The Role of Brand Image Mediates The Effect of Product Quality on Purchasing Decisions

Dewa Putu Irwan Darma Putra[1], Gede Suparna[2]

[12] Udayana University

[12] Faculty of Economics and Bussiness, Bali, Indonesia

Abstract: **Internet service users in Indonesia are growing rapidly. Indihome is one of the many internet service providers. The purpose of this study is to explain the effect of product quality on brand image, product quality on purchasing decisions, brand image on purchasing decisions, and the role of brand image in mediating the effect of product quality on purchasing decisions. The theory used in this research is product quality, brand image and purchasing decisions. Product quality is the ability of a product to fulfill its function. Brand image is a perception of a brand that is in the minds of consumers. Purchasing decisions are the various processes that consumers go through in buying a product. This research was conducted on consumers of Indihome Products domiciled in Denpasar City. The sample size was taken as many as 120 people with probability sampling method with cluster sampling technique. Data was collected by distributing questionnaires using a 5-point Likert scale to measure 12 indicators. The analysis technique used is path analysis and multiple test.**

The results of the study suggest that product quality has a positive and significant effect on brand image. This study also found that each product quality variable and brand image had a significant positive effect on purchasing decisions, in addition to that brand image also significantly mediated the relationship between product quality and purchasing decisions. This shows that the better the brand image and product quality provided, the better purchasing decisions on Indihome Products will be.

Keywords: product quality, brand image, purchasing decision.

I. INTRODUCTION

The need for faster information and also global communication has encouraged competitive competition between companies in an effort to dominate the market. Likewise, the competition of telecommunications service providers in the increasingly rapid development of technology and information is demanded to be able to provide the best service for consumers in all respects (Kotler, 2002: 192). One type of product produced by telecommunications service providers is internet service. Internet (Interconnected Network) is a global communication network system that connects computers to computer networks in a computer network system covering the whole world. Internet functions include browsing, chatting, gamming, searching, and many other things to sending letters via e-mail and business transactions and buying and selling online. Internet services are more easily Aksesible to anyone and anywhere. Either using a PC (Personal Computer), Notebook, or cellphone though (Budi Kurniawan, 2008: 112). Choosing products in internet services, people are now beginning to be selective and smart. The tight development of internet service providers now makes these companies compete in various ways to seize the market or create new market opportunities to increase sales.

One company that follows this development is PT. Telkom Akses with its products, namely Indihome. Indihome is a Triple Play service from Telkom which consists of Internet on Fiber or High Speed Internet, Phone (Landline), and IPTV (UseeTV Cable). Sourced from www.indihome.com stated that Indihome is a new product from PT Telkom Akses that was issued in early 2015 in connection with the start of Telkom network switching from copper cable to fiber optic cable. Even though they have switched from copper cable to fiber optic cable, there are still many prospective customers who do not know what Indihome is and the various advantages and facilities of using Indihome (Armanto, 2018). Indihome is a bundling product so the prices offered to customers are also package prices according to the needs of the packages used

by customers (www.indihome.com). On the other hand, for fiber optic network services, not all regions in Denpasar have been served while some people are interested in subscribing to Indihome (Armanto, 2018).

This phenomenon needs to be considered by the Telkom Plaza in Denpasar so that the distribution of Indihome is maximum in an effort to increase sales in order to meet the planned target. Some of the problems that are often complained by customers are that Indihome customers often complain about the disruption of internet services that cannot be connected quickly and it takes a long time to be able to Akses the internet again. Some customers report that there are often severe internet connection disruptions and there is no fast handling from the telkom related to this problem. Due to complaints from customers regarding the quality of service from Telkom Akses, it caused a decline in the popularity of Indihome products. This is evidenced by the following Table 1 Top Brand Award:

TABLE 1: TOP *BRAND AWARD* 2016-2018

No	Brand	TBI			TOP
		2016	**2017**	**2018**	
1	Indihome	48,10%	50,30%	42,10%	TOP
2	First Media/Fast Net	18,60%	17,30%	22,40%	TOP
3	Biznet	4,70%	2,10%	6,40%	TOP

