



THE INFLUENCE OF BRAND IMAGE, DISCOUNT PRICE AND SERVICE QUALITY ON PURCHASE DECISIONS AT J.CO DONUTS & COFFEE PEKANBARU

Endang Sutrisna¹⁾; Ega Minata Prayunita²⁾; Mandataris³⁾

^{1,2,3)}Business Administration, Faculty of Social and Political Sciences, University of Riau

Email: ³⁾ mandataris@lecturer.unri.ac.id

How to Cite:

Sutrisna. E., Prayunita. E., Mandataris. 2023. The Effect of Brand Image, Discounts and Service Quality on Purchasing Decisions. *Journal of Agri Socio Economics and Business*. 5(1): 161-174. DOIs:<https://doi.org/10.31186/jaseb.05.1.162-174> 2023

HISTORICAL ARTICLES

Accepted. [06 Jun 2023]

Revised. [15 Jun 2023]

Accepted. [21 Jun 2023]

KEYWORDS

Buying decision ,
Brand Image,
Discount,
Quality of Service ,

This is an open access article
below [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

This research's context is that a key component of the product marketing concept is to satisfy consumers' requirements and desires while making product choices. A few of the elements that influence consumer purchase decisions include the capacity to develop a brand image among consumers, proper discounts, and service quality. From the analysis of consumer needs and desires, J.CO Donuts & Coffee makes Brand Image, Discounts and Service Quality as part of a marketing strategy to reach consumers. The goal is to ascertain how brand image, discounts, and service quality affect customers' decisions to buy at J.CO Donuts & Coffee Pekanbaru. The research's methodology is quantitative descriptive, and its primary and secondary data sources are J.CO Donuts & Kopi Pekanbaru product sales data from 2016 to 2020, as well as primary data collected through interviews and the distribution of questionnaires, which are then statistically tested using the SPSS program. The analytical methods employed in this study were reliability and validity checks. According to the findings of this study, Brand Image (X1) and Discounts (X2) both had a favorable and significant impact on purchase decisions (Y). Purchase Decision (Y) is positively and significantly impacted by Service Quality (X3).

INTRODUCTION

Business development in the retail sector is currently experiencing a significant increase. Business people see this as a viable business opportunity to pursue. This is due to the level of needs and desires of the community as consumers who tend to often hold meetings in matters of discussion and

meetings with fellow colleagues and partners in a place where they are considered comfortable and able to relax.

Various ways are used by the company to maintain and improve its position. Companies are required to be sensitive to competitive conditions in their environment so that they are able to make purchasing decisions in order to maintain their business. This makes consumers more selective in making purchases and more critical in their buying behavior due to increasingly varied market conditions. To influence consumer decisions, business people must be able to create the ideal marketing strategy. Purchasing decisions are consumer actions to buy or not to a product. Buyers have several considerations before making a purchase (Kotler & Armstrong, 2002).

To maintain the existence of the brand, the strategy undertaken is to form a positive brand image. Simamora (2004), a person's views, thoughts, and impressions of a brand are referred to as brand image. Meanwhile, Brand image is the term used to describe how a consumer views a product or service in general and is shaped by knowledge and brand experiences. Brand image can influence consumer behavior so as to generate consumer interest in a product, so that consumers decide to make a purchase. It is simple for business to convince customers to purchase a product if a company already has a positive brand reputation. So that the brand image is considered as a business pillar, and each brand offered has own characteristics that distinguish it from competing products. To form a good reputation, business need to provide information about product advantages to consumers. The stronger and deeper the customer knows a brand, the more likely the customer is to make a purchase.

One of the ways used by business people to attract purchasing decisions is by discounting or discounting prices. According to Stanton in Ndari (2015), a discount is a reduction from the base price or the carrying price. The reduction can be in the form of a discount or other concessions such as some free stuff.

Furthermore, according to Kotler in Prihastama (2016), consumers can save money by receiving price discounts from a product's listed regular price on its label or packaging.

