The Effect of Brand Image and Perceived Price on Smartphone Purchase Intention (Case Study on Samsung Brand)

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ABSTRACT

A few decades ago, the usage of Smartphone has become a new lifestyle. Customers have a complex decision making and many factors that are possible to influence their intention to buy. Thus, in this situation, evaluate what drives Smartphone purchase intention is important. There are many companies involved in the competition between Smartphone brands, one of them is Samsung. Samsung is a Korean company that sells many Smartphones, although it has competition Samsung becomes a market leader in the Smartphone business. In brief, the researcher will examine how the influence of brand image and perceived price on Smartphone purchases intention (Samsung case study). This study used 394 respondents who are consumers who have a Smartphone and will buy a Smartphone. Testing data conducted by the researcher are a test of validity, reliability, descriptive statistics, multicollinearity and multiple regression tests. The result of this study is brand image variable has a significant influence on purchase intention. Meanwhile, the perceived price has not affect toward purchase intention. These findings give a new insight regarding perceived price is associated with perceived quality, especially in the case of high involvement product as well as the famous brand with a high-quality product. Therefore, the brand image considers as important to consumer purchase intention, while the price is not.

Keyword: *Brand Image, Perceived Price, Purchase Intention, Samsung Smartphone*

1. INTRODUCTION

A few decades ago, the usage of Smartphone has become a new lifestyle. The increasing Smartphone demand graph evidences this. As well as in Indonesia, according to International Data Corporation [1] demand for Smartphone in Indonesia has increased. Indonesia is a country of Smartphone users as much as 86.6 million in 2017 [2]. The increasing of Smartphone demand and Smartphone users in Indonesia can affect the competition between brands of Smartphone. Currently, companies using various strategies to attract new consumers maintain the current consumers and differentiate their products from competitors.

The most important and effective strategy to influence consumer behaviour for product choice is using a brand [3] According to Keller and Lehmann [4] argues that brand can simplify choices, promising a certain level of quality, and creating trust. Therefore, in the face of market competition needed a strong brand [5] [6] [7]. This study will discuss brand image that raises the Smartphone purchase intention because of brand power. Consumers assume that brand image is consumer confidence in product quality and integrity from the company in the products offers [8] [9]. Consumers had a perspective that the company which oriented to the consumer will cause consumers to have brand trust in the brand image that is owned by a company [10].

Besides the effect of the brand image, the price is undoubted as the significant influence in choosing a product. The price offered with significant can influence to purchase intention [11]. A price often serves as an indicator of products quality [12]. Consumers would wish high quality when the price is high and indicate that the increase in price can show improved quality [13]. Besides that, perceived price are consumers believe that the price of associated with product quality [14]. In other studies about justice price [15] [16] [17] stated the level of perceived price by consumers is the result of a combination between absolute price and perceived quality. In this study perceived price is associated with perceived quality.

There are many companies involved in the competition between Smartphone brands, one of them is Samsung. Samsung as South Korea Company that has been sold many Smartphone despite it has competition. However, Samsung

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experienced the incident on the product that has been launched namely Galaxy Note 7. It has to recall from the market because there are problems with the battery that causes the Smartphone burst [18]. Then, Samsung Smartphone launched new product namely Galaxy S7. The launch of Galaxy S7 also has to face a problem which was the reporting many Galaxy S7 reported burned or burst. However, the company that establishes from Korea insist that there is a not battery problem as befall Galaxy Note7. Following the recall incident Galaxy Note 7 and the problem that occurred Galaxy S7, Samsung remains the only option in the Smartphone market. Based on International Data Corporation [1] Samsung company became the leading market leader in Smartphone business. This explains that dominance of market Samsung in the third quarter has not changed despite the recall Galaxy Note 7. Also, Samsung into the top five Smartphone brands in Indonesia and it is in the first ranking as the leader of the Smartphone market.

