

THE INFLUENCE OF PRICE, ADVERTISING AND IMAGE OF KAWASAKI NINJA R ON CONSUMER BUYING INTEREST IN BANDUNG CITY

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***Abstract**---This study aims to determine the effect of prices, advertisements and Kawasaki Ninja R brand image on consumer purchase intentions in the city of Bandung. The factors tested in this study are price, advertising and brand image as independent variables. Whereas purchase intention is the dependent variable. The research method used in this research is descriptive and verification methods. The population in this study are people who intend to have Kawasaki Ninja R. The sampling technique used in this study is non-probability sampling using a purposive sampling technique with a sample size of 75 respondents. While the analytical method used in this study is multiple linear regression analysis and the coefficient of determination at a significant level of 5%. The program used in analyzing data uses Statistical Package for Social Sciences (SPSS) Ver. 24.00 The results showed that the variable price (X1) influenced the purchase intention. Furthermore, the Ad variable (X2) influences the purchase intention and the brand image variable (X3) influences the purchase intention. Price, advertising and brand image simultaneously influence purchase intention.*

***Keywords**---Price, Advertising, Brand Image and Purchase Intention*

I. Background

The means of transportation that we know as motorbikes have become an inseparable part of human life to run various activities and interests. Both motorized vehicles that have two wheels or that have four wheels are not just a means of transportation but have become a necessity for everyone. Besides having the advantage of being easy to use motorbikes, it turns out that in the use of fuel is more economical, motorcycle maintenance is not too difficult and is also usually inexpensive maintenance, motorcycle is very suitable for use by adults, office workers, students, high school children and etcetera.

For two months in 2019, motorcycle sales records in Indonesia have increased. According to data from the Indonesian Motorcycle Industry Association (AISI), during January February motorcycle sales touched 1,100,950 units. From the records in 2016, Kawasaki Ninja R 97,622 total sales were recorded, in 2017 78,892 total sales and in 2018 total sales were 78,637. Based on the data above, the researchers found that the symptoms that occurred were a decrease in the percentage index of the Kawasaki Ninja R motor sport assessment in 2017 and 2018.

From the explanation above, the authors are interested in conducting research on prices, advertisements and brand image conducted by Kawasaki Ninja R, especially in the city of Bandung in attracting consumers to intend to buy the

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product. This study is entitled "**The Effect of Price, Advertising and Brand Image of Kawasaki Ninja R on Consumer Purchase Intention in Bandung**"

II. Identification of problems

Based on the data and the description that has been applied to the identification of the problem above, the following research questions can be made:

1. How does the price of Kawasaki Ninja R affect consumer purchase intentions in the city of Bandung?
2. How does the influence of Kawasaki Ninja R ads on consumer purchase intentions in the city of Bandung?
3. How does the influence of the Kawasaki Ninja R brand image on consumer purchase intentions in the city of Bandung?
4. How does the price, advertising and brand image of Kawasaki Ninja R affect consumer purchase intentions in the city of Bandung?

III. Research purposes

Based on the research questions previously described, this research was conducted to:

1. To find out how the influence of Kawasaki Ninja R prices on consumer purchase intentions in the city of Bandung
2. To find out how the influence of Kawasaki Ninja R ads on consumer purchase intentions in the city of Bandung
3. To find out how the influence of the Kawasaki Ninja R brand image on consumer purchase intentions in the city of Bandung
4. To find out how the influence of prices, advertisements and Kawasaki Ninja R brand image on consumer purchase intentions in the city of Bandung

IV. Literature Review

Marketing

According to the MA (American Marketing Association) quoted by Kotler and Keller (2012: 5) says: "*Marketing is the activity, set of institutions, and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients and society at large*".

Price

According to Kotler and Armstrong (2015: 312) states that: "*price as the amount of money charged for a product or service, or the sum of values that customers exchange for benefits of having or using the product service*".