Likewise in terms of service quality. A comparison of customer expectations and service quality performance is the general definition of service quality (Yamit, 2013). Along with that, there are opinions that are in line about the meaning of service quality, that good perfection is required, and the level of excellence can be managed to satisfy client demands according to Tjiptono (2008). Services are said to be of quality if they are able to carry out their functions. Consumers expect to get good service when making a purchase. Products or brands that provide and provide the best service to consumers will

easily attract consumers to make purchases. Service quality will also invite consumer loyalty to make purchases continuously.

The hotel and restaurant industry business is an opportunity for business people from a number of very competitive segments, especially in the restaurant chain industry. McDonald's, KFC, Pizza Hut, and Starbucks are a few international franchises that have established themselves successfully in the Indonesian market. While Western companies tend to dominate the majority of worldwide chains, some Asian brands, including Yoshinoya and Café Benne, are now attracting more devoted, younger customers. Having an understanding of retaining customers and understanding the needs and wants of consumers, Investors in this firm have a great possibility of succeeding.

Donuts are carbohydrate foods that are quite in demand by the people of Indonesia. The shape is round and has a variety of flavors that are quite filling the stomach. The high demand for donuts in Indonesia has attracted the attention of business people to open a donut business. One of them is J.CO Donuts & Coffee company.

J.CO Donuts & Coffee is a Johnny Andrean franchise company. J.CO Donuts and Coffee offers food and drinks that have a place that looks exclusive following the changes in people's lifestyles today. This condition follows the public perception that is increasingly critical in choosing a place to eat and drink.

There is a price there is quality. That is the motto of J.CO Donuts & Coffee which is known for having a good and exclusive image, very satisfying service quality and often providing discounts to attract consumers' attention.

Even so, the number of competitors makes the existence of J.CO Donuts & Coffee not always good so that it can threaten J.CO Donuts & Coffee's position as the pioneer of the best Donuts & Coffe food in society.

Considering the previous description and seeing the conditions found, the authors conducted research with the title "The Influence of Brand Image, Discounts and Quality of Service on Purchasing Decisions at J.CO Donuts & Coffee Pekanbaru." Considering the history of the issues, there are several problems that the writer can formulate, namely "How do brand images, price discounts and service quality influence purchasing decisions at J.CO Donuts & Coffee Pekanbaru?" This study's goal was to ascertain how brand image, sales prices, and service quality affected consumers' purchasing decisions of J.Co Donat & Coffee Pekanbaru Partially and Simultaneously. Considering the research objectives, the benefits expected in this study are to provide knowledge and insight to future researchers and also companies regarding brand prices, discount prices and service quality in

