

American Journal of Humanities and Social Sciences Research (AJHSSR)

e-ISSN :2378-703X

Volume-4, Issue-2, pp-192-200

www.ajhssr.com

Research Paper

Open Access

THE ROLE OF BRAND IMAGE MEDIATES THE EFFECT OF PROMOTION ON PURCHASING DECISION

Veronica Desideria¹, I Made Wardana²*Fakultas Ekonomi dan Bisnis, Universitas Udayana (Unud), Bali, Indonesia*

ABSTRACT: *The purpose of this study was to examine the role of brand image in mediating promotion of purchasing decisions. The variables Examined in this study were brand image, promotion, and purchasing decision variables. The number of samples taken was 85 respondents with saturated sampling method the which has the criteria to have bought and consumed McDonald's more than once in the past 2 months, residing in the city of Denpasar, educated last high school / equivalent and know the products with the McDonald's brand. Data was collected through questionnaires. The analysis technique used is the Sobel test using path analysis and VAF test. Based on the results of the analysis found that the promotion variable has a positive and significant effect on purchasing decisions, the promotion variable has a positive and significant effect on brand image.*

Keywords: *promotion, brand image, purchasing decisions*

I. INTRODUCTION

Humans are living beings who basically have a lot of needs, one of which is a primary requirement. The primary requirement or commonly referred to the basic human needs of three kinds, namely clothing, shelter and food. The most basic requirement for humans is food needs (Gustiani, 2009). Food needs is the need for eating and drinking the most important requirement for every living creature. Food and drinks aimed at producing energy and nutrients. Energy and nutrients obtained is useful for a range of everyday activities.

The times are so rapid has touched various aspects of life not to mention food and beverage participating innovate for the sake of the taste of a dynamic society. Food and beverages are now starting to experience growth in terms of taste and the presentation, as well as the composition contained in it, where it can be one of the effects of globalization to push creative producers of food and beverages to continue to innovate to create something unique and different from the other. Innovation is a vital part in marketing because it has a close connection to prevent consumers from saturation and make the products offered by the company has a strong appeal.

In line with progress in the economic field, the development of business is also experiencing rapid growth and progress. All of this is evidenced by the emergence of new companies. All trying to produce goods and services to meet the needs and desires of consumers is increasing. One purpose of the company is to get a profit of - magnitude, due to the advantages a company can expand its business and maintain the viability of the company (He et al, 2013) . Achievement corporate profits are created through the sale of products. Benchmark sales results can be seen from the number of products or services that can be sold to consumers.

Consumer purchasing decisions is a series of choices made by consumers before making a purchase. Pride and Ferrell (2012) as cited in Sagala, Destriani, daughter, and Kumar (2014) states that to understand consumer purchasing decisions, marketers need to understand the process of consumption and use of products in consumer perception. They also stated that when purchasing products are not aware, the consumer will go through several steps in making a purchase decision, purchase and post-purchase evaluation. Decision The first step is the recognition of a problem where consumers can distinguish between needs and wants. Marketers typically use advertising, sales people, and packaging to stimulate recognition of the needs or desires. The second step is the search for information on where consumers seek information from their memory about the product, seek information from outside sources, such as from friends, relatives, government reports, publications, sales people, websites, packaging labels, and displays, or with repetition. The third step is the evaluation of alternatives where consumers will set criteria comprising characteristics that are important to them. The fourth step is where the purchase decision of customers decide to buy the product after evaluating the alternatives. The final step is a post-purchase decision where consumers decide to keep buying the product if he

is satisfied or stop buying the product if it is not satisfied. publication, sales people, websites, packaging labels, and displays, or with third repetition.

Promotion according to Kotler (2009) is an activity undertaken by the company in an effort to communicate to the consumer a product that can affect consumer buying interest towards the company's products. Activities that communicate the benefits of the product and persuade target customers to buy it.

Brand image developed from the interpretation of the consumer, both emotionally and logically. According to Hsieh, Pan, and Setiono (2004), "the image of a successful brand allows consumers to recognize requirement that satisfactory brand and to differentiate the brand from its competitors, and increases the likelihood that the consumer will buy the brand". Product or service company can gain a better position in the market, a sustainable competitive advantage, and increase market share (Park, Jaworski, and MacInnis, 1986).

