

## The Influence of Service Quality and Brand Image on Customer Satisfaction through Purchase Decision as an Intervening Variable at Mansyur Residence Medan

Putri Lailatul Barqah<sup>1</sup>, Indra Sakti<sup>2</sup>, Adelina Lubis<sup>3</sup>

<sup>1,2</sup>Universitas Medan Area, Indonesia

Email: putrilailatulbarqah11@gmail.com

### **Abstract:**

*This research aims to assess how service quality and image impact customer satisfaction, with purchase satisfaction serving as an intermediary factor, specifically within Mansyur Residence Medan. The study encompasses a population of 180 individuals, with a sample size determined using a simple random sampling technique, amounting to 124 participants. Data collection is facilitated through a questionnaire focusing on service quality, image, customer satisfaction, and purchase decisions. Data analysis adopts the Partial Least Square (PLS) approach via SmartPLS software. Findings reveal that service quality, image, and purchase decisions significantly and positively influence customer satisfaction. Furthermore, through specific indirect effects, it is evident that service quality positively and significantly affects customer satisfaction via purchase decisions, while image similarly exerts a positive and significant impact on customer satisfaction through purchase decisions. The combined influence of service quality and image on the Customer Satisfaction variable accounts for 76.3%, with the remainder influenced by variables beyond the scope of this study. Similarly, the contribution of the purchase decision variable influenced by service quality and brand image amounts to 79%, with external variables accounting for the remaining influence.*

### **Keywords:**

*service quality; brand image; customer satisfaction; purchase decision*

## I. Introduction

The rapid expansion of the economy and the emergence of large urban centers have fostered the growth of the real estate sector in numerous Indonesian cities, including Medan. Positioned as one of Sumatra's leading urban hubs, Medan has emerged as a sought-after destination for individuals and investors looking for real estate opportunities. This rapid urban development encompasses various projects, ranging from residential homes and apartments to commercial complexes and shopping centers.

Housing stands as a fundamental human necessity crucial for establishing comfortable and conducive living environments. Medan, being a prominent metropolitan center in Indonesia, has witnessed significant growth and urban evolution. Within this urban landscape, the presence of apartment complexes has become increasingly pivotal and pertinent for urban dwellers.

High-quality service, characterized by friendliness, responsiveness, and professionalism, alongside well-equipped facilities, can enhance the overall experience for potential buyers. Additionally, the image associated with a property reflects public perception regarding its reputation, trustworthiness, and overall quality.

As per Kotler and Keller (cited in Indrasari, 2019: 83), satisfaction refers to the sense of contentment or disappointment experienced by consumers upon comparing their perceived product outcomes with their expectations. When product performance falls short of expectations, customers tend to feel dissatisfied. Conversely, if product performance meets or exceeds expectations, customers are likely to feel highly satisfied. Supriyadi et al. (2017) define brand image as a collection of associations existing in consumers' minds regarding a brand, typically organized around a particular meaning. Stronger connections to a brand are established through experiential interactions and the acquisition of information. The image or associations conveyed represent a perception that may or may not align with reality. These associations serve as the foundation for consumer purchasing decisions.

In line with evolving urban lifestyles and changing societal trends, the hotel and apartment industry is experiencing significant growth in Medan, exemplified by establishments like Mansyur Residence Medan. Situated strategically at the heart of Medan, close to USU campus and office districts, Mansyur Residence boasts a prime location.

Continuously striving for enhancement, Mansyur Residence endeavors to elevate its service quality and brand image to bolster customer satisfaction and subsequently influence purchasing decisions at Mansyur Residence Medan.

## II. Research Methods

The research took place within the vicinity of Mansyur Residence Medan, situated at Jl. Dr. Mansyur No.165, Tj. Rejo, Kec. Medan Sunggal, Kota Medan, North Sumatra, Indonesia. The study encompassed a population of 180 individuals, with a sample size of 124 determined through simple random sampling.

