

THE EFFECT OF PRICE AND ADVERTISING ON BRAND SWITCHING SCOOTER MOTORCYCLE IN MANADO**PENGARUH HARGA DAN PENGIKLANAN TERHADAP PERGANTIAN MERK SEPEDA MOTOR MATIC DI MANADO**

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Abstract: Consumer brand switching behavior on scooter motorcycle product is reflects the shift from a product brand commonly consumed with other brand products. It is important to any companies to anticipate any changes in its customers' preferences, especially all variables related to the price and advertising. This study is to know the effect of price and advertising on brand switching scooter motorcycle in Manado. The type of this research is quantitative research method and the population is the people in Manado who have experience in switching of scooter motorcycle brand. The sampling technique in this study used convenience sampling method. Based on data result concluded that: price has significant effect on brand switching scooter motorcycle and advertising has significant effect on brand switching scooter motorcycle in Manado. if the price is higher, then the decision to switch brand will increase and if the competitor's advertisement is increasingly attractive, then the decision to switch brand will increase. The company should be considering an affordable price for each new product that will be release with a nice, proper, and fresh advertisement, that not only shows how great the product is, but focusing on how it can affect and fulfill the customer needs.

Keyword: brand Switching, price, advertising

Abstrak: Kebiasaan perpindahan merek sepeda motor matic oleh konsumen adalah bentuk dari dinamika yg biasa terjadi dalam hal konsumsi produk suatu merk. Yang mempengaruhi konsumen berpindah ke merk yang lain adalah faktor harga dan juga pengiklanan. Penting bagi perusahaan untuk memberikan pilihan bagi konsumen, khususnya yg berkaitan dengan faktor harga dan pengiklanan. Tujuan dari penelitian ini untuk mengetahui pengaruh harga dan pengiklanan terhadap perpindahan merek sepeda motor matic di Manado. Jenis penelitian ini adalah metode penelitian kuantitatif dan populasi adalah orang-orang di Manado yang memiliki pengalaman dalam pergantian merek sepeda motor matic. Teknik pengambilan sampel dalam penelitian ini menggunakan metode convenience sampling. Berdasarkan hasil data disimpulkan bahwa: harga berpengaruh signifikan terhadap perpindahan merek sepeda motor matic dan iklan berpengaruh signifikan terhadap perpindahan merek sepeda motor matic di Manado. Jika harga lebih tinggi, maka keputusan untuk berpindah merek akan meningkat dan jika iklan pesaing semakin menarik, maka keputusan untuk berpindah merek akan meningkat. Perusahaan harus mempertimbangkan harga yang terjangkau untuk setiap produk baru yang akan dirilis dengan iklan yang bagus, tepat, dan segar, yang tidak hanya menunjukkan betapa hebatnya produk tersebut, tetapi juga berfokus pada bagaimana hal itu dapat mempengaruhi dan memenuhi kebutuhan pelanggan.

Kata Kunci: perpindahan merek. harga, pengiklanan

INTRODUCTION

Research Background

The development of business today has been colored with various kinds competition in all fields. These conditions cause business persons are increasingly required to have the right strategy to meet the volume of sales target. Given to the dynamic technological developments, human beings are required quickly and appropriately to act so as not to lose competition, because consumers are faced with many choices to consume products wisely, especially in terms of price, but there are some consumers sticking to old products because they have been trusted.

In the increasingly fierce competition, companies must understand exactly what the needs of customers and how to satisfy customers to create loyal customers and not susceptible to switch brands against competitors. Along with the development of the era and the increasing need for transportation tools bring a positive impact for automotive companies, especially in the field of motorcycles, which is needed by many people in addition to affordable and easy to care. Currently, many emerging brands of motorcycles with various models, designs, provide good quality and competitive prices, especially motorcycles. For companies engaged in automotive this is an opportunity to dominate the market.

One motorcycle model that is widely used by some people today is a Scooter Motorcycle. Sales data from producers who are members of AISI (Association of Indonesian Motorcycle Industry) shows that since motorcycle companies create scooter motorcycle, this motorcycle model every year always dominate the motorcycle market in Indonesia. In the last 5 years, the market shares of scooter motorcycle rose significantly from 59.3% in 2012 to 82.37% in 2017. Based on sales data in terms of Brand from AISI shows that in 2017, scooter motorcycle controlled the sales with sales distribution amounted to 4.848.540 units with 82.37% percentage of all types of motorcycle followed by motor sport 541,459 units and finally cub type with 496,104 units. Based on the background of the problem, then in this research will be discussed about: The effect of Price and Advertising on Brand Switching Scooter Motorcycle in Manado.

