

**INFLUENCE OF PRODUCT QUALITY, PROMOTION, BRAND IMAGE,
CONSUMER TRUST TOWARDS PURCHASE INTENTION
(STUDY CASE ON POCARI SWEAT ISOTONIC DRINK
IN INDONESIA)**

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ABSTRACT

Tight business competition makes the company set its marketing strategy. The number of isotonic beverage brands circulating in the market also encourage companies to do more vigorous promotion again so that brand image always appear in the minds of consumers. Promotion is good and appropriate to strengthen consumer confidence in the brand, if consumers have a belief on a particular brand into consideration of consumers to increase the purchase of a product or service. This study aims to determine the effect of product quality, promotion, brand image and consumer confidence in the intensity of purchasing one of isotonic beverage products in Indonesia. Research method with Structure Equestion Modeling (SEM). In this study as many as 165 respondents were taken as a sample with variable measurement using Likert scale. The results of this study found that the quality of the product has an influence on consumer confidence, promotion has no influence on consumer confidence, brand image has an influence on consumer confidence, product quality has no effect on purchase intention, promotion has influence on purchase intention, brand image does not have influence on purchasing intentions, while consumer confidence has an effect on purchasing intention.

Keywords: product quality, promotion, brand image, consumer trust, purchase intentions.

INTRODUCTION

Business competition in the increasingly tight marketing world, making the company trying to find the right strategy in marketing its products. there is basically with the increasing number of competitors then the more the choice for consumers to be able to choose products that fit with what the expectations. This is also marked by the number of product brands that appear in the market that makes consumers more selective and careful in choosing an existing brand. The number of similar products circulating in the market with approximately the same quality so that Pocari Sweat health drinks are required to improve the quality of its products. Products that have the quality of the brand of a well-known company automatically increase the trust of consumers to intensively buy the product let alone the product is promoted repeatedly. Brands are prioritized by a number of

consumers when buying because consumers are basically likely to try to portray themselves through their chosen brands (Schiffman and Kanuk, 2010).

Product quality is a factor that must get the main thing from the company, because the quality of the product also impact on customer satisfaction and confidence that will ultimately impact on increasing intentions of consumer purchases. Product quality has a very close relationship with customer trust and satisfaction. The higher the level of consumer confidence in a product, it will increase the purchase intention to the product. Tsiotsou (2006) in his research stated that the overall satisfaction of good product quality perceived by consumers has a positive and significant influence directly on consumer buying intention. Supported by Chinomona, Okoumba and Pooe (2013) shows that product quality has an influence on trust and trust affect the purchase intention.

Promotion is a part of marketing activities, a good promotion can strengthen consumer confidence, because as consumers tend to buy a product based on coupons and other offers. An attractive offer on a regular basis will make consumers relative to a brand that is promoted. Schultz and Block (2014), the results show that there is a relationship between sales promotion with advertising media, and there is the effect of sales promotion on purchasing decisions. To expand and reach its target market, every company will strive to strategize marketing as effectively and efficiently as possible.

Brands that have a good image in society, will definitely get a better position in the market, sustainable competitive advantage, and increase market share. Consumers can get to know the goods and services offered in the market through the brand. Brand image is stronger minded consumers will be stronger also the consumer's confidence to remain loyal or loyal to the product he bought so that it can lead a company to keep getting profits from time to time. Chaudhuri and Holbrook (2001) argue that a brand that consumers often buy is usually a brand that has been trusted by consumers, so that consumers have confidence in a brand. Lin and Lu (2010) in his research found that corporate image had an effect on trust, commodity image had the most significant influence on trust, followed by functional image and image institution. Consumers who are familiar with the brand, satisfied with the performance of the product will continue to make purchases on brands that are considered a safe choice (Walley, Custance and Taylor, 2007).

Previous research on product quality, promotion, brand image, consumer trust and purchase intention has been done several times, but not many have done research on Pocari Sweat beverage product in Indonesia. The objective of this research is to give explanation about product quality, promotion and brand image to consumer confidence which impact to consumer purchase intention on isotonic beverage product of Pocari Sweat in Tangerang Region, Indonesia.

