Analysis Of The Effect Of Promotion, Customer Satisfaction, And Brand Equity On Online Purchasing Decisions

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Abstract – The purpose of the study: to determine the effect of promotion, customer satisfaction, and brand equity on online purchasing decisions (case study of bosvelt shoe and footwear craftsman ciomas bogor). This study aims to analyze: 1). Analyzing the effect of promotion on the purchase of bosvelt shoes and footwear online. 2). Analyzing the effect of customer satisfaction on the purchase of bosvelt shoes and footwear online and offline. 3). Analyzing the effect of brand equity on the online purchase of bosvelt shoes and footwear. The research time was carried out for approximately 3 months. Data collection techniques: using a questionnaire given to respondents (customers of shoes and footwear) online and offline as many as 100 people. Data processing methods: used are validity, reliability, classical assumption test, simple linear regression analysis, multiple regression analysis, coefficient of determination, t test and F test. Calculation using SPSS vers 18 computer program. The results show that the relationship between variables X1 (Promotion), X2 (customer satisfaction) and X3 (brand equity) together with Y (purchase decision) is very strong and positive. The regression equation is Y = -1.526 + 0.427 X1 + 0.188X2 +0.243X3 or (91.6%). It means that the contribution of promotion, customer satisfaction and brand equity together on purchasing decisions is 91.6%, while the remaining 8.4% is influenced by other factors not included in this study. Because F count = 350.281 > F table = 3.09 , then Ha is accepted rejected (Ho is rejected), meaning that there is a significant influence between promotion, customer satisfaction and brand equity on purchasing decisions.

Keywords – Promotion, Customer Satisfaction, Brand Equity, and Purchase Decision.

I. INTRODUCTION

Competition in the world of trade has increased very significantly. One of the improvements that are currently happening is where the development of increasingly advanced technology is one of them , namely: the internet, the internet is a global system that is often used for activities such as communication, business transactions and others , the growing social world indicates that many people are taking advantage of existing opportunities to do business online .

Online shopping has also become a habit and a pleasure for buyers , especially in the current state of the covid 19 pandemic, everyone is doing a lot of activities at home and cannot go out unless there is important business because PSBB is currently still being extended, especially in the Jabodetabek area. . Though in condition moment this Shoes and sandals craftsman bosvelt able to survive in situations moment This is because small and medium industries are flexible and can respond to changes in the existing economy. According to Kristiyanti (2012), there are four reasons MSMEs in Indonesia were able to survive during the crisis, namely: (1) some SMEs produce consumer goods, especially those that are not durable; (2) the majority of MSMEs rely more on non-banking financing in terms of business funding; (3) in general, SMEs perform strict product specialization, in the sense of producing only certain goods or services; and (4) the formation of new MSMEs as a result of the many layoffs in the formal sector. Micro, Small and Medium Enterprises (MSMEs) generally use production factors from the nearest environment, so that wages are cheap and production costs can be reduced as low as possible. MSMEs generally have the advantage of utilizing

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local and labor-intensive Natural Resources (SDA), such as small and medium enterprises that have a major contribution to regional and national development.

Among the various marketing strategies that exist, many companies use the online shop marketing system, one of which is a promotion strategy. The dominant strategy is chosen by shoe and sandal craftsmen. Promotion is one of the potential strategic weapons to beat competitors. This is what makes promotion an important role for a company. With promotions, companies can communicate products to customers. The advantages of the product can be known by consumers and can make consumers interested in trying and then will make a decision to buy a product.

So, promotion is an important aspect in marketing management because promotion can make consumers who were originally not interested in a product can change their minds to buy the product. Companies use promotions to trigger transactions, so that consumers are willing to buy a certain brand and encourage salespeople to aggressively sell it.