Research Objective

To analyze the influence of price and advertising on brand switching scooter motorcycle in Manado.

THEORETICAL FRAMEWORK

Marketing

In business there is always a competition between the companies. The company will continue to strive to expand the market and maintain the company's existence. Marketing is an important element in the company to determine the success or failure of a business. Therefore, the company must implement the correct understanding of marketing to survive.

Marketing is a social process in which individuals and groups obtain what they need and want by creating, offering and freely exchanging products of value with others (Kotler *et al*, 2011). Marketing has two things. First, marketing is a philosophy, attitude, perspective or orientation of management which emphasizes on customer satisfaction. Secondly, marketing is a set of activities that are used to implement this philosophy. Definitions of the American Marketing Association (AMA) include both perspectives: Marketing is the planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

Brand

Brand is actually a seller promises to consistently providing privileges, benefits, and certain services to the buyer. Brand - the best brands provide quality assurance, but the brand is more than just a symbol (Aeker in Maurya 2014). American Marketing Association defines a brand as a name, term, sign, symbol and design or a combination of these things. The purpose of branding is to identify the products or services offered by competitors. Based on theory, brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer.

Brand Switching

Kumar and Charlas (2011) identified that Brand switching is the process in which consumer switches from the usage of one product to another product but of same category. In our daily life consumers switch from one

brand to another brand although are highly satisfied from it. Brand switching is brand switching behavior of consumers conducted or interpreted also as the vulnerability of consumers to switch to another brand. Consumers assessment of the brand can arise from a variety of variables, such as the consumer experience with products before and knowledge of the product. Consumer experience in using products led to a commitment to the brand. Experience cause unpleasant votes for a consumer will cause them to switch brand.

Price

Price is redeemable value consumers with the benefits of owning or using a product or service whose value is set by the buyer or the seller. After the manufactured products ready to be marketed, the company will determine the price of these products. Price is redeemable value consumers with the benefits of owning or using a product or service whose value is set by the buyer or the seller (through bargaining) or set by the seller for a price that is equal to all the buyer. The price is the amount of money charged for a product or service, the total value of redeemed consumers to the benefits of having or using the product or service. Under normal circumstances, demand and prices have an inverse correlation or negative. This means that the higher the price is set, the smaller demand. But for products of the prestigious (prestige) can be unidirectional or price have a positive relationship.

Advertising

Advertising is any form of non-personal representation and promotion about ideas, goods, or services paid by a particular sponsor (Kotler, 2003:75). Most advertising efforts involve goals for encourage demand for a particular brand. Brand advertising help to increase brand sales by encouraging consumers to switching from competing brands, increasing consumption among users, attracting non-users of this type of product, and maintaining current user sales. Advertising is a modern marketing instrument whose activities are based on communication thinking.

Previous Research

Hira Ashfaq (2015) Factors leading to brand switching in cellular phones: A case of Pakistan. The purpose of this study is to find out the factors that influence brand switching decision of cellular phone. The results of the study show that prices and features affect consumer satisfaction so they decide to switch brand.

Fallonia Runturambi (2014) The effect of advertisement and promotion on brand switching behavior of mobile phone providers in Manado. The purpose of this study is to analyze the effect of advertisement and promotion on brand switching of mobile phone. The results of the study show that people are more attracted to switch to another brand when there is a concrete reason as to why they should use another brand. In this case, young people in particular are more eager to switch to another brand when that brand offers something more.

RESEARCH METHOD

Type of Research

The type of this research is quantitative research method as it can help more in identifying and analyzing our desired information. Quantitative research has the ability to effectively translate data into easily quantifiable charts and graphs. Quantitative research can be either descriptive or experimental and This research is a causal type of research where it will investigate the effect of price and advertising on brand switching scooter motorcycle.

Place and Time Research

This research will be conducted in around Manado city started from November 2018.

Population and Sample

Population

The population is all data that becomes the center of attention of the researchers in the scope and time specified. The population in this research is the people in Manado who have experience in switching of scooter motorcycle.

