

# THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND MEDIA COMMUNICATION ON PURCHASE DECISION IN THE CONTEXT OF URBAN AREA RESTAURANT

**Tiurida Lily Anita\***  
Universitas Bina Nusantara

**Imam Ardiansyah**  
Universitas Bunda Mulia

This study aims to determine the effect of brand awareness, brand image, and media communication on customer purchasing decisions in restaurants in urban areas. This research is a case study and was conducted at Gubuk Makan Mang Engking Restaurant. The restaurant has three branches, and all are located in urban areas of Depok, Cibubur and Bekasi of Indonesia. This current study is descriptive and the analysis technique used is quantitative using multiple linear regression analysis. The number of samples obtained (based on the Slovin formula) is 100 respondents. The sampling technique uses simple random sampling. The independent variables in this study are brand awareness, brand image, and media communication, while the dependent variable is purchase decision. The test result shows that brand image and media communication have an influence on purchasing decisions. Meanwhile, brand awareness does not affect purchasing decisions.

**Keywords:** brand image, brand awareness, media communication, decision to buy

Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran merek, citra merek, dan komunikasi media terhadap keputusan pembelian pelanggan di restoran di daerah perkotaan. Penelitian ini merupakan studi kasus dan dilakukan di Gubuk Makan Mang Engking Restaurant. Restoran ini memiliki tiga cabang, dan semuanya terletak di daerah perkotaan Depok, Cibubur dan Bekasi Indonesia. Penelitian ini bersifat deskriptif dan teknik analisis yang digunakan adalah kuantitatif dengan menggunakan analisis regresi linier berganda. Jumlah sampel yang diperoleh (berdasarkan rumus Slovin) adalah 100 responden. Teknik pengambilan sampel menggunakan simple random sampling. Variabel bebas dalam penelitian ini adalah kesadaran merek, citra merek, dan media komunikasi, sedangkan variabel terikatnya adalah keputusan pembelian. Hasil pengujian menunjukkan bahwa citra merek dan komunikasi media memiliki pengaruh terhadap keputusan pembelian. Sementara itu, kesadaran merek tidak mempengaruhi keputusan pembelian.

**Kata Kunci:** citra merek, kesadaran merek, komunikasi media, keputusan untuk membeli

## INTRODUCTION

Urban area is an area that its main activities are non-farm with the arrangement of the function of the area as a place of urban settlement, centralization and distribution of government services, social services, and economic activities

(Nurpiena, 2015). Based on its characteristics, the urban area is part of the city but shows the appearance of the village and city at the same time. So, on one side, this area shows the urban nature and on the other side it also shows the rural nature (Sukirno & Harianto, 2017).

The cities of Depok, Cibubur and Bekasi are some urban areas in the southern and eastern regions of the Republic of Indonesia's State Capital of Jakarta. The development of people's lifestyles in urban cities has also shifted to follow the lifestyle of the parent city. One of the fast-growing tourism industries in urban areas is culinary tourism. Tourist interest for culinary tours is increasing and has become a lifestyle for the community. Data from the Central Statistics Agency show that in 2018 the growth of the food and beverage subsector is 6.05. Depok, Cibubur, and Bekasi, as supporting cities in the southern and eastern suburbs of Jakarta, have a number of restaurants that are quite popular, one of which is the Gubuk Makan Mang Engking restaurant.

Restaurants are an important component in tourism activities, therefore management strategy to run the restaurant is a big concern. Culinary tourism is becoming a trend, making many entrepreneurs interested in providing restaurants that are easy to reach, not too far away from where they live, have their special characteristics, and have good food tastes. Considering that competition in the world of culinary services is very high, restaurants that are not well managed will result in losing the competition. To be able to compete with other similar industries, a restaurant must have supporting factors to increase customer interest to come and buy restaurant's products.

