

The Influence of Product Quality, Brand Image, and After Sales Service Support on the Purchase Decision of Matic Scooter in Surakarta Mediated by Attitude

Anggela Vitrika¹, Ihwan Susila^{2*}

^{1,2}Universitas Muhammadiyah Surakarta

*Corresponding author. Email: ihwan.susila@ums.ac.id

ABSTRACT

The purpose of this study is to investigate the effect of product quality, brand image, and after-sales service support on scooter purchase decisions in Surakarta through consumer attitudes. The study surveyed 200 users of automatic scooters in Surakarta. The outer model is used to assess the instrument's validity and reliability, and the relationship between variables and the inner model is examined using PLS SEM analysis. According to the findings of the analysis, brand image has a statistically significant positive effect on purchasing decisions. Meanwhile, product quality and after-sales service have no bearing on purchasing decisions. Consumer attitudes are critical in determining the relationship between product quality, brand image, and after-sales support, which all impact purchasing decisions. This paper goes into greater detail about the role of consumer attitudes. This study reaffirms the importance of a company's consumer attitude in stimulus response theory. Businesses must take consumer attitudes into account when determining purchasing behavior.

Keywords: *Product Quality, Brand Image, After Sales Service, Attitude, Purchase Decision.*

1. INTRODUCTION

The automotive industry is advancing rapidly at the moment, particularly in two-wheeled transportation. Due to the increased competition in business, more businesses are gaining market share and attracting new customers. Basically, the increase in market experience in a country leads to increasingly fierce business competition, allows companies to develop more products and supports consumers to choose more products when choosing products that meet their expectations. The phenomenon of the automatic scooter has continued to grow since its introduction in the late 2000s. Based on the data collected, the growth of domestic automatic (matic) scooter types has continued to grow at around 87% in the last four years, so that many motorcycle manufacturers are considering this market, I started doing it. Motorcycle sales in 2019 reached 6,487,460 in the domestic market and 810,433 in the export market. The domestic market in 2020 fell from 2,826,844 units to 3,660,616 units. However, exports did not decrease significantly from 810,433 to 700,392. Based on data from members of the American Iron and Steel Institute (AIS), the (Skutik)

segment sold 2,696,557 million units between January and December 2019, or about 87.9% of the total market.

To survive, businesses must be able to comprehend the needs and desires of consumers in order to meet those needs and desires. All non-profit businesses face this problem, including the motorcycle industry. Business people must know and understand the current or future needs and expectations of consumers. The company's product quality continues to improve as a result of technological and informational advancements. Tjiptono (2012) defines product quality as an attribute that encompasses all aspects of product offerings that result in customer benefits.

The increasing demand for high quality products can help companies in various business sectors improve product quality and maintain brand image. Brands have characteristics, and these characteristics, although similar, differentiate products. Brand image is the impression obtained according to someone's knowledge and understanding of something [25]. Brand image builds trust and a positive image for products and companies.

According to Kussudyarsana et al., (2021), service is one of the most critical aspects of marketing a product or

service, as good service results in consumers feeling satisfied [10]. Additionally, testimonials are critical for service providers to attract new customers, as they can serve as valid evidence that the courier service is trustworthy, establishing a competitive advantage over other courier services. According to Mabruroh (2016), product quality is critical because it is one of the factors that determine a business's success in attracting and satisfying consumers. Satisfied consumers will make additional purchases and will share their positive experiences with the products they consume with others [13].

According to Kussudyarsana & Irawati, (2018) Brand image is determined not only by the physical characteristics of a product, but also other factors such as packaging, advertising, price, and user class [9]. Through brand image, consumers can recognize the product, evaluate product quality, reduce purchase risk, and gain experience and satisfaction with the product. Consumers purchase goods and services to fulfill a variety of desires and needs. The goods and services themselves are not as important as their consumers' needs and desires, but the uses to which these goods can be put, or in other words, the ability of these goods to meet the consumers' needs and desires. (Mabruroh, 2016) [13].

In its development, consumers do not only buy products to take advantage of the product itself, but generally expect that the goods or services obtained will be followed by good after-sales service (Ilyas et al., 2020) (Barata 2003) [3], [8]. According to Sciffman and Kanuk (2008) Consumer behavior is defined as the actions consumers take when shopping for, utilizing, evaluating, and discarding products and services they believe will meet their needs [18]. Thus, attitude influences whether people like or dislike something, whether they approach or avoid it.