Advertisement

According to Kotler and Keller (2016: 583) said that: "Advertising is the promotion of goods, services and ideas that must be paid by a sponsor. Marketing sees advertising as part of the overall promotion strategy. "

Brand Image

According to Sangadji and Sopiah (2013: 327) put forward brand image as follows: "Brand image is a set of unique associations that marketers want to create or maintain. The associations state what a brand really is and what is promised to consumers. "

Purchase intention

According to Kotler & Keller (2012: 131), states that buying interest is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even in choosing, using and consuming or even in wanting a product

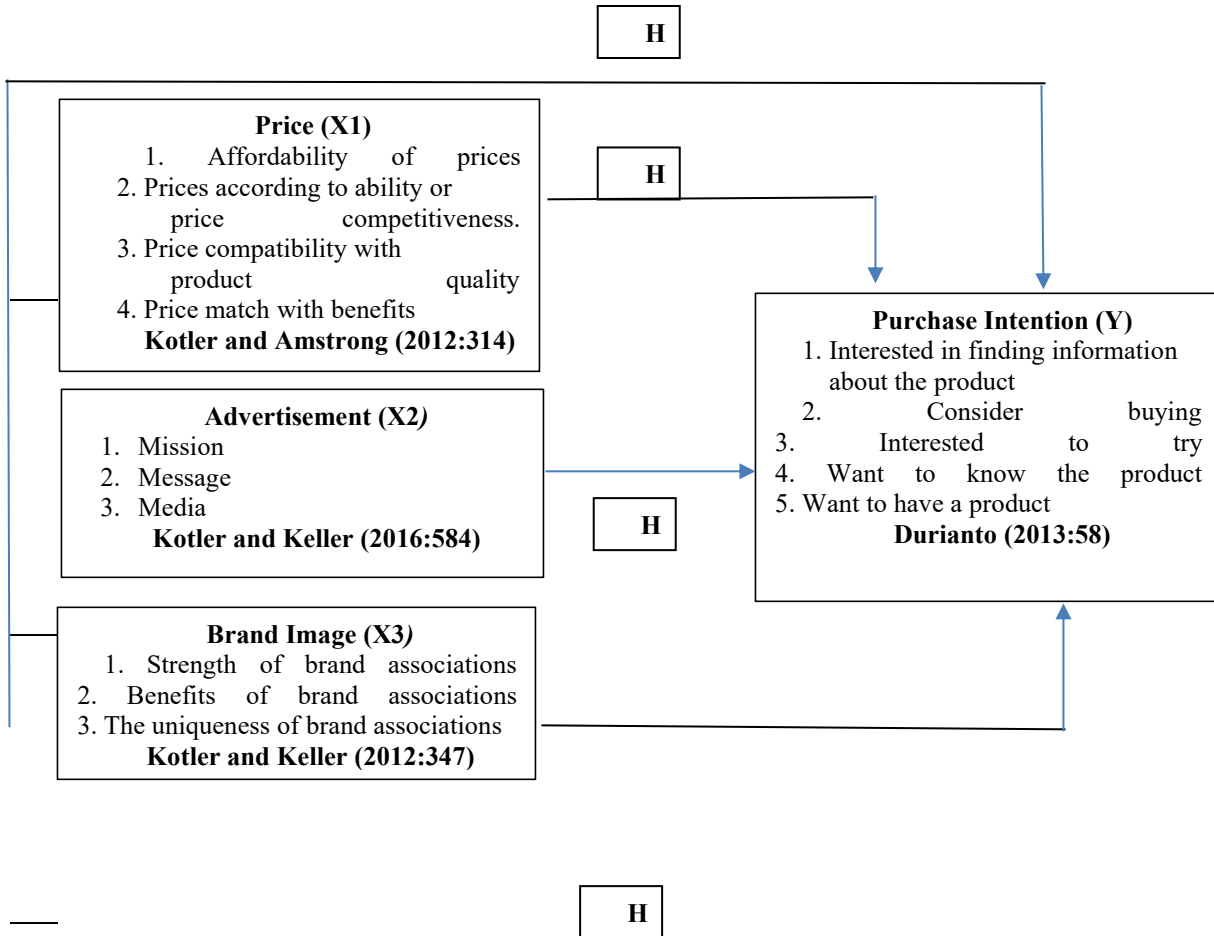


Figure 1.1: Research paradigm

H1: Kawasaki Ninja R prices affect consumer purchase intentions

H2:Kawasaki Ninja R adverts affect consumer purchase intentions

H3: Kawasaki Ninja R brand image influences consumer purchase intentions

H4: price, advertisement and brand image of Kawasaki Ninja R affect consumer purchase intentions

V. Research Types and Methods

Data and Data Sources

Data sources used in this study are:

1. Primary data

In this study the primary data used is data obtained from the results of questionnaires and interviews to a number of recipes.