In addition, promotion is able to stimulate demand for a product. With this promotion, it is expected that consumers will try the product and encourage existing consumers to buy the product more often so that repeat purchases will occur and the sales volume of a company's products will increase. Promotion is a very important factor to realize the sales goals of a business. In order for consumers to be willing to subscribe, they must first be able to try or research the goods produced by the company, but they will not do this if they are not sure about the goods.

This is where the need to hold a targeted promotion, because it is expected to have a positive influence on increasing sales (Endar Sugiyono, 2004:17). One of the companies that implement promotion and discount strategies is bosvelt shoe and sandal craftsman. Marketing activities are one of the activities carried out by companies to market and sell their products to consumers. One of the marketing requirements of a sales promotion is a discount. A price discount is a reduction in the price of a product from the normal price within a certain period.

So usually the discount will have an impact on sales turnover. With the new price policy through the right discount, we will know the relationship between its influence and role on the company's sales turnover. For this reason, bosvelt shoe and sandal craftsmen need to provide attractive offers for online shop customers, namely in the form of discounts. With this program, it is hoped that the sales volume of bosvelt shoe and sandal craftsmen will increase. To embrace all online shop consumers in Indonesia to entrust their products to them, companies must be more aggressive in promoting attractive offers that will be given to online shop customers. Promotions are carried out through Personal Selling, Sales Promotion, and advertising.

Promoting appropriately and hitting the target is the task of the marketing manager, for that a promotion mix is needed in order to determine what kind of promotion should be carried out properly to get consumers. Promotions offered will affect consumer interest in trying to buy the product. Internet users for the marketing mix provide great benefits. Many online stores only focus on increasing sales rather than increasing customer satisfaction, the higher the sales, because of course the income received by the seller will be even greater. But in order for an online business to continue running, customer satisfaction is the key that results in repeat purchases.

One way to keep online customers loyal with sellers is more difficult than finding new customers. Therefore, a smart online seller must be able to understand the behavior of online customers in their target market so that consumers continue to do so decision purchase .

The main goal to meet customer wants and needs is the achievement of its own satisfaction for consumers. Online shop sellers who aim to provide high satisfaction to their consumers will strengthen their business position in the minds of consumers. If consumers have become a top priority, they will be the first choice when making purchases in the future.

One of the successes of the business is to determine how to make consumers feel satisfied. Basically what makes consumers satisfied is the match between what consumers expect and what is provided by the seller. The seller must be able to provide better satisfaction than competitors. Then the customer will be very satisfied with what has been given by the seller which in the end consumers will make repeat purchases and become loyal and loyal customers. Customer satisfaction will not only return to repurchase products or services but will also recommend to others, so that the business is more famous and gets many consumers. Back again like the beginning, when the new consumer is satisfied it will make repeat purchases to the company .

The level of customer satisfaction with the products offered is very high, because it is caused by the many emerging competitors and changes in economic conditions such as changes in income, purchasing power, tastes, needs and desires of the community which will later affect the behavior of a person as a consumer for the goods offered. So the seller always pays attention to what the consumer wants so that the consumer becomes a loyal customer, who makes repeat purchases. Online shop sellers must be able to anticipate changes that occur, both in the company's internal environment and the external environment of the company. How can the company exist and survive to be able to compete with similar companies, which are increasingly mushrooming and more and more popping up around the company. Customer loyalty can be achieved if consumers can feel satisfied after feel quality product .

Building customer satisfaction can't just be can be achieved, but requires a long process, one of which is by convincing consumers to remain loyal to the products or services offered. Consumers feel that their hopes and desires have been achieved, it leads to customer satisfaction and customers become loyal to the company. So that a decision will be made Purchases that will be achieved if consumers feel the expected satisfaction is achieved.

Besides promotion and satisfaction customers , brand equity too without it influence decision purchase . Brand is a name or sign combinations that identify a type products or services that will be generated by a effort brand also serves to differentiate a product offered by the company. Furthermore, actually a brand is a tangible and intangible value that is represented in a trademark (trademark) that is able to create its own value and influence in the market if properly regulated . If candidate customers are not attracted to a brand and buy because of product characteristics, price, convenience and with little regard for the brand, the likelihood of brand equity is low. Meanwhile, if customers tend to buy a brand even though they are faced with competitors who offer superior products, for example in terms of price and practicality, then the brand has a high equity value .

