

Unveiling the Influence of Media Platforms on Cultivating Brand Loyalty for Federal Territories Islamic Religious Council (MAIWP), Putrajaya

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Abstract

This study examines the impact of brand awareness, brand association, brand image, and perceived quality on brand loyalty for MAIWP in disseminating zakat-related information. A questionnaire was administered to 200 respondents from the Muslim community in Putrajaya, and data were analyzed using descriptive and inferential statistics. Results indicate that brand awareness, association, image, and perceived quality significantly influence brand loyalty. Higher awareness and positive associations contribute to increased loyalty, while a positive brand image and perceived quality enhance loyalty. These findings offer valuable insights for MAIWP in developing effective media platforms to foster engagement, trust, and seamless information dissemination.

Keywords: Media Platforms, Brand Loyalty, Brand Awareness, Brand Association, Brand Image, Brand Perceived Quality, MAIWP, Zakat Information.

INTRODUCTION

The Islamic Religious Council of the Federal Territory (MAIWP) is actively embracing media platforms to effectively disseminate information regarding zakat, as the use of media platforms has increased dramatically in modern society. MAIWP recognizes the significance of establishing a robust presence on media platforms to ensure the dissemination of information in a transparent and accessible manner. With the continued rise in media platform usage, MAIWP acknowledges the need to communicate and educate the public about zakat-related matters effectively. By harnessing the power of media platforms, MAIWP aims to reach a broader audience, disseminate information more efficiently, and provide timely updates and guidance to the Muslim community.

Zakat institutions, including MAIWP, face challenges in the era of media platforms despite their numerous benefits. Technological advancements and the freedom of expression have opened avenues for negative comments and criticisms directed towards these institutions on social media platforms. Although these platforms offer opportunities for open dialogue, they also provide space for negative perceptions and misunderstandings.

In response to these challenges, it becomes crucial for zakat institutions to ensure the transparent and user-friendly dissemination of information related to zakat giving and receiving. Leveraging the power of social media, zakat institutions can actively showcase their daily activities and even provide live updates on their programs with the asnaf (beneficiaries). This proactive showcasing not only serves to boost public confidence

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but also instils trust in zakat institutions. When the public has no concerns with zakat institutions, they are more likely to feel confident about contributing their zakat through these organizations. By presenting a transparent and engaging presence on social media, zakat institutions can effectively address misconceptions and create a positive image of their work, reinforcing public trust in their operations (Z. Abdullah et al., 2023).

Within this context, the success of MAIWP's media platform relies on factors such as brand awareness, brand association, brand image, and perceived quality. These factors significantly influence individuals' perceptions, trust-building, and brand loyalty towards the media platform (Sasmita & Mohd Suki, 2015). Thus, investigating and understanding the correlation between these factors and brand loyalty is crucial to enhance the dissemination of zakat-related information and improve the overall user experience.

This study aims to explore the relationship between brand awareness, brand association, brand image, perceived quality, and brand loyalty within the context of MAIWP's media platform. Through analyzing this relationship, valuable insights can be derived to guide MAIWP in developing effective platform media to strengthen brand loyalty, enhance user engagement, and ensure seamless and user-friendly dissemination of zakat-related information.

LITERATURE REVIEW

Brand Association

Brand association refers to consumers' mental connections between a brand and its associated attributes. It encompasses brand personality, values, and emotions evoked by the brand. Recent research has explored the impact of brand association on brand loyalty, revealing that strong and positive associations contribute to higher levels of customer loyalty (Sasmita & Mohd Suki, 2015). These associations can be explicit or implicit and play a crucial role in shaping consumers' perceptions and attitudes towards the brand (Park et al., 1986; Fournier, 1998; Alkhalwaldeh et al., 2017). Positive brand associations increase brand loyalty by establishing a distinctive and positive brand identity (Keller, 1993). Previous research by Jamal & Naser (2002) investigates the antecedents of customer satisfaction in retail banking. It reveals that brand associations, including perceptions of reliability, service quality, and image, significantly influence customer satisfaction and subsequently impact brand loyalty. Shafiq, N., and Rizwan, A. (2020) examine the effect of brand association on consumer loyalty, with brand trust as a mediator. The findings will demonstrate a positive and significant relationship between brand association and brand loyalty and that brand trust will partially mediate this relationship.