2. Secondary Data

In this study the secondary data used are supporting data obtained from literature literature and company documents and other data relating to the problem under study.

Population

In this study the population is people who intend to buy Kawasaki Ninja R products in the city of Bandung whose numbers are unknown.

Object of research

In this research the object of research for writers is consumers regarding prices, advertisements, brand image and consumer purchase intentions. As price variables (X1), advertising (X2), brand image (X3) and purchase intention (Y)

Sample

Criteria - criteria that can help researchers in conducting research are: Domicile in Bandung, Men, Having SIM C, Lovers of motor sports, Want to buy a motor sport. Because in this study the population is unknown, according to Malhotra (2012: 103) which states that "The large number of samples taken can be determined by diverting 4 or 5 times the number of items observed or observed". Based on the statement above, the number of samples used in this study is 75.

VI. Method of collecting data

There are various kinds of collection techniques in this study, namely Interview Techniques, Observation / Observation Techniques, Documentation Techniques.

Variable Operations

In this study the variables studied were divided into two major groups, namely the independent variable and the dependent variable. The independent variables in this study are price (X1), advertising (X2) and brand image (X3).

Table 1.1: Variable Operations

| Variabel | Variable Concept | Dimension | Indicator | Scale |
|-------------------|--|---|--|--------------|
| Price (X1) | “price as the amount of money charged for a product or service, or the sum of values that customers exchange for benefits of having or using the product service”, Kotler and Armstrong (2015:312) | Affordability of prices | 1. A more affordable price 2. Lower price | Ordinal |
| | | Prices according to ability or price competitiveness. | 1. Competitive prices 2. The ability of consumers for the price offered | Ordinal |
| | | Price match with product quality. | 1. The level of suitability of prices with motor engines 2. The level of suitability of prices with machine | Ordinal |

| | | | | |
|-------------------------------|---|--|---|---------|
| | | | specifications | |
| | | Price matches benefits | 1.The level of satisfaction with the price 2. The level of suitability of prices with lifestyle | Ordinal |
| Advertisement (X2) | “ Advertising is the promotion of service goods, companies and ideas that must be paid by a sponsor. Marketing sees advertising as part of the overall promotion strategy” (Kotler and Keller , 2016:583) | Mission | 1.Ads are displayed on the market 2.The accuracy of advertising to consumers | Ordinal |
| | | Message | 1. The level of consumer interest in advertising 2.Ads that arouse consumers 3. Advertising produces action | Ordinal |
| | | Media | 1.The level of appropriateness of the media used by advertisements 2.Advertising information in the media | Ordinal |
| Brand Image (X3) | “The set of belief held about a particular brand is known as brand image”. Kotler and Armstrong (2014:233) | Strength of brand association | 1.Population level 2.The ease of remembering the brand | Ordinal |
| | | Favourability of brand association | 1.The level of availability of authorized workshops 2. The level of ease of service at the dealer | Ordinal |
| | | Uniqueness of brand association | 1. The level of feature uniqueness 2. The level of design uniqueness | Ordinal |
| Purchase Intention (Y) | “ Purchase intention is the desire to have a product, purchase intention will arise if a consumer has been affected by the quality and | Interested in finding information about products | 1. Search for information on automotive magazines 2.Looking for information on colleagues | Ordinal |

| | | | |
|---|--------------------------|---|---------|
| quality of a product, information about the product, ex: price, how to buy and weaknesses and advantages of the product compared to other brands.” Durianto (2013:58) | Consider buying | 1. Level of considering 2. The level of product evaluation | Ordinal |
| | Interested to try | 1. The level of interest in technology 2. Level of interest in specifications | Ordinal |
| | Want to know the product | 1. Curiosity level by coming to the dealer 2. Consumers do a test drive | Ordinal |
| | Want to have a product | 1. Level of desire to have a product 2. The level of desire to buy the product | Ordinal |

Validity test

To calculate the correlation in the validity test using the Pearson Product Moment method, according to Sugiyono (2013: 248) with the following formula:

$$r = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{\{n \sum x^2 - (\sum x)^2\} \{n \sum y^2 - (\sum y)^2\}}}$$

Distribution (table r) then $\alpha = 0.05$ and degrees of freedom ($dk = n - 2$), the test criteria are as follows:

- a. If $r_{arithmetic} > r_{table}(\alpha; df = n-2)$ then the statement is declared valid.
- b. If $r_{arithmetic} < r_{table}(\alpha; df = n-2)$ then the statement is declared invalid.

