How to Improve Reseller Performance?
The Role of *Maslahah* Brand Resonance

Any Setyarini[1], Mohamad Sodikin[2], Nuswantoro[3]

[1, 3] dept. of Management, Faculty of Economics, Sultan Agung Islamic University, Semarang
[2] Institute of Economics Science Scholar Main Work, Semarang

Abstract

Brand resonance is the highest level in Customer-Based Brand Equity (CBBE). Customer-Based Brand Equity is the differential effect of consumers on brand understanding that arises from experience with the brand. Meanwhile, brand resonance is the degree of relationship that consumers feel to a particular brand. Brand resonance is seen at the level of the psychological relationship between the customer and the brand, and the actions that result from loyalty. The study of brand resonance is still limited to profitable aspects and for its own sake, so there is no benefit for profit hereafter. This study proposes the concept of maslahah brand resonance as a new concept that has characteristics and dimensions of maslahah that are beneficial for business and profits in the hereafter, so that the orientation of the achievement is not only in the world but also in building a direct relationship with Allah SWT. This research is based on the view that consumers who are religious, hold fast to their religious beliefs will affect their consumption behavior. The theoretical contribution of this new concept is in the development of branding theory so that it has a wider scope. The managerial implication is that SME managers can apply brand resonance problems as an effort to build reseller performance improvements.

Keywords: Maslahah Brand Resonance, Brand Resonance, Brand Image.

Introduction

Knowledge is a major resource and a source of value for an organization. Quality knowledge (KM) helps companies to optimize work, develop products and services, reduce costs and increase sales. KM emphasizes the ability of organizations to use and combine various knowledge resources that can turn intangible resources into innovation. The research results from Hsu et al. (2007) showed that 80% of respondents stated that knowledge is a strategic asset, and 78% of business opportunities fail because they are unable to explore knowledge within the organization. While research from Bautista-Frias et al. (2012) explained that knowledge is the most important source of competitive advantage, but the relationship between knowledge management and competitive advantage is weak. Quality knowledge helps companies to do a better job, develop useful products or services, reduce costs, and increase sales (Kyoon et al., 2011). Therefore, organizations must improve the quality of knowledge because it can create a competitive advantage in the face of rapid changes in the business environment.

Knowledge quality has 3 (three) indicators, namely Intrinsic Knowledge Quality, Contextual Knowledge Quality and Follow Up Knowledge Quality. The quality of intrinsic knowledge is the extent to which human resources have the quality of knowledge within themselves. This dimension relates to accuracy, precision, and timeliness of knowledge. It is the foundation for quality knowledge, and provides a rich understanding of activities and relationships. Knowledge as a belief that is justified to increase the capacity of an entity for effective action (Nonaka, 1994;). This means that there is accuracy or observation (Erden et al., 2008). Although described as beliefs, opinions, insights, and experiences (Nonaka, 1994; Davenport and Prusak, 1998), they must contain fundamental values. Zahra (2019)

explains that in an Islamic perspective, rationality, ethical and epistemological aspects must support moral aspects in the application of knowledge. The quality of contextual knowledge refers to the extent to which knowledge is considered in the context of the task. This dimension deals with relevance, suitability, and understanding of the environment in which the task operates. Understanding the context should increase the efficiency of using knowledge. Developed knowledge and information have become an important resource for resellers to continue to develop, innovate to provide the best service and build positive relationships with customers. This is very important to build a branding in the minds of customers. The quality of contextual knowledge refers to the extent to which knowledge is considered in the context of the task. This dimension deals with relevance, suitability, and understanding of the environment in which the task operates. Understanding the context should increase the efficiency of using knowledge. Developed knowledge and information have become an important resource for resellers to continue to develop, innovate to provide the best service and build positive relationships with customers. This is very important to build a branding in the minds of customers. The quality of contextual knowledge refers to the extent to which knowledge is considered in the context of the task. This dimension deals with relevance, suitability, and understanding of the environment in which the task operates. Understanding the context should increase the efficiency of using knowledge. Developed knowledge and information have become an important resource for resellers to continue to develop, innovate to provide the best service and build positive relationships with customers. This is very important to build a branding in the minds of customers. Developed knowledge and information have become an important resource for resellers to continue to develop, innovate to provide the best service and build positive relationships with customers. This is very important to build a branding in the minds of customers. Developed knowledge and information have become an important resource for resellers to continue to develop, innovate to provide the best service and build positive relationships with customers. This is very important to build a branding in the minds of customers.

Branding is part of a strategy to build long-term value-based relationships with customers (Tournois and Rollero, 2019). This has been a topic of interest in various studies. Branding as part of a marketing strategy has brought success to the brand of a product or service. Previous research focused on the branding implementation process. Therefore, theoretical research is needed to identify the factors that drive an increase in the branding effectiveness of a brand (Chan and Marafa, 2018).

Brand equity is used to assess the results of branding and the strength of a brand to create value with customers (Tran et al., 2019). Customer satisfaction is a sustainable competitive advantage for creating and developing branding from a market orientation (Wang et al., 2020). The success of a branding strategy is determined by its capacity to meet or exceed consumer expectations (Alves et al., 2018). Researchers have proposed several interconnected aspects that measure brand equity, such as brand awareness, perceived quality, brand association and brand loyalty (Tran et al., 2017). Studies have also found a relationship between dimensions of brand equity and customer satisfaction in a marketing context (Martín et al., 2019).