One way for a marketing strategy that must be carried out by business actors is to understand market conditions, which means understanding market development, what consumers need, and what consumers want. With this strategy, consumers will feel that their expectations are fulfilled by using the products being marketed. In buying interest, what is important in the buying process, consumers will consider before buying by paying attention to the brand, with the image or brand or product that is considered to have good quality by consumers, the consumer has a desire to buy or use the product.

The purchase decision is the last stage in buying and selling activities. Before this happens, consumers always consider various things related to the product they are going to buy, including promotion and brand equity. With an attractive promotion, it certainly makes customers interested in buying the products that are being sold and of course it will make the products they represent sell quickly and will boost purchases as well because consumers are interested in the promotion.

In making purchasing decisions, the first thing that consumers consider when choosing a product is to look at the product attributes. This is why researchers use equity product brand as one of the variables in this study. Equity brand product has 2 very important role for consumers in making purchasing decisions. In a product there must be elements of a product brand that can influence consumers in making purchasing decisions, namely product quality, price, brand, and features. This is the most important consideration for consumers before making a purchase decision on a product. Like the study conducted by LayYee et al (2013) which showed that there was a significant relationship between product attributes consisting of brand, price, and features with purchasing decisions. Products that have high quality product attributes will attract more consumers to use the product.

According to Schiffman and Kanuk in Ligia Stephani Samosir, et al. (2016:234) states that the purchase decision is the selection of two or more alternative purchase decisions. In other words, to make a person able to make a decision there must be several alternative choices. The buying decision process includes need recognition, pre-purchase research, evaluation of alternatives, and decision making.

Selling products online has many advantages compared to offline stores, including the first, convenience, time problems, and not using transportation and queues in the shopping process. In addition, selling online can also be opened at any time and can be accessed anytime and anywhere. Online shops provide a lot of information about products and services that consumers want. Online shop also has a system that can help consumers to compare products and make shopping decisions among many choices of products and services. However, selling online also has several drawbacks, including consumers cannot feel directly what they see from the internet.

Consumers shop on the internet as they find their choices drastically increased. They have access to more information when making purchasing decisions. Busy consumers can save time and find more convenient shopping activities that cater to their individual needs. Better and greater access to information, combined with lower operating costs for internet businesses, will eventually lead to lower prices and improved quality.

Consumers shop at online shops as they find their choices drastically increased. They have much more access to information when making purchasing decisions. Busy consumers can save time and find more convenient shopping activities that cater to their individual needs. Better and greater access to information, combined with lower operating costs for internet businesses, will in time lead to price reductions and quality improvements (Magherio, 2012). The concept of "Bringing the shop to the shopper" not "the shopper to the shop" was also finally realized. In addition, the issue of convenience and speed seems to be the most obvious reason why shoppers prefer online shops over offline stores .

The results of Taufan Hidayat 's research , (2020) show that: there is a positive influence of the product on the purchasing decision of Koki Jody's restaurant in Magelang. But different from (I Gede Teguh Esa Widhiarta and I Made Wardana) 2015 It was found that brand awareness had a positive effect on purchasing decisions. Perceived quality has a positive effect on purchasing decisions. Brand association has a positive effect on purchasing decisions. Finally, brand loyalty has a positive effect on purchasing decisions.

Table 1. Proceeds from Sales of Bosvelt Shoes and Sandals (January-July 2020)

Sales			
Month	Dozen	Pair	In Rp
January	90	1,800	Rp. 45,000,000,-
February	100	2,000	Rp. 55,000,000,-
March	85	1,700	Rp. 42,500,000,-
April	90	1,800	Rp. 45,000,000,-
May	85	1,700	Rp. 42,500,000,-
June	75	1,500	Rp. 37,500,000,-

Source: Bosvelt shoe and sandal craftsman, 2021.