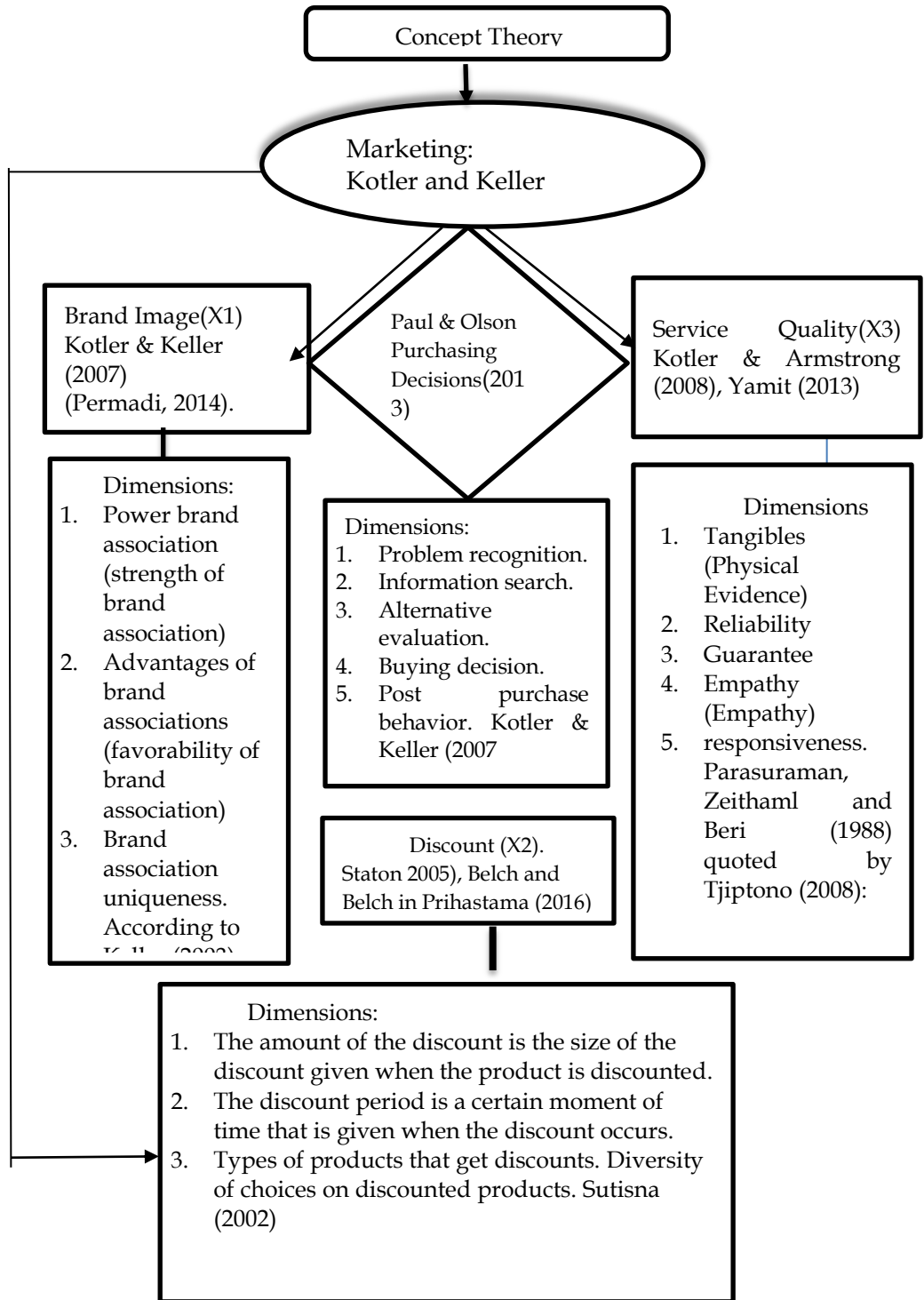


Figure 1
Concept Theory

RESEARCH METHODS

Then the implementation of this research is to make it easier to get information and solve problems, the method used is a quantitative descriptive approach method (Arikunto, 2010), explains that should start with data collecting, data interpretation, and results display and then describe these numbers as meanings. While The objective of the descriptive technique is to provide a clear and concise description of the findings of research on a contemporary topic. (Nirmala et al., nd). This research was conducted at J.CO Donuts & Coffee which is located at Jl. Soebrantas Simpang Baru, Kec. Handsome, Pekanbaru City.

The choice of this location with the consideration that J.Co is one of the businesses that is quite attractive to consumers and also the location is close to offices and higher education institutions. The population is a group of people and groups consisting of: objects/subjects, each of which has its own characteristics set by the the researcher to be investigated, followed by conclusions (Sugiyono, 2013). The actual data for 2020 is 33,550 people. The number of samples was 100 consumers.

Method of collecting data

The method of collecting data is to use the following: Observation, namely by making direct observations in the field with the aim of knowing directly the activities at the object's location so that from these observations the phenomena or problems in this study are obtained.

The questionnaire was sent to gather statistics and information about the impact of brand image, price reductions, and service quality on purchasing decisions at J.CO Donuts & Coffee Pekanbaru.

Data analysis method

To avoid errors and to see data consistency in measuring this research, several methods are needed, namely using the validity and reliability test method of the questionnaire. After being considered valid and reliable, it can be continued with multiple linear regression analysis which is a statistical technique used to test whether there is an influence of brand image, discounted prices and service quality on purchasing decisions. To make it easier to do the analysis, use the SPSS (Statistics Package for Social Science) version 17 program.

