



Effect of Brand Association, Service Quality, And Perceived Quality On Customer Loyalty In PT. Surya Eka Kencana Medan

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ABSTRACT

The purpose of this study was to examine and analyze the effects of brand association, service quality, and perceived quality on customer loyalty at PT. Surya Eka Kencana Medan both partially and simultaneously. The method used is a quantitative approach to the type of quantitative descriptive research and the nature of the research is descriptive explanatory. The data collection method is done by interview and questionnaire. The data analysis method used is multiple linear regression. The population is customers who rent heavy equipment from PT. Surya Eka Kencana which totaled 127 people in 2019. Sampling used the Slovin formula which produced a sample of 96 people. The results of the study prove that partially brand association (2,608), service quality (3,048), and perceived quality (4, 938) had a positive and significant effect on customer loyalty (1.98609) with a significant level <0.05 . Simultaneously brand association, service quality, and perceived quality have a positive and significant effect on customer loyalty, with the results of $F_{count} (57,549) > F_{table} (2.70)$ significant level <0.05 . This research concludes that both partially and simultaneously brand association, service quality, and perceived quality affect customer loyalty at PT Surya Eka Kencana Medan.

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1. Introduction

The increasing demand of the community, especially contractors to use heavy equipment in their business activities, causes the heavy equipment rental business to increase from time to time. The promising profit or turnover of rental causes competition in the rental of heavy equipment today because it is increasing. One of the most effective competitive advantages in a business characterized by services is how to build the image of a brand in the minds of consumers, how to provide the best service and how to improve customer perceptions about the quality of products leased in order to increase customer loyalty.

Brand association is reflecting a brand's image of a certain impression in relation to habits, lifestyle, benefits, product attributes, geographical, price, competitors, celebrities, and others. Perceived quality is the customer's perception of the overall quality or excellence of a product or service related to what is expected by the customer. And Service quality is a level of ability (ability) of the company in providing everything the customer hopes in meeting their needs.

PT. Surya Eka Kencana is a company engaged in the rental of heavy equipment Rp. 180,000 / hour for size 200 and size 100, the rental price is IDR 150,000 / hour with Hitachi brand heavy equipment. The company is trying to increase the number of heavy equipment rentals. The tight competition in similar business fields and changes in consumer demand caused companies to face obstacles in increasing the number of heavy equipment tenants. The initial survey results found that customer loyalty is declining, which is known to reduce customers who re-lease heavy equipment.

Table 1
Frequency of Heavy Equipment Rental at PT. Surya Eka Kencana
Period January 2015 - December 2019

Frequency of Leases Within a Year (Times)	Number of Customers Renting in the Year				
	2015	2016	2017	2018	2019
1	75	69	63	58	53
2	68	63	56	43	39



Frequency of Leases Within a Year (Times)	Number of Customers Renting in the Year				
	2015	2016	2017	2018	2019
3	52	49	44	37	34
4	47	43	36	25	21
5	38	33	24	18	13

Source: PT Surya Eka Kencana, 2019

Based on Table 1 above it is known from 2015 to 2019 customer loyalty at PT. Surya Eka Kencana continued to decline can be seen based on the decreasing frequency of customer rentals. Declining customer loyalty is thought to be affected brand association less popular products. Less popular than caterpillar and komatsu brands.

Besides brand association, perceived quality is also suspected to be the cause of the rental target not being achieved. Non-routine rentals every month are caused by unfavorable perceived quality factors such as inadequate pressure so that the hydraulic hose often breaks, repairs and complaints for slow damage are anticipated so that many customers cancel the cooperation contract, along with customer data that cancels the contract.

The cause of the decline in heavy equipment rentals is also thought to be related to the service quality factor. Service quality issues relate to employees who are less responsive in serving customer requests, in terms of addressing customer complaints about the condition of the heavy equipment and the existence of warranty requirements at the time of rental. This is due to the rental scaffolding, customers are required to provide a rental guarantee of Rp. 1,500,000 / unit.

Brand Association is a characteristic and strong unity felt by consumers of a brand. Brand Association is the impression associated with a brand that is in the minds of consumers. Based on the description above, it is concluded that the characteristics associated with the brand so as to form the brand uniqueness in consumers' memories.