Theories suggest that awareness plays an important role in their choice of, and satisfaction with, certain goals (Teixeira et al., 2019). However, the impact of brand awareness on satisfaction is rarely assessed in integrated models of brand equity and customer satisfaction. Although studies have estimated the strength of the mediator in the relationship

between indicators in the mediated model (Tran and Tran, 2017), this has not been thoroughly tested with regard to the effect of brand equity on increasing consumer loyalty. In addition to the effects of brand equity and customer satisfaction, culture is also a factor that contributes to branding because the branding process is perceived as a culturally meaningful product (Pedeliento and Kavaratzis, 2019).

Based on this study, this study proposes a new concept, namely maslahah brand resonance, namely brand equity based on Islamic values, namely the value of maslahah. This concept presents the concept of customer loyalty which views and evaluates brand quality based on satisfaction with product functions alone, but is built on the basis of broad objectives and benefits, namely the benefit of religion, soul, mind, lineage and property. This concept contributes to the development of broader branding theory with a transcendental spiritual dimension.

Literature review
Brand Equity

According to Keller in Koay et al., (2021), brand equity is conceptualized as a perspective from an individual consumer and a frame of mind about what consumers know, consumers have in mind and choosing the right marketing strategy based on the results of the data obtained based on this. It can happen when consumers already know and like a brand so they have special memories related to that brand. Consumer based brand equity can also be explained as a differentiating effect related to brand knowledge in the minds of consumers in the form of specific consumer responses to certain brands. Based on Koay et al., (2021), Consumer Based brand equity has 4 components and aspects which include Brand awareness, brand association, perceived quality and brand loyalty.

A brand is valuable when customers feel and appreciate the value and meaning of the brand. Brand equity has a strong focus on the customer perspective (Alvarado Karste and Guzman, 2020). Customer-based brand equity describes a set of brand assets and liabilities related to the brand, its name and symbol that increase or decrease the value provided by a product or service to companies and/or company customers and has been applied variously in the literature (Tran et al., 2019) . The brand equity model developed by Aaker (1991) in Ahmad and Guzman (2020) consists of four components to measure brand equity, namely brand awareness, brand association, perceived quality, and brand loyalty. They apply in different research contexts (El-Adly and ELSamen, 2018).

Brands that have stronger brand equity enjoy a higher level of emotional connection with consumers, and thus, consumers become more loyal to those brands when conducting online transactions with them. Ramaswamy and Ozcan (2016) also provide evidence of increased consumer intent to engage with stronger brands in their online cocreation initiatives. Because asking consumers to write online reviews can be an example of a co-branding initiative, consumers may be more likely to respond to the initiative if the request comes from a stronger brand.

Keller (2013) mentions that there are several stages a brand goes through before arriving at brand resonance:

- *Brand salence*, where in this stage a marketer must be able to create brand awareness among consumers

FICCOMSS   **789**

How to Improve Reseller Performance? The Role of Maslahah Brand Resonance

- *brand performance,*namely ensuring that product quality with all the attributes attached to it is truly able to meet consumer expectations. a product must meet quality standards and be able to meet consumer needs first
- *Brand imagery.* At this stage, marketers begin to think about the image of a brand in the eyes of consumers.
- *brand judgments,*namely the phase where consumers begin to give a personal assessment to every brand they know
- *Brand feeling.*In this phase consumers begin to react emotionally to a brand that is in the top position is the brand resonance phase, which is a phase where a very strong relationship has been established between consumers and a brand.
- *Brandsresonance*, is the peak phase of the entire previous process. In this phase, consumers already have a very strong intensity of inner relationship with the brand they choose. Its characteristics can be seen from several categories, namely the emergence of values of loyalty, affinity, a sense of togetherness, and active involvement with the brand.

According to Aaker in Muniz, Paswan, and Crawford (2019), brand equity is a set of brand assets and liabilities related to the brand, name and symbol, which increase or decrease the value provided by a product or service to the company and/or the company's customers. the. According to Aaker in (Beig & Nika, 2019) there are 4 dimensions of brand equity, including:

1. *Brand Loyalty* (Brand Loyalty) is brand loyalty is a measure of customer closeness/attachment to a brand.
2. *Brand Awareness* (Name awareness) is the ability of a buyer to recognize or recall that a brand is part of a certain product category.
3. *Perceived Quality*(Perceived Quality) is the consumer's perception of the overall quality or superiority of a product or service with respect to the intended purpose of the consumer.
4. *Brand Association*(Brand Association) are all impressions that appear and are related to consumer memories of a brand.

Brand equity creates value for companies and customers and has been viewed from various perspectives:

(1) Customer Based

(2) Company Based

(3) Financial Based Perspective.

In existing studies, brand equity is still assessed from the interests of customers, companies, and financial or material aspects alone, not yet assessed based on broader interests, namely the interests of religion, soul, intellectual development, future generations. Which in the Islamic perspective is called maslahah.

