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Effectiveness Strategy Branding PT Intervisual In Improving Consumer Trust

(Study Case Pt. Intervisual Company contractor And design interior)

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Abstract. This study aims to analyze the effectiveness of PT Intervisual's branding strategy in enhancing consumer trust. PT Intervisual is a company operating in the contracting and interior design sector, facing increasingly intense competition within the industry. This research employs a quantitative approach to measure how various elements of the company's branding strategy influence consumer perceptions and trust. Data were collected through questionnaires distributed to 30 consumers who have been clients of PT Intervisual within the past three years. The measured variables include brand awareness, perceived quality, brand identity, brand loyalty, and three key aspects of consumer trust: trust in service quality, company credibility, and company commitment. The findings indicate that PT Intervisual's branding strategy is effective, demonstrated by high scores in brand awareness (4.0), perceived quality (4.1), brand identity (3.8), brand loyalty (3.6), trust in service quality (4.2), and trust in both company credibility and commitment (4.0 each). This study concludes that a strong and consistent branding strategy plays a crucial role in establishing and maintaining consumer trust. By enhancing loyalty programs, continuously improving service quality, and strengthening brand identity, PT Intervisual can strengthen its market position and achieve sustainable long-term growth.

Keywords: Branding, Branding Strategy, Consumer Trust, PT Intervisual , Interior Design, Contractor.

INTRODUCTION

In the modern business world , branding has an increasing role important as a strategy for create mark plus for company . Branding is not only functioning as visual identity , but also as a tool For build perception , forming experience , and create connection emotional between company with consumers . In an era of intense competition , especially in the industry services , branding functions as differentiator main influencing factors decision consumers . The company does not Again only sell

product or services , but also selling values , image , and trust .

Industry service contractors and interior designers are one of the a sector that relies heavily on trust consumers . Intangible services , work processes term long , and need will skills high technical make consumers are very cautious in choose provider services . The decision to Work The same with something company generally based on reputation , portfolio , credibility , and consistency service , so that the branding strategy becomes element strategic in build that belief .

PT Intervisual is companies operating in the field contractors and interior designers who are facing level increasing competition increased . The number of company a type that offers service similar sue PT Intervisual For own differentiator strong . Therefore that , the company need implementing a targeted , consistent and sustainable branding strategy For strengthen image company in the eyes consumers . Branding efforts include strengthening identity brand , improvement quality services , communication effective marketing , visual consistency , and delivery experience positive for customer .

In a number of year Lastly , digital developments have also come change method consumer look for information and assess credibility A company . Consumer more easy access portfolio , reviews , and testimonials , so the branding strategy must be adaptive to change behavior consumers . Branding success does not Again only depends on promotion traditional , but also the ability company For guard reputation online , providing transparent information , and building engagement through digital media .

In the context of PT Intervisual , branding strategy becomes the more important Because company need maintain trust consumers who have use service they in term long . Trust This seen from a number of indicator like evaluation to quality service , perception to credibility company , and commitment company in fulfil hope customers . Branding elements such as awareness brand , perception quality , identity brand and loyalty brand play a role direct in influence level trust the .

See condition mentioned , it is necessary done study about the effectiveness of the branding strategy that has been implemented by PT Intervisual . Evaluation This important For know Is the branding strategy in place? succeed form perception positive consumers , increasing level trust , and give impact to loyalty customers . In addition that , research This expected can give input for company in develop a more effective branding strategy precise , relevant , and competitive.

Therefore that , research This take focus on how PT Intervisual's branding strategy play a role in increase trust consumers . Research results This No only beneficial for PT Intervisual , but also can become references for other companies in industry service contractors and interior designers for understand the importance of branding strategy in build connection term long with consumers .

STUDY LITERATURE

2.1 Branding Concept

Branding is a strategic process that aims build identity , character , and perceptions attached to a products , services , and company . According to Alina Wheeler (2009), branding is the process of creating strong differentiation through visual identity , message communication , and consistent experience , so consumer understand reason For choose One brand compared to brand others . Branding works No only create awareness, but also form association emotional and loyalty term long.

Allen Adamson (2008) explains that development digital technology is increasingly enlarge the role of branding in influence perception consumers . Power digital

communication provides consumer control more big in look for information , comparing brand , and provide evaluation open in space public . Therefore that , branding must oriented towards needs and expectations consumers to be able to endure in competition.

Branding is also seen as investment term long . The design and management process need time , consistency , and commitment For create strong reputation . Branding success does not obtained in a way instant , but through series experience positive given company to consumers .