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer purchasing decisions is a series of choices made by consumers before making a purchase. Pride and Ferrell (2012) as cited in Sagala, Destriani, daughter, and Kumar (2014) states that to understand consumer purchasing decisions, marketers need to understand the process of consumption and use of products in consumer perception. They also stated that when purchasing products are not aware, the consumer will go through several steps in making a purchase decision, purchase and post-purchase evaluation. Decision The first step is the recognition of a problem where consumers can distinguish between needs and wants. Marketers typically use advertising, sales people, and packaging to stimulate recognition of the needs or desires. The second step is the search for information on where consumers seek information from their memory about the product, seek information from outside sources, such as from friends, relatives, government reports, publications, sales people, websites, packaging labels, and displays, or with repetition. The third step is the evaluation of alternatives where consumers will set criteria comprising characteristics that are important to them. The fourth step is where the purchase decision of customers decide to buy the product after evaluating the alternatives. The final step is a post-purchase decision where consumers decide to keep buying the product if he is satisfied or stop buying the product if it is not satisfied. publication, sales people, websites, packaging labels, and displays, or with third repetition.

Promotion according to Kotler (2009) is an activity undertaken by the company in an effort to communicate to the consumer a product that can affect consumer buying interest towards the company's products. Activities that communicate the benefits of the product and persuade target customers to buy it.

Brand image developed from the interpretation of the consumer, both emotionally and logically. According to Hsieh, Pan, and Setiono (2004), "the image of a successful brand allows consumers to recognize requirement that satisfactory brand and to differentiate the brand from its competitors, and increases the likelihood that the consumer will buy the brand". Product or service company can gain a better position in the market, a sustainable competitive advantage, and increase market share (Park, Jaworski, and MacInnis, 1986).

Research conducted by Hersona (2013) shows that the campaign has a positive and significant impact on purchasing decisions. Similar results were also expressed by the research results Rosita (2010) which shows that the campaign has a positive and significant impact on purchasing decisions. Galina research results (2015) showed that the promotion variables have positive and significant influence example where consumer purchasing decisions. The results of the research draft (2013) shows that the campaign has a positive and significant impact on purchasing decisions. Andrei et al (2013) showed that the campaign had a positive influence and significant example where consumer purchasing decisions. It shows that the promotion is able to improve the attitudes of consumers in the purchase decision.

H1: Promotion significant positive effect on purchasing decisions

Research conducted by SEPTA (2012) in a study on the effect of the appeal of advertising on brand image formation Pepsodent say that the appeal of advertising influence on brand image. Furthermore, the study done by Citra (2016) found a positive effect of the influence of advertising appeal pollution pond's men out of the pond's brand image of men in Bandung student environment. Based on some previous research that has been described above, a hypothesis that can be developed in this study are:

H2: Promotions significant positive effect terhadap brand image

Brand image is very instrumental to the purchasing decision. This is because when the consumer is like a brand, the consumer will buy the product from the brand with not think twice (Rawung et al., 2015). It is important for companies to build brand image, causing trust for consumers to make purchasing decisions for a product.

Rohmah and Kuzaini (2015) in his research stating brand image significantly influence the purchasing decisions of jewelry products. Research conducted Amrullah et al. (2016) stated brand image in a

positive significant effect on purchase decisions Honda Beat. Aristyowati et al. (2015) in his research obtained results that brand image positive and significant impact on purchasing decisions in the pharmaceutical OBH Combi Semarang. In addition, research conducted by Citra and Santoso (2016) stated brand image positive and significant impact on consumer purchasing decisions Printing So Jaya Group. Differences in the results found by Nurhayati (2017) states does not affect the brand image of Samsung smartphone purchase decision. Parengkuan et al. (2014) states the brand image does not significantly influence the purchase decision of Head and Shoulders Shampoo. Based on some previous research that has been described above, a hypothesis that can be developed in this study are:

H3: Brand image significant positive effect on purchasing decisions

Referring to the hypotheses that have been drawn on the H1, H2 and H3 by using previous studies as a reference in the withdrawal hypothesis, it can indicate the presence of a relationship of mutual influence between the variables promotion, brand image and purchase decisions. Research conducted by Hersona (2013) shows that the campaign has a positive and significant impact on purchasing decisions. Similar results were also expressed by the research results Rosita (2010) which shows that the campaign has a positive and significant impact on purchasing decisions. Research conducted by Septa (2012) in a study on the effect of the appeal of advertising on brand image formation Pepsodent say that the appeal of advertising influence on brand image. Furthermore, study done by Citra (2016) found a positive effect of the influence of advertising appeal pollution pond's men out of the pond's brand image of men in Bandung student environment. Brand image is very instrumental to the purchasing decision. This is because when the consumer is like a brand, the consumer will buy the product from the brand with not think twice (Rawung et al., 2015). It is important for companies to build brand image, causing trust for consumers to make purchasing decisions for a product. This is because when the consumer is like a brand, the consumer will buy the product from the brand with not think twice (Rawung et al., 2015). It is important for companies to build brand image, causing trust for consumers to make purchasing decisions for a product. This is because when the consumer is like a brand, the consumer will buy the product from the brand with not think twice (Rawung et al., 2015). It is important for companies to build brand image, causing trust for consumers to make purchasing decisions for a product.

