Improving Purchase Decision Performance by Examining Brand Awareness, Association, Loyalty, and Quality Perception Using Multiple Regression Method: A Case Study of Truck Purchasing in PT AIIS

Novie Susanto[*], Dyah Ika Rinawati, Fery Ramadhani

Industrial Engineering Department, Faculty of Engineering, Diponegoro University,
Jl. Prof. Soedarto, SH, Kampus UNDIP Tembalang, Semarang, Indonesia 50275

Abstract

Sales data and market share of a truck product called ILT in PT AIIS continues to decline during period 2014-2016. Based on these findings, this research aims to improve purchasing decision performance of the truck by examining brand awareness, association, loyalty, and perceived quality. The analysis is performed by multiple regression technique. Research results show that the brand awareness is the dominant factor and along with perceived quality variables, both influence the purchasing decision of ILT. Adjusted R Square value of 0.521 indicates 52.1% of the purchase decision variation can be accepted by four independent variables in the regression equation, while 47.9% discussed by other variables that are not discussed in this study.

Keywords*: brand; perception; loyalty; decision; purchasing; truck*

Abstrak

[Judul: Peningkatan Kinerja Keputusan Pembelian melalui Penilaian Kesadaran Merek, Asosiasi Merek, Loyalitas Merek dan Persepsi Kualitas menggunakan Metode Regresi Ganda: Studi Kasus Pembelian Truk di PT AIIS] *Data penjualan dan pangsa pasar produk truk merek ILT di PT AIIS terus menurun selama periode 2014-2016. Berdasarkan temuan ini, penelitian ini menganalisis bagaimana penjualan dan pangsa pasar truk dapat ditingkatkan. Penelitian ini bertujuan untuk menguji pengaruh kesadaran merek, asosiasi merek, persepsi kualitas, dan loyalitas merek terhadap keputusan pembelian ILT di PT. AIIS. Teknik analisis yang digunakan adalah analisis regresi berganda. Dari hasil penelitian, ditemukan bahwa hanya kesadaran merek dan variabel kualitas yang berpengaruh positif dan signifikan terhadap keputusan pembelian ILT. Kesadaran merek merupakan faktor dominan yang mempengaruhi keputusan pembelian. Nilai Adjusted R Square sebesar 0,521 menunjukkan bahwa 52,1% variasi keputusan pembelian dapat dijelaskan oleh empat variabel independen dalam persamaan regresi sedangkan sisanya sebesar 47,9% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.*

Kata Kunci*: merek; persepsi; loyalitas; keputusan; pembelian; truk*

1. Introduction

Economic growth is increasing at this time. It makes the need for transportation equipment much needed by consumers. At this time, consumers are getting easier to get information and have many choices.

As a result, consumers are increasingly selective in choosing products to buy. Factors to choose the desired product are the value or benefit factors that will be obtained by consumers after buy a product. In addition to value and benefit factors, consumers also consider the brand and quality of products that are able to provide satisfaction to consumers. Today's automotive industry, especially trucks, is encouraged to enter into even

----
[*)] Penulis Korespondensi.
E-mail: novie.susanto@ft.undip.ac.id

greater competition in order to attract consumers to make purchasing decisions.

According to Aaker (1997), brand equity is a set of brand assets and liabilities related to a brand, name and symbol, which increase or decrease the value given by an item or service to the company or the company's customers. Brand equity can be grouped in five elements, namely brand awareness, perceived quality, brand association, brand loyalty, and assets from other brand rights (other proprietary brand assets) (Aaker, 1997). Brand awareness is the ability of a prospective buyer to recognize and recall that a brand is part of a particular product category. Brand awareness is not only a memory but also a learning process for consumers of a brand that ultimately can become a consideration for consumers in buying a brand (Aaker, 1997). Perceived quality (Astuti & Cahyadi, 2007) is a customer's perception of attributes that are considered important to him. Customer perception is an assessment, which is certainly not always the same between one customer and another customer. Positive quality perceptions can be built through efforts to identify quality dimensions that are considered important by customers, and build quality perceptions on the important dimensions of the brand. Brand association is everything related to memory about a brand (Aaker, 1997). A brand is a series of associations, usually strung together in sharing meaningful forms. An established brand will have a prominent position in a competition because it is supported by strong associations (Humdiana, 2005). Brand associations can provide value to a brand from the consumer side and from the company side. Brand loyalty is a form of loyal customer behaviour towards brands and not changing brands (Astuti & Cahyadi, 2007). Several studies related to this research topic are (Jintu et al., 2012; Mustofa & Sutopo, 2013; Silaen et al., 2015; Fadhilah, 2015; Gunawardane, 215, Manzoor & Shaikh, 2016; Hariyanto et al., 2017). The research gap is explained as this research specifically discussed customer decision to truck brand selection, while others discuss other products with different variables.

