
PENGARUH PERSEPSI KONSUMEN, SIKAP KONSUMEN TERHADAP NIAT PEMBELIAN DARI PRODUK LABEL SENDIRI DI INDOMARET MANADO**THE INFLUENCE OF CONSUMER'S PERCEPTION, CONSUMER'S ATTITUDES THROUGH PURCHASE INTENTION OF PRIVATE LABEL PRODUCTS IN INDOMARET MANADO**

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Abstrak: Tujuan penelitian ini adalah untuk mengetahui pengaruh persepsi konsumen, sikap terhadap niat pembelian produk label sendiri Di Indomaret. Jenis penelitian ini adalah jenis penelitian kausal. Ini juga disebut sebagai penelitian eksplanatori. Studi ini diadakan di masyarakat Manado, pada bulan Januari sampai Maret 2017. Sampel dalam penelitian ini adalah pelanggan Indomaret Manado. Sampel dalam penelitian ini adalah 60 responden. Metode analisis data menggunakan uji validitas dan reliabilitas, uji asumsi klasik, model analisis regresi dengan uji hipotesis menggunakan uji t dan uji F. Berdasarkan hasil pengujian hipotesis khususnya model penelitian ditemukan bahwa model penelitian yang terdiri dari: persepsi konsumen, dan sikap konsumen berpengaruh positif dan signifikan terhadap niat beli. Model ini berlaku untuk produk ritel label sendiri Indomaret di Manado. Persepsi konsumen dan konsumen berpengaruh positif dan signifikan terhadap niat beli produk label sendiri di Indomaret Manado. Persepsi konsumen menjadi variabel dampak tertinggi kedua pada niat beli dalam penelitian ini. Sikap konsumen menjadi variabel dampak paling tinggi terhadap kepuasan pelanggan dalam penelitian ini. Rekomendasi adalah: perusahaan waralaba berbasis ritel seperti Indomaret harus memperhatikan temuan penelitian ini. Hal ini memusatkan perhatian pada berbagai faktor yang mempengaruhi niat beli, terutama produk label sendiri di Indomaret. Hal ini penting karena produk label sendiri adalah produk yang menjadi produk dengan merek Indomaret yang memiliki margin keuntungan lebih tinggi dibandingkan produk di luar label pribadi Indomaret.

Kata Kunci : *preferensi konsumen, proses hirarki analitis, kendaraan offroad kabin ganda*

Abstract: Purpose of this study are to determine The Influence Of Consumer's Perception, Attitudes To Purchase Intention Of Private Label Products In Indomaret. This research type is a causal type of research. It also called as explanatory research. This study held in the people of Manado, on January to March 2017. The sample in this research are customers in Indomaret Manado. Samples of this research are 60 respondents. Data analysis method used validity and reliability test, classical assumption test, regression analysis model with hypothesis testing using t test and F test. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of: consumers perception, and consumers attitude has a positive and significant influence on purchase intention. This model applies on private label product of Indomaret retail in Manado. Consumers perception and consumers attitude has significant and positive impact on purchase intention of private label products in Indomaret Manado. Consumers perception become the second highest impact variable on purchase intention in this research. Consumers attitude become the most highest impact variable on customer satisfaction in this research. Recommendations are: retail-based franchising companies such as Indomaret should pay close attention to the findings of this research. This is focusing on various factors that affect the purchase intention, especially private label products in Indomaret. This is important because private label products are products that become products with Indomaret brand that has a higher profit margin compared to products outside Indomaret private label.

Keywords: *consumer perception, attitude, purchase intention, private label products*

INTRODUCTION**Research Background**

Retail industry is predicted to continue to increase each year and is seen as a lucrative industry for all types of retail businesses such as Food Retailers (Supermarkets and Convenience Store), General Merchandise Retailers (Department Store) and Nonstore Retailers (E Commerce). Increased retail industry in Indonesia caused by, the demographic structure of Indonesia is predominantly young population which will increase the number of productive workers with disposable income and needs are also higher; changes in lifestyle and consumption patterns Indonesia; the number of middle-income class continues to grow.

Indonesia with a population of around 230 million is a potential market for modern retail business. In recent time modern retail business with the format hypermarkets, supermarkets and mini market are, following the rise of the construction of a mall or shopping centers in major cities. Large retailers such as hypermarkets and department stores become anchor tenant to attract visitors. Even now started venturing into the retail business district towns, especially the type supermarkets and minimarkets. Currently the retail business grew rapidly in the suburbs, given the location of many settlements in the area. This encouraged a local retailer that already dominate the market, for example Indomaret Group previously minimarket strong on retail business, to expand its business into the retail business of modern minimarkets throughout Indonesia.

