

***THE EFFECT OF BRAND IMAGE, AFTER SALES SERVICE AND PROMOTION MIX ON CONSUMER BUYING BEHAVIOR AT PT. HASJRAT ABADI MANADO TENDEAN***

PENGARUH CITRA MEREK, LAYANAN PURNA JUAL DAN BAURAN PROMOSI TERHADAP PERILAKU PEMBELIAN KONSUMEN PADA PT. HASJRAT ABADI MANADO TENDEAN

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**Abstract:** *Brand image is one of things that are considered by customers when they are about to purchase something while after sales service that is offered by the company is the way to keep its customer loyal and promotion mix is the tool that is used by company to attract customers and reach a target market. The purpose of this study is to investigate the effect of brand image, after sales service and promotion mix on consumer buying behavior of PT. Hasjrat Abadi Manado Tendeana. This research uses Multiple Regression Analysis while 110 questionnaires with a Likert-Scale measurement are distributed with only 105 respondents who respond. Findings and results of the study show that there is significant effect of Brand Image and Promotion Mix on Consumer Buying Behavior partially. On the other hand, there is no significant effect of After Sales Service on Consumer Buying Behavior partially. As the recommendation of this research, it is better for the management of PT. Hasjrat Abadi Manado Tendeana to set competitive price for the spare part because the result shows that the spare part's price is still considered by customers as high, and it is better for the management to maintain the Brand Image as well as Promotion Mix.*

**Keywords:** *brand image, after sales service, promotion mix, consumer buying behavior*

**Abstrak:** Citra Merek dari produk merupakan satu hal penting yang menjadi bahan pertimbangan pembeli ketika mereka ingin membeli. Layanan Purna Jual yang diberikan oleh perusahaan adalah cara yang digunakan perusahaan untuk menjaga kesetiaan dari pembeli, dan Bauran Promosi merupakan alat yang digunakan perusahaan untuk menarik minat pembeli dan meraih pasar sasaran. Tujuan penelitian ini untuk mengetahui pengaruh Citra Merek, Layanan Purna Jual dan Bauran Promosi terhadap Perilaku Pembelian Konsumen dari PT. Hasjrat Abadi Manado Tendeana. Penelitian ini menggunakan teknik analisis Regresi Berganda. Sebanyak 110 Kuesioner dengan pengukuran Skala Likert dibagikan, dan hanya 105 responden yang merespon. Hasil penelitian menunjukkan Citra Merek dan Bauran Promosi memiliki pengaruh signifikan terhadap Perilaku Pembelian Konsumen sedangkan Layanan Purna Jual tidak berpengaruh signifikan. Manajemen PT. Hasjrat Abadi Manado Tendeana sebaiknya menetapkan harga suku cadang yang kompetitif, karena hasil penelitian menunjukkan responden merasa harga suku cadang yang ditetapkan oleh PT. Hasjrat Abadi Manado masih tergolong tinggi, dan sebaiknya manajemen mempertahankan Citra Merek serta Bauran Promosi.

**Kata kunci :** *citra merek, layanan purna jual, bauran promosi, perilaku pembelian konsumen.*

## INTRODUCTION

Nowadays, transportation has become one of human daily needs. Every day, people need transportation to take them to their destination such as workplace, school or somewhere else to do their daily activities. By using transportation, people are able to arrive to their destination faster, which means that transportation helps people to do their job efficiently. In other words, transportation cannot be separated from human life.

The important role of transportation in human life leads to more demand for transportation and therefore, there are many companies that sell car with various prices so there will be more people who could afford to purchase car. Moreover, the cars are not only used to ease people to do their daily activities but also to represent social status through the type and brand of the car. One of car companies that sell their products in Indonesia is Toyota. The company was established by Kiichiro Toyoda and at the end of 2014, according to Forbes Global 2000, was in the first position of top 10 car and truck companies while it leads with the highest market value of \$193.5 Billion. One of Toyota main dealers in Indonesia is PT. Hasjrat Abadi which sells Toyota's products in Central Sulawesi, North Sulawesi, Gorontalo, Moluccas and Papua.