H₁ Brand association has a significant direct effect on the brand loyalty of the Media Platform of the Federal Territories Islamic Religious Council (MAIWP) Putrajaya.

Brand Awareness

Brand awareness is a consumer's capacity to recognize and recall a brand. It has been discovered to positively affect brand preference and selection (Pranata & Permana, 2021). According to Keller (1993), brand awareness is essential to brand knowledge and functions as the basis for constructing powerful brands. It indicates a consumer's ability to recognize and recall a brand from memory when prompted with the appropriate stimuli. Keller emphasizes further that brand awareness is crucial for establishing brand equity and shaping consumer perceptions and preferences. Numerous marketing strategies and communication channels contribute to developing brand awareness. Advertising plays a crucial function in establishing brand recognition and visibility. According to Aaker (1996), effective advertising campaigns contribute to brand recognition by exposing consumers to the brand's message and establishing memorable brand associations.

Moreover, digital marketing and social media platforms have become essential for increasing brand awareness. Bilgîn (2018) investigated the influence of social media advertising on brand recognition. Through targeted advertising, influencer partnerships, and engaging content, social media platforms such as Facebook, Instagram, and Twitter provide effective channels for creating brand awareness. Hsu & Cai (2009)

investigated consumers' loyalty to a specific service brand and demonstrated that this loyalty was directly attributable to several aspects of brand equity. According to the findings, there was a significant but not notably strong correlation between brand awareness and brand loyalty. Next, research conducted by Islam, J. U., Rahman, M. M., and Huda, N. (2020) in the context of the banking industry, this research confirms the significance of brand awareness in fostering brand loyalty. When customers are aware of a bank's brand, they are more likely to exhibit loyalty towards it. Building brand awareness is crucial for attracting and retaining loyal customers in the competitive banking sector. Chinomona & Maziriri (2017) study seeks to examine the impact of brand awareness, brand association, and product quality on brand loyalty and repurchase intent among male South African consumers of cosmetic brands. The study confirms that brand awareness, brand association, and product quality play a significant role in fostering brand loyalty and repurchase intent in South Africa.

H₂ Brand awareness has a significant direct effect on the brand loyalty of the Media Platform of the Federal Territories Islamic Religious Council (MAIWP) Putrajaya.

Brand Perceived Quality

Brand perceived quality is consumers' subjective evaluation of a brand's overall excellence. It significantly impacts consumer decision-making and repurchase intentions (S. Ahmad & Butt, 2012). Perceived quality is the customer's perception or comprehensive evaluation of a product or service's superiority and excellence. Perceived quality is a customer's subjective evaluation of a product or service. The perceived quality of a product or service that has the potential to become a brand in consumers' perceptions demonstrates its distinctiveness. Prior experience, educational background, perception of risk, and purchase situation are used to measure perceived quality (Mai & Nguyen, 2021). According to David A. Aaker (2008), the perception of quality is the customer's impression of the company's product or service, which is influenced by the product's overall quality and excellence (Sivaram et al.; H. 2020). Previous research by Z. Ahmad et al. (2016) investigates the influence of brand-perceived quality on brand loyalty, with customer satisfaction mediating this relationship. The expected results suggest a positive and significant association between brand-perceived quality and brand loyalty. Additionally, customer satisfaction is likely to mediate the relationship, indicating that higher perceived quality contributes to greater customer satisfaction, enhancing brand loyalty.

H₃ Brand perceived quality has a significant direct effect on the brand loyalty of the Media Platform of the Federal Territories Islamic Religious Council (MAIWP) Putrajaya.

Brand Image

The brand image reflects how consumers perceive a brand based on its reputation, credibility, and overall impression. Various touchpoints shape it, including advertising, product quality, customer service, and brand communications. Recent studies have emphasized the role of brand image in influencing brand loyalty, demonstrating that a positive brand image enhances customer satisfaction, loyalty, and advocacy (Keller, 1993). A study by Aaker (1996) explored the dimensions of brand image and their impact on consumer behavior. The study highlighted that a positive brand image influences consumer attitudes, purchase intentions, and brand loyalty. It emphasized the importance of managing brand image through consistent messaging, brand differentiation, and creating unique brand associations (Aulia & Briliana, 2017). Prior research determined that brand image significantly predicts brand loyalty (Brunner et al., 2008; Alkhawaldeh & Eneizan, 2018). Their findings were consistent with those of Souiden & Pons (2009), reaffirming the positive influence of brand image on brand loyalty and purchase intentions.