Reliability Test

In this study the authors used the reliability coefficient calculation, according to Umar, (2011: 86) for the determination of reliable instrument items, namely the Cronbach Alpha coefficient $\alpha > 0.70$, the reliability is good by using the following formula:

$$R = \alpha = \frac{n}{n-1} \left(\frac{s - \sum s_i}{s} \right)$$

Data analysis technique

Descriptive Analysis

According to Sugiyono (2013: 93) Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena, this social phenomenon has been specifically determined by researchers and hereinafter referred to as research variables. The answers used in the Likert scale in this study are strongly agree (5), agree (4), sufficient (3), disagree (2) and strongly disagree (1).

Classic assumption test

Data Normality Test

Standardized residual value curves are said to be normal if using probability values $\text{Sig (2 Tailed)} > \text{Significance} > 0.050$. To find out whether the data is normally distributed or not and also meets the statistical standards associated with multiple linear regression, the Kolmogorov Smirnov method and the graphical approach are tested.

Multicollinearity Test

If the independent variables correlate with each other, then this variable is not orthogonal (the independent variable whose correlation value between the independent variables is zero).

a. If between the independent variables on correlations above 0.90 then this is the presence of multicollinearity.

b. Or multicollinearity can also be seen from VIF, if VIF <10 then the level of colinearity can still be tolerated.

$$\text{Formula: } VIF = \frac{1}{1-R^2}$$

Eign Value is one or more, if the independent variable approaches 0, it indicates multicollinearity.

Heteroscedasticity

According to Ghozali (2013: 45) heterokedasticity test is used to determine whether there is a model deviation due to the variance of disturbances that differ from one observation to another. If the variant of the residue from observation to observation remains, it is called homoscedasticity, whereas if it is different it is called heterocedasticity. The way to detect the presence of heteroscedasticity is by looking at the plot graph between the predicted value of the dependent variable (ZPRED) and the residual (SRESID). Multiple Linear Regression Analysis

Coefficient of Determination

Analysis The multiple correlation coefficient is usually given a symbol with R^2 . The coefficient of determination R^2 to indicate the percentage of correctness of a prediction from a regression test conducted by the dependent variable, Ghozali (2013: 72). The coefficient of determination formula is as follows:

$$Kd = R^2 \times 100\%$$

Information:

Kd = Coefficient of determinatio

R^2 = Correlation coefficient

T test

T test statistics are used with the following statistical hypotheses:

$H_01 : t < 0$, Means the price of Kawasaki Ninja R has no effect on consumer purchase intentions.

$H_a1 : t > 0$, Means the price of Kawasaki Ninja R affects consumer purchase intentions.

$H_02 : t < 0$, It means that the Kawasaki Ninja R ad has no effect on consumer purchase intentions.

$H_a2 : t > 0$, Means that the Kawasaki Ninja R adverts affect consumer purchase intentions.

$H_03 : t < 0$, Means the Kawasaki Ninja R brand image does not affect consumer purchase intentions.

$H_a3 : t > 0$, Means the Kawasaki Ninja R brand image affects consumer purchase intentions.

VII. Research result

Consumer Characteristics

Based on the results of a questionnaire that has been filled out by consumers, researchers obtain data on the characteristics of respondents consisting of age, marital status and income with the description of the majority of respondents as much as 40% aged around 29-34 years, it can be explained that Kawasaki Ninja R consumers dominate age 29 - 34 years old. Characteristics of Respondents Based on Marital Status that most respondents as much as 65.3% are married, it can be explained that consumers Kawasaki Ninja R dominates the status of being married. Characteristics of Respondents Based on Income that most respondents as much as 57.3% have an income of around 4,000,000 - 6,000,000 per month, it can be explained that Kawasaki Ninja R consumers dominate with an income of Rp. 4,000,000 - 6,000,000.