LITERATURE REVIEW AND HYPOTHESES

Good product quality can shape consumer trust and loyalty. Quality is a blend of properties and characteristics that determine the extent to which output can meet the requirements of consumer needs. Previous research conducted by Ziaullah, Feng and Akhter (2014) examining the relationship between product

quality and delivery service, trust, satisfaction and loyalty in China. The results showed that product quality and delivery service have a direct effect on satisfaction and trust. Determinants of consumer confidence are consumer perceptions of the quality of a product/service. Likewise Chinomona, et al. (2013) in his research found that product quality has a significant influence on consumer confidence. Companies that are able to consistently provide good product quality is likely to be able to build good relationships with customers so as to foster consumer confidence. Based on the above description then the hypothesis that can be formulated is as follows:

H₁: Good product quality will increase consumer trust.

Promotions often cost a lot, but many assume that the impact is huge on customer trust. Hanafie (2010) states that sales promotion is a short-term program and special offer designed to lure consumers to consumers to believe in the products they sell. Schultz and Block (2014) in his research stated that in order to expand and reach the target market, each company will strive to strategize marketing as effectively and efficiently as possible. Good promotions can reinforce customer confidence, this is because some consumers tend to buy a product or service based on coupons and other offers, then with an attractive offer on a regular basis will make them relatively believe in a brand that is promoted. Based on the above description then the hypothesis that can be formulated is as follows:

H₂: The right promotion will increase consumer trust.

One of the factors to achieve sustainable competitive advantage is by establishing a good brand image, emotionally will form the trust within the individual that produces the impression of quality (perceived value of consumer perceived quality of product) to a brand. Zohaib (2014) in his research stated brand trust is the most important factor of brand loyalty. The image of the brand relates to an attitude of belief and preference for a brand. Previous research conducted by Lin and Lu (2010) shows the company image affect the trust. Consumers who have a positive image of a brand, will be more likely to make a purchase. Reinforced by Chaudhuri and Holbrook (2001) studies that argue that brands that consumers often buy are usually brands that consumers have trusted, so that consumers have confidence in a brand. Based on the above description then the hypothesis that can be formulated is as follows:

H₃: Brand image will increase consumer trust.

Products made in accordance with the quality desired by consumers are expected to increase the intention of consumer purchases on the product. The more choices nowadays many consumers can make choices about a product and make the consumer buy and loyal to the product. Tsiotsou (2006) in his research stated the overall satisfaction of good product quality perceived by consumers have a direct influence on buying intentions. Saleem, Ghafar, Ibrahim, Yousuf and Ahmed (2015) in his research found that consumer buying intentions were influenced by customer satisfaction and product quality perceptions. It can be

concluded that customer satisfaction, customer perceptions on product performance and product quality affect the purchase intention. Reinforced by the results of research Tariq, Nawaz and Butt (2013) that if the quality of the product the higher the intention of purchase is also higher. Based on the above description then the hypothesis that can be formulated is as follows:

H₄: Good product quality will improve purchase intentions.

Promotion is one of the important activities in marketing management, because promotion is a company activity to communicate with consumers. Communication is expected to have a response from consumers of the products offered. These responses by consumers can be categorized in buyer readiness. Promotion is good and right will increase the intention of purchasing on a product. The results of previous research conducted by Huang and Dang (2014) in Taiwan, found that the promotion will increase the intention of purchase. Obeid (2014) in his study comparing consumer buying behaviors with certain promotional tools ie discounts, free gifts, sweepstakes and free products. The results of the study found that price cuts and free product offerings as the most effective to encourage brand switching, and consumer purchase intentions, while the sweepstakes have no effect on consumer purchase intentions. It can be concluded that the right promotion influences the purchase intention. Based on the above description then the hypothesis that can be formulated is as follows:

H₅: Good product quality will improve purchase intentions.

A brand or a brand known to consumers will increase the purchase intentions of a product. Brands are prioritized by a number of consumers when buying because consumers are basically likely to try to portray themselves through their chosen brands (Schiffman and Kanuk, 2010). Kotler and Armstrong (2012) argue that as a marketer interested in one's belief in analyzing about a particular product or service, because the consumer's beliefs that form a product and brand image that will affect consumer buying behavior. Brand itself must have a descriptive and persuasive element in which the brand can be easily remembered and liked then it will enhance the image of the brand itself, so it will affect the increased consumer awareness of a product brand. In line with the research of Huang and Dang (2014) the results of his research concluded that brand image influences the intention of purchase Based on the above description then the hypothesis that can be formulated is as follows:

H₆: Good brand image improves purchase intentions

The relationship between consumer confidence in purchasing intentions is described in the research results of Tax, Stephen, and Chandrashekar (2008), which shows that high firm trust will increase purchasing intentions. Setiawan and Ukudi (2007) in his research reveals the behavior of connectedness that occurs between the company and the consumer much determined by the trust and commitment. So it can be concluded that trust will have a positive relationship with the purchase decision. This is in accordance with the research results of Chinomona, et al. (2013) that conclude confidence can improve purchase

intentions on electronic gadgets in South Africa. The relationship of customer trust reflects all the knowledge possessed by the consumer and all the conclusions made by the consumer about the object, its attributes, and its benefits. Based on the above description then the hypothesis that can be formulated is as follows:

H₇: Consumer trust will increase purchasing intentions.

