

The Influence of Brand Popularity, Perceived Quality, Price, and Need on Purchase Intention iPhone Products in Purwokerto

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Abstract

This study is a survey research that aims to determine and analyze the effect of brand popularity, perceived quality, price, and need on purchase intentions on iPhone products at Purwokerto city. The sample size in this study amounted to 120 using purposive sampling technique. Based on the results of data processing, it is known that brand popularity has no significant and negative effect on purchase intention. Price has a significant and negative effect on purchase intention. Perceived quality and need have a significant and positive effect on purchase intention. The findings in this study are that popularity is not always a consumer factor in generating purchase intentions, while the factor that has the greatest influence on purchase intentions is need.

Keywords

Brand popularity; Perceived quality; Price; Need; iPhone

INTRODUCTION

The development of smartphones is the result of advances in mobile technology which is moving faster. Owning and using a smartphone has become a lifestyle for modern society. The world's leading technology companies are constantly striving to innovate their products with the aim of winning the market competition. Innovation can be realized in various things such as design, appearance, specifications, features, quality and performance. Every year each smartphone manufacturer releases their new product, product updates can be seen from each series in the product. Regular product releases are also an effort to maintain existence and at the same time deter competitors in the market. Apple Inc., is a multinational technology company from Cupertino, California, United States that operates in the design, development, integrated hardware and software technology, with the title as the largest technology company in terms of revenue and assets in the world (Maulidi and Yuliati, 2017). Apple is one of the companies that sells smartphone products. Products made by Apple with the iPhone brand occupy the top position in the ranks of the most popular smartphone brands with the highest market share in the world.

Table 1. Top 6 Mobile Vendor Market Share Worldwide January 2022

Mobile Vendor	Market Share
Apple iPhone	29,51%
Samsung	27,16%
Xiaomi	11,54%
Huawei	6,66%
Oppo	5,29%
Vivo	4,26%

Source:<https://gs.statcounter.com/vendor-market-share/mobile/worldwide>
accessed on February, 1st

Besides being used to make calls and send messages, smartphone users also use it to send and reply to emails, chat, social media, video calls, browse to find various kinds of information they need, take pictures, and record videos with the embedded camera feature. The more activities that can be done using a smartphone make users feel unable to not use it.

This research was conducted to find out how the people of Purwokerto responded to the phenomenon of popularity and high market share based on these data on iPhone purchase intentions. Studies on marketing state that consumer purchase intentions can be shaped by several things, including brand

popularity (Nathani and Budiono, 2021), price and perceived quality (Aztiani, et al., 2019) and needs (Liwe and Nurcaya, 2019).

The benefit of this research is to investigate and analyze the effect of brand popularity, perceived quality, price, and need on the purchase intention of iPhone products.

Brand Popularity (BP)

Brand is a name, term, symbol, attribute, which has special characteristics attached to a product as a differentiator from other similar products (Kotler and Keller, 2012). Brands are used to assist consumers in recognizing a product from a particular manufacturer or company. In addition, the brand also functions as product identification among the many products on the market. The strength of a brand lies in its ability to attract consumers to buy products with that brand (Goenawan, 2014). Every company competes to make the brand on their product popular. Brand popularity can be defined as the level of purchase and consumer knowledge about the brand (Kim and Chung, 1997), the higher is the more popular. Brand popularity can also be seen from how much market accepted (Whang et al., 2015) so that if the market share is high then the brand can be said to be a popular brand.

The study of brand popularity in the classical marketing literature explains that popular brands are characterized by higher user growth, strong corporate image, and occupying the top position in market share (Raj, 1985). The study is still relevant today, so it can be used to determine the level of brand popularity in the market. Brand popularity can also be used to find out how consumers recognize a product brand.

The popularity of the brand referred to in this study is the level of popularity of smartphone products with the iPhone brand. Indicators of brand popularity include attractiveness, expertise or excellence, and characteristics (Nathani and Budiono, 2021).

