

# **Purchasing Decision through E-Commerce, Product Quality, and Brand Image at Tangerang Branch "Haus" Beverage Products**

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**Abstract:** This study aimed to analyze the influence of e-commerce, product quality, and brand image on purchasing decision of "HAUS!" beverage product at Tangerang branch. The population of this research is customers of "HAUS!" beverage product. This study uses nonprobability sampling technic with purposive sampling methods which was determined as a study sample of 100 people. Collection of data instrument use a questioner with Likert scale. This research use multiple linier regression analysis and t-test. The result of this research showed that the product quality (X2), and brand image (X3) had significantly positive effect on purchasing decision (Y) while e-commerce (X1) had no significant effect on purchasing decision (Y). E-commerce (X1), product quality (X2), and brand image (X3) simultanly had significantly positive effect on purchasing decision (Y) of "HAUS!" beverage product at Tangerang branch.

**Keyword:** E-commerce, Product Quality, Brand Image, Purchasing Decision

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## **1. Introduction**

Indonesia is a developing country that is entering the era of digitalization of the business world. Seeing the dynamic development of Indonesia, a company will be required to increase its sales, thus a company can survive in its business scope. Sales of a product can be increased through customer satisfaction. This is in accordance with the opinion of Tjiptono (2008: 24), that with customer satisfaction it can provide benefits, relations between sellers and consumers become more harmonious, provide the basics for buyers to make repeat purchases and for companies to create a good image by word of mouth which has an impact on increasing profits. Satisfaction occurs after consumers make a purchase decision. This purchase decision is the time when consumers will make a brief or detailed assumption about a product they want to buy. In making a purchase decision, consumers often make a comparison. Consumers consider the quality, price, and product image to make a purchase decision. The process of purchasing decisions by consumers is the main focus of a company in observing consumer needs, so that companies can clearly understand the factors that can influence purchasing decisions.

The influence of consumers on purchasing decisions in the scope of the Indonesian market has been largely influenced by digital media. Many large and small companies in Indonesia have implemented internet media as an information service in marketing a product. In this case, many companies have used e-commerce to market their products. The application of this marketing system makes it easier for companies to influence consumer purchasing decisions, because a company does not need to meet face to face with consumers directly.

Companies only need to make marketing visually, because e-commerce is an internet media in which the buying and selling of products such as websites and other social media can be carried out (Zimmerer, 2005). An indication of the use of e-commerce is the presence of virtual buying and selling transactions. E-commerce makes it easier for consumers to make purchasing decisions because all product information up to purchase transactions is in the user interface system. This user interface system makes it easier for consumers to visit a wider market, as well as with a company. The development of e-commerce makes it easier for a company to get the attention of potential customers or existing customers.

Another factor that can influence purchasing decisions is product quality. Products with good quality can give the impression that the products consumed meet consumer expectations. Besides wanting to get easy access to a product, consumers also want stable quality for product selection. This stable quality is the company's effort to maintain the same product quality according to the consumer's experience in purchasing a product. Thus a product with good product quality will satisfy consumer needs.

In addition to product quality, another factor that can influence purchasing decisions is brand image. The brand image of a product that is well known by the public, for the company is an important aspect that is a priority in carrying out a marketing strategy. Building a good brand image in the community is a strategy to get a good view of a product itself. The view of a brand image will produce a thought that can indirectly influence consumer purchasing decisions. This can happen because the impact given will impact public opinion on a product's brand image. A good brand image will provide benefits for companies to market a product because the

brand becomes easy to remember, easy to recognize, and has a good brand reputation. Companies need a marketing strategy to integrate e-commerce factors, product quality, and brand image.

The current fierce market competition is competition in the culinary business, due to changes in the lifestyle of people who like to consume food or drinks outside the home. In this case the author wants to choose a culinary business on fusion drinks. A fusion drink is a drink that has a new taste with a different mixture in it that adapts to the taste buds of today's society. This fusion beverage business is becoming a trend for young entrepreneurs, especially in Jabodetabek. These factors make the author feel interested in discussing this fusion drink business because it is currently at the center of market trends in entrepreneurship. Several fusion drink business actors have started to emerge with their own names or brands. The following are the names of beverage business producers who are quite popular with consumers, especially millennials.