Sample

Sample is part of the number and characteristics possessed by this population. In other words, only

particular elements of the population form the sample. Samples should be representative/represented in order to obtain accurate results.

The population that mainly observed in this research is all the scooter motorcycle users in Manado with their different background of work field. They are Population who have experience in switching from one brand to another brand.

Sample Size

In this study the sample taken in large sizes whose numbers are not known exactly, and used techniques of determining the number of sample for the infinity population as follows (Slovin Formula):

$$n = \frac{z^2}{4 (moe)^2} = \frac{1.96^2}{4(0.1)^2} = 96.04 = 100$$

n = number of samples

z = normal distribution level at 5%, significant level (1.96)

moe = margin of error max, is the maximal fault rate of sampling that can be still tolerated by 10%

According to calculations above, the sample can be taken 96 people but in principle there is no definite rule to determine the percentage that is considered fixed in determining the sample. In this case, the researcher took a sample of 100 respondents who are have experience in brand switching scooter motorcycle.

Sampling Method

The sampling method used in this research is convenience sampling method. Convenience sampling method (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Data Collection Method

Source of Data

All the data gathered in this research come one source which is primary data to make an appropriate result.

Primary Data

Primary data as information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. The primary data used are collected by distributing questionnaire about the effect of price and advertising on brand switching scooter motorcycle in Manado.

Operational Definition and Measurement of Research Variables

Table 1. Definition of research variables

Variables	Definition	Indicator
Brand Switching (Variable Y)	The process in consumer switches from the usage of one scooter motorcycle product to another product.	<ol style="list-style-type: none"> 1. The desire to switch brand 2. Willingness to stop using the used brand 3. Refuse to use the same brand again
Price (Variable X ₁)	The amount of money charged for scooter motorcycle products	<ol style="list-style-type: none"> 1. Price affordable 2. Price compete 3. Corresponding with quality
Advertising (Variable X ₂)	Any form of non-personal representation and promotion about scooter motorcycle by a particular sponsor	<ol style="list-style-type: none"> 1. Full of meaning 2. Trustworthy 3. The attraction

Source: Data Processed, 2019

Measurement of Research Variable

Likert scale is used to measure the variables of this research. Sekaran and Bougie (2009) stated that Likert scale is designed to examine how strongly subjects agree or disagree with statement on a five-point scale ranging from “strongly disagree” to “strongly agree”.

Table 2. Likert Scale

Strongly Disagree	Disagree	Neither Agree Not Disagree	Agree	Strongly Agree
1	2	3	4	5

Source: Sekaran and Bougie, 2009

Reliability and Validity Test

Reliability Test

The reliability of a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in the instrument. Therefore, reliability can be defined as the extent to which measures are free from random error. A survey of instrument (questionnaire) is considered reliable if its repeated application results in consistent scores. Alpha Cronbach test is utilized as reliability test in this research with following criteria; the minimum value of Alpha Cronbach must be 0.6 or it is better if the value is above 0.8 (close to 1). If the reliability coefficient (alpha) is below 0.6, it means that the measurement is considered as not consistent or not reliable (Nasution & Usman, 2008).

Validity Test

The validity of a scale may be defined as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random. Validity is the extent to which a construct measures what it is supposed to measure. In this research the test is performed by using value of MSA (measures of sampling adequacy). If the value of MSA is above 0.5, the data is considered as valid so it can be used for further tests and analyses

Testing of Classical Assumption

Multi Collinearity

In multiple regression analysis, multi collinearity refers to the correlation among the independent variables. To assess multi collinearity, researchers can use tolerance or VIF, which build in the regressing of each independent on all the others. Tolerance is $1-R^2$ for the regression of those independent variables on all the other independents, ignoring the independent. The higher the inter-correlation of the independents, the more the tolerance will approach to zero. As a rule of thumb, if tolerance is less than .20, a problem with multi collinearity is indicated.

Variance-inflation factor or VIF which is simply the reciprocal of tolerance. Therefore, when VIF is high, it shows multi collinearity and instability of the β and beta coefficient. These two variables are provided in the SPSS output.