2.2 Forms of Branding

Alina Wheeler (2009) divides types of branding into five forms main :

1. Co-Branding
Cooperation of two or more brand For reach objective together , take advantage of the strength of each brand For increase market influence .
2. Digital Branding
Building process brand through digital platforms such as social media , websites, digital advertising , and e-commerce.
3. Personal Branding
Effort build identity and reputation individual as representation from mark or quality certain.
4. Cause Branding (Emotional Branding)
Branding strategy that connects brand with mark social , activities charity , or issue humanity For build proximity emotional with consumer.
5. Country Branding
Image - focused branding a region or country to interesting tourists , investors and opportunities business .

Fifth this type of branding show that branding strategy can implemented from the individual level to the country, and can customized with objective strategic of each organization .

2.3 Branding Management

Branding management is a process that focuses on planning , implementing , and evaluating strategies for build strong and valuable brand . According to Högström , Gustafsson, & Tronvoll (2015), branding management has two orientation mark :

1. **Extrinsic Value** – focuses on benefits functional , quality , and utility provided brand.
2. **Intrinsic Value** – focused on experience subjective , symbols , and expressions emotional feelings consumers .

Rahman, Rodríguez-Serrano, & Lambkin (2018) stated that management brand need investment big , especially in aspects :

- advertising ,
- research and development ,
- management connection customer .

Third aspect This contribute significant to equity brand . According to Heding et al. (2009), brand management plays a role in form identity brand identity through values , personality , and propositions brand . Strong identity create consistency and strengthening Power competition brand in face competitors .

2.4 Branding Components

Branding consists of on tangible elements (visual and physical) and intangible (emotions , perceptions , values). According to Octaviani et al . (2018), one of the the function of branding is form image positive that sticks in the mind consumers . This image become base election brand in term long . Nastain (2017) emphasized that the brand is bond emotional influences loyalty , strength financial and power stand brand in

competition . Brand strength determines perception consumer to quality and reliability company .

Keller in Tjiptono (2005) stated that seven benefit main A brand :

1. Identification source product ,
2. Determination not quite enough answer manufacturer ,
3. Subtraction risk ,
4. Savings cost search information ,
5. Creation bond special between producers and consumers ,
6. Identity symbolic ,
7. Pointer quality .

Components This become reference important in designing an effective branding strategy For increase mark brand .

2.5 Branding Components

Branding strategy is plan term long For building and managing brands to have superiority competitive and create mark for consumers . According to Kamal et al . (2020), strategy is plan planned actions For reach objective term long company . Rumelt (2011) calls a good strategy must own coherence , coordination , and focus on completion problem main organization . In branding, strategy must capable ensure all element brand walk one way For create strong image . Schein (2008) asserts that management professional must depend on principles and decisions based ethics , because reputation brands are greatly influenced by actions organization .

2.6 Branding and Trust Consumer

Trust consumer is component main in connection term long between companies and customers . Consumers who believe in a brand will more tend to be loyal, giving recommendation positive , and do purchase repeating .

Three dimensions main trust consumer includes :

1. **Trust to Quality Service** – perception that company capable fulfil standard promised quality .
2. **Company Credibility** – confidence that company honest , can reliable , and professional .
3. **Company Commitment** – belief that company earnest fulfil need consumers and provide service best .

Good branding strategy capable strengthen third aspect the through transparent communication , consistency identity brand , as well as experience positive service .

2.7 Relevance of Branding in Industry Contractors and Interior Designers

In industry service contractors and interior designers , decisions customer often involves :

- need will service quality tall ,
- portfolio trusted work ,
- ability company fulfil commitment time and budget ,
- guarantee appropriate results expectation .

Because consumers No can evaluate quality service in a way direct before work finished , **trust** become factor This is where branding strategy comes into play . important in :

- display record footsteps ,
- build reputation ,
- increase credibility ,
- convincing consumer that company can reliable .

PT Intervisual need ensure that all over element branding consistent to be able to attract and retain trust consumers .

METHODOLOGY STUDY

3.1 Approach Study

Study This use approach quantitative , namely an approach that focuses on collecting and analyzing shaped data number For describe phenomenon in a way objective approach quantitative chosen Because variables studied like awareness brand , perception quality , identity brand , loyalty brand and trust consumer can measured in a way structured use scale evaluation certain . Through approach this , researcher can know level the effectiveness of PT Intervisual's branding strategy based on the average score given by respondents and looking at trend perception public to company .