Rohmah and Kuzaini (2015) in his research stating brand image significantly influence the purchasing decisions of jewelry products. Research conducted Amrullah et al. (2016) stated brand image in a positive significant effect on purchase decisions Honda Beat. Research by Purnamasari (2015) regarding the brand image as a mediating influence of promotions, pricing and consumer attitudes toward the purchase decision, explaining that the brand image is able to mediate the sale to the purchasing decision. According to research conducted Marnis and Marzdina (2010) The effect on brand image promotion which further influence against pembelian. Berdasarkan decision on these explanations, it can be a last hypothesis in this study are:

H4: Brand image is able to mediate relations campaign by purchasing decisions

III. METHODS

The location of this research is in the city of Denpasar. Denpasar city chosen because it is centrally located and the area with the largest population in Bali at around 788 589 inhabitants (bali.bps.go.id, 2018). Denpasar city is also classified as an area with a high enough MSEs in Bali so it is considered to have good purchasing power given the price of McDonald's quite expensive. Besides, in Denpasar there are a lot of McDonald's widespread, therefore Denpasar considered to have great potential respondents.

The population in this study is the consumer customers of McDonald's in Denpasar which amount can not be calculated exactly. This study used a sample of 85 respondents from the city of Denpasar. The reason is because it determines the number of samples by Malhotra in Savitri and Ward (2018) stated that in order to obtain valid data, then the amount of the sample taken and determined at least 5-10 times the number of indicators. Wherein, the number of indicators in this study were a total of 17 indicators that the number of samples required a minimum of 85 (5x17) and a maximum of 170 (17x10). This study uses 85 respondents which is a product of the 17 indicators multiplied by 5, which means it meets the criteria.

The analysis technique used in this study no pathway analysis. Path coefficient calculation basis is the correlation and regression analysis and the calculation using the software SPSS for windows.

IV. RESULT AND DISCUSSION

4.1 Karakteristik responden

Based on the data characteristics of the respondents listed in Table 1 can be seen to responde classification based on sex, the study showed that the majority of respondents were women with as many as 54 with a percentage of 63.5 per cent compared to the male respondents as many as 31, with a percentage of 36.5 percent. This shows that in general respondents in this study the majority of women kelemn manifold.

Furthermore, if the classifications of age in this study showed that respondents are dominated by respondents aged 18-22 years as many as 58 with a percentage of 68.2 percent compared with the number of respondents aged 23-27 years as many as 21 with persntase 24.7 percent, then people aged 28-32 years as many as 5 with a percentage of 5.9 percent, and respondents aged over 33 years equal to the percentage by 1 to 1.2 percent. This shows that in general respondents in this study is dominated by respondents aged between 18 and 22 years.

Similarly, recent education classifications respondents by last education, most respondents to the respondents with education past high school / vocational equivalent percentages were 48 to 56.5 percent, while respondents with recent education diploma as many as 12 with a percentage of 14.1 percent of respondents with further education Last respondents S1 as many as 23 with a percentage of 27.1 percent of respondents with education last hereinafter S2 as much as 2 with a percentage of 2.4 percent. This indicates that most respondents generally have an education past high school / vocational equivalent.

Furthermore, if the views of respondents by job classification showed most respondents with a job as a student / Students 50 with a percentage of 58.8 percent. While respondents with jobs as a percentage Self as much as 5 to 5.9 per cent, of respondents with the work of civil servants as much as 3 or 3.5 percent, of respondents with the work of private sector employees by 24 or 28.2 per cent and subsequently respondents in other occupations as much as 3 or 3.5 percent , This shows that in general respondents in this study mostly had a job as a student.

4.2 Hasil Pengujian Instrumen

Validity test is done with the help of SPSS program by calculating the correlation. The validity test results show that all instruments used to measure the research variables have a Pearson Correlation above the value of 0.3 so that the overall indicators used are valid. The reliability test results showed that each variable had a Cronbach Alpha coefficient of more than 0.6. This shows that all variables in this study were stated to be reliable.

4.3 Uji Asumsi Klasik

The classic assumption test conducted in this study is the normality test, multicollinearity test, and heterokedsticity test.