Data collection involved the creation of a questionnaire comprising Likert-scale questions, ranging from 1 (strongly disagree) to 5 (strongly agree). Once completed, respondents returned the questionnaire to the researcher. The exogenous latent variables (X1) represent service quality, while the exogenous latent variables (X2) brand image. The endogenous latent variables (Z) signify purchase decisions, and the endogenous latent variables (Y) depict customer satisfaction. The research model is illustrated as follows:

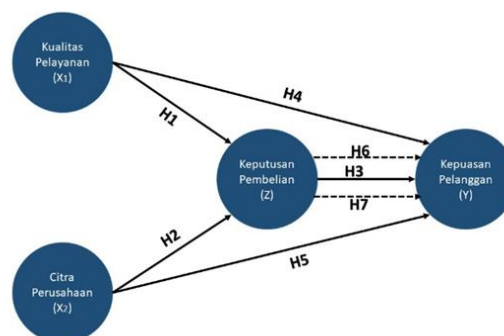


Figure 1. Research Model

The data analysis technique in this study used the Structural Equation Model (SEM). The tool (software) used is smartPLS (Partial Least Square) version 4.0.9.9

### III. Results and Discussion

The demographic profile of the respondents in this study encompassed various attributes including gender, marital status, age, education level, and duration of residency in Mansur Residence Medan. Regarding gender distribution, the majority of respondents were male, comprising 48 individuals or 38.7%, while female respondents accounted for 76 individuals or 61.3%. Marital status analysis revealed that a significant proportion of respondents were married, totaling 103 individuals or 83.1%, followed by single respondents with 20 individuals or 16.1%, and 1 respondent or 0.8% who identified as 'others'. In terms of age, the largest demographic group fell within the 31-40 age bracket, representing 53 individuals or 42.1%, followed by the 41-50 age group with 45 individuals or 36.3%. Respondents aged between 20-30 years comprised 20 individuals or 16.1%, while 6 individuals or 4.8% were over 50 years old. Regarding educational attainment, the majority held bachelor's degrees (S1), totaling 80 individuals or 64.5%, followed by respondents with master's degrees (S2) at 29 individuals or 23.4%. High school graduates accounted for 10 individuals or 18.1%, while 3 individuals or 2.4% held PhDs and 2 individuals or 1.6% had D3 education. Lastly, in terms of length of residency in Mansyur Residence Medan, the largest proportion resided for 6 months to 1 year, comprising 50 individuals or 40.3%. Additionally, 31 individuals or 25% had resided for 1 to 6 months, 21 individuals or 16.9% had lived for less than 1 month, and 22 individuals or 17.7% had been residents for over 1 year.

In this study, inferential statistical analysis was conducted using a structural equation model implemented through the smartPLS 4.0.9.9 application program, encompassing both outer model and inner model analyses. Outer model analysis or evaluation is done to assess the validity and reliability of the model. The outer model evaluation criteria are convergent validity, discriminant validity, composite reliability, and Cronbach's alpha (Ghozali and Latan, 2015).

#### 3.1 Outer Model

The outer model refers to a measurement framework that elucidates the connection between latent variables and their observable indicators. In this study, the outer model can be observed in the following figure:

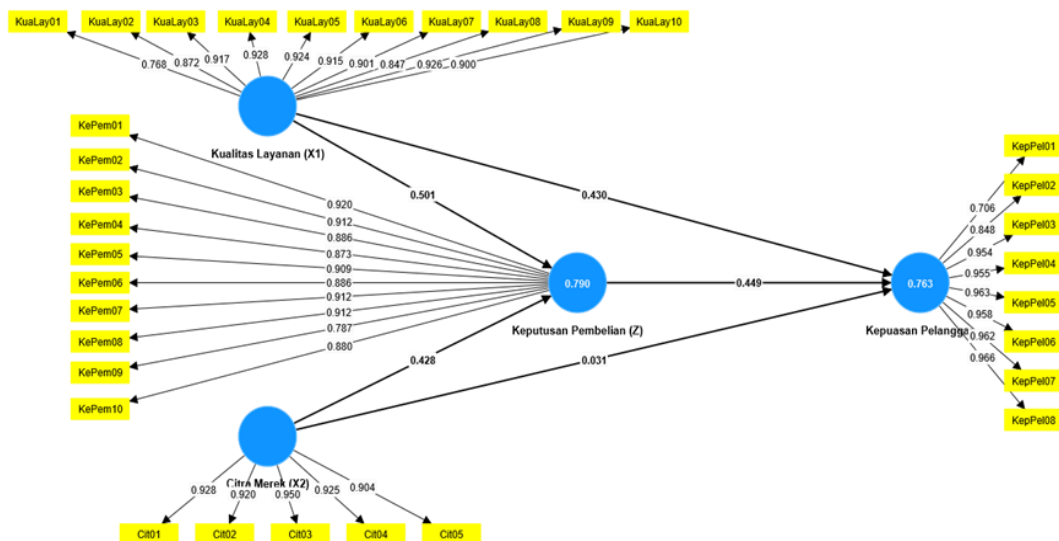


Figure 2. Outer Model

To test convergent validity, the outer loading or factor loading value is used. An indicator is considered to meet convergent validity with a good category if the outer loading value is greater than 0.7. The following are the outer loading values for each indicator in the research variables:

