

**THE EFFECTS OF JINGLES ON BRAND AWARENESS AND  
PURCHASE INTENTION: A STUDY OF SUSU MURNI XYZ IN THE  
JABODETABEK AREA**



**THESIS**

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## ABSTRACT

The FMCG industry makes up a significant amount of trade in Indonesia, with numerous companies and brands fighting for their market share in each of their own industries. One of such ways for them to gain competitive advantage is through innovations, both of the products themselves and the ways in which they market their products. Such efforts generate creative ways of marketing, one of which being the use of jingles. Susu Murni XYZ is one example of an FMCG brand that implements jingles, paired with their door-to-door strategy using custom carts. However, the brand has faced a downturn in recent years, where less and less of their carts can be seen roaming the streets of towns in Java. In light of this, the research aims to examine the effects of Susu Murni XYZ's jingles on purchase intention, with brand awareness as its mediating variable.

The gaps identified in this research are empirical and population gaps, as there is no previous research regarding the effect of jingles on brand awareness and purchase intention in the scope of the dairy industry, as well as in the specific region of the Jabodetabek area. This research intends to use a quantitative approach by spreading questionnaires to 100 random respondents in the Jabodetabek area that meet the sampling criteria. The gathered data will be analyzed using the Structural Equation Model - Partial Least Squares (SEM-PLS) method and computed with the use of SmartPLS software.

*Keywords: Jingle, Brand Awareness, Purchase Intention, Dairy Industry*

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

Today, there are numerous industries responsible for the production, distribution, and sales of goods all over the world, where one of the most notable and massive industries among them are fast moving consumer goods. FMCGs are products that are sold quickly and at a relatively low cost (Malhotra, 2014). It is considered a very crucial industry as they make up a large portion of goods needed in everyday life, such as packaged foods, bottled water, toiletries, and even dairy products. It is true that their profit margins are relatively small, but that lack in margin per product is made up for in the quantity of products sold. In Indonesia alone, the FMCG industry contributes to 19.6% of the total household expenditures in the second quarter of 2024, and FMCG companies operating in Indonesia are faced with distributing their products to more than 2.5 million outlets nationally. According to Sinurat & Dirgantara (2021), The FMCG industry in Indonesia has had a significant increase over the past couple of years, with endeavors from both local and multinational companies. A contributing factor to this is the constant population growth of an already massive market in Indonesia. Data from *Badan Pusat Statistik* shows that the population of Indonesia has grown from 278,7 million in the first semester of 2023 to 281,6 million in the first semester of 2024. Due to the ever growing number of brands available in the FMCG industry, the competition between one another becomes increasingly competitive and saturated. As a result, companies are always trying new ways of outdoing one another. In doing so, innovations are one of the key factors in capturing a bigger market share. As time goes on, it becomes clear that relying on product innovation alone is no longer sufficient. Even the best of products may not achieve commercial success if people are not aware of the product itself. That leads companies and brands to innovate in other avenues, such as their marketing efforts.

An example of a unique approach in FMCG marketing in Indonesia is one carried out by Susu Murni XYZ, an Indonesian brand that can be considered as an old player in the Indonesian dairy industry, as the Semarang-based company that operates the brand has been in the business since 2000. This brand applies a personal selling strategy where salesmen in custom-made carts roam the streets of various city neighborhoods in the island of Java with their dairy products in ice-filled containers to bring and sell their goods straight to potential customers' doors, and they do so with their jingle playing in the background as they stroll along. Prior investigation shows that many perceive the Susu Murni XYZ brand to be more popular back in the 2000s and 2010s, with some even thinking that the brand is no longer available today due to the decrease of the brand's cart salesmen roaming the streets. The fact of the matter is, the company is still producing its products to this day as per the making of this research, and though not as many carts can be seen around the Jabodetabek area now than it was in their heyday, the remaining salesmen are still in full swing. Nowadays, their sales are significantly reduced due to more established dairy brands, such as Ultra Milk, Cimory and Greenfields, taking the market share through supermarket shelves and wholesales. The popularity of those brands are further accentuated in recent years here in Indonesia due to the continuous rise in the consumption of dairy-based coffee and tea products. This, along with the recent COVID-19 pandemic, forces Susu Murni XYZ to downsize their production and salesforce. Despite the setbacks, the company had still done endeavors such as increasing their flavor varieties and adding yogurt varieties to their product lineup.

