

Analysis of Consumer Purchase Decisions reviewed from Marketing Mix at PT Saudaratama Agra Perkasa Medan, North Sumatra, Indonesia.

Djoko Tansil^{1*}, Endang Sulistiya Rini^{2,3} and Isfenti Sadalia^{2,3}

¹Postgraduate Program, Magister Management, Universitas Sumatera Utara, Medan, North Sumatra, Indonesia

²Lecturer, Postgraduate Program, Magister Management, Universitas Sumatera Utara, Medan, North Sumatra, Indonesia

³Faculty of Economics & Business, Universitas Sumatera Utara, Medan, North Sumatra Indonesia

^{*1}Correspondence Author: Djoko Tansil

ABSTRACT:- The Consumer decision to purchase the company's products will reflect the company's ability to survive as long as possible in the existing business competition. Consumer decision to buy a company-produced product can be one of the dimensions of the company's ability to win business competition. The purpose of this research is to know and analyze the Price, Product Quality, Promotion and Location have a significant effect on Consumer Decision Buying Product in PT Saudaratama Agra Perkasa, Medan either partially or simultaneously. The population in this research is all customers who have bought or used boots that are produced by PT. Saudaratama Agra Perkasa Medan. Many samples in this study were as many as 108 respondents. Data were collected using observation and questionnaire. The data were tested using validity and reliability tests, and the data had to meet the classical assumptions. Furthermore, data analysis was performed by using multiple regression analysis, t-test, F-test, and determination coefficient. The result of the research shows that there is an insignificant effect on the Consumer Decision on Buying Product at PT Saudaratama Agra Perkasa, Medan. There is a significant influence of Product Quality on Consumer Decision Buying Products at PT Saudaratama Agra Perkasa, Medan. There is a significant influence of the Promotion on Consumer Decisions Buying Products at PT Saudaratama Agra Perkasa Medan. There is a significant influence of the Location on Consumer Decisions Buying Products at PT Saudaratama Agra Perkasa Medan. There is a significant influence on Price, Product Quality, Promotion, Location to Consumer Decision Buying Product at PT Saudaratama Agra Perkasa Medan. Price Capability, Product Quality, Promotion and Location are able to explain Consumer Decisions Purchasing Products is 24.9% of the remaining 75.1% explained by other variables which are not included in this research model.

Keywords:- Price, Product Quality, Promotion and Location, Purchase decision

I. INTRODUCTION

In the current era, the development of industrial firms is very high and directly has a significant impact on the increasing demand for worker boots. But the growth of the company and the amount of boots production, has created tight business competition among similar companies. The consumer decision to purchase the company's products will reflect the company's ability to survive as long as possible in the existing business competition. Consumer decision to buy a company-produced product can be one of the dimensions of the company's ability to win business competition.

Peter and Olson (2009) argue that purchasing decisions are a combination process that is combined to evaluate two or more alternative behaviours and choose one of them. Kotler (2010) that marketers should look further into how consumers make purchase decisions, therefore marketers must identify those who make purchasing decisions and steps in the purchasing process. It is hoped that by detecting consumer behaviour in making a purchase of a product as early as possible, it will make the company able to create the desire or decision of consumers to buy their products over and over again. Consumer purchase decisions are repeatedly the most desirable action by the company's management to win today's rigorous competition.

As one of the companies specializing in boots business in Special Territory, PT Saudaratama Agra Perkasa strives to survive in the footwear business industry. The comparison data between the sales of PT Saudaratama Agra Perkasa and the target set by the company's management showed a tendency to decline to reach sales targets. the company's ability to sell, which actually indicates that there is a decline in consumers who decide to buy the required product. In 2015 it is known that the realization of company sales is IDR. 3.662.432.000 with a sales target of IDR.3.750.800.000 means that the percentage of achievement of the company's sales realization is 97.64%. Have a decline in 2016 to IDR. 3,552,847,909 on the sales realization

with a sales target of Rp.3.990.900.000 means that the level of sales achievement percentage is 89.02%. The decrease occurred in 2017 where the realization of company sales decreased to Rp. 3,403,742,965 with expected sales target is Rp. 4,220,670,000 means that the level of sales achievement percentage is 80.64%.