Kotler and Armstrong (2014) define the purchase decision stage of the purchasing decision-making process as the point at which consumers decide whether or not to buy a product [11]. Consumers in making purchases usually often take shortcuts by using simple choice rules, simple rules or shortcuts in the decision process. Consumers will decide which product to buy based on their perception of the product related to the product's ability to meet their needs.

This research was conducted in response to a research gap, specifically Raditya et al., (2019) research demonstrating that product quality and after-sales service have a significant impact on purchase decisions, despite the fact that brand image contradicts the notion that it has a beneficial but insignificant effect [15]. However, Sasmita & Mohd Suki, (2015) research discovered that brand image had a significant positive effect on purchasing decisions [17]. Additionally, certain studies investigate the effect of attitudes on purchasing

decisions. Humaidi Sukmana, (2018) asserts that product quality has a sizable positive effect on attitudes [6].

The goal of this study is to examine and evaluate the effect of product quality, brand image, and after-sales service support on automatic scooter purchasing decisions in Surakarta, as mediated by attitude.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Product Quality

According to Nilsson et al., (2001), product quality refers to a product's capacity to satisfy and fulfill a consumer's demands or wishes [14]. Satisfaction with the customer must begin with the customer's desires and end with the customer's perspective. This means that a high-quality image is determined by the customer's perspective or perception, not by the service provider's. Marketers who overlook the product or service's quality risk losing customers (Amron, 2018) [2].

Numerous prior studies have established a positive correlation between product quality and consumer attitudes toward establishing long-term mutually beneficial relationships with businesses Humaidi Sukmana (2018). Raditya et al., (2019) demonstrates that the quality of a product has a significant impact on repurchase decisions [15].

2.2. Brand Image

Consumers' trust in the goods they are about to purchase is based on their image (Lau, 2007) [12]. Products that have a good brand image tend to be more easily accepted by consumers, so consumers will buy a product that has a strong brand image compared to other brand products whose brand image is not strong. This will become ingrained in consumers' memories and will manifest itself in their purchasing behavior and decisions (Fall Diallo et al., 2013) [5]. As a result, a positive brand image must be continuously introduced to consumers in order for them to form a lasting memory (Lau, 2007) [12].

Sasmita & Mohd Suki (2015) defines "brand image" as "consumer perceptions " thoughts, emotions, and attitudes toward a brand [17]. Brand image is a composite of consumer personality characteristics and attitudes, as well as psychological associations and feelings. Consumer perceptions of a brand will influence their choice. Tamaka, (2013) Consumer attitudes are significantly influenced by brand image, according to research [21].

2.3. After Sales Service

Sudarsono and Edilius (1994) define after-sales service as a service that includes repair, supply of spare parts, and other services provided by the company to consumers during the period of time after the purchase of the product. The more complex the technology behind general products such as automobiles, machines, copiers, and computers, the more revenue will be dependent on the quality and availability of ancillary services to customers such as room service, delivery vehicles, repair and maintenance, application support, operation training, installation consulting, and providing guarantees (Raditya et al., 2019) [15].

After-sales service is a marketing strategy designed to create a product image which ultimately results in brand credibility. Companies need to implement good after-sales service management to improve customer performance efficiency. This can help integrate customer insights and build stronger forces in delivery, installation and warranty (Shokouhyar et al., 2020) [19].

2.4. Attitude

According to Winarti, (2013), consumer behavior is related to how consumers make purchasing decisions regarding what they purchase, when and where they purchase, and how seriously they purchase an item [23]. From this statement, it can be seen that consumer behavior is related to purchasing decisions made by consumers, where the company's goal is to understand consumer behavior so that they can develop marketing strategies that will be able to produce purchasing decisions.