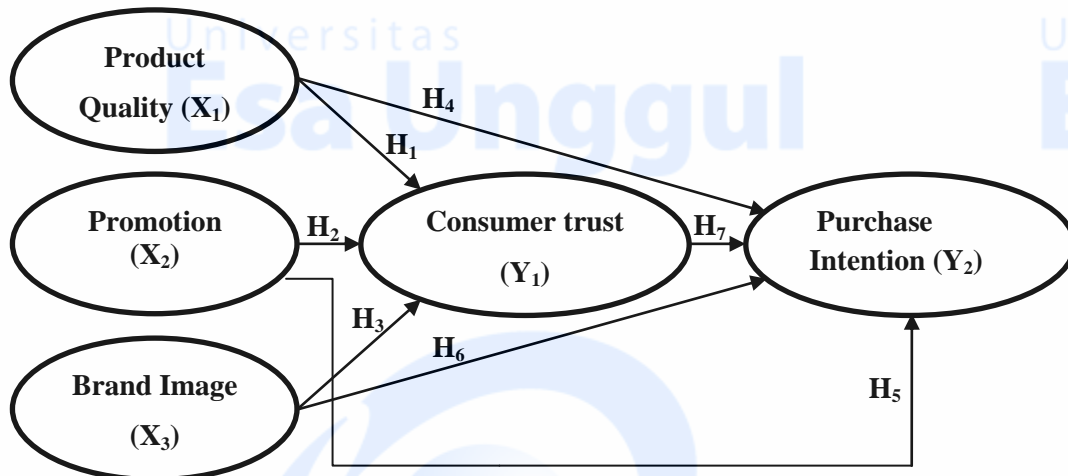


Figure 1
Research Model

RESEARCH METHOD

This research was conducted on Pocari Sweat drink customers in Tangerang, Indonesia. Aspects studied are product quality, promotion, brand image, trust and purchase intention. The study was conducted in September 2017 by survey method. This research is descriptive. The data was collected by distributing questionnaires to Pocari Sweat customers in Tangerang, Indonesia. Methods of data analysis in this study using Structural Equation Modeling (SEM). Bentler and Chou (1987) sample size used is the maximum estimated likelihood (ML) should be at least 5 times the number of free parameters in the model, including error, so in this study the number of operational items used as much as thirty three, so that samples taken in research this number of 165 (33x5) respondents, with five variables of product quality, promotion, brand image, trust and purchase intention. The data has been collected and then performed Likert scale scale with a scale of one to five. The results of the analysis are then interpreted and the final step is concluded and given a suggestion.

Measurement

In this research there are three independent variables are product quality, promotion and brand image, one variable between (Intervening) that is trust (trust) and one dependent variable that is intention of purchasing. Measurement of product quality variables using operational adopted from Netmeyer, Alejandro and Boles (2004) and adapted by Anselmsson, Bondesson and Johansson (2014) consisting of three questions, promotional variables using operational adapted by Abedin and Ferdous (2015), brand variables image using operational adopted by

Brislin, Lonner and Thorndike (1973) and adapted by Tong and Hawley (2009), trust variables using operational adopted by Ballester and Aleman (2001), variable purchase intentions using operational adopted by Zeithaml (1988) and which was adapted by Wu (2015), then the measurement indicators are displayed in the form of questionnaires, and then tested the validity and reliability.

