

The Affection caused by Store Image, Product Quality and Customer Relationship Management towards Brand Image and Its Implication on In-Lite LED Lighting Partnership Decisions in Jakarta

Dian Wijaya

Universitas Mercu Buana, Jakarta, Indonesia

Dudi Permana

Universitas Mercu Buana, Jakarta, Indonesia

Abstract:- The dynamics competition in LED lighting business with its various benefits and its uniqueness compared to other conventional lamps is an factor that increasing the growth of brands, manufacturers, principals, distributors of LED lamps, specifically those in retail sector, just like Business to Business (B2B) between producers, principals and distributors to store parties in an effort to strengthening the number of marketing partner stores (active store numbers). This research has purposes to reveal and examine the affect which caused by store image, product quality, and customer relationship management towards brand image and its implications on the In-Lite LED lighting partnership decisions in Jakarta. The samples were taken from 165 retail store owners (trade sales) with direct questionnaires. The analytical tool in this research was SEM-PLS. The outcomes showed that Store image had a positive and significant affect on brand image; product quality had a positive and significant affect on brand image; customer relationship management had a positive and significant affect on brand image; store image had a positive and significant affect on partnership decisions; product quality had a positive and significant affect on partnership decisions; customer relationship management had a positive and significant affect on partnership decisions; and brand image had a positive and significant affect on partnership decision.

Keywords:- Store Image, Product Quality, Customer Relationship Management, Brand Image, Partnership Decision.

I. INTRODUCTION

These days, An E-commerce or what it is known as an online commerce is growing rapidly and almost beats the offline trading. This forces companies or stores to transform their business strategies from offline trading to online. So did likewise to the shops that is still selling LED lights (light emitting diodes) offline, They should be able to attract consumers to make purchases offline. Changes in consumer behavior towards the transformation of LED lighting technology (light emitting diode) which is fiercely increasing competition for LED lamp manufacturers and distributors are competing to win the LED lamp market in

Indonesia with various marketing and promotional strategies, particularly those in the traditional retail sales (trade sales) sector in Business to Business (B2B) context between producers, principals, and distributors to lighting shops, electrical shops and so on.

The development of LEDs continues to grow until now, from RGB LEDs to white LEDs which have reached efficacy up to 40-150 lm/W (efficacy depends on Color Temperature and Color Rendering) and starting to be used as general lighting, though they are still more widely used as lighting accent, ambient and decorative of RGB LEDs. Besides, LED lighting will have so many benefits were including a longer lifespan up to 50,000 hours, brighter, more than 50% more energy efficient than other types of conventional lamps, and safe for the environment because they are free from harmful mercury. With these various advantages above, makes the reason why the increasingly aggressive growth of brands, manufacturers, principles, distributors of LED lights, especially those in retail sector, such as Business to business (B2B) between producers, distributors and shops. Which in this case, to win the hearts of the lighting shops owner, electrical shops and the like in marketing and displaying the products of these various brands.

This research was performed at PT Suryamas Lumisindo which produces LED lamps with the In-Lite brand. In-Lite by means a local's lighting product with premium LED technology in affordable price with SNI (Indonesian National Standard) standards. By this sharply level of competition, the stores that are still active in selling In-Lite brand LED lighting products were experienced decreased every year.

No	Area	2018	2019	2020
1	Bekasi	300	241	180
2	Jakarta A	270	234	120
3	Jakarta B	300	270	140
4	Jakarta C	300	265	112
5	Bogor	250	198	140
6	Bandung	400	320	220
7	Banten	350	284	220
8	Surabaya	280	221	121
9	Makassar	350	255	240
10	Semarang	220	198	117
11	Yogyakarta	250	190	121
12	Solo	150	100	79
13	Malang	280	220	112
14	Bali	200	187	134
15	Cirebon	240	218	218
16	Manado	450	412	318
17	Riau	220	190	110
18	Lampung	260	201	189
19	Sumatera Selatan	550	472	320
20	Sumatera Barat	200	139	87
21	Bangka Belitung	240	180	90
22	Kalimantan Barat	740	614	314
Total		6800	5609	3702

Table 1:- The Number of Active Stores during 2018-2020
Source: PT Suryamas Lumisindo (2021)

Those issue which related to the decrease in the number of active stores should be addressed quickly by increasing the store image program therefore it will help to increase the partnership programs that are mutually benefits to both parties. Partnership is a business cooperation relations in various strategic, voluntary and based on the principle of mutual need, mutual support, and mutual benefit alongside with the development of small businesses by large businesses (Rachmat, (2004:40). A partnership which established over mutually benefits (mutualism symbiosis) and mutual trust will work so well and continuously for the long term of years. Business partnerships that are built between the company and the owner of a lighting or electricity shop should have been well maintained so as to increase the number of partnerships with stores.