**Table 1.** *Outer Loading*

	Brand Image (X2)	Customer Satisfaction (Y)	Purchase Decision (Z)	Service Quality (X1)
Cit01	0,928			
Cit02	0,920			
Cit03	0,950			
Cit04	0,925			
Cit05	0,904			
KePem01			0,920	
KePem02			0,912	
KePem03			0,886	
KePem04			0,873	
KePem05			0,909	
KePem06			0,886	
KePem07			0,912	
KePem08			0,912	
KePem09			0,787	
KePem10			0,880	
KepPel01		0,706		
KepPel02		0,848		
KepPel03		0,954		
KepPel04		0,955		
KepPel05		0,963		
KepPel06		0,958		
KepPel07		0,962		
KepPel08		0,966		
KuaLay01				0,768
KuaLay02				0,872
KuaLay03				0,917
KuaLay04				0,928
KuaLay05				0,924
KuaLay06				0,915
KuaLay07				0,901
KuaLay08				0,847
KuaLay09				0,926
KuaLay10				0,900

Data source: Research results processed with SmartPLS 4.0, 2023

From the data presented in Table 1 above, it is evident that each indicator of the research variable exhibits an outer loading value exceeding 0.7. Hence, the indicators are deemed valid for utilization in the study and can be subjected to further analysis.

Another approach to assess convergent validity involves examining the Average Variance Extracted (AVE). It is imperative that the AVE surpasses 0.5 to establish convergent validity.

**Table 2. Average Variant Extracted (AVE)**

	Average variance extracted (AVE)
Brand Image (X2)	0,857
Costumer Satisfaction (Y)	0,843
Purchase Decision (Z)	0,790
Service Quality (X1)	0,794

Data source: Research results processed with SmartPLS 4.0, 2023

From the data depicted in Table 4.3 above, it is evident that the AVE values for Service Quality, Brand Image, Purchase Decision, and Customer Satisfaction exceed 0.5. Thus, it can be concluded that each variable exhibits strong convergent validity.

The assessment of discriminant validity involves examining cross-loading values. An indicator is deemed to possess discriminant validity if its cross-loading value on its respective variable is higher than that on other variables. Below are the cross-loading values for each indicator:

**Table 3. Cross Loading**

	Brand Image (X2)	Costumer Satisfaction (Y)	Purchase Decision (Z)	Service Quality (X1)
Cit01	0,928	0,675	0,795	0,779
Cit02	0,920	0,630	0,718	0,728
Cit03	0,950	0,710	0,787	0,767
Cit04	0,925	0,710	0,752	0,747
Cit05	0,904	0,802	0,839	0,810
KePem01	0,784	0,724	0,920	0,801
KePem02	0,779	0,775	0,912	0,829
KePem03	0,759	0,712	0,886	0,768
KePem04	0,785	0,689	0,873	0,760
KePem05	0,794	0,711	0,909	0,735
KePem06	0,742	0,741	0,886	0,716
KePem07	0,805	0,771	0,912	0,755
KePem08	0,791	0,767	0,912	0,763
KePem09	0,559	0,783	0,787	0,673
KePem10	0,687	0,813	0,880	0,798
KepPel01	0,472	0,706	0,575	0,579
KepPel02	0,573	0,848	0,638	0,675
KepPel03	0,736	0,954	0,825	0,805