Maslahah value

Idris (2018) explains that in Islam, economic activity cannot be separated from the basic values that have been established in the Qur'an, hadith, and other Islamic sources. Islam is full of values that encourage humans to create their economy which is manifested in the advice of time discipline, maintenance of wealth, work values, increased production, maintenance of consumption, and Islamic concern for science. It can be seen that the principle of Islamic economics is the application of the basis of efficiency and benefits while maintaining

FICCOMSS   790

How to Improve Reseller Performance? The Role of Maslahah Brand Resonance

environmental sustainability. The motive of Islamic economics is to seek profit both in this world and in the hereafter as the caliph of Allah by worshiping in a big sense (`ibadah ghayr mahdhah).

According to Fathurrahman Djamil in Mardani (2015), in sharia business there are basic principles that must be considered, fiqh rules, muslahah, and tawazun. Al Hyari et al., (2012) argues that the Islamic concept emphasizes that markets must be built on the principle of perfect competition. However, this does not mean that there must be absolute perfect competition, but rather that there must be perfect competition included in the framework of sharia rules, so as to produce goodness or maslahah for life in this world and the hereafter.

Mashlahat in language can mean anything that evokes goodness or deeds that humans strive for to produce good for themselves and society. As-Syatibi, based on the quality aspect of maslahah interests, divides maslahah into three ranks, namely: al-dharuuriyat, al-hajiyyat and al-tahshiniyat. As for Imam Ghazali, formulating maslahat into five sequences, namely maintaining the five main things in the form of religion, soul, mind, lineage and property. All forms of efforts to maintain these five kinds of things are seen as maslahat, and disturbing or eliminating them is considered destructive (mafsadat) (Amir Mu'allim, 1997).

Based on the CBBE concept, it is understood that a bond forms betweenconsumerwith the highest brand is on brand resonance which is indicated by the values of loyalty, affinity, a sense of togetherness, and active involvement with the brand and maslahah values which are indicated bymaintain the five main things of religion, soul, mind, lineage and wealth andbased on the holy verses of the Koran, especially surah Al Fushilat 31-32 and Surah Yunus 62-63, a synthesis is obtained to build the following novelty, Maslahah Brand Resonance defined as consumer perceptions about the benefits and loyalty of a brand based on maslahah values.

Knowledge Quality and Maslahah Brand Resonance

Knowledge that is new, innovative, and useful for organizations/institutions/systems fulfills the knowledge quality requirements (Chan et al., 2008). The results of Coral et.al (2018) show that knowledge transfer affects knowledge quality, and knowledge transfer from providers as a whole has an indirect effect on innovation through knowledge quality. Coral et.al (2018) underlined the importance of knowledge transfer from suppliers to knowledge quality and knowledge transfer through knowledge quality to achieve innovation.

The quality of knowledge is defined as the extent to which awareness and understanding of ideas, logic, relationships, and appropriate situations can be used, relevant, valuable for context, and adaptable (Widodo, et.al. 2015). The quality of knowledge enables organizations to adapt, develop, and easily apply knowledge so that they can increase effective actions and overcome uncertainty by adapting their knowledge to situations that are flexible, broad, and easy (Widodo, et.al. 2015). The quality of knowledge is indicated by Adaptable, Applicable, Expandable, True, Innovative, and Justified (Waheed and Kiran, 2014). Such quality of knowledge will be able to encourage individuals/organizations in building brand equity.

Based on the description, the following propositions are arranged,

Proposition 1: High knowledge quality will be able to trigger the brand resonance problem.
Maslahah Brand Resonance on Reseller Performance Through Brand Performance

According to as-Syatibi, mashlahah in a brand must be understood because it includes all benefits related to the world and the hereafter, related to individuals and society, material, moral and spiritual, as well as related to present and future generations. This broad definition of benefit also includes the prevention and reduction of discomfort. These benefits cannot

always be revealed and confirmed by human reason alone without help and guidance. In general, the purpose of Islamic law is for the benefit of humanity as a whole, both for the benefit of the world and the benefit of the hereafter. Therefore, it is very important to understand what is included in the maslahah that will be realized for human life.