Empirical Models

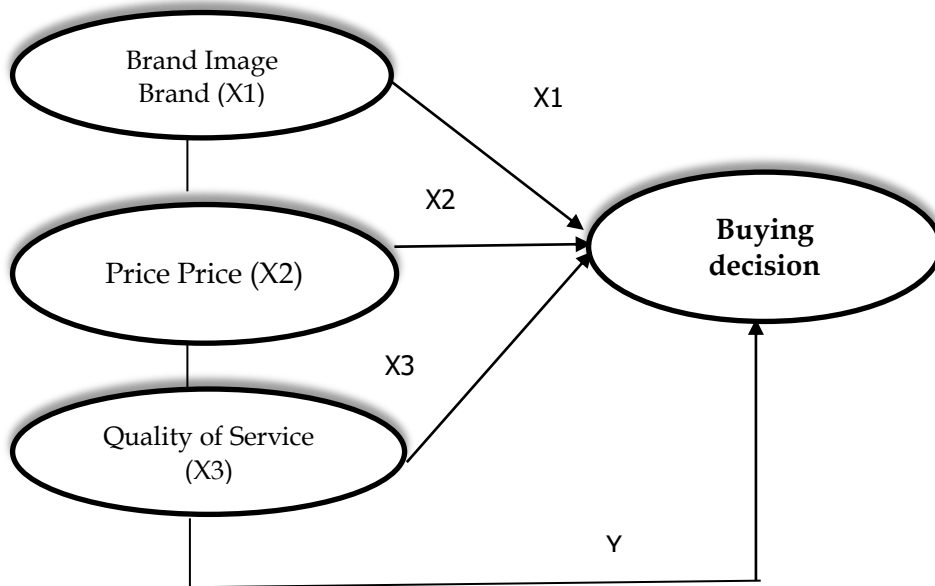


Figure 2
empirical models

hypothesis

- H.1 : Brand Image partially has a significant effect on purchasing decisions.
- H.2 : Price discounts partially have a positive and significant effect on purchasing decisions.
- H.3 : Quality of service affects purchasing decisions customer.
- H.4 : Brand Image variable, discounted price and service quality simultaneously positive and significant effect on purchasing decisions

RESULTS AND DISCUSSION

Results

After processing the data using test methods and analytical test tools, results show that the influence of brand image, discount prices and service quality on purchasing decisions of J.Co Pekanbaru from the results of the normality test shows that the residual variable data has a significance value (2-tailed) of 0.959 , and indicates that the value is above > 0.05 so that it can be generated that the residual data is normally distributed.

Validity test

Validity test is used to measure whether the questionnaire is valid or not. If $r_{count} > r_{table}$ is declared valid, if $r_{count} < r_{table}$ then it is said to be invalid. r_{count} in the test on the item column - total correlation while the r_{table} seen from N-2 (100 - 2 = 98) is 0.1966 (5% significant level).

normality test

To see if the data distribution is normally distributed. If the points follow a diagonal line, the data distribution is said to be normal.

Multicollinearity Test

In this study there was no multicollinearity. If the tolerance value is greater than > 0.10 , it means that multicollinearity does not occur, if the VIF value is less than < 10.00 , it means that multicollinearity does not occur.

Heteroscedasticity Test

In this study there was no heteroscedasticity. Because the points are above and below zero on the Y axis.

Multiple Linear Regression Analysis

a. The Effect of Brand Image, Price Discounts and Quality of Service on Purchasing Decisions

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3$$

$$Y = 3.658 + 0.178 X_1 + 0.437 X_2 + 0.820 X_3$$

The meaning of the numbers in the equation above is:

- a. This constant value of 3.658 means that if brand image, price discounts and service quality are assumed to be zero (0), then the purchase decision is 3.658.
- b. The regression coefficient value of the brand image variable is positive, which is equal to 0.178. This means that every 1 unit increase in brand image will increase the purchase decision by 0.178.
- c. The value of the discount variable regression coefficient is positive, namely 0.437. This means that every time there is an increase of 1 unit price discount, the purchase decision will increase by 0.437.
- d. The regression coefficient on the service quality variable is positive, namely 0.820. This means that every time there is an increase of 1 unit of service quality, the purchasing decision will increase by 0.820.

b. The coefficient of determination of the influence of brand image, price discounts and service quality on purchasing decisions.

