

INFLUENCE OF BRAND IMAGE, BRAND TRUST AND PERCEIVED PRODUCT QUALITY ON THE DECISION OF PURCHASING

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Abstract. This study aims to analyze the influence of brand image, brand trust, and perceptions of product quality on purchasing decisions for refill bulgari extreme sport perfume. This research method uses a type of quantitative research, purposive sampling research sample which amounted to 96 people. Data analysis using multiple linear regression. (1) $H_1 = H_0$, (2) $H_2 = H_2 + H_0$, (3) $H_3 = H_0$. Significant F test ($0.00 < 0.05$) means that it is declared feasible because the independent variable has a positive and significant effect on the dependent. The determination coefficient (R^2) is 0.412 or 41.2%. 41.2% of purchasing decisions are influenced by brand image, brand trust and perceived quality. The conclusion of this study is brand image, brand trust and perceived quality have a significant influence on the sale of perfume products. Results the research use for market improvement bulgari extreme in Indonesia.

Keywords: brand image, brand trust, perceived product quality, purchase decision.

1. Preliminary

In the era of globalization, the decision to buy a product is strongly influenced by the assessment of the quality of a product brand, (Hawkins, Best, & Coney, 2004; Assael, 2004; Schiffman & Kanuk, 2010). engaged in various business fields running to improve the quality of their products, in order to maintain the brand image of the products they have (Chaudhuri & Holbrook, 2001; Ghodeswar, 2008; Srivastava, Fahey and Christensen, 2001; Pujadi 2010). Brand image has a distinctive nature, and it is this characteristic that differentiates one product from another. 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 (Aaker, 1997; Cannon, Perreault, & McCarthy, 2009)

The influence of brand trust also determines consumer loyalty to brands and trust has the potential to create high-value relationships. Trust in a brand has an important role in consumer purchasing decisions (Lee, 1999), in other words consumers believe that a brand that has a positive image is a guarantee of product quality. Consumers believe in the brand because of the feeling of security that results from their interaction with the brand and this trust will directly influence consumer purchases on the same product in the future. Most studies such as done by Srivastava, Fahey and Christensen (2001) considered brand trust as a market-based assets that are interconnected because it is exist externally and lies in the relationship with the end user of the brand. At the same time, the emergence of relationship marketing as a starting point in a study

conducted by researchers or marketing practitioners suggest that trust is a major factor in which the relationship between the customer and the brand (Morgan & Hunt, 1994) perceived quality is the customer's perception of the overall quality expected. Consumers will like and be loyal to products with high quality perceptions. Conversely, if the product brand does not match the positive value, consumers will tend to have negative ratings. Consumers will not trust the brand or company and prefer to cancel the purchase or use that product. Conversely, if the consumer believes in the positive value of a brand or company, then he will tend to use or decide to buy these products and services. The more positive consumer perceptions of the quality of a product, the greater the chances of consumer decisions to buy the product. Conversely, the more negative consumer perceptions of the quality of a product, the smaller the chance for consumers to buy the product.

La Parfume shop is one of the largest and longest perfume stores in Semarang Indonesia, which sells various kinds of merek perfume and perfume types. Some of the perfumes sold are Bulgari Sporty Extrem, Burberi Sport Women, Chacahreal Amor, Calvin Klain Enterniti Man, and others. Bulgari Extrem Sporty Perfume is known as a well-known and trusted perfume from various social statuses, especially for students. If the product has a high value for consumers it will strengthen consumer interest in buying products. This process is a product evaluation carried out by consumers before deciding to buy a particular product. This study aims to analyze the influence of brand image, brand trust, and perceived