Many factors cause a tendency to decrease the realization of company sales. Alatas (2017) which indicates that products and locations have a positive effect on consumer behaviour and consumer satisfaction so they make repeat purchases, but price variables do not have a positive effect on consumer behaviour to make repeat purchases. Haryanto (2013) stating that products, prices, promotions and places have a positive influence on consumers' purchasing decisions. Interestingly, however, is the study conducted by Opara and Ubeogbulam (2015) which states that marketing mix is not very dominant in determining consumer purchasing decisions, but is more determined by the role of the husband in deciding to buy or not on products offered by the company. While the research conducted by Bohutsana (2015) states that consumers' buying decisions depend on the suitability between consumer needs and the quality of the product offered at the price to be issued by consumers. This means that products and prices are very important to consumers, but consumer purchasing decisions are based on their daily needs.

It appears that AP Boots, Caterpillar and Ando are very popular brands and have good imagery on consumer perceptions in Indonesia. Sumarwan (2010) so that consumers have perceptions and feelings toward the products produced by the company, then the product should really have its own distinctive features and advantages that can differentiate its products with competitor products. Good product quality will certainly be a hunt for consumers to buy it, and otherwise, low-quality products will be abandoned by consumers. Based on the explanations of the case described, this study attempts to examine the variables that are supposed to have an impact on the consumer decision to purchase a product from PT Saudaratama Agra Perkasa Medan.

II. LITERATURE REVIEW

Purchase Decision

Purchase decisions in terms of consumers are something that deals with the decision to purchase certain products or services and how many units of products are required in a certain period (Durianto and Liana, 2004). The tendency of product, service and location influence on purchasing decisions made by the consumer, suggests that company management needs to consider the aspects of consumer behaviour, especially its purchasing decision-making processes.

Sofjan (2004) state that the purchase decision is the problem-solving approach to human activities to buy a product or service in order to meet its needs and needs, including the need to know and desire, information seeking, evaluation of purchasing alternatives, purchasing decisions, and behaviour after purchase (Handoko, 2003). While according to Kotler (2012), buying decisions are a problem-solving process that consists of analyzing or introducing needs and desires, information retrieval, assessment of selection resources to purchase alternatives, purchase decisions, and behaviour after purchase. According to Kotler and Keller (2009) several factors that are considered for consumers in making a purchase decision of a product are as follows: 1. Product Choice, 2. Brand Choice, 3. Distributor Option, 4. Purchase Amount, 5. Purchase Time, 6. Payment Method. While according to Setiadi (2003) several factors that can influence the consumer decision to buy the product are as follows: 1. Cultural factors, 2. Social factors, 3. Personal factors, 4. Psychological factors. Sudarsono and Kurniawati (2013) use Kotler and Keller theory that some of the indicators that can be used to measure purchase decisions include: 1 Introduction to problems, 2. Needs, 3. Information search, 4. Alternative evaluation, 5. Purchasing decisions, 6. Post-purchase behaviour While according to Kotler (2012) Indicators for measuring consumer purchasing decisions are as follows: 1. The purpose of purchasing a product, 2. Processing information to reach the brand selection, 3. Stability in a product, 4. Providing recommendation to others, 5. Re-purchasing.

Price

Price is a matter of concern to consumers when making a purchase. Most consumers even identify the price with value. Furthermore, prices are a number of values that consumers exchange for the number of benefits by owning or using an item or service.

Kotler and Armstrong (2010) acknowledge that prices are a number of values imposed on a product, or the amount of the value that consumers exchanged for the benefits of owning or using the product. While Tjiptono (2007) mentions is a monetary unit or other measures (including other goods and services) being exchanged for obtaining the right of ownership or the use of an item or service ". According to Private (2003), prices are a sum of money (plus some items if possible) needed to get a combination of goods and services.

Price is one of the important attributes evaluated by consumers so the company's managers need to really understand the role in influencing consumer attitudes. Price as an attribute can mean that price is a diversity concept that has different meanings for each consumer, depending on consumer characteristics, situation and product (Mowen and Minor, 2002). In other words, at a given price level, consumers can benefit from the

product they have bought. And consumers will be satisfied if the benefits they get are comparable or even higher than the nominal money they spend on.