Perceived Quality (PQ)

Perceived quality is defined as a statement or consumer assessment of a product, seen from the performance and ability of the product to meet consumer expectations (Teas, 1993). Measurement of perceived quality is based on the subjective side of buyers and users of a product (Grunert, 2005). Perceived quality is an important part of a product or brand that is attached to the assessment of a consumer (Aaker, 1991) it is a discussion in the

marketing literature because it can determine competitive advantage. According to Zeithaml (1988) perceived quality is not the actual quality of the product, but is a subjective judgment or assumption of consumers about a product.

Perceived quality can be used to determine consumer ratings of what they value the brand of a product.

In this research, perceived quality is a subjective assessment of the quality of smartphone products with the iPhone brand. Indicators of perceived quality include product performance, product characteristics, conformance to specifications, reliability, and product durability (Krisno and Samuel, 2013).

Price (P)

According to Kotler and Keller (2020) price can be defined as the everything that is exchanged by consumers to obtain the benefits of a product. Price is an element attached to a product. Price can be used as a comparison between one product and another. The decision to determine the price of a product is determined by the producer in a company based on various factors, including market conditions. Based on this description, it can be seen that price is the value that must be exchanged by a consumer in order to obtain ownership or use rights of a product. Price is part of the marketing mix that can change (Tjiptono, 2008).

Price can be used as a measuring tool used by consumers in assessing and evaluating a product based on the various considerations they use.

The price referred to in this study is an assessment or assumption about the price of the iPhone smartphone product. Price indicators that can be known include price affordability, price suitability with product quality, suitability and competitiveness, and price suitability with product benefits (Kotler and Armstrong, 2012).

Need (N)

Needs are everything that humans desire to obtain goods or services (Sukirno, 2013). As economic beings, consumers will continue to have needs attached to them. Every consumer has a desire to meet their respective needs for what is their preference. Needs are everything that is needed by consumers to be fulfilled in the hope of providing benefits or a sense of satisfaction with that fulfillment (Paendong and Tielung, 2016). The need for a product in every consumer allows for differences.

The different of each consumer need to be known further so that the differences that may exist can be identified. Different needs allow for different attitudes and behaviors in evaluating the need for a product.

The need referred to in this study is an assessment of the level of fulfillment of smartphone product needs on the iPhone brand. Indicators to measure needs include the need for products, no substitute products, and product exclusivity.

Purchase Intention (PI)

According to Kotler and Keller (2012) purchase intention is the consumer's desire to choose and buy a product based on experience using or evaluating information about a product. Purchase intention is important in projecting the marketing and sales performance of a product. Shah, et al., (2012) explained that purchase intention is a consumer's decision in stating the reasons for choosing and then buying a brand. Pavlou (2011) explains that purchase intention is a driving factor in making purchasing decisions for a product.

Purchase intention is the first step that needs to be considered by the company in increasing sales volume and is also useful for maximizing profits. Companies that lead the market need to project how consumers perceive their products, which companies can use to make their products get the highest position in consumers and allow them to be prioritized to buy.

The purchase intention referred to in this study is the willingness to buy an iPhone as an effort to meet the need for smartphones. Indicators of purchase intention include being interested in finding product information, interested in trying, want to know about the product, considering buying, and want to buy the product (Schiffman and Kanuk, 2007).

Research Hypothesis

Research conducted by Nathani and Budiono (2021) states that there is no influence of popularity on purchase intention. Consumers is not always consider the level of brand popularity in considering the purchase intention of a product. Based on the description, the following hypotheses can be proposed:

H1. Brand popularity does not have a positive effect on purchase intention

Research conducted by Sari (2018) explains that perceived quality has a positive and significant influence on purchase

intention. The higher the consumer's assessment of perceived quality, the higher the purchase intention, conversely, the lower the consumer's assessment of perceived quality, the lower the purchase intention. Another study conducted by Satriawan and Setiawan (2020) also stated that there was a positive and significant influence of perceived quality on purchase intention. Based on the description, the following hypotheses can be proposed:

H2. Perceived quality has a positive effect on purchase intention

Research conducted by Nusarika and Purnami (2015) states that there is a positive and significant influence of price on purchase intention. In addition, research conducted by Satria (2017) also states that there is a positive influence of price on purchase intention. Based on the description, the following hypotheses can be proposed:

H3. Price has a positive effect on purchase intention

Research conducted by Putri and Utama (2021) states that needs have a positive effect on purchase intentions. In addition, research conducted by Liwe and Nurcaya (2019) also states that needs have a positive and significant influence on consumer purchase intentions. The higher the level of need, the higher the purchase intention, conversely, the lower the level of need, the lower the purchase intention. Based on the description, the following hypotheses can be proposed:

H4. Needs have a positive effect on purchase intention

RESEARCH METHODS

Quantitative research, allows obtaining information about the causal relationship between valid and reliable variables by using survey methods. The survey method can be used to find out an overview of the characteristics of the relevant respondents, to get information through the responses given, and as a source of data used in research. This research was conducted in Purwokerto, using a purposive sampling technique with the criteria of respondents including active smartphone users, using smartphones for make a calls, SMS, video calls, social media, and browsing, with varied durations of daily use. Respondents answers and responses were obtained through the questionnaires which were distributed and filled out independently. The sample size was determined based on the criteria of five times

the estimated parameter referring to Hair et al., (2010).

number of parameter = Σ indicator + Σ path coefficient

In this study, there are 20 indicators and 4 path coefficients so that in total there are 24 parameters. Based on these guidelines, the minimum sample size in this study is as follows:

$$\begin{aligned} \text{Sampe size} &= (\Sigma \text{ indicator} + \Sigma \text{ path coefficient}) \\ &\times 5 \\ &= (20 + 4) \times 5 = 120 \end{aligned}$$

Respondents answers were stated using a Likert scale 7. The data was processed using the SmartPLS 3.3.3 application program.

RESULTS AND DISCUSSION

Based on the results of the questionnaire from 120 respondents, characteristics can be classified based on the main function of smartphone use and the duration of smartphone use in a day.

Table 2. The Main Function Using a Smartphone

Smartphone Use	Percentage
Phone dan SMS	20%
Video Call dan Chat	30%
Social Media	60%
Browsing	10%

Source: Primary data (processed)

Based on the data in table 2, it can be seen that most of the respondents in this study used smartphones as a tool to access social media. This data is used to determine the differences in the responses of each respondent based on the main function of smartphone use.

Table 3. Duration of Smartphone Use per Day

Duration	Percentage
1 hour – 6 hour	20%
7 hour – 12 hour	60%
13 hour – 18 hour	20%
19 hour – 24 hour	20%

Source: Primary data (processed)

Based on the data in table 3, it can be seen that most of the respondents in this study used their smartphones in a span of seven hours to twelve hours a day. This data is used to determine the differences in the responses of

each respondent based on the duration of smartphone use in a day.

Table 4. Cronbach's Alpha, Composite Reliability, and AVE

Variable	CA	CR	AVE
BP	0,625	0,841	0,726
PQ	0,930	0,947	0,782
P	0,867	0,908	0,711
N	0,938	0,960	0,890
PI	0,935	0,951	0,794

Source: Primary data (processed)

The criteria used in this study are that each variable is said to meet the validity requirements if it has a Cronbach's Alpha (CA) value > 0.7 Composite Reliability (CR) > 0.7 and AVE > 0.5. Based on the data in table 4, it can be seen that all variables have met the validity requirements.

Table 5. R-Square

Variable	R-Square	R-Square Adjusted
PI	0,932	0,930

Source: Primary data (processed)

Based on the data in table 5, it can be seen that the repurchase intention can be explained by brand popularity, perceived quality, price, and needs of 93%.

Table 6. f-Square

Variable	f-Square
BP -> PI	0,001
PQ -> PI	0,351
P -> PI	0,115
N -> PI	0,555

Source: Primary data (processed)

The criteria used in this study in assessing the f-square are 0.02 (small effect), 0.15 (medium effect), and 0.35 (large effect). Based on the data in table 6, it can be seen that the brand popularity has a small effect, price has a moderate effect, while perceived quality and need have a large effect on purchase intention.