Jingles, such as those implemented by Susu Murni XYZ, have long been used in the marketing strategies of brands and companies worldwide. Despite this, the topic of jingles has garnered significant attention in studies over the past decade, with research conducted both within Indonesia and internationally. These studies have explored the relationship and effects of jingles toward various brand equity-related aspects such as brand awareness, as well as consumer behavior-related aspects such as purchase intention. Achyarsyah et al. (2020) studied the effects of Pegipegi.com's

jingles on brand awareness. The results show that the jingle does have a positive and significant effect on brand awareness. Another study by Mustikasari et al. (2023) investigated the effects of Oreo's television-aired jingles on brand awareness. Their findings stated that the jingle also has a positive and significant effect on brand awareness, supporting the findings of the previous study. Furthermore, a very recent study on the influence of Lazada's jingle towards purchase intention with brand awareness as a mediating variable carried out by Halim & Qastharin (2024) concluded that the findings show a direct influence of purchase intention by brand awareness, as well as a positive and significant relationship between the three variables. Despite this, it is important to note that these studies are done specifically in regards to a single brand or company. All three of these studies also stated the limitations of their research, where population and scope is highly specific to their respective cases.

As such, jingles have been proven to be effective drivers of brand awareness and purchase intention on services and products that are readily available on store shelves. In light of this, it still leaves a question on whether or not the same effects hold true for Susu Murni XYZ's jingles. Unlike other similar products in the industry, Susu Murni XYZ's offerings are exclusively sold through traveling carts and are not available on store shelves. This makes it a unique case, mainly due to the nature of their customers not being able to plan their purchase ahead of time since the products are not readily available at stores. Thus, the product sales tend to have a heavy reliance on the spontaneity of the potential customers whenever a traveling cart comes to their neighborhood. This research intends to shed light on whether or not Susu Murni XYZ's jingle have a significant role in increasing brand awareness, and subsequently, on the purchase intention of people who randomly come across one of Susu Murni XYZ's traveling carts and hear their jingle play.

## **1.2 Research Problem and Research Gap**

In today's world, respected and well-established brands are in fierce competition with each other in their own fields. To add to the already difficult challenge, many new brands are joining the fight in an already tight and saturated market. In light of this, brands are always finding and trying new ways to bring forth their products to the world. Marketing has been a very potent tool in making a name for a brand or product and standing out from the rest of the pack. Companies use different marketing strategies and techniques to impress or create the need among the final customers (Karailievová, 2012). Jingles are one of the popular forms of marketing strategies, commonly implemented in advertisements.

Despite the already popular use of jingles in modern marketing efforts in recent times, there is insufficient information and understanding on whether it contributes to the increase in brand awareness and purchase intention in the dairy industry, and more specifically in the Jabodetabek area. Previous studies have only delved on the effects of jingles on non-dairy products and brands. With that in mind, there is an empirical and population gap in this case, as per the making of this research, in which further analysis will be needed to provide a comprehensive and specific understanding on the matter of Susu Murni XYZ's jingle. In turn, the findings of this research can be a factual reference in the development and implementation of future jingle endeavors on dairy brands and products.

## **1.3 Research Questions**

This research intends to understand the effects of implementing jingles on brand awareness, and the subsequent effects of brand awareness on the purchase intention toward Susu Murni XYZ in the Jabodetabek area. In doing so, the research questions are as follows:

1. How do jingles affect brand awareness of Susu Murni XYZ in the Jabodetabek area?



2. How does brand awareness affect the purchase intention toward Susu Murni XYZ in the Jabodetabek area?
3. How do jingles affect the purchase intention toward Susu Murni XYZ in the Jabodetabek area?

