

The Influence of Brand Identity and Brand Trust on Purchase Intention at Politeknik LP3I Medan

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ABSTRACT

The purpose of this study is to analyze the effect of brand identity and brand trust on purchase intention at Politeknik LP3I Medan. The study aims to address the problem of how branding influences students' decision-making in choosing an educational institution. Specifically, this research seeks to answer the following questions: (1) To what extent does brand identity impact students' purchase intentions? (2) How does brand trust affect students' purchase intentions? A quantitative research design was adopted, involving a survey of 100 respondents selected through random sampling. Data were collected through structured questionnaires and analyzed using Structural Equation Modeling – Partial Least Squares (SEM-PLS) via SmartPLS software. The findings indicate that brand identity and brand trust have a significant positive effect on purchase intention, with brand trust exerting a greater influence. This study contributes to the fields of brand design and educational marketing by providing insights into how branding strategies can enhance student recruitment and institutional credibility.



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INTRODUCTION

The role of branding in higher education has become increasingly significant as institutions compete to attract students. A strong brand identity helps educational institutions differentiate themselves, while brand trust fosters confidence among prospective students (Kusumah & Yusuf, 2020). In Indonesia, the rise of vocational education programs has intensified competition, making it essential for institutions to establish a unique and credible brand. Currently, there are more and more business developments in the world of education in Indonesia, especially in Private Higher Education (Dwitasari et al., 2024). Each higher education institution strives to continue to create innovations in offering the best facilities and services to the community in an effort to maintain and maintain the trust of its users (Mahmoud et al., 2024). LP3I is one of the private higher education institutions that has been present in Indonesia as a pioneer in vocational education since 1989. As a private polytechnic that has been active in the world of education for a long time, LP3I Medan still has a need for the brand to be recognized by the wider community, therefore it is necessary to convey brand identity so that the image that is necessary for the public to know can be conveyed. As required in submitting the Brand Identity, LP3I won the Top Brand award in the Ready to Work D3 Education category and also received a MURI Record

because 95% of LP3I graduates have been absorbed in the world of work and also have achievements as one of the best Private Polytechnics in Sumatra and in the scope of LLDikti. Based on the results of the monitoring and evaluation implementation, the Politeknik LP3I Medan won the best title or overall champion in 2019 and 2020. Along with the emergence of many other similar Vocational Education programs in Indonesia, many new brands have emerged to reach the target market, therefore it is needed an identity of a brand is to differentiate it from other competitors. The better the brand identity the company shows to its consumers, the greater the trust in the company ([Kusumah & Yusuf, 2020](#)). This is what companies need to pay attention to in this case Higher Education/Campus in building its brand. Because consumers will trust a brand and a campus if the campus has been proven to have a brand identity a good and guaranteed strong brand identity generates more customers with trust ([Shahnaz & Amin Qadir, 2020](#)). This creates trust that is built because of the brand identity. Consumers trust brands because of the feeling of security resulting from their interactions with brands. This trust will directly affect consumer purchases of the same product in the future ([Nabih & Alhosseiny, 2024](#)). Politeknik LP3I Medan, a leading vocational institution, has received accolades such as the Top Brand award and a MURI Record for high job placement rates. Despite these achievements, there is a growing need to assess whether brand identity and trust effectively influence students' decision-making. This study aims to examine the impact of these factors on students' purchase intentions, providing a comprehensive analysis of how branding strategies contribute to student enrollment decisions. The research hypothesizes the following: (H1) Brand identity positively influences purchase intention, and (H2) Brand trust positively influences purchase intention.

METHODS

This study employs a quantitative research design using a survey method. The population consists of students enrolled at Politeknik LP3I Medan, with a sample size of 100 respondents selected through simple random sampling. Data were collected using structured questionnaires measuring brand identity, brand trust, and purchase intention. The validity of the instruments was assessed through convergent and discriminant validity tests.