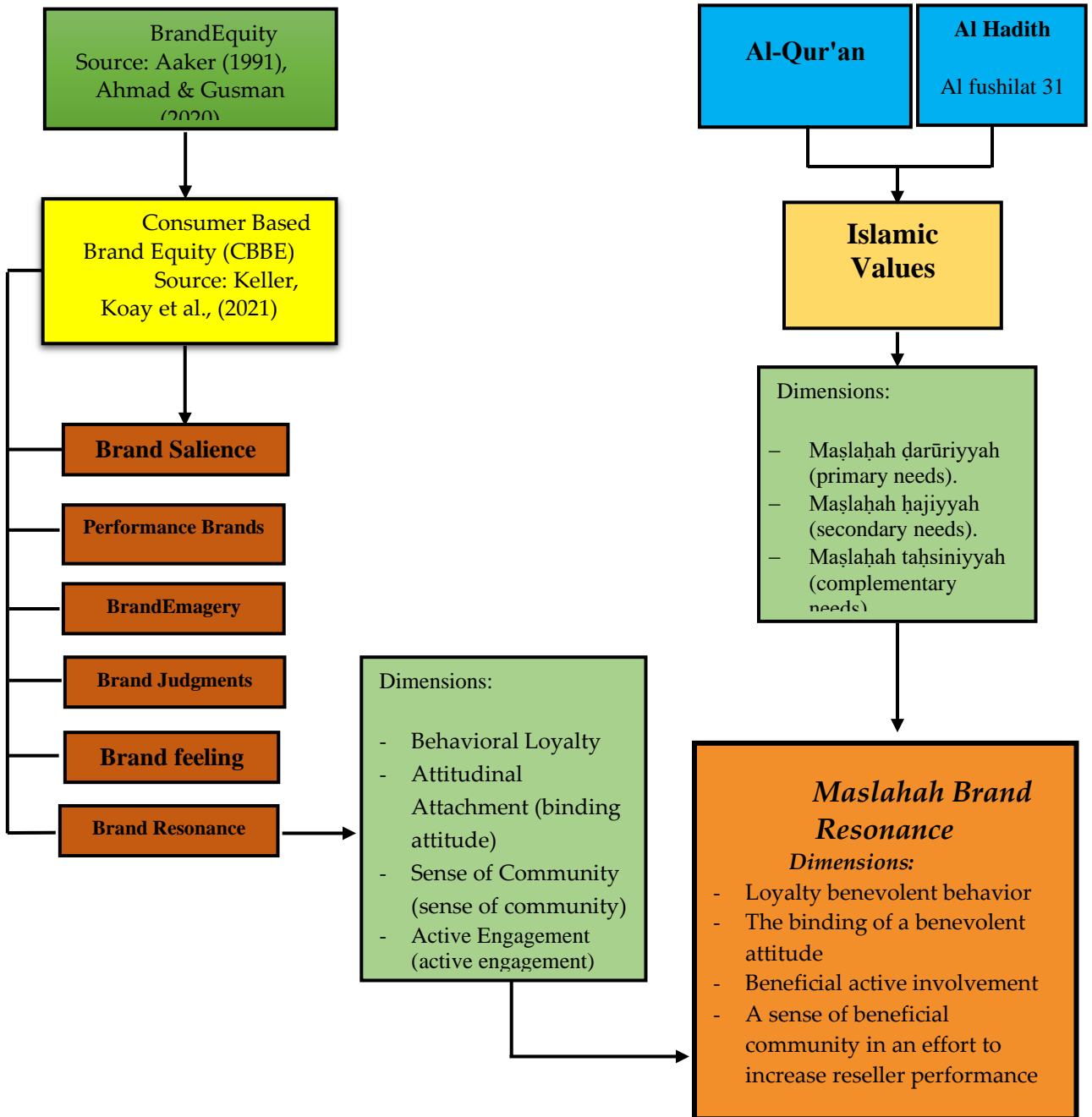
Figure 1. Integration of brand resonance theory and maslahah values

StudyIdris, Kadir, Hidayat & Rahmah (2018) show that Islamic marketing is a new thing and has recently been widely discussed by marketing experts. Companies and products are competing to attract consumers by forming a brand image that is in accordance with Islamic marketing. Brand religiosity image is described as a social phenomenon related to consumers in choosing the meaning of a brand according to their religion. Religiosity image brands are generally based on religious principles and rules. Taufik, Prabowo & Santosa's research (2020) found that each of the dimensions offered, namely brand semiotics and symbols, brand uniqueness, halal products and brands of religious value, can be factors that can become dimensions of measuring brand religiosity image variables. The research of Raut, Pawar, Brito & Sisodia (2019) shows that the new brand equity model is very relevant in predicting brand equity compared to existing brand equity models (Keller, 2001). The brand equity mediation model clearly explains the role of brand trust and brand satisfaction which can further trigger reseller performance.

Based on the description, the following propositions are arranged,

Proposition 2: Maslahah Brand Resonance on Reseller Performance Through Brand Performance

Based onPropositions 1 and 2 are then arranged in a grand theoretical research which is presented in Figure 1 below.
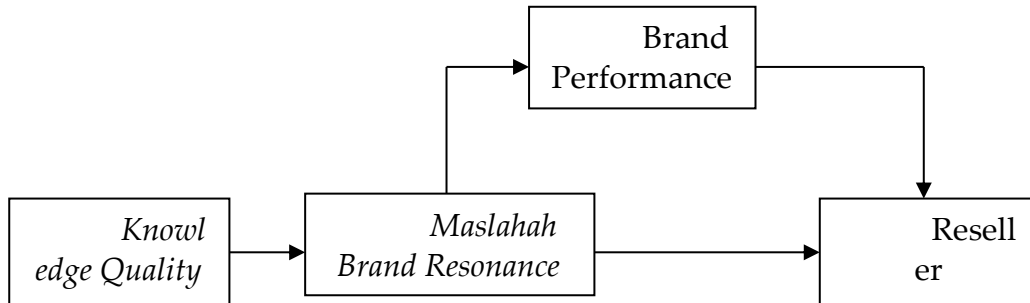

Figure 2. Grand Theoretical Research Model

Based on Figure 1 it can be explained that pQuality, novel, innovative, contextual, and useful knowledge can drive the achievement of brand resonance issues and increase the benefits of the brand. Maslahah Brand Resonance can improve brand performance. Brand performance shows the strength of the brand in the market. So when a company improves its strategy and organizational goals well, the strength of the brand in the market will also get stronger. This will be related to the reseller's performance because it can ensure that sales volume continues to increase.