Based on the initial research outcomes that author did about partnerships with 25 LED lighting shop owners in Jakarta, 64% of respondents agreed that this partnerships should be carried out with an emphasis on high-quality products offered by the company, 56% of respondents agreed that the partnerships should be in long-term oriented between company and shop, 48% of respondents agree that the partnership should be mutually benefits to both parties and joint problem solving if needed, 52% of respondents agree that the partnership that carried out by the company need to provide with continuous improvement program, 56% of the respondents agree that the partnership need to carried out by the good planning between the two parties, and 60% of respondents agreed that this partnership must be carried out with a set of goals between the two parties.

Partnerships in this research highly influenced by brand image. To create a positive brand image requires a marketing program which capable to link strong, profitable and unique brand associations in the minds of consumers. This statement were supported by the research of Törmälä & Saraniemi (2018) and Hedman & Orrensaló (2018) which

explained if the brand image has a strong affect on business partnerships. In addition, through this research this brand image and business partnerships could be affected by store image. Store image is considered as one of the valuable assets in a business, an excellent store image has built with a concept, and a good concept from a company can be complete with a good identity and in the end it will lead to consumers' high awareness about the image of the store. This quoted from the research by Wu et al. (2011), and Naveed et al. (2019) who defined that store image has a huge affect on brand image and business partnerships.

The other factors which have affect on brand image and business partnerships are product quality and customer relationship management (CRM). Quality has an important matters in term when making purchase decision to desired product. If the product quality that served is high quality then consumers will have a tendency to repurchases. While the CRM program can foster and develop good connection with its customers or stores so the company could inform in detail about those various advantages of their products and in the end it will fixing the brand image and attract customers or stores to do a partnership program with the company. Haryanti et al (2019), and Rahman & Sitio (2019) found that product quality has a significant affect on brand image and partnership decisions. While Ali et al (2019) and Haro et al (2019) found that CRM were also has a strong affect on brand image and partnership decisions.

According to the description above which relates to partnership decisions and the factors surrounds it, then attracted the author's interest to re-examining partnership decisions with brand image as an intervening variable by proposing the title of: **The Affection caused by Store Image, Product Quality and Customer Relationship Management towards Brand Image and Its Implication on In-Lite LED Lighting Partnership decisions in Jakarta.**

II. THEORETICAL REVIEW

A. Business to Business (B2B)

Business-to-business (B2B) is a type of trade transaction which conducted between companies, such as those who involving the manufacturers and wholesalers, or wholesalers and retailers. Business to business has these following characteristics such as: a) Trading partners who knows each other and there has been a long-standing relations between them, b) Exchange of data is carried out repeatedly and periodically with a data format that has been mutually agreed, c) One of the party did not have to wait for their other peers to send data, d) Commonly used model is peer to peer, where processing intelligence can be distributed across the businesses.

B. Store Image

Store image is the public's view or perceived from the store's name or product effectively both in terms of value, quality and price. Based on Loudon & Bitta in Soebagyo (2014), store image is an combination from physical factors and non-physical factors that are accepted and felt as a result

and benefit as a consumer impression of a store. Store image is an crucial for consumers, because badically consumers would prefer to go to shopping centers that give them a good image. Loudon & Bitta in Soebagyo (2014) even added that to assess the success of store's image, it can be viewed from its physical structure, merchandise, prices, promotions, and services. If these five factors are required then the store's image will increase.

C. Product Quality

In running the business, the product or service which being sold must be in high quality or in accordance with the price offered, so the business will survive to overcome the competition. Product quality is an overall assessment process from customers to improving the performance of a product or service (Mowen & Minor, 2012). Yamit (2010) explained that there are 6 product quality criteria that need to be applied in companies, such as product performance, complementary characteristics, durability, convenience, appearance and product image. A product could be said high quality if the product is able to satisfy the needs and desires of customers (Tjiptono, 2015).

