

**THE INFLUENCE OF BRAND IMAGE AND SERVICE QUALITY ON PURCHASE DECISIONS
AT J&T EXPRESS SERVICES DURING THE COVID-19 PANDEMIC***PENGARUH BRAND IMAGE DAN KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN
LAYANAN J&T EXPRESS SELAMA PANDEMI COVID-19*

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Abstract: This study aims to determine the effect of brand image and service quality in purchasing decisions at the J&T Express Company during the Covid-19 pandemic on J&T Express consumers in Manado. This type of research is a descriptive analysis approach. By using quantitative research methods. The sample taken for this study involved 100 respondents. The sampling method used was purposive sampling technique and instrument data collection in the form of a questionnaire that was run through Google Forms and the use of the Multiple Linear Regression method. Furthermore, testing and data analysis was carried out using SPSS 26 software. The results found in this study showed simultaneously Brand Image (X_1) and Service Quality (X_2) have a significant positive effect on the level of Purchase Decision (Y) with a value of 93,046. In addition, Brand Image and Service Quality partially have a positive and significant influence on Purchase Decisions. The value of Adjusted R Square obtained from the test results of the coefficient of determination (R^2) of 0.650 explains that 65% of Purchase Decisions can be influenced by Brand Image and Service Quality. While the remaining 35% is explained by other variables not examined in this study.

Keywords: Brand image, service quality, purchase decision, logistics service

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh citra merek dan kualitas pelayanan terhadap keputusan pembelian pada Perusahaan J&T Express pada masa pandemi Covid-19 pada konsumen J&T Express di Manado. Jenis penelitian ini adalah dengan pendekatan deskriptif analisis. Dengan menggunakan metode penelitian kuantitatif. Sampel yang diambil untuk penelitian ini melibatkan 100 responden. Metode pengambilan sampel yang digunakan adalah teknik purposive sampling dan instrumen pengumpulan data berupa kuesioner yang dijalankan melalui Google Forms dan menggunakan metode Regresi Linier Berganda. Selanjutnya dilakukan pengujian dan analisis data menggunakan software SPSS 26. Hasil yang ditemukan dalam penelitian ini menunjukkan secara simultan Brand Image (X_1) dan Service Quality (X_2) berpengaruh positif signifikan terhadap tingkat Keputusan Pembelian (Y) dengan nilai 93,046. Selain itu, Citra Merek dan Kualitas Layanan secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Nilai Adjusted R Square yang diperoleh dari hasil pengujian koefisien determinasi (R^2) sebesar 0,650 menjelaskan bahwa 65% Keputusan Pembelian dapat dipengaruhi oleh Brand Image dan Service Quality. Sedangkan sisanya sebesar 35% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Citra merek, kualitas layanan, keputusan pembelian, layanan logistik

INTRODUCTION

Research Background

Due to the Covid-19 virus pandemic, many companies have limited the number of workers in the room and even closed their worker activities by implementing a work from home system. In addition, there are also companies that have terminated their employment due to the impact of the Covid-19 virus. When conditions like this make the company must continue to exist by maximizing the productivity of its human resources. In the midst of the Covid-19 outbreak, there are sectors that are not directly affected by Covid-19, e-commerce and delivery service companies actually recorded an increase in turnover volume, due to the large-scale social restriction policy forcing people to shop online to buy material needs basic necessities or goods. One of the expedition services companies that experienced an increase in the delivery of goods is J&T Express. J&T Express is a n companies that are relatively new when compared to other companies, especially companies that are included in the Top Brand category of shipping services, although relatively new but can grow quickly and can compete with existing shipping services,

