

**THE ANALYSIS OF BRAND EQUITY AND MARKETING MIX
ON CUSTOMERS' BUYING DECISION OF SOSRO TEA CONSUMERS
LOCATED IN JAKARTA**

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ABSTRACT

The researcher would like to present a research regarding the analysis of brand equity and marketing mix on customers' buying decision. Based on this research, researcher try to identify the influence between independent variables (marketing mix and brand equity) to dependent variable (customer buying decision). This research use primary and secondary data by survey method through distributing questionnaire and collected data from journals and books. This research used factor analysis to examined the data validity, and multiple regression model to testing the data using classic assumption test, such as: normality, multicollinearity, and heteroscedasticity tests. The classic assumption tests indicates that the available data have fulfill the condition to use multiregression model. The result shown that all those independent variables are at the same time (simultaneously) influence the dependent variable, and each of independent variable also has significance influence towards customer buying decision except place. The most significant influence comes from promotion and brand loyalty. At the end, researcher purpose not only for a better brand equity and marketing mix management, but also in order to setting better strategy for the company

Keywords: *Brand equity, Marketing mix, Buying decision*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh ekuitas merek dan bauran pemasaran terhadap keputusan pembelian pelanggan. Penelitian ini menggunakan data primer dengan metode survei melalui penyebaran kuesioner dan juga menggunakan data sekunder yang didapatkan dari jurnal dan buku. Penelitian ini menggunakan analisis faktor untuk menguji validitas data, dan model regresi berganda dengan menggunakan uji asumsi klasik, seperti uji normalitas, multikolinearitas, dan uji heteroskedastisitas. Hasil penelitian menunjukkan bahwa semua variabel independen tersebut secara bersamaan (simultan) mempengaruhi variabel dependen, dan masing-masing variabel independen juga memiliki pengaruh signifikan terhadap keputusan pembelian pelanggan kecuali aspek tempat yang merupakan salah satu faktor dalam bauran pemasaran. Pengaruh paling signifikan berasal dari promosi dan loyalitas merek. Pada akhirnya, tujuan peneliti tidak hanya untuk mendapatkan gambaran komponen ekuitas merek dan bauran pemasaran yang baik untuk perusahaan, tetapi juga untuk membantu perusahaan menetapkan strategi yang lebih baik lagi.

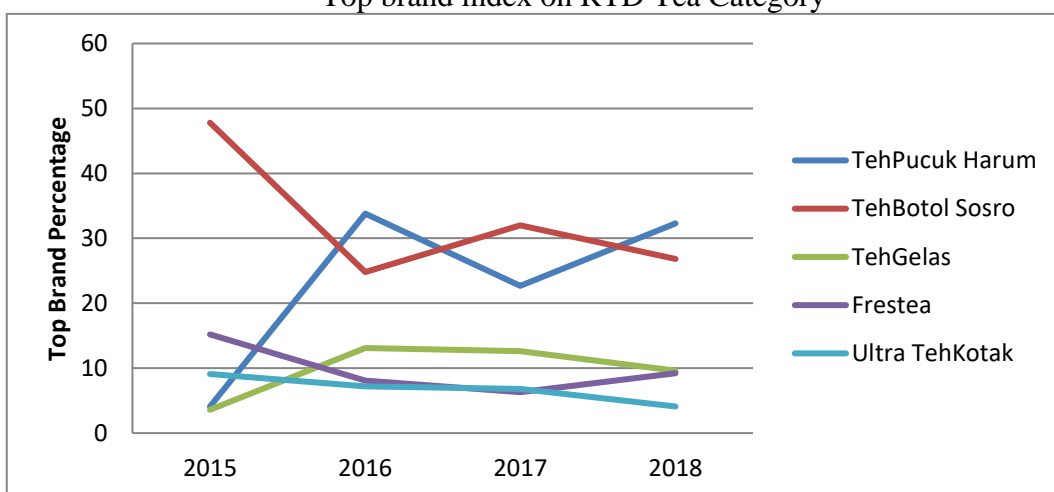
Kata kunci: Ekuitas merek, Bauran pemasaran, Keputusan pembelian

1. INTRODUCTION

Indonesia nowadays has a large number of middle class consumers. The growth of middle class is accelerating the spending of FMCG (Fast Moving Consumer Goods) include foods and beverage, household care, and personal care (Catherine Eddy cited in Kurniawati, 2013). Based on the increasing of consumptive power, every company in Indonesia has to be innovative and follow market desires in facing the competitors, gaining the profit, and expanding their business. To help those companies in measuring their position in market, Top Brand Award, an appreciation of brands which become a reference in market according to mind share, market share, and commitment share. Frontier Consulting Group develop the Top Brand Award based on these three categories, Mind share ; comes from consumers mind when asked about some product or service category, Market Share ; comes from selling percentage of a product or service in certain area, and Commitment Share : about the interest and commitment of consumers to purchase the same product or service in future.