D. Customer Relationship Management

According to Buttle in Tjiptono (2015) customer relationship management (CRM) is an business strategy that integrates to internal processes and functions as well as external networks to create and deliver value for target customers in order to gain a profits. Through this integration, customers will gain mutually benefits between company and customer and prevent their partnership ruined from unfavorable thing for the company (Zikmund, 2010). Swift (2001), Parvatiyar & Sheth (2001), and Kracklauer et al. (2004) explained that there are 4 dimensions to measure the CRM, namely customer identification, customer attraction, customer relations and customer development (Tjiptono, 2015). These four dimensions aims to build a solid company which is more in-depth about consumers and increase the consumer value of the company.

E. Brand Image

Brand image is a set of beliefs held by consumers based on the attributes of each brand (Kotler in Lin et al., 2015). A strong brand image can lead consumer perceptions towards its product quality (Lin et al., 2015). Kotler & Keller (2016) defined that brand image can be assess from the strength of brand associations, the benefits of brand associations and brand uniqueness. Those three factors are very important to earned positive brand image to consumers. Consumers who have a positive image towards the brand will likely to make a purchase. When consumers want to purchase a product, consumers oftenly express their brand association and awareness and hence infer product quality, which stimulates their purchase behavior (Sierra et al., 2010 in Vicky, 2019).

F. Partnership Decision

Partnership is an business strategy which carried out by two or more parties within a certain period of time to reach the mutual benefits with principle of mutual need and mutual support. Partnerships is often used as an solutions because both of their existence and their functions and roles are needed to empower all levels of society (Hafsah, 2010). Partnership has several principles that should be bear out so it processes will run smoothly and achieve its ideal partnership, those criteria are mutual need, benefit, dependence, and mutual support. The achievement of its ideal partnership underlies in the equality of position and the same degree for the two parties who partnered (Hafsah, 2010).

G. Theoretical Framework and Hypothesis

Elicited from the background, theoretical reviews and prior research that has been submitted above, the theoretical framework and hypothesis that could be conveyed from this research are:

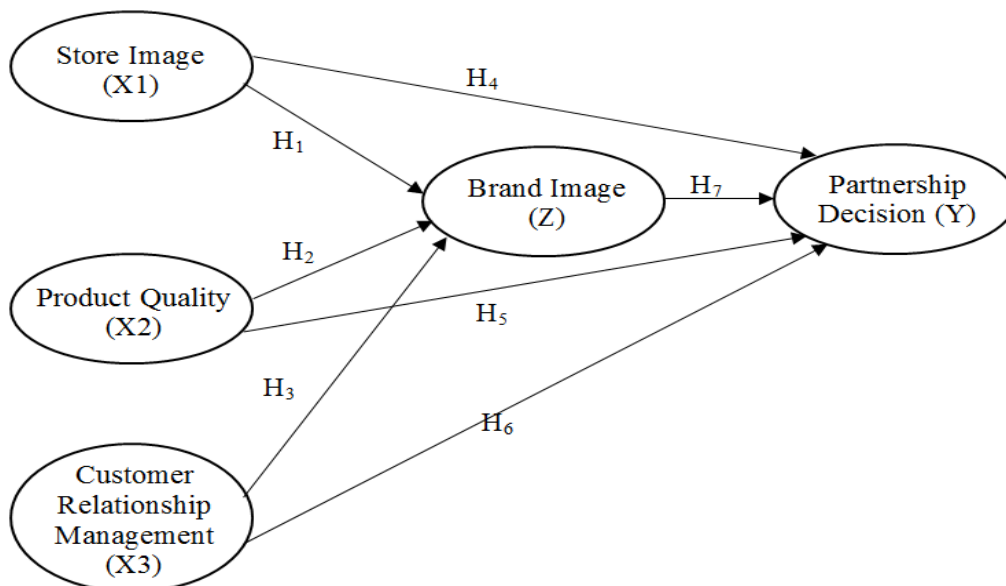


Fig. 1:- Theoretical Framework

- H1: There is an allegation that store image affects the brand image of In-Lite LED lights in Jakarta.
- H2: There is an allegation that product quality affects the brand image of In-Lite LED lamps in Jakarta.
- H3: There is an allegation that CRM affects the brand image of In-Lite LED lights in Jakarta.
- H4: There is an allegation that store image affects the partnership decision of the In-Lite LED lighting in Jakarta.
- H5: There is an allegation that product quality affects the partnership decision of the In-Lite LED lighting in Jakarta.
- H6: There is an allegation that CRM affects the partnership decision of the In-Lite LED lighting partnership in Jakarta.
- H7: There is an allegation that brand image affects partnership decision of the In-Lite LED lighting in Jakarta.