Pricing Strategies According to Porter (2000: 4) there are three strategies for setting a price: 1. Corporate Strategy and Marketing Strategy, 2. Product Characteristics, 3. Competitor Characteristics. While according to Sukirno (2006) the pricing strategy is as follows: 1. Competitive pricing, 2. Determining Breakthrough Price, 3. Setting Price Based on Demand, 4. Price Leadership, 5. Selling Qualified Goods with Low Price, 6. Short Term Pricing Policy. According to Kotler and Armstrong (2010), prices can be measured using the following indicators: 1. Product Price Matching with Product Quality, 2. Special Price Discount, 3. Perceived Price. According to Rinaldi (2009), the price indicators are as follows: 1. Price compatibility with product benefits, 2. Compatibility with price, 3. Compatibility of price with product quality. According to Zeithaml (1998), several price indicators that can be used are as follows: 1. Price fairness. 2. Estimated prices. 3. Price of sacrifice.

The relationship between price and purchase decision

Price is a very important factor for a consumer company in relation to a sale and purchase transaction. Therefore, the pricing strategy becomes very crucial for the company as it will relate to business competition in the sector it operates. Price conformance with the benefits that consumers will receive will make their own expectations for consumers in the event of inconsistencies. When the company incorrectly pricing, then the consumer's desire to buy will be low. Up to now, prices are the most dominant factor for consumer purchase transactions. This is in line with the results of the study conducted by Dani Isworo (2005) and Erika (2010) which states that the price has a positive and significant impact on consumer purchasing decisions.

Product Quality

Product quality has the core of efforts to fulfil customer needs and desires aimed at balancing customer expectations. According to Kotler and Armstrong (2010), the quality of the product is the ability of a product to demonstrate its function, it includes overall durability, reliability, precision, ease of operation, and product reparations, as well as other product attributes. According to Kotler and Keller (2009), the quality of the product is the ability of an item to deliver appropriate results or performance even beyond what the customers are aware of. While according to Mowen (2012) product quality is an overall evaluation process to the customer on the performance improvement of a product.

The dimensions of product quality according to Tjiptono (2007) have several dimensions as follows: 1. Performance, 2. Characteristics or features, 3. Reliability, 4. Durability, 5. Conformance to specification, 6. Serviceability, 7. Aesthetics, 8. Perceived quality.

The relationship between product quality and purchase decision

The non-price factor that can cause the effect of consumer decision to buy is the quality of the product itself. Product quality is a fundamental factor for consumers to buy each other's price factor. Companies will succeed in competing when able to improve their product quality compared to competitors. The more varied tastes and needs of consumers are the demand for companies to keep innovating improving product quality. Quality products will certainly be the choice for consumers to use the products offered by the company. This is in line with the results of research conducted by Gent (2011) which states that product quality is the most dominant factor for consumers to decide on buying and using the product or not at all.

Promotion

Lupiyoadi (2013) reveals that promotion is one of the variables in the marketing mix that is very important to be implemented by the company in marketing service products. This promotion activity serves as a means of communication between the company and the consumer and as a means of influencing consumers in purchasing. Lupiyoadi (2013) explains that the things to consider in the promotion are the promotion of promotion mix, which consists of: (1) advertising (advertising), (2) personal selling, (3) sales promotion (sales promotion), (4) public relations (public relation), (5) word of mouth information, (6) direct mail.

The Lupiyoadi Rally (2013) discloses that sales promotions are all activities intended to increase the flow of goods or services from producers to the final sale. In addition, Kotler and Armstrong (2010) also explain the definition of sales promotion, sales promotion is a short-term incentive to encourage the purchase or sale of a product or service.

From the above, it can be concluded that promotion is a company's communications effort to introduce its products or services to consumers with the aim of gaining profit. Producers should build good communication with their customers because with good and clear communication will have a positive effect on both parties.

Kotler & Keller (2009) explains that there are several key tools for promoting: 1. Sample, 2. Coupons, 3. Cash Funds (Rabat), 4. Premiums, 5. Frequency programs, 6. Prizes (contests, sweepstakes, games), 7. Free Trial, 8. Product Warranty, 9. Price Decrease, 10. Cross promotion. According to Kotler and Keller (2009), promotion indicators include 1. Promotional frequency, 2. Promotion quality, 3. Promotion quantity, 4. Promotion time, 5. Promptness or suitability of promotional goals.