There are several brands in foods and beverages category that compete each other in Top Brand Award, especially in tea segment such as Teh Sosro, Frestea, Ultra Teh Kotak, Fruit Tea, Teh Pucuk, Teh Bendera, 2Tang, Teh Poci, and Tong Tji. PT Sinar Sosro was founded in 1970 as the first bottled RTD (ready-to-drink) tea in Indonesia and the world. Sosro shows a great performance on Tea Bag category by dominating more than 50 percent of market preference and also shows a good performance on RTD category. But then, Sosro performance start to decrease lately. The percentage of customer preferences are decreasing and Sosro even not on the first place anymore (<https://www.topbrand-award.com/>).

Table 1
Top brand index on RTD Tea Category



Source : www.topbrand-award.com

This research attempts to analyze the influence of brand equity and marketing mix as the independent variables on customer buying decision-making of Sosro.

1.1 Statement of Problem

1. Does each of the brand equity variables have significance influence towards customer buying decision-making of Sosro?
2. Does each of the marketing mix variables have significance influence towards customer buying decision-making of Sosro?
3. Do the marketing mix variable effects brand equity variables?

1.2 Research Objective

Generally, this research aims to analyze the factors that influence customer buying decision of Sosro, based on Sosro's performance on the last three years (2016, 2017, and 2018).

1. To find out to what extent brand equity which consist of brand awareness, brand loyalty, brand association, and perceived quality influence customer buying decision.
2. To find out to what extent brand equity which consist of marketing mix which consist of product, price, place, and promotion influence customer buying decision.
3. To find out which independent variable (brand awareness, brand loyalty, brand association, perceived quality, product, price, place, promotion) influence customer buying decision the most.

2 LITERATURE REVIEW

Marketing mix refers to the amounts and kinds of marketing variables that use by the firm at a particular time to influence customer's response, or define as a plan which designed to analyze the marketing problems (Kotler P, Armstrong, Wong, & Saunders, 2008). Beside the set of variables, another tool use to measure customer's response is by brand equity. Something intangible and does not consist of factories and physical infrastructure but memories, feelings, association and loyalty towards brand (Kotler and Soderlund cited in Kautish, 2011).

Perceived quality, brand awareness, brand image or association, and brand loyalty are four component of brand equity (Aaker cited in Oh & Pizam, 2008). Those components are often attracts attention of marketing practitioners because marketing strategy is important in establishing brand equity. The influence of consumer decision processes, either directly or indirectly, affected by the effectiveness of the brand (Chattopadhyay, Shivani, & Krishnan, 2010). According to Kazemi, Hosseini, & Moradi (2013) brand equity is influences

customer buying decision, and influenced by marketing mix such as product, price, place, and promotion.

Final decision made by customer was came from their buying behavior. Customer buying behavior is the decision processes and actions of people involved in buying and using products (Pride & Ferrell, 2012). Consist of need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior (Kotler, Lee, Farris, & Bendle, 2010).

- **Product** . Refer to all of the goods and services that are altogether and offered to consumers. (Reid & Bojanic, 2009). Anything offers to customers to satisfy a need or want. Product can be tangible and intangible, can be good or service, includes objects, people, place, and idea. Kotler (2009) classified product into several categories, such as nondurable goods, durable goods, and consumer's goods.
- **Price**. According to Kotler and Armstrong (2009) in order to having or consuming a benefit of product or services, customers have to give up some values (Kemmer & Boden, 2012).
- **Place**. Defines as location where the exchange takes place. It can be a store, catalogue, restaurant, or a website (Blythe, 2006). Place is not only about the location, but also how we deliver the product, influencing marketing process, transportation, distributor, and outlet so customer can come, look, and do purchasing (Kotler, 2009). For those service company, place even refer to a comfortness of customer.
- **Promotion**. Consist of all the communication activities of marketing, such as public relations, sales promotion, advertising, personal selling, and so forth (Blythe, 2006). This component is kind of tool that use to persuading customer and delivering information regarding some particular product or service by stimulating through awareness, interest, then purchasing decision by customer.
- **Brand Awareness**. Is the ability of possible buyers to remember a brand belongs to a special product (Kotler & Pfoertsch, *Ingredient Branding: Making the Invisible Visible*, 2010). It is also refers to customer's ability to name some special brand when a category mentioned (Mullin, Hardy, & Sutton, 2007).
- **Brand Loyalty**. Brand loyalty is a result comes from positive recommendation or word of mouth activities and greater resistance among loyal customers to competitive strategies (Kotler & Pfoertsch, *Ingredient Branding: Making the Invisible Visible*, 2010).

