

The Effect of Product Quality on Purchase Decision Mediated by Brand Image in Zara Women's Bag Consumers

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Abstract

This study examines the effect of product quality on purchasing decisions with the brand image as a mediating variable. The research was conducted in Tunjungan Plaza, Galaxy Mall, and Pakuwon Mall with a total sample of 150 respondents of Zara Women's consumers. The data collection technique in this study used an online questionnaire. The data analysis technique in this study uses partial least squares using Smart PLS software. The results of the partial least squares (PLS) analysis show that product quality has a positive and significant effect on purchasing decisions, product quality has a positive and significant effect on brand image, brand image has a positive and significant effect on purchasing decisions, and product quality has a positive and significant effect on purchasing decisions.

Keywords: *product quality, purchasing decision, brand image, Zara*

Abstrak

Penelitian ini menguji pengaruh kualitas produk terhadap keputusan pembelian dengan brand image sebagai variabel mediasi. Penelitian dilakukan di Tunjungan Plaza, Galaxy Mall, dan Pakuwon Mall dengan jumlah sampel sebanyak 150 responden konsumen Zara Women. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner online. Teknik analisis data dalam penelitian ini menggunakan partial least square dengan menggunakan software Smart PLS. Hasil analisis partial least square (PLS) menunjukkan bahwa kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, kualitas produk berpengaruh positif dan signifikan terhadap citra merek, citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian, dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: kualitas produk, keputusan pembelian, citra merek, Zara

INTRODUCTION

The current economic development is marked by the number of modern retail businesses in Indonesia which are experiencing growth from year to year. This has resulted in very tight competition in the retail business such as fashion stores that have spread in various cities in Indonesia. In general, the concept applied to retail is that consumers can directly choose what they need without having to wait long to be served by the seller, which means that consumers serve themselves in buying a product. Various strategies are designed appropriately so that purchasing decisions are made by consumers (Hidayat, 2020). Purchasing decisions can be said as a process where consumers go through certain stages to make a purchase of a product (Susanto, 2014). The stages of consumer purchasing decisions include problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior (Kotler &

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Keller, 2008). Decision making that occurs between consumers is different, depending on the type of purchase decision desired (Laksmitadewi, 2016). Some consumers will do only a few stages in the decision-making phase, there are some other consumers even randomly use the stages in the purchase decision phase

Purchase decisions are influenced by consumer behavior including the direct actions involved in obtaining, consuming and disposing of a product or service. With purchasing decisions, companies can analyze the market and determine what strategy to use. Marketing strategies can be carried out by paying attention to the elements of the marketing mix (product, price, place, promotion) which are always evolving along with changes in the marketing environment and consumer behavior (Hidayat, 2020). Moreover, the number of competitors makes the company required to be able to create quality products in order to win the competition. In addition to good product quality, brand image also influences or becomes a consideration for consumers in making purchasing decisions. Consumers view the brand as an important part of the product and branding can add value to a product (Kotler & Armstrong, 2008). Previous research conducted by Widiastuti (2020) shows that brand image is influential in making purchasing decisions. Brand image can be said as a different image that the brand has in the minds of consumers (Schiffman, et al., 2015). Brand image reflects the feelings that consumers and businesses have about the entire organization as well as individual products or product lines (Baack et al., 2018).

Brand image is a very valuable asset for the company. Therefore, many companies are trying to maintain and even improve their brand image. This is because the better the brand image made by the company, the level of purchasing decision making is also increasing (Amilia, 2017). Companies that have a high brand image have a good reputation in the hearts of consumers. This is because consumers will believe in the brand they will choose so that consumers perceive that the brand is part of themselves (Prabowo & Farida, 2014). Various shopping centers compete to attract consumers, one of which is Zara. Zara is a brand originating from Spain and headquartered in Arteixo, Galicia. Zara itself is the flagship store of Inditex, which also owns several other well-known brands such as Pull and Bear, Oysho, Uterqüe, Stradivarius and Bershka. Inditex (Industria de Diseño Textil) is a Spanish company engaged in the discrete consumer products sector. Inditex's main focus is the apparel and footwear industry. Currently the most Zara stores are in Spain (329 stores), France (114 stores) and Indonesia, with 15 stores. Meanwhile Zara has more than 170,000 employees spread all over the world.

