

The Effect of Brand Image on Purchase Intention Mediated By Trust

Putu Aditya Putra Irawan¹, Ni Wayan Sri Suprapti²

¹² Udayana University

¹² Faculty of Economics and Bussiness, Bali, Indonesia

ABSTRACT: The use of telecommunications devices today has evolved marked by the presence of a smartphone, one of which is the Vivo brand smartphone with various operating systems owned by smartphones that can facilitate human work. A high level of business competition makes smartphone companies competing with each other to dominate the market competition. Consumers become critical to choose the best product for them where consumer trust has a relationship with purchase intentions along with the increasing brand image of the company. The purpose of this study is to explain the effect of brand image on trust, to explain the effect of brand image on purchase intentions, to explain the effect of trust on purchase intentions. to explain the effect of brand image on purchase intentions mediated by trust in Vivo smartphone products.

The population of this research is the people in Denpasar City. This study used a sample of 110 people in Denpasar City who had never bought or used a Vivo smartphone. The sample is determined by the purposive sampling method. Data collected by distributing questionnaires. The analysis technique used is path analysis and multiple analysis. The analysis shows that the brand image has a positive and significant effect on consumer confidence in Vivo smartphone products. Brand image has a positive and significant effect on product purchase intentions on the Vivo Smartphone. Trust has a positive and significant effect on purchase intentions on Vivo Smartphone products. Trust mediates the positive effect of brand image on purchase intentions on Vivo Smartphone products.

Keywords: Brand Image, Trust, Purchase Intention, Smartphone

I. INTRODUCTION

Recent technological advances have led to a wide selection of new tools that stand out on smartphones such as social media applications such as Instagram, Line, Twitter, and Facebook that are developing throughout the world including in Indonesia (Dharma and Sukaatmadja, 2015). A survey conducted by the Indonesian Internet Service Providers Association in 2018, people in Indonesia use smartphone devices in their daily communication and internet access activities, presented in Table 1.

TABLE 1: THE USERS OF TELECOMMUNICATIONS DEVICES IN INDONESIA

Type of Telecommunications Devices	Users (Millions)	%
Smartphone	89,9	67,8
Computer	19,5	14,7
Laptop	16,7	12,6
Tablet	5	3,8
Others	15	1,1
Total	132,6	100

Source: Indonesian Internet Service Providers Association, 2017

Table 1 shows that the Smartphone telecommunications equipment users in Indonesia raise business opportunities. Many companies are competing to create reliable products that meet the needs and desires of consumers who follow market demand. Each company is required to have specifications in their products so they can stay alive and compete in the market. At present, consumer awareness of information about the brand offered is higher due to open market competition.

In Indonesia, there are currently several brands of smartphone companies, one of which is the Vivo smartphone. The Vivo smartphone was founded in 2009 in Dongguan, Guangdong. But they just sticking out in 2012 after releasing the X1 series which was asked as the slimmest smartphone at the time. Vivo smartphone itself first entered the global market in Southeast Asia and India in 2014. Positioned as a relatively premium product in China. The growth of the Vivo smartphone business is also experiencing good growth, one of which is by choosing a range of products to suit the needs and desires of the Indonesian smartphone market. Vivo Indonesia's smartphone products are divided into two series, namely V and Y series.

According to Duran Dong (www.detik.com), CEO of Vivo Indonesia, Vivo is a millennium era brand. "We not only provide the highest quality products, but we also understand the brand value. However, because in Indonesia there is an open competition of many other brands that already have names ahead of Vivo smartphones, including Samsung, iPhone, Oppo, Lenovo, and others. The competition will be compared by the two serves presented in the following Table 2.

TABLE 2: MARKET SHARE OF SMARTPHONE'S BRAND IN INDONESIA

Brand	Market Share (%)
Samsung	25,4
Xiaomi	20,5
Oppo	19,5
Vivo	15,7
Advan	4,1
Total	100

Source: Market Share Smartphone 2018

Table 2 shows that the Vivo smartphone is starting to position itself as one of the top five largest smartphone manufacturers in Indonesia, indicating that the Vivo smartphone is ranked 4. The smartphone market is increasingly crowded with the presence of various smartphone variants from well-known vendors. Vivo Indonesia continues to show its commitment to become the leading smartphone in innovation. By reading the modern lifestyle opportunities of today's society. The Vivo smartphone is designed with targeted performance, where the main target is young people who are energetic and trendy. Vivo combines product exterior, classy audio, and nimble and soft user experience. Vivo smartphone also presents the superior technology of 20-megapixel front camera through their smartphone series, so that it can build the brand image that Vivo smartphones have in the eyes of consumers is good, then gain trust and generate Purchase Intention a Vivo smartphone. The brand image of a product is a picture or reflection of the brand of a product that will be purchased by consumers (Wibowo *et al.*, 2017). Brand image can be considered as a type of association that arises in the minds of consumers when remembering a particular brand (Romdonah *et al.*, 2015). A good brand image of a product can encourage consumers to buy the product rather than the same product with other brands (Rares and Jorie, 2015). Positive consumer imagery about a particular brand can affect how consumers decide to make a purchase (Permadi *et al.*, 2014).