quality on Bulgari Sporty Extrem perfume products in Semarang

2. Literature Review

Purchase Decision

Setiadi (2010) purchasing decisions mean the activities of individuals who are directly involved in the exchange of money with goods and services and in the decision making process. (Munthiu, 2009) specific purchasing process consists of the following sequence of events: problem recognition, information retrieval, alternative evaluation, purchase decision, and post-purchase behavior. Kotler and Keller (2012) purchasing decisions are influenced by the psychological basis of consumers to make purchasing decisions that they believe. According to Kotler and Armstrong (2014) the purchase decision stage has 5 steps, namely: (1) *problem recognition*; (2) *information search*; (3) *evaluation of alternatives*; (4) *purchase decision*; (5) *postpurchase behavior*. Schiffman & Kanuk (2010), and Assael (2004) mentioned that the consumer made the purchase decision is influenced by several measurements, namely (1) the measurement of culture, which has the most influence and the most extensive in the behavior of consumers so that marketers need to understand the influence of culture, sub-culture, and social class of consumers; (2) social measurement, which need to be considered when designing a marketing strategy because these factors can affect consumer responses; (3) personal measurements, which consists of the age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept affects the consumer on what is purchased; and (4) psychological

measurement, include motivation, perception, learning and beliefs and attitudes also influence the selection of consumer purchases.

Brand

Brand is a distinguishing name or the attached symbol (such as logo, trademark, or package design) intended to identify to goods or services of either one seller or a group of seller, and to differentiate those goods or services from those of competitors“. The brand is actually a seller's promise to consistently provide privileges, benefits, and certain services to the buyer. The best brands provide quality assurance. However, the brand is more than just a symbol. Brands can have six levels of understanding. The importance of confidence in the brand as one of the key factors in many marketing relationships examined in numerous studies, but unfortunately it does not become a major and critical studies in particular its relationship with customer satisfaction and buying behavior (Delgado-Ballester & Munuera-Aleman, 2005; Chaudhuri & Holbrook, 2001; Deng, Lu, Wei, & Zhang, 2010).

Brand Image

According to (Genoveva, 2015), brand image or brand description is a description of the association and consumer confidence in a particular brand. A number of quantitative and qualitative techniques have been developed to help reveal consumer perceptions and associations for a particular brand, including multidimensional scaling, projection techniques, and so on. "Brand image is a perception of a brand that is a reflection of consumers' memory of their

association with that brand". Kotler and Armstrong (2014) state that brand image is "The set of belief held about a particular brand is known as brand image".

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management. Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven't come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological elements (Dobni, D. and Zinkhan, G.M. 1990).

Brand image that was created to make people think about everything from the business side, so as to be clearly defined brand image can benefit the company in the long term (Cannon, Perreault, & McCarthy, 2009; Morgan & Hunt, 1994). Brand image is also referred to as the customer's perception of either the reason or rational basis or through more emotions towards a specific brand (Malhotra, 2010; Cannon, Perreault, & McCarthy, 2009; Assael, 2004).

Brand image is a perception in the mind of the customers a good impression of a brand (Hawkins, Best, & Coney, 2004). The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012; Keller, 1993; Aaker, 1997).

Brand Trust

Consumers perceptions of the quality of the brand created by informational cues associated with the brand. Customers often measure the quality of the basic cues are displayed externally on the product itself such as price, brand image, corporate image, the image of the store or even the image of the country of origin. The perception of value (perceived value) is reflected in the perception of quality is also affected by the price perception among customers with high involvement, so it can be concluded that the perception of value can also be evaluated from the quality of the brand. Khraim (2010) examined the variables of culture and subculture that focuses on the elements of religion because religion still plays an important role in influencing social and customer behavior. Purchase behavior is considered as a relational asset market implications for the development and maintenance of trust is at the core of the brand, because it is a key characteristic of successful long-term relationships (Morgan & Hunt, 1994).

Brand trust is defined as feeling secure while interactions with a brand based on the perception that the brand is reliable and responsible for the interests of consumer (Delgado-ballester et al., 2003). It is usually defined in two ways, the first definition refers to consumer willingness to rely on brand (Chaudhuri and Holbrook, 2001). The second one refers to the reasons of such reliance of the brand as capacity & intentions in fulfilling its promises to consumers (Dalzeil et al., 2011; Delgado-ballestrand et al, 2001). Brand Trust is another cardinal factor affecting brand loyalty. Brand trust is expectations based on beliefs that a brand has

a specific features or traits that is consistent, competent and credible).(Delgado-Ballester & Munuera-Alemán, 2005) Trust is a key mediator for a long-term relationship that would lead to brand loyalty. Trust has both technical and intentional nature as found in social sciences (Doney and Cannon, 1997; Morgan and Hunt, 1994).