#### **1.4 Research Objectives**

Based on the research questions above, it can be concluded that the objectives of this research are as follows:

1. To analyze the effects of jingles on brand awareness of Susu Murni XYZ in the Jabodetabek area.
2. To analyze the effects of brand awareness on the purchase intention toward Susu Murni XYZ in the Jabodetabek area.
3. To analyze the effects of jingles on the purchase intention toward Susu Murni XYZ in the Jabodetabek area.

#### **1.5 Research Significance**

##### **1.5.1 Theoretical Benefits**

This research aims to provide insights and evidence that may be of use for readers on the topic of jingles and its effect on brand awareness and purchase intention, be it specifically on the dairy sector or in a more general scope of the location and country in which this research takes place.

##### **1.5.2 Practical Benefits**

This research aims to provide findings that can be utilized as insights for Susu Murni XYZ and other brands of similar nature to be used as consideration in their decision-making on the application of jingles to promote their products, as well as to act as an insight on the improvement of upcoming jingles. The points that are covered in this research may help to showcase the positive effects of jingles, as well as its shortcomings in past endeavors to be further developed upon in future use.

## **1.6 Research Outline**

This research consists of five total chapters, and its outlines are as follows:

1. The first chapter will discuss the background of the research, along with its respected problems, questions, objectives, significance, and outline.
2. The second chapter will discuss the relevant literature from past studies and secondary sources to further understand each variable that is included in the research, which are jingles, brand awareness, and purchase intention. Furthermore, findings from relevant previous studies are also stated and are used to form the hypotheses and theoretical framework.
3. The third chapter explains the methodologies of the research in detail, which includes the research design, the operating variables, the data collection method, as well as the data analysis techniques.
4. The fourth chapter discusses the data gathered from this research, as well as an analysis of the findings. This is then used to find answers for the research questions raised in the first chapter.
5. The fifth chapter concludes the research and its findings, and provides recommendations and suggestions for both relevant parties and future research endeavors.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Definitions of Variables**

##### **2.1.1 Jingle**

A jingle is a musical message written for a brand (Keller, 2013), and is used as a form of identification of products. It is mainly used in advertisements to create association of the consumers with a brand or product. It contains phrases and meanings that promotes and positions the particular product being advertised, with some including slogans to reinforce brand identity. Jingles create sensory branding through sound (Jain, P. & Jain, U., 2019), and it helps create the brand image as well as other marketing tools to promote the product and to make it memorable for consumers (Karailieová, 2012).

##### **2.1.2 Brand Awareness**

Brand awareness refers to the familiarity that someone has with a certain brand or product, to the extent where people can recall and recognize said brand or product without them necessarily being a consumer themselves. It is an asset affecting perceptions, likes, and even consumer behavior (Aaker, 2015). Brand awareness is essential for brands and products due to it being a big influence on the way potential consumers choose products, where a sense of familiarity tends to make consumers feel more inclined to pick a certain product rather than the others. Aaker (1996) categorizes brand awareness as one of the four dimensions of consumer-based brand equity (CBBE), with the other three being brand loyalty, brand associations, and perceived quality.

##### **2.1.2.1 Brand Loyalty**

Aaker (1996) defines brand loyalty as the measure of the link between the consumer and the brand, and the likelihood that the

customer may change brands when the brand undergoes a price or product change. Shahid et al. (2017) modernized the definition as the extent of the commitment of a customer to a brand and how many times they repeat their purchases for the same brand. A customer can be deemed loyal towards a certain brand when they keep repeating purchases of the same brand and are not easily swayed by other brands that offer similar products, sometimes to the extent of being indifferent to price changes. Loyalty to a certain brand often leads a person to associate themselves with the brand.