Adjusted R Square value is 0.963 or 96.3%. This means that the independent variables X1, X2 and X3 can explain the dependent variable (Y) of 96.3%, while the remaining 3.8% is explained by other factors not examined. 0,927

Discussion

The Effect of Brand Image on Purchasing Decisions

The results of this study consist of the strength of brand associations, the favorability of brand associations, the uniqueness of brand associations that influence purchasing decisions.

This research also uses t-test results to test the hypothesis whether there is a significant influence of brand image variable (X1) on the purchase decision variable (Y), which is equal to 23.264. where $t_{count} = 23.264 > t_{table} = 1.98447$ and $sig\ 0.000 < 0.05$, with t_{count} greater than $> t_{table}$, the hypothesis states that brand image influences the purchasing decision of J.CO Donuts & Coffee Pekanbaru. According to Narjono (2012) again argued that a well-managed brand image will produce positive consequences, therefore the development of a brand image is very important in purchasing decisions.

This research is also relevant to the results of Fransisca Paramitasari Musay's research (2013) "The Influence of Brand Image on Purchase Decisions (Survey of KFC Kawi Malang Consumers)". the t-table value is 1.658 with a probability value of $0.013 < 0.05$, which means that the Brand Image variable (X1) has a significant influence on Purchase Decision (Y). Meanwhile, the mean value is 3.86 indicating that the average respondent almost answered agree to item- items on the Corporate Image variable (X1). This is due to the popularity of KFC as one of the popular fast food restaurants in the world which already has many branches in various parts of the world.

The Effect of Discounted Prices on Purchasing Decisions

This study shows that the discounted price (X2) has an effect on the Purchase Decision (Y) at J.CO Donuts & Coffee Pekanbaru, with a value that is equal to 27.628. where $t_{count} = 27.628 > t_{table} = 1.98447$ and $sig\ 0.000 < 0.05$, with t_{count} greater than $> t_{table}$, the hypothesis states that price discounts affect the purchasing decision of J.CO Donuts & Coffee Pekanbaru.

These results also indicate that the discount price variable is The amount of the discount, the period of the discount, the type of product that gets the discount, the diversity of choices on discounted products influence Purchase Decision. According to (Dhian, 2015, Indri, Andriani, 2018) the results of his research state that discounted prices have a positive and significant effect on

purchasing decisions. So it can be concluded that if the discount is increased, it will increase consumer purchasing decisions.

The results of this study are supported by Yudiastuti and friends (2023)."

The Influence of Discounts and Testimonials on ShopeeFood Consumer Purchasing Decisions (Study on Students of the Faculty of Economics and Business, Widya Karya Catholic University of Malang). Discounts (X1) have a dominant effect on purchasing decisions (Y) because they have a beta (β) value of 0.366 and a calculated t value of 3.038. Meanwhile, the coefficient of determination (R²) is 31.8%.

Effect of Service Quality on Purchasing Decisions

t test results calculated to test the hypothesis whether there is a significant influence of the Service Quality variable (X3) on the purchase decision variable (Y) which is equal to 35.928. where $t_{count} = 35.928 > t_{table} = 1.98447$ and $sig\ 0.000 < 0.05$, with t_{count} greater than t_{table} , the hypothesis states that service quality influences purchasing decisions at J.CO Donuts & Coffee Pekanbaru

These results also indicate that the variable Quality of Service namely Tangibles (Physical Evidence), Reliability, Assurance, Empathy (Empathy), Responsiveness influence Purchasing Decisions. Opinion of Tjiptono (2007) quoted in the journal Aptaguna & Pitaloka (2016) states that in order to balance customer expectations, service quality involves making every effort to satisfy customers' needs and wants. Consumers will consider what services are provided by the company before making a purchase. The comfort and trust that is gained after making a purchase also creates customer loyalty.