Table 1 Fusion Beverage Business Producers

No	Producer	Number of Branches
1	HAUS!	300
2	Kopi Janji Jiwa	700
3	Kopi Kulo	300
4	Chatime	308
5	Hop – Hop	150

Source: Results of Researcher Search (2022)

The author chose one of the fusion drink brands, namely "HAUS!", because this drink is a phenomenal fusion drink in Jabodetabek. Tavern "THIRST!" It's never empty of consumers, both in the morning until it's close to the shop closing. Consumers who buy "THIRST!" consists of consumers who come directly to buy at the "HAUS!" and some order it through online applications (Go-Food, Grab-Food). Although based on the data above "Kopi Janji Jiwa" has more branches than "HAUS!", the authors choose the beverage product "HAUS!" as an object of research because this product has a brand with the name "HAUS!" unique and easy to remember. Beverage products "THIRST!" it also has more than 36 different product variants. There are consumers who make online transactions supported by an online marketing media that already has "HAUS!". The details below show the online media contained in "HAUS!".

Table 2 Online media of "HAUS!"

No	Media	Account ID
1.	Website	Haus.co.id
2.	Instagram	haus.indonesia
3.	Twitter	haus.indonesia
4.	Facebook	Haus Indones

Source: Results of Researcher Search (2022)

Utilizing e-commerce has done "HAUS!" since May 2018. Social Media functions as promotion, delivery of product descriptions, as well as product selling "HAUS!" to consumers. Its scope is not only to carry out a distribution of products that have been carried out "HAUS!" by increasing own/partner branches, but to make it easier for consumers to get "HAUS!" itself by providing information about the location of the branch. "THIRSTY!" it's easy to get consumers because it has many outlets spread across Jabodetabek and that's because consumers can get information via Instagram or the "HAUS!" website.

In several previous studies regarding purchasing decisions that are influenced by e-commerce, product quality, and brand image, there are inconsistent research results. According to Ghoribi and Djoko's research (2018), e-commerce has a lower effect than product quality and marketing which influence the purchasing decisions of Crown Batik consumers. Agustyan (2017) suggests that purchasing decisions are influenced by e-commerce and the brand image of Aska banana chips products, while product quality variables have no effect. On the other hand, according to Seftiana (2017), brand image and product quality have a partial or simultaneous influence on buying decisions, and researchers find brand image has more impact than product quality on customer buying decisions. Based on the research gap in several of these studies, the authors conducted research on e-commerce, product quality, and brand image related to consumer purchasing decisions. This research takes the title "Strategies to increase consumer purchasing decisions through e-commerce, product quality, and brand image on the beverage product "HAUS!" at the Tangerang branch". This study aims to determine the extent to which the influence of e-commerce, product quality, and brand image on purchasing decisions on the beverage product "HAUS!" at the Tangerang branch either partially or simultaneously.

## **2. Literature Review**

The trading world in today's era is often familiar with the term e-commerce or online trading. According to Kalakota & Whinston (1997), the term e-commerce has 4 different points of view, namely: 1. Based on the point of view of communication, e-commerce is the provision of goods, services, information or payments through computer networks or other electronic devices. 2. Based on a business process perspective, e-commerce is a technology application that is useful for making business transactions and procedures for carrying out work automatically. 3. Based on the service point of view, e-commerce is a tool that functions to meet the needs of companies, customers and management to minimize service costs, improve the quality of service to consumers, and speed in serving consumers. 4. Based on an online point of view, e-commerce is the provision of toughness in buying and selling transactions of goods and services as well as the provision of information through internet media. The e-commerce transaction process can include stages, namely (Suyanto, 2003): a. Show, the process of displaying products or services on the website that is owned, b. Register, the registration process carried out by consumers to enter consumer personal data information, c. Order, the process in which the consumer has chosen a product and the next step is to place a purchase order, d. Payment, the process in which consumers will make payments for the products purchased, e. Verification, the process of re-verification for data that has been entered by consumers during registration, f. Deliver, the process in which the product that has been purchased will be sent by the merchant to the customer.

Product quality is a characteristic of a product that has the ability to meet predetermined needs and is latent (Kotler & Armstrong, 2008). Customers have a view of quality, which is something that has its own scope, this is different from the understanding from the producer's point of view when issuing a product that is known for its true quality. Quality can be interpreted as the overall characteristics and characteristics of the product that influence the fulfillment of the needs conveyed implicitly (Kotler, 2009). Another opinion is according to Tjiptono (2008), quality is a combination of characteristics and traits that determine the extent to which output can meet the prerequisites of consumer needs or an assessment of how far these characteristics and characteristics can meet needs. Achieving a coveted product quality requires a set of quality standards. This mechanism aims to maintain the products that have been produced to meet the quality standards that have been applied so that the product in question will not lose the trust of the consumers themselves. Product quality that is not considered by marketers when making an offer will result in the level of consumer loyalty which has an impact on sales. Marketers who pay attention to product quality and also reinforce it with product advertisements and prices that consumers want, consumers will not spend time thinking long and hard about purchasing these products (Kotler & Armstrong, 2008).