Indomaret is a franchise retail chain in Indonesia. Indomaret is one subsidiary of the Salim Group. Indomaret a mini network that provides basic needs and daily needs with a sales area of less than 200 m². The first store opened in Ancol, North Jakarta, in 1988, is managed by PT. Indomarco Prismatama. In 1997 the company developed the first franchise outlet business in Indonesia, once it has more than 230 outlets. The number of outlets by 2015 is 11,400 outlets with details of outlets is 60% self-owned and the rest franchises belonging to the community. As of early 2016, the number of outlets as many as 12,100 stores. This franchise business partners include: cooperatives, enterprises and individuals. Indomaret are in cities in Greater Jakarta, Sumatra, Java, Madura, Bali, Lombok, Kalimantan and Sulawesi. The company's motto is "easy and cost-effective".

Private labels can be defined as its own label or brand of a retailer as noted by Huang and Huddleston (2009, in Abdullah, 2012). A good brand should be able to provide imagery products to customer and have added value in it. The reason the issuing retailer private label products are private label can offer prices are relatively cheaper than national brands because of lower production costs, the cost of packaging and promotion minimal (Dick et al., 1996, in Abdullah, 2012). So that private label products can be used as a substitute for national brand products that offer higher prices. Thus, the strategy pricing private label products need to be considered by all retailers for private label pricing strategies that right can improve customer loyalty to shops and stores can generate higher margins.

The existence of a retailer's private label products can increase the variety of products offered to consumer. Private label has a bright prospect in its development in the Indonesian retail market for Indonesian consumers are sensitive to price a potential market for brand development. For customers, private label can provide alternative variations in purchasing decisions at a lower price cheap. The cheap price is the primary factor driving the growth of private label development in the world.

Research Objectives

Regarding the problem which have been formulated and identified that is mentioned in previous section, the research objective are:

- 1 To determine the influence of consumer's perception and consumer's attitude to purchase intention of private label products in Indomaret.
- 2 To determine the influence of consumer's perception to purchase intention of private label products in Indomaret partially.
- 3 To determine the influence of consumer's attitude to purchase intention of private label products in Indomaret partially.

THEORITICAL FRAMEWORK**Theory****Marketing**

Marketing is indeed an ancient art; it has been practiced in one form or the other, since the days of Adam and Eve. Today, it has become the most vital function in the world of business. Marketing is the business function that identifies unfulfilled needs and wants, define and measures their magnitude, determines which target market the organization can best serve, decides on appropriate products, services and programmes to serve these markets, and calls upon everyone in the organization to think and serve the customer. Marketing is the force that harnesses a nation's industrial capacity to meet the society's material wants. It uplifts the standard of living of people in society (Ddegjust, 2013).

Consumer Behavior

According to Kotler and Keller (2011) customers are value maximizers. They form an expectation of value and act on it. Buyers will buy from the firm that they perceive to offer the highest customer delivered value, defined as the difference between total customer benefits and total customer cost.

Purchase Intention

Purchase intention is Behavioral intention is defined as a mental state that reflects a person plan to engage in some action within a specified period of time. Intention is thus assumed to be the immediate antecedent of behavior. (Moradi and Zarei, 2011).

Consumers Perception

Salomon (2013:347) perception is the process by which people select, organize, and interpret these sensations. Kotler and Amstrong (2013:124) defined, perception as the process, by which information is received, selected, organized, and interpreted by an individual.

Consumers Attitude

In terms of consumer behavior, an attitude is reflective of a consistent favorable or unfavorable feeling that a consumer or a prospect forms as a result of an evaluation about an object; the object being, a product/service offering, brand, price, store and dealer, salesperson, advertisement, promotion etc. As Schiffman puts it, it is "a learned predisposition to behave in a consistently favorable or unfavorable way based on feelings and opinions that result from an evaluation of knowledge about the object". It is noteworthy that attitudes cannot be directly observed, the reason being that they are impacted by psychographics like motivation, perception, and learning. Attitudes can only be inferred from what people say or what they do and how they behave (Sahney, 2014).

Private Label Products

Private label brands are available in a multitude of formats. There are, essentially, three varieties of private label brands. The first being a representative brand, which is a private label brand that through its name and packaging announces that it is produced and solely owned by the retailer. The second being an exclusive private label brand, which is owned and produced by the retailer, yet this fact is not explicitly conveyed to the consumer through brand name and packaging. The last type is confined labels. These are brands that are not owned by the retailer but are found exclusively in their stores. This type of private label brand has not been incorporated in this research study. Manufacturer brands on the other hand are controlled and produced by manufacturers and sold through a plethora of retailers. In terms of branding, the general consensus appears to be that private label brands are considered "every bit as much a brand as manufacturer's" (Murphy, 1987).