Normality test aims to test whether in the residuals of the regression model that are made normally distributed or not. This study uses the Kolmogorov-Smirnov non-parametric statistical test.

Table 1: Normality Test Result Regression Model 1

	<i>Unstandardized Residual</i>
N	85
<i>Kolmogorov-Smirnov Z</i>	0,887
<i>Asymp. Sig. (2-tailed)</i>	0,411

Source: (Primary Data Processed), 2019

Based on Table 1 it can be seen that the value of the Kolmogorov-Smirnov (KS) amounted to 0.887, while the value of Asymp. Sig. (2-tailed) of 0.411. These results indicate that the regression model are normal distribution for the value Asymp. Sig. (2-tailed) is greater than the alpha value of 0.05.

Table 2: Normality Test Result Regression Model 2

	<i>Unstandardized Residual</i>
N	85
<i>Kolmogorov-Smirnov Z</i>	0,675
<i>Asymp. Sig. (2-tailed)</i>	0,753

Source: (Primary Data Processed), 2019

Based on Table 2 it can be seen that the value of the Kolmogorov-Smirnov (KS) amounted to 0.675, while the value of Asymp. Sig. (2-tailed) of 0.753. These results indicate that the regression model are normal distribution for the value Asymp. Sig. (2-tailed) is greater than the alpha value of 0.05.

Multicollinearity test aims to test whether the regression model has a correlation between independent variables. A good regression model if there is no correlation between independent variables.

Table 3: Test Result Multicollinearity

Variabel	<i>Tolerance</i>	VIF
<i>Promotion (X)</i>	0,604	1,655
<i>Brand Image (Y1)</i>	0,604	1,655

Source: (Primary Data Processed), 2019

Based on Table 3 it can be seen that the value of a variable tolerance and VIF promotion and brand image shows the tolerance value for each variable is greater than 10% and VIF is less than 10, which means regression model free of multicollinearity.

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is a regression model without heteroscedasticity.

Table 4: Test Result Heteroskedastisitas Regression Model 1

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,089	1,154		3,545	0,001
promotion	-.040	0,050	-.087	-.797	0,427

Source: (Primary Data Processed), 2019

In Table 4 it can be seen that the significance of variables sale of 0,427. The value is greater than 0.05, which means there is no influence of independent variables on the absolute residuals. So that models are created does not contain heteroskedastisitas symptoms.

Table 5: Test Result Heteroskedastisitas Regression Model 2

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3690	0,974		3,790	0,000
Promotion	0,008	0,050	0,022	0,161	0,872
Brand image	-0,077	0,048	0,222	-1599	0,114

Source: (Primary Data Processed), 2019

In Table 5 it can be seen that the significance of promotion variable of 0.872, and variable word of mouth by 0.114. The value is greater than 0.05, which means there is no influence of independent variables on the absolute residuals. So that models are created does not contain heteroskedastisitas symptoms.

4.4 Uji Path Analysis

Models that have passed the classical assumption test will then be analyzed the magnitude of influence between variables using path analysis techniques. Testing equation 1 is to determine the effect of country of origin on perceived quality. The results of the analysis are as follows:

Table 6: Path Analysis Regression Model 1

variables	standardized Coefficients	Std. Error	t	Sig. t test
(Constant)		2,056	3,848	0,000
Promotion (X)	0,629	.090	7.375	0,000
R Square	0.396			
F Statistics	54.393			
Significance Test F	0,000			

Source: (Primary Data Processed), 2019

Based on the analysis of substructure track 1 as shown in Table 8, the structural equation is as follows:

$$Y1 = \beta 1X + e1$$

$$Y1 = 0,629X + e1$$

Table 7: Path Analysis Regression Model 2

variables	standardized Coefficients	Std. Error	T	Sig. t test
(Constant)		1,590	0.288	.774
Promotion (X)	0,550	0.082	6.264	0,000
brand Image (Y1)	0,313	0.078	3.560	0,001
R Square	0.618			
F Statistics	66.199			
Significance Test F	0,000			

Source: (Primary Data Processed), 2019

Based on the analysis substruktural path 2 as shown in Table 8, the structural equation is as follows:

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2$$

$$Y_2 = 0,550X + 0,313Y_1 + e_2$$

Based on Sobel test results in this study indicate that the tabulation $Z = 3.4641 > 1.96$ with a significance level of $0.000 < 0.05$, which means that the mediating variables assessed the significance of brand image is able to mediate the effect of promotions on product purchasing decisions McDonald's in the city of Denpasar.