III. METHODOLOGY

This research method were included in quantitative method with research design in the form of survey to examine the correlation between variables. The independent variables in this research were store image, product quality and customer relationship management, while the dependent variable was partnership decision and the mediating variable was brand image. The research population were all shops who are selling In-Lite LED lights in Central Jakarta. The sampling technique used was purposive sampling method with a sample size of 165 respondents. The data collection technique was performed by questionnaire, while the data analysis method that used to re-test the hypothesis was SEM-PLS with help of SmartPLS 3.0.

IV. RESULT AND DISCUSSION

A. Characteristics of Respondents

From the test results it can be viewed that the characteristics of the majority of respondents were male (59%), with an ages range of 30-40 years (41%), have an high school education / equivalent (65%)with length of business between 5-10 years (53%) . This illustrated that the majority of respondents were people who need further knowledge about the importance of store image, product quality, CRM, and brand image to build the mutually beneficial partnerships, so PT Suryamas Lumisindo as an In-Lite LED lighting manufacturer needs to implement a business strategy which is further and related to these four factors.

B. Outer Model

According to the validity test result using convergent validity, it showed that all research indicators have an outer loading value > 0.6, so those indicators were said to be suitable for use as research and could be analyzed further.

Variable	Indicator	Outer Loading
Store image	SI1-SI10	0.680-0.747
Product quality	PQ1-PQ6	0.701-0.775
CRM	CRM1-CRM5	0.744-0.771
Brand image	BI1-BI6	0.703-0.734
Partnership decision	PS1-PS6	0.717-0.796

Table 2:- Validity Test

This variable who were in reliability test also showed that all research variables have CR values > 0.6 and Cronbach's Alpha > 0.7, so it can be interpreted that all variables have a high level of reliability.

Variable	Composite Reliability	Cronbach's Alpha
Store image	0.910	0.910
Product quality	0.876	0.876
CRM	0.873	0.873
Brand image	0.866	0.866
Partnership decision	0.894	0.894

Table 3:- Reliability Test

C. Inner Model Evaluation

Path Coefficient Test

According to the test results, it shows that independent variable on brand image in this model has a path coefficient value with a positive number. This shows that the greater the path coefficient value on independent variable on brand image variable, the stronger the influence of independent variable on the brand image variable. While the independent variable on the partnership decision in this model has a path coefficient value with a positive number. This shows that the greater the path coefficient value on the independent variable on the partnership decision variable, the stronger the influence of the independent variable on the partnership decision variable.