Validity and Reliability Test

Validity test

The instrument can be declared valid if the r-calculated coefficient value > r-table (0.230). Recapitulation of the results of testing the validity and reliability for each variable can be seen that all statements that make up prices have an r-count value above the r-table value, so that all statements are declared valid in other words all statements submitted to measure prices have performed a function measure it. Furthermore, the results of the recap of the testing of the validity of the ad variables that all statements that make up the ad have an r-count value above the r-table value, so that all statements are declared valid in other words, all statements submitted to measure the ad have performed its measurement function. Furthermore, the results of the recap of the brand image variable validity test can be seen that all statements that make up the ad have an r-count value above the r-table value, so that all statements are declared valid in other words, all statements submitted to measure brand image have performed their measurement functions. Furthermore, the results of the recap test of the validity of the purchase intention variable can be seen that all statements that make up the purchase intention have a r-count value above the r-table value, so that all statements are declared valid in other words, all statements submitted to measure purchase intention have performed their measurement functions.

Reliability Test

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| ,923 | 31 |

Based on the results of reliability testing in table 5.8 above, it appears that the reliability coefficient value obtained is $0.923 > 0.7$ which indicates that the questionnaire measuring instrument with thirty-one statement items already shows consistency.

Descriptive Analysis

Recapitulation of Consumer Responses Regarding Prices (X1)

Questionnaire about price (X1) was measured using eight items of statements regarding the price of Kawasaki Ninja R. The research results obtained the highest average value of 3.40 regarding "The price of the Kawasaki Ninja R is in accordance with the specifications offered", while the average value of the lowest average was obtained at 2.59 with respect to "Prices offered by Kawasaki Ninja R according to the lifestyle of bikers", and subsequently the average value obtained was 3.13. This value is in the class interval between 2.60 - 3.39 and is in the quite good category. So it can be concluded that the price of Kawasaki Ninja R can be considered quite good.

Recapitulation of Consumer Responses Regarding Advertising (X2)

The questionnaire regarding advertising (X2) was measured using seven relevant statements. The results obtained by the highest average value of 3.44 with respect to "Kawasaki Ninja R has advertised right on many media", while the lowest average value obtained at 2.73 with regard to "Kawasaki Ninja R advertising information is complete", and then the average value obtained was 3.12. This value is in the class interval between 2.60 - 3.39 and is in the quite good category. So it can be concluded that the Kawasaki Ninja R advertisement can be considered quite good.

Recapitulation of Consumer Responses Regarding Brand Image (X3)

The questionnaire regarding brand image (X3) was measured using six relevant statements. The results obtained by the highest average value of 3.64 with respect to "Kawasaki Ninja R has a popular brand as a motor sport", while the lowest average value obtained by 3.11 with respect to "Kawasaki Ninja R has a unique and dashing design ", And then the

average value obtained is 3.38. This value is in the class interval between 3.40 - 4.20 and is in the good category. So it can be concluded that the Kawasaki Ninja R brand image can be considered good.

Recapitulation of Consumer Responses Regarding Purchase Intention (Y)

The questionnaire regarding purchase intentions (Y) was measured using ten relevant statement items. The results obtained by the highest average value of 3.75 with respect to "I want to buy a Kawasaki Ninja R", while the lowest average value obtained of 3.00 with respect to "I am interested in using technology on the Kawasaki Ninja R", and so on the average value obtained was 3.30. This value is in the class interval between 2.60 - 3.39 and is in the quite good category. So that conclusions can be drawn consumer buying intentions Kawasaki Ninja R can be considered quite good.

Classic assumption test

Normality test

Researchers used the Kologmorov-Smirnof (K-S) test on the basis of decision making for the Kologmorov-Smirnof (K-S) test:

- If the Asymp.Sig value. (2- tailed) < 0.05 then H_0 is rejected. This means that residual data is distributed abnormally.
- If the Asymp.Sig value. (2- tailed) > 0.05 then H_0 is accepted. This means that residual data is normally distributed.

K-S value of 0.075 and significant at 0.200 (because p value = 0.2000 > 0.05). These results can be interpreted that H_0 is accepted. This means that residual data is normally distributed.