Brand Identity

Brand (Brand) is a very important element for the company. Brand (Brand) acts as a value indicator for all company stakeholders (customers, employees, and investors). Customers or potential consumers will definitely prefer brands that already have big names compared to new brands whose quality is unknown. Not only consumers but employees will also prefer to work for a company that has a good brand/reputation. Brand identity is the basis for consumers to recognize and differentiate a brand or brands from brands owned by competitors ([Winata & Adiwaty, 2024](#)). The brand is not the name of a product, but a vision that animates a product or service creation

under the auspices of a name. Brand elements are visual and sometimes physical efforts that act to identify and differentiate a company's products or services. According to ([Zong & He, 2022](#)), formal brand elements such as name, type of logo, and slogan unite to form the visual identity of a brand or company. Several elements of brand identity include Brand Name, Logo, Slogan (Tagline) and Brand Story.

Brand Trust

([Djamaludin & Fahira, 2023](#)) states that brand trust is the willingness of consumers to trust a brand with all the risks because there is hope in their minds that the brand will provide positive results to consumers so that it will lead to loyalty to a brand. Brand trust is the willingness of the average consumer to depend on the ability of a brand to carry out all its uses and functions ([Nabih & Alhosseiny, 2024](#)). According to ([Setiawan & Patricia, 2022](#)) there are two variable indicators that influence brand trust (brand trust) namely Brand Reliability and Brand Intentions

Purchase Intention

Purchase intention is the stage after the intention or desire to buy, and is part of the behavioral component in consuming attitudes so that it is different from purchasing decisions. According to ([Zhang & Zhang, 2023](#)), defining Purchase Intention is the stage of the consumer's tendency to act before the buying decision is actually implemented. There are several indicators that can be used to measure purchase intention variables, including unlikely/likely, improbable/probable and definitely would not/definitely would

Hypothesis Development

The Influence of Brand Identity on Purchase Intention

From this explanation, the research hypothesis can be arranged as follows:

H₁: There is a positive and significant influence of brand identity on Purchase Intention
Brand Identity is an important variable in influencing a person's interest in determining his voting rights in this case the interest in choosing to study at LP3I Medan (Purchase Intentions). According to ([Acar et al., 2024](#)) states brand identity represents how an organization wants to show their brand to consumers. So, if a company, in this case the Medan LP3I Campus, can send a well-delivered message to students about its brand identity, then it is possible that the consumer will have an interest in buying or an interest in choosing to study at LP3I Medan.

The Effect of Brand Trust on Purchase Intention

From this explanation, the research hypothesis can be arranged as follows:

H₂: There is a positive and significant influence of Brand Trust on Purchase Intention
Brand Trust is the ability of a brand to be trusted, which can determine and influence one's interests (Purchase Intentions). According to Chaudhuri & Holbrook in ([Modi et al., 2024](#)) in brand trust is the desire of consumers in general who believe in a brand

because they can fulfill the requirements and have the skills needed to meet needs. Trust is built because there is an expectation that the other party will act according to the needs and desires of consumers so that if the better the trust that is built, it will further increase someone's interest in buying/choosing

Research Methods

The population in this study are all students who are currently carrying out higher education at the LP3I Polytechnic Medan, while the number of respondents used as a sample was 100 people. Each variable of this study is measured using indicators which can be seen in the following table:

Table 1. Measurement of Latent

Variables Variable	Code	Measurement Item	Adapted from
Brand Identity	BI 1	You already know the Name of the Campus LP3I Medan	
	BI 2	The Name of the Medan "LP3I" Campus is easy to remember	
	BI 3	You can quickly recognize this LP3I logo	
	BI 4	The LP3I Medan logo is easy to remember	
	BI 5	You know that " <i>Right & Fast Work</i> " and/or " <i>Passed Directly Doing</i> " is the Slogan/ <i>Tagline</i> of the Medan LP3I Campus	
	BI 6	The Medan LP3I Campus has a good reputation good, namely the best Private Polytechnic in Sumatra	
	BI 7	You know the Medan LP3I Campus because of its " <i>track record</i> " story about Muri's Record of " <i>Most Job Placements</i> "	
Brand Trust	BT1	You feel the LP3I Medan campus is able to meet your needs	
	BT2	You are sure that by studying at LP3I Medan add confidence that is useful in the World of Work	
	BT3	LP3I Medan offers lecture facilities that make you feel	