In addition to brand image, trust is built because there is hope that other parties will act according to the needs and desires of consumers. Brand trust is defined as the customer's desire to rely on a brand with the risks faced because expectations of the brand will lead to positive results (Riski, 2016). Consumers are willing to bear all the risks posed by a brand because of the expectations of consumers in that brand that will provide positive results that make consumers loyal because they already have trust in the brand (Rizan *et al.*, 2012). Trust has a relationship with one's feelings towards certain objects that have many considerations in them (Efriandy, 2013).

If the brand image is good in the eyes of consumers, then consumers will have confidence in a brand or product and the end will bring up buying intentions. Purchase intention is formed on the process of curiosity in the mind that forms an understanding and learning process (Arista and Astuti, 2011). Four consumer behaviors related to purchase intentions, such as planning to buy a product but in doubt, deciding to purchase a product, thinking about buying a product in the future, and making a real purchase in the future (Tariq *et al.*, 2013). Purchase intention is a process that studies and analyzes the reasons why consumers buy products in a certain place. This means, what marketers learn is the cause or reason owned by consumers in the intention to buy a product (Shah *et al.*, 2012). Purchase intention is a measure of the likelihood of consumers buying a product, where if the purchase intention is higher, there will be a greater purchase (Schiffman and Leslie in Lee *et al.*, 2013).

Vivo smartphones do have an attractive design, both the V series and the Y series, but some of the V or Y series that use plastic body make the Vivo Smartphone feel less sturdy. (<https://carisimbol.com/excellence-and-disadvantages-hp-vivo/>). The problems that exist on this Vivo smartphone will certainly affect the brand image, trust, and consumer purchase intentions, and a consumer will reconsider buying a Vivo smartphone

because most of what is needed by consumers is a sense of security and comfort in using a product, not only attractive designs and specifications.

II. CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

The Effect of Brand Image on Trust

Brand image is some trust held by consumers related to the brand. Customers might develop a set of brand trusts about the position of each brand according to each attribute. When all services meet consumers' expectations, trust in the brand is built. For that, the brand image obtained by consumers has an impact on trust because when the brand can create a sense of trust in services expected by consumers (Semuel and Lianto, 2014). A good brand image is very important to increase consumer confidence in a product. Trust is significantly positively affected by brand image (Chen, 2010). Brand image has a significant positive impact on brand trust (Lee, 2011). Brand image has a positive effect on brand trust (Citra and Santoso, 2016). Based on the results of previous studies that obtained positive results, a hypothesis was prepared:

H₁: Brand image has a significant positive effect on trust

The Effect of Brand Image on Purchase Intention

Brand image will directly affect the high buying interest in a product because consumers will have a reason to buy or use a product with a brand image that is deemed appropriate as a good product, quality, and used by famous people. A famous brand image can be the main choice of products and brand image has a positive effect on buying interest (Hsueh and Lee, Lin 2013). There is a positive effect of brand image on buying interest that a better brand image will increase buying intentions. A product that has a good brand image is one important way of capturing a consumer, because consumers with or unconsciously will choose a product that has a positive image (Chen and Chang, 2010). The purchase intention was indeed increased because of the high brand image (Wang and Tsai, 2014). The Purchase Intention of artificial bag products is affected by the presence of brand image (Wahyuni and Suparna, 2014). In Surabaya also stated that the positive effect of brand image on purchase intentions on laptop products, this shows that the more positive the brand image, the higher the consumer purchase intention (Mendrofa, 2012).

H₂: Brand image has a significant positive effect on purchase intention

The Effect of Trust on Purchase Intention

Trust in the brand is needed to maintain the business because customers can create purchase intentions (Rizanata, 2014). Customer trust or purchase is a must when buyers come and have the confidence to shop (Leeraphong and Mardjo, 2013). The higher the trust that consumers have in a product, (Arista and Astuti, 2011). Purchase intention is significantly positively affected by the trust (Nusarika and Purnami, 2015), (Citra and Santoso, 2016).