Purchase decisions for a product in consumers' mind do not just happen but requires a process. The decision-making process to buy a product starts from problem recognition, information search, evaluation of several alternatives, which in turn will create a purchasing decision and the formation of post-purchase behavior (Kotler & Keller, 2016). Brand plays an important role in marketing. There is a big difference between products and brands. Product is only something produced by the factory, whereas according to Aaker (1996) brand is something that consumers buy. If a product can be easily copied by competitors, the brand always has a uniqueness that is relatively difficult to trace (Tjiptono, 2008). The brand is a seller's promise to consistently provide certain features, benefits

and services to the buyer. The best brands provide quality assurance (Rangkuti, 2006).

Brand awareness is the ability of consumers to identify a brand in different conditions, can be done with brand recognition and recall of a particular brand. Brand awareness is created and enhanced by increasing brand familiarity through repeated exposure so that consumers feel familiar with the brand (Huang, Yen, Liu, & Chang, 2014).

In making a purchase decision consumer also pay attention to the image of a brand. Brand image is an association or perception of consumers based on their memories of a product. Brand image is not contained in the features, technology or type of product itself, the image arises because of advertising, promotion, or users. Through brand image, consumers can recognize products, evaluate quality, reduce purchasing risks, and gain certain experiences and get certain satisfaction from a product (Lin, 2007; Aaker, 1996). Each customer might have a different response to the company or brand image. Brand image is the public perception of the company or its products. The image is influenced by many factors that are outside the company's control. An effective image will affect three things: strengthening the character of the product and the proposed value, conveying the character in a different way so it is not confused with the character of competitors, and providing emotional strength that is more than just a mental image. In order to function the image must be conveyed through every available means of communication and brand contact (Kotler & Keller, 2016).

To promote product sales in restaurants, it takes a media communication or communication tool as a distributor of messages to be conveyed by the company to consumers so that the message can be more easily understood, and consumers can know for certain about the information of the product. In the world of marketing, the term "media" means a means of communication such as newspapers, magazines, radio, television, billboards, pamphlets, and the internet. Advertisers use the media to deliver commercial messages to their target market, and the media depends on different levels of advertising

expenditure to cover these operational expenses (Rajagopal, 2006).

Means of communication are important factors that influence consumer purchasing decisions on a product. With the media, information from companies about their products can be delivered to consumers, which in turn influences their purchasing decisions in accordance with the information he obtained. The purpose of this study is to analyze the effect of brand awareness, brand image, and media communication on customer purchase decisions in urban area restaurants, which is Gubuk Makan Mang Engking Restaurant, both partially and simultaneously.

## LITERATURE REVIEW

### Brand Awareness

Brand Awareness is the level of how familiar consumers are with product brands from the name, logo, image, or slogan of a brand. Brand awareness is the ability of a prospective buyer to recognize and remember the brand as part of a product with the brand involved (Permadi, 2016). High brand awareness can promote brand loyalty to consumers, and the higher the brand awareness grow, it will create the higher of consumer's intention to buy (Petahiang & Worng, 2015). According to Ladha (2007), there are five brand awareness indicators:

1. Familiar (the brand of a product has been known by the public, this usually happens because this brand has long been circulating in the community, or the business does not rule out a new brand that can attract attention because it has its own uniqueness and appeal),
2. Recognized (consumers can recognize a brand from the physical, the attributes that are in the product),
3. Automatically know (consumer awareness of the brand of a product when they see something related to the shape of the product, attributes, etc.),
4. Remember the brand (the ability of consumers to remember a brand. So, when he was being asked to name several types of brands, then

consumers will be able to answer it immediately), and

5. Heard about the brand (brands are known to many people, but usually only in the neighborhood, promotions through advertisements or word of mouth).

Brand awareness is an action taken by the consumer after knowing the brand of a product and after that the consumer decides whether to buy the product with that brand or not. So, it can be concluded that to buy a product, consumers need to find information about the product.