#### **2.1.2.2 Brand Associations**

According to Michel & Donthu (2014), brand associations occur when the consumer thinks about a brand and develops some type of association linked to the memory that one has about it. Keller (2003) categorizes brand associations as either attributes that relate to the product itself, or non-product related attributes linked to the purchase and consumption of the product, such as price information, product appearance, usage and user imagery. Aaker (1996) mentions that the greater the experience with the brand is, the greater the strength of the associations will become.

#### **2.1.2.3 Perceived Quality**

Perceived quality is defined by Aaker (1996) as the consumer's knowledge of the overall quality or superiority of a brand in comparison with others. Shahid et al. (2017) further stated that it is not always about the actual quality of the product, more so referring to the personal thought of a consumer about a certain brand or a product. Such is the case where Australian consumers retain relatively favorable thoughts on Mercedes-Benz automobiles despite confirmed

and factual reliability issues associated with some of their models (Jensen, 2007).

### 2.1.3 Purchase Intention

According to Turney & Littman (2003), purchase intention is the buyer’s prediction of which company he will select to buy from. It is further defined by Shah et al. (2012) that purchase intention is a kind of decision-making that studies the reason for a consumer to buy a particular brand. Montano & Kasprzyk (2015) stated that the importance of purchase intention lies in the fact that intentions are considered the key predictor of actual behavior. With that being said, Keller (2001) emphasized that many factors affect the consumer’s intention while selecting a product, and the decision lies on the consumers along with other factors such as their trust in a certain company and word-of-mouth recommendations.

## 2.2 List of Previous Research

After conducting searches from credible sources, shown on the table below are the list of previous research that discusses similar and relevant topics in regards to this research:

Table 2.1 List of Previous Research

No.	Research Title	Author and Year of Publication	Variables	Result and Key Findings
1	How Jingle Can Drive Brand Awareness	Achyarsyah, M., Hendrayati, H., & Amalia, F. (2020)	Jingle, Brand Awareness	The results concluded that Pegipegi.com’s jingle has a positive and significant effect on brand awareness.

- |   |                                                                                                                |                                                                      |                                             |                                                                                                                                                                                                                                      |
|---|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2 | The Effect of Jingle Exposure in Television Advertising on Brand Awareness in the Elaboration Likelihood Model | Mustikasari, R. P., Rahmawati, D. H., & Arviani, H. (2023)           | Jingle, Brand Awareness                     | The research found that the exposure to Oreo's television jingle advertisement has a positive and significant effect on brand awareness.                                                                                             |
| 3 | The Influence of Lazada's Jingle Towards Purchase Intention with Brand Awareness as the Mediating Variable     | Halim, A., & Qastharin, A. R. (2024)                                 | Jingle, Brand Awareness, Purchase Intention | The results stated that Lazada's jingle has a positive and significant effect on both brand awareness and purchase intention, as well as stating that purchase intention is directly influenced by brand awareness.                  |
| 4 | Neuromarketing Study: The Effect of Jingle on Consumer Behavior                                                | Fauzi, H., Rizqullah, R., Ariyanti, M., & Hadyningtyas, I. A. (2022) | Jingle, Consumer Behavior                   | The results showed that jingles stimulate short-term memory, positively influencing consumer behavior, with the implication that brands with top brand categories have a stronger influence on consumer preferences through jingles. |
| 5 | The Impact of Brand Awareness on the Consumers' Purchase Intention                                             | Shahid, Z., Hussain, T., & Zafar, F. (2017).                         | Brand Awareness, Purchase Intention         | The findings of the research concluded that brand awareness has a positive effect on purchase intention, further stating that a person is more likely to buy a product                                                               |