Brand image is a representation of the perception that is formed through information and past experience of a brand. The image formed for a brand is a form of belief and preference for a brand itself. Purchases will be made by consumers who have positive thoughts about the brand image of a product (Setiadi, 2003). According to Kotler & Keller (2003), brand image is a customer's view and belief that is stored in the consumer's memory. Brand Image is the entire opinion of a brand that is formed through the processing of information from various sources (Setiadi, 2003). The definition of brand image in the opinion of Keller (2003) is consumer assumptions about brands based on consumer memory and the stage consumers make a thought about a brand irregularly in their mindset. A strong marketing program can help brand image to be positive with unique methods and highlight the different unique selling points of the product. Brand image has several factors that support the process of forming the brand image itself, according to Kotler & Keller (2004) these factors are:

1. Superior brand image, factors that form a brand image include products that have an advantage over the competition.
2. Brand image with its strength, the brand has a fundamental soul, with this the seller can use it to give meaning to the product in an advertisement or other promotional activities. These factors will be a bridge between products and brands to customers. Making a brand famous or popular is the key to providing a good brand image for customers.
3. A brand with its uniqueness is the unique selling point of the product.

According to Kotler (2005) purchasing decision is a stage in which the consumer has a choice and is ready to make a purchase or exchange between money and a promise to pay for the ownership or use of an item or service. Kotler (2005) also explains what is meant by purchasing decisions is a problem-solving process that consists of analyzing or identifying needs and desires to behavior after purchase. Setiadi (2003) said that decision making by consumers can be referred to as problem solving. In the decision-making process, the consumer has a target or behavior which one wants to do to achieve the goal. Furthermore, it is explained that problem solving is a continuous flow of reciprocity between environmental factors, cognitive and affective processes and behavioral actions. The first stage is an understanding of the problem. Then there is an evaluation

of the existing alternatives and the most appropriate action is selected. In the next stage, the purchase is expressed in an action where in the end the selected or designated item will be used and the consumer re-evaluates the decision he has made.

The theoretical relationship between the variables that influence the purchase decision can be seen in the following framework.

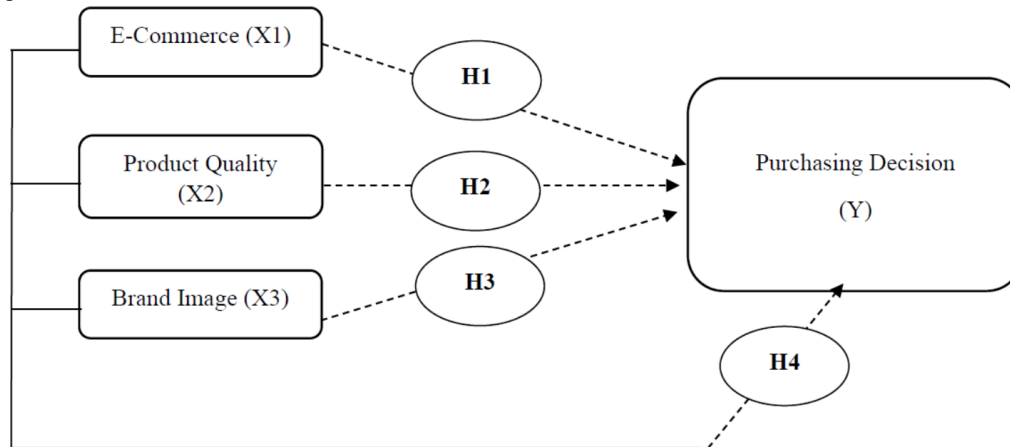


Figure 1 Thinking Framework

Source: Researcher Data (2022)

Based on this framework, the following hypothesis is obtained.

H1: It is suspected that e-commerce has an effect on purchasing decisions

H2: It is suspected that product quality influences purchasing decisions

H3: It is suspected that brand image has an effect on purchasing decisions.

H4: It is suspected that e-commerce, product quality, and brand image have an effect on purchasing decisions.