This research uses confirmatory factor analysis, by doing validity test by looking at Kaiser-Meyer-Olkin measure of sampling (KMO) and measure of sampling adequacy (MSA). In this test the value obtained must be greater than 0.5 which means that factor analysis is appropriate or appropriate to be used, and can be processed further (Malhotra, 2009). The product quality scale consists of 3 questions and they are all valid because the value ($MSA > 0.5$), the promotion scale consists of 5 questions and they are all valid because the value ($MSA > 0.5$), the brand image scale consists of 18 questions and there are 16 questions which is valid because the matrix component is more than 1 (one), the invalid question is BI11 and BI1. The scale of consumer confidence consists of 3 questions all valid because the value ($MSA > 0.5$), the purchase intention scale consists of 4 questions and all of them are valid because the value ($MSA > 0.5$). Reliability test with alpha cronbach value > 0.5 which means reliable (Sugiyono, 2010), so it can be said that all indicators of the variables can be said to be trusted as a means of data collection in research.

RESULT AND DISCUSSION

Analysis of all tests almost indicates a good match, including Chi Square, RMSEA, ECVI, AIC and CAIC and Fit Index. There is a result of marginal fit on Critical N and Goodness of Fit. Furthermore, this research produces the path diagram as follows:

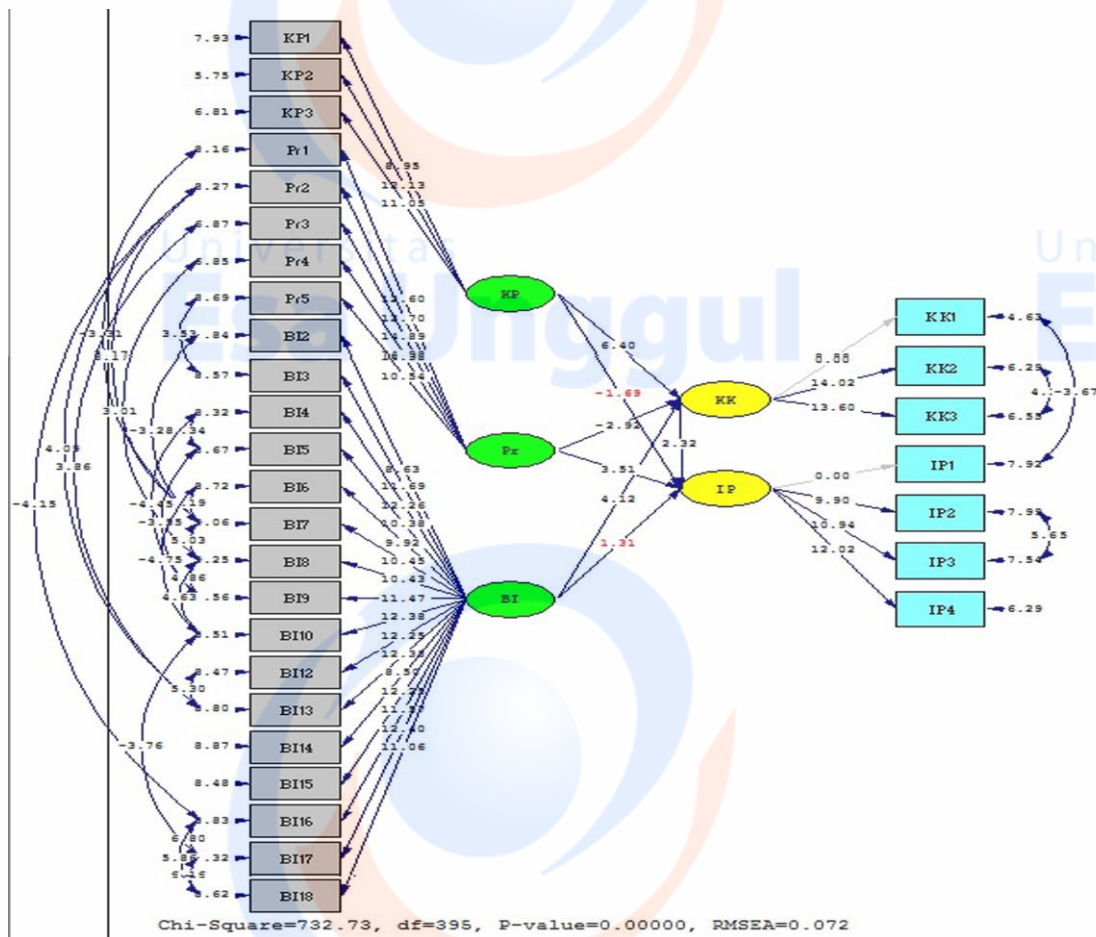


Figure 2
Path Diagram t-value

In this study, the first hypothesis testing (H_1) is that there is a relationship between product quality to consumer confidence with a value-t of 6.40. From the results of this test indicate that product quality influence to consumer confidence Pocari Sweat drinks. Testing of second hypothesis (H_2) that there is no relationship between promotion and consumer confidence Pocari Sweat drinks with value-t equal to -2.92. The results of research are not in harmony with the hypothesis proposed by the researcher. Testing the third hypothesis (H_3) that there is a relationship between brand image to consumer confidence Pocari Sweat drinks with value-t of 4.12. The fourth hypothesis test (H_4) is that there is no correlation between product quality to purchase intention of Pocari Sweat with value t -1,69. The results of research are not in harmony with the hypothesis proposed by the researcher. Testing the fifth hypothesis (H_5) ie there is a relationship between the promotion of the intention of purchasing Pocari Sweat drinks with a t-value of 2.99. Testing the sixth hypothesis (H_6) that there is no relationship between the brand image to the intention of purchasing Pocari Sweat drinks with a value-t of 1.31. The testing of the seventh hypothesis (H_7) is that

there is a correlation between consumer trust to purchase intention of Pocari Sweat with value of-t equal to 2.32.

DISCUSSION

The result of the first hypothesis testing (H_1) is the relationship between product quality and consumer confidence, it is found that the result of analysis support H_1 hypothesis that good product quality will increase Pocari Sweat consumer confidence. The results of this study further strengthen the results of previous studies conducted by Ziaullah, et al. (2014) and Chinomona, et al. (2013) that product quality affects consumer confidence. Consumers who get good quality products from Pocari Sweat will feel satisfied and believe. Product quality is a thing that must be maintained by a company, because good product quality can form consumer trust and loyalty.