Retail

Retail or retailer is, a business whose sales come primarily from retailing. According to Kotler and Keller (2011:285) retailer is the person or business that sells a product to consumer without originally produce the product they sell. Although most retailing is done in retail stores, in recent year non-store retailing has been growing much faster than store retailing, Non-store retailing includes selling to final consumers through direct

mail, catalogs, telephone, internet, TV-home shopping show, home and office parties, and other direct selling approach.

Previous Research

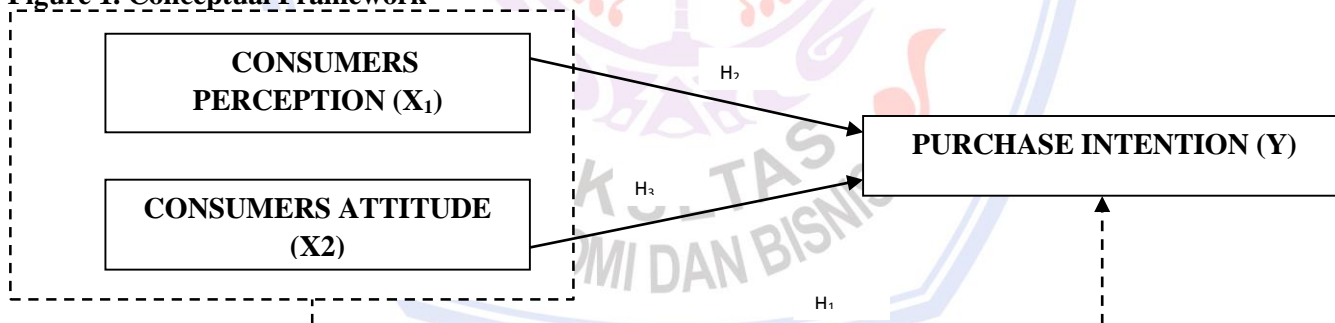
Table 1. Literature Review

No.	Title	Author	Variable	Method
1	Consumers Perceived Value, Attitude and Purchase Intention of Green Products	Mahesh/ 2013	Perceived value, attitude, purchase intention	Quantitative
2	Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia	Jaafar et al/ 2015	Perception, attitude, purchase intention	Quantitative
3	The Effects Of Consumer Perceived Value On Purchase Intention In E-Commerce Platform: A Time-Limited Promotion Perspective	Lifang, Shuyi/ 2015	Perceived value, purchase intention	Quantitative
4	Analysis of Consumer Attitude to Purchase Intention of Counterfeiting Bag Product in Indonesia	Budiman/ 2012	Attitude, purchase intention	Quantitative
5	The Influences of Perceived Value on Consumer Purchase Intention: The Moderating Effect of Advertising Endorser	Chi, Shih, Tsai/ 2015	Perceived value, purchase intention	Quantitative

Source: Journal articles (2017)

Conceptual Framework

Figure 1. Conceptual Framework



Hypoteses Testing

Based on Figure 1., forming three hypotheses testing in this research that can be tested, regarding of the problems and objectives, which are:

- H₁ There are significant influence of consumer perception and consumers attitude to purchase intention simultaneously.
- H₂ There is partial and significant impact of consumers perception to purchase intention.
- H₃ There is partial and significant impact of consumers attitude to purchase intention.

RESEARCH METHOD

Type of Research

This research type use causal type of research. Causal research, also called explanatory research, which is the investigation of (research into) cause-and-effect relationships. Quantitative research or quantitative

method based on Sugiyono (2013) defined as research method based on positivism paradigm that used to investigate spesifice population or samples. This research in field of marketing management will investigate the influence of perceived value, attitude, to purchase intention.

Population and Sample

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2010). The population in this research are the customer of Indomaret Manado. According to Sekaran and Bougie (2010) sample is a subset of a population that comprises some members selected from it. The sampling method that is use is convinience/accidental sampling. The sample in this research are customer in Indomaret Manado. Amount of the research sample according to Hair et al., (2010) 15-25 x variables. According to that theory with 3 variables of this research times 20 ($20 \times 3 = 60$) equals to 60, so samples of this research are 60 respondents.

Data Collection Method

The source of data that used is primary data which is the information that we obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran & Bougie, 2010) in this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire.