Variables Variable	Code	Measurement Item	Adapted from
Purchase Intention		comfortable	
	BT4	You are sure that it will be easy to get into rja studying at LP3I Medan	
	PI 1	After getting the information, I am interested in studying at LP3I Medan	
	PI 2	After getting the information, I will immediately register to study at LP3I Medan	
	PI 3	Vocational Campus	
	PI4	There are many other Vocational and Polytechnic campuses, but I will still choose LP3I Medan	
	PI 5	I will plan to study at LP3I Medan	
	PI 6	I will probably choose LP3I Medan as my place to study	

Source: Processed from various sources, 2022

Data analysis methods used in This article is a Structural Equation Modeling Partial Least Square (SEM-PLS) using the Multiple Regression Linear Analysis approach, while the tools for processing data statistically use the SmartPLS application. The data will be interpreted if it fulfills the statistical requirements of the SEM-PLS method. Processing using SEM-PLS uses two tests, namely the outer model and the inner model. In the outer model, the test consists of a validity test (convergent validity; $AVE \geq 0.50$ and discriminant validity; $AVE \text{ roots} \geq \text{latent variable correlation}$), and reliability tests (indicator reliability ≥ 0.70 and composite reliability ≥ 0.70). In the inner model, the test consists of predictive relevance ($Q^2 > 0$), model fit testing ($SRMR \leq 0.08$), and coefficient of determination (good ≥ 0.75 ; moderate = $0.26 - 0.50$; weak ≤ 0.25). Hypothesis testing ($p\text{-value} \geq 1.96$; sig value ≤ 0.05).

RESULTS AND DISCUSSION

Demographics of Respondents

The sample consisted of 32% male and 68% female respondents. Educational backgrounds varied, with 48% from high school, 32% from vocational schools, and 20% from Islamic high schools. Most respondents (50%) were from Medan, with others from surrounding regions.

Outer Model Testing

Validity and reliability tests confirmed that all measurement indicators met the required thresholds. The Average Variance Extracted (AVE) values for brand identity (0.739), brand trust (0.771), and purchase intention (0.720) exceeded the minimum requirement of 0.50, confirming convergent validity.

Demographics of Respondents

Characteristics of respondents after tabulation, can be presented as follows:

Table 2. Demographics of Respondents

Demographics of Respondents	Characteristics of Respondents	Respondents	Percentage (%)
Gender	Male -	32	32.00
	Female	68	68.00
Level of Education	School High School	48	48.00
	Middle	32	32.00
	School Vocational	20	20.00
	High School Aliyah		
Origin	Binjai	8	8.00
	Medan	50	50.00
	Langkat	6	6.00
	Serdang Bedagai	0	0.00
	Deli Serdang	23	23.00
	Others	13	13.00
Stambuk / Entrance Batch	2020	13	13.00
	2021	20	20.00
	2022	62	62.00
	Others	5	5.00
Sources of Information Know LP3I Medan	Family	44	44.00
	Colleagues	6	6.00
	Friends	14	14.00
	Social Media	15	15.00
	Famphlet Outreach to schools	2	2.00
		19	19.00

Source: Primary Data Processed, 2022

In terms of the demographics of the respondents, it can be said that the respondents in the study had a good level of data distribution, as well as providing a clear picture of the characteristics of the respondents clearly.