Source : http://www.topbrand-award.com

Judging from the table of top brand awards shows that Indihome ranked first in the popularity category of ISP (Internet Service Provider) in 2016-2018. From the above research findings indicate that there are still fluctuations in terms of popularity from 2016-2018 with the popularity of Indihome increasing 2% in 2017 and in 2018 declining 8%. In contrast to competitors, First Media / Fast Net decreased by 1% in 2017 and in 2018 increased by 5% and Biznet which decreased by 2% in 2017 and in 2018 increased by 4%. Based on this phenomenon, this researcher reexamined and clarified previous research. Researchers have conducted a survey of 60 respondents in the city of Denpasar to support this study further. The results of the survey of 60 respondents can be seen in Table 2:

TABLE 2: PRE-SURVEY RESEARCH ON PRODUCT PURCHASING DECISIONS INDIHOME PT. TELKOM AKSES IN DENPASAR CITY

No	Questions	Respondent	
		Yes	**No**
1	Have you ever bought and used Indihome products?	55	5
2	Does the quality of Indihome products influence your purchasing decisions?	52	3
3	Does Indihome's corporate image influence your purchasing decisions?	32	23
4	Are Indihome products able to provide freedom in the use of the internet?	35	20
5	Is Indihome the best choice from various alternatives?	29	26
6	Do Indihome employees provide suggestions for making choices Indihome product usage?	48	7

The results of this pre-survey show that most respondents have high purchasing decisions based on the brand image and quality of PT. Telkom Akses. In making a purchase decision is not easy. Many factors can influence that. Both from internal factors / from within the consumer or external influences that is the stimulation made by the company. And companies must be able to identify consumer behavior, in order to win the competition. Kotler (2014: 7) describes consumer behavior as a study of purchasing units that can be individuals, groups, or organizations. These units will form a market so that an individual market or consumer market appears, a group purchasing unit, and a business market formed by the organization (Saputri, 2016).

Purchasing decision is a decision making process of purchase which includes determining what will be bought or not made a purchase and the decision is obtained from previous activities (Assauri, 2004: 79). Private and Irawan (2008: 145) argued that consumer decisions are motives or incentives that arise against something where a buyer makes a purchase due to the needs and desires. Purchasing decisions are used as the basis for developing a good product. It is important for producers to know the factors that influence purchasing decisions (Putri, 2013). Nugraha, et al (2015) suggested that

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purchasing decisions are actually a collection of a number of decisions, where the decision has several components including: decisions about the type of product, decisions about the form of products, decisions about brands, decisions about the totals, decisions about the number of products, decisions about the time of purchase, the decision about how to purchase. In this study the variables that influence consumer purchasing decisions include brand image and product quality (Monalisa, 2016).

Before the customer determines his purchasing decision on a product, the company must be able to create quality products that can make consumers satisfied with something that has been purchased. Product quality can be in the form of performance, Aksesibility to conformity to product excellence known to consumers before deciding to buy the product (Nurdianto and Yuniati, 2013). If the quality of a product matches or even exceeds expectations of the value or brand image known to consumers, then there will be consumer's intention to buy a product so that it will determine the purchase decision.

Understanding Product Quality According to Ariyoto (2001: 92) is the totality of the shape and characteristics of goods that demonstrate its ability to satisfy the needs and desires of consumers. Istoto (2018) states that product quality is an important thing in determining the choice of a product by consumers. The product offered must be a product that is truly well tested regarding its quality. Because for consumers the priority is the quality of the product itself. Consumers will prefer and choose products that have better quality when compared to other similar products that can meet their needs and desires. Improving the quality of a product is very important because consumers want high quality products. (Nurdianto and Yuniati, 2013) stated that a good product quality would provide good trust and perception (image) to consumers in the use of the product.

The concept of product quality has become a very dominant factor in the success of organizations, both profit and non-profit organizations, because if consumers feel that the quality of the product they receive is good or as expected, they will feel satisfied, trust and have a commitment to be loyal consumers (Setiawan and Ukudi, 2007: 215). "Quality provides an impetus for consumers to establish strong bonds with companies" (Tjiptono, 2008: 20). Product quality has an important role in consumer purchasing decisions, because good product quality has a good impact on the company. The results of this study are consistent with research conducted by Rakhmad Sapardi (2015), Habibah and Sumiati (2016) showing that product quality has a significant positive effect on purchasing decisions. In contrast to research conducted by Fauziah (2013) shows that product quality has a significant negative effect on purchasing decisions. In addition to product quality, brand image plays an important role in making purchases, some brands that have relatively the same quality can have different performance in the market due to different perceptions that are stuck in the minds of consumers. Therefore, a brand designed by the company must be able to meet what is needed and lightened by consumers and is well communicated, so that when consumers need certain products, then consumers will decide products with a good brand image so that consumers can choose the main choice to be purchased (Zaini, 2013).