H₃: Trust has a significant positive effect on purchase intention.

The Effect of Brand Image on Purchase Intention Mediated by Trust

Brand image is an important antecedent in determining trust, reflecting that an attractive and valuable brand increases consumer confidence in products or services related to the brand. Confidence is needed when a consumer purchase intention arises for a product stated by (Ling *et al.*, 2010). The more trust they have, the greater their purchase intention (Indraswari and Pramudana, 2014). Trust has a significant and positive effect on brand image, meaning that the brand image of PT Ades Alfindo Putra Setia will provide good trust for consumers (Bastian 2014). Significant positive trust can mediate the brand image of purchasing decisions (Citra and Santoso, 2016).

H₄: The Effect of Brand Image on Purchase Intention has significantly mediated by Trust.

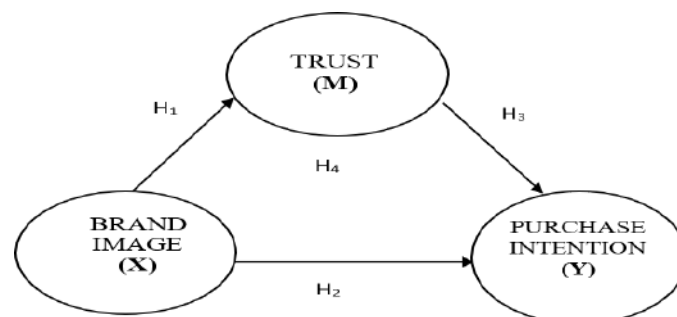


Figure 1: Conceptual Model

III. RESEARCH METHODOLOGY

Based on the problems examined, this study is classified as associative research, aiming to find out how the role of trust mediates the brand image on the purchase intention of the Vivo smartphone. The location of this research is in the city of Denpasar. The object of this research is consumer behavior in using Smartphones, especially those related to brand image, trust, and purchase intention of Vivo smartphone products. The population in this study are people who have never bought a Vivo smartphone. The sampling method in this study using a non-probability sampling method is purposive sampling. The criteria for determining the sample of this study are:

- 1) Minimum high school education because if you have high school considered an adult and answering the questionnaire.
- 2) People who have never bought a Vivo smartphone

The sample in this study was 110 respondents. The data collection method in this research is the survey method using a questionnaire. The data analysis technique used in this study is path analysis and the Sobel test.

TABLE 3: INDICATOR OF RESEARCH VARIABLES

Variables	Indicator	Source
Brand Image (X)	1) Brand Identity 2) Brand Personality 3) Brand Association 4) Brand Attitude and Behavior	Keller (2013)
Trust (M)	1) Benevolence 2) Ability 3) Integrity	Mayer <i>et al</i> (2010)
Purchase Intention (Y)	1) Transactional intention 2) Referential intention 3) Preferential Intention 4) Purchase Intention that appears creates a motivation that is constantly recorded in the minds of consumers	Ferdinand (2006)

Source: Previous research

IV. RESEARCH FINDING AND DISCUSSION

The characteristics of research respondents are the profiles of the 110 respondents who participated in filling out the research questionnaire. The research data were obtained from the results of a questionnaire that had been distributed to research respondents totaling 110 respondents. The characteristics of the respondents studied included gender, age, education, and occupation. A summary of the characteristics of respondents could be seen in Table 4 as follows:

TABLE 4: RESPONDENT CHARACTERISTICS

Characteristic	Classification	Respondent	(%)
Gender	Male	45	40,91
	Female	65	59,09
	Total	110	100
Age	<20years old	58	52,73
	21-30years old	39	34,45
	31-40 years old	3	2,73
	>40years old	10	9,09
	Total	110	100
Education	Senior High School	81	73,64
	Diploma	3	2,73
	Bachelor	23	20,90
	Magister	3	2,73
	Total	110	100
Occupation	Students	83	75,45
	Private Employees	12	10,91
	Government Employees	4	3,64
	Entrepreneurs	9	8,18
	Others	2	1,82
	Total	110	100

Source: Data processed, 2019

Table 4 shows that the gender variable, respondents questioned by female consumers (59.09 percent) respondents, and the rest (40.91 percent) respondents were male. From gender, the difference is not too high. The results of the products offered by Vivo do not target only one gender that can be received and received benefits by men and women specifically in the city of Denpasar.

The agreed age criteria are respondents under the age of 20 years (52.73 percent) followed by respondents who received 21 to 30 years (35.45 percent), respondents who participated above 40 years (9.09 percent), respondents which took 31 to 40 years (2.73 percent). It means that the products offered by Vivo smartphones with the quality offered to attract the attention of consumers in the age range below 20 years needed to see the variety of products offered by Vivo smartphones.

