

# INDONESIAN FAMILY ECONOMIC PRODUCT BRAND COMPETITION

Dewi Nurmasari Pane, Miftah El Fikri  
dewinurmasaripane@dosen.pancabudi.ac.id  
University Of Pembangunan Panca Budi

## Abstract

*This research was conducted to determine how the influence of Brand Image ( $X_1$ ), Product Quality ( $X_2$ ), Promotion ( $X_3$ ), and Price ( $X_4$ ) on Purchase Decision ( $Y$ ) of the BuKrim brand detergent product. The population in this research did not know with certainty, but the number of samples used was 97 respondents who were calculated by the Zikmund formula. The sampling technique used was accidental sampling. The research was conducted in Medan City. The research was conducted in 2020. This research used quantitative data processed with the SPSS version 24.0 application with multiple linear regression models. The data source used was the primary data taken directly from respondents. The results showed that brand image, product quality, promotion, and price had a positive and significant effect both partially and simultaneously on purchasing decisions for BuKrim brand detergent products. The product quality variable was the most dominant variable in influencing purchasing decisions. Brand image, product quality, promotion, and price contributed 86.9% in the formation of purchasing decisions. Brand image, product quality, promotion, and price had a very strong relationship to purchasing decisions.*

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*Keywords: Brand Image, Product Quality, Promotion, Price, Purchase Decision.*

## INTRODUCTION

Kotler and Armstrong (2012: 179) explain that purchasing decisions are the result of a process consisting of five stages: need recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. There are many factors that influence consumer decisions to buy a product. Consumers will consider various things before deciding to buy the product. Priansa (2017: 83) states that in deciding to buy a product, there are several factors that influence consumers to decide to buy a product, namely: product quality, price, service quality, promotion, and brand image.

PT. Total Chemindo Loka is a division that has production operations in three countries, Singapore, Malaysia and Indonesia. PT. Total Chemindo Loka, domiciled in Indonesia, is responsible for producing and distributing two brands of laundry detergent, BuKrim and Total. BuKrim brand detergent products have become a reliable business asset of PT. Total Chemindo Loka. Since the acquisition, the BuKrim brand detergent products have continued to be updated in terms of product innovation and branding strategy rejuvenation to this day. BuKrim brand detergent products in 2011 complement their brand variants by adding the latest innovation, BuKrim Gel. In addition, detergent products t Total also created the latest liquid detergent products which are available in all provinces in Indonesia in the same year.

Detergent in the Indonesian market is a product that is used every day by consumers to clean clothes in washing activities, both manually and with machines. The size of the detergent market in Indonesia has resulted in many competing products flooding the detergent market in Indonesia which has forced Bu Cream and Total detergents to compete strictly with competing products both in terms of quality and price.

Based on Top Brand Index data for 2015-2020 in the laundry soap category, it shows that BuKrim brand detergent products have never been in the top 5 top brands in market share in Indonesia, as shown in Table 1.1 below:

**Table 1** Top Brand Index Data for the Laundry Soap Category in 2015-2020

| BRAND   | Year  |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|
|         | 2015  | 2016  | 2017  | 2018  | 2019  | 2020  |
| Rinso   | 48.4% | 50.5% | 49.0% | 39.4% | 43.8% | 42.3% |
| Daia    | 17.2% | 18.2% | 17.2% | 16.7% | 18.7% | 22.5% |
| Attack  | 16.2% | 12.4% | 11.5% | 11.6% | 15.3% | 12.7% |
| So Klin | 11.3% | 8.0%  | 8.7%  | 9.0%  | 11.8% | 11.5% |
| Boom    | 2.1%  | -     | -     | -     | -     | -     |
| Surf    | -     | -     | -     | -     | 2.4%  | 3.9%  |
| BuKrim  | -     | -     | -     | -     | -     | -     |

Source: [www.topbrand-award.com](http://www.topbrand-award.com) (2020)

Based on the data in the table above, it can be seen that for 6 consecutive years the detergent brands that dominate the detergent market in Indonesia have been successively occupied by the detergent brands Rinso, Daia, Attack, and So Klin, and the fifth place has been occupied by the detergent brand Boom and Surf. However, for 6 consecutive years BuKrim brand detergent has never entered the top 5 top brands that dominate the market. This shows that consumers' decision to buy BuKrim brand detergent products is still relatively low. Consumers prefer to decide to buy other brands of detergent products. If this is allowed to continue, the BuKrim brand detergent products will not be able to continue to compete in the market and this is very dangerous for the sustainability of PT. Total Chemindo Loka Medan Branch as a company that manufactures BuKrim brand detergent products.

