

Innovations

Empowering the Role of Brand Knowledge for Cooperative to Enhance the Millennial's Intention in Bandung City, Indonesia

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Abstract

Cooperative business incorporates the small business, newly established business, as well as daily needs of people, encouraging the increase of local economic growth. Similar to other case of cooperative in the world, Indonesians are started to leave behind this kind of business ecosystem. Nowadays, the existence of cooperative in Bandung City was not remarked by most of people, especially millennials generation leading to the decrease of the number of established cooperative. The study specifically examined Brand Knowledge for cooperative businesses in the perspective of millennials living in Bandung City to increase the intention in developing cooperative unions by adopting a quantitative approach the Rasch Model. The authors find that almost 70% of millennials in Bandung City still acknowledging the existence of cooperative business near their domicile and its contribution towards the local economic growth by embracing the micro, small and medium enterprises. It means that younger generations are still aware and potentially could be trained as agents to reinforce the development of cooperative in Bandung City.

Keywords: 1.Brand Knowledge, 2.Cooperative, 3.Millennial Intention, 4.Bandung City

Introduction

Cooperatives are established for the welfare of members and society in general in order to encourage national economic growth. In running its business, cooperatives are more concerned with their members than seeking the greatest profit that is usually done by business entities other than cooperatives because cooperatives have the basic goal of improving the welfare of members in particular and society in general (Azhari, 2020). Therefore it is important for current cooperative leaders to overcome some of the main challenges faced by organizations, namely heterogeneous organizational preferences (Iliopoulos & Valentinov, 2018).

The preferences of these members are largely determined by *values* possessed by these members. A successful cooperative must invest in how profitable it can be for its members. Cooperatives have economic goals as well as social goals, successful cooperatives are cooperatives that understand the current needs of their members and have an understanding of the needs of their members in the future. (Reynolds, 2013).

There are many challenges facing the world economy, and the cooperative sector can contribute to some of the solutions. Some of the potential of cooperatives are in the context of four prominent socio-economic issues, namely overcoming unemployment, inequality, educational mobility, and innovation. Cooperatives also played a role in the recent financial and economic crisis (Smith, 2013). Cooperatives are also known as organizations that contribute a lot to help micro and small businesses survive in the face of difficulties, especially in terms of funding (Saepudin, 2014).

The problems experienced in cooperatives in Indonesia include the low interest of the community to join cooperatives. Based on data owned by the United Nations (UN), 16.31 percent of the world's population is already a member of a cooperative. Meanwhile, in Indonesia, only 8.41 percent of people (Indonesians) want to join cooperatives (Catriana, 2020).

Environmental changes and world dynamics, economic globalization and various other challenges make cooperatives supposed to be able to adapt to this. The role of the millennial generation is very important in driving cooperatives so that cooperative regeneration can continue to develop and have an impact on various other sectors.

However, this institution is considered a marginal sector of the national economy, and its existence is often ignored (Al Idrus, 2007). Cooperatives still have many deficiencies related to capital, educated personnel and marketing (Putri et al., 2016).

Currently, many cooperatives experience various problems in their management. Previous researcher identified problems from the external and internal sides (Al Idrus, 2007). So far, one of the main challenges in cooperatives in general, especially in Indonesia, is the low understanding of cooperatives, especially among millennials. If you review millennial membership in cooperatives nationally, the number of cooperative members in Indonesia in 2021 will be around 25 million people or equal to only 12 percent of the current working age population who are millennials. All of them are spread over 127,124 Cooperatives with legal entities (Putra, 2021). If a comparison is made, this figure is very far below the number of banking customers.

One (of many) recommendations put forward was the need to establish a distinct brand identity for the cooperative movement as a whole (Calderwood & Freathy, 2014). Brand Knowledge of Cooperatives in the millennial generation needs to be identified immediately because currently the image of cooperatives as an organization that has a bad image, traditional, not current, dirty, and small-scale, is the mindset of most millennials (Purnadi, Kartabi, & Riani, 2022).