Service Quality or service quality is an effort to meet the needs of consumers in terms of services in accordance with what is expected.

Perceived quality is the consumer's impression of the overall quality or strength of an item or service based on the desired service.

Customer loyalty is the loyalty or commitment of customers to a particular product or service, especially customers who continue to use a product regularly or continuously consumption.

If brand equity has good value, the customer's mind can increase customer loyalty to the product brand being marketed. Customer loyalty to a brand tends to be "bound" to that brand and will buy the product at any time even if there is a brand or other product that has offered advantages and more benefits. A consumer who believes that a brand shows superior performance or performance, it is fun to make consumers become loyal by buying multiple times and recommending others to buy.

One effort that can be done to increase the loyalty of a group of potential customers and increase prospective companies is to provide better services as desired by customers. A service company must maintain the quality of services offered to consumers. The better the services that consumers receive, the more likely consumers will use these services again. A satisfying service must be the main concern for the company in order to realize customer loyalty.

From the point of view of consumer behavior, the way decision-making to make a purchase, including making a repeat purchase, is very dependent on perceptions and attitudes about the quality of the product and its conformity to the consumer's family and themselves. Product quality with proper management will have a positive impact on customer satisfaction and loyalty.

A strong brand associations will create a strong impression from consumers on a brand. Customers will tend to be loyal to brands that are considered good, quality, reliable, and so on. The higher the level of Brand Associations, the higher the level of loyalty in a product. Perceived Quality is one of the key dimensions of brand equity. The higher the level of perceived quality, the higher the level of loyalty in a product. Service quality is a series of services provided to consumers. A series of services that continuously satisfy customers, customer loyalty is formed. Based on the description of the influence theory above it is concluded that customer loyalty will increase if the brand shows a superior appearance / performance, customer perceptions about product quality are in line with expectations and the service received is able to satisfy consumers. The following conceptual framework in this study:



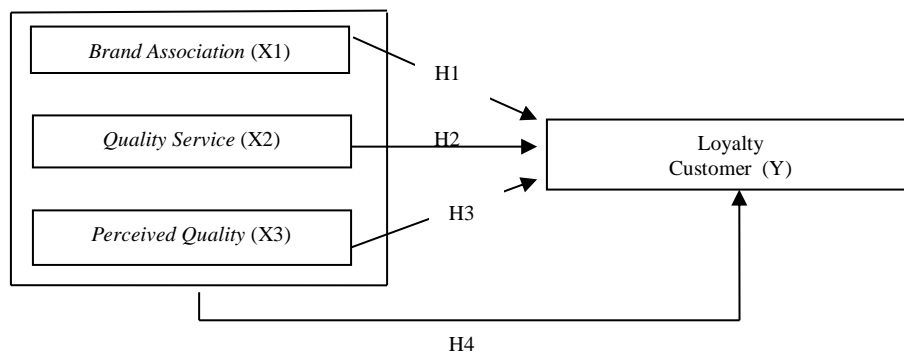


Fig 1. Conceptual Framework

Research Hypothesis

Based on the background of the problem and research formulation, the research hypothesis in this study is as follows:

- a) H1: there is an influence of brand association on customer loyalty
- b) H2: There is influenceservice quality to customer loyalty
- c) H3: There is influenceperceived quality of customer loyalty
- d) H4: There is an influence of brand association,service quality, and perceived quality of customer loyalty

2. Research Methods

Researchers carry out research at PT. Surya Eka Kencana Medan Researchers conducted research activities in June 2019 to December 2019. The research approach was a quantitative approach. Quantitative research methods are research techniques that are based on the philosophy of positivism, to examine populations or samples, usually random sampling, collecting data based on research, the nature of quantitative or statistical data to test the hypotheses that are determined.

This type of research is a quantitative descriptive study, a study that looks at the relationship between variables and the object under study have a causal nature so that when research is conducted, independent and dependent variables will emerge. From the two variables, then we will get how much influence between the independent variable and the dependent variable.

Descriptive research is a research method that seeks to describe a subject / object systematically about scientific information.