Testing the second hypothesis (H_2), found that the results of the data analysis does not support the hypothesis H_2 is the right promotion will increase consumer confidence Pocari Sweat. The results of research are not in harmony with the hypothesis proposed by the researcher. From the results of this test menunjukkan show that there is no influence on consumer confidence Pocari Sweat drinks. The results of this study are in line with research Pourdehghan (2015) which concluded that the promotion has no effect on consumer confidence.

Testing the third hypothesis (H_3), found that the results of the data analysis supports hypothesis H_3 is a good brand image and famous will increase consumer confidence Pocari Sweat. This indicates that the brand that has a good image in the eyes of consumers will be more satisfied and believe. This study supports previous research conducted by Zohaib (2014) which states that brand trust variables are the most important factor of brand loyalty, have a positive and significant relationship between brand trust and brand loyalty. Likewise Lin and Lu (2010); Chaudhuri and Holbrook (2001) research concluded there is a influence of brand image on consumer trust. These results indicate that the customer has been fulfilled in exchange for trust in the brand. This study illustrates the positive and significant relationship between brand trust variables to brand loyalty. Supported by research conducted by Nguyen, Leclerc and LeBlanc (2013) which aims to evaluate the role of customer confidence mediation on customer loyalty with the existence of corporate social identity. The results show that customer trust as an intermediate variable improves corporate identity, corporate image and company reputation on customer loyalty.

Testing of the fourth hypothesis (H_4), it was found that the result of the data analysis did not support H_4 hypothesis that good product quality will increase Pocari Sweat purchase intention. The results of research are not in harmony with the hypothesis proposed by the researcher. From the results of this test menunjukkan that the quality of the product there is no influence on consumer confidence Pocari Sweat drinks. The results are in line with researcher Denisswara (2016); Shaharudin, Mansor, Hassan, Omar and Aaron (2011) that product quality has no effect on purchasing intention.

Testing the fifth hypothesis (H_5), found that the results of the data analysis supports the hypothesis H_5 is the right promotion will increase the intention of

Pocari Sweat purchase. This indicates that with the right promotion will strengthen consumer confidence in Pocari Sweat brand and encourage consumers to make a purchase. The results of this study further reinforce the results of previous studies conducted by Obeid (2014) which compares the purchase behavior of consumers with certain promotional tools namely discounts, free gifts, sweepstakes and free products in Syria and Huang and Dang (2014) whose research results conclude promotion affect the purchase intention. It can be concluded that the right promotion influences the purchase intention.