### Brand Image

Brand Image is the consumer's perception of the brand and is formed from the information of the brand's experience. The better the brand image in the eyes of consumers, the greater the buying interest of consumers. Brand image is a set of beliefs about a brand (Kotler & Keller, 2016). Brand image is the consumer's perception of a brand as a reflection of the association that exists in the consumer's mind. Formulating that brand image is a description of the association and consumer confidence in certain brands (Tjiptono, 2008). The three supporting components of brand image are as follows:

1. Company Image, a collection of consumer perceptions of companies that make a product and service,
2. Consumer Image, a collection of consumer perceptions of consumers themselves, and
3. Product Image, a collection of consumer perception of the product consumed.

It can be concluded that the brand image is a reflex or response from consumers who have tried products with certain brands. The better the response obtained from consumers, the better the brand image. Vice versa, if the response from consumers is bad, then a bad brand image, too. The brand image indicators are as follows:

1. Strength, or advantage of a brand that cannot be found in other brands, lies in the physical product, e.g. appearance, price, usability,

2. Uniqueness, own characteristics that can distinguish with other products, e.g. a variety of the service, or the price variations of the product concerned, the difference in terms of the physical appearance of the product, and
3. Favorable, a brand's ability to be easily remembered by consumers, easy to say, and the compatibility between brand impressions in the minds of customers and brand image (Shimp, 2014).

### **Media Communication**

Media communication is a tool or means used by humans to convey messages over long distances. Today, communication media are needed to introduce products or services, to provide information to consumers. Communication media are all means that can be used to produce, reproduce, distribute, and disseminate and convey information, so humans can communicate with their environment without having to meet (Sora, 2014). Indicators of media communication are as follows:

1. Effectiveness, because with the communication media, an individual can interact with other individuals easily, no need to meet.
2. Efficiency, using media communication a person can save time and costs.
3. Concrete, media communication today can help explain messages that are abstract.
4. Motivating, the ease of using media communication encourages consumers to use it with enthusiasm without obstacles.

Media communication has three types based on its function:

1. Production Function (media communication that are useful for producing various kinds of information, e.g. computers),
2. Reproduction Functions (media communication that is useful for reproducing and duplicating information, e.g. audio tape recorders or videos tape), and

3. Information Delivery Function (media communication that is useful for communicating in order to disseminate and deliver messages to others, e.g. mobile phones, faxes).

From this explanation, it can be concluded that media communication is needed to help consumers in finding information about a product. After searching for product information, consumers will decide to buy the item or not. This can be interpreted that the media communication as an intermediary that brings consumers to the product purchase decision.

### **Purchase Decision**

Purchase decision is an action taken by consumers to buy a product. The decision to buy or not buy is part of the elements inherent in consumers or also called behavior (Kotler & Keller, 2016). Next, to make the purchase process, usually consumers do the following steps: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

1. Problem Recognition (the purchase decision making process starts when consumers experience a need triggered by internal and external stimuli, and at this stage, the producer must be able to identify the stimuli that most arouse consumer interest in a product),
2. Information Search (consumers who are moved by stimuli will seek a lot of information which sources can be sought by consumers are divided into 4 groups: a) personal, e.g. family, friends, neighbors, b) commercial, e.g. advertisements, web sites, salespeople, intermediary traders, c) public, e.g. mass media, consumer rating organizations, and d) experience, e.g. product users.
3. Evaluation of Alternatives (after making an introduction to the problem and searching for information on the products needed, consumers will evaluate the information obtained),
4. Purchase Decision (after evaluating the information obtained, consumers will

make the decision to buy the product that is most preferred or trusted from the results of the evaluation), and

5. Post-purchase Behavior (by making a purchase, consumers will feel the product purchased, post-purchase satisfaction can be measured based on whether or not a product is consumed with consumer expectations, and with these results consumers will tell other consumers).

Indicators of purchasing decisions are described in the awareness of needs, wanting to try the product, and adoption/accustomed to using (Utami, 2017).