Kotler (2007: 346) defines brand image as a set of beliefs, ideas, and impressions that a person has towards a brand, therefore the attitudes and actions of consumers towards a brand are largely determined by the brand image. So that brand image is a requirement of a strong brand. According to Auhor Boyd, Walker Larreche (2000: 127) the image that is believed by consumers about a brand will vary depending on the perception of each individual. Human personality in general is determined through the values and beliefs they have. Positive brand image has a positive influence on purchasing decisions, the higher the brand image created by the company, the level of decision making to buy also increases (Suciningtyas, 2012). If the brand of a product has a positive image and is believed to meet the needs of consumers, then the decision to buy a product and service will arise in consumers. This is in line with research conducted by Fauziah (2013) that has examined the influence of brand image on purchasing decisions. The results of this study indicate that the brand image has a significant positive effect on purchasing decisions.

Empirical research that has been done previously shows that brand image is one of the factors that can bridge the influence of product quality on purchasing decisions. Information circulating from consumers can be positive or negative and can affect the brand image of the product to be good or bad. Fahrian et al. (2015), states that brand image is the result of the views or perceptions of consumers of a particular brand based on the consideration and accurate perception of a brand. Research conducted by Nurdianto and Yuniarti (2013), Nuraini and Maftukhah (2015) in their research stated that good product quality will provide good trust and perception (image) to consumers in the use of these products and then motivate consumers to make purchasing decisions .

II. CONCEPTUAL MODEL AND HYPOTESIS DEVELOPMENT

The Effect Of Product Quality On Purchasing Decisions

Product quality that is considered good by consumers will create purchasing decisions. Purchasing decisions will be made when consumers have chosen the right product to meet their needs (Monalisa, 2015). This is in line with research conducted by Fauziah (2013), Ong and Sugiharto (2013), Avriliani and Wahyuni (2014), Yazia (2014), Moly (2014), Karlina and Seminari (2015) states that product quality is proven to have a negative effect significant impact on purchasing decisions. From the results of the study stated that there is a relationship between product quality and purchasing decisions, then the following hypothesis was formulated:

H_1: Product quality has a positive and significant effect on purchasing decisions.

The Effect Of Product Quality On Brand Image

In marketing a product, quality must be measured through the consumer's perspective of the quality itself, so that consumer tastes here are very influential. Product quality is one way to win competition in the market. Product quality can create a competitive advantage in a business entity. Everyone has a different perspective and standards in assessing the goods or services offered. Therefore, in managing the quality of a product must be in accordance with the uses desired by consumers (Wahid, 2016). This is in line with research conducted by Sihabudin (2015), Nurdianto and Yuniati (2013) and Nuraini (2015) showing the results that product quality has a partial and simultaneous effect on brand image. From the results of the study stated that there is a relationship between product quality and brand image, the following hypothesis was formulated:

H_2: Product quality has a positive and significant effect on brand image

The Effect Of Brand Image On Purchasing Decisions

According to Auhor Boyd, Walker Larreche (2000: 127) the image that is believed by consumers about a brand will vary depending on the perception of each individual. Human personality in general is determined through the values and beliefs they have. If the brand of a product has a positive image and is believed to meet the needs of consumers, then the decision to buy a product and service will arise in consumers. This is in line with research conducted by Fauziah (2013), Ong and Sugiharto (2013), Fuad Asshiddieqi (2012), Yusuf Andriansyah, Rois Arifin, Afi Rachmat S. (2016) states that brand image has a significant positive effect on purchasing decisions .. From the results of the study stated that there is a relationship between brand image and purchasing decisions. The higher the brand image, the higher the purchase decision so researchers can put forward the following hypothesis:

H_3: Brand image has a positive and significant effect on purchasing decisions

The Role of Brand Image Mediates The Effect of Product Quality on Purchasing Decisions