In one of his research projects, A. Abdullah (2015) he was determined that brand image has a substantial positive influence on brand trust and brand loyalty. As highlighted by Rahmatulloh et al. (2019), the results of previous research prove the level of Brand Image of PT. Bank Syariah Mandiri in West Sumatra decreases, the brand loyalty also decreases. Conversely, if the Brand Image of PT. Bank Syariah Mandiri in the West Sumatra region becomes more positive; it will increase customer loyalty towards the Bank Syariah Mandiri brand. This study evaluates the impact of specific brand image characteristics, such as brand reputation, trustworthiness, visual identity, and brand personality, on consumer loyalty in the banking industry.

H₄ (04) Brand image has a significant direct effect on the brand loyalty of the Media Platform of the Federal Territories Islamic Religious Council (MAIWP) Putrajaya

Brand Loyalty

Brand loyalty refers to a consumer's commitment to and affinity for a specific brand over others on the market. Kumar et al. (2022) investigated the factors that influence brand loyalty in the smartphone industry. The findings demonstrated that consumer satisfaction, perceived product quality, and brand trust significantly impact brand loyalty. To foster brand loyalty, the study also highlighted the significance of providing superior customer experiences and establishing strong emotional connections with consumers. Brand loyalty is crucial for businesses because it can increase consumer retention, positive word-of-mouth, and a competitive advantage in the market (Reichheld, 1996; Jamal & Naser, 2002). It encompasses attitude and behavior, indicating a profound emotional connection and trust between the consumer and the brand (Aaker, 1991; Zeithaml et al., 1996; Alkhawaldeh & Eneizan, 2018). According to Aaker (1991), brand loyalty is more closely tied to utilization experience because it cannot exist without prior purchase and usage. However, he argues that loyalty is influenced by other significant aspects of brand equity, namely awareness, associations, and perceived quality (Alam et al., 2018).

Conceptual Framework

The theoretical framework is a collection of interrelated concepts that guide the study (Creswell, 2013). The proposed conceptual model aims to investigate the role of media platforms in shaping MAIWP brand loyalty. Figure 1 below illustrates the conceptual model that identifies brand association, brand awareness, brand perceived quality, and brand image as predictor variables, whereas brand loyalty is the dependent variable, and use of the media platform is the outcome variable.

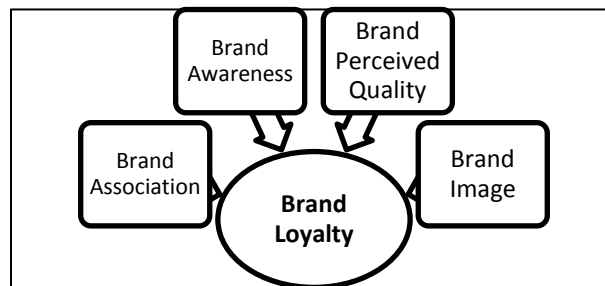


Figure 1: Conceptual model of brand loyalty

METHODOLOGY

This quantitative study uses a structured questionnaire designed in line with the research questions and objectives. The questionnaire consists of 2 sections, Section A, which covers the respondents' background, and Section B, which measures the independent variables such as brand awareness, brand associations, perceived quality, and brand image. The study data will be analyzed using statistical software for social sciences (SPSS). Additionally, hypothesis testing will examine the existing relationships between brand awareness, brand associations, brand perceived quality, and brand image toward brand loyalty as a dependent variable in the studied area using Spearman's rho correlation analysis.

RESULTS

Both descriptive and inferential analyses are employed in this study. Descriptive analysis and percentages are used to assess brand association, brand awareness, brand perceived quality, and brand image of the MAIWP media platform among the Muslim community in Putrajaya. The inferential analysis examines the correlations between brand association, brand awareness, brand perceived quality, brand image, and brand loyalty.