	Brand Image (X2)	Costumer Satisfaction (Y)	Purchase Decision (Z)	Service Quality (X1)
KepPel04	0,742	0,955	0,835	0,826
KepPel05	0,752	0,963	0,820	0,828
KepPel06	0,774	0,958	0,807	0,799
KepPel07	0,760	0,962	0,820	0,807
KepPel08	0,762	0,966	0,823	0,810
KuaLay01	0,695	0,581	0,610	0,768
KuaLay02	0,674	0,714	0,713	0,872
KuaLay03	0,798	0,796	0,820	0,917
KuaLay04	0,773	0,770	0,767	0,928
KuaLay05	0,728	0,791	0,817	0,924
KuaLay06	0,657	0,778	0,759	0,915
KuaLay07	0,730	0,777	0,779	0,901
KuaLay08	0,799	0,690	0,763	0,847
KuaLay09	0,780	0,782	0,802	0,926
KuaLay10	0,765	0,773	0,773	0,900

Data source: Research results processed with SmartPLS 4.0, 2023

From the data provided in Table 3 above, it is evident that each indicator within the research variable exhibits the highest cross-loading value on the variable it represents compared to its cross-loading value on other variables. This outcome suggests that the indicators utilized in this study demonstrate satisfactory discriminant validity in delineating their respective variables.

The reliability assessment employs Cronbach's alpha value. A variable is deemed reliable or meets the criterion for Cronbach's alpha if its value exceeds 0.7. The following are the Cronbach's alpha values for each variable:

**Table 4. Cronbach's Alpha**

	Composite reliability (rho_a)
Brand Image (X2)	0,961
Costumer Satisfaction (Y)	0,980
Purchase Decision (Z)	0,971
Service Quality (X1)	0,973

Data source: Research results processed with SmartPLS 4.0, 2023

According to the data provided in Table 4 above, it is evident that the Cronbach's alpha values for each research variable surpass 0.7. This outcome indicates that each research variable meets the threshold for Cronbach's alpha value, thereby demonstrating a high level of reliability across all variables.

### 3.2 Inner Model

The Inner Model Analysis, also known as Structural Model Analysis, delineates the connections between latent variables grounded in substantive theory. This analysis is assessed through the R-Square test and the T-statistic test (hypothesis test). The depiction of the research's structural model is illustrated in Figure 2 below:

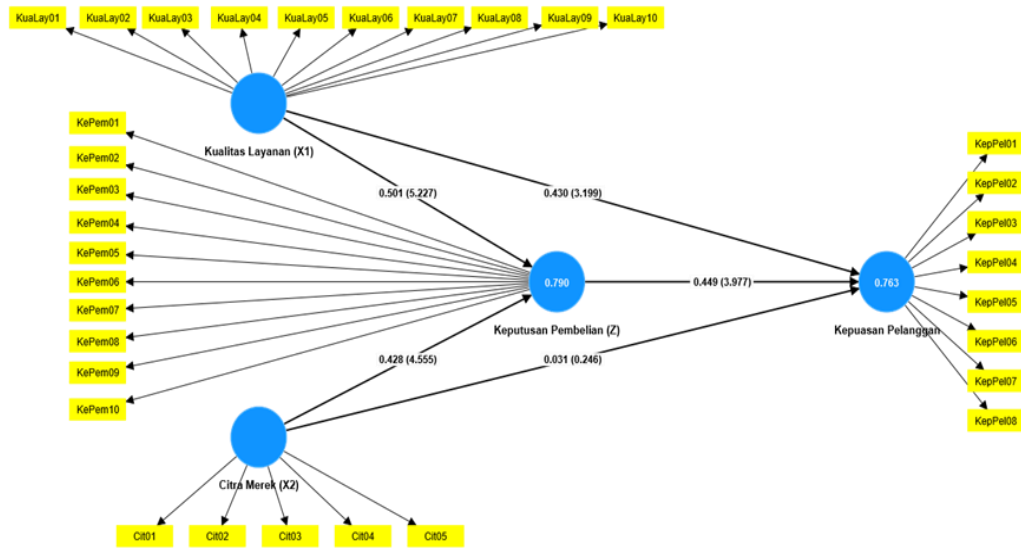


Figure 3. Output bootstrapping

The value of the R-square can be used to assess the effect of a particular independent variable on the dependent variable. The estimated R-square value can be seen in the following figure:

Table 5. R Square Value

	R-square	R-square adjusted
Customer Satisfaction (Y)	0,763	0,757
Purchase Decision (Z)	0,790	0,787

Data source: Research results processed with SmartPLS 4.0, 2023

According to the data presented in Table 5, it is evident that the R-square value for the Customer Satisfaction (Y) variable is 0.763, indicating that 76.3% of the variability in Customer Satisfaction (Y) is accounted for by Service Quality (X1) and Brand Image (X2). The remaining 23.7% of the variability in Customer Satisfaction (Y) is attributed to other variables beyond the scope of this study.