PT. AIIS is an automotive manufacture with brand I that produce some products including cars and trucks. Data obtained from PT. AIIS shows that the Market Share Light Truck (ILT) segment every year has decreased. In 2014, the company's market share stood at 27.12%. However, in 2015 it decreased to 25.70% and declined further in 2016 which was at 21.19%. Therefore, the purposes of this study are to analyze the effect of brand awareness, brand associations, perceived quality on the purchase decisions of ILT trucks and determine the most dominant factors in the decision to purchase ILT trucks. The results of the study provide recommendations on the indicators contained in the factors that most influence the purchasing decision.

2. Methods

This research was conducted by distributing questionnaires to consumers who have purchased ILT trucks with Light Truck type truck segments at PT. AIIS. The type of data used in this study are qualitative and quantitative data, while the data sources used in this study are primary and secondary data.

There are two variables in this research, namely the independent variable and the dependent variable. The independent variable consists of 4 elements, namely brand awareness, brand association, perceived quality and brand loyalty (Durianto & Sugiarto, 2001; Jalilvand, 2011; Nigam & Kaushik, 2011; Soebianto, 2014). The definition of research variables can be seen in Table 1. The method in this study used descriptive qualitative analysis and quantitative descriptive analysis with multiple regression. This method is selected due to the accuracy of the variable related the topic of this research. Durianto and Sugiarto (2001) discusses in general the brand behaviour, while Nigam and Kaushik (2011) presents impact of brand equity on customer purchase decisions. Soebianto (2014) examines the motorcycle brand in specific term. The research hypotheses are:

H1: Brand awareness has a positive and significant effect on purchasing decisions.

H2: Brand associations have a positive and significant effect on purchasing decisions.

H3: Quality perception has a positive and significant effect on purchasing decisions.

H4: Brand loyalty has a positive and significant effect on purchasing decisions.

The population in this study were consumers who came to PT AIIS and decided to buy ILT trucks. The number of consumers in 2016 was 125 consumers consisting of 75 service/logistics companies, mining businesses and transporters, 28 private owner consumers and 22 government/official customers. Sampling in this study used the Purposive sampling method. The researcher selected respondents by randomly distributing questionnaires to prospective respondents who had purchased trucks at PT. AIIS. Due to the size of the population of this study a number of 125 were taken from the database of customers who had purchased ILT trucks at PT. AIIS in 2016, then the number of samples of this study was determined used Slovin formula. Slovin's formula can be described as follows:

$$N = \frac{n}{N(d)^2 + 1} = = \frac{125}{125(0.05)^2 + 1} = 95{,}23 \approx 96 \ldots\ldots\ldots(1)$$

Information:

n : Sample

N : Population

d : Precision value 95% or significant level 0.05.

Based on calculations with the Slovin formula above, the number of samples is $95.23 \approx 96$, but to facilitate the research, the number of samples is rounded up to 100 respondents.

3. Result and Discussion

All research variables were passed the validity, reliability and normality tests. Multicollinearity test results can be seen in Table 2. The results of Tolerance and VIF values on each independent variable (independent) indicate that the Tolerance value> 0.1 and VIF value <10 so it can be concluded that there is no multicollinearity between independent variables.

Heteroscedasticity test is performed to find out whether in the regression model variance occurs inequality from the one observation to another

observation residual with the results as shown in Figure 1. The results of heteroscedasticity testing with the Scatter Plot Graph show that the distribution of dots does not form a particular pattern and the spread is in above and below the Y axis zero point so that it can be concluded that there is no problem of heteroscedasticity.