Testing of the sixth hypothesis (H_6), it was found that the result of the data analysis did not support H_6 hypothesis that good and famous brand image did not increase Pocari Sweat consumer purchase intention. This is possible, considering that Tangerang has established many new malls, mini markets and new super markets, previously rarely found in Tangerang. There are several brands of products that may not be affordable in the city of Tangerang, and now can be affordable with the construction of a new shopping center in Tangerang. This condition will bring the brand new isotonic drink advantage, in this case the competitor's product from Pocari Sweat. Moreover, competing products that emerged have entered the city of Tangerang, which at the same time is doing the marketing aggressively. The results are in line with Herwin and Barata (2016); Hsieh (2016) who said that brand image does not affect the intention of purchase.

Testing the seventh hypothesis (H_7), found that the results of the data analysis supports the hypothesis H_7 that consumer confidence will increase the intention purchase Pocari Sweat. The research results are in harmony with the hypothesis proposed by the researcher. From the results of this test menunjukkan that consumer confidence has an influence on the intention of purchasing Pocari Sweat drinks. The results are in line with the results of Setiawan and Ukudi (2007); Tax, et al. (2008); Chen (2012); Mohmed, Azizan and Jali (2013) who say that consumer confidence can improve purchasing intentions.

MANAGERIAL IMPLICATION

Basically the performance of the organization can be determined from the level of organizational productivity that we can measure through high or low sales figures. Therefore, it is important for Pocari Sweat to have the right marketing strategy. Through this research can be formulated some things as a reference for the implementation of marketing strategy Pocari Sweat. Pocari Sweat as a product that supports the health and body of the prime when exercising, can be promoted by athletes and sponsored in sports events that have a strong image in Indonesia. One sport that has a strong image in Indonesia is badminton, Pocari Sweat can become a sponsor and use a popular badminton athlete. Using athletes as a promotional form is expected to influence purchasing decisions and will help smooth marketing activities both locally and globally. In order for this sponsorship program to be the right target method of promotion. Therefore, if you want to build a positive product quality, the company needs to establish an association that establishes positive, strong and unique relationships about a brand in the memory of every customer. Various associations that consumers remember can be strung together to form an impression of the brand.

CONCLUSION

Conclusion

The results can be concluded from this research are: First, found Pocari Sweat product quality has influence and increase consumer trust Pocari Sweat in Tangerang region (first hypothesis supported). But good product quality does not increase consumer confidence (hypothesis four is not supported). This means that Pocari Sweat should improve the quality of the product and create variants of the product that can attract consumers to buy Pocari Sweat for example by creating a taste of different products, colors and aromas as well as more attractive packaging design. Second, promotion does not increase consumer confidence in Pocari Sweat beverage products (the second hypothesis is not supported). However, the right promotion can increase purchase intentions (hypothesis five is supported). Preferably promotions and advertisements should be further enhanced in more specific ways such as by communicating products directly to consumers through face-to-face.

Third, a well-known brand image will increase consumer confidence in Pocari Sweat's beverage product (the third hypothesis is supported). But a good and famous brand image does not increase the intention of purchase (hypothesis six is not supported). This means that although brand image can increase consumer confidence but not necessarily brand image can increase intention of purchase. Therefore Pocari Sweat should maintain the brand that has been owned so far through the improvement of product quality and advertising more specific. The fourth conclusion, consumer confidence will increase purchasing intentions on Pocari Sweat beverage products (hypothesis seven supported). Therefore Pocari Sweat should, to maintain consumer confidence should make a new breakthrough to increase the intention of consumer purchases on the product by way of conveying information directly to consumers associated with the advantages of Pocari Sweat as well as benefits that are felt directly by every consumer who consumes beverage products Pocari Sweat.

Limitation of Research

Limitations in this study may be taken into consideration for further research. This study uses questionnaires as a measuring tool because the need to save time and energy. However, questionnaires have limitations such as bias in filling in questions. There is a possibility that the respondents did not answer the questionnaire in real or just fill out the questionnaire answers based on the ideal conditions expected and not the actual conditions that are happening. In addition, limitations on the number of samples and product quality variables, promotions and brand image that affect purchasing intentions are mediated by consumer confidence.

Further Recommendation

Future research development can add other variables that affect consumer confidence and purchase intentions. Further research is also expected to be done on the extent of research coverage, for example by using samples from several major cities in Indonesia and increasing the number of samples in carefully, to

know the pattern of consumer attitudes toward the intention of purchasing Pocari Sweat beverage products. Develop other dimensions of the purchasing intention indicator, so it can do a more in-depth analysis to know the intention of consumer purchase. This is expected to improve Pocari Sweat's product purchase decision.

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