Heteroscedasticity Test

Heteroscedasticity to show the value of variance between values of Y is not the same. The impact of heteroscedasticity is that the confidence interval for the regression coefficient becomes wider and the significance test is less strong. The results of heterokedasticity testing can be shown in the following figure:

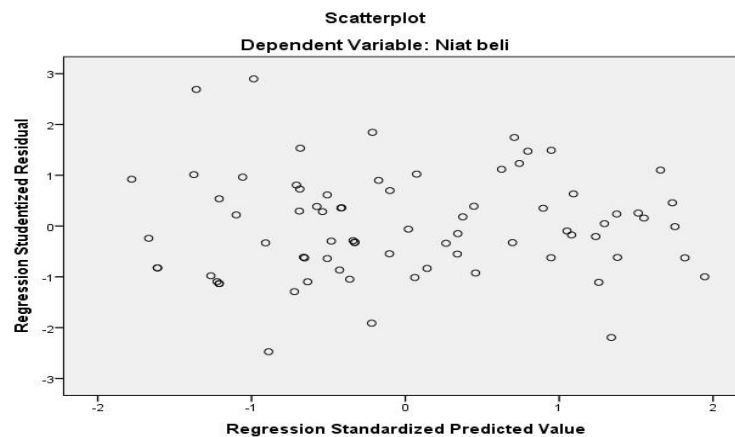


Figure 1.2: Scatterplot, Heteroscedasticity Test

Based on Figure 1.2 above, we can see points that are randomly distributed and spread both above and below the number 0 on the Y axis. There are no specific patterns that are regular. Therefore, it can be concluded that there was no heteroscedasticity in this regression model.

Multicollinearity Test

The results of the calculation of tolerance also indicate that there are no independent variables that have a tolerance < 0.10 . The results of the calculation of the Variance Inflation Factor (VIF) value also showed the same thing that there was not one independent variable that had a VIF value of > 10 .

Multiple Linear Regression Analysis

Table 1.2: Multiple Correlation

| Model Summary ^b | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,944 ^a | ,891 | ,887 | 2,44642 |
| a. Predictors: (Constant), Citra merek, Iklan, Harga | | | | |
| b. Dependent Variable: Niat beli | | | | |

Based on the correlation coefficient in the table above, it can be seen that price, advertising and brand image have an effect of 89.1% on purchase intentions and the remaining 10.9% is the effect of other variables not examined.

Hypothesis test

Test (f)

Based on the results of data processing, the F can be calculated as 193,710 probability of 0,000 with a value below 0.05. This shows that all independent variables namely price, advertising and brand image can increase consumer purchase intention.

Test (t)

1. Testing the Price Hypothesis of Buying Intention

Based on the calculation results in table 5.17 above, it appears that the value of tcount (4.927) \geq table (1.666). In accordance with the criteria testing hypothesis that H0 is rejected and Ha is accepted, meaning that the price influences purchase intention.

2. Testing the Advertising Hypothesis of Buying Intention

Based on the calculation results in table 5.17 above, we can see the value of tcount (3.146) \geq table (1.666). In accordance with the criteria testing hypothesis that H0 is rejected and Ha is accepted, meaning that advertising influences purchase intention.

3. Hypothesis Testing Brand image of purchase intention

Based on the calculation results in table 5.17 above, we can see the t-count value (6.098) \geq table (1.666). In accordance with the criteria testing hypothesis that H0 is rejected and Ha is accepted, it means that brand image influences purchase intention.

Based on the results of the coefficients can be developed using the multiple linear regression equation model as follows:
 purchase intention = $\alpha + \beta_1$ price + β_2 advertisement + ϵ if the value in the table above is substituted then the following values will be obtained:

1. A constant of 3.348 means that if prices and advertising are constant then the purchase intention is 3.348
2. Regression coefficient X1 of 0.548 means that every increase in one unit of price will increase purchase intention by 0.548. And conversely, every decrease in one unit price, will reduce the purchase intention by 0.548, assuming that X2 and X3 are fixed.

3. Regression coefficient X2 of 0.369 means that each increase in one ad unit will increase purchase intention by 0.369. And conversely every decrease in one ad unit, will reduce the purchase intention by 0.369 assuming that X1 and X3 remain.