The relationship between promotion and purchase decision

Another important factor is the promotion. As one of the marketing mixes, promotion is a factor that is also less important in determining whether a consumer decides to buy or not. Selection of the slogan, important information related to the products offered when promoted on a continuous basis will encourage consumers to become more acquainted to use the products offered. Therefore, the promotion also has an important role to encourage consumers to purchase products offered by the company. This is in line with the results of the study conducted by Alfa (2011) stating that promotion has a strong influence to encourage consumers to decide on the products offered by the company

Location

Location is one of the factors from situational that influenced the purchasing decision. In a marketing concept, there is a term known as marketing mix or marketing mix consisting of product, price, promotion and place or business location. In this marketing mix, the business location can also be called by the company's distribution channel because the location is also directly related to the buyer or consumer or in other words the location is also where producers distribute their products to consumers. Alma (2003) argues that "The location is where the company operates or where the company engages in producing goods and services that are economically viable". According to Ujang Suwarman (2004: 280), "the location is a place of business that greatly influences the desire of a consumer to come and shop". While the understanding of the location according to Kasmir (2009: 129) is a place to serve consumers, can also be interpreted as a place to display merchandise goods.

Location selection according to Alma (2003) choosing the right location is critical to the success and failure of the future. Based on the above theory it can be concluded that a location is a place where the company operates and produces goods and services and the selection of a company's location is crucial to the success of a business. According to Heizer and Render (2006), the purpose of location strategy is to maximize the profitability of the location for the company. Sumarwan (2004) that entrepreneurs will always try to find a strategic location, which is easy to see and reach by consumers. Factors such as traffic density, population density and living standards around the location are also an important factor in location selection. Factor determination of location according to Fandy Tjiptono (2002) as follows: 1. Access, 2. Visibility, 3. Traffic, concerns two major considerations, 4. Spacious, comfortable and secure parking space, 5. Expansion.

The relationship between location and purchase decision

The precise and strategic location facilitates access to prospective customers to meet their needs and will provide a unique advantage for a business to indirectly affect consumers' purchasing decisions. If the company manages and maintains a strategic location, it can be an effective hurdle for competitors to gain access to the market. Location factors will affect the success of a business. Consumers always consider buying by looking at location factors, since strategic locations are relevant to customer purchase decisions to buy or use a product (Akhmad, 1996). Peter J. Paul (2000), believes that a good location ensures rapid access to the Internet, attracts a large number of consumers and is strong enough to change consumer purchasing patterns.

Hypotheses Development

The hypotheses of this study are as follows:

H1: There is a significant effect of price on consumer decision to purchase the products at PT Saudaratama Agra Perkasa Medan.

H2: There is a significant effect of product quality on consumer decision to purchase the products at PT Saudaratama Agra Perkasa Medan.

H3: There is a significant effect of promotion effect on consumer decision to purchase the products at PT Saudaratama Agra Perkasa Medan.

H4: There is a significant effect of location on consumer decision to purchase the products at PT Saudaratama Agra Perkasa Medan.

H5: There is a significant effect on price, product quality, promotion and location to consumers decision to purchase the products at PT Saudaratama Agra Perkasa Medan.

III. RESEARCH METHODS

This research is quantitative research. This research is conducted by survey approach. The population in this research is all customers who have bought or used boots that are produced by PT. Saudaratama Agra Perkasa Medan. Thus, it can be concluded that the sample is the number representing from the population to be the respondent of the research. The determination of the representative number of samples in this study is based on Hair et al. (1995). Thus, the number of samples in this study is 108 respondents

While sampling technique in this research is using Accidental sampling. Data collection was done by distributing questionnaires to respondents. The type of question used in the questionnaire is the structured question (closed). The descriptive analysis method is a method of examining the status of a human group, an object, a set of conditions, a system of thought or a class of events in the present. The analysis model that will be used in this research is Multiple Linear Regression. Hypothesis test used to know the influence of each independent variable by partial or simultaneously to the dependent variable (Sinulingga, 2013)

IV. RESULTS & DISCUSSION

Multiple Linear Regression Analysis

Based on the processed data that has been done, it can be seen that the relationship model of the multiple linear regression analysis is seen in the following table below.