### 3. Research Method

#### Sample Selection and Data Collection

The method used in this research is a quantitative method. Sampling was carried out by researchers by distributing questionnaires to visitors who came directly to the "HAUS!" at the Tangerang branch and visitors who order "HAUS!" online from February to June 2020. Sampling was carried out using a non-probability sampling method with a purposive sampling technique (a method of determining a sample with certain specifications). The selected sample specifications are:

- a. Internet users
- b. Age more than equal to 17 years
- c. Have made product purchase transactions through online media

The formula used in this study to measure sample numbers is (Sugiyono, 2013):

$$n = \frac{Z^2}{4(Moe)^2}$$

Description:

Penjelasan:

n: sample size

Z: 1,96 at a certain sig level (95% confidence level)

Moe: margin of error max 10%

Calculations of researchers from the use of the formula above:

$$n = \frac{(1,96)^2}{4(10\%)^2}$$

$$n = 96,04 = 96 \text{ or } 100 \text{ (rounding)}$$

Based on the above calculations, the researchers decided that the sample size was 100 respondents. The data collection method used was by submitting a questionnaire as a research instrument, namely a form containing questions and statements, in which the qualitative data from the questionnaire results were processed into quantitative data by testing the hypothesis. In filling out the questionnaire, consumers are only given the opportunity to choose one of five alternative answers according to the choices on the questionnaire, namely by placing a cross (X) on the answer that is considered appropriate. Answers from the Likert scale have a gradation from very positive to very negative.

#### 4. Results and Discussion

In the following, the results of the classical assumptions test or the regression model test that have been carried out include: Normality Test, Heteroscedasticity Test, Multicollinearity Test, and Multiple Linear Regression Tests.

##### Normality test

The normality test using the normal graphical P-Plot method aims to see whether the dependent variable and independent variable have a normal distribution or not. If the distribution of the points on the graph is close to or around the diagonal line, it can be said that the regression model used is normal. The results of the normality test for e-commerce variable data, product quality, brand image, and purchasing decisions can be seen in the following figure.

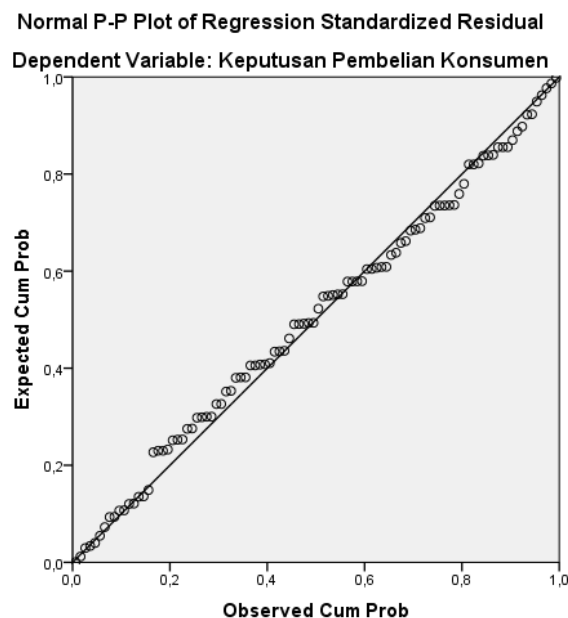


Figure 2 Normality Test

Source: Results of data processing researchers (2022)

##### Heteroscedasticity Test

In this study, the heteroscedasticity test was carried out using a Scatterplot chart. Detecting whether there is heteroscedasticity can be done by looking at whether there is a certain pattern between ZRESID and ZPRED in the graph. A good model is obtained if there is no specific pattern on the graph, such as gathering in the middle, narrowing then widening or conversely widening then narrowing. The results of the heteroscedasticity test using the Scatterplot graph can be seen in the following figure.

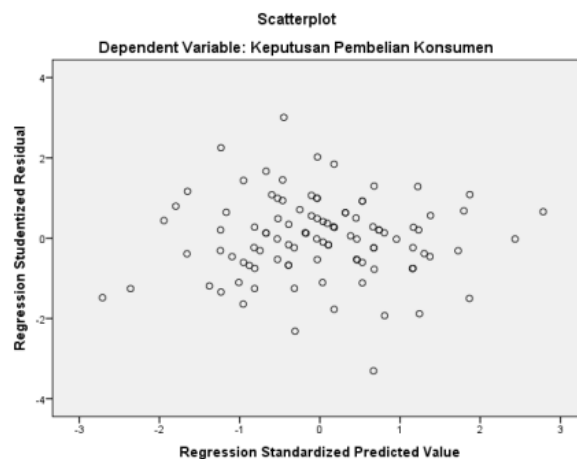


Figure 3 Heteroscedasticity Test

Source: Results of data processing researchers (2022)

Based on Figure 3 it can be explained that the existing points do not form a certain pattern and the existing points spread up and down the zero number, so it can be said that this regression model research does not experience heteroscedasticity.