Perceived Quality

Perceived Quality: Perceived quality is the customer's perception of brand superiority in performing compared to other products. Perceived performance is closely related to quality perception. Consequently, trial and experience with a product does affect its overall quality assessment (Grace and O' Cass, 2004). Perceived brand quality is an outcome of product associated tangible traits driven by cognitive & Utilitarian criteria. There are many measurements used for perceived quality. There is the measurement that used the five dimensions of service as tangibility, reliability, responsiveness and assurance and empathy. (Parasuraman, A., Zeithaml, V., Berry, 1988). Perceived brand quality is antecedent of trust (Botton & Lemon, 1999; Coulter and Coulter, 2003; Ganesan & Hess, 1997; Johnson et al., 2006)

3. Research Methodology

Population and sample :

About 96 respondents there were 72 male respondents and 24 females. Among the respondents up to 20 years old were 12%, aged 19 years old amounted 36% and followed by 18 years old were 52%. Among the respondents about 82% of them were in

second semester of there education and the rest were in the first semester.

Validity and reliability test

The validity and reliability test of this research instrument was conducted on 20pieces of questionnaires that have been returned by the respondent and serves as a cross check on the validity and reliability. In the other side, reliability test conducted in an attempt to see the consistency of measuring instruments used if the measuring instrument is stable and consistent. The measurement results can only be trusted if the implementation of measures in recent times against the same group of subjects obtained the same relative results. Test reliability in

research conducted with the SPSS program using Cronbach Alpha method in which a questionnaire said to be reliable if the Cronbach Alpha values greater than 0.6.

Hypothesis

1. H1: *brand image* has significant influence to purchase decision in Bulgary Sport parfum in Semarang
2. H2:*brand trust* has significant influence to purchase decision in Bulgary Sport parfum in Semarang
3. H3:perceived quality has significant influence to purchase decision in Bulgary Sport parfum in Semarang.

4. Result and discussion

4.1. Description of variable research

Table 1. Respondents response of brand image

SKOR	Category	FREK					Sum total	(%)
		1	2	3	4			
1	Very very agree	1	0	0	0		1	0,3
2	Disagree	13	6	3	0		22	6
3	Quite agree	33	32	39	18		122	31,5
4	Agree	36	46	31	44		157	40,6
5	Very agree	13	15	23	34		85	22
	Totals	96	99	96	96		387	100

Source: research, 2021

Table 2 Respondents response of Brand Trust

SKOR	Cstgory	FREKUENSI						Sum total	(%)
		1	2	3	4	5	6		
1	Very very agree	0	0	0	0	0	0	0	0
2	Disagree	1	3	4	0	0	3	11	1,9
3	Quite agree	22	25	20	17	24	21	129	22,4
4	Agree	34	28	24	28	28	29	171	30
5	Very agree	39	40	48	51	44	43	265	46
	Total	96	96	96	96	96	96	576	100

Source: research, 2021

Table 3 Respondents response of perceive product quality

SKOR	Category	FREKUENSI					Sum total	(%)
		1	2	3	4	5		
1	Very very agree	0	0	0	0	0	0	0
2	Disagree	1	0	1	0	0	2	0,4
3	Quite agree	20	13	20	17	17	87	18,1
4	Agree	32	42	39	39	31	183	38,1
5	Very agree	43	41	36	40	48	208	43,3
	Total	96	96	96	96	96	480	100

Source: research, 2021

Table 4 respondents response of purchase decision

SKOR	Category	FREKUENSI					Sum totals	(%)
		1	2	3	4	5		
1	Very very agree	0	0	0	2	2	4	0,8
2	Disagree	1	1	2	8	3	15	3,1
3	Quite agree	11	21	17	24	23	96	20
4	Agree	39	31	39	18	25	152	31,7
5	Very agree	45	43	38	44	43	213	44,4
	Total	96	96	96	96	96	480	100