Table 1. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.805	3.051		1.575	.118
	Price	-.123	.110	-.103	-1.121	.265
	Product Quality	.159	.067	.215	2.369	.020
	Promotion	.470	.123	.326	3.808	.000
	Location	.192	.088	.205	2.175	.032
a. Dependent Variable: Purchase Decision						

Based on the above table, this research model can be compiled as follows:

$$Y = 4,805 - 0,123X_1 + 0,159X_2 + 0,470X_3 + 0,192X_4$$

The research model in the form of multiple linear regression equation above can be interpreted as follows: 1). When the price, product quality, promotion and location have not changed, then the value of the consumer purchase decision is 4,805 in a particular unit. 2). When prices increase in certain units, it will be able to degrade consumer purchasing decisions of 0.123 certain units assuming that other variables do not change. 3). When the quality of the product has increased in a certain unit, it will be able to increase the consumer purchase decision of 0.159 in a particular unit assuming that other variables do not change. 4). When promotions increase in certain units, it will be able to increase the customer's purchasing decision of 0.470 on a particular unit assuming that other variables do not change. 5). When the location increases in a certain unit, it will be able to increase the consumer purchase decision of 0,192 to a certain unit assuming that other variables do not change.

Partial Testing of Hypotheses

This test will compare t-value to t-table values. To know the value of t-table first determine the degree of freedom of the research data. Based on the confidence level of 95% and Alpha level 5% with the two-sided method, it can be determined the free degree value in this research by using the formula $n - k - 1$, where n is the number of respondents and k is the number of independent variables this research.

Table 2. Results of Partial Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.805	3.051		1.575	.118
	Price	-.123	.110	-.103	-1.121	.265
	Product Quality	.159	.067	.215	2.369	.020
	Promotion	.470	.123	.326	3.808	.000
	Location	.192	.088	.205	2.175	.032
a. Dependent Variable: Purchase Decision						

Based on the table above, the partial hypothesis testing can be summarized as follows: 1). The effect of price on consumer purchase decisions. It is known that the price variable has t-value of -1,121, when compared with the t-table value it is obtained that $-1,121 < -1.983$ with the significance level of 0.265 greater than the alpha value of the research of 0.05. It was concluded that there was no significant effect on the consumer purchasing decision on PT Saudaratama Agra Perkasa Medan. 2). The effect of product quality on consumer purchase decisions. It is known that product quality variables have the t-count value of 2,369, when compared with the t-table value it is obtained that $2,369 > 1.983$ with a significance level of 0.020 smaller than the alpha value of 0.05. It is concluded that there is a significant influence of product quality on consumer purchase decision on the product at PT Saudaratama Agra Perkasa Medan. 3). The influence of promotion on consumer purchase decisions. It is known that the promotion variable has the t-value of 3,808 when compared to the t-table value hence results that $3,808 > 1,983$ with the significance level of 0.000 smaller than the alpha value of the research of 0.05. It was concluded that there was a significant influence of promotion on consumer purchasing decision on the product at PT Saudaratama Agra Perkasa Medan. 4). Location impact on consumer purchase decisions. It is known that the location variables have the t-count value of 2,175 compared to the t-table value result that $2,175 > 1,983$ with the significance level of 0.032 smaller than the alpha value of 0.05. It is concluded that there is a significant influence of location on consumer purchase decision on the product at PT Saudaratama Agra Perkasa Medan

Hypothesis Testing Simultaneously

Product quality, promotion and location simultaneously have an influence on consumer purchasing decisions on products at PT Saudaratama Agra Perkasa Medan. The simultaneous test results can be seen in the table below.

Table 3. Results of Simultaneous Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	149.167	4	37.292	8.519	.000 ^a
	Residual	450.907	103	4.378		
	Total	600.074	107			
a. Predictors: (Constant), Location, Promotion, Product Quality, Price						
b. Dependent Variable: Purchase Decision						

This test is compared to the F-count value with the F-table value. To know the value of F-table first determined the value of the degree of freedom of the counters (df1) and the degree of denominator-free (df2). To determine df1 it can be used the formula $k - 1$, where k is the number of free variables plus the dependent variable, so the df1 can be determined by $5 - 1 = 4$. Next to determine the value of df2 can be used $n - k$ formula, where n is the sum respondents and k are the numbers of independent variables plus dependent variables, so it can be determined that the value of df2 is $108 - 5 = 103$. Based on the level of confidence of the research is 95% and the Alpha level is 5% with two-sided method research, it can be determined the value of F-table is 2.46.