The importance of a brand image for a company as a mental picture or concept about the company. In particular, the importance of brand image can be used as a view or perception as well as the process of accumulation of trust given by individuals in forming a broad and abstract public opinion. The high purchase decision of consumers to use J&T Express services in particular has a positive impact on increasing the J&T Express index as one of the TOP Expedition Service Brands in Indonesia. In general, the decision-making process is a behavior that must be carried out in order to achieve the target, and thus can solve the problem, in other words the process of solving a problem that is directed at the target. The achievement of being ranked as the second top brand for three consecutive years even though J&T can be categorized as a brand that is still new compared to other shipping service brands, this makes the author want to know what makes the J&T brand able to enter the top brand category in a row in the last three years although it is still relatively new. Author has an initial assumption or hypothesis that this can happen because it is inseparable from consumer purchasing decisions to use J&T Express expedition services rather than other services and things that influence these purchasing decisions are brand image variables and the quality of services provided by J&T Express.

Research Objectives

1. To examine the influence of Brand Image on Service Purchase Decisions at J&T Express Manado
2. To examine the influence of Service Quality on Service Purchase Decisions at J&T Express Manado
3. To examine the influence of Brand Image and Service Quality on Service Purchase Decisions at J&T Express Manado

THEORETICAL FRAMEWORK

Brand Image

According to Kotler and Keller (2016), brand image is a set of beliefs, ideas, and the impression a person holds about an object. While the brand image (brand image) is the perception and beliefs held by consumers, as reflected associations embedded in consumers' memories (Kotler, 2009).

Service Quality

Lewis and Booms in defining Service Quality as a measure of how good the level of service provided capable and in accordance with customer expectations (Lewis and Booms, 1983).

Purchase Decisions

According to Peter and Olson (2000), the purchasing decision is a process integration that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

Previous Research

Nazelina et al. (2020) determined the effect of brand image price and service quality on consumer decisions to use PT XYZ agent BP, Tangerang. This research is casual associative research which aims to determine the effect of brand image price and service quality on consumer decisions using PT XYZ agent BP, Tangerang, both partially and simultaneously. BP as the population in this study and the data used are data

primary, where data is obtained from questionnaires filled in by consumers. The analysis used is a validity test, reliability test, classical assumption test, correlation test, determination coefficient test, regression test, and hypothesis testing. Hypothesis test research results show that partially the price has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang, brand image has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang, quality service has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang delivery services. Price, brand image, and service quality have a positive and significant effect on consumer decisions to use PT XYZ Agen BP Tangerang delivery service.

Foster (2016) determined if there is impact between the brand image of mineral water “Amidis” on purchasing decisions. The object of research conducted at the trading company by using accidental sampling method by distributing questionnaires to consumers and prospective buyers of mineral water. Then from the responses of the respondents, the data was processed by using SPSS 20.0. Brand image consists of three variables: the attributes, benefits and attitudes. Where the results of the research show that the attitude has the greater impact on purchasing decisions than the variable attributes and benefits. Overall, the impact of brand image on purchasing decisions only 7% means that the consumer purchasing decisions are more influenced by other variables than the brand image alone.

Prianggoro and Sitio (2019) analyzed the effect of Service Quality and Promotion on Purchasing Decisions and Their Implications on Customer Satisfaction. In accordance with the Presidential Regulation of the Republic of Indonesia number 109 of 2013 concerning the phasing in the participation of social security programs, the BPJS Employment consists of two fields, namely the Wage Recipient and Non-Wage Recipient fields. With the sanctions and regulations imposed on the Wage Recipient field, the reach of participants will be easier, in contrast to the Non-Wage Recipient (BPU) field which consists of independent workers (informal) will tend to be more difficult considering the different backgrounds and professions of informal workers certainly must have good quality public services to gain public trust in BPJS Employment. The type of research used for this study was to use descriptive analytic research. The population in this study was BPJS Employment of Banten Region customers. The sampling based on the theory of Structural Equation Modeling (SEM) amounted to 100 respondents. The results of this study indicate that (1) Service Quality has a positive and significant effect on Purchasing Decisions, (2) Promotion has a positive and significant effect on Purchasing Decisions, (3) Service Quality has a significant indirect effect on Customer Satisfaction, (4) Influential Promotion indirectly significantly towards Customer Satisfaction, and (5) Purchasing Decisions have a positive and significant effect on Customer Satisfaction.