Zara is a premium brand associated with fast fashion that identifies the latest fashion trends and brings designs to its stores quickly and sells them at reasonable prices. Zara's distribution in Indonesia is only in big cities. The pricing strategy helps Zara meet the needs of a very large consumer segment, but does not reduce product quality, so it will be lower than other brands such as Hugo Boss or Uniqlo (Surbakti, 2020). Zara was able to maintain a sound pricing strategy by optimizing development and distribution costs. This creates a unique brand image and grows the brand's market share faster, especially among millennials.

Table 1. Sales by Inditex Group 2016 - 2020

No.	Brands	2020	2019	2018	2017	2016
1.	Zara + Zara Home	14.129	19.564	18.021	17.449	16.168
2.	Pull&Bear	1.425	1.970	1.862	1.747	1.566
3.	Massimo Dutti	1.197	1.900	1.802	1.765	1.630
4.	Bershka	1.772	2.384	2.240	2.227	2.012
5.	Stradivarius	1.283	1.750	1.534	1.480	1.343
6.	Oysho	522	604	585	570	509
7.	Uterque	75	115	101	97	83

Source: Inditex Group (2021)

In the table above, it can be seen that Zara ranks first with the most product sales in the world than other brands, including Pull & Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, and Uterque. The selection of Zara as the object of research is because Zara is one of the pioneers of current fashion trends. In addition, Zara is a pioneer of fast fashion, where Zara only takes about 15 days to launch its newest collection. Even within one year, Zara was able to produce 12,000 designs and more than 450 million items. One of Zara's products, namely women's bags, is one of the products that consumers are looking for when shopping at Zara. This is because the majority of consumers in Indonesia buy luxury products to improve their quality and social status (Asprilia & El Hami, 2021). In attracting consumers' interest, Zara implements a business strategy with artificial scarcity, namely limiting the number of production of its newest collection. Stock restrictions and collections that always follow trends, make Zara one of the best-selling and largest fast fashion brands in the world.

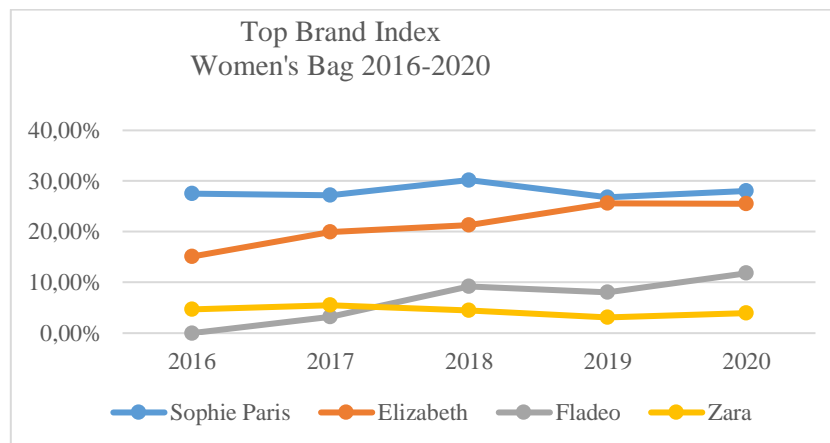


Figure 1. Index Among Indonesian Women Bag Brands 2016 – 2020 (Top Brand Index, 2021)

In the graph above, it is known that Sophie Paris always manages to rank first in the top brand index in the women's bag category. In 2017, Zara experienced a 0.8% increase in its brand from the previous year. Zara's decline got worse in 2019 where Zara was ranked fourth due to the new competitor Fladeo. Fladeo is a competitor that is able to lower Zara's top brand index. Fladeo is a national brand that was founded in 2000. Fladeo's main products are shoes and bags. Fladeo did not take long to be able to lower Zara's top brand index. The problem that arises from the above phenomenon is the large number of women's bag products today. New brands of women's bags have emerged with competitive product quality and brand image, which was done in order to reduce Zara's sales of women's handbags (Zara Bag). The emergence of these new brands can have an impact on product selection made by consumers, both male and female consumers.

Product quality and brand image are factors that can influence the purchase decision of a consumer. The number of people who need a briefcase to support work activities, the quality of the product is one of the important factors needed in a product. This is because the intensity of the use of the briefcase is high, so the quality of the product must also be good. In addition, the brand image factor is one of the advantages of the product, because it generally has better quality, for example in terms of material and style. Thus, brand image can be included in the investment category because it creates a trusted impression and increases self-confidence, and can mediate the effect of product quality on purchasing decisions (Saraswati & Rahyuda, 2017).