Heteroscedasticity testing with Scatter Plots are analyzed visually so that they have high subjectivity. Therefore, heteroscedasticity testing needs to be strengthened by statistical tests through Park Test with the results as shown in Table 3. The results of testing the effect of independent variables on residual logarithm values presented in the table above yields a significance value of> 0.05 on brand awareness, brand association, and brand loyalty variables which means that heteroscedasticity problems do not occur.

Table 1. Definition of Research Variables

| Nr	Variable	Question Indicator	Symbol	Reference
1	Brand Awareness is the ability of a prospective buyer to recognize and recall that a brand is part of a particular product category (Aaker, 1997).	1. I recognized the ILT logo	X1	(Soebianto, 2014)
		2. I remember the type of ILT	X2	(Soebianto, 2014)
		3. I know what ILT is like	X3	(Jalilvand, 2011)
2	Brand Association is everything related to memory about a brand (Aaker, 1997).	1.The ILT is a fuel efficient light truck	X4	(Soebianto, 2014)
		2. The resale value of ILT remains high and easy in return sales.	X5	(Soebianto, 2014)
		3. ILT is easy to maintain	X6	(Soebianto, 2014)
3	Perceived Quality is customer perception towards the whole quality or excellence a product or service service with regard to expected purpose (Aaker, 1997)	1. ILT is tough in all situations	X7	(Durianto and Sugiarto, 2001)
		2. ILT has an attractive interior and exterior	X8	(Durianto and Sugiarto, 2001)
		3. ILT is supported by a satisfactory Repair Service	X9	(Durianto and Sugiarto, 2001)
		4. ILT has a high durability in its use	X10	(Durianto and Sugiarto, 2001)
		5. ILT is not often damaged	X11	(Durianto and Sugiarto, 2001)
		6. The ability of ILT on the streets according to the specifications of the criteria	X12	(Durianto and Sugiarto, 2001)
		7. ILT has an attractive design	X13	(Durianto and Sugiarto, 2001)
		8. ILT is a high-quality product	X14	(Durianto and Sugiarto, 2001)
4	Brand Loyalty (Brand Loyalty) is the customer's commitment to a brand and supplier, based on a very positive attitude and reflected in consistent repurchases (Aaker, 2013).	1. I will not buy another brand, if the ILT is available at the dealer.	X15	(Jalilvand, 2011)
		2. ILT is my first choice when buying a new truck.	X16	(Nigam and Kaushik, 2011)
		3. would be happy to recommend this ILT to my friends when they consider buying a truck	X17	(Nigam and Kaushik, 2011)
5	A purchase decision is a selection of two alternative choices or more consumers on a purchase (Schiffman and Kanuk, 2008)	1. I bought ILT according to my needs.	X18	(Soebianto, 2014)
		2. Before making a purchase, I searched for information about ILT	X19	(Soebianto, 2014)
		3. I conducted an evaluation by comparing ILT with other brands before making a purchase decision	X20	(Soebianto, 2014)
		4. I decided to buy ILT because it was what I expected	X21	(Soebianto, 2014)
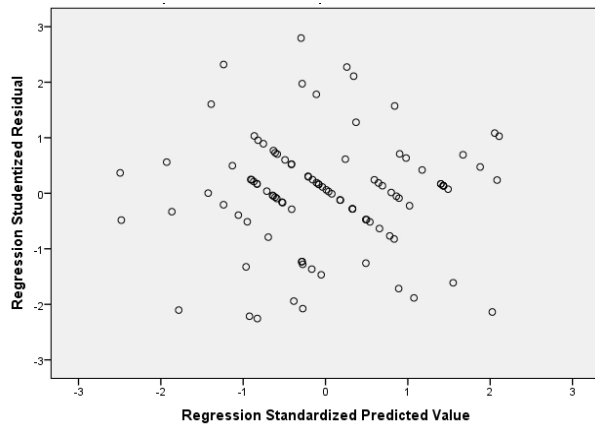
Figure 1. Heteroscedasticity Test Results with Scatter Plot Graph

Table 2. Multicollinearity Test Results

Variable	Tolerance	VIF
Brand awareness	0,791	1,265
Brand association	0,884	1,131
Perceived quality	0,738	1,355
Brand loyalty	0,902	1,109

Table 3. Heteroscedasticity Test Results with Park Test

	Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	2.054	3.383			.607	.545
Brand Awareness	-.223	.175	-.141		-1.271	.207
1 Brand Association	-.381	.217	-.183		-1.751	.083
Perceived Quality	.143	.061	.269		2.349	.021
Brand Loyalty	-.027	.115	-.024		-.235	.814
a. Dependent Variable: Ln_Ut2						