Source: research, 2021

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Table 5 Validity Test Results

Variables	Indicators	r-count	r-tabel 5%(96)	Sig	
Brand Image (X1)	Brand Image (X ₁).1	0,841	0,202	0,000	Valid
	Brand Image (X ₁).2	0,768	0,202	0,000	Valid
	Brand Image (X ₁).3	0,777	0,202	0,000	Valid
	Brand Image (X ₁).4	0,661	0,202	0,000	Valid
Brand Trust (X2)	Brand Trust (X ₂).1	0,716	0,202	0,000	Valid
	Brand Trust (X ₂).2	0,773	0,202	0,000	Valid
	Brand Trust (X ₂).3	0,751	0,202	0,000	Valid
	Brand Trust (X ₂).4	0,585	0,202	0,000	Valid
	Brand Trust (X ₂).5	0,655	0,202	0,000	Valid
	Brand Trust (X ₂).6	0,668	0,202	0,000	Valid
Perceived quality (X3)	Perceived quality (X ₃).1	0,760	0,202	0,000	Valid
	Perceived quality (X ₃).2	0,774	0,202	0,000	Valid
	Perceived quality (X ₃).3	0,773	0,202	0,000	Valid
	Perceived quality (X ₃).4	0,765	0,202	0,000	Valid
	Perceived quality (X ₃).5	0,732	0,202	0,000	Valid
Purchase decision (Y)	Purchase Decision (Y).1	0,609	0,202	0,000	Valid
	Purchase Decision (Y).2	0,663	0,202	0,000	Valid
	Purchase Decision(Y).3	0,603	0,202	0,000	Valid
	Purchase Decision (Y).4	0,781	0,202	0,000	Valid
	Purchase Decision (Y).5	0,735	0,202	0,000	Valid

Source: research, 2021

Table 6 Reliability

Variabel	Alpha count	Alpha standar	Crit.
Brand Image (X1)	0,762	0,70	Reliable
Brand Trust (X2)	0,784	0,70	Reliable
Perceived quality (X3)	0,817	0,70	Reliable
Purchase decision (Y)	0,710	0,70	Reliable

Source: research, 2021

4.2. Classic assumption testing

Normality probability plot test

Normality test aims to determine whether the residual value is normally distributed or not. A good regression model is having a residual value that is normally distributed.

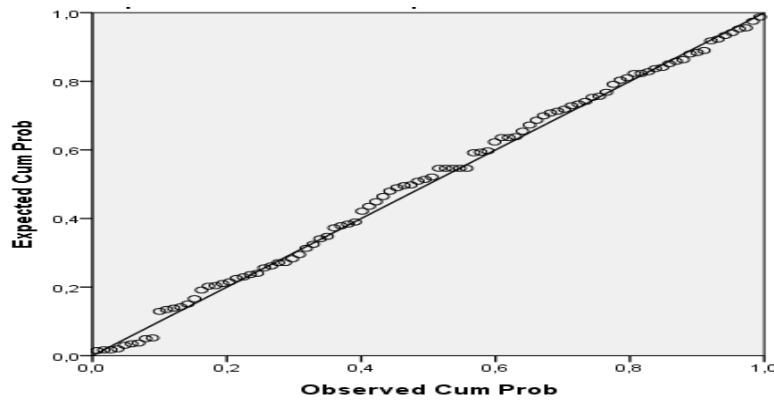


Figure 1. Normal PP Plot Test of purchase decision

Table 7. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,35225075
	Most Extreme Differences	
	Absolute	,045
	Positive	,045
	Negative	-,042
Test Statistic		,045
Asymp. Sig. (2-tailed)		,200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: research, 2021.