The nature of this research is explanatory research, namely the nature of research that is causal. So, there are two independent variables where the independent variable is the influencing variable and the dependent variable is the affected variable.

Population is a generalization area that consists of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are consumers who rent heavy equipment from PT. Surya Eka Kencana which numbered 127 people in 2019. Samples will be obtained using the Slovin formula, namely:

$$n = \frac{N}{1 + Ne^2}$$

Where :

n = Number of Samples

N = Population Size

e = The error rate in sampling in this study was set at 5%.

From the formula above, we can calculate the number of samples as follows:

$$n = \frac{127}{1 + (127)(0,05)^2}$$

n = 96.39 respondents (rounded up to 96 respondents)

Based on calculations, the test sample used in the study were 96 people. while the validity and reliability test of the research questionnaire was taken 30 people from company customers who did not include the sample.

Data collection techniques used:

- a) Interview (Interview)
It is a data collection technique that uses questions or statements to respondents both verbally and in writing.
- b) Questionnaire
Data collection often does not require the presence of researchers, but is sufficiently represented by a carefully crafted questionnaire. Questionnaires were distributed to customers of PT. Surya Eka Kencana Medan.
- c) Study documentation
Conducted to collect secondary data from various sources both personally and institutionally. Documentation in the form of rental data and customer complaint data.

Types and sources of data are divided into two parts, namely:

- a) Primary data is the first data recorded and collected by researchers. This data is sourced from customers of PT. Surya Eka Kencana Medan through questionnaires or questionnaires.
- b) Secondary data is data that is already available and collected by other parties. Secondary data from PT. Surya Eka Kencana Medan in the form of documents about company history, organizational structure and book theory relating to the variables studied.

A. Test the Validity of Variable Instruments

A valid or valid questionnaire can be measured by validity test and said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire to be tested. Significance test is done by comparing the value of r count with r table for degree of freedom (df) = n - 2, in this case n is the number of samples. If r count is greater than r table 0.361 then a questionnaire is said to be valid otherwise if r count is smaller than r table 0.361 then a questionnaire is said to be invalid. This is reinforced by the correlation coefficient greater than 0.361 and a significant value smaller than 0.05. Thus it can be concluded that all questions can be used for research.

B. Variable Instrument Reliability Test

The reliability test can be used as a questionnaire measuring tool that is used as an indicator variable. The questionnaire can be trusted if the answers to the questions are consistent and consistent.

Following are the results of the reliability test for all variables:

Table 2
Reliability Test

Variable	Cronbach's Alpha	N Of items	Information
1. Brand Association (X1)	0.958	10	Reliable
2. Service Quality (X2)	0.960	10	Reliable
3. Perceived Quality (X3)	.951	8	Reliable
4. Customer Loyalty (Y)	0.768	8	Reliable

Source: Research Results, data processed 2020

From the table above, it is known that all variables have been relied upon and categorized as having good reliability because they have a Cronbach's Alpha value greater than 0.7.

C. Classic assumption test

The classic assumption test is used to test whether the regression model really shows a significant and representative relationship. There are three tests in the classical assumption test consisting of tests of normality, multicollinearity and heteroscedasticity.

D. Research Data Analysis Model

1) **Research Model**

Simple Linear Regression can be expanded into multiple linear regression, meaning that the initial variable increases to two or more. Thus, multiple linear regression is expressed in mathematical equations as follows.

$$Y = a + b1X1 + b2X2 + b2X2 + e$$

2) **Coefficient of Determination**

Determination coefficient values range between zero or number one, which is used as a measure of the ability of a model to clarify variations in the dependent variable.

E. Simultaneous Hypothesis Testing (Test F)

Usually the F test is to show the independent variables in a model that have simultaneous influence on the dependent variable.