Similarly, the R-square value for the Purchase Decision (Z) variable is 0.790, suggesting that 79% of the variance in Purchase Decision (Z) is elucidated by Service Quality (X1) and Brand Image (X2). The remaining 21% of the variance in Purchase Decision (Z) is attributable to external variables not examined in this study.

To ascertain the acceptance or rejection of a hypothesis, a hypothesis test is conducted using the Bootstrapping function within Smart PLS 4.0. The hypothesis is deemed accepted if the significance level is below 0.05 or if the t-value exceeds the critical value of 1.96.

Table 6. Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
Brand Image (X2) -> Customer Satisfaction (Y)	0,310	0,307	0,129	3,242	0,002

Brand Image (X2) -> Purchase Decision (Z)	0,428	0,427	0,090	4,776	0,000
Purchase Decision (Z) -> Costumer Satisfaction (Y)	0,449	0,445	0,110	4,085	0,000
Service Quality (X1) -> Csotumer Satisfaction (Y)	0,430	0,432	0,139	3,096	0,002
Service Quality (X1) -> Purchase Decision	0,501	0,499	0,091	5,487	0,000

Data source: Research results processed with SmartPLS 4.0, 2023

Based on the path coefficient provided, the original sample value, p-value, or t-statistics serve as criteria to determine whether a hypothesis is accepted or rejected. If the t-statistics value exceeds the critical t-table value or if the p-value is below 0.05, the hypothesis is accepted.

**Table 7. Spesific Indirect Effects**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV )	T statistics ( O/STDEV )	P values
Brand Image (X2) -> Purchase Decision (Z) -> Costumer Satisfaction (Y)	0,192	0,191	0,065	2,946	0,003
Kualitas Layanan (X1) -> Purchase Decision (Z) -> Costumer Satisfaction (Y)	0,225	0,221	0,067	3,376	0,001

Data source: Research results processed with SmartPLS 4.0, 2023

Based on the specific indirect effects provided above, the original sample value, p-value, or t-statistics serve as benchmarks for determining whether hypotheses concerning the indirect effects between variables (intervening) are accepted or rejected. If the t-statistics value surpasses the critical t-table value or if the p-value is below 0.05, the hypothesis can be accepted.

### 3.3 Discussion

#### a. The Effect of Service Quality on Purchase Decision

The first hypothesis posits that Service Quality positively and significantly impacts Purchase Decision at Mansyur Residence Medan. According to Table 6, it is evident that Service Quality (X1) notably influences Purchase Decision (Z). This is indicated by the t-statistic value of 5.487, which exceeds 1.96, or the p-value of 0.000, which is less than 0.05. The original sample value of 0.501 indicates a positive direction in the relationship between Service Quality (X1) and Purchase Decision (Z). Consequently, the first hypothesis (H1) is affirmed.



This outcome suggests that at Mansyur Residence Medan, consumers' decisions regarding purchasing an apartment unit, becoming permanent residents, or acquiring additional units are influenced by the Service Quality delivered by the management and staff.

#### **b. The Effect of Brand Image on Purchase Decision**

The second hypothesis proposes that Brand Image exerts a positive and significant impact on purchase decisions at Mansyur Residence Medan. As per Table 6, it is evident that Brand Image (X2) significantly affects Purchase Decision (Z). This is evidenced by the t-statistic value of 4.776, which exceeds 1.96, or the p-value of 0.000, indicating significance below 0.05. Moreover, the original sample value of 0.428 suggests a positive correlation between Brand Image (X2) and Purchase Decision (Z). Consequently, hypothesis 2 (H2) is validated.

The findings of this investigation underscore the influence of Brand Image on consumers' decisions regarding unit purchases, permanent residency, or additional acquisitions at Mansyur Residence Medan.

#### **c. The Effect of Purchase Decision on Customer Satisfaction**

The third hypothesis posits that Purchase Decision positively and significantly influences customer satisfaction at Mansyur Residence Medan. As indicated in Table 6, it is evident that Purchase Decision (Z) significantly impacts Customer Satisfaction (Y). This is supported by the t-statistic value of 4.085, surpassing 1.96, and the p-value of 0.000, indicating significance below 0.05. Moreover, the original sample value of 0.449 denotes a positive association between Purchase Decision (Z) and Customer Satisfaction (Y). Consequently, hypothesis 3 (H3) is confirmed.