According to Ajzen, (2012) [1] attitude is a person's evaluation, emotional feelings, and tendencies to favorable or unfavorable and enduring actions towards some object or idea. Numerous prior studies have established a positive correlation between attitudes about purchase decisions and purchasing behavior (Samosir et al., 2017) [16]

1.3. Buying Decisions

Sun, (2011) defines product quality as a property of a product or service that contributes to the satisfaction of consumer needs [20]. Meanwhile, Kotler and Armstrong (2004) [11]. The capacity of a product to perform its functions is defined as its general durability, reliability, accuracy, repairability, and other desirable product characteristics. The capacity of a thing to accomplish its function is referred to as its quality (Trentin et al., 2012) [22]. This comprises the overall durability, reliability, accuracy, use and repairability of the product, as well as the value of other product features. The quality of a product or service is determined by its capacity to meet the needs of its customers.

The research model is illustrated in Figure 1 based on the literature review above.

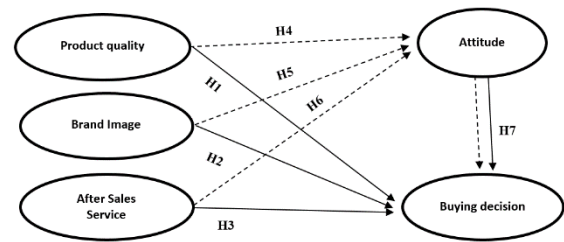


Figure 1. Research Model

Source: Data processed

The following is a description of the research hypothesis.

H1: Product quality has a positive and significant effect on purchasing decisions.

H2: Brand image has a positive and significant effect on purchasing decisions.

H3 : After-sales service has a positive and significant effect on purchasing decisions

H4: Product quality has a positive and significant effect on Attitude

H5: Brand Image has a positive and significant effect on Attitude

H6 : After Sales Service has a positive and significant effect on Attitude

H7: attitude has a positive and significant effect on purchasing decisions

H8: Attitude to mediate the effect of product quality, brand image, and after-sales service on purchasing decisions.

3. RESEARCH METHODS

This research employs a quantitative technique with a cross-sectional design. Surakarta was chosen as the location for this investigation. This study enrolled 200 scooter users in Surakarta. This study employs a technique known as total sampling, which is not a probability sampling technique. The data collection technique used was direct distribution of questionnaires via google form. This work employs Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), via the Smart PLS application version 3.0.

The steps of data analysis carried out in this study can be formulated as follows:

1. Creating the Measuring Model (Outer Model).
2. How to Create a Structural Model (Inner Model).
3. Create a path diagram.

4. Convergent validity test on the loading factor value, and divergent validity on the Average Variance Extracted (AVE) value.
5. Test the reliability of the model with Composite Reliability and Cronbach's Alpha.
6. Evaluation of Goodness of Fit: through R-Square dependent variable and Q-Square predictive relevance.
7. Hypothesis (Resampling Bootstrapping)

4. RESULTS AND DISCUSSIONS

4.1. Respondent Description

The study included 200 motorcycle scooter riders as respondents. most of whom were aged between 18 – 26 years, 51.5% were men, and 48.5% were women. As many as 3% work as civil servants, 7% private employees, 7% entrepreneurs, 80.5% students. The brands of motorcycles purchased varied, Honda 72.5%, Yamaha 19%, Suzuki 2.5%, and Vespa 5%

4.2. Analysis Results

PLS-SEM analysis is used as a tool to predict and explore complex models with less stringent data requirements (Gio et al., 2019). The data in this study were analyzed using Partial Least Squares (PLS), which was accomplished with the assistance of the SMARTPLS Software. The advantages of using partial least squares are that the number of samples required in the analysis is relatively small, the SMARTPLS approach is considered more powerful because it is not based on assumptions, SMARTPLS is able to test SEM models with various forms of scale such as ratios, Likert and others (Harahap, 2020).

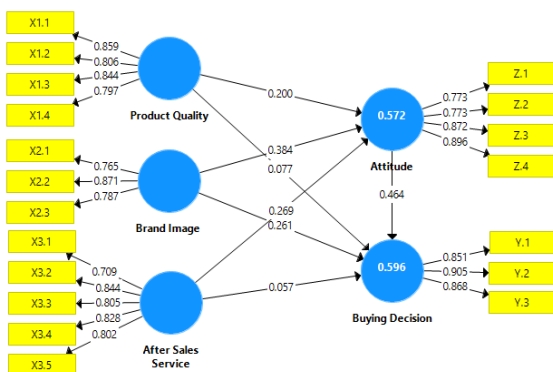


Figure 2. Outer loading 4.2.1 Convergent Validity and Discriminant Validity

4.2.1 Convergent Validity and Discriminant Validity

Convergent validity can be determined by examining the loading factor value, which indicates the validity indicators; a good loading factor value is greater than 0.70. (Ghozali and Latan, 2015). Following data processing with the SmartPLS 3.0 software, the loading factor value is displayed in table 1.