Research conducted by Nurdianto and Yuniarti (2013), Nuraini and Maftukhah (2015) in their research stated that good product quality will provide good trust and perception (image) to consumers in the use of these products and then motivate consumers to make purchasing decisions . Karlina and Seminari (2015) and Purnamasari and Murwatiningsih (2015) stated that brand image is able to mediate product quality on purchasing decisions so that the following hypotheses can be drawn:

H_4: Brand image has a positive effect in mediating product quality on purchasing decisions
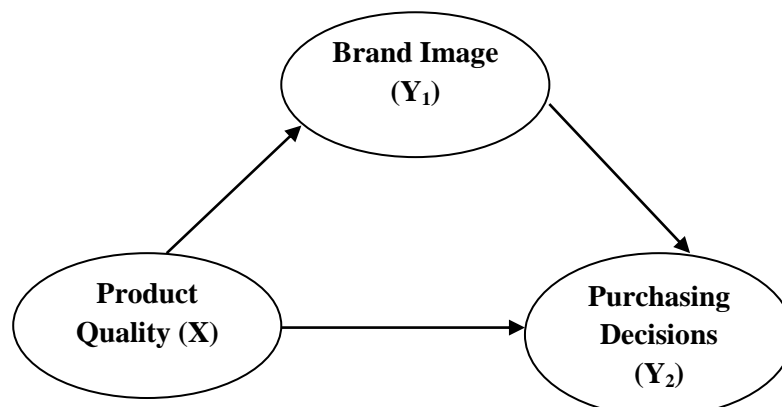

Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

This study uses a quantitative approach in the form of associative research that aims to determine the relationship of two or more variables (Sugiyono, 2013: 55). The city of Denpasar was chosen as a location for conducting research with the consideration that the city of Denpasar is an area with dense population mobility and where it is also an area with a level of average middle to upper income that allows higher spending on things to use internet services so that it is easier to find respondents who fit the category under study.

The population in this study is the local community in the city of Denpasar who have bought and used Indihome products released by PT. Telkom Akses. The sampling method used in this study is probability sampling with cluster sampling technique, that is, this technique is used because the population does not consist of individuals, but rather consists of individual groups or clusters. The number of samples used in this study were 120 respondents. Data collection method in this research is interview method with questionnaire. Testing data in this study uses path analysis to examine patterns of relationships that reveal the effect of a variable or set of variables on other variables, both direct and indirect. The operational definition of the research variable can be seen in Table 3.

TABLE 3: THE OPERATIONAL DEFINITION OF RESEARCH VARIABLES

Variable	Indicator	Reference
Product Quality (X_1)	1) *Performance* 2) *Features* 3) *Reability* 4) *Serviceability*	Tjiptono (2008:68)
Brand Image (Y_1)	1) Corporate Image 2) Product Image 3) User Image	Ruhamak and Rahayu (2016), Hamidun and Sanawiri (2018)
Purchasing Decisions (Y_2)	1) Confidence in the product 2) The need for a product 3) Selection of purchasing channels 4) Payment method 5) Purchase a long-term commitment	Kotler and Keller (2012:479), Schiffman and Kanuk (2008:506)

Source: Previous Research, 2018

IV. RESEARCH FINDING AND DISCUSSION

The validity test results indicate that all indicators in the purchase decision variable have a correlation coefficient greater than 0.3. So it can be concluded that all indicators have met the data validity requirements. The reliability test results showed the Cronbach alpha value for all variables above 0.6. So it can be concluded that all variables have met the data reliability requirements. Testing data in this study uses path analysis to examine patterns of relationships that reveal the effect of variables or a set of variables on other variables, both direct and indirect effects. From the calculation results on the test data obtained the following results.

TABLE 4: THE RESULT OF PATH ANALYSIS SUBSTRUCTURE 1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,770	1,230		7,128	,000
	X	,198	,082	,216	2,404	,018

a. Dependent Variable: Y1

The structural equation for the research model in Substructure 1 :

$$Y = \beta_1 X + e \ \ ......(\text{Model 1})$$

Error $(Pei) = \sqrt{1\text{-}R^2}$

$Pei = \sqrt{1\text{-}0,047} = 0,98$

$Y_1 = 0,216\, X + 0,98$

TABLE 5: THE RESULT OF PATH ANALYSIS SUBSTRUCTURE 2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,464	2,615		2,089	,039
	X	,397	,150	,225	2,647	,009
	Y1	,643	,164	,334	3,929	,000

a. Dependent Variable: Y2

The structural equation for the research model in Substructure 2 :