- **Brand Association.** Is a tool that marketer used to state their position and extend the brands to build positive experience toward a brand and recommend a benefit by purchasing the product or service (Aaker, 2009).
- **Perceived Quality.** According to Zeithaml cited in Oh and Pizam (2008), perceived quality is the way customer judges a product or service overall superiority or excellence.
- **Buying Decision.** Buying decision is an actions taken by consumer that relate to their buying behavior. Sometimes, even decision process is not lead customer into purchasing part, so every customer can experience different thing from several stage of buying decision.

3 RESEARCH HYPOTHESIS

Marketing mix has significant impact on customer buying decision simultaneously (Mongdong & Tumewu, 2015 ; Marlius, 2017 ; Andika & Susanti, 2018). Another research result shown that each of the variables such as product, price, place, and promotion had a significant influence towards purchase decision of Teh Botol Sosro. Some research mention that the most influencing variable is place or distribution (Oktavita, Suharyono, & Hidayat, 2013 ; Alfian, 2013 ; Hermawan, 2015, Andika & Susanti, 2018) while another research mention product (Fadhilah,2013).

Hermawan (2015) shown a different result on his research, only product, place, and promotion has a significant impact on customer buying decision. While another research by Andika & Susanti (2018) mention that product, price, and promotion does not significantly influence the purchase decision, but place is the only variable of marketing mix that has significant effect on the purchase decision.

Brand equity that consist of brand awareness, perceived quality, brand association, and brand loyalty have significant effect on consumer buying decision partially (Fitria, 2013) and simultaneously (Mongdong & Tumewu, 2015). Another research has a different result, brand awareness, perceived quality, and brand loyalty has positive effect on buying decision. On the other hand, brand association has no significant influence on buying decision (Issani, 2012)

H₁ : Marketing mix has significance influence towards customer buying decision-making of Sosro

H₂ : Brand Equity has significance influence towards customer buying decision-making of Sosro.

H₃ : Marketing mix has significance influence towards Brand equity

4 RESEARCH METHODOLOGY

Researcher used quantitative method to support the research conducted. The purpose of using quantitative is by some advantages, such as: the result is statistically reliable if the research conducted properly, means that researcher can directly identify whether the idea, concept, product, or service is better than the alternatives

4.1 Sampling Design

In this research, non probability method has been used to conduct the data. This research using judgement sampling by targeting Sosro tea consumers in Jakarta as population chosen. Those people who have been consume Sosro and other brand, both male and female and classified between the ages of 19-55 have been selected for this research based on the perception that those who usually consume tea are young adult people (Specialty Tea Institute, n.d).

Equation - Cochran Sampling Size

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where :

N_0 = Sample size e = sampling error; 5% $q = 1 - p$

Z^2 = Confident level; $z = 1.96$ (95% = 1.96) ; (99% = 2.58)

p = population variance or proportion estimation for one group / attribute in population; $p = 0.5$ (maximum variability)

Based on the provisions that have been made then the calculation becomes:

$$n = \frac{1.96^2 \cdot 0.5 (1-0.5)}{0.05^2} = 384 \approx 400 \text{ Respondents}$$

Total respondents needed are 400, which spread around Jakarta. When Roscoe cited in Sekaran, Uma & Bougie, Roger (2010) suggest that sample sizes around 30 to 500 are appropriate for most research, and it should be several times than the number of variables in the study

4.2 Variable Measurement

Variable used in this research are brand equity, marketing mix and customer buying decision. Brand equity is something not seen but felt by people, that used to measure customer's response (Kotler and Soderlund cited in Kautish, 2011). Brand equity has several indicator, such as brand awareness ; to know customer knowledge of such brand, brand loyalty ; will the customer do repeated buying and recommend the product to others, brand association ; to analyze the reason

why customer choose to purchase some product, and perceived quality; the quality offered by product. (Mustofa, 2013 ; Fadhilah, 2013).

The next variable is marketing mix, some components used by company to increase customer's response and fix marketing problems (Kotler P, Armstrong, Wong, & Saunders, 2008). Marketing mix in this research using four indicator to analyze the customer's preferences about Teh Botol Sosro , such as from the product image, the price offered, the promotion or advertising, and where and how the product delivered through place factor (Mustofa, 2013 ; Fadhilah, 2013). The dependent variable is customer buying decision which analyze through several question about customer' preference and indication to do repeated buying in future (Mustofa, 2013 ; Fadhilah, 2013).