**Table 1. Car Market Share of North Celebes**

Brand	2011	2012	2013	2014
Toyota	33.4%	33.3%	35.7%	33.5%
Daihatsu	29.9%	30.1%	27.7%	27.2%
Suzuki	11.5%	13.9%	13.4%	11%
Others	25.2 %	22.7%	23.2%	28.3%

Source : PT.Hasjrat Abadi (Head Office Jakarta)

The market share data in Table 1, Toyota dominated the market share from 2011-2014. In 2011 Toyota gained 33.4% of market share where Daihatsu gained 29.9%. In 2012, Toyota gained 33.3% of total market share while Daihatsu gained 30.1% and Suzuki gained 13.9%. In 2013, Toyota reached 35.7% of total market share while Daihatsu gained 27.7% and Suzuki gained 13.4%. Finally, in 2014, Toyota gained 33.5% of market shares, Daihatsu gained 27.2% and Suzuki gained 11%. Even there was a decline in sales of Toyota products from 2013 to 2014 compared to other brands like Daihatsu and Suzuki, Toyota is still in the first position in North Sulawesi and become the most favorite car brand in that province. Certainly, there should be several factors which become the reasons why Toyota could be the number one in terms of market share in North Sulawesi and why its sales declined from 2013 to 2014. Therefore, to find the possible reasons, researcher is interested to analyze the effect of brand image, after sales service and promotion mix on consumer buying behavior (A case of Toyota in PT. Hasjrat Abadi Manado Tendea).

### Research Objectives

This research aims to identify the effect of:

1. Brand image, after sales service and promotion mix on consumer buying behavior simultaneously.
2. Brand image on consumer buying behavior partially.
3. After sales service on consumer buying behavior partially.
4. Promotion mix on consumer buying behavior partially.

## THEORITICAL FRAMEWORK

### Theories

#### Marketing

Kotler and Keller (2012:27) defined marketing is about identifying and meeting human and social needs. Mc. Daniel, Lamb and Hair (2011:3) stated marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing can be defined as the activity that must be done by every company so their customer will know about their products or services and finally buy their products/services.

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**Brand Image**

Hsieh, Pan, & Setiono (2004) argued, brand image helps consumer in recognizing their needs and satisfaction regarding the brand, it also distinguishes the brand from other rivals motivating customer to buy the brand. Fianto *et al* (2014) defined brand image is also regarded as opinion and consumer confidence in the quality of products produced by organizations and organizational honesty in the products offered to consumers. It can be concluded that brand image is one of things that are considered by customers when they are about to purchase something.

**After Sales Service**

Mustofa (2011) said that according to Gaiardelli, *et al.* (2007) define after sales service as those activities taking place after the purchase of the product and devoted to supporting customers in the usage and disposal of the goods to make them loyal. Saeed, *et al.* (2013) stated after sales service is a way to maintain long term relationship with customer and also it could give more confidence and secure to customer to purchase products/services. It can be concluded that after sales service is post-purchase activities which is conducted by the company to maintain long term relationship with customer.

**Promotion Mix**

Most promotional strategies use several elements or tools, which may include advertising, public relations, sales promotion, and personal selling to reach a target market. The combination is called promotional mix (Mc Daniel, Lamb and Hair, 2011:22). Kotler and Keller (2012:496) said that promotion mix or also known as marketing communications are the means by which firm attempt to inform, persuade and remind consumer – directly or indirectly- about the products and brand they sell. It can be concluded that promotion mix is the means that used by a company to inform, persuade and remind consumer about their product so the company can reach a target market.

**Sales Promotion**

Clow and Baack (2012:330) state that sales promotions consist of all the incentives offered to customers and channel members to encourage product purchases. Kotler and Keller (2012:500) defined sales promotion is a variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotion (such as advertising and display allowances) and business and sales force promotion (contest for sales reps). It can be concluded that sales promotion is a company's way to attract and encourage customer to try and purchase their product.

**Public Relation**

Kotler *et al* (2005:183) said that public relations is about building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image and handling or heading off unfavorable rumors, stories and events. Public relations include press releases and special events. Mc. Daniel, Lamb and Hair (2011:24) told that public relation is the element in promotional mix that evaluates public attitudes, identifies issues that may elicit public concern, and executes programs to gain public understanding and acceptance. It can be concluded that public relation is about building good relations with the company's various publics to gain public understanding and acceptance about the company.