The rules of decision making in the F test are:

HO : does not meet eligibility



Ha : meet eligibility

Criteria:

1. If $F_{count} > F_{table}$, then H_0 is rejected and H_a is accepted
2. If $F_{count} < F_{table}$, then H_0 is accepted and H_a is rejected

And

1. If $p < 0.05$, then H_0 is rejected and H_a is accepted
2. If $p > 0.05$, H_a is rejected and H_0 is accepted

F. Partial Hypothesis Testing (t Test)

While the t test serves as a tool to measure how much influence one independent variable has on the dependent variable partially. The partial testing criteria are:

H_0 : there is no influence between variable X on variable Y

H_a : there is an influence between variable X on variable Y

Criteria:

1. If $t_{count} < t_{table}$, then H_0 is rejected
2. If $t > t_{table}$, then H_0 is accepted

And

1. If $p < 0.05$, then H_0 is rejected and H_0 is accepted
2. If $p > 0.05$, then H_0 is accepted and H_0 is rejected

3. Results and Discussion

A. Normality test

Before conducting a hypothesis test, the validity test and the reliability test are first performed. The validity test results obtained the results of all questionnaires declared valid because the test results obtained value $r_{count} > r_{table}$. Reliability testing using the Cronbach alpha technique. A construct or variable is said to be reliable if it gives a Cronbach Alpha value > 0.70 . The reliability test results obtained the results of all reliable statements because the test results obtained Cronbach Alpha values > 0.70 . The next step is to test the classical assumptions. The first classic assumption test is a normality test that uses graphical and statistical analysis. The results of the normality test graphically and statistically can be seen in the figure and table below:

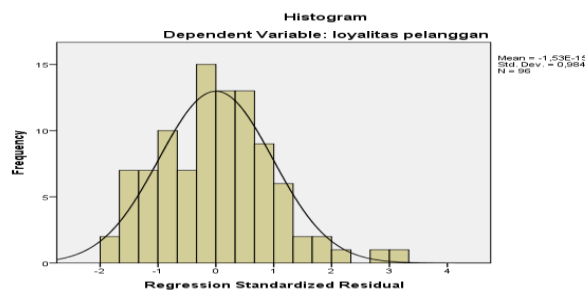


Fig 2. Histogram Normality Test

Based on Figure 2 above from the results of the histogram graph it appears that the residuals are normally distributed and symmetrical in shape do not go right or left.

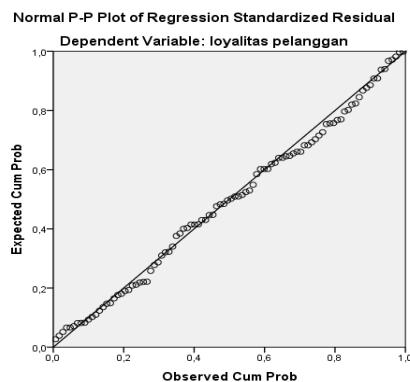


Fig 3. PP Plot Normality Test

Based on Figure 3 above, PP Plot Normality Chart data is spread around the diagonal line, thus it can be said that the data is normally distributed. Statistic normality test uses the Kolmogorov Smirnov test. The following are the results of the Kolmogorov Smirnov test:

Table 3
Kolmogorov Smirnov Normality Test

		Unstandardized Residual
N		96
Normal Parameters, b	The mean	.0000000
	Std. Deviation	1.61672673
Most Extreme Differences	Absolute	,053
	Positive	,053
	Negative	-,034
Statistical Test		.062
Asymp. Sig. (2-tailed)		.200c, d

Based on Table 3 above shows the significant value in the Asymp column. Sig. (2-tailed) of 0,200 which means the data is normally distributed because it has a significant value > 0.05. The next classic assumption test is the multicollinearity test.

B. Multicollinearity Test

Table 4
Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4,812	1,540		3,125	,002		
	Brand Association	,164	,068	,207	2,411	,018	506	1,976
	Perceived Quality	,194	,072	,274	2,699	,008	,364	2,749
	Service Quality	,358	,071	,437	5,039	,000	,499	2,005

a. Dependent Variable: Customer_ Loyalty

Based on Table 4 shows that the tolerance value on the variable Brand Association, Service Quality and Perceived Quality > 0.1 and has a VIF value <10. Thus, it can be concluded that there are no symptoms of multicollinearity.