Outer Model

The results of testing the research instrument are important to do because the research results must meet the assumptions of the outer research model. Fulfillment of the outer

model assumptions gives confidence to researchers in the model formed in this study. The image of the research model is as follows

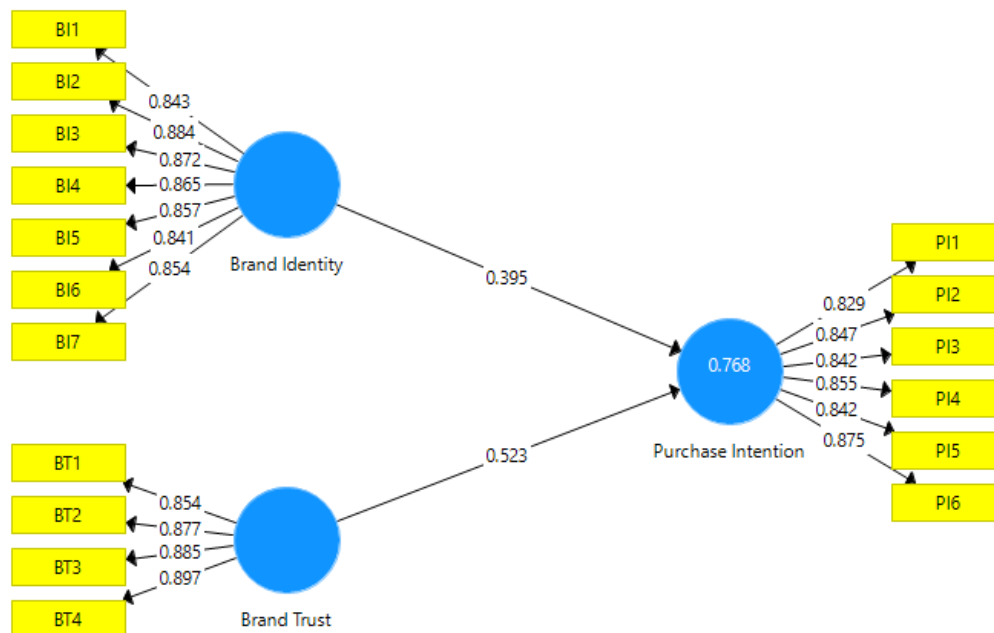


Figure 1. Results of SEM - PLS Model Testing

The testing results of the Structural Equation Modeling - Partial Least Square (SEM-PLS) test model must fulfill the outer model assumption test which is explained as follows:

1. Convergent Validity Testing Validity

The purpose of this convergent validity test is to test the suitability of each instrument used in the study to measure the construct variables. It is expected that each instrument has a good value, in other words, the instrument used is suitable and appropriate to be used to measure the constructed variable. Convergent validity testing is carried out in 2 ways, the first is by using a loading factor and the second is by using the Average Variance Extracted. A loading factor value is greater than 0.7 (Ken Kwong-Kay Wong, 2019). As seen in Figure 1, it can be seen that the loading factor is greater than 0.7 so the loading factor is fulfilled. Furthermore, it is known that the Average Variance Extracted Brand Identity is $0.739 \geq 0.7$. The Average Variance Extracted Brand Trust value is $0.771 \geq 0.7$ while the Average Variance Extracted Purchase Intention is $0.720 \geq 0.7$. Thus, the assumption of Average Variance Extracted is fulfilled. Convergent validity testing has met all assumptions.

2. Discriminant Validity Testing

The purpose of discriminant validity is to see if the instruments used on one construct variable are different from the instruments used on other construct variables. So conceptually it is expected that the instrument used is able to measure

the variable it measures and is different from the instrument on other variables. Testing discriminant validity in this study used the Fornell-Larcker Criterion technique and Cross Loading. The Fornell-Larcker Criterion test is in the construct variable test, while the cross-loading is in the construct variable instrument. In the postulates of the Fornell-Larcker Criterion, it is stated that if the root value of the Average Variance Extracted is higher when compared to the correlation values of other construct variables, then discriminant validity can be said to be good (Pasuhuk & Mandagi, 2023). Testing discriminant validity in this study can be seen in the following table:

Table 3. Discriminant Validity Testing Fornell-Larcker Approach

	Brand Identity	Brand Trust	Purchase Intention
Brand Identity	0.860		
Brand Trust	0.818	0.878	
Purchase Intention	0.823	0.846	0.849

Source: Processed Data, 2022

Test results show that the correlation value of the construct variable matrix itself is greater than the value of the construct variable matrix with other constructs so that it can be concluded that the discriminant validity using the Fornell - Larcker has met its assumptions.