Conclusion

Branding is part of a strategy to build long-term, value-based relationships with customers. Brand equity is used to assess the results of branding and the strength of a brand to create value with customers. In existing studies, brand equity is still assessed from the interests of customers, the company, and purely financial or material aspects. This study

FICCOMSS   793

How to Improve Reseller Performance? The Role of Maslahah Brand Resonance

proposes a new concept, namely maslahah brand resonance, namely brand equity based on Islamic values, namely the value of maslahah. This concept presents the concept of customer loyalty which views and evaluates brand quality based on satisfaction with product functions alone, but is built on the basis of broad objectives and benefits, namely the benefit of religion, soul, mind, lineage and wealth. This concept contributes to the development of broader branding theory with a transcendental spiritual dimension. Maslahah brand resonance that is built through quality knowledge will be able to trigger brand performance and reseller performance.

References

Aaker David. A.. (1991). Brand Equity Management, Utilizing the Value of a Brand. Jakarta: Key Partners.

Adnan M. Rawashdeh, Mohammad Salameh Almasarweh, Eiad Basher Alhyasat, and Osama Mohammad Rawashdeh. (2021). The Relationship Between The Quality Knowledge Management And Organizational Performance Via The Mediating Role Of Organizational Learning. International Journal for Quality Research. Volumes 15(2) 373–386.

Ahmad, Fayez., Guzman, Francisco (2020). Brand equity, online reviews, and message trust: the moderating role of persuasion knowledge. Journal of Product & Brand Management.

Al-Hyari, K., Alnsour, M., Al-Weshah, G., and Haffar, M. (2012). Religious Beliefs And Consumer Behavior: From Loyalty To Boycotts. Journal of Islamic Marketing. Volume 3(2)., pp 155-174.

Almasarweh, Eiad Basher Alhyasat, and Osama Mohammad Rawashdeh. (2021). The Relationship Between The Quality Knowledge Management And Organizational Performance Via The Mediating Role Of Organizational Learning. International Journal for Quality Research. Volumes 15(2) 373–386

Alvarado-Karste, D., & Guzmán, F. (2020). The effect of brand identity-cognitive style fit and social influence on consumer-based brand equity. Journal of Product & Brand Management. Volumes 29(7), 971–984.https://doi.org/10.1108/JPBM-06-2019-2419

Alves, H., Fernandes, C., and Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. Psychology & Marketing, Volume 33(12): 1029–1038.

Amri, M. (2018). The Concept of Maslahat in the Determination of Islamic Law (Critical Analysis of Islamic Law Thought Najamuddin At-Thu>Fi). Et-Tijarie. Volume 5(2)

Anafarhana, Sri. (2019). Trends in Muslimah Clothing in the Perspective of Business and Da'wah. Alhadhara Journal. Volume 18(1).

Anggie Lia Andini and Popy Rufaidah. (2017). The Influence of Islamic Branding and Religiosity on Brand Image. AFEBI Islamic Finance and Economic Review (AIFER). Volume 02 No. 02.

Arbuckle, James L. (1997). Amos 7.0 User's Guide. Chicago, IL: SPSS Inc.

Bautista-Frias, L., Romero-Gonzalez, RM, & Morgan-Beltran, J. (2012). Knowledge maps in the conversion of tacit knowledge as a competitive strategy. Journal of Competitiveness Studies. Volumes 20(3/4), 47-58.

Becerra-Fernandez, I., and Sabherwal, R. (2001). Organizational Knowledge Management: A Contingency Perspective. Journal of Management Information, Volume 18, No. l. pp. 2. V5S.

Beig, F., and Nika F. (2019). Brand Experience and Brand Equity. Journal Sage. Pp 1-8

FICCOMSS   **794**

How to Improve Reseller Performance? The Role of Maslahah Brand Resonance

Berry, LL (2000) Cultivating Service Brand Equity. Journal of the Academy of Marketing Science. Volumes 28, 128-137.https://doi.org/10.1177/0092070300281012

Blackwell, Roger and Miniard, Paul. (2017). Consumer Behavior. 10th Edition. Cengage India.

Cabello-Medina, Carmen; López-Cabrales, Álvaro; Valle-Cabrera, Ramón (2011). Leveraging the innovative performance of human capital through HRM and social capital in Spanish firms. The International Journal of Human Resource Management. Volumes 22(4), 807–828.

Castaneda García et al. (2018). The Effect Of Online And Offline Experiential Marketing On Brand Equity In The Hotel Sector El Efecto Del Experiential Marketing En El Capital De Marca. Spanish Journal of Marketing ESIC. Volume 22 No. 1,pp. 22-41.

Chan, CS, Marafa, L, M. (2018). The Branding of Tourist Destinations: Theoretical and Empirical Insight. Branding Places and Tourist Destinations: A Conceptualization and Review.

Chatzipanagiotou, K., Veloutsou, C., & Christodoulides, G. (2016). Decoding the complexity of the consumer-based brand equity process. Journal of Business Research. Volumes 69(11), 5479–5486.

Chou, Chien-Hsiang., Wang, Y., and Tang, Tzung. (2015). Exploring the determinants of knowledge adoption in virtual communities: A social influence perspective. International Journal of Information Management. Volume 35, Issue 3, Pages 364-376

Christodoulides, G., Cadogan, JW, & Veloutsou, C. (2015). Consumer-Based Brand Equity Measurement: Lessons Learned From An International Study. International Marketing Reviews. Volumes 32(3/4), 307-328.