In the respondents' education criteria, respondents who had the highest education level of the high school received the highest number (73.64 percent) received S1 (20.90 percent), and Diploma and S2 respondents had the same number (2.73 percent).

Respondents who have work status as Students have the highest number (75.45 percent) of respondents following private employees (10.91 percent) respondents, Entrepreneurs (8.18 percent) respondents, Government Employee (3, 64 percent) respondents, and Others (1.82 percent) respondents. This means the price offered by Vivo products is following the purchasing power of students and following customer expectations on the status of the occupation.

Results

Path Analysis

a) Results Of The Path Analysis Of The Regression Substructure 1

Based on the results of the path analysis the regression equation that can be formed is as follows.

$$\begin{aligned} M &= 0,722X \\ S(\beta) &= (0,072) \\ t &= (10,858) \\ sig &= (0,000) \\ R^2 &= 0,552; F = 117,850; sig = 0,000 \end{aligned}$$

β_1 value is some 0.772 brand image that has a positive effect on trust. This shows that if the variable brand image increases, the confidence of the Vivo smartphone will increase. The magnitude of the effect of the independent variable on the dependent variable shown by the total determination value (R^2) of 0.552 means that 55.2 percent of the variation in the trust is affected by variations in the brand image, while the remaining 44.8 percent is explained by other factors not included in the model.

b) Results Of The Path Analysis Of The Regression Substructure 2

Based on the results of the path analysis the regression equation that can be formed is as follows.

$$\begin{aligned} Y &= 0,300X + 0,559M \\ S(\beta) &= (0,113) \quad (0,104) \\ t &= (3,591) \quad (6, 693) \\ sig &= (0,000) \quad (0,000) \\ R^2 &= 0,644; F = 96,628 ; sig = 0,000 \end{aligned}$$

β_2 value of 0.300 means that brand image has a positive effect on purchase intentions. If the brand image variable increases, it increases the purchase intention variable on the Vivo smartphone. β_3 value of 0.599 means that brand image has a positive effect on purchase intention, this means that if the trust variable increases, the purchase intention variable on the Vivo smartphone increases. The magnitude of the effect of independent variables on the dependent variable shown by the total determination value (R^2) of 0.644 means that 64.4 percent of the variation in purchase intention is affected by variations in brand image and trust, while the remaining 35.6 percent is explained by other factors into the model.

c) Coefficient Determination (R^2) And The Error Variable (e)

A total determination value of 0.772 means that 72.2 percent of the purchase intention variable is effected by variables of brand image and trust, the remaining 27.8 percent is explained by other factors outside the model formed.

d) Direct Effects, Indirect Effects, and Total Effects

TABLE 5: DIRECT, INDIRECT, AND TOTAL EFFECTS

Variable Effects	Direct Effects	Indirect Effect by Trust (M)	Total Effects
Brand Image on Trust	0,772	-	0,772
Brand Image on Purchase Intention	0,300	0,431	0,731
Trust on Purchase Intention	0,559	-	0,559

Source: Data processed, 2017

The results in Table 5 show that the direct effect of brand image variables on purchase intention has a beta coefficient of 0.300 but the indirect effect mediated by trust shows a beta coefficient of 0.431. This proves that trust mediates the effect of brand image on purchase intentions with the total effect obtained is 0.731.

e) Sobel Test

TABLE 6: THE RESULT OF SOBEL TEST

Sobel	Value	Information
Z	4,7192	Mediated
Sig.	0,0000	Significance

Source: Data processed, 2019

Based on the Sobel test results in Table 6 shows that the results of tabulation Z amounted to 3.061 which means > of the specified value 1.96 with a significance level of 0,000 which means the mediating variable ie trust is significantly valued mediating the effect between the brand image on purchase intention.