Cross Loading

Discriminant validity is tested using cross-loading, where it is considered good if the value of the construct variable instrument is higher than the instrument value of other construct variables (Pasuhuk & Mandagi, 2023). Testing discriminant validity in this study can be seen in the following table:

Table 4. Discriminant Validity Testing of the Cross Loading Approach

Instrument Code	Latent Variable		
	Brand Identity	Brand Trust	Purchase Intention
BI 1	0.843	0.734	0.730
BI 2	0.884	0.733	0.714
BI 3	0.872	0.743	BI
4	0.865	0.730	0.720
BI	0.857	0.672	0.685
BI	0.841	0.661	0.854
7	0.677	0.697	0.668
1	0.708	0.854	0.685

Instrument Code	Latent Variable		
	Brand Identity	Brand Trust	Purchase Intention
BT	0.726	0.877	0.754
BT	0.695	.	0
BT	-	-	-
-	-	-	-
2	3	BI	5
6	0.731	0.708	0.842
PI 4	0.701	0.705	0.855
PI 5	0.676	0.709	0.842
PI 6	0.688	0.740	0.875

Source: Processed Data, 2022

The test results for each construct variable instrument tested have a greater cross loading instrument value compared to other cross loading instrument values. Based on the test cross-loading, it is concluded that the instruments for each variable are not correlated with each other. Thus, these results indicate that the constructed variable has a discriminant value.

Reliability Test

This reliability test aims to see the overall level of consistency of the construct variable instrument in measuring the constructed variable. This study uses 2 approaches, namely Cronbach Alpha and Composite Reliability. Cronbach Alpha and Composite Reliability have a rule of thumb greater than 0.7, however, many experts say a value of 0.6 is an acceptable value as a variable that has an instrument that consistently measures its construct variables ([Pasuhuk & Mandagi, 2023](#)). The results of the Cronbach Alpha and Composite Reliability can be seen in the following table:

Table 5. Cronbach Alpha and Construct

Variable	Composite	Reliability	Conclusion
Brand Identity	0.941	0.952	Reliable
Brand Trust	0.901	0.931	Reliable
Purchase Intention	0.922	0.939	Reliable

Source: Processed Data, 2022

The Cronbach Alpha and Composite Reliability values are greater than the rule of thumb so that it can be concluded that each construct variable in this study has a good reliability value. In other words, all construct variables have very good reliable values.

Inner Model

Predictive Relevance Testing

This test was conducted to measure how well the observed values and parameter estimates produced by this research model were. Observation and parameter estimation are said to be good if the Q2 is greater than 0 ($Q2 > 0$). The test results are known to be 0.548 or equal to 54.8%. The Q2 indicates that the observations made in this study were good.

Model Fit Test

The Standardized Root Mean Square (SRMR) value and the NFI value can be used to measure whether a model is fit or not fit. The model is declared fit if the SRMR value is less than 0.08 and the NFI value is greater than 0.90 (S & Mohanasundaram, 2024). The results of testing the fit model of this study revealed that the SRMR value was $0.040 \leq 0.08$ while the NFI value was $0.924 \geq 0.90$. If so, it can be said that the resulting model meets the assumptions of model fit.

Coefficient of Determination

Analysis of the coefficient of determination (R^2) aims to determine the ability of exogenous construct variables to explain or form a model. The higher the value is shown by R^2 , the better the prediction results in the model. The coefficient of determination (R^2) in this study is 0.768 or equal to 76.8%. This means that brand identity and brand trust are able to explain purchase intention by 76.8% while the remaining 23.2% is explained by other variables not included in this research model.