Table 1 Outer Loading

Variable	Outer Loading	Description
Product quality (X1)	0,859	Reliable
	0,806	Reliable
	0,844	Reliable
	0,797	Reliable
Brand Image (X2)	0,765	Reliable
	0,871	Reliable
	0,787	Reliable
	0,709	Reliable
After Sales Service (X3)	0,844	Reliable
	0,805	Reliable
	0,828	Reliable
	0,802	Reliable
Buying decision (Y)	0,851	Reliable
	0,905	Reliable
	0,868	Reliable
Attitude (Z)	0,773	Reliable
	0,773	Reliable
	0,872	Reliable
	0,896	Reliable

Source: Smart-PLS 3.0 . Output Results

According to the table above, each statement instrument has a significant effect on the variable indicators of product quality (X1), brand image (X2), after-sales service (X3), purchasing decisions (Y), and attitudes (Z) with a loading factor value greater than or equal to 0.70. So that no indicators are dropped from the model and all indicators meet the convergent valid requirements.

Then, using the AVE (Average Variance Extracted) quadratic value, the discriminant validity test was conducted. The Average Variance Extracted (AVE) value that met the validity requirements was greater than 0.50. (Ghozali & Latan, 2015), after processing the data

it showed the value Average Variance Extracted (AVE) as shown in Table 2

Tabel 2 Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Product Quality	0,655
Brand Image	0,765
After Sales Service	0,684
Attitude	0,690
Buying decision	0,639

Source: Smart-PLS 3.0 . Output Results

Based on the test results, the AVE value of all constructs is > 0.5 with the details of Product Quality 0.655, Brand Image 0.765, After Sales Service 0.684, Attitude 0.690 and Buying decision 0.639. So it can be concluded that all indicators meet the requirements of being valid discriminantly.4.2.3 Reliability Test.

The reliability test is determined by the composite reliability indicator; A variable is considered reliable if it has a value greater than 0.7. This conclusion is reinforced further by the Cronbach's alpha value, if a variable's Cronbach's alpha value is greater than 0.7, it is said to be reliable. (Eisingerich & Rubera, 2010). The term "reliability testing" refers to the process of determining whether the instruments used to collect data in research can be trusted as data collection tools and are capable of revealing actual field data. If the Composite Reliability value is greater than 0.7, it is considered reliable.

Table 3 Table Cronbacch Alpha

	Cronbach's Alpha	Composite Reliability
Product Quality	0,850	0,850
Brand Image	0,907	0,907
After Sales Service	0,896	0,896
Buying decision	0,858	0,898
Attitude	0,898	0,898

Source: Smart-PLS 3.0 . Output Results

As shown in Table 3, all constructs have composite reliability and Cronbach's alpha values greater than 0.70. These findings demonstrate that the estimated model's constructs all meet the dependable criterion. The product quality variable (X1) has a composite reliability score of 0.850 and a Cronbach's alpha of 0.907, the brand image

variable (X2) has a composite reliability score of 0.847 and a Cronbach's alpha of 0.907, the after-sales service variable (X3) has a composite reliability score of 0.845 and a Cronbach's alpha of 0.896, and the purchase decision variable (Y) has a composite reliability score of 0.8.

4.2.2 Inner model

After all statement items for each variable have been declared convergent and discriminant valid, and all variables have been declared reliable, the research structural model is tested using the R-Square test. The output results of the Smart-PLS 3.0 software regarding the R-Square test can be seen in Table 4 of the R-Square Value Measurement Results.

Table 4 R-Square

Variabel	R-Square
Buying decision (Y)	0,596
Attitude (Z)	0,572

Source: Smart-PLS 3.0 . Output Results

As shown in Table 4, the attitude variable has an R-Square of 0.572, indicating that attitude may account for 57.2 percent of the variance in product quality, brand image, and after-sales service. While the R-Square of variables affecting purchasing decisions is 0.596, this indicates that product quality, brand image, after-sales service, and attitudes account for 59.6 percent of purchasing decisions.