Based on the background that has been stated, it is known that competition in the Smartphone business and the company used various strategies to attract new consumers, maintain the current consumers, and differentiate their products from competitors. Samsung is a company involved in the competition between Smartphone brands. Thus, the reason why the researchers conducted this study was about the Samsung purchase intention. Samsung company became the leading market leader in Smartphone business, and it is among the top five Smartphone brands in Indonesia also the first ranking as the leader of the Smartphone market. Besides, the most important and effective strategy to influence consumer behaviour for product choice is using a brand and price. Therefore, it is necessary to study more about the effect of brand image and perceived price on Smartphone purchase intention (case study on Samsung brand). In this research also want to be done proving influence given by brand image and perceived price on Smartphone purchase intention (case study on Samsung brand), whether this research can be used as evidence of previous research or can find new finding that theory is not relevant. Based on the problem formulation above, the objectives of this research are to measure the effect of brand image and perceived price on Samsung purchase intention, to find out which factors are most influential from the brand image and perceived price on Samsung purchase intention and to identify consumer perception of Samsung purchase intention.

2. LITERATURE REVIEW
2.1 Brand Image
In the simplest definition, a brand is one of the most important parts of a product, whether in the form of goods or services. According to Kotler and Keller [19] brand is name, symbol, design, or term, which was aim to identify the products or services from one of a seller with the purpose to differentiate with competitors. While the image is associated with the consumer perception of the company or, it is products [19]. Thus, a brand image can be defined as perception contained in the consumer's memory about a brand that reflected from the brand association [20]. Brand Image acts as a significant part of the assessment and proper assessment of product or service, which causes the influence brand loyalty [21]. Consumers assume that brand image is consumer confidence in product quality and integrity from a company in the products offers [8] [9]. Consumers had a perspective that the company which oriented to the consumer will cause consumers to have brand trust in the brand image that is owned by a company [10].

2.2 Perceived Price
Price is a money total charged for the product or service [22]. Perceived price is a perception of the consumer against the relative price that has to be spent to get the products or service as compared with the price of other similar products [23]. Perceived price can be defined as consumer perception against the products price objective [24]. Perceived price is the relationship between price, quality, and value as intermediate variables that have been identified [25]. Whereas other definitions of perceived price is an individual who believes about price related to product quality [14]. Besides that, the perceived price are consumers think that the price of associated with product quality [14]. In other studies about justice price [15] [16] [17] stated the level of perceived price by consumers is the result of a combination between absolute price and perceived quality. In this study perceived price is associated with perceived quality.

2.3 Purchase Intention
Purchase intention is a tendency to purchase a brand and based on appropriateness between purchase motives with attributes or brand characteristics that can be considered [26]. Meanwhile, others scholars [27] [28] define purchase intention as the possibility consumer will purchase a product and have a significant probability to make a purchase. Based on the statement above, the possibility of someone to a

purchase a particular brand and there are characteristics considered to purchase.

2.4 Past Studies

Lin conducted the research and Lin [29] on "*The Effects of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount*". The respondents of this research were 400 female students from various departments at the private university. This study uses a price discount as moderate. Reliability, Validity and ANOVA test is the data analysis used in this study. The result of this research is brand image effects of purchasing intention 0.007. It means that there are significant differences between the brand image and purchase intention.

Chiang and Jang [11] researched "*The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travellers' Attitudes toward Online Hotel Booking*". Perceived price, brand image, perceived quality, perceived value, trust, and purchase intention are several variables that used in this research. The respondents in this study were 35 students from Midwestern University. The correlation was used as the method of data analysis. The results of this study that the price offered by the hotel is more affordable than the standard internal price or the competitive price and brand image significantly purchase intentions.

3. RESEARCH METHOD

In this section discussed research methods used in the problem formulation. In general, the effect of brand image and perceived price on Smartphone purchases intention (case study Samsung). This research used descriptive design in which the research design is structured [30]. Primary data and secondary data are used in this study. Primary data is data collected directly by researchers from the source [31]. Primary data obtained from questionnaires survey that was distributed online using *Google form* and distributed directly then the results of the data were processed using SPSS version 18 to testing the level of reliability and validity. Reliability test is to measure the control level of an instrument [31]. If the results of Cronbach's alpha data results from more than 0.6, then instrument in this study are reliable [32]. While validity test, if the component matrix results beneath the cut off value (minimum 0.4), then the item is invalid and must be re-analysed [33]. The researcher also used secondary data to provide information on data related to certain phenomena derived from previous research [34]. The sampling technique used in this study is convenience sampling with the most accessible sample [34]. The

Samples used in this study are Indonesian consumers who own and will intend to purchase Smartphone. The sample size in this study is a minimum of 200 people [35]. In this study, researchers contributed 394 respondents. Therefore, this study has dependent and independent variables. So the researchers used multiple regression tests. Here is a hypothesis in this study.