4.3 Research Instruments

The independent variables analyzed in this research divided into two main things which are marketing mix (product , price, place, and promotion) and brand equity (brand awreness, brand loyalty, brand association, and perceived quality). By measuring all those eight independent variables, this study will try to determine factors influencing customers' buying decision. The variables consist of 45 questions which spread into 8 independent variables and 1 dependent variable. The questionnaire using likert scale, the extent is measured on seven-point scale from strongly disagree (1) to Strongly Agree (7) (Vagias, 2008)

5. Data Result Analysis

In this research, researcher using SPSS to analysis the data. First of all, respondents profile will be divided into several categories, those are gender,age, marrital status, and occupations, as follows:

Table 2.
Respondent profile

| | | | |
|----|------------------------|-----------------|------|
| 1. | Gender | Female | 64% |
| | | Male | 36% |
| 2. | Age | 19 years old | 16% |
| | | 20-29 years old | 28% |
| | | 30-39 years old | 29% |
| | | 40-45 years old | 20% |
| | | >45 years old | 7% |
| 3. | Marrital Status | Married | 52 % |
| | | Unmarried | 48% |
| 4. | Occupations | Student | 32% |

| | | | |
|--|--|------------------|-----|
| | | gov.employee | 25% |
| | | Entrepreneur | 15% |
| | | private employee | 13% |
| | | Others | 15% |

5.1 Validity and Reliability Test

Validity used to measure what it is supposed to measure, validity also defines as the degree to which evidence and theoretical rationales support the standard and defines the appropriateness of summary and actions based on the scores of data or information. Reliability is representing respondents preference to respond in the same or similar identical questions. In this method, high correlation coefficient indicates high internal consistency, and vice versa. The value actually varies from 0 to 1, and 0.7 are desirable (Nunnally & Bernstein, 1994 as cited in Andrew, Pedersen, & McEvoy, 2011).

Table 3
Reliability analysis result

| No. | Variable | Cronbach Alpha |
|-----|-------------------|----------------|
| 1. | Price | 0,87 |
| 2. | Promotion | 0.83 |
| 3. | Place | 0,84 |
| 4. | Product | 0,81 |
| 5. | Brand loyalty | 0,89 |
| 6. | Perceived Quality | 0,87 |
| 7. | Brand Awareness | 0,88 |

Based on the result on table above, cronbach alpha of those seven variables are good, so there are no item can be deleted to increase the alpha value

5.2 Factor Analysis

Factor analysis is a multivariate statistical procedure that used to examined all the variables for interdependence (Malhotra, 2010). There are several steps in factor analysis to be tested : KMO and Barlett test , Communalities, Total Variance, Rotated component matrix, Convergent and Discriminant (Divergent Validity).

- **Multiple Regression**

The data in regression model should meet the requirement of assumption tests. Classical assumption test including normality test, Heterocedasticity test, and multicollinearity test. Those variables tested, are:

1. Marketing Mix towards Customer Buying Decision
2. Brand Equity towards Customer Buying Decision
3. Marketing Mix towards Brand Equity (Marketing mix to brand loyalty, brand awareness, perceived quality)

The result of normality test are data distribution spread around the diagonal line and the dissemination of data follows the direction of the diagonal line thus it can be concluded that the regression model meets the assumption of normality. The plot also spread and scattered randomly without forming any particular shape, thus it can be concluded that the regression model doesn't have heterocedasticity problems.

Based on result of multicollinearity test, Marketing mix towards customer buying decision tolerance value is more than 0.1 (Price : 0.615, Promotion: 0.749, Place: 0.577, Product:0.702) and VIF value is below 10 then it shows that multicollinearity does not exist in the regression model. Brand Equity towards Customer Buying Decision shows that Brand Equity tolerance value is more than 0.1 (Brand loyalty : 0.587, Perceived quality: 0.556, brand awareness: 0.682) and VIF value is below 10 then it shows that multicollinearity does not exist in the regression model. Marketing mix towards Brand Equity also shows Marketing mix tolerance value is more than 0.1 (Price : 0.615, Promotion: 0.749, Place: 0.577, Product:0.702) and VIF value is below 10 then it shows that multicollinearity does not exist in the regression model.