**Advertising**

Niazi *et al.* in Malik *et al.* (2013) said that advertising is an effective tool to attract people and to divert their attitude positively toward product. According to Zain-ul-Abideen and Saleem in Malik *et al.* (2013) advertising is a marketing promotional strategy to catch people's attractions for specific action for products or services. It can be concluded that advertising is a tool that used by a company to attract customer attention and influence them to buy the products or services that provided by the company.

**Personal Selling**

Lovelock and Wirtz (2011:124) stated that interpersonal encounters in which efforts are made to educate customers and promote preference for a particular brand or product are referred to as personal selling. According to Kotler *et al* (2005:194) personal selling is personal presentation by the firm's sales force for the purpose of making sales and building customer relationship. Personal selling includes sales presentation, trade

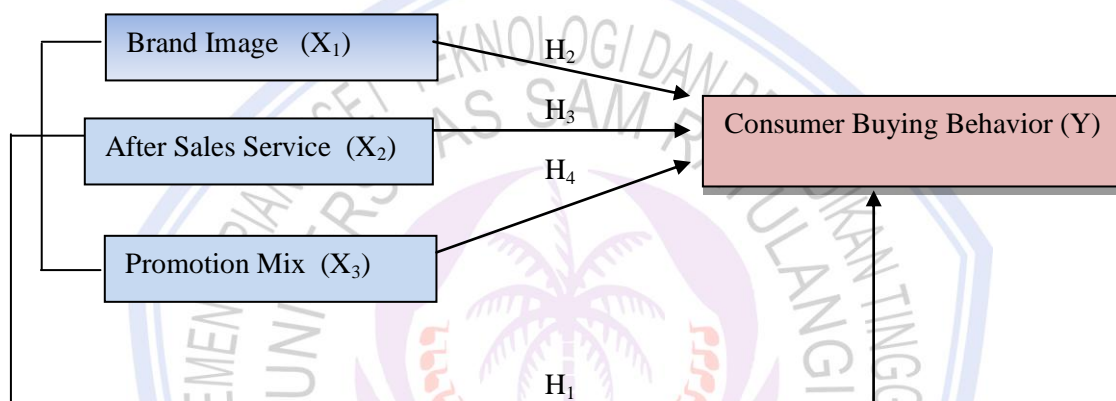


shows and incentive programs. It can be concluded that personal selling is direct communication which made to educate customers for the purpose of making and building customer relationship.

### Previous Research

Malik *et al.* (2013), findings show that brand image and advertisement have strong positive influence and significant relationship with Consumer buying behavior. People perceive the brand image with positive attitude. Study depicted that teenagers in Gujranwala are more conscious about their social status so they prefer branded products and advertisement affects their Consumer Buying Behavior positively. Saeed *et al.* (2013), results shows that economic spare part have a strong impact on consumer buying behaviour while easy availability of spare part and easy availability of mechanic have also impact on consumer buying behaviour but the impact is low as compared to economic spare parts. Setiawan, *et al.* (2012), result show that after sales service has no significant effect on purchase decision. The respondents of this study are the customer who bought Toyota Yaris in year 2011. Shallu and Gupta (2013), result show that promotional activities have positive effect on consumer, purchasing behavior or brand choice in cosmetic industry.

### Conceptual framework



**Figure 1. Conceptual Research**

*Source : Data Processed (2015)*

### Research Hypothesis

- H<sub>1</sub> : There is significant effect of Brand Image, after sales service and promotion mix on consumer buying behavior of PT. Hasjrat Abadi Manado Tendeand simultaneously
- H<sub>2</sub> : There is significant effect of Brand image on consumer buying behavior in PT. Hasjrat Abadi Manado Tendeand partially
- H<sub>3</sub> : There is significant effect of After sales service on consumer buying behavior in PT. Hasjrat Abadi Manado Tendeand partially
- H<sub>4</sub> : There is significant effect of Promotion mix on consumer buying behavior in PT. Hasjrat Abadi Manado Tendeand partially

## RESEARCH METHOD

### Type of Research

The type of this research is causal research because it will determine and investigate the effect of brand image, after sales service and promotion mix on consumer buying behavior.

### Place and Time of Research

This study is conducted in Manado from April to May 2015.