Corral de Zubielqui, G., Lindsay, N., Lindsay, W., & Jones, J. (2019). Knowledge quality, innovation and firm performance: a study of knowledge transfer in SMEs. Small Business Economics, 53(1), 145–164. https://doi.org/10.1007/s11187-018-0046-0

Davcik, N., Vinhas da Silva, R., & Hair, J. (2015). Towards A Unified Theory Of Brand Equity: Conceptualizations, Taxonomy And Avenues For Future Research. Journal of Product & Brand Management. Volumes 24(1), 3–17.

Davenport, TH and Prusak, L. (1998). Working Knowledge: How Organizations Manage What They Know. Harvard Business School Press, Boston.

Dong, G., Liem, CG, & Grossman, M. (2010). Knowledge-sharing intention in Vietnamese organizations. VINE: The Journal of Information and Knowledge Management Systems. Volumes 40, 262–276.

Dong, Kyoon Yoo, Mark A., et all. (2010). Knowledge Quality: Antecedents And Consequences In Project Teams. Journal of Knowledge Management. Volume 15(2), pp 329-343.

El-Adly, MI and ELSamen, AA (2018), "Guest-Based Hotel Equity: Scale Development And Validation", Journal of Product and Brand Management. Volume 12 No. 1, pp. 192-208.

Erden, Z; Georg von Krogh; Ikujiro Nonaka (2008). The Quality Of Group Tacit Knowledge. Volumes 17(1), 4–18.

Fahlefi, R. (2015). Implementation of MaŞlaḤah in Sharia Economic Activities. JURIS, 14(2).

Ferdinand, Augusty. (2014). Management Research Methods. BP Diponegoro University. Semarang.

Foroudi, Pantea; Jin, Zhongqi; Gupta, Suraksha; Foroudi, Mohammad M.; Kitchen, Philip J. (2018). Perceptional components of brand equity: Configuring the Symmetrical and

Asymmetrical Paths to brand loyalty and brand purchase intention. Journal of Business Research.

Galunic, DC, & Rodan, S. (1998). Resource recombinations in the firm: Knowledge structures and the potential for Schumpeterian innovation. Strategic ManagementJournal. Volumes 19(12), 1193-1201.

Ghodeswar, BM (2008). Building Brand Identity in Competitive Markets: a Conceptual Model. Journal of Product & Brand Management. Volume 17, number 1.

Ghozali, I. (2017). The Structural Equation Model of the Concept and Application of the AMOS Program 24. Semarang: Diponegoro University Publishing Agency

Grant, RM (1991). The resource-based theory of competitive advantage: implications for strategy formulation. California Management Reviews. Volume 30 No. 3, pp. 114-135.

Hitt, MA (2006). Direct And Moderating Effects Of Human Capital On Strategy And Performance In Professional Service Firms: A Resource-Based Perspective. Academy of ManagementJournal. Volume 44(1), pp. 13–28.

Hoyer, WD and Krohmer, H. (2020), "The Retirement Planning Crisis: Finding a Way Out with a Consumer Behavior Perspective", Iacobucci, D. (Ed.) Continuing to Broaden the Marketing Concept. Review of Marketing Research. Volume 17, Emerald Publishing Limited, Bingley, pp. 77-85.

Hoyer, Wayne D., MacInnis, Deborah J., Pieters, Rik. (2017). Consumer Behavior. Boston: Cengage Learning.

Hus, David. (2007). Experienced Entrepreneurial Founders, Organizational Capital, And Venture Capital Funding. Science Direct. Volumes 36(5), 0–741.https://sci-hub.hkvisa.net/10.1016/j.respol.2007.02.022

Idris, M., kadir, N., Hidayat, L., and Rahmah, N. (2019). Brand Religiosity Image : A Conceptual Review of Islamic Marketing. AtlantisPress. Vol. 1(2).

KD Joshi, Saonee Sarker and Suprateek Sarker. (2007). Knowledge Transfer Within Information Systems Development Teams: Examining The Role Of Knowledge Source Attributes. Decision Support Systems. 43 (2007) 322–335

Keller, KL (2001) Building Customer-Based Brand Equity. Marketing Management, 10, 14-21.

Keller, Kevin Lane (2016). Reflections on customer-based brand equity: perspectives, progress, and priorities. AMS Review, 6(1-2), 1–16.https://sci-hub.hkvisa.net/10.1007/s13162-016-0078-z

Kim, HaeJung (2012). The dimensionality of fashion-brand experience. Journal of Fashion Marketing and Management: An International Journal, 16(4), 418–441.https://sci-hub.hkvisa.net/10.1108/13612021211265827

Koay, K., and Yeoh, Derek. (2021). Perceived social media marketing activities and consumer-based brand equity. Asia Pacific Journal of Marketing and Logistics. Volume 30(1), pp. 53-72.

Kotler, P., Keller, K., Brady, M., Goodman, M., Hansen, T. (2019). Marketing Management. 4th European Edition. Pearson: UK.

Kumar, KP; Reddy, CR ; Rao, MR ; Reddy, TJ ; Rao, VP ; Sastry, VRB, (1992). Utilization Of Water Washed Neem Seed Cake As Cattle Feed. Indian Vet. J., 69 (6): 127-132.