The next step is to determine the model's Q-Square predictive significance. The Q-Square value is used to determine the goodness of fit. The Q-Square value is equivalent to the coefficient of determination in regression analysis (R-Square) ; the larger the Q-Square number, the more closely the model fits the data (Ghozali 2008). The following table summarizes the results of the Q-Square value calculation:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1 - R21) \times (1 - R22)] \\
 &= 1 - [(1 - 0,596) \times (1 - 0,572)] \\
 &= 1 - (0,404 \times 0,428) \\
 &= 1 - 0,172912 \\
 &= 0,827088
 \end{aligned}$$

According to the results of the computations in Equation 1, the Q-Square value is 0.827088, indicating that the research model can account for 82.7088 percent of the diversity of research data, while the remaining 17.2912 percent can be accounted for by factors other than the model. The Q-Square value is near to 1 as a

result of these computations, indicating that the structural model matches the data.

4.2.3. Hypothesis

The path coefficient values for Direct Effects and specific indirect effects demonstrate Hypothesis. Testing the path coefficient by using the bootstrapping process to

see the value of t statistics or p values (critical ratio) and the original sample value obtained from the process. A p value of less than 0.05 indicates the existence of a direct or indirect effect, whereas a p value greater than 0.05 indicates the absence of a direct or indirect effect. In this study, the significance value used is t-statistic 1.96 (significant level = 5%)

Table 5 Path Coefisien (Direct Effect)

	Original Sample (O)	t-Statistics	P Values	Note
PRODUCT QUALITY _ -> BUYING DECISION	0,077	0,818	0,414	Not significant
BRAND IMAGE -> BUYING DECISION	0,261	2,335	0,020	Significant
AFTER SALES SERVICE -> BUYING DECISION	0,057	0,527	0,598	Not significant
PRODUCT QUALITY _ -> ATTITUDE	0,200	2,280	0,023	Significant
BRAND IMAGE -> ATTITUDE	0,384	4,671	0,000	Significant
AFTER SALES SERVICE -> ATTITUDE	0,269	3,529	0,000	Significant
ATTITUDE -> BUYING DECISION	0,464	3,368	0,001	Significant

Source: Smart-PLS 3.0 . Output Results

Tabel 6 Specific Indirect Effect

	Original Sample (O)	t-Statistics	P Values	Note
PRODUCT QUALITY _ -> ATTITUDE -> BUYING DECISION	0,093	1,973	0,049	Significant
BRAND IMAGE -> ATTITUDE -> BUYING DECISION	0,178	2,846	0,005	Significant
AFTER SALES SERVICE -> ATTITUDE -> BUYING DECISION	0,125	2,469	0,014	Significant

Source: Smart-PLS 3.0 . Output Results

Eight hypotheses are advanced in this study. The bootstrapping analysis technique is used to test hypotheses. The t-statistics values obtained illustrate the effect of the significant level of the independent variable on the dependent variable. If the t-statistic is more than 1.967, the effect is considered significant.

Additionally, using the P Value obtained, if the P value fits each variable by 0.05, it is discarded. The Original Sample demonstrates the beneficial influence. The following table summarizes the results of evaluating direct and indirect impacts.

Hypothesis 1

According to the data in Table 5, the statistical t value for the direct influence of Product Quality on the purchasing choice is less than the t table value of 0.818 with a substantial influence of 0.077 and a P value of 0.05 of 0.414. Thus, if the influence of Product Quality on the purchasing choice is negligible, H1: Product Quality has no positive and large effect on the purchasing decision, is rejected. So H1 is not in accordance with research conducted by (Raditya et al., 2019) which identified that product quality has a significant effect on purchasing decisions.

Hypothesis 2

According to the data in Table 5, the t statistic for brand image's direct influence on purchasing choice is greater than the t table value of 2.335, with a large influence of 0.261 and a p value >0.05 of 0.020. As a result, it is possible to conclude that Brand Image has a positive and significant effect on purchasing decisions, and thus H2: Brand Image has a positive and significant effect on purchasing decisions, is accepted. So H2 is in accordance with research conducted by (Sasmita & Mohd Suki, 2015), which identified that brand image has a positive and significant effect on purchasing decisions

Hypothesis 3

According to the data in Table 5, the t statistic for After Sales Service's direct influence on purchasing decision-making is less than the t statistic for indirect influence (1.967), which is 0.527 with a significant influence of 0.057 and a P value > 0.05 of 0.598. As a result, After Sales Service has a negligible influence on the purchasing decision, and thus H3: After Sales Service has no discernible effect on the purchasing decision is rejected. So H3 is not in accordance with research conducted by Raditya et al., (2019) which identified that after sales service has a significant effect on purchasing decisions.