Determination Coefficient

To find out the magnitude of the determination of price, product quality, promotion and location explain consumer purchase decisions on products can be seen in the following table:

Table 4. Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.499 ^a	.249	.219	2.09230

Table 4 shows that the value of R-Square is equal to 0.249 or equal to 24.9%. This means the price, product quality, promotion and location able to explain the consumer purchase decision on the product is 24.9% the remaining 75.1% is explained by other variables not included in this research model.

V. CONCLUSIONS & SUGGESTIONS

Conclusion

Based on the results of the research and discussion, some of the conclusions that can be taken are as follows there is an insignificant price influence on the decision to purchase the product at PT Saudaratama Agra

Perkasa Medan. Product quality has a significant influence on product purchase decision at PT Saudaratama Agra Perkasa Medan. The promotion has a significant influence on product purchase decision at PT Saudaratama Agra Perkasa Medan. The location has a significant influence on the decision to purchase the product at PT Saudaratama Agra Perkasa Medan. Prices, product quality, promotion and location have a significant influence on product purchase decision at PT Saudaratama Agra Perkasa Medan. Price, product quality, promotion and location were able to explain the purchase decision of the product as much as 24.9% remaining 75.1% explained by other variables not included in this research model.

Suggestions

Based on the results of the research, some of the suggestions can be presented as follows, the quality of the product is a very important variable, therefore, the company can measure the quality of its products in accordance with the wishes of the market segment of the company. This is aimed at the management of the company to win the competition in boot business in the market. Some of the things that need to be considered, for the middle market segment down, suppose workers in the traditional market basically want the product at a low price, but good quality. It needs to be a consideration for enterprise management to produce products with quality second-class products. Different if the employer is a building worker who considers the Occupational Safety and Health Management System, it would require a good quality bootable shoe. Such matters may be a consideration for management to create quality products tailored to the needs of each targeted market segment. Maximum promotion is when consumers decide to buy a company product. Looking at competition from this boot business, corporate management is still considered the most necessary to do the best possible promotion. Some of the media that can be used include online media such as social media (facebook, twitter, Instagram, telegram, Whatsapp, etc.) which conduct education and dissemination of information to consumers related to products marketed. Other media such as Billboard Boards should be placed close to shops that make the largest sales contribution such as the Sukaramai Traditional Market area and others. Other promotions that can be undertaken by the company's management are to give consumers maximum satisfaction since they are willing to deliver positive things related to the word of mouth. Location is a factor that can increase prestige for consumers when purchasing a product in the area, so the company's management should pay attention to the location of the store that will market its products such as the availability of spacious parking lots, layout developments and more.