## Research Problem

Based on the description of the background of the problem, the research problems of this study are as follows:

1. Does brand awareness affect purchase decision of Gubuk Makan Mang Engking Restaurant customers?
2. Does brand image affect purchase decision of Gubuk Makan Mang Engking Restaurant customers?
3. Does media communication affect purchase decision of Gubuk Makan Mang Engking Restaurant customers?
4. Do brand awareness, brand image, and media communication affect purchase decision simultaneously of Gubuk Makan Mang Engking Restaurant customers?

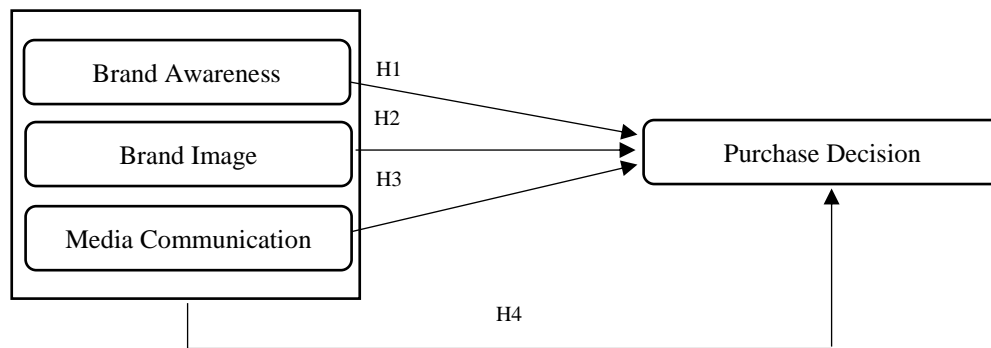


Figure 1. Framework Model

## Hypothesis

H1: Brand Awareness significantly affects Purchase Decision of Gubuk Makan Mang Engking Restaurant customers

H2: Brand Image significantly affects Purchase Decision of Gubuk Makan Mang Engking Restaurant customers

H3: Media Communication significantly affects Purchase Decision of Gubuk Makan Mang Engking Restaurant customers

H4: Brand Awareness, Brand Image, Media Communication significantly and simultaneously affects Purchase Decisions of Gubuk Makan Mang Engking Restaurant customers.

## RESEARCH METHODOLOGY

This research was conducted at several urban areas (Depok, Cibubur, Bekasi) where Gubuk Makan Mang Engking Restaurant established. In this study, researchers used a descriptive method with quantitative research. Quantitative research is a research method based on positivism philosophy, used to examine a particular population or sample, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing established hypotheses (Sugiyono, 2014). Descriptive method is used to describe or analyze a research result but is not used to make broader

conclusions. The purpose of descriptive research is to make a description, picture or painting in a systematic, factual and accurate manner about the facts, properties and relationships between the phenomena investigated (Sekaran, 2011). Sampling for data collection is done by using probability sampling method based on simple random sampling to get information that is fast, cheap and easy. The procedure of simple random sampling is to take random samples without regard to strata in the population. The sample size using the Slovin formula is determined as follows:

$$n = \frac{N}{1 + (N \cdot e^2)}$$

n = sample size,  
 N = population,  
 e = percentage of inaccuracy of 1%

Thus, with a population of 33,839 visitors at the three restaurants of the Gubuk Makan Mang Engking during April, May and June 2019, the minimum number of samples obtained was 100. Data collection was carried out by distributing questionnaires to the respondents, as well as conducting a literature study.

In order to know the influences of brand awareness, brand image, and media communication to purchase decision, the authors use multiple linear regression in data analysis. Multiple linear regression is performed to test the simultaneous effect of several independent variables on an internal scale dependent variable (Sugiyono, 2014). Multiple linear regression analysis is performed if the number of independent variables is at least two. The equation of multiple linear regression analysis for this study is:

$$Y = \alpha + B_1X_1 + B_2X_2 + B_3X_3$$

Y = Purchase Decision,  
 α = constant,  
 B1, B2, B3 = regression coefficient,  
 X1= Brand Awareness,  
 X2 = Brand Image,  
 X3 = Media Communication.