Brand image is one of the important factors to influence consumer purchasing decisions. BuKrim brand detergent products still do not have a strong brand image that sticks in the memory of consumers, in contrast to brands from competing products that already have a strong brand image so that when consumers want to buy detergent products, these brands will automatically be the first exists in the consumer's memory. A strong brand image also encourages consumers to have more confidence and trust in the product even though consumers have never used the product. BuKrim brand detergent products have never been included in the top 5 detergent brands that dominate the market, making it difficult for BuKrim brand detergents to convince consumers to decide to make a purchase due to a brand image that has not been strong yet.

Promotion has a very important role in introducing and informing BuKrim brand detergent products so that they are known by consumers. Promotion also has an important role in

forming a strong brand image and attracting consumers to make purchases. The results of the observations made by the researchers show that the BuKrim brand detergent products rarely carry out promotions, especially in electronic media and online media. In contrast to competing brand products which are very aggressively promoting both in electronic media and online media. This is very helpful in forming a strong brand image and trust in the brand from consumers. The lack of promotions carried out by the company makes it difficult for consumers to know and have confidence in BuKrim brand detergent products, especially for consumers who are accustomed to using competing brand products, making it difficult for consumers to decide to make a purchase so that BuKrim brand detergent products find it difficult to dominate the detergent market in Indonesia. .

Product quality refers to the product's ability to show its performance as expected by consumers. Good product quality really supports consumers in deciding to make a purchase. However, consumers cannot know the quality of a product if they have never used it. In this case, the quality of BuKrim brand detergent products is considered to be of lower quality compared to competing brand products because the competitor's brand products are more well-known and have a strong image. BuKrim brand detergent products basically have very good quality in terms of the resulting performance. This is because the company has several special formulas as a result of the company's research so that BuKrim brand detergent products have equal or even better quality compared to competing brand products. However, consumers think that BuKrim brand detergent products do not have satisfactory performance when compared to competing brand products due to the lack of promotion that shows the reliability and greatness of BuKrim brand detergent products.

Product price is one of the strong considerations for consumers in deciding to make a purchase, especially for consumers who have a lower middle class economy. In contrast to competing brand products, BuKrim brand detergent products tend to be marketed at lower prices and competing brand products. This is done so that the company can win share in the detergent market in Indonesia because competitors' brand products have higher prices. This should be able to boost sales of BuKrim brand detergent products so that they can dominate the market. However, this has never happened, where affordable prices did not really have an impact on sales of BuKrim brand detergent products where previously this price factor was expected to be an important factor that could significantly boost product sales and make BuKrim brand detergent products successful in entering the Top Brand Index product. laundry soap.

## **RESEARCH METHOD**

### **Sampel**

According to Sugiyono (2016: 14) states that the sample is part of the number and characteristics possessed by the population. This study took a sample of 97 customer samples, rounding off the minimum sample of 96.54 samples. The sampling technique uses Accidental Sampling, which is an accidental sampling method where the researcher takes a sample that is accidentally found at that time.

## **RESULT**

### **Frequency of Respondent Identity Characteristics**

In this study, there were 97 respondents who were sampled to fill out a questionnaire given by the researcher. Each respondent filled out the questionnaire by selecting one of several alternative answers provided by the researcher. From the results of data processing it can

be seen the frequency of the respondent's identity consisting of gender, age, last education, occupation, and number of visits as in the following table:

**Table 2 Frequency of Respondent Identity Characteristics**

| Demographic           | Characteristic    | Freq | Percent(%) | Total |
|-----------------------|-------------------|------|------------|-------|
| <b>Gender</b>         | Man               | 12   | 12,4       | 97    |
|                       | Woman             | 85   | 87,6       |       |
| <b>Age</b>            | < 21 Yr           | 5    | 5,2        | 97    |
|                       | 21 - 25 Yr        | 15   | 15,5       |       |
|                       | 26 - 30 Yr        | 22   | 22,7       |       |
|                       | 31 - 35 Yr        | 19   | 19,6       |       |
|                       | 36 – 40 Yr        | 11   | 11,3       |       |
|                       | 41 – 45 Yr        | 14   | 14,4       |       |
|                       | > 45 Yr           | 11   | 11,3       |       |
| <b>Last Education</b> | < Elementray      | 5    | 5,2        | 97    |
|                       | Senior High       | 66   | 68,0       |       |
|                       | Diploma           | 6    | 6,2        |       |
|                       | Bachelor          | 19   | 19,6       |       |
|                       | Master            | 1    | 1,0        |       |
|                       | Doctor            | 0    | 0,0        |       |
| <b>Job</b>            | Private worker    | 38   | 39,2       | 97    |
|                       | Government worker | 6    | 6,2        |       |
|                       | Police/Army       | 1    | 1,0        |       |
|                       | Lecture/teacher   | 4    | 4,1        |       |
|                       | Businessman       | 26   | 26,8       |       |
|                       | House wife        | 13   | 13,4       |       |
|                       | Student           | 8    | 8,2        |       |
|                       | Etc               | 1    | 1,0        |       |
| <b>Salary</b>         | < Rp. 2 M         | 19   | 19,6       | 97    |
|                       | Rp. 2 M – Rp. 4 M | 54   | 55,7       |       |
|                       | Rp. 4 M – Rp. 6 M | 15   | 15,5       |       |
|                       | Rp. 6 M- Rp. 8 M  | 4    | 4,1        |       |
|                       | > Rp. 8 M         | 5    | 5,2        |       |
| <b>Married Status</b> | Single            | 24   | 24,7       | 97    |
|                       | Married           | 70   | 72,2       |       |
|                       | Divorce           | 3    | 3,1        |       |

Source: SPSS 24.0 (2020)

The table above shows that out of a total of 97 respondents, 12 respondents (12.4%) were men, while the remaining 85 respondents (87.6%) were women. So that the majority of respondents in this study were gender. This shows that most of the purchases of BuKrim product detergents are made by women.

Characteristics of the age of the respondents, out of a total of 97 respondents, it is known that there were 5 respondents (5.2%) of whom were less than 21 years old, 15 respondents (15.5%) of whom were aged between 21-25 years, 22 respondents ( 22.7%) of them are

aged between 26-30 years, 19 respondents (19.6%) are aged between 31-35 years, 11 respondents (11.3%) are aged between 36- 40 years old, 14 respondents (14.4%) were aged between 41-45 years, while the remaining 11 respondents (11.3%) were over 45 years old. So that the majority of respondents in this study were aged between 26-30 years. This is because married women often purchase BuKrim Brand detergent products.

Characteristics of the respondent's last education out of a total of 97 respondents, it is known that 5 respondents (5.2%) of them had the last education from junior high school to

below, 66 respondents (68.0%) of whom had a high school/vocational school education, 6 respondents (6.2%) of whom had a D3 degree, 19 respondents (19.6%) had a Bachelor's degree, 1 respondent (1.0%) had a master's degree, and no respondent (0.0%) had a doctorate degree. So that the majority of respondents in this study were educated at SMA/SMK. This is because the majority of respondents were over 26 years old and the majority of people in the past only graduated from high school/vocational school.

Characteristics of the respondent's work from a total of 97 respondents, it is known that there are 38 respondents (39.2%) who work as private employees, 6 respondents (6.2%) who work as civil servants/ASN, 1 respondent (1.0%) ) who work as TNI/POLRI, 4 respondents (4.1%) who work as teachers/lecturers, 26 respondents (26.8%) who work as entrepreneurs, 13 respondents (13.4%) who are housewives, 8 respondents (8.2%) were students, and the remaining 1 respondent (1.0%) worked in other professions. So that the majority of respondents in this study have jobs as private employees. This is because the majority of Medan city residents rely on jobs as private employees in many companies that are established in the city of Medan.