The findings of this study underscore the impact of Purchase Decision on customer satisfaction levels at Mansyur Residence Medan.

#### **d. The Effect of Service Quality on Customer Satisfaction**

The fourth hypothesis suggests that Service Quality positively and significantly impacts customer satisfaction at Mansyur Residence Medan. As indicated in Table 6, it is apparent that Service Quality (X1) significantly influences Customer Satisfaction (Y). This is evident from the t-statistic value of 3.096, surpassing 1.96, and the p-value of 0.002, indicating significance below 0.05. Additionally, the original sample value of 0.430 signifies a positive correlation between Service Quality (X1) and Customer Satisfaction (Y). Hence, hypothesis 4 (H4) is affirmed.

The findings of this study underscore the importance of enhancing service quality throughout Mansyur Residence Medan, aiming to enhance customer satisfaction and residents' experiences.

#### **e. The Effect of Brand Image on Customer Satisfaction**

The fifth hypothesis proposes that Brand Image positively and significantly influences customer satisfaction at Mansyur Residence Medan. According to Table 6, it is evident that Brand Image (X2) significantly affects Customer Satisfaction (Y). This is supported by the t-statistic value of 3.242, exceeding 1.96, and the p-value of 0.002, indicating significance below 0.05. Additionally, the original sample value of 0.310 indicates a positive correlation between Brand Image (X2) and Customer Satisfaction (Y). Therefore, hypothesis 5 (H5) is validated.

The findings of this study suggest that the public's perception of Mansyur Residence plays a significant role in the satisfaction of unit owners and residents. Consequently, it is imperative for Mansyur Residence to uphold its reputation and Brand Image to enhance customer satisfaction.

#### **f. The effect of Service Quality on Customer Satisfaction through Purchase Decision**

The sixth hypothesis posits that Service Quality has a positive and significant influence on customer satisfaction through purchase decisions at Mansyur Residence Medan. As indicated in Table 4.16, it is evident that Service Quality (X1) through Purchase Decision (Z) significantly impacts Customer Satisfaction (Y). This is supported by the t-statistic value of 3.376, exceeding 1.96, and the p-value of 0.001, indicating significance below 0.05. Furthermore, the original sample value of 0.225 denotes a positive relationship between Service Quality (X1) through Purchase Decision (Z) and Customer Satisfaction (Y). Therefore, hypothesis 6 (H6) is upheld.

This outcome suggests that the purchase decision variable acts as an intervening factor in the relationship between service quality and customer satisfaction at Mansyur Residence Medan.

#### **g. The Effect of Brand Image on Customer Satisfaction through Purchase Decision**

The seventh hypothesis proposes that Brand Image positively and significantly impacts customer satisfaction through purchase decisions at Mansyur Residence Medan. As depicted in Table 4.16, it is evident that Brand Image (X2) through Purchase Decision (Z) significantly influences Customer Satisfaction (Y). This is evidenced by the t-statistic value of 2.946, exceeding 1.96, and the p-value of 0.003, indicating significance below 0.05. Additionally, the original sample value of 0.195 suggests a positive correlation between Brand Image (X2) through Purchase Decision (Z) and Customer Satisfaction (Y). Therefore, hypothesis 7 (H7) is validated.

This finding suggests that the image variable is an intervening factor in the relationship between service quality and customer satisfaction at Mansyur Residence Medan.

### **IV. Conclusion**

1. The quality of service positively and significantly impacts the decision to purchase at Mansyur Residence Medan.
2. Brand Image positively and significantly influences purchasing at Mansyur Residence Medan.
3. The decision to purchase positively and significantly affects customer satisfaction at Mansyur Residence Medan.
4. Service quality positively and significantly affects customer satisfaction at Mansyur Residence Medan.
5. Brand Image positively and significantly contributes to customer satisfaction at Mansyur Residence Medan.
6. Service quality positively and significantly influences customer satisfaction through the decision to purchase at Mansyur Residence Medan.
7. Brand Image positively and significantly affects customer satisfaction through the decision to purchase at Mansyur Residence Medan.

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