### Population and Sample

Sekaran and Bougie (2009:262) defined population as the entire Group of people, events of things of interest that the researcher wishes to investigate. The population that is mainly observed in this current research is customers of PT. Hasjrat Abadi Manado Tendea. Sample is a part of the population Sekaran and Bougie (2009:276). The sampling method that used in this research is purposive sampling. Zikmund (2003:382) stated that judgment or purposive sampling is a nonprobability sampling technique in which an experienced individual selects the sample based on his or her judgment about some appropriate characteristic required of the sample members. This research was conducted with 100 respondents which proved that a more than sufficient sample size is achieved.

### Data Collection Method

The source of data can be from primary and secondary sources. Primary data is data originated by the researcher specifically to address the research problem (Sekaran and Bougie, 2009:35). The researcher obtains primary data from results of survey and questionnaires. Questionnaires are distributed to the costumers of PT. Hasjrat Abadi Manado Tendea. The secondary data is collected from books, journals, and internet.

### Operational Definition of Research Variables

1. Brand image ( $X_1$ ) is the consumer's perception toward PT. Hasjrat Abadi Manado Tendea's product.
2. After-sales service ( $X_2$ ) is all the service offered by PT. Hasjrat Abadi Manado Tendea after the customer had bought the vehicle and started using it.
3. Promotion mix ( $X_3$ ) is specific blend of sales promotion, public relations, advertising and personal selling tools that company uses to pursue PT. Hasjrat Abadi Tendea advertising and marketing objectives which is increases in sales.
4. Consumer buying behavior ( $Y$ ) is buying behavior of PT. Hasjrat Abadi Manado Tendea's final consumers- individuals and households.

### Data Analysis Method

#### Validity and Reliability Testing

Validity is evidence that the instrument, technique, or process used to measure a concept does indeed measure the intended concept (Sekaran and Bougie, 2009:247). According to Nasution and Usman (2008) in The (2011), test conducted by looking at the value of the MSA (Measures of Sampling Adequacy). If the MSA values above 0.5 then the data can be declared valid, so it can be used for further tests or analyzes. According to Zikmund (2003:300) reliability is the degree to which measures are free from error and therefore yield consistent result. Alfa 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). (Nasution and Usman, 2008, cited in The, 2011).

### Multiple Regression Analysis Model

Multiple regression analysis is a statistical technique to predict the variance in the dependent variable by regressing the independent variable against it (Sekaran and Bougie 2009:350).

The formula of multiple regression analysis method is as follows :

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y: Consumer Buying Behavior

$\alpha$  : The constant, when all the independent variable equal to 0

$b_1$ : The slope of brand image variable

$b_2$ : The slope of after sales service variable

$b_3$ : The slope of Work promotion mix variable

$X_1$ : Value of Brand Image variable

$X_2$ : Value of After Sales Service variable

$X_3$ : Value of Promotion Mix variable

$e$  : Error

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability

The value of *Measures of Sampling Adequacy* (MSA) of the indicators are all above the acceptance limit 0.5, therefore the research instrument is valid. The Reliability test is done by looking at the *Alfa Cronbach* value, in this research the value of Alfa Cronbach is 0.952, which is above the acceptance limit of 0.6, therefore the research instrument is reliable.

#### Classical Assumption Test

##### Multicollinearity Test

**Table 2. Multicollinearity**

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
1 Brand Image	.444	2.252
After Sales Service	.378	2.648
Promotion Mix	.284	3.516

a. Dependent Variable: Consumer Buying Behavior

Source: Data Processed (2015)

The tolerance value of brand image is 0.444, after sales service is 0.378 and promotion mix is 0.284 which are more than 0.2. The VIF value of brand image is 2.252, after sales service is 2.648 and promotion mix is 3.516 which are less than 10 shows that the model concluded to be free from multicollinearity.

##### Heteroscedasticity Test

Heteroscedasticity occurs of the dots form certain pattern. In this research the dots spreading above and below of zero point in ordinate. This is proved that there is no heteroscedasticity in this regression.

##### Normality Test

Normality test can be identifying 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. The dots are spreading near the diagonal line and follow the direction of the diagonal line. Therefore the normality test is completed.