The millennial generation is the market segment that has the largest number, and plays a large role in indirect marketing programs in the business sector. The importance of identifying brand knowledge in the millennial generation is able to describe their interest in cooperatives. The daily activities of the millennial generation are facilitated by using smartphones, which allows this generation to be more productive and efficient than previous generations (Kristian, Shoba, Anggun, & Feryanto, 2020). These points can help cooperatives to encourage changes in their organizations to adapt more quickly to the latest business trends according to digitally literate millennial profiles.

Millennial involvement in the brand knowledge which involves a holistic assessment of each element of its marketing and communication strategy needs to be identified given the urgency of this interest. This process is not limited to disseminating information related to Cooperatives in a simple manner but also includes a more basic evaluation of how to convey its portfolio of products and services to members. According to (Onoriode & Agbele, 2022), the performance of small businesses (member of cooperatives) is dependent to the strategic thinking of the sustainable business management which of the ideas may come from the millennial.

This study aims to identify cooperative brand knowledge in the city of Bandung in the millennial generation. Descriptive studies with a quantitative approach are needed to understand how deep problems in cooperatives facilitate the formulation of strategies to form brand image in the form of increasing brand knowledge Cooperatives to get closer to millennial interests.

State of the art:

Research on brand knowledge for cooperatives is based on:

1. Attention current research focuses more on cooperatives on social values than others (economic and functional) (Benavides & Ehrenhard, 2021)
2. Identifying cooperative brand knowledge is very important for the growth of cooperative society
3. There is still limited research on brand knowledge in cooperatives

Literature Review

Brand identity that can be seen can be offer different competitive benefits for companies (Aaker, 1996; Harris & de Chernatony, 2001; Urde, 1999). A brand is defined as a name, term, sign, symbol or design, or a combination of these, designed to identify and differentiate the goods and services of one seller or group of sellers from those of competitors (Keller, 1993)

A brand that has developed into a product identity will become a separate force in marketing the company's products. Consumers can easily identify and recognize certain products through this brand, and then decide whether to buy, consume or dispose of these products. As a result, brand strategy often serves as the basis for strategic planning of any business to outperform competitors through competitive advantage.

Another variable that contributes to brand strength can be examined through consumer brand knowledge. Because it produces a differentiating effect that drives brand equity, brand knowledge is the key to building brand equity. Therefore, marketers need clever techniques to describe how brand knowledge exists in consumer memory (Keller & Swaminathan, 2019). This brand understanding includes two additional concepts: brand awareness and brand image. Keller in (Lawu, 2015) defines brand awareness as a measure of brand accessibility in consumer memory and brand association as perception of the brand as reflected in brand associations stored in consumer memory. From this description, it can be said that developing a strong brand starts with developing brand perception in the eyes of consumers, as stated by (Aaker, 1991) in (Lawu, 2015), brand equity is very important when purchasing because it has an impact on

customers and compete with competitor`s competitive advantage. This shows that brand equity is very important in persuading consumers to make purchases.

By optimizing competitive advantage through brand strength, companies can build strong brand equity, as evidenced by a large market share and an increased level of trust among potential customers to take action on the product being promoted.

Keller introduced the concept of brand knowledge in 2003, which further simplifies brand awareness and brand image into brand knowledge, in which products with a high level of brand equity can serve as a solid foundation, enabling brands to develop brand value. even in tough competitive conditions (Durianto, Sugiarto, & Sitinjak, 2004). This is achieved by generating high purchase intention from the positive brand equity that appears in the minds of consumers. Brand Image is defined as a consumer's view of a brand that is reflected in brand associations in the minds of consumers.