$Y_2 = \beta_1 X + \beta_2 Y_1 + e$ ......(Model 2)

Error $(Pei) = \sqrt{1\text{-}R^2}$

$Pei = \sqrt{1\text{-}0,194} = 0,90$

$Y_2 = 0,225\, X + 0,334 Y_1 + 0,90$

Based on calculations on substructures 1 and 2, it can be seen the direct effect, indirect effect and the total effect between variables. Calculation of influence between variables is as follows.

TABLE 6: DIRECT EFFECT, INDIRECT EFFECT AND THE TOTAL EFFECT

Variable			Direct Effect	Indirect Effect Through Brand Image	Total Effect
Product Quality	→	Brand Image	0,216	-	0,216
Product Quality	→	Purchasing Decisions	0,225	-	0,225
Brand Image	→	Purchasing Decisions	0,334	0,216 x 0,334 = 0,07	0,410

The results of the total determination coefficient $R^2m = 0.231$ which means that the diversity of data that can be explained by the model is 23.1 percent or in other words the information contained in the data by 23.1 percent can be explained by the model, while the remaining 76.9 percent is explained by other variables (not in the model) and error.

The result of Theory Triming is that the validation test on each path for direct effect is the same as the regression, using the p value of the t test that is testing the variable regression coefficient partially standardized with Product Quality (X) on Brand Image (Y1) is 2.404 sig 0.018, Product Quality (X) for Purchasing Decisions (Y2) was 2.647 with sig 0.009, the Brand Image variable for Purchasing Decisions was 3.929 with sig 0.00.

Based on the Sobel test results in this study showed that the tabulated results $Z = 2.02 > 1.96$, which means that mediating variables namely Brand Image is assessed to be significantly able to mediate the effect of Product Quality on Purchasing Decisions of PT Telkom Akses Indihome products in Denpasar City.

TABLE 7: THE RESULT OF VAF

Effect	Value
Direct	0,216
Indirect	0,072
Direct + Indirect	0,288
VAF	(0,072/0,288)*100%=25,03%

Source: Data processed, 2019

Based on the VAF value of 25.03 percent it can be said that the role of Brand Image on the relationship of Product Quality with Purchasing Decisions is partial mediation.

The Effect of Product Quality on Brand Image

Based on the calculation results obtained the significance level of research for Product Quality variables on Brand Image of 0.018 <0.05, so that H0 is rejected and H1 is accepted, in other words Product Quality has a positive and significant effect on Brand Image. The results of this study indicate the higher the Product Quality the higher the Brand Image, and vice versa the lower the Product Quality the lower the Brand Image. The results showed that Product Quality Indihome was rated favorably by respondents on the service ability indicator. The results of this study are in accordance with the formulation of the hypothesis which states that Product Quality has a positive and significant effect on Brand Image, which means that the higher the Product Quality, the Brand Image of Indihome products will be higher. The results of this study are consistent with those conducted by Sihabudin (2015), Nurdianto and Yuniati (2013), Nuraini (2015).

The Effect of Product Quality on Purchasing Decisions

Based on the calculation results obtained the significance level of research for the Product Quality variable on Purchasing Decisions of 0,000 <0.05, so that H0 is rejected and H2 is accepted, in other words Product Quality has a positive and significant effect on Purchasing Decisions. The results showed that the higher the Product Quality the higher the Purchasing Decisions and vice versa the lower the Product Quality the lower the Purchasing Decisions. The results of this study are in accordance with the formulation the hypothesis which states that Product Quality has a positive and significant effect on Purchasing Decisions, which means that the higher the Product Quality, the Purchasing Decisions Indihome will be higher. The results of this study are consistent with research conducted by Fauziah (2013), Ong and Sugiharto (2013), Avriliani and Wahyuni (2014), Yazia (2014), Moly (2014), Karlina and Seminary (2015).