Kuo-Ning Liu, Clark Hu, Meng Chen Lin, Tung-I Tsai, Qu Xiao. (2020). Brand knowledge and non-financial brand performance in the green restaurants: Mediating effect of brand attitude. International Journal of Hospitality Management

FICCOMSS   **796**

How to Improve Reseller Performance? The Role of Maslahah Brand Resonance

Kyoon Yoo, Dong; Vonderemse, Mark A.; Ragu-Nathan, TS (2011). Knowledge quality: antecedents and consequence in project teams. Journal of Knowledge Management, Vol 15(2), 329–343.

Mohan, Mayor; Jiménez, Fernando R.; Brown, Brian P.; Cantrell, Caley; Christodoulides, George; Pappu, Ravi (2017). Brand skills: linking brand functionality with consumer-based brand equity. Journal of Product & Brand Management. Volume 2(1)

Mohsin, A., Naveed, I., SSM and Maqbool, HS (2017), "Managing consumer-based brand equity through brand experience in Islamic banking", Journal of Islamic Marketing, Vol. 8 No. 2, pp. 218-242

Mothersbaugh, D., Susan, H., and Kleiser, B. (2019). Consumer Behavior: Building Marketing Strategy. McGraw-Hill Higher Education, NY.

Moura, Luiz., et all. (2019). Test and validity of the Brand Resonance Model's. Revista Gestao & Tecnologia. Volume 19(1), pp 04-24.

Mühlbacher, H., Raies, K., Grohs, R., & Koll, O. (2016). Drivers of brand strength: Configural paths to strong cognitive brand equity. Journal of Business Research, Volume 69(8), 2774-2780. Doi: 10.1016/j.jbusres.2015.11.013

Munadi Idris, Nuraeni Kadir, La Ode Hidayat and Nur Rahmah. (2018). Brand Religiosity Image: A Conceptual Review of Islamic Marketing. Advances in Economics, Business and Management Research (AEBMR), volume 92

Muniz, Fernanda; Guzman, Francisco; Paswan, Audhesh K.; Crawford, Heather J. (2019). The immediate effect of corporate social responsibility on consumer-based brand equity. Journal of Product & Brand Management, 28(7), 864–879.

Nonaka, I. (1994) A Dynamic Theory of Organizational Knowledge Creation. Organization Science, 5, 14-37.http://dx.doi.org/10.1287/orsc.5.1.14

Nonaka, I., and Takeuchi, H. (1995) The Knowledge-Creating Company. New York: Oxford Utilities Press.

Nunnally, Bernstein, IH (1994). Psychometric Theory, 3rd Edition. New York: McGraw Hill.

Nuryanti Taufik, Faizal Haris Eko Prabowo & Allicia Deana Santosa. (2020). Factor Analysis Brand Religiosity Image. maro; Journal of Islamic Economics and Business

O'Cass, A., and Ngo, Liem. (2007). Market orientation versus innovative culture: two routes to superior brand performance. European Journal of Marketing. Vol. 41 No. 7/8, pp. 868-887.

Olannye, A., & Dibie, R. (2019). Brand Credibility and Marketing Performance in the Nigerian Brewery Industry.

Pedeliento, Giuseppe; Kavaratzis, Mihalis (2019). Bridging the gap between culture, identity and image: a structurationist conceptualization of place brands and place branding. Journal of Product & Brand Management. Vol. 1(1).

Porto, R. (2018). Consumer-Based Brand Equity Of Products And Services: Assessing A Measurement Model With Competing Brands. REMark – Revista Brasileira de Marketing. Volume 17(2).

Ramadani, I. (2019). Brand Equity And Strategies To Win Business Competition. B CLOCK. Volume 3(1).

Raut, U., and Brito, P. (2014). An Analysis Of Brand Relationship With The Perceptive Of Customer Based Brand Equity Pyramid. FEP Working Papers. Volume 1(2).

Ririn Tri Ratnasari, Ulfa Fadilatul Ula, and Raditya Sukmana. (2020). Can store image moderate the influence of religiosity level on shopping orientation and customers'

FICCOMSS   **797**

How to Improve Reseller Performance? The Role of Maslahah Brand Resonance

behavior in Indonesia?. Journal of Islamic Accounting and Business Research Vol. 12 No. 1, pp. 78-96

Romaniuk, J., Dawes, J., & Nenycz-Thiel, M. (2018). Modeling brand market share changes in emerging markets. International Marketing Review, 35(5), 785-805. Doi: 10.1108/IMR-01-2017-0006

Salma. (2008). Maslahah in the perspective of Islamic jurisprudence. International Journal of Social Sciences and Humanities, volume 4 no 3, 56-67

Samidi, S., Nurfadilah, D., Rivai, A., & S. (2016). The Impact Of Islamic Branding On Consumer's Attitude Towards Soft Drink Product In Malaysia Entrepreneurship. Journal of Global Business and Social, 2(5), 66–77.

Santos, F. (2012). The Semiotic Conception Of Brand And The Traditional Marketing View. IRISH Journal Of Management.

Sarkar, Juhi Gahlot., and Sarkar, Abhigyan. (2017). Brand Religiosity: An Epistemological Analysis of the Formation of Social Antistructure through the Development of Distinct Brand Sub-Culture. Society and Business Review, Vol. 12 Iss 1.

Sayani, A. (2015). My Philosophy of Teaching and Learning. Open Access Library Journal. Vol 2

Schiffman, L., and Wisenblit, J. (2018). Consumer Behavior (What's New in Marketing). 12th Edition.