Because the value VAF (37.8 percent) more than 20 percent, it can be explained that there is a mediating effect. Thus, the hypothesis that brand image promotion mediate influence on purchase decisions accepted.

Total determination value of 0.771 means that 77.1 percent of the variation purchasing decisions influenced by variation of variation promotion and brand image, while the remaining 22.9 percent is explained by other factors not included in the model.

V. HYPOTHESIS AND RESULT

The influence promotion on purchasing decision

Based on the results of data processing, the positive beta coefficient value is 0.550 with a significance level of 0.000 (less than 0.05) which means that H1 is accepted. This indicates that the promotion variable positively and significantly influences the purchase decision variable. These results mean that the better the promotion carried out, the more purchasing decisions will increase.

The results of this study are in line with some of the results of previous studies conducted by Hersona (2013), Galih (2015), Anggitan (2013) and et all (2013), showing positive and significant results between the effect of promotion on purchasing decisions.

The Influence of promotion on brand image

Based on the results of data processing, the positive beta coefficient value is 0.629 with a significance level of 0.000 (less than 0.05) which means that H2 is accepted. This indicates that the promotion variable positively and significantly influences the brand image variable. This result means that the better the promotion carried out, the more the brand image will increase.

The results of this study are in line with the results of several previous studies conducted by Septa (2012) and Citra (2016) showing positive and significant results between the effect of promotion on brand image.

The Influence of brand image on purchasing decision

Based on the results of data processing, the positive beta coefficient value is 0.313 with a significance level of 0.001 (less than 0.05) which means that H1 is accepted. This indicates that the brand image variable positively and significantly influences the purchase decision variable. These results mean that the better the brand image that is owned, the purchasing decisions will increase.

The results of this study are in line with some of the results of previous studies conducted by Citra and Santoso (2016), showing positive and significant results between the influence of promotion on purchasing decisions.

The role of brand image in mediating the influence of promotion on purchasing decision

Hypothesis testing on the role of brand image mediates the effect of promotion on consumer purchasing decisions using the Sobel Test shows the role of brand image significantly mediates the effect of promotion on consumer purchasing decisions with a Z result of $3,4641 > 1.96$ with a level of Sig $0,000 < 0.05$, thus the fourth hypothesis in this case is accepted. The results are in line with previous studies conducted by Purnamasari (2015) showing the results that brand image can mediate the effect of promotion on consumer purchasing decisions.

VI. CONCLUSION

Promotion of positive and significant influence on purchasing decisions. This result means that the better promotion is done it will increase the willingness of consumers to make purchasing decisions Promotions positive and significant impact on the brand image. This result means that the better promotion is done it will increase a good impression on the image of a product in the eyes of consumers. Brand image positive and significant impact on purchasing decisions. This result means that the better the image that it will increase the purchasing decisions of a product brand image significantly mediate the relationship between campaign against McDonald's product purchasing decisions. This means that a good company cigtra eyes of consumers arising from the sale of interest,

For McDonald's should always promote an attractive, easy to understand and educate consumers so that later on in the minds of consumers the products fastfood first remember selalau McDonald's which will

bring up a good image of a product in the eyes of consumers thus presenting so intent to make a purchase, though now many emerging product fastfood that have lower prices, but the McDonald's made a better campaign than its competitors For actors such business, can adopt what has been done by the McDonald's on in running the business, so as to like McDonald's until the present day is still famous and able to compete amid intense competition.