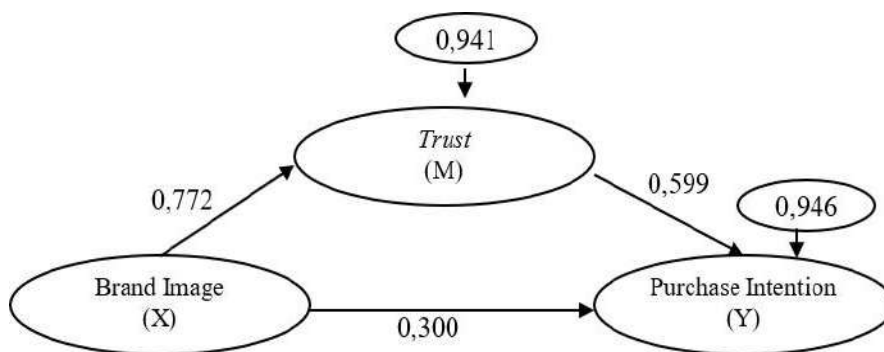


Figure 2: Final Path Analysis Model

Discussion

The Effect of Brand Image on Trust

Hypothesis testing on the motivation of brand image on the trust of Vivo smartphones in Denpasar City found a positive effect of the brand image variable on trust with results (Sig.t <0.05) and a beta coefficient of 0.722 which showed a positive and significant image of Trust. The results of this study support or support previous studies (Semuel and Lianto, 2014)., Citra and Santoso (2016), Lee (2011), Chen (2010) which prove that their image is proven to be positive and significant towards Trust.

The Effect of Brand Image on Purchase Intention

Hypothesis testing on the effect of brand image on purchase intention found a positive effect of the variable brand image on purchase intention with the results (Sig.t <0.05) and a beta coefficient of 0.300 which indicates that brand image is positively and significantly related to purchase intention. This means that the more positive the brand image will further increase the purchase intention. Research results that support and support previous research Rahma and Kurniawan (2012), (Hsueh and Lee, 2008; Lin 2013), Chen and Chang (2010), Wang and Tsai (2014), Wahyuni and Suparna (2014) which inform about brand image positive and significant consideration of purchase intention.

The Effect of Trust on Purchase Intention

Hypothesis testing on the effect of trust on purchase intentions found a positive effect of the variable trust on purchase intention with the results (Sig.t <0.05) and a beta coefficient of 0.559 which showed that trust had a positive and significant effect on purchase intention. This means that the higher the level of trust perceived by consumers, the more purchase intention will increase from consumers. The results of this study reinforce and support previous research Rizanata (2014), Arista and Astuti (2011), Citra and Santoso (2016), Irandust, and Bamdad (2014). Which states that the level of trust has a positive and significant effect on purchase intentions.

The Effect of Brand Image on Purchase Intention Mediated by Trust

Hypothesis testing on the role of mediating trust in explaining the effect of brand image on purchase intention using the Sobel Test or Sobel Test proves that the role of trust significantly mediates the effect of brand image on purchase intention with the result Z = 4.7192 > 1.96 with a significance level of 0,000 < from 0.05. This

means that the brand image will affect the level of trust so that the trust that arises will affect the purchase intention. The results of this study reinforce and support previous research by Indraswari and Pramudana (2014), Bastian (2014), Citra, and Santoso (2016) which state that trust acts as a mediating variable between brand image and purchase intention.

Research Limitations

The scope of the study was only carried out in the city of Denpasar so that it could not be carried out in the place of inheritance.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of the research discussion, it can be concluded that:

- 1) The effect of brand image has a positive and significant impact on the trust of Vivo Smartphone products in Denpasar City. That is, the better the brand image the higher the Trust in
- 2) The effect of brand image has a positive and significant impact on buying intentions of Vivo Smartphone products in Denpasar City. That is, the better the brand image the higher purchase intention on Vivo Smartphone products in Denpasar City.
- 3) The effect of Trust has a positive and significant impact on the purchase intention of Vivo Smartphone products in Denpasar City. That is, the higher the level of Confidence, the higher the purchase intention of Vivo Smartphone products in Denpasar City.
- 4) The Role of Trust Mediation has a positive and significant effect in explaining the effect of brand image on the purchase intention of Vivo Smartphone products in Denpasar City. That is, the better the brand image of the Vivo Smartphone product will get consumer confidence so that the purchase intention on Vivo Smartphone products will arise.

Based on the conclusions obtained, the suggestions given are as follows:

For Vivo Smartphone Parties

- 1) The management of the Vivo smartphone needs to pay attention to the brand image of the Vivo Smartphone in the future to provide a good image such as quality or design following the products offered.
- 2) The management of the Vivo smartphone needs to pay attention to the performance of its products to have an ideal product compared to its competitors, by paying attention to good quality, it can make its customers trust.
- 3) The management of the Vivo smartphone also needs to improve the quality of good for consumer confidence to increase purchase intentions on Vivo smartphone products so that customers are immune to the pull of competitors.

For Academics

For further researchers, it is expected to expand the scope of research with consumers spread across various regions, both regional and national scales with products that are better known to the wider community. Future studies can also change the object of research. In future studies also need to be considered using other variables so that it can enrich the information obtained.

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