4. Regression coefficient X3 of 0.390 means that each increase of one unit of brand image will increase purchase intention by 0.390. And vice versa every decrease of one ad unit, will decrease the purchase intention by 0.390 assuming that X1 and X2 remain.

The sign (+) shows the direction of the direction of the relationship while the sign (-) shows the direction of the relationship which is inversely proportional between the independent variable (X) with the dependent variable Y.

VIII. Discussion

Description of Consumer Prices, Advertising and Buying Intention

Based on the distribution of consumer responses regarding Kawasaki Ninja R consumer prices obtained an average value of 3.13, the value is in the interval class between 2.60 - 3.39 and is in the quite good category.

Based on the distribution of consumer responses regarding advertising on the Kawasaki Ninja R obtained an average value of 3.12, the value is in the class interval between 2.60 - 3.38 and is in the quite good category.

Based on the distribution of consumer responses regarding brand image on the Kawasaki Ninja R obtained an average value of 3.38, the value is in the class interval between 3.40 - 4.20 and is in the good category.

Based on the distribution of consumer responses regarding consumer purchase intentions of Kawasaki Ninja R, the results of the study obtained an average value of 3.30. This value is in the class interval between 2.60 - 3.39 and is in the quite good category. So that conclusions can be drawn consumer buying intentions Kawasaki Ninja R can be considered quite good.

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Effect of Price on Consumer Purchase Intention

Based on the results of the hypothesis test (t), it appears that the value of tcount (4.927) \geq ttable (1.666). In accordance with the criteria testing hypothesis that H0 is rejected and Ha is accepted, meaning that the price influences purchase intention (Thaker et al., 2020). Effect of Advertising on Consumer Purchase Intention Based on the results of the hypothesis test (t), tcount (3.146) \geq ttable (1.666) is seen. In accordance with the criteria testing hypothesis that H0 is rejected and Ha is accepted, it means that advertising influences purchase intention. The Influence of Brand Image on Consumer Purchase Intention based on the results of the hypothesis test (t), we can see the value of tcount (6.098) \geq ttable (1.665). In accordance with the criteria testing hypothesis that H0 is rejected and Ha is accepted, it means that advertising influences purchase intention. Effect of Price, Advertising and Brand Image on Consumer Purchase Intention. Based on the results of the hypothesis test (F), the F can be calculated as 193,710 probability of 0,000 whose value is below 0.05. This shows that all independent variables namely price, advertising and brand image can increase consumer purchase intention.

IX. Conclusion and Suggestion

Conclusion

Based on the research conducted by the author through the analysis of statistical data from questionnaires distributed, observations, and interviews, it can be drawn into conclusions including the following:

1. Hypothesis test results prove that the price of Kawasaki Ninja R affects consumer purchase intentions, which means that an affordable price will increase purchase intentions for Kawasaki Ninja R. consumers
2. Hypothesis test results prove that advertising influences the purchase intentions of consumers Kawasaki Ninja R, with good ads can increase consumer purchase intentions Kawasaki Ninja R.
3. Hypothesis test results prove that the Kawasaki Ninja R brand image influences consumer purchase intentions, with a good and attractive brand image capable of increasing consumer purchase intentions of Kawasaki Ninja R.
4. Hypothesis test results prove that the price, advertising and brand image of Kawasaki Ninja R simultaneously influence the purchase intention of consumers.

Suggestion

By observing the research that has been done, the writer tries to propose some suggestions to be used as material for input as follows:

1. The price offered by Kawasaki Ninja R is in accordance with the lifestyle of bikers. Some consumers especially "bikers" feel that the price of Kawasaki Ninja R which is in the treatment is quite difficult, it is because of a number of technologies that have been used.
2. Many advertisements about Kawasaki Ninja R, but several internet magazines advertise with some information that may be different plus specifically for the official web seems to be felt incomplete or not innovative.
3. With a fairly expensive price and good performance, Kawasaki Ninja R should add a safety feature to the Vixion R: anti-lock braking system (ABS). Indeed, currently in Indonesia, there is no 150 cc naked sport motorbike that applies ABS. But it would not hurt if the fork manufacturer became a pioneer.

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