Heteroscedasticity

Models in which the errors do not all have the same variance are said to exhibit heteroscedasticity". When this phenomenon happens, the least square is not the most efficient procedure for estimating the coefficients of the regression model. Moreover, the usual procedure for deriving confidence interval and test of hypothesis for these coefficients are no longer valid. There are some tests for detecting heteroscedasticity:

1. Scatter plot is the residuals against an independent variable. A model can be concluded to not apparent of heteroscedasticity if the scatter plot does not form any pattern.
2. Spearman correlation, highly recommended for a small samples model, is usually less than 30 samples. A model is said to be influenced by heteroscedasticity if the spearman coefficient or correlation has significant value (Sig, of less than 0.05) toward the residual.

Normality

In multiple linear regression models, the residual is assumed to be normally distributed. A residual is the difference between the observed and model-predicted values of the dependent variable. The residual for a given product is the observed value of the error term for that product. A histogram or P-P plot of the residuals can help researchers to check the assumption of normality of the error term. The requirements are as follows:

1. The shape of the histogram should approximately follow the shape of the normal curve
2. The P-P plotted residuals should follow the 45-degree line.

Autocorrelation

Autocorrelation is the correlation between some observed data that is organized based on time series or data in a certain time or is cross-sectional. It is attempt to test if there is any correlation between errors in t period and t-1 period in a linear regression model. Autocorrelation appears because if there continues observation in a time series, this problem emerges of the residual from one observation to another.

F-Test

The F-test is used to determine whether a significant relationship exists between the dependent variable and set of all the independent variables; overall significance. This test is used to determine whether all independent variables have simultaneous effect on dependent variable or not.

This test is performed with the hypothesis acceptance criteria as follows:

H_0 is accepted and H_1 is rejected if the F-count $<$ F-table at $\alpha = 0.05$

H_0 is rejected and H_1 is accepted if the F-count \geq F-table at $\alpha = 0.05$

T-Test

If the F test shows an overall significance, the t test is used to determine whether a significant relationship exists between each of the individual independent variables and the dependent variable. A separate t test is conducted for each of the independent variables in the model; individual significance. This test is used to determine whether each of independent variables has partial effect on dependent variable or not.

This test is performed with the hypothesis acceptance criteria as follows:

H_0 is accepted if the t-count $<$ t-table at $\alpha = 0.05$

H_0 is rejected if the t-count \geq t-table at $\alpha = 0.05$

RESULT AND DISCUSSION**Reliability and Validity Test****Reliability Test**

The reliability test in this research uses Alpha Cronbach. If Alpha is less than 0.6 then it is unreliable. The interpretation of Alpha is;

< 0.6 indicates unsatisfactory internal consistency or consider that the data resulted is unreliable.

0.7 indicates that the data is acceptable.

0.8 indicates good internal consistency or consider that the data resulted is reliable.

Reliable Test**Table 3 Reliable Test**

	Reliability Statistics	
Price (X¹)	Cronbach's Alpha	N of Items
	.782	9
Advertising (X²)	Reliability Statistics	
	Cronbach's Alpha	N of Items
	.818	9
Brand Switching (Y)	Reliability Statistics	
	Cronbach's Alpha	N of Items
	.821	9

Source: Data processed, 2019

In this research shows that Alpha Cronbach for Price is 0.782, Advertising is 0.818, and Brand Switching is 0.821. which mean that value of Alpha Cronbach is higher than the acceptance limit of 0.6 and it indicates that the data is acceptable or indicates good internal consistency. Therefore, the research instrument is reliable.

Validity Test**Table 4. Validity Test**

Price	Correlations	
	Variable 1	Variable_1
	Statement 1	.814**

		Statement 2	.800**
		Statement 3	.772**
Correlations			
Advertising	Variable 2	Statement 1	Variable_2 .826**
		Statement 2	.763**
		Statement 3	.868**
	Correlations		
Brand Switching	Variable 3	Statement 1	Variable_Y .816**
		Statement 2	.882**
		Statement 3	.879**

Source: Data Processed, 2019

The purpose of validity test is to know whether the instrument is valid or not. It has been identified if the correlation coefficient between the value of one indicator and the total value of all indicators is positive and more than 0.3 ($r \geq 0.3$) and below the significant level of 5% then the instrument is considered as valid.