C. Heteroscedasticity Test

The third classic assumption test is the heteroscedasticity test that uses scatterplot charts and the Glejser test. Scatterplot test results can be seen in the following figure:

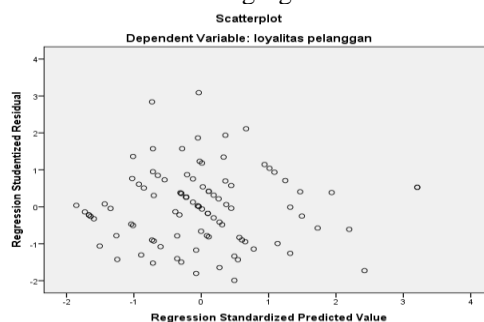


Fig 4. Scatterplot Heteroscedasticity Test

Based on Figure 4 shows the heteroscedasticity-free data seen from the scatter points with unclear patterns both above and below the zero (0) on the Y axis. In addition to the scatterplot graph test to ensure that this study is completely free from the heteroscedasticity problem the Glejser test . Glejser test results can be seen in the following table:

Table 5
Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,748	,955		,783	,435
	Brand Association	-,005	,042	-,016	-108	,914
	Perceived Quality	,014	,044	,053	,306	,760
	Service Quality	,010	,044	,033	,227	,821

a. Dependent Variable: ABS_RES



Based on Table 5 above the Glejser test results show a significant value of the variable Brand Association, Service Quality and Perceived Quality has a significant value greater than 0.05. Thus it can be concluded that this research data does not occur Heteroscedasticity problems.

3.1. Research Analysis Results

A. Multiple Linear Regression Test and Partial Test (t Test)

To find out how the influence of variables Brand Association, Service Quality and Perceived Quality to customer loyalty, in this study using multiple linear regression analysis. The following are the results of multiple linear regression equation tests:

Table 6
Multiple Linear Regression Test Results and Partial Tests

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	4,881	1,545			3,159	,002
Brand Association	,178	,068	,225		2,608	,011
Service Quality	,214	,070	,303		3,048	,003
Perceived Quality	,322	,065	,404		4,938	,000

a. Dependent Variable: Customer_ Loyalty

Based on Table 6, the multiple linear regression equation in this study is:

$$\text{Customer loyalty} = 4,881 + 0,178 \text{ Brand Association} + 0,214 \text{ Service Quality} + 0,322 \text{ Perceived Quality}$$

The meaning of the multiple linear regression equation above is:

- 1) A constant of 4.881 states that if brand association, service quality and perceived quality considered zero then customer loyalty has a value of 4.881 units.
- 2) Regression coefficient brand association amounted to 0.178 and is positive, this states that every increase brand association by 1 unit, customer loyalty increases by 0.178 units, assuming the other variables are considered constant.
- 3) Regression coefficient service quality equal to 0.214 and positive value, this states that each price increase of 1 unit then customer loyalty decreases by 0.214 units assuming the other variables are considered constant.
- 4) Regression coefficient perceived quality amounted to 0.322 and is positive, it states that every increase in perceived quality by 1 unit then customer loyalty increases by 0.322 units assuming the other variables are considered constant.

Partial testing is used to influence one independent variable on the dependent variable. The partial test results in Table IV.4 are summarized as follows:

- 1) Variable brand association effect on customer loyalty is evidenced by the value of $t > t_{table}$ or $2.608 > 1.98609$ with a significant value of $0.011 < 0.05$.
- 2) Variable service quality effect on customer loyalty is evidenced by the value of $t > t_{table}$ or $3.048 > 1.98609$ with a significant value of $0.003 < 0.05$.
- 3) Variable perceived quality effect on customer loyalty is proved by $t_{count} > t_{table}$ or $4.938 > 1.98609$ with a significant value of $0,000 < 0.05$.

B. Simultaneous Hypothesis Test (Test F)

The F test is used to show whether all independent variables entered in the model have a simultaneous influence on the dependent variable.

Table 7
Test Results F
ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	470,024	3	156,675	57,549	000b
	Residual	250,466	92	2,722		
	Total	720,490	95			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), Service Quality, Brand Association, Perceived Quality

Based on Table 7 shows the value of $F_{count} (57.549) > F_{table} (2.70)$, and the significance level of $0.000 < 0.05$ then H_a is accepted and H_0 is rejected which means simultaneously brand association, service quality and perceived quality significant effect on customer loyalty.