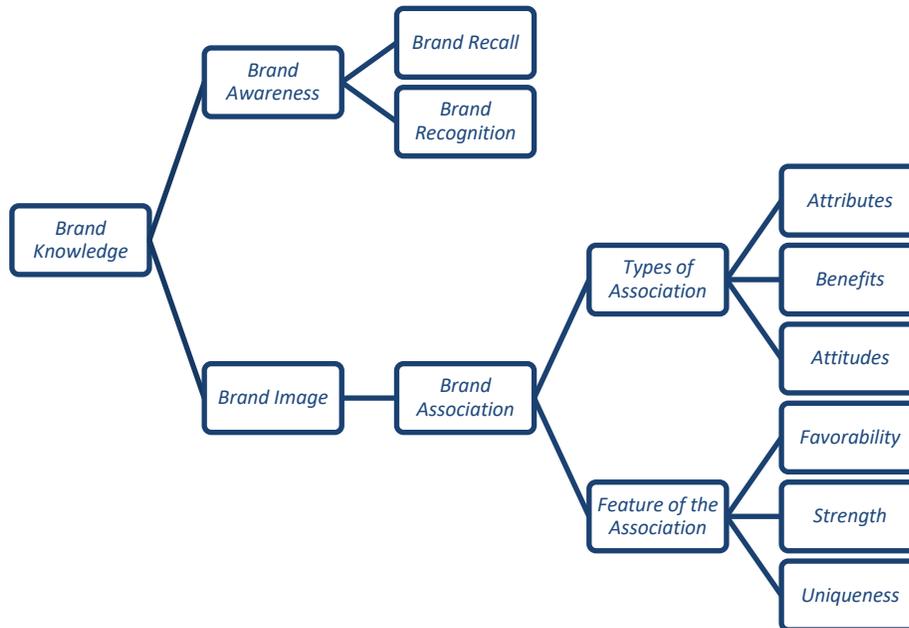


Figure 1. The Dimensions of Brand Knowledge

Awareness is measured in two ways: brand memory and brand recognition. Brand recognition is determined by asking consumers to identify a brand, regardless of whether they have seen or heard of it before. On the other hand, brand memory requires customers to remember certain brands in certain product categories (Kotler & Keller, 2016). Since brand image is defined as the perception of brand associations stored in the minds of consumers it is measured by analyzing these brand connections. There are many methods for assessing brand image, including applying or adapting existing lists of brand associations, such as Aaker's list of brand personalities, or establishing a new scale by revealing brand connections and then assessing their strength (Chandon, 2003).

Brand image is evaluated in a variety of ways. It is based on tangible and intangible associations with product features (Kaplan, 2007). These techniques can be classified into two broad categories: scaling and sorting (Joyce, 1963) in (Driesener & Romaniuk, 2006). The scaling technique is used to assess whether the brand and attributes are connected or not, as well as the strength of the associations that exist, while the sorting approach is used to detect only the corporeality of the attributes. In addition, scaling and rating measures allow brand differentiation, whereas picky measures require a yes or no response to each brand (Driesener & Romaniuk, 2006).

Method

The approach used in the research is a quantitative analysis by collecting the respondents` response on the questionnaire and quantifying the results on a nominal scale and likert rating. The data then is inputted in to the statistical data tabulation to be processed with Winstep software for the Rasch Model Testing in accordance to the previous research publication (Miftahuddin, Hermanto, Raharja, & Chan, 2020). A description explanation is used to explain the findings, which describes the profile of the respondents and the quality of items from variable.

The data is collected from the millennials generation living in Bandung City by complying the purposive sampling to filter the location and age of the respondents whom also filtered in to the 90`s generations and early 2000. The total of 385 respondents is surveyed. Beside of the quantitative data, the interview to the management staff of cooperatives in Bandung City is conducted to enrich the insight derived from the Rasch Model. Rasch Model enables authors to use scale scores and express the answers` performance on a linear scale in regards to the unequal difficulties of all the items tested

(Boone, 2016). The questionnaire is designed in which the respondents are able to choose an answer in a five-scale category as follow:

Table 1. Questionnaire Answers Scale

Percentage of Total Score	Interpretation
20,0% - 36,0%	Strongly Disagree
36,1% - 52,0%	Disagree
52,1% - 68,0%	Neutral
68,1% - 84,0%	Agree
84,1% - 100%	Strongly agree

Results And Discussion

Based on the summary of dataset presented in the table 1, the author find that majority of the respondents were highly educated since most of them holding at least Bachelor Degree, thus they would be beneficial to enhance the intention of millennial in developing the cooperative in Bandung City. In fact, the level of monthly income most of people in Bandung City (IDR 3.7-5 mio) is regarded as high as compared to the level of average annual income IDR 62.2 mio (or 5.1mio per month) in Indonesia (Kusnandar, 2022), though it may be lower than the top-two highest range of income in Bandung City. These facts may beneficiary for the development of cooperative since the goals of cooperative were in line with the needs of people living in Bandung City.