H_1 = There is a positive and significant influence of brand image on purchase intention.
H_2 = There is a positive and significant influence of perceived price on purchase intention.
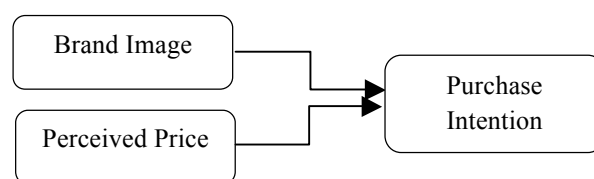

Figure 1. Research model

4. ANALYSIS DATA

Of the total 394 respondents, 225 respondents (57%) of the female and 169 (43%) of the male and the majority of respondents in this study is female. Based on the result of respondents age gained the majority of respondents <25 years is 303 (76%) of respondents while the least respondents from other age levels are age 35-45 years who only got a score of 3% or 12 respondents. To obtain respondents based on the occupation of 394 respondents who have a score of 55% or 217 respondents are students, whereas the least respondents based on occupation are government employees (PNS) who only get 5% or 19 respondents. Based on the result of respondents occupation can be concluded that almost half of the respondents are students. The frequency test results on the income have a value of 166%, or 166 respondents are those who have an income of 1.000.000-3.000.000. Also, the fewest respondents are who have income of more than 5.000.000 around 6% or 23 respondents. In brief, it can be concluded that the majority of respondents based on income in this study are those with an income of 1.000.000-3.000.000. Profiles of respondent characteristics are illustrated in Table 1.

Table 1. The Respondent demographic characteristic

	Category	Frequency	Percentage
Gender	Female	225	57%
	Male	169	43%
Age	<25 year	303	76%
	25-35 year	65	16%
	35-45 year	12	3%
	>45 year	14	5%
Occupation	Student	217	55%
	Government employee	19	5%

	Category	Frequency	Percentage
	Private employee	112	28%
	Other	46	12%
Income	<1.000.000	148	37%
	1.000.000-3.000.000	166	42%
	3.000.000-5.000.000	58	15%
	>5.000.000	23	6 %

According to Keller and Lehmann [4] state that the brand can simplify choices, promise a certain level of quality, and present trust. Hence, in the face of competition between brands are needed for strong brands [5] [6] [7]. So this study will discuss brand image which causes the power of the brand, thus make factors affecting Samsung Smartphone. Besides the element of the brand image, the price offered significantly can affect purchase intentions [11]. In this study, perceived price is related to perceived quality. So it can be concluded, the purpose of this study will be to allow independent variables to the dependent variable.

Table 2. The Results of Validity and Reliability Tests

Factor	Component Matrix	Cronbach's Alpha
Brand Image		0.795
The products have a high quality	0.500	
The products have better characteristics than competitors	0.523	
The product is relatively cheaper than competitors	0.407	
The brand is nice	0.728	
The brand has a personality that distinguishes its self from competitors	0.851	
It is a brand that does not disappoint it customers	0.754	
It is one of the best brands in the sector	0.668	
The brand is very consolidated in the Market	0.808	
Perceived Price		0.817
Brand name perceptions	0.817	
Perception of dealer Shop Name	0.745	
Warranty perception (after sale service)	0.612	
Perceptions of countries that produce products	0.569	
Perception of taxes	0.727	
Perception of price fairness	0.693	
The effect of brand equity	0.670	
Purchase Intention		0.922
The willingness of consumers who will do purchase.	0.928	
The desire of consumers to make purchases in the future.	0.904	
The desire of consumers to make a repeat purchase.	0.958	

After collecting the completed data from the results of questionnaire distribution, the next step is to calculate and analyse data. The first method for calculation is reliability and validity test. Based on table 1 all variables in this study are the brand image, perceived price, and purchase intention compared to Cronbach's alpha value if the result of Cronbach's alpha more than 0.6 then reliable [32]. So it can be concluded that three variables in this study have a value of Cronbach's alpha more than 0.6 thus reliable. After the reliability test, the validity test is done. In this study, the result of validity test based on 18 items of question is valid because it is above the cut-off value of 0.4 [33]. From the above explanation can be concluded that the questionnaire used in this study by identifying all indicators of brand image variable, perceived price, and purchase intention are an appropriate or valid instrument. Method for the next calculation is to conduct descriptive statistics test and multiple linear regression tests.