Table 4. Results of Multiple Linear Regression Test

	Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	3.406	1.653			2.061	.042
Brand Awareness	.561	.086	.513		6.554	.000
1 Brand Association	.112	.106	.078		1.051	.296
Perceived Quality	.119	.030	.326		4.025	.000
Brand Loyalty	.039	.056	.051		.700	.486
a. Dependent Variable: Purchasing decision						

Multiple regression test is an analysis technique used to test the effect of brand awareness, brand association, perceived quality and brand loyalty on purchasing decisions. Testing with multiple regression tests, there are three stages of analysis that must be done, namely the partial significance test, model feasibility test, and analysis of the coefficient of determination. The results of these tests are described in Table 4.

From table 4, we can see the multiple linear regression equation as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$
$$Y = 3{,}406 + 0{,}513 X_1 + 0{,}078 X_2 + 0{,}326\ X_3 + 0{,}051 X_4 + e$$

Based on the above equation it can be seen that:

- A constant value in the multiple linear regression equation has a positive value of 3.406, which means that if the independent variable (brand awareness, brand association, perceived quality, and brand loyalty) is zero (0), the purchasing decision will increase by 3.406.
- Brand awareness (b1) regression coefficient of 0.513which means that brand awareness has a positive effect on purchasing decisions. So each increase in brand awareness by 1 (person) will increase the purchasing decision by 0.513.

- Brand association (b2) regression coefficient of 0.078 which means that brand associations have a positive and insignificant effect on purchasing decisions. So any increase in brand association of 1 (person) will increase the purchasing decision by 0.078.
- Quality perception (b3) regression coefficient is 0.326, which means that perceived quality has a positive effect on purchasing decisions. So each increase in perceived quality by 1 (person) will increase the purchasing decision by 0.326.
- Brand loyalty (b4) regression coefficient is 0.051, which means that brand loyalty has a positive and insignificant effect on purchasing decisions. So each increase in brand loyalty by 1 (person) will increase the purchasing decision by 0.051.

The F test is used to determine whether the independent variables together or simultaneously affect the dependent variable. Following are the results of testing the feasibility of the model for the second equation presented in Table 5 below.

Because $F_{count} > F_{table}$ or 27.941> 2.47 with a significant value that is equal to 0,000 which is less than α (0.05) it can be concluded that H_0 is rejected which means that there is a significant effect of the independent variable namely brand awareness (X1), brand association (X2), perceived quality (X3) and brand loyalty (X4) simultaneously on the dependent variable, namely the decision to purchase trucks.

Table 5. F-Test Result

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	178.480	4	44.620	27.941	.000[b]
	Residual	151.710	95	1.597		
	Total	330.190	99			
a. Dependent Variable: Purchasing decision						
b. Predictors: (Constant), Brand Loyalty, Brand Association, Brand Awareness, Perceived Quality						

The results of the T test of brand awareness variable obtained a t_{count} of 6.554 with a significance level of 0,000. By using the 0.05 limit, the t_{table} value is 1.985. This means that the value of $t_{count} > t_{table}$ and significance value <0.05 so that it can be concluded that the brand awareness variable has a positive effect on purchasing decisions. That is, high brand awareness is marked by the placement of the brand at the highest level in the customer's mind. From the results of interviews conducted, consumers know that the ILT has its own identity with other brands of light trucks, which are characterized by white color. This identity makes consumers know what ILT is like. However, there are still consumers who have bad brand awareness because

there are many brands for light truck segments so that ILT are not the most remembered brand by consumers. This is reinforced by the truck brand image from a competitor which is better because it was first launched before ILT. The results of this study are in line with several previous studies which also examined the effect of brand awareness on purchasing decisions. As in the study conducted by (Jintu et al., 2012), it also shows a significant positive effect of brand awareness on purchasing decisions. Thus, the better the level of consumer brand awareness of the ILT, the higher the level of purchase.