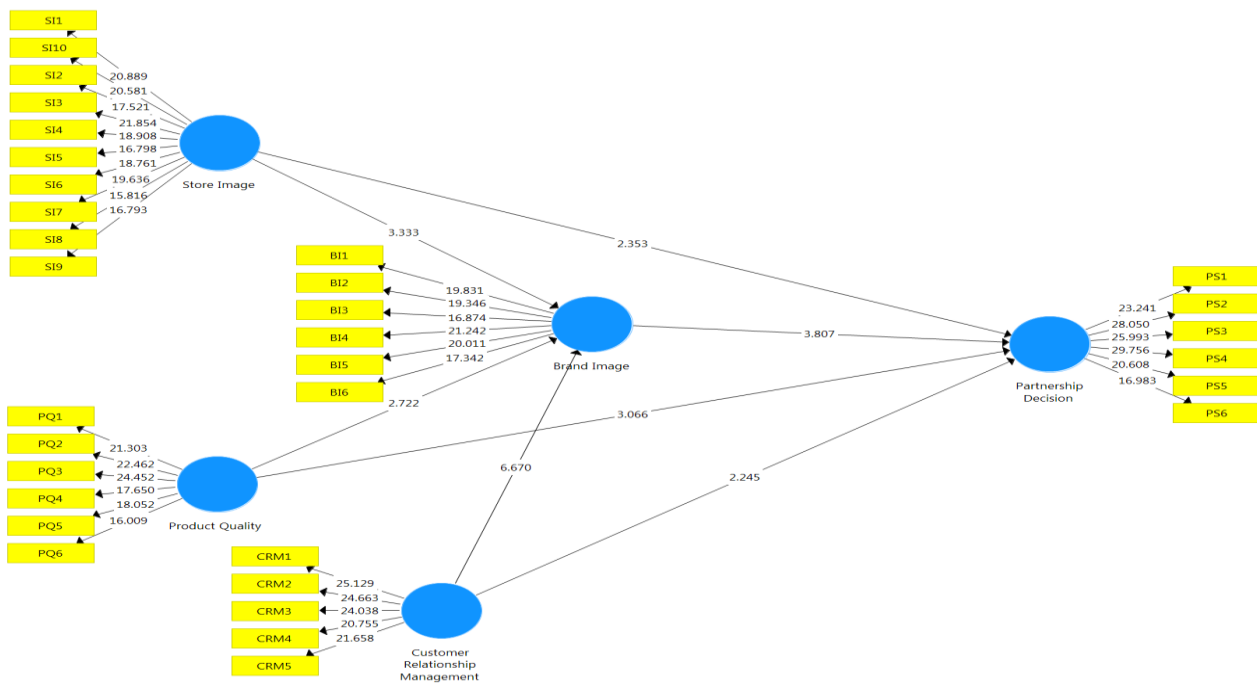


Fig. 2:- Inner Model

GoF Test

According to the test results, the R2 value for the brand image was 0.765 and the R2 value for the purchase decision was 0.778, so it can be said that the level of determination from the exogenous to endogenous variables is quite high and whole performance from the outer model and inner model could be said as great.

Hypothesis Test

The research hypothesis test could be written as follows:

- 1) It is proven that store image has a positive and significant affect on brand image. Affirmed by t-statistic value of $3.333 > 1.96$ and a p-value of 0.001.
- 2) It is proven that product quality has a positive and significant affect on brand image. Affirmed by t-statistic value of $2.722 > 1.96$ and a p-value of 0.007.

- 3) It is proven that CRM has a positive and significant affect on brand image. Affirmed by a t-statistic value of $6.670 > 1.96$ and a p-value of 0.000.
- 4) It is proven that store image has a positive and significant affect on partnership decision. Affirmed by the t-statistic value of $2.353 > 1.96$ and the p-value of 0.019.
- 5) It is proven that product quality has a positive and significant affect on partnership decisions. Affirmed by t-statistic value of $3.066 > 1.96$ and a p-value of 0.002.
- 6) It is proven that CRM has a positive and significant affect on partnership decision. Affirmed by t-statistic value of $2.245 > 1.96$ and a p-value of 0.025.
- 7) It is proven that brand image has a positive and significant affect on partnership decisions. Affirmed by t-statistic value of $3.807 > 1.96$ and a p-value of 0.000.

Impact	T-Statistic	P-Values	Result
Store image => Brand image	3.333	0.001	Support
Product quality => Brand image	2.722	0.007	Support
CRM => Brand image	6.670	0.000	Support
Store image => Partnership decision	2.353	0.019	Support
Product quality => Partnership decision	3.066	0.002	Support
CRM => Partnership decision	2.245	0.025	Support
Brand image => Partnership decision	3.807	0.000	Support

Table 4:- Hypothesis Test Result

D. Discussion

Proven by H1, it shows that the important role of store image is increasing the brand image of a product. The results of this research were confirmed the research by Wu et al (2011) who stated that Store image is an overall picture that is more than just the summation of parts, where each part interacts with each other in the consumer's mind. Store image is considered as one of valuable assets for a business,

a good store image can be built with a good concept, a good concept of a company can complete a good identity and in the end will lead to high consumer awareness about store image. A good store image based on consumer perception with products offered will increase a strong brand image in the minds of consumers.

Proven by H2, it shows the important role of product quality in improving the brand image of a product. This results were confirm the research from Haryanti et al(2019). Product quality is a sharp collection of features and characteristics of a brand's product that contributes to the ability to fill the specified demand. Quality has crucial impact on consumer's purchase decision. If the product quality which served is good then consumers will have a tendency to repurchases. On the other hand, if the product that has been purchased did not meet their expectations, then customers are unlikely to make repeat purchases and will consider the other products. A product is said to have good quality if it can meet the customer expectation and needs. Good or bad quality will be determined by customers on their experience when using the product. A good experience about a product can create a strong brand image in the minds of consumers.

Proven by H3, it shows the important role of CRM enhancing the brand image of a product. This results were confirmed the research from Ali et al (2019). Customer relationship management is an comprehensive business strategy within a company which allows the company to effectively manage the customer relationships. Through the CRM program the company could foster and develop good relationships with its customers or stores therefore they can tell the detail about the various advantages of their product.