The Effect of Brand Image on Purchasing Decisions

Based on the calculation results obtained the significance level of research for the Brand Image variable on Purchasing Decisions of 0.00 <0.05, so that H0 is rejected and H3 is accepted, in other words Brand Image has a positive and significant effect on Purchasing Decisions. The results showed that the higher the Brand Image, the higher the Purchasing Decisions, and vice versa the lower the Brand Image, the lower the Purchasing Decisions. The results of this study are in accordance with the formulation of the hypothesis which states that Brand Image has a positive and significant effect on Purchasing Decisions, which means that the higher the Brand Image, the Purchasing Decisions of Indihome products will be higher. The results of this study are consistent with research conducted by Fauziah (2013), Ong and Sugiharto (2013), Fuad Asshiddieqi, (2012), Yusuf Andriansyah, Rois Arifin, Afi Rachmat S. (2016).

The Ro;e of Brand Image Mediate The Effect of Product Quality on Purchasing Decisions

Based on the calculation results obtained Zhitung (2.0036)> Z table (1.96) so that H0 is rejected and H4 is accepted, in other words Brand Image has a positive effect in mediating Product Quality with Purchasing Decisions. Based on the VAF value of 25.03 percent it can be said that the role of Brand Image on the relationship of Product Quality with Purchasing Decisions is partial mediation. The results of this study are consistent with the formulation of the hypothesis which states that Brand Image is able to mediate the effect of Product Quality on Purchasing Decisions of Indihome products. The results of research conducted by Nurdianto and Yuniarti (2013), Nuraini and Maftukhah (2015), Karlina and Seminary (2015), Purnamasari and Murwatiningsih (2015).

Research Limitations

Some limitations in this study are as follows:

1) Research is only conducted in Denpasar City, so it is not representative of the total Indihome consumer population in Bali or in Indonesia. For further research, it can be done at the provincial or national level.

2) The lack of diversity in the profile of respondents is a weakness of this study so that the product segments do not appear in this study.

V. CONCLUSIONS AND SUGGESTIONS

Conclusions that can be given based on the results of the study can be concluded as follows.

1) Product Quality has a positive and significant effect on Brand Image. This means that if Product Quality is increasing, the Brand Image will also increase.

2) Product Quality has a positive and significant effect on Purchasing Decisions. This means that if Product Quality is increasing, Purchasing Decisions will also increase.

3) Brand Image has a positive and significant effect on Purchasing Decisions. This means that if Brand Image is increasing, Purchasing Decisions will also increase.

4) Brand Image is able to mediate the effect of Product Quality on Purchasing Decisions. This means that Brand Image can strengthen the influence of Product Quality on Purchasing Decisions.

The suggestions that can be given based on the results of the study are:

1) The results of data processing regarding the description of the Product Quality variable indicate that the Product Quality variable occupies the "good" criteria, this means that high Product Quality will be directly proportional to increasing consumer Purchasing Decisions. But the feature indicator (X1.2) with the statement "Indihome Products PT. Telkom Akses has a package service that attracts customers' interest, obtaining an average value smaller than other indicators. Therefore, to maintain the Brand Image of Product Quality, Indihome management needs to always pay attention to the performance and accessibility of products marketed in order to facilitate the needs of Indihome product users without any problems and pay attention to product innovations by enhancing the features provided such as displaying menus on the screen in one command.

2) The results of data processing regarding the description of the Brand Image variable shows that the Brand Image variable occupies the criteria of "good", this means that the high brand image will be directly proportional to increasing consumer purchasing decisions. But the user image indicator (X2.3) with the statement "Indihome Products PT. Telkom Akses has a good image in the eyes of customers "obtaining an average value smaller than other indicators. Therefore, to maintain Purchasing Decisions from Brand Image, Indihome management needs to always maintain customer satisfaction and maintain the trust and comfort of customers that have been built so far including expanding the distribution network so that customers or consumers of Indohome products can easily get service.

3) The results of data processing regarding the description of the Purchasing Decisions variable shows that the Purchasing Decisions variable occupies the criteria of "good", this means that the high brand image will be directly proportional to increasing consumer Purchasing Decisions. However, the product confidence indicator (Y2.1) with the statement "I bought Indihome products because it is based on unlimited internet needs" obtained an average value smaller than other indicators. Therefore, to safeguard Purchasing Decisions from Brand Image, Indihome management needs to always maintain customer satisfaction and maintain customer confidence and comfort and for subsequent researchers to develop this research by adding independent variables that affect Purchasing Decisions such as price, service, promotion variables.

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