REFERENCES

- [1]. Aaker (2011), *Managing Brand Equity Capitalizing on the Value of A Brand Name*, New York.
- [2]. Agung RatihSaraswati dan KetutRahyuda (2017), "Brand Image MemediasiKualitasProduk dan HargaDengan Keputusan Pembelian Smartphone Apple di Kota Denpasar", *e-JurnalManajemenUnud*, Vol. 6 No. 6., Hal. 3252 – 3282
- [3]. AibekDoszhanov dan Zainal Arifin Ahmad (2015), "Customer's Intention to Use Green Products: The Impact of Green Brand Dimenions and Green Perceived Value", *Published EDP Sciences*, pp 1 – 17
- [4]. Buchari, Alma (2013), *ManajemenPemasaran dan PemasaranJasa*, CetakanKesepuluh, PenerbitAlfabeta, Bandung
- [5]. DediNurdianto dan Tri Yuniati (2013), "PengaruhKualitasProduk dan Citra SebagaiVariabel Intervening Terhadap Keputusan KonsumenDalamMembeli Motor Honda", *JurnalIlmu&RisetManajemen*, Vol. 2 No. 10, Hal. 1 – 24
- [6]. Davis, S. M. (2000) *Brand Asset Management : driving profitable growth through your brand*. California : Jossey-Bass, Inc. Publishers
- [7]. DindaAnnisaParasayu dan Widayanto (2014), "PengaruhKualitasProduk dan PromosiTerhadap Keputusan PembelianIndomie Goreng Melalui Brand Image SebagaiVariabel Intervening (StudiKasus Pada Mahasiswa S1 Fisip UNDIP Semarang)", *Diponegoro Journal of Social and Politic*, Hal. 1 – 10
- [8]. Dodds, W. B., Monroe, K. B., & Grewal, D., (1991), "Effects of Price, Brand, and Store Information on Buyers' Product Evaluation", *Journal of Marketing Research*, Vol. 28 pp 307 – 319
- [9]. Drezner W (2002), *A Balanced Perspective on Brands*, Baringstroke: Mc Milan
- [10]. Durianto, D dan C. Liana. (2004). "Analisis Efektifitas Iklan Televisi Softener & fresh di Jakarta dan sekitarnya dengan menggunakan Consumer Decision Model". *Jurnal Ekonomi perusahaan*, vol. 11, No. 1, pp. 35 – 55
- [11]. Erickson G. M., & Johansson, J. K., (1985), "The Role of Price in Multi-attribue product evaluation" *Journal of Consumer Research*, Vol. 12, No. 2
- [12]. Erwin Adi Wijaya, Sasongko dan Sri Wahyuni (2014), "Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Smartphone Samsung Galaxy Series Pada Mahasiswa", *Artikel Ilmiah Hasil Penulisan Mahasiswa Universitas Jember*, Jember