From the table above it can be seen that the correlation index is greater than 0.3 and below the significance level of 5% therefore the data is considered as valid. It shows that variable Price in statement 1 is 0.814, statement 2 is 800, and statement 3 is 0.772. Advertising statement 1 is 0.826, statement 2 is 763, statement 3 is 0.868, and the last is Brand Switching in statement 1 is 0.816, statement 2 is 882, and statement 3 is 0.879. For Advertising statement 3 have the most influencing factor in Brand Switching with value 0.868 compared other variables per statement.

Result of Multiple Linear Regression Analysis

Multiple Linear Regression model is used to determine the influence of several independent variables on a dependent variable. SPSS 24 software is used to find the result of multiple regressions is using.

Table 5. Multiple Linear Regression Output

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.250	1.562		-1.441	.000
	Price	.408	.163	.298	2.499	.000
	Advertising	.074	.134	.064	.551	.001

a. Dependent Variable: Brand Switching

Source: Data Processed, 2019

The interpretation of the table: Constant -2.250 shows the influence of Price (X_1) and Advertising (X_2), to Brand Switching (Y), It means that, in a condition where all independent variables are constant (zero), Brand Switching (Y) as dependent variable is predict to be -2.250. and then the B value is 0.408, are the slope of Price (X_1) meaning if there is one unit increasing in X_1 , while other variables are constant then Y is predicted to increase by 0.408. Therefore, 0.074 is the slope of Advertising (X_2) means that if there is one unit increasing in X_2 , while another variable is constant then Y is predicted to increase by 0.074.

Testing the Goodness of Fit: Coefficient of Multiple Correlations (R), Coefficient of Determination (R²) and Adjusted R Square

R and R² are used to see the relationship between independent and dependent variables.

Table 6. Result of R, R² and Adjustment R Square

Model Summary ^b			
Model	R	R Square	Adjusted R Square
1	.809 ^a	.655	.641

a. Predictors: (Constant), past_experience, Social_status, perceived_price, Product, value_consciousness

b. Dependent Variable: consumer_purchase_intention

Source: Data Processed, 2019

The value of R is 0.809 indicating a strong positive relationship between independent and dependent variable. The value of R² is 0.655 or 65.5% it means that Price and Advertising as dependent variables are able to influence Brand Switching as much as 65.5% while the rest 34.5% is other factors not included in this research.

Heteroscedasticity

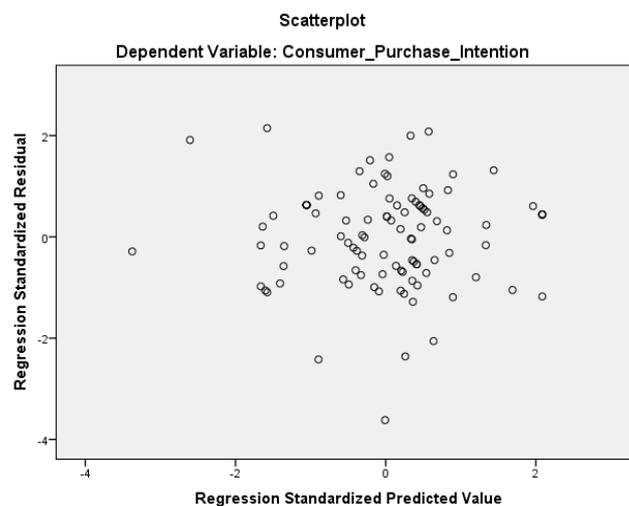


Figure 1. Heteroscedasticity Test Output

Source: Data processed, 2019

It shows that the dots are spreading above and below zero point. This proves that there is no heteroscedasticity in this regression. This test is done by determining the tolerance and VIF value. This value is computed by SPSS 24 software.

Multicollinearity Test

Table 7. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Price	.255	3.923
Advertising	.268	3.725

a. Dependent Variable: Brand Switching

Source: Data processed, 2019

The tolerance value of Price is 0.255 and Advertising is 0.268, means the tolerance value of variable is more than 0.2. The VIF value of Price is 3.923 and Advertising is 3.725, means the VIF value is less than 10. Since all the tolerance value is more than 0.2 and VIF value is less than 10, so this research is concluded to be free from multicollinearity.

Normality

Normality test can be identified by using graph of P-P plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph. To identify the normality test, figure 4.6 will shows the graphic result for the normality test.