The descriptive analysis in this study was conducted to determine consumer perceptions of brand image dimensions, perceived price dimensions, and dimension of purchase intention Smartphone. Here is the result of a descriptive analysis of 394 respondents.

Table 3. The result of Descriptive Analysis

Indicator	Mean	Standard Deviation
Brand Image		
The products have a high quality	4.17	0.661
The products have better characteristics than competitors	3.74	0.830
The product is relatively cheaper than competitors	3.28	1.116
The brand is nice	3.93	0.934
The brand has a personality that distinguishes its self from competitors	4.10	0.751
It is a brand that does not disappoint it customers	3.99	0.726
It is one of the best brands in the sector	4.34	0.700
The brand is very consolidated in the Market	4.41	0.613
Grand Mean	**3.99**	**0.714**
Perceived Price		
Brand name perceptions	4.20	0.605
Perception of dealer Shop Name	4.05	0.534
Warranty perception (after sale service)	4.40	0.548
Perceptions of countries that produce products	4.23	0.593
Perception of taxes	3.69	0.736
Perception of price fairness	3.63	0.841
The effect of brand equity	4.33	0.587
Grand Mean	**4.07**	**0.634**
Purchase Intention		
The willingness of consumers who will do purchase.	3.72	0.983
The desire of consumers to make purchases	3.67	0.977

Indicator	Mean	Standard Deviation
in the future.		
The desire of consumers to make repeat purchase.	3.55	0.998
Grand Mean	**3.64**	**2.958**

Descriptive analysis test is done by explaining two components namely mean and standard deviation. According to Suhartanto [34] average is the most common measure in a measurement. While the standard deviation by the result of the square root of the range [34].

Referring to the table 3 shows the average value of each statement in the brand image dimension consisting of 8 indicators with an average total of 3.99. Based on these results can be seen that perception consumer about the Samsung brand has a good reputation by obtaining the highest value of 4.41. While the indicators for products have better characteristics than competitors and product is relatively cheaper than competitors have the lowest value between other indicators. Furthermore, the table above indicates the indicator of perceived price dimension consisting of 7 statements, and it has an average total of 4.07. The results show that indicators of taxes perception and price fairness perception have low results between other indicators. While for the effect of brand equity indicator is obtained highest results. In addition, table 3 above shows that the indicator of purchase intention dimension consisting of 3 statements have an average total of 3.64 with the value of each indicator is 3.72, 3.67, and 3.55. These results mean that consumers consider Samsung purchase intention quite well, especially on indicators will purchase Samsung Smartphone.

Table 4 The result of multiple linear regression

Model	Coefficient (B)	Sig.	Colinearity Statistics	
			Tolerance	VIF
Constant	-0.581	1.339		
Brand Image	0.447	0.000	0.522	1.917
Perceived Price	-0.097	0.135	0.522	1.917
F-statistics	103.744	0.000		
Adjusted R square	0.343			

Based on table 4 shows that the tolerance value is 0.52S2> 0.1 (cut-off value) and Variance Inflation Factor (VIF) 1.917 <10 (cut-off value). It can be concluded that the regression model in this study did not occur multicollinearity. This means that between the brand image and the perceived price do not interfere with or affect each other. So that for multiple regression test can be continued.

From table 4 obtained the value of *F*-statistics of 103.744 with significant value 0.000 <0.05 (cut-off value. This is because of the significant value obtained is smaller than 0.05 or 5% of 0.000 indicates that in general purchase intention can be affected by a variable of brand image and perceived price. Hence, it can be concluded that the independent variables in this study simultaneously affect the dependent variable is purchase intention. Based on the above output shows the value of Adjusted R Square has a value of 0.343. This means that 34.3% of the dependent variable is the purchase intention can be explained by two variables, namely the brand image and the perceived price, and the country of origin. While which means other factors contribute 65.7% to the Samsung purchase intention.

4. DISCUSSION

Based on findings, it can be seen that the influence of brand image and perceived price can give effect to Samsung purchase intention. This can be seen from the results of regression tests show that brand image and perceived price significantly affects the purchase intention because the value of Sig. is below the cut-off value of 0.05. In addition, regarding contribution, the increase in the Samsung brand image and Samsung perceived price scale is influenced by 34.3%, which means other factors contribute 65.7% to the Samsung purchase intention. Samsung company became the leading market leader in Smartphone business, and it is among the top five Smartphone brands in Indonesia also the first ranking as the leader of the Smartphone market. , and Jang [11] did in his research state that perceived price and brand image significantly affect the purchase intentions.