Respondent Profile

Table 1: Demographic profile of the Muslims in Putrajaya

Variable	Category	Frequency	Percentage %
Gender	Male	88	44.0
	Female	112	56.0
Age	21-30 Years	57	28.5
	31-40 Years	61	30.5
	41-50 Years	48	24.0
	51 Years >	34	17.0
Occupation	Government	44	22.0
	Private	64	32.0
	Freelance	45	22.5
	Retired/unemployed	24	12.0

According to the provided data from Table 1, this section presents the demographic information of the respondents, specifically their gender, age, and occupation. Out of the 200 respondents, 88 individuals (44%) were identified as male, while 112 individuals (56%) were identified as female. All the respondents belong to the Muslim community residing in Putrajaya. When considering the age distribution, the largest portion of the respondents falls within the age range of 31 to 40 years, accounting for 30.1% of the total. This is followed by the age range of 21 to 30 years, constituting 28.5% of the respondents. The age range of 41 to 50 years is the next most represented, comprising 24% of the respondents. Only 34 respondents (17%) were aged 51 years.

Regarding occupations, the private sector represents the highest proportion, accounting for 32% of the respondents. Freelancers and individuals working in the government sector comprise 22.5% and 22% of respondents. A total of 12% of the respondents are either retired or unemployed.

Analysis Descriptive Statistic

Table 2: Descriptive statistics of Brand Association, Brand Loyalty, Brand Awareness, Brand Perceived Quality, Brand Image

	N	Mean
Brand Association	200	3.52
Brand Awareness	200	3.56
Brand Perceived Quality	200	3.72
Brand Image	200	3.68
Brand Loyalty	200	3.57
Valid N (listwise)	200	3.61

Notes: mean value 1.00 – 2.00 is low, mean value 2.01 – 3.00 is medium-low, mean value 3.01 – 4.00 is medium-high, mean value 4.01 – 5.00 is high (Nunnally & Bernstein, 1994)

The presented table displays the outcomes of a research study conducted to evaluate Muslims in Putrajaya's perceptions of the MAIWP media platform. The study encompassed 200 respondents, and their feedback was

analyzed across multiple dimensions associated with the brand. The average score for Brand Association is 3.52, indicating that, on average, users perceive a moderate level of connection or association with the MAIWP brand. They may attribute specific attributes or qualities to the brand, but the overall association is not particularly strong. Next, Brand Awareness with a mean score of 3.56, users of the MAIWP media platform demonstrate a moderate level of familiarity and recognition of the brand. They possess a certain degree of awareness regarding the platform's existence and presence. Brand Perceived Quality, users perceive the MAIWP media platform's offerings to possess relatively high quality, as indicated by the mean score of 3.72. This suggests that users hold a positive opinion about the superiority and overall quality of the platform's content or services.

Next, the mean score for Brand Image is 3.68, implying that users of the MAIWP media platform possess a moderately positive impression and perception of the brand. They hold a somewhat favorable view of the platform's reputation, values, and personality. Brand Loyalty with a mean score of 3.57, users of the MAIWP media platform demonstrate a moderate level of loyalty and preference for the brand. They exhibit a certain level of commitment and tend to engage with the platform repeatedly. In summary, the research study reveals that users of the MAIWP media platform generally exhibit medium-high levels of brand association, awareness, perceived quality, brand image, and brand loyalty. These findings offer valuable insights into the user perception of the platform, facilitating strategies and improvements for the MAIWP media platform's future development.

Table 4: Correlation analysis investigates the factors that impact brand loyalty in the utilization of media platforms provided by MAIWP Putrajaya

		Brand loyalty	
Spearman's rho	Brand Association	Correlation Coefficient	.823**
		Sig. (2-tailed)	.000
		N	200
	Brand Awareness	Correlation Coefficient	.834**
		Sig. (2-tailed)	.000
		N	200
	Brand Perceived Quality	Correlation Coefficient	.800**
		Sig. (2-tailed)	.000
		N	200
	Brand Image	Correlation Coefficient	.817**
		Sig. (2-tailed)	.000
		N	200
**. Correlation is significant at the 0.01 level (2-tailed).			

The correlation analysis examines the relationship between Brand Association, Brand Awareness, Brand Perceived Quality, Brand Image, and Brand Loyalty using Spearman's rho correlation coefficient. The results reveal significant positive correlations between these variables and Brand Loyalty. Brand Association shows a strong positive correlation (0.823**) with Brand Loyalty, indicating a significant relationship. An increase in Brand Association is associated with higher levels of Brand Loyalty. Similarly, Brand Awareness exhibits a strong positive correlation (0.834**) with Brand Loyalty, signifying a significant relationship. Higher Brand Awareness tends to lead to increased Brand Loyalty. Brand Perceived Quality demonstrates a strong positive correlation (0.800**) with Brand Loyalty, suggesting a significant relationship. Improved Brand Perceived Quality is linked to higher levels of Brand Loyalty.