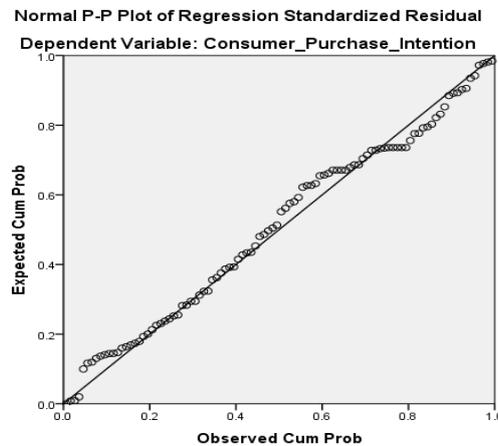


Figure 2. Normality Test Output

Source: Data processed, 2019

It shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is complete.

F-test

The simultaneous test (F-test) was conducted to identify the independent variables which consist of Price (X₁) and Advertising (X₂), to Brand Switching (Y) as a dependent variable simultaneously.

Table 8. Simultaneous Test (F-test Output)

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1100.338	2	275.085	45.096	.000 ^b
	Residual	579.502	95	6.100		
	Total	1679.840	99			

a. Dependent Variable: Brand Switching

b. Predictors: (Constant), Price, Advertising

Source: Data processed, 2019

The F value is 45.096, the degree of freedom 1 (numerator) is 2 and degree of freedom 2 (denominator) is 94 with level of significance is 0.00 ($\alpha = 0,05$) and the level of confidence is 95% then F_{table} is 2.53. The result is: $F_{count} (45.096) > F_{table} (2.53)$. Since F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted means the independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

T-test

Table 8. T-test Result

Variable	T _{count}	T _{table}	Description
Price (X ₁)	2.499	1.99	Accepted
Advertising (X ₂)	4.984	1.99	Accepted

Source: Data Processed 2019

Price (X₁) and Brand Switching (Y)

H_1 Accepted if $T_{count} > T_{table}$

Price (X₁) significantly influences Brand Switching (Y)

H_1 Rejected if $T_{count} < T_{table}$

Price (X₁) does not significantly influences Brand Switching (Y)

From the table above, T_{count} for each independent variable, which for Price (X_1) $T_{\text{count}} = 0.231$ and $T_{\text{table}} = 1.99$ which $T_{\text{count}} < T_{\text{table}} 1.99$. Therefore, H_0 is accepted and H_1 rejected, that means Price (X_1) significantly influence Brand Switching (Y).

Advertising (X_2) and Brand Switching (Y)

H_1 Accepted if $T_{\text{count}} > T_{\text{table}}$

Advertising (X_2) significantly influences Brand Switching (Y)

H_1 Rejected if $T_{\text{count}} < T_{\text{table}}$

Advertising (X_2) does not significantly influences Brand Switching (Y).

The table shows that T_{count} for each independent variable, which for Advertising (X_2) $T_{\text{count}} = 2.898$ and $T_{\text{table}} 1.99$ which $T_{\text{count}} > T_{\text{table}} 1.99$. Therefore, H_0 is rejected and H_1 accepted, that means Advertising (X_2) significantly influences Brand Switching (Y).

Conclusion

There are three conclusions based on the result of this research.

1. The Price and Advertising variable has significant influence on Brand Switching Scooter Motorcycle in Manado.
2. Price has significant influence toward Brand Switching Scooter Motorcycle in Manado partially with regression coefficient is 0.408. Significant result is proven by $t_{\text{count}} = 2.499$ is bigger than the value of $t_{\text{table}} = 1.99$. It means that if the price is higher, then the decision to switch brand will increase.
3. Advertising has a significant influence on Brand Switching Scooter Motorcycle in Manado partially with regression coefficient is 0.392. Significant result is proven by $t_{\text{count}} = 4.986$ is bigger than the value of $t_{\text{table}} = 1.99$. It means that if the competitor's advertisement is increasingly attractive, then the decision to switch brand will increase.

Recommendation

There is always space for research improvement. In this research, there are several limitations, which can be improved in next study. For the company, through this research that Price and Advertising is positively influencing brand Switching scooter motorcycle in Manado, which means that the company should considering an affordable price for each new product that will be release with a nice, proper, and fresh advertisement, that not only shows how great the product is, but focusing on how it can affect, fulfill the customer needs, and maybe giving a great impact in customer daily life, because at the end of the day, people buying a value from the product, not just a feature.

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