#### Multiple Regression Analysis

**Table 3. Multiple Linear Regression Test**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	-.040	.221		-.181	.857
1 Brand Image	.251	.071	.251	3.518	.001
After Sales Service	.142	.075	.146	1.881	.063
Promotion Mix	.616	.099	.555	6.220	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Data Processed (2015)

From the result shown in Table 3, the model is defined as:

$$Y = -0.040 + 0.251X_1 + 0.142X_2 + 0.616X_3 + e$$

The explanations of equation are:

1. Constant ( $\alpha$ ) -0.040 shows the effect of Brand Image ( $X_1$ ), After Sales Service ( $X_2$ ), Promotion Mix ( $X_3$ ) on Consumer Buying Behavior (Y). It means, if all independent variables are equal to zero then the Consumer Buying Behavior (Y) is predicted to be -0.041.
2. Consider other variables are constant or equal to zero, if there is one unit increasing in Brand Image ( $X_1$ ) then the Consumer Buying Behavior (Y) will increase 0.251.
3. Consider other variables are constant or equal to zero, if there is one unit increasing in After Sales Service ( $X_2$ ) then the Consumer Buying Behavior (Y) will increase 0.142.
4. Consider other variables are constant or equal to zero, if there is one unit increasing in Promotion Mix ( $X_3$ ) then the Consumer Buying Behavior (Y) will increase 0.616.

**Table 4. R and R<sup>2</sup> Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 <sup>a</sup>	.771	.765	.27427

a. Predictors: (Constant), Promotion Mix, Brand Image, After Sales Service

b. Dependent Variable: Consumer Buying Behavior

Source: Data Processed (2015)

The value of R is 0.878. It means that Brand Image, After Sales Service, Promotion Mix have a strong relationship with the Consumer Buying Behavior because the value of R is above 0.7. The R<sup>2</sup> of 0.771 shows that the linear relationship in this model is able to explain the Consumer Buying Behavior (Y) for 77.1% while the rest 22.9% is explained by other factors not discussed in this research.

### Hypothesis Testing

**Table 5. F test Result**

Model		Sum of Squares	of Df	Mean Square	F	Sig.
1	Regression	25.650	3	8.550	113.658	.000 <sup>b</sup>
	Residual	7.598	101	.075		
	Total	33.248	104			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Promotion Mix, Brand Image, After Sales Service

Source: Data Processed (2015)

Table 5 shows that F-count is 113.658 with level of significance 0.000. Since the value of F-count > F-table (113.658 > 2.694) and the level of significance is lower than 0.05 meaning that H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. Sig < 0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which 0.000. The result of this test can be used to declare that there is a significant effect of Brand Image ( $X_1$ ), After Sales Service ( $X_2$ ), Promotion Mix ( $X_3$ ) on Consumer Buying Behavior (Y).

**Table 6. T test Result**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.040	.221		-.181	.857
	Brand Image	.251	.071	.251	3.518	.001
	After Sales Service	.142	.075	.146	1.881	.063
	Promotion Mix	.616	.099	.555	6.220	.000

a. Dependent Variable: Consumer Buying Behavior

Source: Data Processed (2015)



1. Table 6 shows that t-count for  $X_1$  is 3.518 with the level of significance 0.001. Since the value of t-count  $>$  t-table ( $3.518 > 2.353$ ) and the level of significance is more than 0.05 meaning that  $H_0$  is rejected and  $H_a$  is rejected. The result of this test can be used to declare that there is significant effect of brand image ( $X_1$ ) on consumer buying behavior (Y) partially.
2. Table 6 shows that t-count for  $X_2$  is 1.881 with the level of significance 0.063. Since the value of t-count  $<$  t-table ( $1.881 < 2.353$ ) meaning that  $H_0$  is accepted and  $H_a$  is rejected. The result of this test can be used to declare that there is no significant effect of after sales service ( $X_2$ ) on consumer buying behavior (Y) partially.
3. Table 6 shows that t-count for  $X_3$  is 6.220 with the level of significance 0.000. Since the value of t-count  $>$  t-table ( $6.220 > 2.353$ ) and the level of significance is lower than 0.05 meaning that  $H_0$  is rejected and  $H_a$  is accepted. The result of this test can be used to declare that there is a significant effect of promotion mix ( $X_3$ ) on consumer buying behavior (Y) partially.