The coefficient of determination (R<sup>2</sup>) is intended to find out how well the independent variable (X) explains the dependent variable (Y). In a regression analysis where things are shown by the magnitude of the coefficient of determination (R<sup>2</sup>) between zero and one. The coefficient of zero determination shows that the independent variable has absolutely no effect on the dependent variable. If the coefficient of determination approaches one, it can be said that the independent variable influences the dependent variable, besides the coefficient of determination is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X).

## RESULTS AND DISCUSSION

### Validity Test

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to express something that will be measured by the questionnaire. Validity test is used to compare r-count with r-table values. If r-count is greater than r-table, then the question is declared as valid. Conversely, if r-count is smaller or equal to r-table, then the question is declared as invalid (Ghozali, 2009).

**Table 1. Validity Test**

No.	Item	Corrected Item-Total Correlation	R Table	Remark
1.	Awareness1	0.787	0.2	Valid
2.	Awareness2	0.716	0.2	Valid

3.	Awareness3	0.667	0.2	Valid
4.	Awareness4	0.726	0.2	Valid
5.	Image1	0.732	0.2	Valid
6.	Image2	0.510	0.2	Valid
7.	Image3	0.478	0.2	Valid
8.	Communication1	0.400	0.2	Valid
9.	Communication2	0.643	0.2	Valid
10.	Communication3	0.596	0.2	Valid
11.	Communication4	0.640	0.2	Valid

Table 2. Reliability Test

No.	Variable	Cronbach's Alpha	Critical Point	Remark
1	Brand Awareness	0.869	0.6	Reliable
2	Brand Image	0.737	0.6	Reliable
3	Media Communication	0.766	0.6	Reliable
4	Purchase Decision	0.745	0.6	Reliable

Table 3. Multicollinearity Test

Variable	Collinearity Statistic	
	Tolerance	VIF
Brand awareness	0.286	3.494
Brand Image	0.591	1.691
Media Communication	0.291	3.441

### Reliability Test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable if someone's answer to the question is consistent or stable from time to time. In this study, the authors used the Cronbach's Alpha statistical test to measure reliability. A construct or variable can be said to be reliable if it gives a Cronbach's Alpha value greater than 0.60 (Ghozali, 2009).

### Multicollinearity Test

The multicollinearity test aims to see whether there is a high correlation between independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, then the relationship between the independent variable and the dependent variable is disturbed. Multicollinearity

test is needed to determine the correlation between independent variables in a regression model. A regression model that is free of multicollinearity if it has a VIF value < 10 and has a tolerance number close to 1 (Santoso, 2007).

### Multiple Linear Regression

From the results of the multiple regression analysis test in table 4, it is known that: Value of  $a = 1.021$ ,  $b_1 = 0.130$ ,  $b_2 = 0.142$ ,  $b_3 = 0.608$ . Based on these values, a regression equation can be made:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$= 1.021 + 0.130x_1 + 0.142x_2 + 0.608x_3 + e$$

A constant of 1.021 states that if no independent variable is considered constant ( $X_1, X_2, X_3 = 0$ ), then the buying decision will

increase because it is positive. This shows that although there is no brand image, brand awareness, media communication, the purchasing decision remains in the minds of consumers in making product purchases.

The b1 value is 0.130, meaning that if X2 (Brand Image) and X3 (Media Communication) are controlled, then any change in brand awareness will increase Consumer Purchasing Decisions. This shows that if Brand Awareness increases, this increase will be followed by an increase in consumer Purchase Decision. The b2 value is 0.142, meaning that if X1 (Brand

Awareness) and X3 (Media Communication) are controlled, then any change in Brand Awareness will increase customer Purchase Decisions. This shows that if the Brand Image increases, then this increase will be followed by an increase in customer Purchase Decisions. The b3 value is 0.608, meaning that if X1 (Brand Awareness) and X2 (Brand Image) are controlled, then every change in Media Communication will increase consumer Purchase Decision. This shows that if Media Communication increases, this increase will be followed by an increase in consumer Purchasing Decision.