- if they know of the product prior to the purchase situation.
- 6 Does Brand Awareness influences Purchase Intention? The Mediation Role of Brand Equity Dimensions Azzari, V., & Pelissari, A. (2021) Brand Awareness, Brand Loyalty, Brand Associations, Perceived Quality, Purchase Intention The results stated that brand awareness has an indirect effect on purchase intention, where brand loyalty, brand associations, and perceived quality acts as the mediator between the two aforementioned variables.
  - 7 The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: the Case of MINI on Facebook Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013) Social Media Interaction, Brand Awareness, Purchase Intention The findings indicate that MINI's social media engagement has positive effects on both brand awareness and purchase intention. It is further stated that social media interactions affect peoples' purchase decision-making.
  - 8 The Relationship of Brand Equity to Purchase Intention Senthilnathan, S. (2012). Brand Equity, Purchase Intention The findings concluded that brand equity of a baby soap brand has a positively significant relationship with purchase intention.

## **2.3 Hypothesis Development**

### **2.3.1 The Effect of Jingles on Brand Awareness**

Achyarsyah et al. (2020) examined the effect of jingles on brand awareness on Pegipegi.com, an Indonesian online flight ticket booking site using a quantitative approach. The results stated that jingles have a positive and significant effect on brand awareness, specifically on Pegipegi.com in regards to their jingle. Another study on the effects of Lazada's jingle toward purchase intention with a brand awareness as its mediating variable by Halim & Qastharin (2024) concluded that jingles have a positive and significant effect toward brand awareness, specifically on Lazada in regards to their jingle. Therefore, the following hypothesis can be formed:

**H1: Jingles have a positive and significant effect on brand awareness**

### **2.3.2 The Effect of Brand Awareness on Purchase Intention**

A research carried out by Shahid et al. (2017) on the impact of brand awareness on consumers' purchase intention resulted in the conclusion that brand awareness positively affects purchase intention, where a person is more likely to buy a product if they know of the product prior to the purchase decision. Halim & Qastharin (2024) examined the effects of Lazada's jingle on purchase intention, using brand awareness as the mediating variable. The results stated that brand awareness has a direct influence toward purchase intention. Therefore, the following hypothesis can be formed:

**H2: Brand awareness has a positive and significant effect on purchase intention**

### **2.3.3 The Effect of Jingles on Purchase Intention**

The findings of a research done by Halim & Qastharin (2024) on Lazada's jingle on brand awareness and purchase intention stated that their

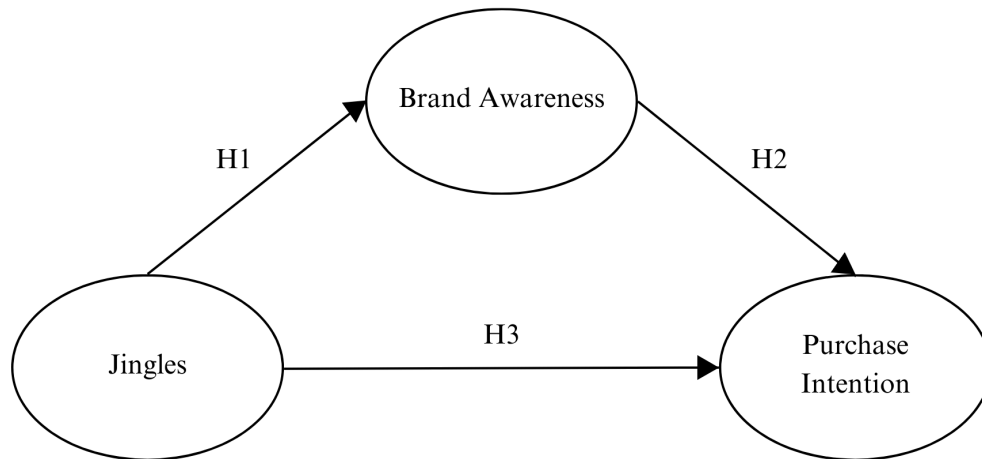


acquired and tested data proves the positive and significant influence of the jingle on purchase intention. Therefore, the following hypothesis can be formed:

