Z. (2018). PENERAPAN METODE REGRESI RIDGE UNTUK MENGATASI MASALAH MULTIKOLINEARITAS PADA KASUS INDEKS PEMBANGUNAN MANUSIA DI PROVINSI JAWA TENGAH. *UNIVERSITAS ISLAM INDONESIA*, 10-18.
- Rutter, R., Lettice, F., & Nadeau, J. (2017). Brand personality in higher education:

- anthropomorphized university marketing communications. *Journal of Marketing for Higher Education*, 27(1), 19–39. Retrieved from <https://doi.org/10.1080/08841241.2016.1213346>
- sihombing, T. (2022, may). *Moladin*. Retrieved from Moladin.
- SIHOMBING, T. (2022, may 11). *Moladin*. Retrieved from Moladin: <https://moladin.com/blog/sejarah-toyota-di-indonesia/>
- Smith, E. N. (2017). motion Theories and Adolescent Well-Being: Results of an Online Intervention. *Results of an Online Intervention.*, 89-93.
- Su, N., & Reynolds, D. (2017). Effects of brand personality dimensions on consumers?. *International Journal of Hospitality Management*, 66 , 1–12. Retrieved from <https://doi.org/10.1016/j.ijhm.2017.06.006>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung.
- Sung, M.& Yang,S.U. (2008). Toward the model of university image: the influence of brand personality, external prestige, and reputation. *Journal of Public relations research*, 20 No 4, 357-376.
- Sürücü, L. &. (2020). VALIDITY AND RELIABILITY IN QUANTITATIVE RESEARCH. *Business and Management Studies: An International Journal*, 8(3), 2694–2726. Retrieved from <https://doi.org/10.15295/bmij.v8i3.1540>
- Tarver, E. (2023, July 1). *What is brand personality? how it works and examples*. Retrieved from Investopedia: <https://www.investopedia.com/terms/b/brand-personality.asp>
- Thimothy, S. (2021, Febuary 16). *What Is Brand Preference And How Do You Build It?* Retrieved from Forbes: <https://www.forbes.com/sites/theyec/2021/02/16/what-is-brand-preference-and-how-do-you-build-it/?sh=458ae9195ff0>
- Twin, A. (2023, may 10). *Marketing in Business: Strategies and Types explained*. Retrieved from Investopedia.: <https://www.investopedia.com/terms/m/marketing.asp>
- Utami, F. A. (2022, december 23). *Apa itu brand preference?* *Warta Ekonomi*. Retrieved from wartaekonomi: <https://wartaekonomi.co.id/read468516/apa-itu-brand-preference>
- Veloutsou, C. and Guzman, F. (2017). The evolution of brand management thinking over the last 25 years as recorded in the journal of product and brand management. *Journal of Product and Brand Management*, 26 No. 1, 2-12.
- Whan Park, C., MacInnis, D. J., Priester, J., Eisingerich, A. B.& Iac obucci, D. (2010).

Brand Attachment and brand attitude strenght:conceptual and empirical differentiation of two critical brand equity drivers. *journal marketing*, 76 No 6, 1-17.

Wijaya, B. S. (2013). Dimensions of Brand Image: A Conceptual Reviewfrom the Perspective of Brand Communication. *A Conceptual Reviewfrom the Perspective of Brand Communication*, 55-65.

Wiratna Sujarweni. (2018). *Statistik untuk bisnis dan ekonomi*. Yogyakarta : Pustaka Baru Press, 2018.

Yoo, B., Donthu, N. and Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28 No.2, 195-211.

Yusuf, A. M. (2014). *Metode Penelitian : Kuantitatif, Kualitatif & Penelitian gabungan*. Jakarta : Prenadamedia Group.

Zhang, Y. (2015). The impact of Brand Image on Consumer Behavior. *Open Journal of Business and Management*, 58-62.