Based on the table above, Bosvelt shoe and sandal products experienced a decline in sales in the 2021 period. It is proven by this decline that the author is interested in using the variable bell . Promotion, Customer Satisfaction and Brand Equity that can help to improve purchasing decisions .

This research is very interesting and important because with this research it is hoped that it can be seen whether the Analysis of the Effect of Promotion, Customer Satisfaction and Brand Equity on Online Purchases (Case Study of Bosvelt Shoe and Sandal Craftsmen in ciomas) . This research was carried out with the following objectives:

1. For analyze the effect of promotion on the decision to buy bosvelt shoes and sandals online.

2. To analyze the influence of customer satisfaction on the decision to buy shoes and sandals bosvelt online.

3. To analyze the influence of brand equity on the decision to buy shoes and sandals online.

4. To analyze the effect of promotion, customer satisfaction and brand equity on online purchasing decisions of bosvelt shoes and sandals.

II. LITERATURE REVIEW

Promotion is one of the marketing mix that is very important for business people to market their products, both services and products. Promotion is also one way to increase sales, because promotions can attract the attention of consumers to make purchasing decisions for a product. Online promotion is a process of activities carried out by businesses in offering products , goods or services that are promoted or advertised through online shop (internet) media, so there is no direct face to face between buyers and sellers. Promotion according to Tjiptono in Selang (2013:73) is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence/ persuade, and/or increase the target market for the company

and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. There are four indicators on promotion. The four indicators are advertising (advertising), sales promotion (sales promotion), personal selling (personal selling), and publicity.

Customer satisfaction (customer satisfaction) is a level where the estimated product performance is in accordance with buyer expectations (Kotler and Keller, 2013: 150). Customer satisfaction depends on an estimate of the product's performance in delivering value, relative to buyer expectations. According to research by Teja (2011), satisfaction is a feeling of pleasure or disappointment of someone that arises after comparing the performance (outcome) that is thought to the expected performance (outcome). Customer expectations are customer beliefs about what they will receive when consuming a product. Customer satisfaction is the key in creating customer loyalty. Many benefits are received by the company by achieving a high level of customer satisfaction, namely in addition to increasing customer loyalty but also preventing customer turnover, reducing customer sensitivity to prices, reducing marketing failure costs, reducing operating costs caused by the increasing number of customers, increasing effectiveness. advertising and improve business reputation (Aryani and Rosinta, 2010). Indicators of customer satisfaction are: Conformity of service as expected , Conformity of service with the rate paid, Customer satisfaction with the services offered,

Brand equity is a set of associations and behaviors that are owned by brand customers, distribution channel members, and companies that enable a brand to gain strength, durability, and excellence that can differentiate it from competing brands (Astuti and Cahyadi, 2007). There are 4 indicators equity brand among others as following : Brand Awareness , Perceived Quality , Brand Association , Brand Loyalty .

Purchasing decisions are a series of processes that start from the consumer recognizing the problem, seeking information about a particular product or brand and evaluating the product or brand how well each alternative can solve the problem, which then a series of processes that lead to a purchase decision (Tjiptono, 2014). 21). Purchasing Decision Indicators There are three indicators in determining purchasing decisions (Kotler, 2012), namely: Stability in a product , Habit in buying a product , Speed in buying a product .

The hypotheses formulated based on the above framework are as follows:

H1: It is suspected that promotion has a positive and significant effect on online purchasing decisions .