In general, consumers buy a product because the brand image is not a function, because they feel the brand used shows their identity. If the quality of Zara products is able to improve a person's brand image, then the consumer will decide to make a purchase. The emergence of consumer confidence and trust in the brand image can be caused by the best product quality owned by a company. If the quality of a product can be categorized as good, it will directly create a high brand image so that it creates confidence and trust in consumers to decide to buy products from that brand.

LITERATURE REVIEW

Purchasing decisions are decisions taken by consumers towards a brand (Kotler & Keller, 2008). Purchasing decision is a process of assessing and selecting from various alternatives in accordance with certain interests by determining the choice that is considered the most profitable (Amirullah, 2002). In this case, it is the process of consumers in deciding to purchase products with various alternative choices. The buying process consists of need recognition, information search, evaluation of alternatives, purchase decisions and the last is post-purchase behavior. There are four indicators in the purchasing decision process according to Safuan. & Khuzaini (2018) including the following: (1) The stability of buying a product, which is a decision taken by consumers who make purchases of the product after considering various information that supports the decision-making process on the product to be purchased. (2) Speed of decision making, this relates to how quickly consumers who make product purchases make decisions after considering alternative choices. (3) Repurchase, which is a situation where consumers feel comfortable with transactions from purchasing previously received products or services so that they intend to make transactions in the future. (4) The habit of buying a product is the experience of the closest person in using the product.

Products have an important meaning for companies because without products, companies will not be able to do anything from their business. Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Kotler & Keller, 2008). Whereas in another sense product quality is defined as the difference in the quantity of quality and quantity difference in the desired material or attribute (Back et al., 2011). Product quality in this case is the overall ability of the product to provide good performance and results according to consumer desires. According to Tjiptono (2019) product quality reflects all dimensions of product offerings that generate benefits for customers. In another sense, quality is defined as a dynamic condition associated with products, services, people, processes, and the environment that meet or exceed expectations (Sunyoto & Admojo 2014). Meanwhile, according to Kotler, et al. (2015) product quality is a characteristic of a product or service that depends on its ability to satisfy customer needs. Factors in product quality are used in evaluating satisfaction or standards/indicators of product quality. According to Garvin (1988) product quality has eight dimensions, including the following.: (1) Performance, shows the ability of the product in carrying out its function to satisfy consumers. (2) Features, are complementary characteristics of the product that can give a different impression. (3) Reliability, is the customer's perception of the reliability of the product which is expressed by the quality of the product produced by the company. (4) Conformance to Specification, is the conformity of products with predetermined standards. (5) Durability, is the product's durability or resistance which can be described by how long the product can be used as expected under normal conditions. (6) Serviceability, relating to the ease of service or repair if needed. This is often associated with after-sales services provided by the manufacturer such as the availability of spare parts and ease of repair in the event of a breakdown. (7) Aesthetics, is the value of the beauty or attractiveness of the product. (8) Perceived

Quality, related to the impression of the quality of a product perceived by consumers. This quality dimension relates to consumer perceptions of the quality of a product or brand.

Consumer perceptions of a brand as a reflection of the associations that exist in the minds of consumers (Kotler & Keller, 2008). Brand image and product quality are associations that arise in consumers' minds when remembering a particular brand. Brand is trust in the eyes of consumers so that consumers will trust the quality of the product (Sohail & Tanveer, 2015). In this case the belief by consumers who are embedded in the minds and minds of consumers towards the product image associated with product quality. The brand of a product is also very much considered by consumers in making purchasing decisions because consumers when buying goods tend to consider well-known and high-quality brands to reduce the risk of problems after purchase (Momani, 2015). According to Kotler & Keller (2008) there are three indicators of brand image formation, including the following: (1) Brand Strength. In this case, it is to build the character of the product and provide value from consumer thinking about the brand. (2) Brand Uniqueness. Convey the character of the product in a unique way so that it is different from its competitors. (3) Brand Favorites. Giving emotional strength to believe in a brand that becomes high brand trust because of liking for the brand. While the brand image indicators according to Astuti & Yoga (2018) are as follows: (1) Brands are easily recognizable, apart from logos, brands are known through messages and the way in which products are packaged and presented to consumers which is called trade dress. Through intensive communication, it can attract attention and be easily recognized by consumers. (2) Brands are easy to remember, the selected brand elements should be easy to remember and mention or pronounce. Symbols, logos, names used should be attractive, unique so that they attract people's attention to be remembered and consumed. (3) Well-known brand, in this case refers to a brand that has a high reputation, has great appeal to the public and is suggestive because it is widely known in the world and has high value.