Furthermore, Brand Image shows a strong positive correlation (0.817**) with Brand Loyalty, indicating a significant relationship. A stronger Brand Image is associated with increased Brand Loyalty. The strong positive correlations emphasize the influential role of these dimensions in predicting and influencing Brand Loyalty.

This study examines the connections between four factors. First, the findings disclosed that brand awareness substantially impacts brand loyalty; this finding is consistent with previous revisions. According to Feiz & Moradi (2020), when consumers are familiar with a bank's brand, they are likelier to demonstrate brand

loyalty. In the competitive banking industry, brand awareness is crucial for attracting and retaining loyal consumers. This finding is supported by Chinomona & Maziriri (2017), which suggests that greater brand awareness on social commerce platforms results in greater brand loyalty among consumers. This study revealed that the MAIWP media platform provides comprehensive information about zakat and user-friendly services to all respondents in Putrajaya for their convenience.

The second factor, the results indicate that Brand Associations of MAIWP's media platform positively impact brand loyalty. This is because brand associations, such as perceptions of reliability, service quality, and image, significantly influence respondents' satisfaction, affecting their brand loyalty. These findings align with previous research conducted by Jamal & Naser (2002), which showed that brand associations, including perceptions of dependability, service quality, and image, significantly impact consumer satisfaction and, subsequently, brand loyalty. Additionally, Shafiq, N., & Rizwan, A. (2020) found that brand association has a notable positive effect on brand loyalty, with brand trust mediating in this relationship.

The third factor, Brand Image, significantly and positively impacts Brand loyalty towards the media platform MAIWP. The findings of this study align with the results of A. Abdullah (2015) indicates that Brand Image has a significant positive effect on brand loyalty and brand trust. An unfavorable or unfavorable brand image can undermine consumers' trust in the brand's products. Similarly, in their research, Rahmatulloh et al., (2019) found that Brand Image, encompassing elements such as brand reputation, trustworthiness, visual identity, and brand personality, holds significant value in influencing consumer perceptions and fostering loyalty within the banking industry. In the current study, MAIWP has earned respondents' trust by establishing media platforms MAIWP as the primary reference for zakat-related matters compared to other institutional media platforms.

The final factor, brand Perceived Quality, has a positive and significant impact on Brand loyalty. This study indicates that respondents are satisfied with the services provided by the media platform MAIWP, which is influenced by the overall quality and excellence of the products. This finding is supported by the research conducted by (Mai & Nguyen, 2021), which demonstrates that brand impression positively influences customers' perceived quality and enhances brand loyalty in the beauty salon industry. Other studies by Z. Ahmad et al. (2016) also highlight that customer satisfaction likely mediates the relationship, indicating that higher perceived quality leads to increased customer satisfaction, ultimately strengthening brand loyalty.

Overall, these findings highlight the importance of enhancing brand awareness, building positive brand associations, maintaining a solid brand image, and delivering high perceived quality to foster brand loyalty among users of the MAIWP media platform. By focusing on these factors, the Islamic Religious Council of the Federal Territory, Putrajaya, can strengthen its relationship with users and cultivate a loyal user base.

CONCLUSION

In conclusion, to ensure the community's confidence in MAIWP, it is crucial to focus on enhancing brand awareness, building positive brand associations, maintaining a solid brand image, and delivering high perceived quality. By effectively utilizing media platforms, MAIWP can disseminate information about zakat transparently and user-friendly, addressing any negative perceptions or misconceptions. This will foster trust and confidence among the Muslim community in Putrajaya, leading to increased brand loyalty. By consistently providing reliable and accurate information, MAIWP can establish itself as a trusted source for zakat-related matters. Additionally, by actively engaging with the community through media platforms, MAIWP can address concerns, provide timely updates, and respond to feedback, further strengthening the community's confidence. Ultimately, by focusing on these aspects, MAIWP can ensure that the community feels confident in its engagement with the organization and its media platforms.

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