- [13]. EviSuwarna, Suharyono dan SrikandiKumadji (2015), “PengaruhIklan di Televisi, KualitasProduk dan HargaTerhadap Citra Merek Serta Implikasinya Pada MinatPembeli (Survei Pada CalonKonsumenSusu SGM di Kota Malang)”, *JurnalUniversitasBrawijaya Malan*, Hal. 24 – 32
- [14]. Hoeffler, S. dan Keller, K.K. (2003), “The marketing advantages of strong brands”, *Brand Management*, Vol. 10 No. 6, pp. 421-45
- [15]. Istijianto (2009), *AplikasiPraktisRisetPemasaran*, PenerbitGramediaPustaka Utama, Jakarta
- [16]. Jackson R. S. Weenas (2013), “KualitasProduk, Harga, Promosi dan KualitasPelayananPengaruhnyaTerhadap Keputusan Pembelian Spring Bed Comforta”, *Jurnal EMBA*, Vol. 1 No. 4., Hal. 607-618
- [17]. Kalsum, Eka Umi. (2010). Analisis Pengaruh Strategi Bauran Pemasaran Terhadap Keputusan Mahasiswa Memilih Perguruan Tinggi Swasta Di Kota Medan. *Jurnal Abdi Ilmu*. Vol. 3 No. 1. April 2010. ISSN: 1979-5408
- [18]. Kotler, Philip (2010), *ManajemenPemasaran*, PT IndeksKelompokGramedia, Jakarta
- [19]. Kotler, Philips. (2012). *Manajemen Pemasaran*. Edisi Keempatbelas, Penerbit Erlangga, Jakarta
- [20]. Kotler, Philips dan Armstrong, Gary. (2010). *Prinsip-PrinsipPemasaran*. EdisiKetigabelas. PenerbitErlangga, Jakarta
- [21]. Kotler, Philip dan Keller, Kevin L., (2009), *ManajemenPemasaran*, Jilid 1 Edisi 13, PenerbitErlangga, Jakarta
- [22]. LupiyoadiRambat (2013), *ManajemenPemasaranJasa*, Edisi 13, PenerbitSalembaEmpat, Jakarta
- [23]. Motahar Ebrahimi GaraTekan, Mohsen Emami Far, Majid Hajipoormashaiee, Ali Taheri Heshi (2012), “The Special Value Assessment of Bank’s Brand Name on Basis of CBBE Model (Case Study: Bank Saderat)”, *Advances in Environmental Biology*, Vol. 6 No. 7., pp 2069 – 2081
- [24]. Mowen, John C., dan Michael Minor (2002), *Perilaku Konsumen*, Jilid Kedua, Penerbit Erlangga, Jakarta
- [25]. Nela Evelina, Handoyo DW dan Sari Lisyorini (2012), “Pengaruh Citra Merek, KualitasProduk, Harga dan PromosiTerhadap Keputusan PembelianKartu Perdana Telkomflexi (StudiKasus Pada Konsumen Telkom Flexi di Kecamatan Kota Kudus Kabupaten Kudus), *Diponegoro Journal of Social and Politic*, Hal, 1 – 11
- [26]. Noerchoidah (2013), “AnalisisPengaruhHarga, KualitasProduk dan IklanTerhadapBrand Image dan Keputusan PembelianSepeda Motor Merek Kawasaki”, *Jurnal WIGA* Vol. 3 No. 1., Hal. 48 – 60
- [27]. Porter, Michael E., (2000), *StrategiBersaing: Teknik MenganalisisIndustri dan Pesaing*, Penerbit Liberty, Yogyakarta
- [28]. Rafael Billy Leksono dan Herwin (2017), “PengaruhHarga dan Promosi Grab Terhadap Brand Image Yang Mempengaruhi Keputusan PembelianKonsumenPenggunaTransportasiBerbasis Online”, *JurnalRisetManajemen dan Bisnis (JRMB)*, Vol. 2 No. 3, Hal. 381 – 390
- [29]. Rangkuti, Freddy (2009), *StrategiPromosi Yang Kreatif dan AnalisisKasus Integrated Marketing Communication*, PenerbitGramediaPustaka Utama, Jakarta
- [30]. Rinaldi Bursan (2009),”TanggapanKonsumenAtasBauranPemasaranRokokSampoernaA Mild”, *JurnalBisnis dan Manajemen* Vol. 6 No. Hal. 84 – 99
- [31]. Rindang Lista Sari, SilvyaMandey dan AgusSupandiSoegoto (2014), “Citra Merek, Harga dan PromosiPengaruhnyaTerhadap Keputusan PembelianPerhiasanEmas Pada PT Pegadaian (Persero) Cabang Manado Utara”, *Jurnal EMBA*, Vol. 2 No. 2, Hal. 1222 – 132
- [32]. Schiffman, Leon dan Leslie Lazar Kanuk, (2006), *PerilakuKonsumen*, EdisiKetujuh, Penerbit PT. Indeks, Jakarta
- [33]. Sengupta, S. (2005). *Brand Positioning: Strategies for Competitive Advantage* 2nd ed.New Delhi: Tata McGraw-Hill, Ltd
- [34]. Setiadi, J. Nugroho (2003), *PerilakuKonsumenKonsep dan ImplikasiUntukStrategi dan PenulisanPemasaran*, PenerbitKencana, Jakarta
- [35]. Sihabudin (2015), “PengaruhKualitasProduk dan PromosiTerhadap Citra Merek Handphone Samsung (Survey KaryawanBagian Pulley Machine PT FCC Indonesia)”, *JurnalManajemen&Bisnis*, Vol 1, No. 1 Hal. 17 – 36
- [36]. Sofjan Assauri (2004), *Manajemen Pemasaran*, Penerbit Rajawali Press, Jakarta
- [37]. Sumarwan U., (2010), *PerilakuKonsumen: Teori dan PenerapannyaDalamPemasaran*, PT Ghalia Indonesia, Bogor
- [38]. Sutisna. (2001). *Perilaku Konsumen Komunikasi Pemasaran*, Penerbit PT Remaja Rosdakarya, Bandung
- [39]. Swastha, Basu dan Handoko, T. Hani. (2003). *Manajemen Pemasaran: Analisis Perilaku Konsumen*. Penerbit BPFE, Yogyakarta

- [40]. Tatik Suryani (2013), *Perilaku Konsumen di Era Internet Edisi Pertama*, Penerbit Graha Ilmu, Yogyakarta
- [41]. Tjiptono, Fandy. (2007). *Strategi Pemasaran. Edisi Kedua. Cetakan Kelima*. Penerbit Andy. Yogyakarta
- [42]. Zeithml, V.A., Parasuraman, A., dan L.L., Berry., (1998), SERVQUAL: A Multiple Item Scale for Meansuring Consumer Perseption of Service Quality, *Jurnal of Retailing*

*^{*1}Correspondence Author: Djoko Tansil*

*¹Postgraduate Program, Magister Management, Universitas Sumatera Utara,
Medan, North Sumatra, Indonesia*