**Table 4. Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.021	0.582		1.755	0.082
1 x1_Brand_Awareness	0.130	0.074	0.163	1.754	0.083
x2_Brand_Image	0.142	0.063	0.423	6.650	0.000
x3_Media_Communication	0.608	0.081	0.690	7.496	0.000

a. Dependent Variable: y\_Purchase\_Decision

**Table 5. Coefficient of Determination**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.874	0.764	0.756	1.304	2.185

a. Predictors: (Constant), x3\_Media\_Communication, x1\_Brand\_Awareness, x2\_Brand\_Image

b. Dependent Variable: y\_Purchase\_Decision

**Partial Hypothesis Testing (t-Test)**

From Table 4, Hypothesis Testing (t-test) can be explained as follows.

1. Significant level of brand awareness variables of  $0.083 > 0.05$  so that H1 is rejected. This means that brand awareness has no significant effect on buying decisions. So, hypothesis 1 is rejected.

2. Significant level on the brand image variable of  $0.000 < 0.05$  so that H2 is accepted. This means that there is a significant effect between brand image variables on buying decisions. So, hypothesis 2 is accepted.

3. Significant level of variable media communication of  $0.00 < 0.05$  so that H3 is accepted. This means that there is a significant effect between media communication variables



on purchasing decisions. So, hypothesis 3 is accepted.

### **Coefficient of Determination**

R in multiple linear regression shows the value of multiple correlations, that is the correlation between two or more independent variables on the dependent variable. R values range from 0 to 1. If it approaches 1 then the relationship will be closer, but if it approaches 0 then the relationship will be weaker. Table 5 presents the R value. The R value obtained is 0.874. This means that the correlation between brand awareness, brand image, and media communication on purchase decision is 0.874. This means that there is a very close relationship because the value approaches 1. R<sup>2</sup> value of 0.764, or the percentage of influence of each independent variable on the dependent variable is equal to 76.4%. This means that brand awareness, brand image, media communication significantly affected the purchase decision of Gubuk Makan Mang Engking restaurant customers. H4 accepted.

### **CONCLUSION**

Based on the results of data processing that has been carried out in the study of the influence of brand awareness, brand image, and media communication on the purchase decision in Urban Area Restaurant which is focused on the Gubuk Makan Mang Engking Restaurant, the conclusions that can be drawn are as follows.

1. There is no significant effect between brand awareness on purchase decisions. This is indicated by the results of the statistical test with a significance value in the t test of  $0.083 > 0.05$ . Customers will still make purchases at the Gubuk Makan Mang Engking Restaurant, even if the customer is not familiar with this restaurant's brand
2. There is a significant effect between brand image on purchase decisions. This is indicated by the results of the statistical test with a significance value in the t test of  $0.00 < 0.05$ . Customers understand the image of the Gubuk Makan Mang Engking restaurant as a restaurant worth visiting for a culinary tour.

3. There is a significant effect between communication media on purchase decisions. This is indicated by the results of the statistical test with a significance value in the t test of  $0.00 < 0.05$ . The customer decides to visit the Gubuk Makan Mang Engking restaurant because most customers find out about this restaurant from various communication media, such as websites, for example online ordering applications such as Zomato and the Gubuk Makan Mang Engking Restaurant's Website.
4. There is a significant effect of brand awareness, brand image and media communication together on the purchase decision. This is indicated by the results of the statistical test with a significance value on the F-test of  $0.00 < 0.05$ . This means that overall and together with brand awareness, brand image and media communication variables have a strong influence on the purchase decisions of customers who come to the Gubuk Makan Mang Engking restaurant.

### **Suggestions**

Suggestions proposed by the author for this restaurant are as follows.