Table 7. Path Coefficient

Variable	Path Coefficient
BP -> PI	-0,018
PQ -> PI	0,390

P -> PI	-0,287
N -> PI	0,878

Source: Primary data (processed)

Based on the data in table 7, it can be seen that the brand popularity and price have a negative relationship direction, while the perceived quality and need have a positive relationship direction.

Table 8. Significancy Test Result

Variable	T-Statistic	P-Value	Result
BP -> PI	0,542	0,588	NoSignificant
PQ -> PI	7,851	0,000	Significant
P -> PI	3,655	0,000	Significant
N -> PI	7,473	0,000	Significant

Source: Primary data (processed)

The criteria used in this study, namely the relationship of variables is said to be influential if the t-statistic value > 1.96 and p-value < 0.05. Based on the data in table 8, it can be seen that all relationship variables have a significant effect, except brand popularity on purchase intention.

Table 9. Predictive Relevance

Variable	Predictive Relevance (Q ²)
PI	0,734

Source: Primary data (processed)

Based on the data in table 9, it can be said that the research model built has a predictive relevance value of 0.734, which means that observations made based on the model built have a relevance level of 73.4%. The higher the predictive relevance value, the better the observation value.

Brand Popularity on Purchase Intention

Based on the results of data processing, brand popularity has no effect on purchase intention. Respondents responses regarding the popularity of the brand did not lead to their purchase intention on the iPhone product. Although respondents directly admit that some popularity indicators such as the iPhone are popular smartphone products because they have their own charm, have advantages, and have distinctive and unique characteristics compared to other smartphone product brands, the respondents did not take this as a factor of consideration in generating purchase intentions. This means that respondents'

purchase intentions for iPhone products are not caused by how high the level of popularity of the brand. H1 which states that brand popularity does not have a positive effect on purchase intention is accepted.

Respondents with limited use of smartphones to make calls and send conventional messages do not attach importance to the popularity of the brand as a factor they consider in generating purchase intentions, this is because popular or not a smartphone brand will still be able to carry out its main function in daily use as a tool for making calls and send SMS. While browsing access, respondents prefer to use their desktop computers for more serious purposes. Browsing using a smartphone is considered uncomfortable, the most comfortable browsing is still using a desktop computer. Smartphone users with an average use of one hour to six hours per day prefer to access various kinds of content, both entertainment and education, or content with other genres without using a smartphone. The popularity of the brand among users with these characteristics does not make the smartphone the main tool in completing and fulfilling their various activities, but only as a tool in communicating with colleagues and family. This can also be seen based on the intensity of use per day which is low when compared to other characteristics.

The results of this study are in line with the results of research conducted by Nathani and Budiono (2021) which states that there is no influence of brand popularity on purchase intention.

Perceived Quality on Purchase Intention

Based on the results of data processing, perceived quality has an influence on purchase intention. Respondents responses regarding perceived quality, such as the iPhone having superior performance, having better product characteristics, performance in accordance with product specifications, being reliable, durable and long-lasting products are factors that respondents consider in generating purchase intentions. This means that respondents purchase intentions for iPhone products can be caused by the perceived quality of the brand. H2 which states that perceived quality has a positive effect on purchase intention is accepted.

Smartphone users with daily needs for video calling and chat activities attach great importance to the quality aspects of smartphones. Assessment of the quality of

smartphone products is based more on aspects of speed and performance. Consumers' assessment of the quality of a good smartphone is that if it is used it does not experience interference or errors so that it can run as it should. In activities such as chatting and video calling, there are no picture errors, and the images displayed on both the smartphone itself and the smartphone used by the interlocutor are clearly visible, as well as the quality of the resulting audio. Good performance on smartphones makes respondents prefer the quality aspect and their assessment of it becomes a factor of consideration in generating purchase intentions. Perceived quality can be seen as a factor that can be used as a material for consumer evaluation in the use of their smartphone. Respondents will be willing to buy an iPhone on the grounds that it has better quality than other brands, this is because respondents have a good assessment of the iPhone brand.

The results of this study are in line with the results of research conducted by Sari (2018) and research conducted by Satriawan and Setiawan (2020) which states that there is an influence of perceived quality on purchase intention.