### Multicollinearity Test

According to Ghozali (2012) the Multicollinearity Test has the goal of testing whether the regression model found a correlation between the independent variables, a good regression model should not have a correlation between the independent variables. This test is carried out to compare the tolerance value and the Variance Inflation Factor (VIF) value with the required value. The assumed value requirements are:

1. If the VIF value < 10 and the Tolerance value > 0.1 then Multicollinearity does not occur.
2. If the VIF value is > 10 and the Tolerance value is < 0.1, Multicollinearity occurs.

Table 3 Result of Multicollinearity Test

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	E-Commerce	,747	1,338
	Product Quality	,353	2,836
	Brand Image	,420	2,381

Source: Results of data processing researchers (2022)

Based on table 3 above, it is known that the VIF value for the X1 e-commerce variable is 1.338, the X2 product quality variable is 2.836 and the X3 brand image variable is 2.381. This means that the VIF values for all variables are < 10, and the tolerance values for the three independent variables are > 0.1. Thus it can be said that there is no multicollinearity in the research data.

### Multiple Linear Regression Testing

Regression analysis in this study aims to analyze whether there is influence between the independent variables, namely e-commerce (X1), product quality (X2), and brand image (X3) on the dependent variable, namely purchasing decisions (Y). Following are the results of multiple linear regression tests.

Table 4 Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	3,020	1,770		1,706	,091
e-commerce	,147	,109	,111	1,349	,181
product quality	,281	,128	,262	2,193	,03



brand image	,431x	,105	,447	4,094	,000
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Source: Results of data processing researchers (2022)

Based on the calculation of the multiple linear regression test in the table above, the following equation can be arranged:

$$Y = 0.111X1 + 0.262X2 + 0.447X3 + e$$

The interpretation of the regression equation is as follows:

1. The value of the regression coefficient on the e-commerce variable (X1) is 0.111 with a significance level of 0.181 greater than the alpha level of 0.05. This means that the e-commerce variable (X1) has no effect on purchasing decisions (Y).
2. The value of the regression coefficient on the product quality variable (X2) is 0.262 with a significance level of 0.031 which is smaller than the alpha level of 0.05. This means that the product quality variable (X2) influences the purchasing decision (Y).
3. The value of the regression coefficient on the brand image variable (X3) is 0.447 with a significance level of 0.000 which is smaller than the alpha level of 0.05. This means that the brand image variable (X3) influences the purchase decision (Y).

**Determination Coefficient Test (R<sup>2</sup>)**

The coefficient of determination (R2) from the results of multiple linear regression shows how much the dependent variable (purchasing decisions) is influenced by the independent variables (e-commerce, product quality, and brand image). The results of the coefficient test (R2) can be seen in the following table:

Table 5. Test Results for the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,720a	,518	,503	1,983

Source: Results of data processing researchers (2022)

Based on the data above, the coefficient of determination (R2) is 0.503 or (50.3%). This shows that 50.3% of the purchasing decisions for beverage products "HAUS!" influenced by e-commerce variables, product quality, and brand image. The remaining 49.7% is influenced by other variables not examined in this research model.

**Hypothesis testing**

**T-Test Results (Partial)**

The t-test was conducted to determine the effect of the independent variables consisting of e-commerce, product quality, and brand image on purchasing decisions. Provisions for decision making based on the results of hypothesis testing with the t-test are as follows.

1. Compare t-count values with t-table
  - If t-count < t-table, then Ho is accepted and Ha is rejected (no effect).
  - If t-count > t-table, then Ho is rejected and Ha is accepted (effect).
2. Comparing significant probability figures
  - If the significance probability number is > 0.05, then Ho is accepted and Ha is rejected (no effect).
  - If the significance probability number is <0.05, then Ho is rejected and Ha is accepted (effect).