Table 6. T-Test Result

Variable	Regression Coefficient	T value	Sig.
(Constant)	3.406	2.061	0.042
Brand Awareness	0.513	6.554	0,000
Brand Association	0.078	1.051	0.296
Perceived Quality	0.326	4.025	0,000
Brand Loyalty	0.051	0.7	0.486

4.6.2 T-Test

The T test shows how far the influence of an independent variable individually explains the dependent variable. In this study, the T test was used to determine the effect of partial brand awareness, brand association, perceived quality, and brand loyalty on purchasing decisions. The T test is conducted by identify the value of t and the value of Sig. in the output table. The test results can be seen in table 6.

The results of the T test of the brand association variable obtained a t_{count} of 1.051 with a significance level of 0.296. By using the 0.05 limit, the t_{table} value is 1.985. This means that the value of $t_{count} < t_{table}$ and significance value> 0.05 so it can be concluded that the brand association variable does not affect the purchasing decision. According to the results of interviews conducted with consumers, the resale price of ILT is lower than its competitor. It only marketed the type of light truck in 1995 while the competitor marketed the type of light truck for quite a long time and the population was quite large. Recently, the competitor holds the largest share of the sale of light truck types. So that the brand image of the competitor light truck is better known in the minds of consumers. This means that the stronger the brand image the better the resale price of the product. This also shows that a good brand image also influences purchasing decisions. The findings of this study are in line with the research conducted by (Fadhilah, 2015) which in the study showed that brand associations proved no significant effect on purchasing decisions. In accordance with what is said by (Shiffman & Kanuk, 2008) positive

associations are able to create a brand image that is in accordance with the wishes of consumers, so that it can create consumer confidence in the decision to purchase the brand.

The results of the T test perceived quality variable obtained a t_{count} of 4.025 with a significance level of 0.000. By using the 0.05 limit, the t_{table} value is 1.985. This means that the value of $t_{count}> t_{table}$ and significance value> 0.05. So, it can be concluded that the quality perception variable has a positive effect on purchasing decisions. From the results of interviews conducted with consumers of ILT, they consider that the quality of ILT can be perceived well by consumers because the quality of the trucks is in accordance with consumer expectations. Consumers consider the quality of the design, performance and durability of ILT is fulfil their expectation. However, there are still consumers who state that the perception of the quality of ILT is not compensated by good vehicle repair services. Thus, the better the perception of quality created, the higher the purchasing decision process. Impressions or perceptions of the whole product or service can determine the value of the product and directly influence the process of making consumer purchasing decisions. The findings of the result of this study regarding the effect of perceived quality on purchasing decisions is in line with some previous studies that have examined the same variables. In a study conducted by (Jintu et al., 2012), it shows the same results with this study where perceptions of quality proved to have a positive effect on purchasing decisions. This means that the better the quality found in ILT, the better the consumer's perception of the product. If consumers perceive ILT as having good quality, the consumer's purchasing decision on ILT will also increase.

The results of the T test of brand loyalty variable obtained a t_{count} of 1.027 with a significance level of 0.700. By using the 0.05 limit, the t_{table} value is 1.985. This means that the value of $t_{count} <t_{table}$ and significance value> 0.05. So, it can be concluded that the brand loyalty variable does not affect the purchasing decision. This is because efforts to maintain relationships with consumers are often inaccurate, especially in anticipating changes in the behaviour of consumer loyalty. Even they tend to forget about existing consumers and emphasize steps to get new customers. According to interviews conducted with consumers of truck owners, consumers suggested that the management of PT. AIIS needs to improve its customer relationship strategy so that existing customers do not switch to other truck brands. This study result is, in line with the research conducted by (Manzoor & Shaikh, 2016) where in the study brand loyalty proved to have a positive and not significant effect on purchasing decisions.

Analysis of the determination coefficient is performed to find out the ability of the independent variable to explain the variation that occurs in the dependent variable with the results as shown in Table 7.