Shieh, H., and Lai, Wei-Hsum. (2017). The relationships among brand experience, brand resonance and brand loyalty in experiential marketing: Evidence from smart phones in Taiwan. Journal of Economics and Management. Volume 28(2).

Sikander Ali Qalati, Li Wenyuan, Gyamfi Yeboah Kwabena, Daria Erusalkina, Sabeeh Pervaiz. (2019). Influence of Brand Equity on Brand Performance: Role of Brand Reputation and Social Media. International Journal of Research and Review

Solomon, Michael R. (2019). Consumer Behavior: Buying, Having, and Being. New Jersey: Pearson.

Stocchi, L., & Fuller, R. (2017). A comparison of brand equity strength across consumer segments and markets. Journal of Product & Brand Management, 26(5), 453-468. Doi: 10.1108/JPBM-06-2016-1220

Keller, Kevin L. (2013). Strategic Brand Management ; Building, Measuring, and Managing Brand Equity. Fourth Edition Harlow, English : Pearson Education Inc.

Sugiyono (2019). Quantitative Research Methods, Qualitative, and R&D. Bandung : Alphabet.

Suroija, Noor. 2010. Study of Brand Resonance Through Brand Feeling on Honda Tiger in Semarang City. Thesis. Master of Management. Graduate program. Diponegoro University.

Teixeira, LR, Azevedo, TM, Bortkiewicz, A., Corrˆea da Silva, et al., (2019). WHO/ILO work-related burden of disease and injury: Protocol for systematic reviews of exposure to occupational noise and of the effect of exposure to occupational noise on cardiovascular disease. environment. int. 125, 567–578.

Tournois, Laurent; Rollero, Chiara (2019). What determines residents' commitment to a post-communist city? A moderated mediation analysis. Journal of Product & Brand Management, 29(1), 52–68.https://sci-hub.hkvisa.net/10.1108/JPBM-10-2018-2065

Tran, GA, Yazdanparast, A., & Strutton, D. (2019). Investigating the marketing impact of consumers' connectedness to celebrity endorsers. Marketing Psychology, 36(10), 923-935.

Uday R. Kulkarni & Ronald D. Freeze. (2007). A Knowledge Management Success Model: Theoretical Development and Empirical Validation. Journal of Management Information Systems / Winter. Vol. 23, No. 3, pp. 309–347.

Umesh Ramchandra Raut, Prafulla Arjun Pawar, Pedro Quelhas Brito, Gyanendra Singh Sisodia. (2019). Mediating model of brand equity and its application. Spanish Journal of Marketing - ESIC. Vol. 23 No. 2, pp. 295-318

Veloutsou, Cleopatra; Guzman, Francisco (2017). The evolution of brand management thinking over the last 25 years as recorded in the Journal of Product and Brand Management. Journal of Product & Brand Management, 26(1), 2–12.

Waheed, M., and Kiran, K. (2014). Knowledge Quality: A Review And A Revised Conceptual Model. Information Development. 1–14.

Waheed, M., Kaur, K. and Qazi, A. (2016), "Students' perspective on knowledge quality in eLearning context: a qualitative assessment", Internet Research, Vol. 26 No. 1, pp. 120-145.https://doi.org/10.1108/IntR-08-2014-0199

Walters, CG (1978), Consumer Behavior: An Integrated Framework, Richard D. Irwin, New York, NY.

Wang, Yuning; Zhang, Zhe; Zhu, Mengyuan; Wang, Hexian (2020). The Impact of Service Quality and Customer Satisfaction on Reuse Intention in Urban Rail Transit in Tianjin, China. SAGE Open, 10(1).

Widodo, Lutfi Nurcholis, Marno Nugroho and Tri Wikaningrum. (2019). The Development Model Of The Influence Of Knowledge Quality Towards Organizational Performance Based On Entrepreneurial Learning. International Journal for Quality Research 13(3) 521–538. ISSN 1800-6450

Widodo, Sitty Yuwalliatin and Endang Dwi Astuti. (2015). The Development Design Of Knowledge Quality Based On Knowledge Networking And Crossfunctional Integration Towards Smes' Innovative Performance. Journal of Applied Economic Sciences. Volume X, Issue 8 (38)

Widodo, W., S. Yuwalliatin and ED Astuti (2015). The Development Design of Knowledge Quality Based on Knowledge Networking and Cross-Functional Integration towards SMES'Innovative Performance. Journal of Applied Economic Sciences. Volumes 10(8): 38.

Wijaya, I. (2013). The Influence Of Brand Image, Brand Personality And Brand Awareness On Consumer Purchase Intention Of Apple Smartphone. EMBA Journal: Research Journal of Economics, Management, Business and Accounting. Volume 1(4).

Ying, Lin; Hoover, Joe; Portillo-Wightman, Gwenyth; Park, Christina; Deghani, Morteza; Ji, Heng (2017). Acquiring Background Knowledge to Improve Moral Value Prediction. IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining (ASONAM). 552-559

Yu, Michelle P. (2017). Factors Influencing Consumer Behavior Among College Students. Sci.Int.(Lahore), 29(4), 719-723.

Zaidan, Karim. (2008). Introduction to Sharia Studies: Getting to Know Islamic Sharia Deeper. Robbani Press, Jakarta.