In making purchasing decisions influenced by product quality. The better the quality of the product, the more motivated consumers will be to buy the product, this is in line with research by Allysa *et al.* (2019), Ibrahim & Sudaryanto (2019), and Sofiyana *et al.* (2019) stated that product quality has a positive and significant effect on purchasing decisions. When Zara's products are as expected by consumers, such as having good durability, then the quality of Zara's products can be perceived as good. Therefore, Zara's products must be able to provide results that are balanced or more than the price that has been given. With product quality If Zara is good, then Zara's consumer purchasing decisions for its products will increase. Then the research hypothesis can be formulated as follows.

H1: Product quality influences the purchasing decisions of Zara

The quality of a product will affect the brand image. Having a quality product will create a good brand image and make consumers believe in the brand. This is in line with research conducted by Afriza (2019), Gircela & Wati (2019), and Simbolon *et al.* (2020) which states that product quality has a positive and significant effect on brand image. If Zara's products have ideal quality related to product durability, then the brand image can be said to be in accordance with what Zara consumers expect. So, when Zara products are able to provide good quality for consumers, this will reduce consumer doubts about Zara products. Thus, the research hypothesis can be formulated as follows.

H2: Product quality affects the brand image of Zara women's bags

A brand that has a positive or favorable image is considered to reduce purchase risk. This is why consumers often use brand image as a reference in making a purchasing decision. This existence is reinforced by research conducted by Soebakir *et al.* (2018), Afifah *et al.* (2019) and Rahmawaty & Nur (2020) state that brand image has a positive and significant effect on purchasing decisions. When Zara's products have a good reputation, this can convince consumers in terms of purchasing decisions. Therefore, from this it can be said that Zara products must be able to provide a good brand image in order to reduce consumer doubts when buying Zara products. Thus, the research hypothesis can be formulated as follows.

H3: Brand image influences consumer purchasing decisions of Zara women's bag

Brand image is positively related to the level of product purchases, so it can be concluded that product quality has an influence on purchasing decisions through brand image. The existence of these results is reinforced by research conducted by Sanjiwani & Suasana (2019) and Saraswati & Rahyuda (2017). The high durability of Zara products will make consumers more confident in making purchasing decisions due to the ideal quality of Zara products. So that with a good brand image of Zara products, consumers will be encouraged to make purchasing decisions that are influenced by product quality. Thus, the research hypothesis can be formulated as follows.

H4: Product quality influences purchasing decisions through brand image as a mediating variable

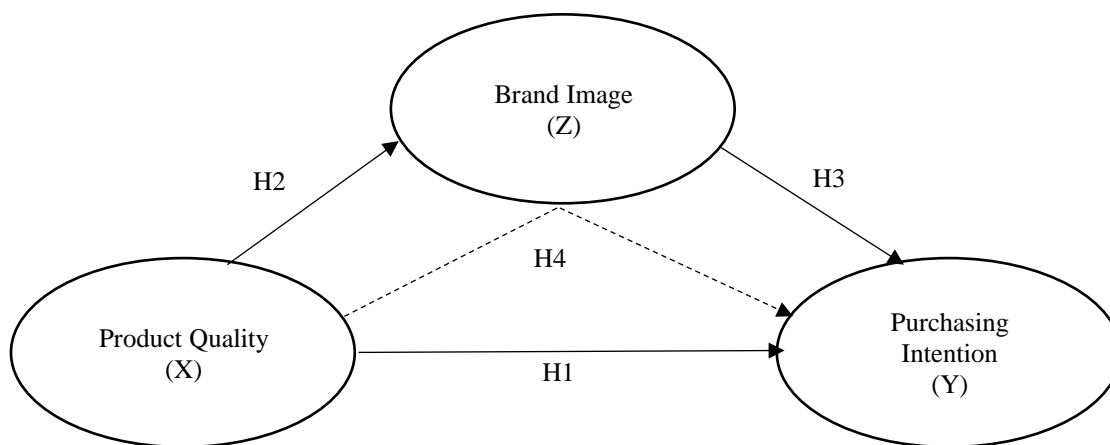


Figure 2. Research Framework

RESEARCH METHODS

The type of research used in this research is quantitative research with an explanatory approach. Quantitative methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, with the aim of testing predetermined hypotheses (Sugiyono, 2016). While the explanatory approach is a method that serves to determine the relationship between research variables (Sugiyono, 2016). In this study, an explanatory approach was used to describe the respondents' responses from the questionnaire results regarding product quality, brand image and purchasing decisions on consumers of Zara women's handbags. This research conducted in Surabaya City, East Java Province. This is because the subjects of this study are consumers of Zara Women's bags at stores in Surabaya, namely Pakuwon Mall, Tunjungan Plaza and Galaxy Mall. The population of this study were all consumers who bought Zara products, namely women's bags for the past month at stores in Surabaya,

namely Pakuwon Mall, Tunjungan Plaza and Galaxy Mall. The sampling technique used in this study is a non-probability sampling technique with a sample of 150 respondents.