**H3: Jingles have a positive and significant effect on purchase intention**

## 2.4 Theoretical Framework

Based on the descriptions above, the framework and hypotheses can be formed as follows:



**Figure 2.1 Theoretical Framework, adapted from Halim & Qastharin (2024)**

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

This research mainly aims to discover the effects of jingles on brand awareness, and how that subsequently has an effect on the purchase intention of Susu Murni XYZ in the Jabodetabek area. In order to do so, this research uses an explanatory quantitative approach to measure and explain the correlation and significance of one or more dependent variables toward the independent variable. To test the research hypotheses, a survey questionnaire is distributed to a determined sample size, and the data derived from the survey is used as an objective measurement on each hypothesis. This research utilizes a cross-sectional study, where data is examined from a group of people during a certain period of time.

#### **3.2 Operational Variables**

There are three types of variables at play in this research, namely independent, dependent, and mediating. The independent variable refers to the variable that affects the dependent variables, whereas the dependent variable refers to the variable that is affected by the independent variable. The mediating variable, also known as the intervening variable, acts as a mediator between the independent and dependent variable to further explain the relationship between the two variables. The independent variable in this study is jingles, whereas the dependent variable is the purchase intention. The mediating variable in this case is brand awareness.

#### **3.3 Population and Sampling**

This research intends to include a population that is most relevant to the topic of Susu Murni XYZ and its subsequent effects on brand awareness and purchase intention toward their products. As for the sampling method, this research uses probability sampling due to the objective of taking a random sample of the population that meets the criteria stated below:

1. Individuals who reside in the Jabodetabek area
2. Individuals who have heard the Susu Murni XYZ jingle

According to Hair Jr et al. (2021), the sample size requires a minimum range of 100 participants in order to be eligible for use in the Structural Equation Model - Partial Least Squares (SEM-PLS). As such, this research uses a sample size of 100 participants as the minimum requirement suggests.

### **3.4 Data Collection Method**

This research uses a quantitative approach, in which the data is collected using a Likert scale, where respondents are given a score ranging from 1 to 5 to answer each given question in the survey questionnaire. The answering of the questionnaire is done with the use of Google Forms, and the research utilizes a cross-sectional method by gathering data only at a single point in time. Moreover, this research uses primary data gathered from the survey questionnaire for the hypothesis testing.

### **3.5 Data Analysis Techniques**

The derived data of this research is analyzed using the Structural Equation Model - Partial Least Squares (SEM-PLS). It is chosen due to its capability to measure the relationship between independent and dependent variables, as well as its ability to review data from small total sample numbers. The computation is done with the use of SmartPLS, a reputable software used for statistical testing in numerous academic research.

#### **3.5.1 Outer Model**

##### **3.5.1.1 Validity Test**

Validity refers to the degree in which a measuring instrument in carrying out its purpose is accurate. The measuring unit is considered valid if the significance level is greater than 0.5.

### **3.5.1.2 Reliability Test**

According to Ghozali (2014), a reliability test is a way of verifying a questionnaire's consistency and is used as a variable indicator. In this research, the measurement's reliability is tested using Cronbach's Alpha. In the Cronbach's Alpha coefficient measurement, a value of  $> 0.6$  is considered acceptable, whereas a value of  $< 0.6$  is considered unacceptable.

## **3.5.2 Inner Model**

### **3.5.2.1 Coefficient of Determination ( $R^2$ )**

According to Ghozali (2014), the coefficient of determination is a metric that indicates how much the independent variables can explain the variation in the dependent variable. Its value ranges from 0 to 1, in which higher values indicate stronger explanatory ability.

### **3.5.2.2 T-Test**

The t-test is used to detect the connections between variables by generating t-statistics values that will then be used for analysis. The t-test will be done using the bootstrapping method, where it is used to examine t and p-values. According to Hair Jr et al. (2021), with a 5% significance level, a t-value of  $>1,96$  indicates a significant effect, whereas a value of  $<1,96$  indicates a less significant effect.

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