Characteristics of the income of respondents from a total of 97 respondents, it is known that there are 19 respondents (19.6%) who earn less than Rp. 2 million, 54 respondents (55.7%) who earn between Rp. 2 Million – Rp. 4 million, 15 respondents (15.5%) who earn between Rp. 4 Million – Rp. 6 million, 4 respondents (4.1%) who earn between Rp. 6 Million – Rp. 8 million, and the remaining 5 respondents (5.2%) who earn more than Rp. 8 Million. So that the majority of respondents in this study earned between Rp. 2 Million – Rp. 4 million. This is because the UMR wage for the city of Medan is between Rp. 2 Million – Rp. 4 million.

Characteristics of the respondent's marital status out of a total of 97 respondents, it is known that there were 24 respondents (24.7%) who were single/girls, 70 respondents (72.2%) who were married, and the remaining 3 respondents (15.5%) ) status of a widower/widow. So that the majority of respondents in this study were married. This is because the majority of respondents are women and are over 26 years old, which is the ideal age for married women.

## Regression Result

**Table 3** Multiple Linear Regression Test Results

| <i>Coefficients<sup>a</sup></i> |                           |                                    |                   |                                  |
|---------------------------------|---------------------------|------------------------------------|-------------------|----------------------------------|
| <i>Model</i>                    |                           | <i>Unstandardized Coefficients</i> |                   | <i>Standardized Coefficients</i> |
|                                 |                           | <i>B</i>                           | <i>Std. Error</i> | <i>Beta</i>                      |
| 1                               | <i>(Constant)</i>         | 1,934                              | 1,278             |                                  |
|                                 | Brand Image ( $X_1$ )     | 0,221                              | 0,079             | 0,223                            |
|                                 | Product Quality ( $X_2$ ) | 0,260                              | 0,067             | 0,278                            |

|                                                     |       |       |       |
|-----------------------------------------------------|-------|-------|-------|
| Promotion (X <sub>3</sub> )                         | 0,218 | 0,077 | 0,226 |
| Price(X <sub>4</sub> )                              | 0,220 | 0,062 | 0,277 |
| a. <i>Dependent Variable:</i> Purchase Decision (Y) |       |       |       |

Source: SPSS 24.0 (2020)

From the results of the multiple linear regression test shown in the table above, the multiple linear regression equation is obtained as follows:

$$Y = 1,934 + 0,221X_1 + 0,260X_2 + 0,218X_3 + 0,220X_4 + e$$

The results of the t test using the SPSS application version 24.0 can be seen in the following table:

**Table 4** Partial test

| Coefficients <sup>a</sup>                           |                                   |              |              |                |
|-----------------------------------------------------|-----------------------------------|--------------|--------------|----------------|
|                                                     | Model                             | t            | Sig.         |                |
| 1                                                   | (Constant)                        | 1,513        | 0,134        |                |
|                                                     | Brand Image (X <sub>1</sub> )     | <b>2,804</b> | <b>0,006</b> | Have an Effect |
|                                                     | Product Quality (X <sub>2</sub> ) | <b>3,855</b> | <b>0,000</b> | Have an Effect |
|                                                     | Promotion (X <sub>3</sub> )       | <b>2,820</b> | <b>0,006</b> | Have an Effect |
|                                                     | Price(X <sub>4</sub> )            | <b>3,539</b> | <b>0,001</b> | Have an Effect |
| a. <i>Dependent Variable:</i> Purchase Decision (Y) |                                   |              |              |                |

Source: SPSS 24.0 (2020)

Table of the regression model can be searched using the t or Ms table. Excel where the regression model has a df value of 92 or  $df = n - k = 97 - 5 = 92$ . k means the number of variables used, and n is the number of samples. By typing  $=tinv(0,05;92)$  in Ms. Excel then obtained a ttable of 1.986.