H2: It is suspected that customer satisfaction has a positive and significant effect on purchasing decisions Online . _

H3: It is suspected that brand equity has a positive and significant effect on purchasing decisions Online . _

H4: It is suspected that promotion, customer satisfaction and brand equity have a significant effect on purchasing decisions Online . _
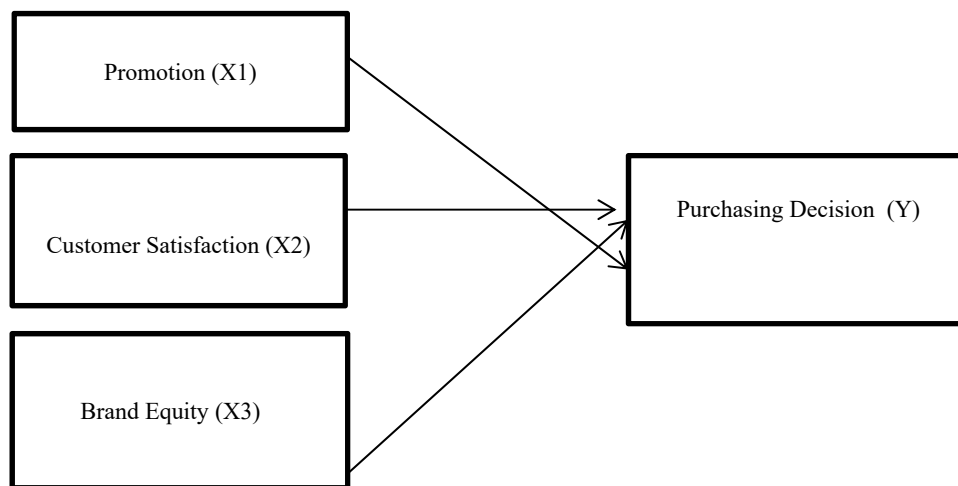

Figure 1 The Research Framework

III. RESEARCH METHODS

January 12 , 2021 , 1 to July 14 , 2021. The location is research namely the Bosvelt shoe and sandal craftsman whose address is at Jl. Ciapus Ciomas Bogor Regency, West Java 16610. Research this using method quantitative . The variables used are the Promotion variable as the independent variable ($X1_)$, the Customer Satisfaction variable as the independent variable ($X2_)$, the Brand Equity variable as the independent variable ($X3_)$ $_{and}$ the purchasing decision variable as the dependent variable (Y). The population in this study is all sandals and shoes customers bosvelt in Indonesia. Sample set using a random sampling sample is said to be a (simple) sample because the sampling of members of the population is carried out randomly without regard to the strata that exist in the population. The number of samples to be studied is 100 respondents (sample). Research data analyzed use analysis regression multiple .

IV. RESULTS AND DISCUSSION

4.1 Characteristics Respondent

Research respondents _ this consisting of men as many as 48.0 % and women as many as 52.0 % . Respondents based on age < 2 5 years as many as 39 people or 39.0 %, 25 -35 years as many as 47 people or by 47.0 %, 3 6 -4 5 years as many as 1 2 people or by 12, 8 0 % and for >45 years old as many as 2 people or 2.0%. Then respondents based on the last education who took high school education as many as 35 people or 35 , 0 %, 56 S1 graduates _ or by 56.0% and graduates S 2 9 people or of 9.0%.

4.2 Data Quality Test Results

From result validity testing obtained that 8 assessment research variable items Promotional variable has r arithmetic < r table, which is significant 5% (α = 0.05) and n = 100 obtained r $_{table}$ = 0.194 so it can be said that 8 research variable items are valid to be used as instruments in research or questions -the questions asked can be used to measure the variables studied and to score highest in promotion variable that is question X1.1 and X1.2 because get values 0.904 and 0.919.

Results validity testing show that 7 Satisfaction assessment research variable items Work has r arithmetic < r table that is at 5% significance (α = 0.05) and n = 100 obtained r $_{table}$ = 0.194 so it can be said that 7 research variable items are valid to be used as instruments in research or questions that proposed can be used to measure the variables studied and for the satisfaction variable customer score the highest that is for X2.4 question with value 0.911.