Table 8. Multicollinierity Test
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2,222	2,355		,943	,348		
Brand Image	,277	,097	,231	2,852	,005	,975	1,026
Brand Trust	,295	,083	,339	3,566	,001	,705	1,418
Perceived quality	,325	,102	,305	3,181	,002	,695	1,438

Source: research, 2021

Based on table above the results of the analysis of research data above show the results of the tolerance value of (0,975), (0,705), and (0,695) greater than $> 0,10$, meaning that Multicollinearity does not occur. 1,418), and (1,438) smaller than $< (10.00)$, meaning that Multicollinearity does not occur

Heterokedastisitas Scaterplot

From the table above it can be concluded that in the regression model the influence of brand image (X1), brand trust (X2), perception of product quality (X3), on purchasing decisions (Y) does not occur heterocedasticity.

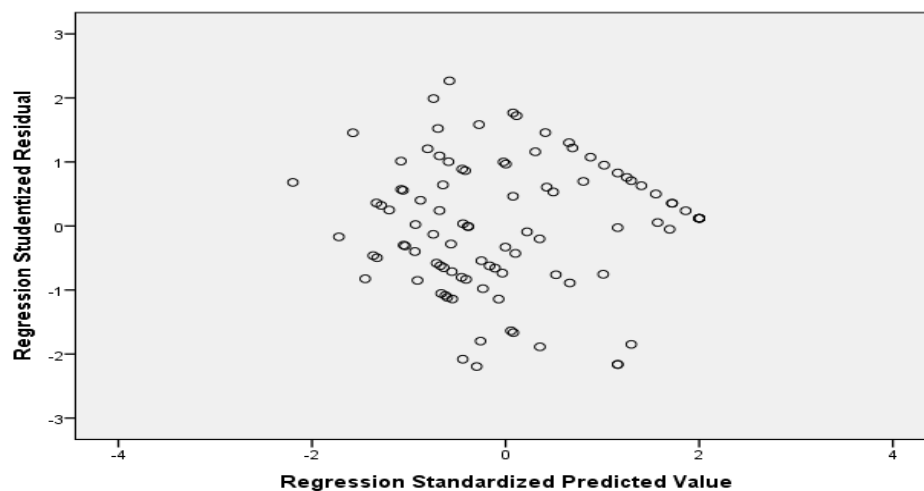


Figure 2. Heterokedastisitas Scaterplot test

Table 9. Heterokedastisitas Glejser

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,397	1,353		2,511	,014
	Brand Image	-,128	,056	-,236	-2,303	,024
	Brand Trust	-,012	,047	-,029	-,244	,808
	Peerceived quality	,035	,059	,073	,601	,550

a. Dependent Variable: Abs_Res
 Source: research, 2021

The results of data analysis using the Glejser method of heteroscedasticity, the significance value (Sig) between the independent variables with absolute residuals

is (0.024), (0.808) and (0.550) greater than 0.05, is good / there is no heteroscedasticity problem.

4.3 Analysis of Multiple Linear Regression

Table 10. Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,222	2,355		,943	,348
	Brand Image (X ₁)	,277	,097	,231	2,852	,005
	Brand Trust (X ₂)	,295	,083	,339	3,566	,001
	Perceived Quality (X ₃)	,325	,102	,305	3,181	,002

a. Dependent Variable: purchase decision
 Source: research, 2021

From the results of data estimation, it is known that the constant value (α) = 2.222, and the regression coefficient of independent

variables for Brand Image (X1) = 0.277, Brand Trust (X2) = 0.295, and Quality Perception (X3) = 0.325

Table 11. T Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,222	2,355		,943	,348
Brand Image (X ₁)	,277	,097	,231	2,852	,005
Brand Trust (X ₂)	,295	,083	,339	3,566	,001
Perceived Quality (X ₃)	,325	,102	,305	3,181	,002

a. Dependent Variable: Purchase Decision (Y)

Source: research, 2021

Based on hypothesis test, it conclude that :