Hypothesis 4

The t statistic for the direct effect of Product Quality on Attitude is greater than the t table, which is 2.280 with a large effect of 0.200 and a 0.05 p value of 0.023. As a result, it can be concluded that Product Quality has a positive and significant effect on Attitude, and thus H4 is accepted. So H4, is in accordance with research conducted by Sukmana (2018), which states that product quality has a positive and significant effect on attitudes.

Hypothesis 5

The t statistic for the direct effect of Product Quality on Attitude is greater than the t statistic for the indirect effect (1.967), which is 4.671 with a large influence of 0.384 and a p value 0.05 of 0.000. As a result, it can be concluded that Brand Image has a positive and significant effect on Attitude, and thus H5 is accepted. So H5, is in

accordance with research conducted by Tamaka, (2013) [21], which states that brand image affects attitudes

Hypothesis 6

According to the data in Table 5, the t statistic for After Sales Service's direct effect on attitude is greater than the t statistic for its indirect effect (1.967), which is 3.529 with a strong influence of 0.269 and a p value 0.05 of 0.000. As a result, it can be concluded that After Sales Service has a positive and significant effect on Attitude, and thus H6 is accepted. So H6, is in accordance with research conducted by Carlson Jamie, (2010) which states that after-sales service affects attitudes [4].

Hypothesis 7

According to the data in Table 5, the t statistic for attitude's direct influence on purchasing decision is greater than the t statistic for attitude's indirect influence on purchasing decision, which is 3.368 with a large influence of 0.464 and a p value of 0.05 of 0.001. To conclude that Attitude has a significant positive impact on purchasing decisions, H7: Attitude has a significant positive impact on purchasing decisions is acceptable. So H7, is in accordance with research conducted by Yonathan & Miauw (2016), which states that attitudes have a positive and significant effect on purchasing decisions [24].

Hypothesis 8

According to the data in Table 6, the t statistic value for the influence of product quality, brand image, and after-sales service on purchasing decisions via attitude is greater than the t table value, namely Product Quality has a t table of 1.973 with a large influence of 0.093 and a p value of 0.05 is 0.0049, Brand Image has a t table of 2.846 with a large influence of 0.178 and a p value of 0.05 is 0.005, and After Sales Service has a t table of 2.469 with a large influence of 0.125 and p value <0.05 of 0.014. H8: Product Quality, Brand Image, and After Sales Service have a positive effect on Buying decisions mediated by Attitude, with Thus H8 is accepted. So h8, is in accordance with research conducted by (Samosir et al., 2017), which states that attitudes can mediate the relationship between brand image and purchase decisions [16]. However, this study includes additional variables of product quality and after-sales service.

5. CONCLUSION

According to the data, there is no direct relationship between product quality, after-sales service, and purchasing decisions. The perception of a brand has a significant positive effect on purchasing decisions. Additionally, the product's quality, the brand's image, and the relationship between after-sales service and attitudes all have a significant positive effect. Indirect influence between product quality, brand image, and after-sales service on purchasing decisions mediated through

positive and significant attitudes. So, the attitude variable meets the authors' expectations by mediating the buying process between product quality, brand image, and after-sales service.

Due to the fact that this survey was conducted in a single city, Surakarta, it has a number of limitations. Additional conditions Due to the fact that this survey's questionnaire have a closed characteristic, each respondent will only respond to the response criteria specified. This enables each respondent to complete a survey that is unrepresentative of their current circumstances. The following research proposals will examine the effect of product quality, brand image, and after-sales service on attitude-mediated purchasing decisions using a survey sample drawn from Surakarta and other cities and regions in Indonesia.

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AUTHORS' CONTRIBUTIONS

Anggela Vitrika carried out data collection and data analysis and Ihwan Susila contributed to compiling research designs and discussing research results.

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