The results relevant to the research of Patmala, H., & Fatihah, D. (2021) "The Influence of Service Quality on Purchasing Decisions at UKM Mart Widya Utama". Service quality is closely related to purchasing decisions. It is evident from the score of the service quality correlation coefficient on purchase decisions worth 0.704 at intervals of strong correlation levels. Furthermore, the T hypothesis test shows that there is an influence between service quality and purchasing decisions have been accepted because it has a calculated T score above T table ($5.995 > 1.688$). Then the coefficient of determination is 49.6%.

The Influence of Brand Image, Discounted Price and Quality of Service on Purchasing Decisions.

Based on the F test in the table, the f_{count} value is $1259.958 > f_{table}\ 3.09$ and $sig\ 0.000 < 0.05$. So that it can be stated that H_0 is rejected and H_a is accepted. This means that Brand Image (X1) Discounts (X2) and Service Quality (X3) together have a significant effect on Purchase Decisions (Y), The Stronger

the Brand Image, Discounts and Quality of Service, The Higher the Purchase Decision at J.CO Donuts & Coffee Pekanbaru.

From this study's findings and analysis, namely brand image, discount prices and service quality have relevance to the research results Alfiya, Inas Nur (2023) The Influence of Brand Ambassador and Brand Image on Purchase Decisions for Scarlett Whitening (Study on Consumers in Malang City). Undergraduate thesis, University of Muhammadiyah Malang. The results of this study indicate that brand ambassadors have partially positive and significant effect on purchasing decisions, brand image has positive and partially significant effect on purchasing decisions, brand ambassadors and brand image have a positive and significant simultaneous effect on purchasing decisions Scarlett Whitening. in Malang City.

This research is also supported by research Anggraeni, Tarisa (2023) The Influence of Brand Image, Celebrity Endorsement, and Price Discounts on Consumer Decisions to Buy "Jims Honey" Products in Ambulu District, Jember Regency.

The results of his research stated that the t-count value was $0.062 \geq t\text{-table } 1.660$ and the significance value was $0.950 \geq 0.05$. Then H1 is rejected. 2) The results of the tcount value are $1.726 \geq t\text{table } 1.660$ and the significance value is $0.008 \geq 0.05$. Then H2 is accepted. 3) The result of the tcount value is $10,327 \leq t\text{table } 1.660$ and a significance value of $0.00 \geq 0.05$. Then H3 is accepted. 4) The results of the Fcount value are $71,302 \geq F\text{table } 2,696$ while the significance value is $0.000 \geq 0.05$. means that H4 is accepted, meaning that simultaneously the brand image, celebrity endorsement, and price discount variables influence consumer interest in buying Jims Honey products in Ambulu District.

CONCLUSIONS AND POLICY IMPLICATIONS

Conclusion

Based on the study's findings, it can be said that brand image, price discounts, and service quality all have a significant impact on purchasing behavior in some combination or at the same time. These variables may also have an impact that is simultaneously or jointly significant or directly correlated with one another.

Suggestion

From these conclusions, suggestions that can be given to J.CO Donuts & Coffee Pekanbaru as a reference in improving brand image, price discounts, and service quality on purchasing decisions are as follows:

1. To further enhance the existing brand image at J.CO Donuts & Coffee Pekanbaru, the company has focus more on brand image, especially on the uniqueness of brand association dimension which has the lowest score of the other dimensions. The author suggests that J.CO Donuts & Coffee Pekanbaru be more creative and innovative in creating new products to attract purchasing decisions.
2. On the discount variable, the discount period dimension has the lowest score. Therefore, it is suggested to J.CO Donuts & Coffee Pekanbaru to extend the discount validity period so that consumers have plenty of time to enjoy product discount prices.
3. On the service quality variable, the reliability dimension has the lowest score. Therefore it is suggested to J.CO Donuts & Coffee Pekanbaru to further improve reliability in providing services to consumers so as to increase consumer purchasing decisions.
4. On the purchase decision dimension that gets the lowest score is post-purchase behavior, the authors suggest that J.CO Donuts & Coffee Pekanbaru do their best so that after making a purchase consumers feel satisfied and want to make a repeat purchase.
5. From the results of the partial test (t), brand image influences purchasing decisions at J.CO Donuts & Coffee Pekanbaru. For this reason, the company in the future must improve the brand image.
6. From the results of the partial test (t) it is known that price discounts have an effect on purchasing decisions at J.CO Donuts & Coffee Pekanbaru. The company in the future must improve its image with a discount strategy.
7. From the results of the partial test (t), service quality influences purchasing decisions at J.CO Donuts & Coffee Pekanbaru. So it is suggested to J.CO Donuts & Coffee Pekanbaru to pay more attention to and improve all aspects of service quality variables so as to increase customer satisfaction in terms of service.
8. From the results of the simultaneous test (F) there is an influence of brand image, price discounts and service quality simultaneously have a positive and significant effect on purchasing decisions. Companies must pay more attention to various problems that arise from purchasing decisions that can affect a decrease in the level of purchasing decisions

REFERENCE

- Pasumarthy, P. (2015). E-Loyalty and e-gratification from e-commerce. *International Journal of Management and Social Sciences*, 3(11),489-496

- Pratiwi, L., Sunaryo, S., & Mugiono, M. (2021). The effect of electronic service quality on electronic loyalty is mediated by e-trust and brand image variables: A study of OVO E-Wallet application users in Malang City. *International Journal of Business and Social Science Research* (2147-4478),10(6), 56-62.
- Pratondo, K., & Zaid, Z. (2021). Customer Loyalty During a Pandemic: Understanding Loyalty Through the Lens of Online Ride-Hailing Service Quality. *International Journal of Social Sciences and Business*, 5(1), 69-75
- Aptaguna, A., & Pitaloka, E. (2016). The Influence of Service Quality and Price on Interest in Buying Go-Jek Services. *Widyakala: Jaya Jaya University Journal*, 3, 49-56.
- Aryandi, J., & Onsardi. (2020). Against Consumer Purchase Decisions. *Journal of Management Science & Research*, 1(8), 1-21.
- Alfredo Dwitama Soenawan, *ESM* (2014). Prices on Consumer Purchasing Decisions D' Stupid Baker Spazio Graha Family Surabaya. 395-409.
- Alma, B. (2007). *Marketing Management and Service Marketing*. Alfabeta CV.
- Amrullah, A., Siburian, PS, & Zainurossalamia, S. (2016). The Influence of Product Quality and Service Quality on Purchase Decisions of Honda Motorcycles. *Performance*, 13(2), 99-118.
- Aptaguna, A., & Pitaloka, E. (2016). The Influence of Service Quality and Price on Interest in Buying Go-Jek Services. *Widyakala: Jaya Jaya University Journal*, 3, 49-56.
- Meriam, P. (2008). *McCarthy, 2008, Marketing Basics to a Global Managerial Approach*. Salemba Four.
- Ebert, Ronald J., *RWG* (2015). *Introduction to Business* (10th ed.). Erlangga.
- Fure, F., Lapian, J., & Taroreh, R. (2015). Brand image, product quality, and price influence consumer purchasing decisions at j. co Manado. *EMBA Journal: Research Journal of Economics, Management, Business and Accounting*, 3(1).
- Ghozali. (2016). Profitability Research Methods, Company Size, Change of Management, Dividend Payout Ratio, and Leverage. *Journal of Auditor Switching*, 53(9), 1689-1699.
- Idris, Andrianto, H, N. 2013. Effect of Product Quality, Brand Image, Price, and Promotion on Decision Purchasing a Toyota Kijang Innova MPV Type Car in Semarang. *Management Journal*. Vol. 2 No. 3, (2013). <http://eprints.undip.ac.id/view/person/IDRIS=3AIDRIS=3A=3A.html>. University
- Indratama, AB, & Artanti, Y. (2014). The Influence of Brand Image and Sales Promotion on Customer Decisions to Choose Bank Syariah Mandiri Savings. *Journal of Management Science*, 2, 1261-1272.