In this study, the data analysis technique used is Partial Least Square (PLS). The analytical method used is Partial Least Square (PLS) using SmartPLS 3. Software. To test the validity using 2 stages of validity, namely convergent validity and discriminant validity. Convergent validity refers to the value of outer loading while discriminant validity refers to the value of cross loading. This study uses Cronbach's Alpha and Composite Reliability methods in identifying data reliability. Hypothesis testing and mediation testing refer to the standard t-statistic value > 1.96 and p-value < 0.05 .

RESULTS AND DISCUSSION

Characteristics of respondents are used to describe all the data obtained from the results of the study, amounting to 68 workers at the Lumajang Islamic Hospital. Characteristics of respondents in this study include gender, age, last education and length of work.

Table 1. Characteristics of Respondents

Information	Items	Respondents	Percentage
Gender	Male	0	0%
	Female	150	100%
Age	>20 years	16	11%
	21-25years	70	47%
	26-30 years	47	31%
	>30 years	17	11%
Occupation	student	75	50%
	civil servants	6	4%
	employee	25	17%
	entrepreneur	44	29%

Table 2. Validity Test Results

Variable	Indicator Items	Outer Loading	Information
Product Quality (X)	X1	0.766	Valid
	X2	0.804	Valid
	X3	0.819	Valid
	X4	0.732	Valid
	X5	0.767	Valid
	X6	0.803	Valid
	X7	0.739	Valid
Purchasing Intention (Y)	Y1	0.774	Valid
	Y2	0.789	Valid
	Y3	0.844	Valid
	Y4	0.760	Valid
Brand Image (Z)	Z1	0.894	Valid
	Z2	0.862	Valid
	Z3	0.884	Valid
	Z4	0.845	Valid

From table 5, it can be seen that all items on the product quality, purchasing decisions and brand image variables score > 0.7 so that it can be stated if it is valid. So it can be seen if all the questions on the questionnaire succeeded in measuring the opinion of the respondents.

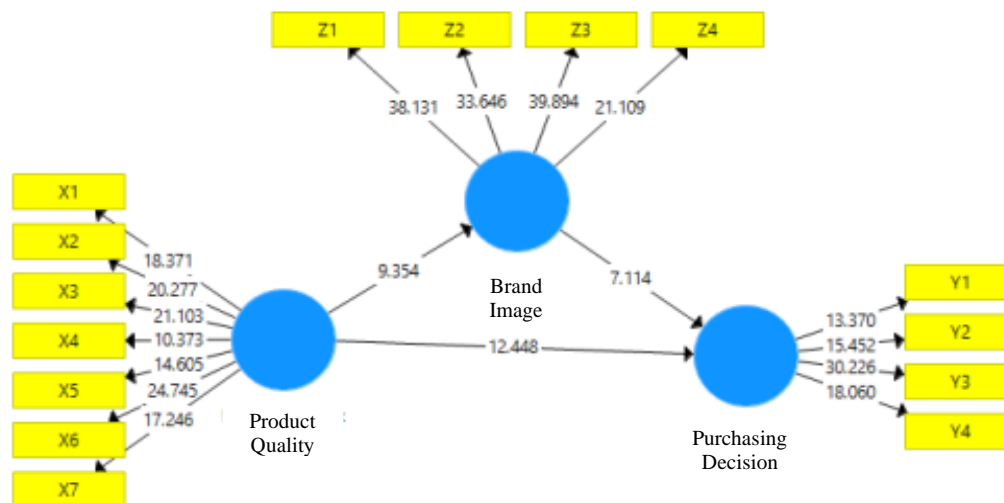
Table 4. Cronbach Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0.894	0.897
Purchasing Intention	0.803	0.871
Product Quality	0.891	0.914

From table 4 it can be seen that all product quality variables, purchasing decisions and brand image get alpha and composite values > 0.7 so that they meet the reliability test requirements. Therefore, it can be stated if all questionnaire items are reliable or can be used on all respondents and used on many people.