1. Increase efforts to introduce Gubuk Makan Mang Engking restaurants to the public, by using more internet-based media communication such as Instagram or using simple food ordering applications such as Go Food or Grab Food, so that people are more familiar with Gubuk Makan Mang Engking restaurants as one of an interesting place to do culinary tourism activities in the urban area.
2. Improve the quality of restaurant service by maximizing service time. It aims to accelerate the service time used by employees to serve customers. This must become a consideration because many customers do not like to wait too long for their orders to be served. Good service quality will certainly make customers feel happy and eager to come back for a culinary tour at the Gubuk Makan Mang Engking restaurant.
3. The limitation of current research was only conducted on one restaurant brand in the

urban area. Future research can be developed to examine the consumer behavior on urban restaurant, or the level of satisfaction of urban

communities on culinary tourism around urban area.

## REFERENCES

- Aaker, D. A. (1996). *Building Strong Brands*. New York: Free Press.
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS (4th ed.)*. Semarang: Badan Penerbit-Undip.
- Huang, C.-C., Yen, S.-W., Liu, C.-Y., & Chang, T.-P. (2014). The Relationship Among Brand Equity, Customer Satisfaction and Brand Resonance to Repurchase Intention of Cultural and Creative Industries in Taiwan. *International Journal of Organizational Innovation*, 6(3), 106-120.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (Vol. 9th). Pearson Education Inc.
- Ladha, Z. (2007). Are Consumers Really Influenced by Brands When Purchasing Pharmaceutical Products? *Journal Marketing*, 7(2), 146-151.
- Lin, N.-H. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Journal of International Management Studies*, 2(2), 121-132.
- Nurpiena, D. S. (2015). *Mata Kuliah Perencanaan Kota (Review Materi)* (1 ed.). Surabaya: Institute Teknologi Sepuluh Nopember.
- Permadi, G. (2016). Pengukuran Tingkat Kesadaran Merek (Brand Awareness) pada Motor Honda (Studi Kasus pada Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau). *JOM FISIP*, 3(2), 1-12.
- Petahiang, I. L., P., P. M., & Worang, F. G. (2015). The Influence of Brand Awareness and Perceived Risk Toward Consumer Purchase Intention on Online Store. *Jurnal Berkala Ilmiah Efisiensi*, 15(4), 126-133.
- Rajagopal, D. (2006). Influence of Advertising Variability, Brand Attention Effects, Brand Name, Variety Seeking Behavior and Customer Value on Buying Decision: A Multi-Experiment Analysis. *Monterey Institute of Technology and Higher Education*.
- Rangkuti, F. (2006). *Measuring Customer Satisfaction (Teknik Mengukur dan Strategi Meningkatkan Kepuasan pelanggan)*. Jakarta: Gramedia Pustaka Utama.
- Santoso, S. (2007). *Structural Equation Modelling: Konsep dan Aplikasi dengan AMOS Membuat dan Menganalisis Model SEM Menggunakan Program AMOS*. Jakarta: PT. Elex Media Komputindo.
- Sekaran, U. (2011). *Research Methods For Business (Metode Penelitian Untuk Bisnis)*. Jakarta: Salemba Empat.
- Sharpley, R., & Telfer, D. J. (2018). *Tourism and Development Concepts and Issues* (1 ed.). Toronto: Channel View Publications.
- Shimp, T. A. (2014). *Intergrated Marketing Communication in Advertising and Promotion* (1 ed.). Jakarta: Salemba Empat.
- Sora, N. (2014, September 19). *pengertianku.net*. Retrieved from <http://www.pengertianku.net/2014/09/menge-tahui-pengertian-media-komunikasi-dan-fungsinya-lengkap.html>
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sukirno, F. S., & Harianto, S. (2017). Pergeseran Gaya Hidup Masyarakat Sub Urban Area di Kota Mojokerto. *Paradigma*, 5(1), 1-10.
- Tjiptono, F. (2008). *Strategi Pemasaran, Edisi Ketiga*. Yogyakarta: Andi.
- Utami, C. W. (2017). *Manajemen Ritel. Strategi dan Implementasi Operasional Bisnis Ritel*

*Modern di Indonesia* (3 ed.). Jakarta:  
Salemba Empat.