Then results known validity test that the 10 items of the Work Quality assessment research variable have r count < r table that is at 5% significance (α = 0.05) and n = 100 obtained r $_{table}$ = 0.194 , so it can be said that 1 1 research variable item is valid for used as an instrument in research or the questions asked can be used to measure the variables studied and to score the highest that is for question X3.6 with value 0.905. For variable Satisfaction Work have value r count < r table that is at 5% significance (α = 0.05) and n = 100 obtained r $_{table}$ = 0.194 so it can be said that 7 research variable items are valid to be used as instruments in research or the questions asked can be used to measure the variables studied and to score the highest that is for questions Y.3 and Y.6 with values of 0.914 and 0.928.

Test results reliability on whole indicator study show that Question items in the promotion questionnaire , satisfaction customer, equity brand to decision purchase is reliable or consistent / trustworthy.

4.3 Analysis Results Of Regression Multiple

Regression analysis is intended to determine the effect of between (X_1) Promotion , (X^2) Satisfaction Customer and (X^3) Equity Brand Against (Y) K decision Purchase .

Table 2. Correlation and Coefficient Values Determination Promotion Relationship , Satisfaction customer , Equity Brand and Decision _ Purchase

Model	R	R Square
1	0.957	0.916

Source: Primary Data Processed

Obtained R value of 0.957 and R-Square value of 0.916.

Table 3 Results of Regression Analysis between Promotion , Satisfaction customers and Equity Brand Against Decision purchase

Model	B	t	sig.
Promotion	0.427	5.101	0.000
Customer satisfaction	0.188	1,827	0.071
Brand equity	0.243	3,674	0.000

Source: Primary Data Processed

Equation model that can be formed from results analysis regression the is as following :

$$Y = -1.526 + 0.427 \_ X_1 + 0.188X_2 + 0,243X_3$$

Next conducted F test to test whether the independent variables together have a significant effect on the dependent variable (Wahid Sulaiman, 2004).

Table 4. Simultaneous Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6225,067	3	2075,022	350,281	,000 [a]
	Residual	568,693	96	5,924		
	Total	6793,760	99			

a. Predictors: (Constant), Brand equity, Promotion, Customer satisfaction

b. Dependent Variable: Purchase decision

Obtained score F count = 350,281 > F table = 3.09.

4.4 Discussion

After the research analysis, the next stage in this research is data interpretation. Interpretation aims to compare the results of the study with the concepts used in the study. In this study involved 100 respondents as customer bosvelt shoes and sandals . From the results of the questionnaires distributed to the respondents, the validity and reliability have been tested to find that all data is valid and reliable so that it can be used as a reference in knowing the results of this study.

Table 5. Average Perception Value Respondents on Variables Study

		Promotion	*Customer Satisfaction*	*Brand Equity*	*Purchasing Decision*
N	*Valid*	*100*	*100*	*100*	*100*
	Missing	*0*	*0*	*0*	*0*
mean		*30.44*	*27.06*	*41.87*	*26.68*

Source: Primary Data Processed

Based on the table above, it can be explained that the average value of promotion is 30.44 , based on *empirical* data (field) obtained based on the number of respondents' items for the promotion variable as many as 8 items, with a 5-level questionnaire answer scale, namely, strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = from the results the data above it can be concluded that, satisfaction customers and equity brand very influential on the decision purchase . Based on the results of the SPSS s analysis that promotion of 30 , 44 to the questionnaire on the decision purchase is high .

Satisfaction data customer of 27.06 based on empirical data (field) obtained based on the number of respondents' items for external variables as many as 7 items, with a 5-level questionnaire answer scale, namely, strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1 , then the result of satisfaction customer is very high .

Equity brand 41,87 based on empirical data (field) obtained based on the number of respondents' items for the variable as much as 1 1 item, with a 5-level questionnaire answer scale, namely , strongly agree = 5, agree = 4, Neutral = 3, disagree = 2 and strongly disagree agree = 1, then the equity result brand is High.