Proven by H4, it shows the crucial role of store image in improving partnership decisions. This results were confirmed the research by Naveed et al (2019). Store image is considered as one of the valuable assets for a business, a good store image can be built by a concept, a good concept of a company can complete a good identity and in the end will lead to high consumer awareness about the store image. A good store image according to consumer perception with the products offered will affect towards the partnership decision to establish the desired product of the company.

Proven by H5, it shows the important act from product quality in improving partnership decisions. This outcomes were confirmed the research by Rahman & SItio (2019) who said that Quality has an crucial part in consumers' purchase decision towards their desired product. If the product quality which served is good then consumers will have a tendency to make repeat purchases. On the other hand, if the product quality did not meet their expectations, then customers are unlikely to make repeat purchases and will consider other products. A product is said to have a good quality if it can meet customer expectation and needs. Good or bad quality will be determined by customers on their experience when using the product. Good experiences about a product could be elevate their partnership decisions.

Proven by H6, it shows the important role of CRM in improving the partnership decisions. This results were confirmed by the research from Haro et al (2019). Through this customer relationship management, the company can be more enclosed to consumers so it will attract a number of information about the needs and desires of consumers which

in return it can be attract the consumers or store to conduct a partnership program with the company.

Proven by H7, it shows the important role of brand image in improving partnership decisions. This results were confirmed the research from Tormala & Saraniemi (2018), and Hedman & Orrensalo (2018) who declared if the Brand image is an overall perception of the brand and was formed from past experience information about the brand related to attitudes in the form of beliefs and preferences towards a brand. Consumers with a positive image of the brand likely to make a purchase. A positive image of the brand can be influenced by marketing programs. Creating a positive brand image requires a marketing program that is able to link strong, profitable and unique brand associations in the minds of consumers. Efforts made by the company to strengthen the brand image such as implement a marketing mix strategy. A strong brand image will always be remembered by consumers so this could be affect to the partnership decision program.

V. CONCLUSION AND SUGGESTION

A. Conclusion

Elicited from the research outcomes and explanations above, several conclusions can be drawn as follows:

- 1) There is a positive and significant affect caused by store image to brand image of In-Lite LED lighting in Jakarta.
- 2) There is a positive and significant affect caused by product quality to brand image of In-Lite LED lighting in Jakarta.
- 3) There is a positive and significant affect caused by CRM to brand image of In-Lite LED lighting in Jakarta.
- 4) There is a positive and significant affect caused by store image to the partnership decision of the In-Lite LED lighting in Jakarta.
- 5) There is a positive and significant affect occured between product quality and the partnership decision of the In-Lite LED lighting in Jakarta.
- 6) There is a positive and significant affect occured between CRM and the partnership decision of the In-Lite LED lighting in Jakarta.
- 7) There is a positive and significant affect occured between brand image and the partnership decision of the In-Lite LED lighting in Jakarta.

B. Managerial Implicaton

From this research outcomes which has been done, some empirical evidence could be obtained based on the research findings and some managerial implications can be recommended as follows:

- 1) According to the research findings, it was proven that there is a significant impact which occured from store image to brand image and partnership decisions. For this reason, it is necessary to plan in-depth further relates to store image in stores which selling the In-Lite LED lights in Jakarta and fully consider towards the product delivery services and the provision of other brand products so the brand image will increases in the minds of consumers and this will affects to the partnership decision with company.

- 2) Elicited from the research findings, it was proven if there is a strong affect occurred between product quality to brand image and partnership decisions. For this reason, it is need an enhancing its product quality to be better so they would be based on consumer expectations and Thus will create a strong brand image and shop owners will be attracted to join the partnerships decisions with companies.
- 3) Derived from the research findings, it was proven that there is a significant affect which occurred from customer relationship management to brand image and partnership decisions. For this reason, it is consider to improve the customer relationship management so it will maintain a good connection with customers or stores. Thus will increase the brand image and its affect to join partnerships decisions with companies.