Table 2. Summary of Data Collection

Category	Detail	Person	Ratio
Range of Age (years old)	25-30	63	36%
	31-35	70	40%
	35- 41	41	24%
Gender	Female	88	51%
	Male	86	49%
Monthly Income (in IDR)	3,7 - 5 mio	97	56%
	5-10 mio	50	29%
	>10 mio	27	16%
Latest Education	Junior High School	2	1%
	Senior High School	25	14%
	Diploma Degree	17	10%
	Bachelor Degree	101	58%
	Master Degree	28	16%
	Ph.D. Degree	1	1%

Summary of Measured Person Statistics

Person measure in a Rasch Model is being used to find out respondent who have a high sense or knowledge about brand. The higher the logit value shows that the respondents are having a greatest sense or knowledge of a brand, which is Brand Knowledge of Cooperative in Bandung City. In constrast, a person with lowest logit value means that the person has no interest towards the Brand.

TABLE 3.1 Empowerment Peran Brand Knowledge Bagi ZOU192WS.TXTK Oct 14 2:56 2022
 INPUT: 174 Person 55 Item REPORTED: 174 Person 55 Item 5 CATS WINSTEPS 3.73

SUMMARY OF 171 MEASURED (NON-EXTREME) Person

	TOTAL SCORE	COUNT	MEASURE	MODEL ERROR	INFIT		OUTFIT	
					MNSQ	ZSTD	MNSQ	ZSTD
MEAN	199.6	55.0	<u>1.20</u>	.23	.99	-.4	1.00	-.4
S.D.	26.6	.0	1.41	.07	.58	2.8	.59	2.8
MAX.	274.0	55.0	8.09	1.01	3.01	7.3	2.89	7.0
MIN.	129.0	55.0	-1.57	.18	.20	-5.5	.21	-5.4

REAL RMSE	.26	TRUE SD	1.39	SEPARATION	5.29	Person RELIABILITY	<u>.97</u>
MODEL RMSE	.24	TRUE SD	1.39	SEPARATION	5.86	Person RELIABILITY	.97
S.E. OF Person MEAN = .11							

MAXIMUM EXTREME SCORE: 3 Person

SUMMARY OF 174 MEASURED (EXTREME AND NON-EXTREME) Person

	TOTAL SCORE	COUNT	MEASURE	MODEL ERROR	INFIT		OUTFIT	
					MNSQ	ZSTD	MNSQ	ZSTD
MEAN	200.9	55.0	1.34	.26				
S.D.	28.2	.0	1.75	.22				
MAX.	275.0	55.0	9.31	1.83				
MIN.	129.0	55.0	-1.57	.18	.20	-5.5	.21	-5.4

REAL RMSE	.35	TRUE SD	1.72	SEPARATION	4.85	Person RELIABILITY	<u>.96</u>
MODEL RMSE	.34	TRUE SD	1.72	SEPARATION	5.12	Person RELIABILITY	.96
S.E. OF Person MEAN = .13							

Person RAW SCORE-TO-MEASURE CORRELATION = .94
 CRONBACH ALPHA (KR-20) Person RAW SCORE "TEST" RELIABILITY = .97

Figure 2. Summary of Measured Person Statistics

In the Rasch Model (figure 2), the person measure value is +1.20 logit represents the average of respondents' ability to answer the required question, the logit value +0.0 exhibits the tendency of respondents' ability to answer the question easily. The Cronbach Alpha of 0.97 is categorized as exceptional; this value measured the reliability of interaction between respondents and the items of all required questions. Additionally, the person reliability 0.97 and item reliability 0.96 are also regarded as exceptional since these values represented higher answers consistency from respondents in answering the questions as well as the high quality of the questionnaire inquiry.

The respondent with code number 004CLCY has logit value +9.31 shown that the person has the highest Brand Knowledge compared to other respondents by answering strongly agree and moderate agreement in most of the statements. Meanwhile, respondent with code number 011BLDX with logit value -1.57 shows that the person majority chooses disagree for each instrument in Brand Knowledge as shown in the figure 3.