Table 6 T-Test Results

Mode	Unstandardize Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Be		
(Constant)	3,020	1,770		1,706	,09
e-commerce	,147	,109	,111	1,349	,181
Quality product	,281	,128	,262	2,193	,031
Brand image	,431	,105	,447	4,094	,000

Source: Results of data processing researchers (2022)

Based on the hypothesis testing in this study it can be described as follows:

1. The t-count value of e-commerce (X1) is  $1.349 < t\text{-table } 1.984$  and shows a significance of  $0.181 > 0.05$ , then  $H_0$  is accepted and  $H_a$  is rejected, meaning that the e-commerce variable has no effect on purchasing decisions (Y).
2. The t-count value of product quality (X2) is  $2.193 > t\text{-table } 1.984$  and shows a significance value of  $0.031 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the product quality variable has a positive and significant effect on purchasing decisions (Y).
3. The t-count value of brand image is  $4.094 > t\text{-table } 1.984$  and shows a significance value of  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that the brand image variable has a positive and significant effect on purchasing decisions (Y).

### F test

The F test aims to see the magnitude of the influence of the independent variables namely e-commerce, product quality, brand image simultaneously on the dependent variable on purchasing decisions. If the probability of the significance level of the F-count test is smaller than a certain significance level, namely 5%, then the influence of the independent variables e-commerce, product quality, and brand image simultaneously on the dependent variable, namely purchasing decisions, is significant. For more details, it can be seen in the following table:

Table 7 F Test Results  
ANOVA<sup>a</sup>

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	406,294	3	135,431	34,441	,000b
Residual	377,496	96	3,932		
Total	783,790	99			

Source: Results of data processing researchers (2022)

The results of the F-count test were 34.441 with an F significance of 0.000 with a probability  $< 0.05$ , so the  $H_4$  hypothesis was accepted, meaning that the e-commerce variables, product quality, and brand image together had a positive influence on purchasing decisions on the "HAUS" beverage product. !” at the Tangerang branch.

### Discussion

Based on the results of the analysis of hypothesis testing, it can be concluded as follows.

#### 1. The effect of e-commerce on purchasing decisions on the beverage product "HAUS!" at the Tangerang branch

E-commerce variable (X1) has no effect on purchasing decisions (Y). This is supported by the t-count value of e-commerce (X1) of  $1.349 < t\text{-table } 1.984$  with a significance of  $0.181 > 0.05$ .

#### 2. The effect of product quality on purchasing decisions on the "HAUS!" at the Tangerang branch

Product quality variable (X2) has a positive and significant effect on purchasing decisions (Y). This is supported by the t-count value of product quality (X2) of  $2.193 > t\text{-table } 1.984$  with a significance of  $0.031 < 0.05$

#### 3. The effect of brand image on purchasing decisions on the beverage product "HAUS!" at the Tangerang branch

Brand image variable (X3) has a positive and significant effect on purchasing decisions (Y). This is supported by the t-count value of brand image (X3) of  $4.094 > t\text{-table } 1.984$  with a significance of  $0.000 < 0.05$ .

#### 4. The effect of e-commerce, product quality, and brand image simultaneously with purchasing decisions on the beverage product "HAUS!" in Tangerang

Based on the results of the F test, the f-count is 34.441 with a significance of 0.000 and a probability  $< 0.05$ . Thus it can be concluded that the variables of e-commerce, product quality, and brand image together (simultaneously) have a positive and significant effect on purchasing decisions.



## Conclusions & Recommendations

### Conclusion

Based on the results of the analysis of research data, various things can be obtained as follows.

1. The e-commerce variable has no effect on the purchasing decision variable for the "HAUS!" Tangerang branch. This means that even though e-commerce makes it easy for consumers to shop online, it does not affect purchasing decisions.
2. The product quality variable has a positive and significant effect on purchasing decisions on the "HAUS!" Tangerang branch. This means that the better the quality of the product, the more it will increase the purchase decision.
3. The brand image variable has a positive and significant effect on purchasing decisions on the "HAUS!" Tangerang branch. This means that the better the brand image, the higher the purchasing decision.
4. The variables of e-commerce, product quality, and brand image simultaneously influence purchasing decisions on the "HAUS!" Tangerang branch.

### Recommendation

Some things that can be recommendations for the management of "HAUS!" Tangerang branch are as follows:

1. With regard to e-commerce, the thing that needs to be considered by management is that it is better to make several variations on social media for promotion so that the promos or products offered can be known to consumers directly.
2. With regard to product quality, the thing that needs to be considered by management is that it should be able to provide a more consistent taste for its products.
3. With regard to brand image, the thing that needs to be considered by management is that it should be able to provide variants that are more attractive to consumers' interests and tastes compared to other beverage products.
4. With regard to consumer purchasing decisions, what management needs to pay attention to is evaluating the taste variants that are owned so that they can meet consumer tastes considering that there are so many competitors of similar businesses.

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