Hypothesis Testing

This test is carried out to see the effect, the magnitude of the influence, and the direction of influence between the exogenous and endogenous variables. The direction of influence between variables basically shows the direction of pressure on the exogenous variables on the endogenous variables. The direction of influence in question is a positive direction or a negative direction. Conceptually, this direction of influence is a confirmation between theory and reality, which in the end will lead to the cause of this direction of influence. The results of testing the hypothesis in this study are as follows:

Table 6. Hypothesis Testing

Construct Variables	Big Influence (O)	T Statistics	P Value	Kes
Brand Identity → Purchase Intention	0.395	6.578	0.000	Accept Ha.
Brand Trust → Purchase Intention	0.523	8.706	0.000	Accept Ha.

Source: Processed Data, 2022

The effect of brand identity on purchase intention is significant. This conclusion was obtained by looking at the test statistical T value of 6.578 which is greater than 1.96 and

the p-value of 0.000 which is less than 0.05. The brand identity affecting purchase intention is 0.395 or equal to 39.5%. In other words, the higher the brand identity, the higher the purchase intention. Furthermore, the effect of brand trust on purchase intention is significant. This conclusion was obtained by looking at the test statistical T value of 8.706 which is greater than 1.96 and the p-value of 0.000 which is less than 0.05. The brand trust affecting purchase intention is 0.523 or equal to 52.3%. In other words, the higher the brand trust, the higher the purchase intention.

The results of this study provide information that Brand Trust is an important variable in having a large impact on Purchase Intention for Medan LP3I. This hypothesis is in line with previous research by ([Dewi & Fitriani, 2021](#)) which proved that the higher the Brand Trust, the greater a person's interest in buying. This study provides information that the belief in the LP3I Medan brand in the minds of consumers is not entirely good according to the respondents' perceptions. Overall attention and improvement are needed for the provision of services and facilities that should be obtained during the lecture process as a form of meeting the needs of respondents. Improving the quality of service and providing facilities during the lecture process will properly encourage and create better consumer trust in LP3I Medan, and this will certainly create a good brand identity as a reflection of the image desired by LP3I Medan in the minds of the public. The positive behavior that is created will also form a positive buying/choosing interest.

This research provides information that Brand Identity is an important variable with a significant impact on Purchase Intention, specifically in influencing the interest in choosing to study at LP3I Medan. In other words, the identity of LP3I Medan, as a reflection of the image it wants to convey to the public, plays a crucial role in shaping a person's buying interest. The brand identity of LP3I Medan, based on respondents' perceptions, was considered quite good. This was reflected in their ability to recognize and remember the LP3I Medan campus name, logo, tagline, and track record, including its achievements in the MURI and top brand records of its time. This hypothesis is in line with previous research by ([Aziz & Ahmed, 2023](#)) which stated that purchase intention is indirectly influenced by brand identity because there is a belief in the good things that the brand has. The better the identity of a brand, the more it will stimulate consumer trust so that it ultimately affects one's buying interest. Based on respondents' assessments, despite Medan LP3I's strong reputation as the best private polytechnic in Sumatra, this reputation has not yet become a significant benchmark in influencing a person's decision to choose Medan LP3I. More fundamental attention and improvement are needed to strengthen the significance of its reputation as the best private polytechnic. Fundamental values such as being consistent in maintaining service quality and providing the facilities needed during the lecture process are the basis for forming consumer trust in LP3I Medan.

Study Limitations and Future Research

This study is limited by its sample size and geographic focus on Medan. Future

research should explore a larger and more diverse sample, including different vocational institutions across Indonesia. Additionally, longitudinal studies could provide deeper insights into how branding influences student decisions over time.

CONCLUSION

Brand trust is the most influential factor affecting purchase intention, followed by brand identity. Educational institutions should focus on building trust through consistent service quality, career-oriented programs, and transparent communication. Strengthening brand identity through effective marketing strategies, including social media campaigns and alumni success stories, can further enhance student interest. Future studies should investigate the role of digital branding and student testimonials in reinforcing institutional credibility. By continuously refining branding strategies, higher education institutions can better position themselves in a competitive market and attract more students.

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