C. Determination Coefficient Test

The coefficient of determination is intended to find out how much the model's ability to explain the dependent variable.

Table 8
Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808a	.652	.641	1.64999

a. Predictors: (Constant), Service Quality, Brand Association, Perceived Quality

Based on Table 8 obtained Adjusted R square value of 0.641, meaning 64.1% of the dependent variable variations in customer loyalty can be explained by the independent variable (brand association, service quality and perceived quality) while the remaining 35.9% is explained by other variables not used in this study.

3.2. Discussion

A. Effect of brand association on customer loyalty

The results showed the tcount of the brand association variable was equal to 2,608 greater than the table value of 1.98609 and the significance value of 0.011 is smaller than the α value of 0.05. Which means that the brand association variable partially has a significant effect on customer loyalty. This fact provides the conclusion that there needs to be an increase in brand association in the eyes of consumers by means of promotion, improving quality, ease of use, not easily damaged and so forth so that the brands of heavy equipment products offered are popular among heavy equipment users.

The results of this study are in line with According to Supranto and Limakrisna (2011: 132), a consumer who believes that a brand shows superior appearance / performance, is very pleasant to use and is produced by companies that pay attention to social problems, most likely will be willing to pay high prices (premium prices), could be loyal by buying many times, inviting others to buy and tell others about the goodness of the brand.

B. The Effect of Service Quality on Customer Loyalty

The results showed the tcount of the brand association variable was equal to 3,018 greater than the table value of 1.98609 and the significance value of 0.003 is smaller than the α value of 0.05. Which means that the brand association variable partially has a significant effect on customer loyalty. This fact gives the conclusion that there needs to be an increase in service quality in each dimension so that the quality of service at PT. Surya Eka Kencana can reach the category very well. Improving the quality of service can be done by meeting all customer expectations on each dimension. Good service quality can provide satisfaction to customers which ultimately increases customer loyalty.

C. The Effect of Perceived Quality on Customer Loyalty

The results showed the tcount value of the perceived quality variable was equal to 4,938 greater than the table value of 1.98609 and a significant value of 0,000 is smaller than an α of 0.05. Which means that partially perceived quality has a significant effect on customer loyalty. One important factor that can make loyal customers is to increase perceived quality by increasing the quality of hydraulic hose so it is not easily broken, fast in making repairs and complaints for damage to prevent the cancellation of the cooperation contract.

The results of this study are in line with the theory of Tjiptono (2012: 153), quality if managed properly, contributes positively to the realization of customer satisfaction and loyalty.

D. The Influence of Brand Association, Service Quality and Perceived Quality on Customer Loyalty

The results of simultaneous testing indicate that three independent variables viz brand association, service quality and perceived quality significant effect on customer loyalty with a Fcount value of 57.549 > Ftable of 2.70 with a significant value of 0.000 < α value of 0.05. Variable ability brand association, service quality and perceived quality explain the customer loyalty variable of 64.1% but there are still other variables that affect customer loyalty such as promotions and prices. Difficult to maintain customer loyalty because loyalty can be formed from what is felt by the customer. PT. Surya Eka Kencana is less popular with the company's product brands, poor perceived quality factors such as inadequate pressure so that hydraulic hose often breaks, repairs and complaints for slow damage are anticipated so that many customers cancel cooperation contracts, Service quality issues related to employees less responsive in serving customer requests, in terms of addressing customer complaints about the condition of the heavy equipment and the existence of warranty requirements at the time of rental. This is due to the rental scaffolding, customers are required to provide a rental guarantee of Rp. 1,500,000 / unit. In practice the company keeps trying to improve brand association of products by way of promotion, and fix all consumer complaints in the hope of increasing customer loyalty.

4. Conclusion

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

- a. Partially brand association, service quality and perceived quality significant effect on customer loyalty at PT. Surya Eka Kencana Medan.



- b. Simultaneously brand association, service quality and perceived quality significant effect on customer loyalty at PT. Surya Eka Kencana Medan.
- c. From the test results the coefficient of determination shows 64.1% of the variations in the dependent variable of customer loyalty which can be explained by the independent variable brand association, service quality and perceived quality while the remaining 35.9% is explained by other variables not used in this study.

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