**Table 5** Determination Test

| Model Summary <sup>b</sup> |                    |          |                   |                            |
|----------------------------|--------------------|----------|-------------------|----------------------------|
| Model                      | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | 0,935 <sup>a</sup> | 0,875    | 0,869             | 1,83897                    |

Source: SPSS 24.0 (2020)

From the results of the determination test it is known that the adjusted R Square value obtained is 0.869 which can be called the coefficient of determination, this indicates that 86.9% of Purchase Decisions can be obtained and explained by the variables Brand Image (X<sub>1</sub>), Product Quality (X<sub>2</sub>), Promotion ( X<sub>3</sub>),

## DISCUSSION

### Brand image to purchase decision

Based on the results of the analysis of the results of the tests that have been carried out, it is known that the brand image variable (X<sub>1</sub>) has a regression value of 0.221 which indicates that brand image has a positive effect on decision making. purchases because the resulting value is positive. So the better the brand image of the product will increase the purchasing decision.

The results of this study are in line with the theory put forward by Priansa (2017: 83) which states that in deciding to buy a product, there are several factors that influence consumers to decide to buy a product, one of which is brand image. The results of this study are also in line with some of the results of research conducted by Gifani and Syahputra (2017) and Musa (2017) where the results of their research state that brand image has a positive and significant effect on purchasing decisions made by consumers, so that the better the brand image in the eyes of consumers, the more consumers' decisions to decide to buy these goods increase.

Keller (2015: 166) explains that brand image is consumer perception of a brand as a reflection of brand associations that exist in consumers' minds. Kotler and Armstrong (2012: 390), stated that buyers may have different responses to corporate image or brand image. An effective image will have an effect on strengthening the product character and value proposition, conveying that character in a way that is different from competitors, and providing emotional strength that is more than just a mental image of a brand image. Brand image is an image of a brand which is considered as a group of associations that link consumer thoughts to a brand name. Brand image is a concept created by consumers for subjective reasons and personal emotions. Added brand image is the perception of the brand that is described by brand associations that exist in consumer memory. A good brand image for an item will also increase a good perception of someone. Based on the description above, the writer can conclude that brand image influences purchasing decisions, because by doing brand image can influence consumer purchasing decisions

### **Product quality to purchase decision**

Based on the results of the analysis of the results of the tests that have been carried out, it is known that the Product Quality variable (X2) has a regression value of 0.260 which indicates that product quality has a positive effect on purchasing decisions because the resulting value is positive. So if the quality of the product is getting better it will increase the purchase decision.

The results of this study are in line with the theory put forward by Priansa (2017: 83) which states that in deciding to buy a product, there are several factors that influence consumers to decide to buy a product, one of which is product quality. The results of this study are also in line with the results of research conducted by Fitriani (2017), and Putri, Waluyo and Ngatno (2017) which prove that product quality has a positive and significant influence on consumer purchasing decisions. This shows that the better the quality of a product, the consumer's decision to buy the product will increase significantly.

Kotler and Armstrong (2012: 346) explain that product quality is the product's ability to perform various functions including robustness, reliability, accuracy, and ease of use. The better the quality of the product, the more interest consumers will make to make a purchase. Good product quality will make consumers believe in the product and are willing to decide to make a purchase for the product.

### **Promotion to purchase decision**

Based on the results of the analysis of the results of the tests that have been carried out, it is known that the Promotion variable (X3) has a regression value of 0.218 which indicates that promotion has a positive effect on purchasing decisions because the resulting value is positive. So that the promotion improves, it will increase the purchase decision.

The results of this study are in line with the theory put forward by Priansa (2017: 83) which

states that in deciding to buy a product, there are several factors that influence consumers to decide to buy a product, one of which is promotion. The results of this study are also in line with the results of research conducted by Prasetyo and Rismawati (2018) and Ansah (2017). Where the results of their research state that promotions have a positive and significant influence on consumer purchasing decisions. So that the right promotion will increase consumer decisions to buy these products.

Kotler and Armstrong (2012: 63) is promotion is the activity of conveying the benefits of the product and persuading customers to buy it. A sales and buyer communication that aims to change the attitude and behavior of buyers, who previously did not know to become familiar so that they become buyers and still remember the product. Sales promotion is carried out by the company to introduce and convince consumers of the products offered, it is hoped that with the various promotions carried out, the consumer's decision to buy the product will increase. If the company is able to convince consumers through various promotions carried out, then the consumer's decision to buy the product will also increase.