Conceptual Framework

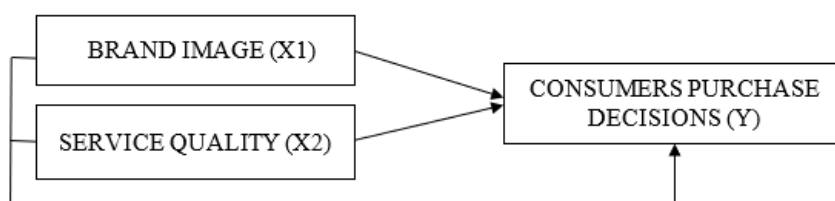


Figure 1. Conceptual Framework

Source: Data Processed, 2021

Research Hypothesis

H1: Brand Image has a positive effect on purchase decisions on J&T Express.

H2: Service quality have a positive effect on purchase decisions assessments of J&T Express.

H3: Brand Image and service Quality have a positive effect on the purchase decisions at J&T Express Services during the Covid 19 Pandemic.

RESEARCH METHOD

Research Approach

This research is descriptive study with a quantitative approach. Quantitative research relies on deductive reasoning or deduction (Sekaran, 2010) and make us of variety of quantitative analysis techniques that range

from providing simple descriptive of the variables involved, to establishing statistical relationships among variables through complex statistical modeling (Saunders, Lewis and Thornhill, 2009). Descriptive research is the type of research that gives description of a characteristic of a population about a phenomenon observed (Shields and Rangarajan, 2013). Descriptive research has the objective to serve the whole picture of social setting.

Population, Sample, Sampling Technique

Population is the group you want to generalize to (Bhattacharjee, 2012). Population is the entire group of people, events, of things of interest that the researcher wishes to investigate (Sekaran, 2010). A population is a group of experimental data, persons, etc. The population in this study is costumers ever can feel the service by J&T Express Manado. The sample is part of the number and characteristics possessed by the population (Sugiyono, 2017). The guideline for the number of samples used in this study uses Lemeshow's theory. So based on the formula, the n obtained is 96.04 or rounded up to 100 people. Purposive sampling technique is used in this study, where purposive sampling is one of the techniques for determining non-random sampling.

Data Collection Techniques

In this research, the data collection technique used was a questionnaire. The questionnaire is a data collection technique which is done by giving a set of written statements to the respondent to answer. The questionnaire will be used as a research instrument with closed questionnaire questions.

Operational Definition of Research Variables

Table 1. Operational Definition of Research Variables

Research Variable	Definition	Indicator
Brand Image (X1)	Brand image as part of recognizable but unspoken brands, such as emblems, special lettering or color designs, or customer perceptions on a product or service represented by its brand (Surachman, 2008)	1. Corporate image. 2. User image 3. Product image
Service Quality (X2)	Service quality is an effort to fulfill the needs and desires of consumers and the provision of delivery in balancing consumer expectations (Tjiptono, 2001)	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangible
Purchase Decisions (Y)	The purchasing decision is a process integration that combines knowledge to evaluate two or more alternative behaviors and choose one of them. In general, consumer purchasing decisions are buy the most preferred brand (Kotler and Armstrong, 2009)	1. Influencer 2. Decision makers

Source: Data Processed, 2021

Validity and Reliability Test

Validity is a characteristic of measurement concerned with the extent that a test measures what the researcher actually aims to measure. Reliability test is used to determine the extent to which a measuring instrument is reliable (trusted) or not, tested using the Alpha Cronbach method