TABLE 17.1 Empowerment Peran Brand Knowledge Bag ZOU192WS.TXT Oct 14 2:56 2022
 INPUT: 174 Person 55 Item REPORTED: 174 Person 55 Item 5 CATS WINSTEPS 3.73

Person: REAL SEP.: 4.85 REL.: .96 ... Item: REAL SEP.: 6.15 REL.: .97

Person STATISTICS: MEASURE ORDER

ENTRY NUMBER	TOTAL SCORE	TOTAL COUNT	MEASURE	MODEL S.E.	INFIIT MNSQ	ZSTD	OUTFIT MNSQ	ZSTD	PT-MEASURE CORR.	EXP.	EXACT MATCH OBS%	EXP%	Person
4	275	55	9.31	1.83			MAXIMUM MEASURE		.00	.00	100.0	100.0	004CLCY
49	275	55	9.31	1.83			MAXIMUM MEASURE		.00	.00	100.0	100.0	049BLBZ
100	275	55	9.31	1.83			MAXIMUM MEASURE		.00	.00	100.0	100.0	100ALBX
124	274	55	8.09	1.01	.98	.3	.53	-.1	.15	.08	98.2	98.2	124CPBY
35	262	55	5.20	.32	2.12	4.5	2.42	3.5	.10	.27	81.8	76.6	035CLBZ
129	260	55	5.00	.31	1.54	2.7	1.34	1.2	.23	.28	76.4	73.3	129ALBX
7	257	55	4.72	.29	1.52	2.9	1.92	3.2	.15	.30	58.2	69.0	007BLBZ
93	256	55	4.64	.29	1.47	2.7	1.30	1.3	.37	.31	76.4	67.9	093BLCX
56	252	55	4.32	.28	1.50	3.0	1.44	2.1	.17	.33	52.7	64.9	056CPBZ
170	249	55	4.09	.27	1.79	4.4	1.92	4.0	.31	.35	61.8	63.0	170CPBZ
26	246	55	3.88	.27	.76	-1.6	.75	-1.5	.46	.36	65.5	62.0	026CPCY
22	239	55	3.39	.26	1.74	3.5	1.67	3.1	.13	.38	54.5	64.9	022BLBX
77	238	55	3.32	.26	.88	-.6	.86	-.7	.33	.39	69.1	65.3	077CPBZ
113	236	55	3.18	.26	2.70	6.3	2.62	6.0	.37	.39	34.5	66.2	113CLCW
138	236	55	3.18	.26	1.44	2.1	1.50	2.3	.18	.39	58.2	66.2	138CLBZ
20	235	55	3.12	.26	.80	-1.1	.78	-1.2	.20	.39	78.2	66.6	020ALBW
134	147	55	-1.00	.18	1.19	1.1	1.24	1.3	.67	.51	52.7	48.9	134ALBX
109	143	55	-1.13	.18	1.74	3.5	1.83	3.9	.61	.52	43.6	48.3	109APCW
65	138	55	-1.29	.18	1.17	1.0	1.21	1.2	.54	.52	47.3	47.1	065BLDX
11	129	55	-1.57	.18	1.39	2.1	1.50	2.6	.07	.53	30.9	46.4	011BLDX
MEAN	200.9	55.0	1.34	.26	.99	-.4	1.00	-.4			64.8	60.1	
S.D.	28.2	.0	1.75	.22	.58	2.8	.59	2.8			16.2	7.8	

Figure 3. Person Measure Order

The highest person ability belongs to 004CLCY, with profile:

- ✓ Respondent code 004
- ✓ Range of Age: 35- 41 years old
- ✓ Gender: Laki-laki
- ✓ Average Income: 5-10 mio (IDR)
- ✓ Education: Diploma Degree

The lowest person ability belongs to 011BLDX, with profile:

- ✓ Respondent code 011
- ✓ Range of Age: 31-35 years old
- ✓ Gender: Laki-laki
- ✓ Average Income: >10 mio (IDR)
- ✓ Education: Bachelor Degree

Summary of Measured Item Statistics

The item measured statistics is used to determine the most difficult items to be approved by the respondent. Items with a positive logit value has a meaning that those items are strongly difficult to be accepted by the respondents, while the negative value represents the easiness to be approved (Miftahuddin & Chan, 2020).