### **Price to purchase decision**

Based on the results of the analysis of the results of the tests that have been carried out, it is known that the price variable (X4) has a regression value of 0.220 which indicates that price has a positive effect on purchasing decisions because the resulting value is positive. So that prices that match consumer expectations will increase purchasing decisions.

The results of this study are in line with the theory put forward by Priansa (2017: 83) which states that in deciding to buy a product, there are several factors that influence consumers to decide to buy a product, one of which is price. The results of this study are also in line with the results of research conducted by Samosir and Prayoga. (2015), and Rizal, Adam and Mahdani (2017). Where the results of their research state that price has a positive and significant influence on consumer purchasing decisions. So that the price of a product that is considered unreasonable by consumers will reduce the consumer's decision to buy the product.

Price is one of the determinants of consumers in determining a purchase decision for a product or service. Consumers will pay close attention to price if the product or service to be purchased is a daily necessity, such as food, drinks and other basic needs. Entrepreneurs need to pay attention to this, because in business competition, the price offered by competitors can be lower with the same quality or even with better quality. This means that in determining the price of products or services sold, both large companies and even small businesses must pay attention to consumers and their competitors. Consumers when going to buy a product or service, a consumer will definitely pay attention to the price of the product, whether it is in accordance with financial capabilities or not. The price paid by the consumer for a product purchased is comparable to the benefits to be received, therefore the price can influence a consumer's purchasing decision.

### **CONCLUSION**

Based on the results of testing and data analysis that has been carried out, several conclusions can be drawn as a result of the research as follows:

1. Brand image partially has a positive and significant effect on purchasing decisions for BuKrim brand detergent products with a regression value of 0.221 and a significant value of 0.006 with a tcount of 2.804 and a ttable of 1.986.
2. Product quality partially has a positive and significant effect on purchasing decisions



for BuKrim brand detergent products with a regression value of 0.260 and a significant value of 0.000 with a tcount of 3.855 and a ttable of 1.986.

3. Promotion partially has a positive and significant effect on purchasing decisions for BuKrim brand detergent products with a regression value of 0.218 and a significant value of 0.006 with a tcount of 2.820 and a ttable of 1.986.
4. Price partially has a positive and significant effect on purchasing decisions for BuKrim brand detergent products with a regression value of 0.220 and a significant value of 0.001 with a tcount of 3.539 and a ttable of 1.986.
5. Brand image, product quality, promotion, and price simultaneously have a positive and significant effect on purchasing decisions for BuKrim brand detergent products with a significant magnitude of 0.000 with a value
6. Fcount is 160.385 and Ftable is 2.471. Where the variable that most influences the purchase decision is the product quality variable with a tcount of 3.855.

## SUGGESTION

Based on the results of the research that has been obtained, there are several suggestions that the researchers propose, namely:

1. It is recommended for PT. Total Chemindo Loka Medan Branch to improve the brand image of BuKrim detergent products by maintaining the recognition of BuKrim detergent products by sponsoring various activities, conducting promotions in various online media by displaying positive reviews from consumers of BuKrim detergent products, and actively promoting positive slogans such as protecting the environment and maintaining health by carrying out various event activities.
2. It is recommended for manufacturers of BuKrim brand detergent products to tighten the quality control process so that products circulating in the market are far from being recorded, and carry out various R&D (Research and Development) activities to develop new, better formulas.
3. It is recommended for PT. Total Chemindo Loka Medan Branch to increase promotional activities for BuKrim detergent products by implementing a bonus pack policy such as a beautiful plate for every purchase of a certain size of BuKrim detergent. Collaborate with shop owners to put up banners advertising BuKrim detergents to make them better known to the public.
4. It is recommended for PT. Total Chemindo Loka Medan Branch to provide discounted prices for BuKrim detergent products so that prices are lower offered more affordable than competing products and can reach a wider range of middle to lower economic society.

It is recommended for manufacturers of BuKrim brand detergent products to prioritize aspects of improving the quality of BuKrim detergent products by developing new formulas that are better than now in order to accelerate consumer purchasing decisions.

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