And the purchase decision can be assumed that the average value of all variables is high . Why is it said high based on empirical data (field) obtained based on the number of respondent items for the variable satisfaction customers as many as 3 3 items, with a 5-level questionnaire answer scale, namely, strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1, then the results of the satisfaction data customer is good.

Based on table 2 , the calculation result of R = 0, 957 lies in the interval (0, 8 0 – 1000) , based on table 5 . 22 , this shows that the relationship (X_1) Promotion , (X^2) Satisfaction Customer and (X^3) Equity Brand Against (Y) Purchase Decision is very S Strong . Means if X_1, X_2 and X3 goes up then Y also goes up.

The R-Square value of 0.916 is score coefficient determination that shows that variability decision purchase capable explained by together by variable promotion , satisfaction customers and equity brand by 91.6%, the rest of 8.4% is explained by other factors that do not enter to in the research model this .

Of the three independent variables entered into in the variable regression model, only there is two a significant variable at the 95% confidence level , namely variable Promotion (X_1) and variable equity brand (X_3), while for variable Satisfaction customer (X_2) no take effect significant because score significant 0.071 more big of 0.05, however still could declared take effect significant at the 90% confidence level with error rate 10%.

Can you say that the results of the t test (partial) show that each variable is either X_1 (Promotion) X_2 (Satisfaction Customers) and X_3 (Equity Brand) affect the Purchase Decision but from variable free (X) which greatly affects significantly is Promotion , meaning that a good promotion from the seller greatly influences the purchase decision .

Meanwhile, from the results of the F (simultaneous) test , together d obtained score F count = 350,281 > F table = 3, 09 , with score significance of 0.000, then Ho is rejected (Ha is accepted) . This shows that the independent variable has a significant simultaneous effect on the dependent variable so that the proposed hypothesis, namely the dependent variable, is accepted. That is, any changes that occur in the independent variables, namely promotion , trust , brand and equity brands simultaneously or together will have an effect significant to decision purchase .

From the equation The regression obtained can be explained as follows:

1. The coefficient of the variable X_1 = 0.427 means that every increase in X_1 by 1 unit will cause an increase in Y of = 0.427 while the other variables are constant.

2. Based on the table above, the coefficient of the variable X_2 is 0.188 . This means that if X2 increases by 1 unit, then Y will increase by $_{0.188}$ while the other independent variables are constant.

3. Based on the table above, the coefficient of the variable $X_{3\ is}$ 0, 243 . This means that if X3 increases by 1 unit, then Y will increase by 0.503 while the other independent variables are constant ˌ

4. Among the three independent variables that have an influence on the dependent variable, the variable X_1 (promotion) has a greater effect on Y (decision purchase) because have value 0.427 more big than X_2 and X_3 .

V. CONCLUSION

Testing on research problems shows the results of research analysis that there is a significant influence between promotions on purchasing decisions and the level of the relationship is very strong. This shows that consumers are more interested in online shops that have many promotions for their customers. for the promotion variables that greatly affect the indicators of advertising and sales promotion.

The second conclusion , there is no significant effect between satisfaction customer to decision purchase . This shows that satisfaction customer no take effect to consumer for buy product in store online shop .

The third conclusion gets the results of the research that brand equity has a positive and significant effect on purchasing decisions. A high level of brand equity can cause someone to have high confidence in the purchase decisions they make. for variable equity influencing brand _ that is from indicator awareness brand . There is a significant effect simultaneously (simultaneously) between promotion , satisfaction customers and equity brand to decision purchase , with the relationship level is strong and able accepted . This thing in accordance with consumer expectations, then a consumer may be willing to disclose his personal information and will buy with a feeling of satisfaction . without promotion , satisfaction customers and equity brand will make less convinced to consumers for To do decision purchases , which ultimately prevents consumers from making purchases through online shops.

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