Operational Definition and Measurement of Research Variables

This research defines the variables in Table 2.

Table 2. Operational Definition and Measurement of Research Variables

VARIABLES	DEFINTION	INDICATORS
Consumers perception	the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world	Promotion perception; Product perception; Price perception; Store perception; Self-perception
Consumers attitude	Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment)	Perception; Affective/ feeling; Conative/ behavior
Purchase intention	individual's conscious plan to make an effort to purchase a brand	Plan to buy; Thinking unequivocally; Contemplate to buy; Buy spesific product

Source: Various Source (2017)

Data Analysis

Regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analysing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables (Sugiyono, 2013). Multiple regression models take the following term: $Y = \alpha + \beta_0 B_1 X_1 + \dots + \beta_n X_n + \varepsilon$

The formula of multiple regression analysis method that used in this research is as follow:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon_t$$

Info:

α	=	Intercept
β_1	=	X_1 regression coefficient
β_2	=	X_2 regression coefficient

ε	=	Standard of error
Y	=	Purchase intention
X ₁	=	Consumers perception
X ₂	=	Consumers Attitude

RESULT AND DISCUSSION

Result

Multiple Regression Analysis

The following table is a summary of the summary table models, coefficients , and ANOVA .

Table 3. Multiple Regression Test

	Regression Coefficient (b)	Std. Error	Beta	t _{count}	Sig.	Description
Constanta	8.016	3.797		2.111	.039	
X ₁	.309	.142	.267	2.182	.033	Significant
X ₂	.317	.136	.285	2.329	.023	Significant
R (Multiple R)	=		0.427			
R Square	=		0.182			
Adjusted R Square	=		0.154			
F _{count}	=		6.358			
t _{table}	=		2.002			
F Sig.	=		0.000			
α	=		0.05 (5%)			

(Source: Data Processed, 2017)

Based on Table 3. can be written in the form of regression equation Coefficients Standardized forms obtained by the following equation: $Y = 8.016 + 0.309X_1 + 0.317X_2$

Explanations:

X₁ = Consumers Perception

X₂ = Consumers Attitude

Y = Purchase Intention

The regression equation can be explained as follows :

1. Constanta value of 8.016 independent variables consist of consumers perception or X₁ , X₂ or consumers attitude, equals to zero than purchase intention value are 8.016.
2. The regression coefficient of 0.309 means consumers perception, if consumers perception increased by +1 scale in the answers of respondents will increase purchase intention by +0.309.
3. The regression coefficient of 0.317 means the consumers attitude, if consumers attitude increases by +1 scale in the answers of respondents will increase purchase intention by +0.623.

Correlation Coefficient and Determination Coefficient Test Results

The influence of consumers perception, and consumers attitude can be seen via the correlation coefficient is mainly used to purchase intention to Indomaret consumers of private label products. The correlation coefficient R is 0.427 or this suggests that the influence of consumers perception, and consumers attitude to the purchase intentin, have a positive effect for 0.427, or 42.7% .

Coefficient of Determination results, or R square (r²) is 0.182 which showed that 18.2% of purchase intention on Indomaret consumers of private label products, influenced by consumers perception, and

consumers attitude variable while the rest of variable which is 0.818 or 81.8 % ($1 - 0.182 = 0.818$ or $100\% - 18.2\% = 81.8\%$) influenced by other variables are not examined in this study .

Hypotesis Testing

Hypothesis Testing Simultaneously (F Test)

Hypothesis testing jointly carried out by using F Test. F Test performed to test the significance of the relationship between independent variables and the dependent variable overall. The test results obtained as follows:

Table 4. ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81,885	2	40,943	6,358	,003 ^b
	Residual	367,048	57	6,439		
	Total	448,933	59			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

(Source: Data Processed, 2017)

F-test was conducted to determine the effect of simultaneously variable which are corporate image, and perceived value on customer satisfaction, to test the hypothesis . Hypotesis test the effect of jointly using an F. The test is done by comparing the calculation results with a significant level of significance level of 0.05 (5 %) with the following criteria:

- If $F_{count} (sig) \geq \alpha 0,05$ then H_0 accept and H_a refuse
- If $F_{count} (sig) < \alpha 0,05$ then H_0 refuse and H_a accept

The test results for the overall regression model variables indicate the value of F count = 6.358 with 0.003 significance. By using the 0.05 limit (5 per cent). The results found that the significance value less than 0.05 (<5 per cent). With the direction of the positive coefficients , thus found that the hypothesis that the variable consumers perception, and consumers attitude together have a significant effect on purchase intention is accepted or proven . Thus H_1 is accepted.