REFERENCES

- [1] A. Shimp, Terence. (2014). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Jakarta: Salemba Empat
- [2] Amrullah, Artika Romal dan Sasi Agustin. (2016). Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian Honda Beat. *Jurnal Ilmu dan Riset Manajemen*, 5 (7), 1-15.
- [3] Anggitan, Rizana. (2013). Analisis Pengaruh Kualitas Produk, Harga dan Promosi Terhadap Loyalitas Pelanggan Dengan Minat Beli Ulang Sebagai Variabel Intervening. *Jurnal Manajemen*, 7 (9): 1-18.
- [4] Arimbawa, I.G.S. dan Ekawati, N.W. (2017). Pengaruh Penerapan Green Marketing terhadap Citra Merek dan Keputusan Pembelian Produk. *E-jurnal Manajemen Unud*, 6 (5). Hal. 2582-2608.
- [5] Aristyowati, Novida., Maria Magdalena Minarsih., Aziz Fathoni. (2015). Effect of Quality Products, Brand Image and Price Towards Purchase Decision (Studies in Buyer OBH Combi in Pharmacies in Semarang. *Journal of Management*, 1 (1), 1-15.
- [6] Aryani, Rosinta. (2010). Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Jurnal Ilmu Administrasi dan Organisasi*, Vol. 17, No. 2, h. 114–126.
- [7] Astuti, Nopriani. (2016). Hubungan Citra Merek dengan Loyalitas Merek pada Konsumen Mobil PT. Honda Semoga Jaya Samarinda. *E-Jurnal Psikologi Universitas Mulawarman*, 4 (3), hal. 439 – 448.
- [8] Ayesha, Hafiza, Riaz. Impact Of Brand Image On Consumer Buying Behaviour In Clothing Sector: A Comparative Study Between Males and Females Of Central Punjab (LAHORE) and Southern Punjab (MULTAN). *Journal Of Business and Management Review*. 4 (9). Hal 26-27.
- [9] Budhipradita, Citra Meidyna. (2016). Pengaruh Daya Tarik Iklan Pond's Men Pollution Out Terhadap Citra Merek Pond's Men : Studi Eksplanatif Pada Mahasiswa Pria Universitas Kawasan Bandung Utara
- [10] Daramola. (2014). Sales Promotion On Consumer Purchasing Behaviour. *International Journal Of Business and Maketing Management*. 2(1). pp. 9-10.
- [11] Dawood, Mohamed, Shamout. The Impact Of Promotional Tools On Consumer Buying Behavior In Retail Market. *International Journal of Business and Social Science*. 7 (1). Pp. 75-78.
- [12] Doni, H. dan Martoatmodjo, S. (2012). Pengaruh Produk, Harga, Promosi, dan Distribusi terhadap Keputusan Pembelian Konsumen pada Produk Projector Microvision. *Jurnal Ilmu dan Riset Manajemen*. 1 (8).
- [13] Dwiputranto, Muhammad Reza Hariedhi. (2017). Pengaruh Brand Image dan Product Quality terhadap Brand Love dan Brand Loyalty. *Journal of Marketing Fekon*, 4 (1) hal. 297-310
- [14] Ghozali, I. (2013). *Aplikasi Analisis Multi Variat dengan Program SPSS*. Badan Penerbit Universitas Diponegoro. Semarang.
- [15] Gustiani, Erni. (2009). Pengendalian Cemaran Mikroba pada Bahan Pangan Asal Ternak (Daging dan Susu) Mulai dari Peternakan Sampai Dihidangkan. *Jurnal Litbang Pertanian*, 28(3), hal. 96-100.
- [16] He, Meixian, Zhenquan, band Yuanyuan Yang.(2013). An Empirical Study On Impact Of Brand Image Of Travel Agencies On Customer Purchase Intentions. *Jurnal. Atlantis Press, Paris, France*.
- [17] Herliza, Radita dan Saputri, Marheni Eka. (2016). Pengaruh Brand Image terhadap Kepuasan Pelanggan Studi pada Zara di Mall PVJ Bandung. *Jurnal Manajemen Telkom University*, 3 (2), hal. 1949-1955.
- [18] Hersona, S.G.W., Muslihat, A., dan Setyawan, T. (2013). Analisis Pengaruh Bauran Promosi terhadap Keputusan Pembelian Jasa di Lembaga Pendidikan Speaking Karawang. *Jurnal Manajemen*. Vol.10. No. 3 April 2013. h. 1149- 1159
- [19] Hsieh, M. H. , Pan, S. L. , & Setiono, R. (2004). Product, corporate, and country-image dimensions and purchase behavior: a multicountry analysis. *Journal of the Academy of Marketing Science*, 32(3), 251–270
- [20] Kompasiana. (2017). Pilih Mana: KFC atau MCD?. Diunduh dari Kompasiana website <https://www.kompasiana.com/sittiarafah/5926e01d1dafbd250ac36847/pilih- mana-kfc-atau-mcd>.
- [21] Kotler, Philip dan Keller, Kevin Lane. (2016). *Marketing manajemen 15 th edition*. New Jersey: Pearson Education, Inc.
- [22] Keskar, Anil. (2014). A Study Of The Factors Impacting The Buying Decision Process vis-à-vis Specified Consumer Durables In NOIDA. *Journal Of General Management Research*. 1 (2). pp. 111-123.
- [23] Laksana,Fajar. (2008). *Manajemen Pemasaran Pendekatan Praktis*. Yogyakarta : Erlangga
- [24] Lupiyoadi, Rambat, Hamdani.(2006). *Manajemen Pemasaran Jasa*. Jakarta. Erlangga.