Method quantitative is also relevant Because study This test - oriented branding indicators that have been own base theory strong . With Thus , the instrument study can arranged with refers to the indicators that have been validated in a way academic . Besides that , approach This capable display results study in a way systematic , measurable , and can interpreted in a way statistics , so that produce more conclusions strong .

3.2 Population and Sample

3.2.1 Population Study

Population in study This is all over PT Intervisual consumers who have use service company during three year lastly , namely period 2022 to 2024. Population the chosen Because they own experience real to service company , starting from stage consultation beginning , design and contractor process , up to settlement project . Experience customers in the range time it is very important Because reflect implementation of branding and quality strategies the most up-to-date service .

3.2.2 Technique Determination Sample

Study This use technique **purposive sampling** , namely technique determination sample based on consideration certain relevant with objective research . This technique chosen Because No all PT Intervisual customers own enough experience For evaluate aspects of branding and trust consumers . Therefore that is only customers who meet criteria specially selected as sample .

As for the criteria sample is as following :

1. Consumers who have ever use PT Intervisual services at least once in a while three year final .
2. Involved consumers in progress project in a way straight away , good as owner house , manager business , as well as party intermediary .
3. Willing consumers fill in questionnaire in a way honest and complete .
4. Consumers who understand services and interactions provided by the company , so that capable evaluate experience they in a way objective .

3.2.3 Amount Sample

Based on criteria said , obtained **30** suitable and appropriate **respondents** included . The number of This assessed adequate For study descriptive quantitative Because capable give description representative about perception consumers of PT Intervisual , considering population client company No is considered very large .

3.3 Instruments Study

Instrument main in study This is compiled **questionnaire** based on indicator important in branding and trust strategy consumer . Questionnaire arranged in form statement closed use Likert scale 1 to 5, where:

- 1 = Very No Agree
- 2 = No Stuju
- 3 = Neutral

4 = Agree

5 = Very Agree

Questionnaire consists of from three part main .

Part 1: Demographic Data

This section aim For identify characteristics respondents including :

- type gender , age , length of time customer , type projects that have ever been used , level involvement in the project process .

Information This help researchers understand context evaluation respondents .

Part 2: Perception towards Branding Strategy

Part two measure four dimensions main branding:

1. Awareness Brand Awareness

Measure to what extent consumers know , remember , and understand PT Intervisual as brand provider service interior design and contractor .

2. Perception Quality (Perceived Quality)

Measure How consumer evaluate quality services provided , including results workmanship , accuracy time , communication , and professionalism .

3. Identity Brand Identity

Measure strength PT Intervisual identity like logo consistency , style communication , values company , up to constructed image .

4. Loyalty Brand Loyalty

Measure trend consumer For still choosing PT Intervisual on the project next and willingness they recommend company to others.

Part 3: Trust Level Consumer

Measured dimensions consists of from :

1. Trust to Quality Service

Belief that company capable give results in accordance standards and commitments

2. Trust to Company Credibility

Evaluation consumer to honesty , transparency , and professionalism of PT Intervisual .

3. Trust to Company Commitment

To what extent do consumers feel company show seriousness in serve and fulfill hope consumers .

3.4 Procedure Data collection

data collection process is carried out through stages following : First , the researcher compile questionnaire based on branding and trust theory relevant consumers . Questionnaire the Then tested try on some respondents beginning For ensure every statement easy understood , no ambiguous , and appropriate with context PT Intervisual services .

After going through trial stage , questionnaire repaired and then distributed online using social media such as WhatsApp, email, and Instagram. Methods distribution This chosen Because majority PT Intervisual consumers active in digital communication and frequent interact with company through digital platforms.

The respondents given time two Sunday For fill in questionnaire . During period said , researchers give reminder to respondents For increase level participation . After the filling period ended , all questionnaire collected and checked . The questionnaires that were not filled complete or containing invalid data are eliminated so that the results study still accurate .

3.5 Technique Data analysis

Data analyzed use method analysis descriptive . Initial steps is do demographic

data tabulation For see composition respondents . After that , the average value is calculated For every branding and trust indicators consumers . This average value used as base For evaluate perception consumer on PT Intervisual's branding strategy .

Analysis descriptive give understanding comprehensive about How consumer assess the company's branding strategy . At this stage interpretation , average scores compared with category evaluation so that can known whether branding strategy is in place in category effective or No .