Partial Hypothesis Testing (t Test)

To see the effect of the partial between consumers perception (X1) , and consumers attitude (X2) , can be seen in Table coefficient in Table .

Table 5. Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	8,016	3,797		2,111	,039		
	X1	,309	,142	,267	2,182	,033	,960	1,041
	X2	,317	,136	,285	2,329	,023	,960	1,041

a. Dependent Variable: Y

(Source: Data Processed, 2017)

T test is done to see presence / absence of the influence of consumers perception , and consumers attitude partially on purchase intention of private labels products in Indomaret. T test can be performed by using the criteria of hypothesis testing:

- If $t_{\text{count}} \leq t_{\text{table}}$ ($\alpha = 0,05$), than H_0 accept and H_a reject.
- If $t_{\text{count}} > t_{\text{table}}$ ($\alpha = 0,05$), than H_0 reject and H_a accept.

Based on Table 5.:

1. Consumers perception variable, $t_{\text{count}} 2.182 > t_{\text{table}} 2.002$, thereby H_a accepted, and reject H_0 who claim there is no influence of consumers perception to purchase intention. Thus the second hypothesis which states there is the influence of consumers perception to purchase intention is accepted or proven. Thus H_2 is accepted.
2. Consumers attitude variable, $t_{\text{count}} 2.329 > t_{\text{table}} 2.002$, thereby H_a accepted, and reject H_0 who claim there is no influence of consumers attitude to purchase intention. Thus the third hypothesis which states there is the influence of consumers attitude to customer satisfaction is accepted or proven. Thus H_3 is accepted.

Discussion

Impact of Consumers Perception To Purchase Intention

Based on the test that the t test statistics can be explained that the effect on consumers perception to purchase intention of private label product in Indomaret with a significant coefficient.

Results of this study together and support previous research from research of Mahesh (2013), Jaafer et al (2015), Budiman (2012), in the study found that consumers perception variables affect the purchase intention. In this study also found to consumers perception influenced to purchase intention. These results prove or reinforce previous research.

This indicates that the consumer private label product in Indomaret, consumers perception variable impact on purchase intention particularly in the city of Manado. These impact customer in private label products in Indomaret Manado.

Based on the questions in the questionnaire items, consumer promotion, quality of product, competitive price, trusted brand, private perception, This is because the Indomaret as retail business so high credibility required for businesses that have an impact on customer purchase intention.

Impact of Consumers Attitude To Purchase Intention

Based on the test that the t test statistics can be explained that the effect on consumers attitude to purchase intention of private label product in Indomaret with a significant coefficient.

Results of this study together and support previous research from research of Mahesh (2013), Jaafer et al (2015), Budiman (2012), in the study found that consumers attitude variables affect the purchase intention. In this study also found to consumers attitude influenced to purchase intention. These results prove or reinforce previous research.

This indicates that the consumer private label product in Indomaret, consumers attitude variable impact on purchase intention particularly in the city of Manado. These impact customer in private label products in Indomaret Manado.

Based on the questions in the questionnaire items, consumer plan to buy, choose to find, choose to buy, contemplate to buy, will buy. This is because the Indomaret as retail business so high credibility required for businesses that have an impact on customer purchase intention.

CONCLUSSION AND RECOMMENDATION

Conclusion

Conclulsion of this research are:

1. Based on the results of hypothesis testing in particular the model of the research found that the research model consisting of : consumers perception, and consumers attitude has a positive and significant influence on purchase intention. This model applies on private label product of Indomaret retail in Manado.
2. Based on the results of hypothesis testing found that consumers perception has significant and positive impact on purchase intention of private label products in Indomaret Manado. Consumers perception become the second highest impact variable on purchase intention in this research.

3. Based on the results of hypothesis testing found that consumers attitude has significant and positive impact on purchase intention of private label products in Indomaret Manado. Consumers attitude become the most highest impact variable on customer satisfaction in this research.

Recomendation

Recommendations of this research are:

1. Retail-based franchising companies such as Indomaret should pay close attention to the findings of this research. This is focusing on various factors that affect the purchase intention, especially private label products in Indomaret. This is important because private label products are products that become products with Indomaret brand that has a higher profit margin compared to products outside Indomaret private label.
2. Consumers attitude and consumer perception also need to be an important factor in predicting purchase intention from private label products in retail sales in Indomaret Manado. This is because both of these variables are variables that affect the purchase intention either partially or simultaneously.
3. Other researchers are focusing on the research field of management science and the science of marketing management needs to pay attention to these findings by replicating the results of this research on the object of other research in other Internet-based companies.

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