- **Coefficient of determination**

Table 4
Coefficient of determination

| No | Variable | Adjusted R Square |
|----|--|-------------------|
| 1. | Marketing Mix towards Customer buying decision | 0,298 (29%) |
| 2. | Brand equity towards Customer buying decision | 0,483 (48%) |
| 3. | Marketing Mix towards brand loyalty | 0,344 (34%) |
| 4. | Marketing Mix towards perceived quality | 0,452 (45%) |
| 5. | Marketing Mix towards brand awareness | 0,310 (31%) |

Based on the table above, each variables has a variance Adjusted R square value, each value indicates that those independent variables are representing the dependent variables about 29%, 48%, 34%, 45%, and 31%, but the remaining percentage of each variables can be influenced by other variables which not explained in this research.

5.3 Significance F test

If $F_{count} < F_{table}$ = Do not reject H_0 : All independent variables (marketing mix and brand equity) has no significant influence towards dependent variable (customer buying decision). If $F_{count} > F_{table}$ = Reject H_0 : All independent variables (marketing mix and brand equity) has a significant influence towards dependent variable (customer buying decision).

Table 4.
Significance F test Result

| No | Variable | F test | Sig |
|----|--|---------|--------|
| 1. | Marketing Mix towards Customer buying decision | 43,267 | 0,0001 |
| 2. | Brand equity towards Customer buying decision | 125,477 | 0,0001 |
| 3. | Marketing Mix towards brand awareness | 45,839 | 0,0001 |
| 4. | Marketing Mix towards brand loyalty | 53,213 | 0,0001 |
| 5. | Marketing Mix towards perceived quality | 83,199 | 0,0001 |

Based on the result in table above, marketing mix as the independent variables at the same time (simultaneously) influence the dependent variable which is customer buying decision ($F=43,267$, $p=0.0001$) and brand equity as another independent variables also at the same time (simultaneously) influence the dependent variable ($F=125.477$, $p=0.0001$).

5.4 Significance T test

This test aims to identify the influence of independent variable towards dependent variable partially. If $T_{count} \leq T_{table}$ = Do not reject H_0 : The independent variable has no significant influence towards dependent variable (customer buying decision). If $T_{count} > T_{table}$ = Reject H_0 : The independent variable has significant influence towards dependent variable (customer buying decision) .

According to significance T test result, price, promotion, and product has significance influence towards customer buying decision making for choosing Sosro tea, but there is no significance influence of place towards customer buying decision making for choosing Sosro tea. There is a significance influence of brand loyalty towards customer buying decision making for choosing Sosro, there is a significance influence of brand awareness, perceived quality, and brand loyalty towards customer buying decision making for choosing Sosro tea.

Most of the marketing mix components are having significance influence towards brand equity. Except place towards brand loyalty and product towards brand awareness. Promotion and brand loyalty have the biggest influence towards customer buying decision that proven by the beta and significance value, and on the other hand place has no significance influence towards customer buying decision.

6 CONCLUSIONS AND RECOMMENDATION

Based on data collected and interpretation of data in this research, the researchers can make a conclusions as follows :

1. Result of the statistic calculation of F-test or simultaneously test are as follows :
 - a. Marketing mix variables are simultaneously influence customer buying decision, or at the same time (simultaneously) the independent variables which are: promotion, product, place, price, significantly influence the dependent variable of customer buying decision.
 - b. Brand equity variables are simultaneously influence customer buying decision, or at the same time (simultaneously) the independent variables which are: perceived quality, brand awareness, and brand loyalty significantly influence the dependent variable of customer buying decision.
 - c. Marketing mix variables are simultaneously influence brand equity, or at the same time (simultaneously) the independent variables which are: promotion, product, place, price, significantly influence the dependent variable. In addition, the biggest simultaneous influence of marketing mix is on perceived quality.

2. Based on T test result, there are several variables being accepted and rejected as follows:
 - a. There is significant influence of Marketing mix variables (product, price, and promotion) on customer buying decision, except one variable which is place.
 - b. There is significant influence of Brand equity variables (brand awareness, perceived quality, and brand loyalty) on customer buying decision.
 - c. There is significant influence of Marketing mix variables on Brand equity, except place towards brand loyalty and product towards brand awareness.

3. Among all those independent variables, promotion (one of marketing mix component) and brand loyalty (one of brand equity component) are having the biggest influences on customer buying decision.

7 RECOMMENDATION FOR COMPANY

- a) Improving the image above the line, create advertisement and promotion of Sosro still need to not lose the Top Brand image. A fresh image may needed to keep the performance in customer mind.
- b) Adding more varian of tea can give customer a new option and gain more interest.

8 RECOMMENDATION FOR FUTURE RESEARCHER

Based on the result of adjusted R^2 in this research, there is a big opportunity for future researcher to reach higher value of determinant which represent the

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contribution of independent variable on dependent variable, by using another variables on customer buying decision

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