- Haqiqi, F. (2020). The Influence of Brand Image, Service Quality, Purchase Store Atmosphere, And Price On Decisions. *Journal of Management Science and Research*, 9(4).
- Diponegoro. Semarang. Accessed March 31, 2015. Pages 1-10
- Keller, KL (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Prentice Hall.
- Kotler and Keller. (2009a). *Marketing Management, Volume 1 (13th ed.)*. Erlangga.
- Kotler and Keller. (2009b). *Marketing Management Volume 1 (13th edition)*. Erlangga.
- Kotler and Keller. (2009c). *Marketing Management Volume 2 (13th edition)*. Erlangga.
- Kotler and Keller. (2005). *Marketing Management Volume 1 (12th edition)*. Erlangga.
- Kotler and Keller. (2008). *Marketing Management*. Erlangga.
- Kotler, P. (2012). *Asian Perspective Marketing Management (First)*. And I
- Kotler, P., & Armstrong, G. (2002). *Fundamentals of Marketing Twelfth Edition*. Jakarta: Gramedia.
- Kotler, P., & Armstrong, G. (2008). *Marketing principles volume 1 edition 12*. Jakarta: Erlangga.
- Kotler, P., & Keller, KL (2007). *Marketing Management twelfth Edition Volume 1*. Publisher: PT. Index. Jakarta.
- Li, XG, Wang, X., & Cai, YJ (2011). Dimensions of corporate, product, and user image and purchase intention. *Computer Journal*, 6(9), 1875–1879.
- Narjono, AI (2012). Product Attributes as a Basis for Purchasing Milk (Study at Singosari Supermarkets, Malang Regency). *Economics Journal of Economics*, 5(1):6-11.
- Paul, PJ, & Olson, JC (2013). *consumer behavior and marketing strategy*. Jakarta: Salemba Empat.
- Permadi, P. (2014). The Effect of Brand Image on Word of Mouth and Purchasing Decisions (Survey on Consumers of Dapoer Mie Galau Jalan Selorejo 83 Malang). *Journal of Business Administration S1 Universitas Brawijaya*, 10(1), 82184.
- Rahmawati. (2016). *Marketing Management*. Mulawarman University, 4-5.
- Rumangkang, SF 2014. Price Discounts and Their Impact on Servicescape Purchasing Decisions
Children's clothing at Matahari Megamas Manado. *EMBA Journal*. Vol 2 No 4 (2014) ISSN 2303-1174
<http://ejournal.unsrat.ac.id/index.php/emba/article/viewFile/6438/5965>.
Sam Ratulangi University.
- Manado. Accessed March 05, 2015. Pg. 675-687.
- Simamora, B. (2004). *Brand Aura*. Gramedia Main Library.

- Sitio, VSS (2019). The Influence of Service Quality and Image on Purchasing Decisions at Pt. TIKI. *Scientific Journal M-Progress*, 9(1).
- Sugiyono. (2001). *Business Research Methods*. Alfabets.
- Sugiyono. (2013). *Quantitative Research Methods, Qualitative, and R&D*. Alfabets.
- Sumarwan, U. (2004). *consumer behavior*. Indonesian Ghalia.
- Syriac. Tatic. (2008). *Consumer behavior: Implications on Marketing Strategy*. Science House.
- Sutisna. (2001). *Consumer Behavior and Marketing Communications (1st Edition)*. PT. Rosdakarya youth.
- Tjiptono, F. (2008). *Marketing Strategy 3rd Edition*. Yogyakarta: Andi.
- Wulandari, T. (2017). The Influence of Suzuki Brand Image and Service Quality on Purchasing Decisions at XYZ Dealers. *Score: Journal of Management and Business*, 2(1).
- Yamit, Z. (2013). *Product and Service Quality Management (1st ed.)*. Econicia.