3.6 Definition Operational Variables

For ensure clarity analysis , each variables study defined as following :

1. **Awareness Brand** : ability consumer recognize and remember PT Intervisual as brand service contractors and interior designers .
2. **Perception Quality** : perception consumer to quality service , results projects , and professionalism company .
3. **Identity Brand** : image and character perceived brand consumers .
4. **Loyalty Brand** : availability consumer use return service company and provide recommendation .
5. **Trust Consumers** : confidence consumer to quality , credibility , and commitment of PT Intervisual .

3.7 Location and Time of Research

Study carried out at PT Intervisual with period implementation between January until March 2024. In period time This activity compilation instruments , distribution questionnaire , data collection , and data analysis were carried out in a way systematic .

RESULTS AND DISCUSSION

4.1 Overview General Respondents

Study This involving 30 respondents who were PT Intervisual customers in the range time 2022 to 2024. Respondent chosen based on criteria customers who have use service interior design or service Contractor PT Intervisual . Characteristics respondents shared based on age , type gender , and duration use service company . Information about characteristics This important For understand context the perception given towards the company's branding strategy .

Age	30- 40 Year	41- 50 Year	51- 60 Year
Presentation	10%	60%	30%

Based on results tabulation , part big respondents originate from group aged 41–50 years , with percentage by 60%. Group age This is general categories own ability stable and sufficient finances experience in choose provider service construction and interior design . As many as 30% of respondents aged between 51–60 years old , while 10% are aged 30–40 years . The composition such an age show that majority PT Intervisual customers originate from category age ripe , with need projects that tend to nature term long and valuable tall .

Type Sex	Man Man	Woman
Presentation	60%	40%

Seen from type gender , as many as 60% of respondents is men and 40% are

women . Proportion This show that decision use PT Intervisual services Lots involving man as taker decision main in project construction or renovation , although women also hold role significant in determine style interior design and aesthetics .

4.2 Analysis Perception on PT Intervisual's Branding Strategy

Evaluation towards PT Intervisual's branding strategy done with see four dimensions main , namely : awareness brand , perception quality , identity brand and loyalty brand . Each dimension analyzed based on average score of respondents .

1. Awareness Brand Awareness

Average score: 4.0

Majority respondents state that they familiar and easy remembering PT Intervisual . This is show that the company's branding strategy succeed create level visibility strong brand . Consistent branding through logos, visual identities , and digital presence on social media give contribution big to height this level of awareness . Awareness good brand become foundation important Because consumer tend choose familiar and easy brand recognized .

2. Perception Quality (Perceived Quality)

Average score: 4.1

Respondents evaluate PT Intervisual services as quality service high . Assessment This based on the results workmanship neat project , accuracy time , and professionalism team implementer . This score become indicator strong that company capable fulfil hope customer related quality results end and service process . Perception positive qualities can increase trust and encouragement recommendation from mouth to word of mouth .

3. Identity Brand Identity

Average score: 3.8

Respondents feel that PT Intervisual own identity enough brand strong and clear . This is covers style communication , values company , as well as portfolio results consistent design . However , the score This show existence room repairs , especially in strengthen differentiation brand to be more easy recognized compared to competitors other . More identity strong can increase position competitive in the market.

4. Loyalty Brand Loyalty

Average score: 3.6

Loyalty score consumer classified as Enough good , but not optimal. Consumers evaluate that they willing use return PT Intervisual services on the project next , but Not yet there is the real factor push they For become very loyal customers . Therefore that , the company need strengthening programs that improve attachment customers , such as loyalty programs , services full sell and offer special for old customers .

4.3 Confidence Level Analysis Consumer

Trust consumer is variables main in study this . Analysis done based on three indicator : quality service , credibility company , and commitment company .

1. Trust to Quality Service

Average score: 4.2

Consumer evaluate that PT Intervisual give consistent service with standard promised quality . The high assessment on aspects This is proof success company in fulfil expectation Customers . Quality service become factor the main thing that creates trust in the company service construction and interior design .

2. Trust to Company Credibility

Average score: 4.0

Respondents believe that PT Intervisual is companies that can reliable and responsible answer . Credibility This built No only through good communication , but also with fulfillment promises and accuracy time workmanship project .

3. Trust to Company Commitment

Average score: 4.0

Respondents feel that PT Intervisual own commitment tall in give service best . Commitment This reflected from response fast to complaints , abilities finish problem projects , and willingness company For fulfil hope customer .

4. 4 Discussion of Research Results

Research result show that PT Intervisual's branding strategy in a way general walk effective . Awareness high brand show that company succeed create easy identity remembered by consumers . This is important because awareness becomes door enter for formation perception and preference consumers .