1. the influence of brand image (X1) on purchasing decisions (Y) is 0.005 < 0.05 and the spread value t is 2.852 while the value of t table is at the significance level of 5% / 2 and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 2.852 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means that there is an influence of brand image (X1) on purchasing decisions (Y)
2. the influence of brand trust (X2) on purchasing decisions (Y) is 0.001 < 0.05 and obtained a value of 3.566 scattered counts while the t table value at the significance level of 5%

and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 3.566 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means there is an influence of brand trust (X2) on purchasing decisions (Y)

3. the effect of product quality perception (X3) on purchasing decisions (Y) is 0.002 < 0.05 and the value of t count is 3.183 while the value of t table at the significance level of 5% / 2 and df (nk-1 = 96-3-1 = 92) is 1.989. So t count 3.183 > t table 1.989, so that it can be concluded that H0 is rejected and H1 is accepted which means there is a quality perception effect (X3) on the purchasing decision (Y)

Table 12. Goodness of Fit Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	368,763	3	122,921	21,514	,000 ^b
	Residual	525,643	92	5,714		
	Total	894,406	95			

a. Dependent Variable: purchase decision(Y)

b. Predictors: (Constant), Perceived quality (X₃), Brand Image (X₁), Brand Trust (X₂)

Source: research, 2021

From the table above, the value of F calculated is 21,514, while the value of F table is at the significance level of 5% and $df_1 = 3$, $df_2 = 93$ is 2,76. the significance value for the influence of brand image (X₁), brand trust (X₂), and perceived quality (X₃) in a tangible manner towards purchasing decisions (Y) is $0,000 < 0,05$ and the calculated F value is $21,514 > F$ table 2,76 thus it can be concluded that it is accepted which means that there is an influence of brand image (X₁), brand trust (X₂), and

perceived quality (X₃) in a proper manner towards purchasing decisions (Y).

Koefisien Determinasi (R²) Test

The Coefficient of Determination (R²) to determine the amount of contribution of the independent variable brand image (X₁), brand trust (X₂), and perceived quality (X₃), to the dependent variable of the purchase decision (Y). Based on the results of the regression analysis obtained the coefficient of determination of 41.2%.

Table 13. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,642 ^a	,412	,393	2,39030

a. Predictors: (Constant), Perceived quality (X₃), Brand Image (X₁), Brand Trust (X₂)

Source: research, 2021

5. Conclusion

Agreeing by Achmad Yanu Alif Fianto, Djumilah Hadiwidjojo, Siti Aisjah, Solimun (2014) from the research that have been conducted, similar this study that there are influences brand image, brand trust, and perceived quality product with purchase decision. Based on Hawkins, Best, & Coney (2004); Assael (2004), Aaker (1997); Chaudhuri & Holbrook, (2001); Srivastava, Fahey and Christensen, (2001); Pujadi, conclude that brand image must be strong, competitive, and be organize, thus ever brand has unique. 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 (Aaker, 1997; Cannon, Perreault, & McCarthy, 2009). Agreeing of importance of confidence in the brand as one of the key factors in many marketing relationships examined in numerous studies, but unfortunately it does not become a major and critical studies in particular its relationship with customer satisfaction and buying behavior (Delgado-Ballester & Munuera-Aleman, 2005;

Chaudhuri & Holbrook, 2001; Deng, Lu, Wei, & Zhang, 2010). The relationship is what makes purchasing behavior into external assets of the company as this is often a real but not owned by the company (Delgado-Ballester & Munuera-Aleman, 2005; Chaudhuri & Holbrook, 2001). In other words, buying behavior is explicitly to be in the market and the brand association of a series of behaviors that develop in the brand study (Deng, Lu, Wei, & Zhang, 2010; Power & Whelan, 2005). As a market-based assets that are interconnected, purchasing behavior can be regarded as a function of the relationship between the brand and the customer (Ambler, 1997) and the introduction of the trust as the core of the relationship variables that can enrich the understanding of buying behavior and can generate predictions and assessment of the better marketing performance (Delgado-Ballester & Munuera-Aleman, 2005). Brand image, brand trust, perceived quality has a significant effect on the decision to purchase Bulgari Exstrem Sport refill parfume products at the La Parfume store in Semarang.

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