Table 5. Path Coefficient

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values
Brand Image → Purchasing Intention	0,364	0,051	7,114	0,000 (Significant)
Product Quality → Brand Image	0,639	0,068	9,354	0,000 (Significant)
Product Quality → Purchasing Intention	0,582	0,047	12,488	0,000 (Significant)



From the test results of the effect of product quality on purchasing decisions, it can be seen that the path coefficient is 0.582, the t-statistic is 12.488 and the p-value is 0.000. Then the direct effect test proved to meet the requirements of t-statistics > 1.96 and p-value < 0.05. So that a decision can be drawn which shows that product quality has a positive and significant effect on purchasing decisions. This means that the better the quality of the product, the higher the level of consumer purchasing decisions. From the results of hypothesis testing, it can be seen that product quality has a positive and significant effect on consumer

purchasing decisions for Zara women's bags. This means that the better the quality of the product, the higher the level of purchase. The results of this study are supported by several previous studies. As in research conducted by Dewi (2021) which states that product quality influences consumer purchasing decisions. Zara's advantage lies in its flexibility in meeting market demands. Therefore, with these advantages can increase the level of purchase of Zara. So that Zara is still the leading market in the fast-fashion industry.

From the test results of the effect of product quality on brand image, it can be seen that the path coefficient is 0.639, the t-statistic is 9.354 and the p-value is 0.000. Then the direct effect test proved to meet the requirements of t-statistics > 1.96 and p-value < 0.05 . So that a decision can be drawn which shows that product quality has a positive and significant effect on brand image. This means that the better the quality of the product, the better the brand image in the minds of consumers. From the results of hypothesis testing, it can be seen that product quality has a positive and significant effect on the brand image of the Zara women's bag. This means that the better the product quality, the better the brand image of the product in consumer perception. The results of this study support research conducted by Oktavenia (2019), Gircela *et al* (2019), and Akbar *et al* (2021) which state that product quality has a positive effect on brand image

From the test results of the influence of brand image on purchasing decisions, it can be seen that the path coefficient is 0.364, the t-statistic is 7.114 and the p-value is 0.000. Then the direct effect test proved to meet the requirements of t-statistics > 1.96 and p-value < 0.05 . So that a decision can be drawn which shows that brand image has a positive and significant effect on purchasing decisions. This means that the more famous the brand image, the higher the probability of consumer purchasing. The results of this study support Machfiroh (2018) research which states that brand image influences purchasing decisions. In addition, this is supported by Miati's research (2020), Rulyadi *et al* (2019) which states that brand image influences purchasing decisions. According to Machfiroh (2018) that brand image is a form for all brand associations related to beliefs related to a particular product. Brand image can be based on reality or fiction depending on the consumer's point of view. The representation of the overall perception of a brand is formed from information and consumer experience. So consumers who have a positive image of a brand will be more likely to make a purchase.

Table 6. Specific Indirect Effect

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality→Brand Image→Purchasing Intention	0,233	0,041	5,641	0,000 (Significant)

From the test results of the influence of product quality on purchasing decisions with brand image as a mediator variable, it can be seen that the path coefficient is 0.233, the t-statistic is 5.641 and the p-value is 0.000. Then the direct effect test proved to meet the requirements of t-statistics > 1.96 and p-value < 0.05 . Then a decision can be drawn which shows that product quality has a positive and significant effect on purchasing decisions with brand image as a mediator variable. This means that brand image is able to mediate the effect of product quality on purchasing decisions on Zara Women's handbag consumers. From the results of hypothesis testing, it can be seen that product quality influences the purchasing decision of Zara women's bag consumers with brand image as a mediating variable. The results of this study support the research of Pratimi *et al* (2020), Situmorang (2017) which explains that good product quality

accompanied by a good perception of brand image will influence purchasing decisions (Oktavenia et al, 2019).

CONCLUSION

Based on the research results, the research result was found that roduct quality has a positive and significant effect on purchasing decisions. This shows that the better the quality of the product, the better the purchasing decisions of consumers of Zara Women's bags. Product quality has a positive and significant effect on brand image. This shows that the better the product quality, the better the Zara brand image on consumer perceptions of Zara women's bags. Brand image has a positive and significant effect on purchasing decisions. This shows that the better the brand image in consumer perception, the better the purchasing decisions of Zara women's handbag consumers. Brand image has a positive and significant effect in mediating the effect of product quality on purchasing decisions. This shows that good product quality will give birth to a good brand image perception so that it can improve purchasing decisions for Zara women's handbag consumers.

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