## Discussion

### Brand Image on Consumer Buying Behavior

The result of multiple regression analysis shows that brand image has significant influence on consumer buying behavior. This result support by previous research by Malik *et al.* (2013) revealed that Brand Image have strong positive influence and significant relationship with consumer buying behavior. In this research brand image represents by reputation, familiarity and trustworthy of PT. Hasjrat Abadi Manado Tendean. Brand image plays a significant role in order to attract customer to buy products that provide by the company. In other words, if brand image of a company is good means that they have loyal customer and they can maintain their sales or even increase their sales. Brand image is a strong tool to compete with the competitors. If company wants to lead the market, they should create and maintain a good image in customer's mindset.

### After Sales Service on Consumer Buying Behavior

The result of multiple regression analysis shows that there is no significant effect of after sales service on consumer buying behavior. This result supports a previous research by Setiawan *et al.* (2012) stated that after sales service has no significant effect on consumer buying behavior. Possible reason why after sales service does not significantly influence consumer buying behavior because respondents tend to serve their car in unofficial machine shop because of lower cost of spare parts and the availability of Toyota's spare parts in unofficial machine shop. Another possible reason is due to the characteristics of respondent which is dominated by respondents in age range 18-28 years old, that still in young people category and not concern about the after sales service of their car, but they more concern about the "availability" of car to help them do their daily activity.

### Promotion Mix on Consumer Buying Behavior

The result of the multiple regression analysis shows that there is a significant effect of promotion mix on consumer buying behavior. This result support a previous research conducted by Shallu and Gupta (2013) revealed that promotion mix has positive effects on consumer buying behavior. Promotion is fundamentally tool to spread the information about products and services available to customer. Promotion Mix that consist of advertising, sales promotion, public relation and personal selling is one of most important factors that influence the consumer buying behavior of PT. Hasjrat Abadi Manado Tendean. It is playing an important role in developing sales and increasing market share. In order to keep PT. Hasjrat Abadi Manado Tendean on top of their customer's mind, they need to use promotion mix as reminders. Based on the result of this research, the promotion mix of PT. Hasjrat Abadi Manado Tendean such as explanation about the product from sales promotion girl/boy, "shopping voucher" program, the advertisement of the product and the way PT. Hasjrat Abadi Manado Tendean handling the complaints from customers has significant effect on consumer buying behavior.



## CONCLUSION AND RECOMMENDATION

### Conclusion

1. F test result shows all independent variables which are Brand Image, After Sales Service and Promotion Mix are simultaneously effected the consumer buying behavior in PT. Hasjrat Abadi Manado Tendea.
2. Brand Image has significant effect on Consumer Buying Behavior partially, due to reputation, familiarity and trustworthy provide an optimal contribution to the Brand Image of PT. Hasjrat Abadi Manado Tendea.
3. After Sales Service does not have significant effect on consumer buying behavior partially. It is because of the availability of mechanic, economic spare parts, and easy availability of spare parts do not provide an optimal contribution to After Sales Service of PT. Hasjrat Abadi Manado Tendea. Possible reason why after sales service has no significant effect on consumer buying behavior is because respondents tend to serve their car in unofficial machine shop because of lower cost of spare parts price and availability of spare parts. Another possible reason is due to the characteristics of respondent which is dominated by respondents in age range 18-28 years old, that still in young people category and not concern about the after sales service of their car, but they more focus about the "availability" of car to help them do their daily activity.
4. Promotion Mix has significant effect on Consumer Buying Behavior partially, due to advertising, public relations, sales promotion, and personal selling provide an optimal contribution to the Promotion Mix of PT. Hasjrat Abadi Manado Tendea.

### Recommendation

Depending on the finding of the research, the researcher forwards the following recommendation.

1. For the company PT. Hasjrat Abadi Manado Tendea, maintain and improve the promotion mix and brand image because those variables have significant impact and effect on consumer buying behavior in PT. Hasjrat Abadi Manado Tendea. And for after sales service in PT. Hasjrat Abadi Manado Tendea, it is better if the company make the spareparts price affordable, so the customer will prefer to serve their car in PT. Hasjrat Abadi Manado Tendea which is an official machine shop.
2. For next researcher need to consider about other variable or intermediaries to make this research completed.

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