Table 7. Results of the Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735[a]	.541	.521	1.264
a. Predictors: (Constant), Brand Loyalty, Brand Association, Brand Awareness, Perceived Quality				

The coefficient of determination used in this study is the value of Adjusted R Square which is equal to 0.521 or equal to 52.1%. This shows that the independent variable of brand awareness, brand association, perceived quality and brand loyalty is able to explain variations that occur in purchasing decisions of 52.1% while the remaining 47.9% of purchasing decisions are influenced by other variables not examined in this study. The findings from the results of this study regarding the proof of brand awareness are the most dominant variable in purchasing decisions, in line with several previous studies that have examined the same variables. The study conducted by (Hariyanto et al., 2017) also showed the same results with this study where the awareness variable proved to have the most dominant influence on purchasing decisions

4. Conclusion

Research results show that brand awareness and perceive of quality influence the decision to purchase ILT, while brand associations and loyalty have no effect on the decision to purchase ILT. Brand awareness is the most dominant factor in the decision to purchase ILT. Recommendations that can be given are increasing the introduction of trucks by advertising on advertising media, print media, and online and promoting it so that I brand become the first brand that consumers remember when asked about trucks that can automatically increase ILT sales. Regarding the perception of quality, the company must continuously improve vehicle repair services to consumers by adding the number of Walking Workshop specifically for truck repairs, adding picket schedules to mechanics, adding Field Advisor, and increasing customer satisfaction that can be reached by repairing spare part supplies/vehicle parts, providing service costs that can be reached by consumers

References

Aaker J. L. (1997). Dimensions of brand personality. *Journal of marketing research.* 34 (3), 347-356.

Astuti, S.W., Cahyadi, I. (2007). Pengaruh Elemen Ekuitas Merek terhadap Rasa Percaya Diri Pelanggan di Surabaya atas Keputusan Pembelian Kartu Perdana IM3. *Majalah Ekonomi*, 17 (2), 145-146.

Durianto, D., & Sugiarto, T. S. (2001). *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: Gramedia Pustaka Utama.

Fadhilah, A. (2015). Pengaruh Kesadaran Merek, Asosiasi Merek, Persepsi Kualitas dan Loyalitas Merek terhadap Proses Pengambilan Keputusan Pembelian Sepeda Motor Yamaha, V-Ixion. *Jurnal MIX*, VI (2), 188-205.

Gunawardane. N. A., (2015). Impact of Brand Equity towards Purchasing Decision: A Situation on Mobile Telecommunication Services of Sri Lanka. *Journal of Marketing Management,* 3(1), 100-117.

Hariyanto, W. F., Djaja, S., & Sukidin, S. (2017). Pengaruh Ekuitas Merek Terhadap Proses Pengambilan Keputusan Pembelian Motor Honda Beat DI Dealer Garuda Motor I Kecamatan Gambiran Kabupaten Banyuwangi. *Jurnal Pendidikan Ekonomi: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi dan Ilmu Sosial*, 11(1), 140-147.

Humdiana (2005). *Strategi Pemasaran*, Jakarta: Gramedia.

Jalilvand, M.R. (2011). The Effect of Brand Equity Components on Purchase Intention. *International Business and Management*, 2 (2), 149-158.

Jintu, E. D., Rodhiyah, R., Wijayanto, A. (2012). Pengaruh Elemen-elemen Ekuitas Merek Terhadap Keputusan Pembelian Mobil Toyota Kijang Innova Pada PT. Nasmoco Pemuda Semarang. *Jurnal Ilmu Administrasi Bisnis*, 2(4), 43-50.

Manzoor, A. , Shaikh, K. A. (2016). Brand Equity and Purchase Intention: The Indian Automobile Industry. *Pakistan Business Review*, 635-654.

Mustofa, B., Sutopo (2013). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Sepeda Motor Merek Yamaha (Studi Kasus Pada Mahasiswa Universitas Diponegoro). *Diponegoro Journal of Management,* 1(1), 1– 11.

Nigam, A., Kaushik, R. (2011). Impact of brand equity on customer purchase decisions: An empirical investigation with special reference to hatchback car owners in central Haryana. *International Journal of Computational Engineering & Management*, 12, 121-128.

Schiffman, L., Kanuk, L.L., (2008). *Perilaku Konsumen*. Jakarta: Indeks.

Silaen, Y. S., Hidayat, W., Listyorini, S. (2015). Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Mobil Kia Picanto (Studi Pada Konsumen Kia Picanto Di Dealer Kia Mobil Dinamika Semarang). *Jurnal Ilmu Administrasi Bisnis*,*4*(2), 383-393.

Soebianto, A. (2014). Analisis Pengaruh Faktor-Faktor Brand Equity Sepeda Motor Merek Honda Terhadap Keputusan Pembelian Pada Konsumen Di Kota Bandung. *E-Journal Graduate Unpar*, 1(1).