Multiple Linear Regression Analysis

Regression analysis is used to determine the effect of the independent variables on the dependent variable. Multiple linear regression analysis is used to estimate how the state (fluctuation) of the dependent variable is, if two or more dependent variables as a predictor factor increase their value decreases (Sugiyono, 2017). The equation form of multiple linear regression is as follows:

$$Y = a + b_1X_1 + b_2X_2$$

Description:

Y = Purchase Decisions

a = Constant

β_1, β_2 = Regression coefficient X1, X2

X1 = Brand Image

X2 = Service Quality

RESULTS AND DISCUSSION

Result

Validity and Reliability Test

Validity test from the Pearson Correlation value of Brand Image (X1) Service Quality (X2) and Purchase Decision (Y) are greater than 0,3 or the significance value is below 0,05. All three variables show positive relationship with Brand Image at (0.848), Service Quality (0.927), and Purchase Decisions ((0.940) hence, the research instrument is considered valid. To find whether or not the data used in this research are reliable, Cronbach's Alpha test is used to conduct reliability test. The SPSS output shows the value of Cronbach's Alpha with 3 variables used in this research as 0,857. Theoretically, the minimum value or acceptance limit of Cronbach's Alpha is 0,6. And $0,857 > 0,6$ it means the research instrument is considered reliable.

Multiple Linear Regression

Table 2. Multiple Linear Regression

Model	Coefficient		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	1.467	1.631		.899	.371
Brand Image	.644	.179	.310	3.603	.001
Service Quality	.662	.102	.558	6.477	.001

a. Dependent Variable: Purchase Decision

Sourced: SPSS 26 Output (2021)

Multiple linear regression or the relationship between each independent and dependent variable can be measured using the equation below:

$$Y = 1.253 + 0.606 + 0.302$$

The result of multiple linear regression based on the regression equation above, are shown as follows:

1. The constant value 1.467 indicates that if the value of the brand image (X1) and service quality (X2) variable increases by 1, the value of the purchase decision (Y) variable will increase by 1.
2. Brand image shows a coefficient value of 0.644 which means that if it increases by 1, the value of purchase decision (Y) will be increased by 0.644. Positive relationship is shown between brand image (X1) and purchase decision (Y).
3. Service quality shows a coefficient value of 0.662 which means that if it increases by 1, the value of purchase decision will be increased by 0.662. Positive relationship is shown between service quality (X2) and purchase decision (Y).

The Coefficient of Determination (R^2)

The coefficient of correlation (R) measures if the correlation between the two independent variables with dependent variable. The Coefficient of Correlation (R) value is 0.811, it means there is a strong relationship between the independent variable and dependent variable.

Table 3. The Coefficient of Determination (R^2)

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 ^a	.657	.650	2.21877

a. Predictors: (Constant), Service Quality, Brand Image

b. Dependent Variable: Purchase Decision

Source: SPSS 26 Output (2021)

The Coefficient of Determination (R^2) value is 0.650 or 65%, it means the independent variable on this research only had an impact of 65% on Buying Decision and the remaining 35% came from external factors or variables that are not being discussed or explained in this research.

Classical Assumption Test

Normality Test

Normality test was conducted to test the variables were normally distributed or not or to determine the invalidity of the distribution of research data. Normality test can be done using P-P Plot and statistical analysis.

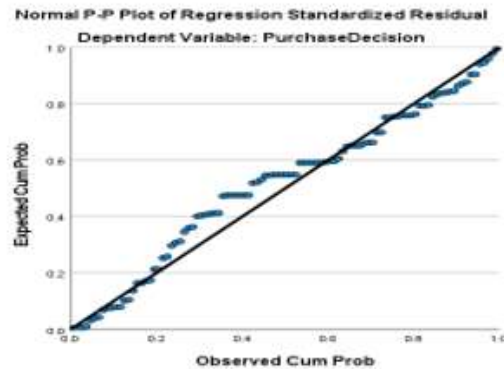


Figure 2. Normality Test

Source: Data Processed, 2021

On figure above shows the plots are not distributed far from the line and the plots are well aligned with the diagonal line from the bottom to top. Hence the test conclude that the questions spread is normal and the normality test completed.