TABLE 13.1 Empowerment Peran Brand Knowledge Bag ZOU192WS.TXT Oct 14 2:56 2022
 INPUT: 174 Person 55 Item REPORTED: 174 Person 55 Item 5 CATS WINSTEPS 3.73

 Person: REAL SEP.: 4.85 REL.: .96 ... Item: REAL SEP.: 6.15 REL.: .97

Item STATISTICS: MEASURE ORDER

ENTRY NUMBER	TOTAL SCORE	TOTAL COUNT	MEASURE	MODEL S.E.	INFIT MNSQ	ZSTD	OUTFIT MNSQ	ZSTD	PT-MEASURE CORR.	EXP.	EXACT MATCH OBS%	EXP%	Item
7	539	174	1.37	.11	1.38	3.3	1.41	3.4	.62	.66	45.0	52.0	n7
13	553	174	1.20	.11	1.43	3.6	1.58	4.5	.56	.65	42.7	52.7	n13
40	563	174	1.07	.11	.96	-.3	.95	-.4	.71	.65	58.5	53.8	n40
9	566	174	1.04	.11	1.34	2.9	1.38	3.0	.65	.65	47.4	54.0	n9
17	570	174	.99	.11	1.32	2.7	1.36	2.9	.60	.64	54.4	54.6	n17
41	571	174	.97	.11	.85	-1.4	.88	-1.1	.71	.64	57.9	54.7	n41
39	573	174	.95	.11	.76	-2.4	.78	-2.0	.70	.64	65.5	55.1	n39
52	576	174	.91	.11	1.76	5.7	1.97	6.7	.42	.64	47.4	55.4	n52
18	577	174	.90	.11	1.22	1.9	1.21	1.7	.65	.64	52.0	55.7	n18
8	580	174	.86	.11	1.47	3.8	1.44	3.4	.55	.64	45.0	55.9	n8
5	585	174	.79	.12	1.50	4.0	1.46	3.5	.55	.63	50.9	56.5	n5
4	586	174	.78	.12	1.55	4.3	1.57	4.2	.53	.63	51.5	56.5	n4
38	594	174	.67	.12	.71	-2.9	.70	-2.8	.73	.63	67.3	57.3	n38
16	714	174	-1.31	.14	1.31	2.5	1.25	1.6	.50	.54	61.4	66.0	n16
10	723	174	-1.50	.14	1.13	1.1	1.09	.6	.55	.53	63.7	66.4	n10
12	745	174	-1.97	.15	1.42	3.3	1.34	2.1	.40	.51	60.8	67.1	n12
2	758	174	-2.26	.15	2.51	9.7	2.33	6.8	.32	.50	45.0	67.7	n2
1	777	174	-2.72	.16	2.14	8.1	2.34	6.6	.18	.47	49.7	69.4	n1
MEAN	635.7	174.0	.00	.13	1.00	-.4	1.00	-.4			64.8	60.1	
S.D.	51.4	.0	.85	.01	.42	3.5	.44	3.2			10.7	3.8	

Figure 4. Summary of Measured Item Statistics

In the figure 4, the logit value for item number n7 is +1.37 means that this instrument of Brand Knowledge is the most difficult to compromise by respondents. Item number n7 states that the respondent is usually think of a product/service from cooperative. However, the item number n1 is the easiest to gain agreement from respondents with logit value -2.72. Item number n1 states that the respondent has ever seen the logo of cooperative in Indonesia.

Conclusion

The objective of this study is to observe the level of Cooperative Brand Knowledge among millennial living in Bandung City to identify what strategies are appropriate in increasing the interests to develop the cooperative business. From the research, it is shown that most of the respondents are having a moderate up to high level Brand Knowledge about cooperative in Bandung City Indonesia. It could be a good response from the millennials who majority would not aware of the existence of cooperative near their territory. Additionally, several respondents who are having high level of Brand Knowledge are also preferred to buy product/service from cooperative business. By empowering the role of Brand Knowledge for millennials, the author could find a way to enhance the intention in developing the cooperative business unions in Bandung City Indonesia. The result of this study is mainly used to identify which segments are prominent to be an agent in developing the cooperative business, as well as to determine what strategic ideas needed to raise the interest of millennials towards the cooperative product and service. In the future, the author suggested conducting both quantitative and qualitative study to gain apprehensive insight on the millennials contribution in sustaining the cooperative in Bandung City Indonesia.

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