The result of multiple regression test concerning the purchase intention of Samsung Smartphone. The value (β = 0.447) for a brand image variable means that the brand image influences 44.7% of purchase intention. In addition, based on the results of the descriptive analysis can be seen the average brand image dimensions reached 4, which means that consumer perceptions toward the brand image of Samsung are good because seen from the mean. Dimension of brand image has a grand mean of 3.99 in which there are 8 indicators. Between 8 indicators, the highest indicator is Samsung brand has a good reputation with a score of 4.41. This is possible because of the image is seen from the Samsung brand. Besides that the most of the respondents are students, and the findings showed the effect of the brand image on Smartphone purchase intention (Samsung case study). In other

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words, the Samsung brand is better known among students. Like the opinion [10] said consumers had a perspective that the company which oriented to the consumer will cause consumers to have brand trust in the brand image that is owned by a company. It means that Samsung successfully on their product offered and students liked the brand of Samsung because this brand is successfully in the Indonesia market. Based on International Data Corporation [1] Samsung company became the leading market leader in Smartphone business. Besides, it is explained that dominance of market Samsung in the third quarter has not changed despite the recall Galaxy Note 7. Beside that Samsung into the top five Smartphone brands in Indonesia and it is in the first ranking as the leader of the Smartphone market. This finding supported by previous research [29] indicated that brand image influences purchase intentions.

The study discusses price is an important factor in choosing a product. Perceived price is consumers believe about the price associated with product quality [14]. The value (β = -0.097) for the perceived price variable indicates that perceived price did not affect toward Smartphone purchase intention. Besides that perceived price dimension consisting of 7 statements and it has an average total of 4.07 according to the results of the descriptive analysis. The results show that indicators of taxes perception and price fairness perception indicators have the lowest value between other indicators. In brief, consumer perceptions of Samsung products are not satisfied because of price and price fairness perception. While the effect of brand equity indicator had the highest value is 4.33. Meanwhile, standard deviation value on price fairness perception indicator is very high of 0.841 which means there are gaps of respondents' answers, where some respondents strongly agree to the statement on the questionnaire, while others respondents strongly disagree on the price offered by Samsung. These results indicate that consumers are not satisfied with the price offered by Samsung Smartphone. In addition, these findings imply that students dominated the study. This means that the perceived price on Samsung Smartphone product is too high among students. This study contradicts Yee, Siew and Fah [36] research toward students in Malaysia, suggesting that price of Smartphone will not be important to the user and it is the last variable to consider, price directly affects consumers because it is deemed to be a high-involvement product. In other studies about justice price [15] [16] [17] stated the level of perceived price by consumers is

the result of a combination between absolute price and perceived quality. In this study perceived price is associated with perceived quality. This study is necessary for the determining price though when determining a high price. Samsung Smartphone is known to consumers have become one of the famous brand Smartphone, and it always produces high-quality Smartphone.

5. CONCLUSION

The increasing of Smartphone demand and Smartphone users in Indonesia, companies, using various strategies to attract new consumers, maintain the current consumers, and differentiate their products from competitors. Samsung is Korea Company that has been sold many Smartphone despite it has competition, and it is using the brand image and perceived price strategy for purchase intention for his product. Referring to the results of research that has done, brand image has a significant influence on the purchase intention of Samsung. Of all indicator brand image, a strong indicator of the Samsung brand has a good reputation of a brand image itself is increasing perceptions consumer of the brand-related purchase intention of Samsung. In addition, this is possible because of the image is seen from the Samsung brand and it has good reputation in the eyes of consumers perception of the brand Samsung itself. But, this research shows that perceived price does not significantly affect to purchase intention. The results give a new insight regarding perceived price is associated with perceived quality, especially in the case of high involvement product as well as Samsung as a famous brand with a high-quality product. This finding shows that the variable related in this research decides the effect of brand image and perceived price on Smartphone purchase intention and still needed further research on forming consumer perceptions of purchase intention.

6. ACKNOWLEDGEMENTS

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