- [25] Mamahit, Philius., Soegoto, Agus Supandi., dan Tumbuan, Willem Alfa. (2015). Pengaruh Brand Image, Brand Trust, dan Kualitas Produk terhadap Keputusan Pembelian Mobil Toyota All New Yaris pada PT. Hasjrat Abadi Manado. *Jurnal Berkala Ilmiah Efisiensi Universitas Sam Ratulangi Manado*. 15 (5). Hal. 777-787.
- [26] Marnis, dan Marzdina. (2010). Pengaruh Dimensi Produk dan Promosi Terhadap Citra Merek (Brand Image) Rokok Lucky Strike di Kota Pekanbaru. Fakultas Ekonomi Universitas Riau.
- [27] Mazhar, Waqas. (2018). A Review Of The Impact Marketing Mix In Decision Making Process Of Consumers When Buying Food Products. *Journal Of Contemporary Scientific Research*. 2 (6). pp 1-4.
- [28] McDonalds. (2017). Tentang McDonald's. Diunduh dari McDonald's website <https://mcdonalds.co.id/tentang-mcdonalds/info-perusahaan/sejarah-mcdonalds>.
- [29] Mulyaningsih, Ari, et al. (2018). The Influence Of Promotion, Trust and Convenience To Online Purchase Decision. *International Journal of Mechanical Engineering and Technology (IJMET)*. 9 (10). Hal 77-78.
- [30] Muzaki, M. A. (2017). Pengaruh Endorse, Harga, dan Brand Equity terhadap Keputusan Pembelian Produk Minuman Berenergi. *Jurnal Ilmu dan Riset Manajemen*. 6 (6).
- [31] Naimi, Seyedeh Safoura. (2014). The Impact of Brand Image on Customer Satisfaction and Loyalty Intention (Case Study: Consumer of Hygiene Products). *International Journal of Engineering Innovation & Research*, 3 (1), pp 57-61.
- [32] Ngoc, Mai, Khuong. Personal Factors Affecting Consumer Purchase Decision Towards Men Skin Care Products: A Study In Ho Chi Minh City, Vietnam. *International Journal Of Trade, Economics and Finance*. 7 (2). pp. 44-46.
- [33] Nickels, William G., James M. McHugh, dan Susan M. McHugh. 2008. Understanding Business. New York: McGraw-Hill.
- [34] Nurhayati, Siti. (2017). Pengaruh Citra Merek, Harga, dan Promosi Terhadap Keputusan Pembelian Handphone Samsung di Yogyakarta. *Jurnal Bisnis Manajemen dan Akuntansi*, 4 (2), 60-69.
- [35] Oetama, Seanewati. (2011). Analisis Pengaruh Bauran Pemasaran Terhadap Keputusan Konsumen Dalam Pembelian Motor Honda di Sampit. *Jurnal Ilmu-Ilmu Sosial Socioscientia*. 3 (1).
- [36] Onigbinde, I. O. dan Odunlami, S. A., (2015). The Influence of Brand Image and Promotional Mix on Consumer Buying Decision- A Study of Beverage Consumers in Lagos State, Nigeria. *British Journal of Marketing Studies*. 3 (4).
- [37] Owusu, Alfred. (2003). Influence of Price and Quality on Consumer Purchase of Mobile Phone in the Kumasi Metropolis in Ghana A Comparative Study. *Journal of Business Management*. 5 (1).
- [38] Purnamasari, Sinta., dan Murwatiningsih. (2015). Brand Image Sebagai Mediasi Pengaruh Promosi, Harga Dan Sikap Konsumen Terhadap Keputusan Pembelian Jamu Nyonya Meneer di Semarang Timur. *Management Analysis Journal*. 4 (3). pp: 265-272.
- [39] Parengkuan, Valentine., Altje Tumbel, Rudy Wenas. (2014). Analisis Pengaruh Brand Imagedan Celebrity Endorsment Terhadap Keputusan Pembelian Produk Shampo Head and Shoulders di 24 Mart Manado. *Jurnal Emba*, 2 (3), 1792-1802.
- [40] Rahyuda, Ketut. (2016). *Metode Penelitian Bisnis*. Denpasar: Udayana University Press
- [41] Rawung, Dhio Rayen., Sem G. Oroh., Jacky S. B. Sumarauw. (2015). Analisis Kualitas Produk, Merek dan Harga Terhadap Keputusan Pembelian Sepeda Motor Suzuki pada PT. Sinar Galesong Pratama Manado. *Jurnal Emba*, 3 (3), 1298-1308.
- [42] Ridwan dan Achmad, K. (2011). *Cara Menggunakan dan Memaknai Path Analysis (Analisis Jalur)*, Edisi Revisi, Cetakan Ketiga. Bandung: Alfabeta.
- [43] Rizan, Mohammad., Saidani, Basrah., dan Sari, Yusiana. (2012). Pengaruh Brand Image dan Brand Trust terhadap Brand Loyalty Teh Botol Sosro. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 3 (1), hal. 1-17.
- [44] Rohmah, Siti dan Khuzaini. (2015). Pengaruh Citra Merek, Kualitas Produk, dan Layanan Terhadap Keputusan Pembelian Produk Perhiasan. *Jurnal Ilmu dan Riset Manajemen*, 4 (5), 1-15.
- [45] Saeed Rashid, Rab Nawaz Lodhi, Amna Mehmood, Urooj Ishfaque, Fareha Dustgeer, Amna Sami, Zahid Mahmood, Moeed Ahmad. (2013). Effect of Brand Image on Brand Loyalty and Role of Customer Satisfaction in it. *World Applied Science Journal* 26 (10):1364-1370, 2013. ISSN: 1818-4952.
- [46] Sagala, C., Destriani, M., Putri, U. K., & Kumar, S. (2014). Influence of Promotional Mix and Price on Customer Buying Decision toward Fast Food sector : A survey on University Students in Jabodetabek (Jakarta , Bogor , 4(1), 1–7.
- [47] Sasetyo, Adi Septa., Nawawi, Hussein., dan Rondonuwu, Roy. (2012). Pengaruh Brand Image, Brand Trust, dan Kualitas Produk terhadap Keputusan Pembelian Mobil Toyota All New Yaris pada PT. Hasjrat Abadi Manado. *E-Jurnal Mahasiswa universitas Padjajaran*, 1 (1), hal. 1-19.