C. Suggestion

Developed from the research conclusions. There are several suggestions that can be put forward and were expected to be useful such as:

- 1) Store image is indicates to have an affect on brand image and partnership decisions. Consequently, it is expected to gain further improve to the store image by providing delivery services for certain quantity purchases and also mindful to what consumer desires in an effort to achieving other brand products which content with good quality.
- 2) Product quality is affirmed to have an affect towards brand image and partnership decisions. Consequently, it is expected to gain further improve to product quality with efforts to increase the product durability and ease of use and also adding product design therefore it will captivate the consumers.
- 3) Customer relationship management is affirmerf to have an affect on brand image and partnership decisions. Based on this reason, it is expected to gain further improve to customer relationship management by strengthen stores identification according to procedures which did not burden the store and adding some guidance and direction to store owners or managers to offer In-Lite LED lighting products to other stores.
- 4) To other researchers who will conducting these similar research, it is hoped that they will adding several variables that still relates to the topic and could expand the research object which not only limited in the Jakarta area but to other areas with a wider scope.

REFERENCES

- [1]. Ali, H., Narulita, E. Nurmahdi, A. (2018). The Influence of Service Quality, Brand Image and Promotion on Purchase Decision at MCU Eka Hospital. *Saudi Journal of Business and Management Studies*, 1, 88-97.
- [2]. Hafsah, M. J. (2010). *Kemitraan Usaha: Konsepsi dan Strategi*. Jakarta: Pustaka Sinar Harapan.
- [3]. Haro, A. Oktaviana, D., Dewi, A. Trimulia, Anisa, W. & Suangkupon, A. (2019). The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone. *International Conference on Economics, Business and Economic Education 2019, KnE Social Sciences*, 329–336. DOI:10.18502/kss.v4i6.6609.
- [4]. Haryanti, K., Hastuti, T. Dwi, Lako, A. & Krisprantono. (2019). The Relationship Between Product Quality and Brand Image with Willingness to Buy: A Study on Batik Lasem Consumer. *INTL. J. APPL. Res. MANAGE. & ECON.*, 2(1), 1-11.
- [5]. Hedman, I., & Orrensalo, T. P. (Le). (2018). Brand Image as a Facilitator of Relationship Initiation. *Developing Insights on Branding in the B2B Context*, 97–112. doi:10.1108/978-1-78756-275-220181006
- [6]. Kotler, P., & Keller, K. L. (2016). *Marketing Managemen*, 15th Edition. New York: Pearson Education, Inc.
- [7]. Lin, M. L., Yang, J., & Wan, C. (2015). Effect of restaurant discount coupon depth on re-consumption willingness: A moderating role of brand image. *Tourism and Hospitality Research*, 15(3), 193—205.
- [8]. Mowen, J. C., & Minor, M. (2012). *Perilaku Konsumen*, Edisi 1. Jakarta: Erlangga.
- [9]. Naveed, R. Tahir, Ahmad, N., Albassami, A. Mohmad & Moshfegyan, M. (2019). The Impact of Store Image and Store Service Quality on Purchase Intentions : A Study from Armed Forces Operated Canteen Stored (CSD), Pakistan. *Pacific Business Review International*, 11(8).
- [10]. Rahman, H. Aulia & Sitio, A. (2019). The Effect of Promotion and Product Quality Through Purchase Decision On The Customer Satisfaction Of Bohemian Project.Id Products. *International Journal of Engineering Technologies and Management Research*, 6(1).
- [11]. Soebagyo, T. (2014). Analisa Pengaruh Store Image Terhadap Purchase Intention Di Toserba “Ramai” Ngawi. *Jurnal Strategi Pemasaran*, 2(1).
- [12]. Tjiptono, F. (2015). *Strategi Pemasaran*. Edisi 4. Yogyakarta: Andi Offset.
- [13]. Törmälä, M., & Saraniemi, S. (2018). The Roles of Business Partners In Corporate Brand Image Co-Creation. *Journal of Product & Brand Management*, 27(1), 29–40. doi:10.1108/jpbm-01-2016-1089
- [14]. Vicky, V. (2019). Pengaruh Food Quality, Brand Image, Store Atmosphere Terhadap Purchase Decision Pada Cafe Calibre. *Agora*, 7(2).
- [15]. Wu, P. C. S., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The Effect of Store Image and Service Quality On Brand Image and Purchase Intention for Private Label Brands. *Australasian Marketing Journal*, 19(1), 30–39. doi:10.1016/j.ausmj.2010.11.001
- [16]. Yamit, Zulian. 2010. *Manajemen Kualitas Produk dan Jasa*. Yogyakarta: Ekonosia.
- [17]. Zikmund, W. G., et al. (2010). *Bussiness Research Methods (eighth edition)*. South Western, USA: Cengage Learning.