Perception high quality is one of the strength main company . Quality good service No only influence level satisfaction customers , but also contribute to formation loyalty and trust . Quality is one of the the most influential factor in decision consumer choose provider service contractor or interior design .

Identity enough brand strong show that PT Intervisual has own character and differentiation , but need improved again to be more stand out in an increasingly competitive market competitive . Strengthening identity can done through improvement visual style , continuity communication marketing , as well as consistency services throughout point contact customer .

Loyalty brands that are at the level medium show that part consumer Ready use return service company , but Not yet reach stage very high loyalty . This is indicates the need for a retention strategy customers , such as after sales service , provision benefit exclusive , or special program for old customers .

Temporary that , analysis level trust consumer show good results . Third indicator trust — quality service , credibility , and commitment — to gain high average value , indicating that customer own level positive trust to company . Trust This important Because in industry services , trust often become factor main in taking decision purchase

In a way overall , results study show that there is strong relationship between branding strategy and trust consumers . A consistent and quality branding strategy will increase perception positive , which in the end form trust customer .

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Study This aim For analyze the effectiveness of PT Intervisual's branding strategy in increase trust consumers . Based on results analysis conducted through approach quantitative against 30 respondents who are PT Intervisual customers in three year lastly , can withdrawn a number of conclusion important .

First , PT Intervisual's branding strategy proven capable create **awareness strong brand** . An average score of **4.0** indicates that consumer familiar and easy remember PT Intervisual brand . Contribution This originate from consistency use visual identity , communication marketing , as well as portfolio featured companies in a way professional

Second , perception to **quality service is in the category high** , with average score of 4.1. This is indicates that consumer assess PT Intervisual capable give results appropriate services hope , good from aspect aesthetics design , quality workmanship , as well as accuracy time settlement project . Perception strong quality become base main formation trust in industry service construction and interior design .

Third , **identity PT Intervisual brand assessed Enough strong However Still**

own room increase , with average score 3.8. Consumers consider PT Intervisual own characteristics distinctive and valuable clear brand , but required strengthening more further for differentiation company the more stand out in the middle competition .

Fourth , the level **loyalty brand** consumer is in the category enough , with score 3.6. Findings This show that although consumer tend want to return use PT Intervisual services , loyalty the Not yet reach optimal level . Loyalty can improved through retention strategies customers and service programs full sell .

Fifth , third indicator **trust consumers** — namely quality service (4.2), credibility (4.0), and commitment company (4.0)— shows that customer own level high confidence against PT Intervisual . Trust This obtained through consistency service , professional communication , and ability company fulfil promises made .

In a way overall , can concluded that **PT Intervisual branding strategy walk effective** and have influence significant in build perception positive and trust customers . Strong branding and quality service proven become a combination that is capable increase trust , which is further open opportunity improvement loyalty and power competition companies in the industry contractors and interior designers .

5.2 Suggestions

Based on results research and conclusions obtained , there are a number of recommendations that can be given to PT Intervisual For increase effectiveness of branding strategy and strengthening trust as well as loyalty consumer to in front of it .

First , PT Intervisual recommended For strengthening loyalty programs customers . Remembering level loyalty is in the category enough , company need develop retention strategy like service full sale , membership program , discount special for old customers , or referral rewards for customers who recommend service to other people. these programs can increase engagement and create connection term longer strong .

Second , the company need increase intensity interaction and communication with customer through various platforms, especially digital media. Content educational , updates project in a way periodicals , documentation of work processes , and testimonials customer can strengthen proximity emotional at a time increase trust public to company .

Third , innovation in service must Keep going done so that the company can maintain quality height that becomes its strength . PT Intervisual need in a way routine evaluate bait come back customer For know aspect necessary services repaired , such as efficiency of the work process , transparency costs , as well as accuracy time settlement .

Fourth , identity brand need strengthened to be more own Power differentiator compared to competitors . Development more visual style consistent , sharpening values company , as well as communication narrative (brand storytelling) can help build character more brands strong and easy recognized .

Fifth , the company need guard reputation and credibility through transparent and professional communication . All commitment , promise , and time workmanship project must filled in a way consistent , because reputation is very sensitive factors in industry service construction and interior design .

Sixth , PT Intervisual recommended For give training routine to employees , good in aspect technical and service Customers . Quality interaction between employees and customers are very important perception consumer to professionalism and commitment company in a way overall .

With implementing these suggestions , PT Intervisual expected capable strengthen his position as provider service trusted contractors and interior designers , as well as increase satisfaction , trust , and loyalty customer in a way sustainable .

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