Multicollinearity Test

Multicollinearity is used to measure the Variance Inflation Factor (VIF) whether or not the variables correlate with one another.

Coefficient

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Image	.477	2.098
Service Quality	.477	2.098

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Output (2021)

The tolerance value of brand image is 0.477 and service quality is 0.477. It shows that both variables tolerance value is well above 0.1. While the Variance Inflation Factor (VIF) of brand image is 2.098 and service quality is at 2.098, means the VIF value is lower than 10. From the result the tolerance value is above 0.1 and VIF value is lower than 10, so this research is concluded multicollinearity free.

Heteroscedasticity Test

Heteroscedasticity in this research is tested using Park's test.

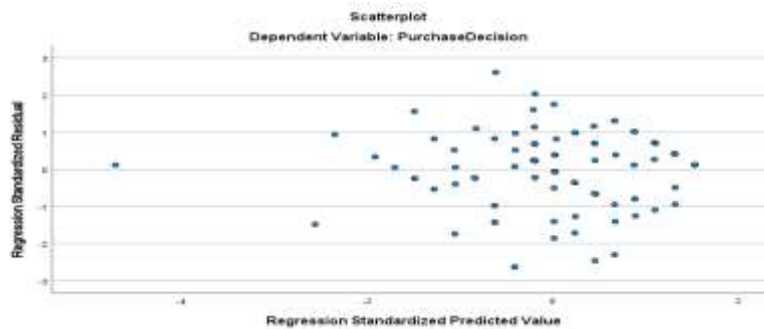


Figure 3 Heteroscedasticity Test

Source: Data Processed, 2021

Figure above shows that the pattern of the dots are spread above and below 0 on the Y axis. The result show that there is no heteroscedasticity in this regression.

Hypothesis Test T – Test

Table 5. T – Test

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.467	1.631		.899	.371
	Brand Image	.644	.179	.310	3.603	.001
	Service Quality	.662	.102	.558	6.477	.001

a. Dependent Variable: Purchase Decisions

Source: SPSS 26 Output (2021)

1. Based on the T – test table 4.9 shows that the significant level of brand image (X1) is 0,001 or <0,05. And the value of tcount =3.603 greater than the value of Ttable = 1,664. Based on the theory it is concluded that brand image (X1) has significant effect towards purchase decisions (Y) partially, therefore H1 is accepted.
2. Based on the T – test table 4.9 shows that the significant level of service quality (X2) is 0,001 or <0,05. And the value of tcount = 36.477 greater than the value of Ttable = 1,664 Based on the theory it is concluded that service quality (X2) has significant effect towards purchase decisions (Y) partially, therefore H2 is accepted.

F – Test

Table 6. F – Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	916.115	2	458.058	93.046	<.001 ^b
	Residual	477.525	97	4.923		
	Total	1393.640	99			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Brand Image, Service Quality

Source: SPSS 26 Output (2021)

The value of Fcount is 93.046. With the level of significance at 0.05 ($\alpha = 0.05$) and with 95% level of confidence, the value of Ftable could be found in the F distribution table using the format (k; n - k) = (2; 100 - 2 = 98) the value for 98 from F distribution table is 3.09. Based on this measurement, the value of Fcount at 93.046 are greater than Ftable at 3.09 with a significant value of .001 which is lesser than 0.05. Therefore, it can be concluded that brand image (X1), and service quality (X2) as independent variables significantly influence purchase decisions (Y) simultaneously hence , H3 is accepted.