- [48] Supranto, dan Limakrisna, N. (2011). *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Kedua, Penerbit Mitra Wacana Media, Jakarta.
- [49] Supriyadi., Fristin, Yuntawan., dan Indra, Ginanjar. (2016). Pengaruh Kualitas Produk dan Brand Image terhadap Keputusan Pembelian. *Jurnal Bisnis dan Manajemen Universitas Merdeka Malang*, 3 (1). Hal. 135-144.
- [50] Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- [51] Swasta, Irawan. (2005). *Manajemen Pemasaran Modern*. Jakarta : Liberty Offset.
- [52] Savitri, I. A. P. Dian., dan Wardana, I Made. (2018). Pengaruh Citra Merek, Kualitas Produk dan Persepsi Harga terhadap Kepuasan dan Niat Beli Ulang. *E-Jurnal Manajemen Unud*, 7 (10), hal. 5748-5782
- [53] Tamara, Citra dan Suryono Budi, Santoso. (2016). Analisis Pengaruh Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Cetakan Continuous Form Melalui Kepercayaan Merek (Studi Pada Percetakan Jadi Jaya Group, Semarang). *Jurnal Studi Manajemen & Organisasi 13 (2016) Juni 67-79*
- [54] T, Moses, Dr. (2016). Influence Of Brand Image On Consumer Purchase Behavior: A Comparison Of Northern and Southern Foot Wear Markets In India. *International Journal Of Research In IT and Management (IJRIM)*. 6 (12). pp. 24-33.
- [55] Umar, Husein. (2003). *Riset Pemasaran dan Perilaku Konsumen*, Jakarta : Penerbit Gramedia Pustaka Utama.
- [56] Wahyu Utomo, Galih. (2015). Pengaruh Iklan Dan Potongan Harga Terhadap Citra Toko Dan Dampaknya Terhadap Niat Beli Konsumen Produk Smartfren Andromax Di Surabaya. *Jurnal STIE Perbanas Surabaya*.
- [57] Widiarsa, I. B. dan Sulistyawati, E. (2018). Peran Keunggulan Kompetitif Memediasi Pengaruh *Green Marketing* terhadap Keputusan Pembelian (Studi Pada Perusahaan *Earth Café* di Seminyak). *E-Jurnal Manajemen Universitas Udayana*, 7 (7). hal. 3448.
- [58] Wirawan, Nata. (2012). *Statistika Ekonomi dan Bisnis (Statistika Deskriptif)*. Denpasar : Keraras Emas
- [59] Zhafira, Nabila H.(2013). The Analysis of Product, Price, Place, Promotion and Service Qualityon Customer's Purchasing Decision of Convenience Store ; A Survey of Young Adult in Bekasi, West Java, Indonesia. *International Journal of Advances in Management and Economics*. 2 (6). Hal 72-78.