Discussion

Brand Image and Purchase Decision

The results of the Hypothesis Test indicate that Brand Image has a significant effect on purchasing decisions at the J&T Express Manado. This is evidenced by the results of the t-test (partial) namely $t_{count} (3.603) > t_{table} (1,664)$ with a value of $(Sig\ 0.000 < 0.05)$. In accordance with the opinion of Kotler and Keller (2016) that brand image is a factor that influences customers to make purchasing decisions because brand image is a perception and belief held by consumers, as reflected by associations that are stored and embedded in the memory or memory of customers, which are always remembered the first time when they hear it slogans and embedded in the minds of consumers to make purchasing decisions. Based on this research, J&T Express Manado needs to further improve the quality that is satisfactory so that the company's brand remains popular among people of all ages, because it greatly influences purchasing decisions at J&T Express Manado. This result is supported by Nazelina et al. (2020) that brand image has a positive and significant effect on consumer decisions to use PT XYZ agent BP Tangerang.

Service Quality and Purchase Decisions

The results of the Hypothesis Test indicate that service quality has a significant effect on purchasing decisions at J&T Express. This is evidenced by the results of the t-test (partial) namely $t_{count} (6.477) > t_{table} (1.664)$ with a value of $(Sig\ 0.000 < 0.05)$. According to Tjiptono (2001), something is perceived by customers, customers will judge the perceived quality of a service based on what they describe in their minds, customers will switch to other service providers who are better able to understand customer specific needs and provide better service. This study states that service quality has a positive and significant influence on service purchasing decisions, in addition to service quality there are still several factors that can influence service purchasing decisions including price and promotion. So J&T Express Manado needs to further improve the quality of service by utilizing technology so that customers can easily find out the shipping price and location of the package accurately, and also employees must respond properly to consumer requests or complaints and information and complaints from customers must be processed properly by the company, and also able to carry out equal service in a friendly manner, regardless of occupation or age, as well as the implementation of Covid-19 prevention standards in operations, such as the use of masks for all employees, sorting packages using gloves, and disinfecting every package to be sent because it all greatly influences purchasing decisions at J&T Express Manado. This result is supported by Prianggoro and Sitio (2019) that Service Quality has a positive and significant effect on Purchasing Decisions.

Brand Image, Service Quality and Purchase Decisions

Many factors affect customer satisfaction or the reasons that can affect it, but in this research the factors chosen are brand image and service quality that affect purchase decisions. Based on the result of F test on table 4.10, the value of F_{count} at 93.046 are greater than F_{table} at 3.09 with a significant value of .001 which is lesser than 0.05. This shows that brand image and service quality as independent variables does significantly influence purchase decisions as dependent variable simultaneously. Therefore the hypothesis about brand image and service quality have a positive effect on the level of purchase decisions at J&T Express, then hypothesis regarding brand image and service quality is accepted. And for this hypothesis, there is no previous research that discusses brand image and service quality simultaneously does significantly influence purchase decisions. Based on this research, the brand image of J&T Express Manado is quite good but needs to be improved, as well as service quality for J&T Express Manado must be maintained and further improved because it greatly influences purchasing decisions at J&T Express Manado.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusion from the results of data processing and analysis in this research:

1. The brand image variable partially has positive relationship and significant effect on purchase decision of at J&T Express Services during the Covid-19 Pandemic.
2. The service quality variable has positive relationship and significant effect purchase decision of at J&T Express Services during the Covid-19 Pandemic.

3. The independent variables which are brand image and service quality simultaneously affect the purchase decision of at J&T Express Services during the Covid-19 Pandemic.

Recommendation

The suggestions that can be given by the researcher after doing this research are as follows:

1. For the Manado J&T Express Company, it is expected to continue to improve and maintain the company's brand image of the service products provided, because brand image is proven to be able to become a benchmark for consumers to make purchasing decisions and maintain service quality, especially in terms of Responsiveness and Assurance because these two things are very important affect the purchase decisions.
2. For further research, further research should conduct research on a wider population such as in a city or in certain circles. In addition, further research is expected to be able to conduct research on other variables, both independent and dependent variables, such as usage decisions, re-use interest, or customer loyalty. So that it can enrich a research reference.

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