Price on Purchase Intention

Based on the results of data processing, price has an influence on purchase intention but with a negative relationship direction, it means that the higher of price, the lower of purchase intention, conversely, the lower of price, the higher of purchase intention. Respondents responses to prices such as the affordable price of iPhone products, the suitability of the price with the quality, the suitability of the price with the product's capabilities and competitiveness against other brands, and the suitability of the price with the benefits obtained when using the product are the main consideration factors in generating purchase intentions. This means that respondents purchase intentions for iPhone products can be caused by the price of the product. H3 which states that price has a positive effect on purchase intention is rejected.

Price is an important aspect for respondents in generating their purchase intentions for smartphone products. Price is a part that is never overlooked in choosing which product to buy and use within a certain period of time to meet the needs of smartphone use. Respondents who use smartphones for activities such as making

calls, sending messages, making video calls, chatting, social media, and browsing are very considerate of price in eliciting their purchase intentions. The higher the price, the lower the intention to make a purchase. This is because of their interest in using smartphones, if they can buy it at a cheaper price then they will be more willing, if they are not willing then they will not be willing to buy it. The respondent's opinion is that although there are many features offered on smartphone products, the main function is only to contact people in an easier way, while other features cannot always be utilized in daily use.

The results of this study are different from the research conducted by Nusarika and Purnami (2015), and also different from the results of research conducted by Satria (2017). The study explains that price has a positive and significant effect on purchase intention, while in this study the price has a significant effect but the direction of the relationship is negative.

Need on Purchase Intention

Based on the results of data processing, needs have an influence on purchase intentions. Respondents responses regarding needs such as choosing the iPhone as the smartphone product of choice, the assumption that there are no other smartphone brands that can replace the iPhone, and exclusivity are the main factors to consider in generating purchase intentions. This means that respondents purchase intentions for iPhone products can be caused by needs. H4 which states the need has a positive effect on purchase intention is accepted.

The need is a major factor in the consideration of giving rise to the purchase intention of smartphone products. Respondents who use their smartphone for seven to twelve hours per day are very concerned about this factor, because their needs for using social media are very intense. If browsing activities can be done using a desktop computer, then the need for social media is more conveniently fulfilled using a smartphone. This is because the use of smartphones that strongly support mobility so that social media can be accessed from anywhere and anytime, do not have to access a desktop computer that does not support mobility. The use of smartphones in meeting social media needs greatly contributes to purchase intentions, so that these needs can be met quickly and well without being limited by place and time. Other needs such as

making calls and sending messages, as well as making video calls are also a major consideration in generating purchase intentions for smartphone products.

Basically, the need for smartphone products with the iPhone brand is a consideration in choosing a product. Respondents have an interest in making purchases in the future based on their needs and preferences for iPhone products.

The results of this study are in line with research conducted by Putri and Utama (2021), and also in line with the results of research by Liwe and Nurcaya (2019) which states that there is an influence of need on purchase intention.

CONCLUSION

The conclusion in this study is that several factors can influence purchase intentions on iPhone products, including perceptions of quality, price, and need. Brand popularity does not affect purchase intention on iPhone products. Brand popularity and price have a negative relationship direction, while perceptions of quality and need have a positive relationship direction. Purchase intentions are most influenced by needs.

The implications of the results of this study for smartphone company managers should pay attention to aspects of the needs of their customers, after all, needs are the most important and main aspects for customers in generating purchase intentions for smartphone products. In addition to needs, the other most influential aspect is the perception of quality. Company managers can improve the perception of quality that exists in consumers for the products they market, so as to improve product ratings. These factors can be used as ingredients in generating purchase intentions. The importance of purchase intention in this case is to project the volume of product sales so that the company can estimate how many products should be produced, and the price decisions that will be set to maximize sales and profits that can be obtained.

Further research, it is recommended to focus on the influence of needs on purchase intentions, by examining the types and nature of needs that can have an effect, this is because needs have several differences in certain aspects, so that there are possible differences in results for each nature and type of need on purchase intention.

Originality value in this study is to find the fact that brand popularity does not always

affect purchase intention. Popular brands are not always the main ingredient for considering purchase intentions as stated in research on marketing topics in general. In fact, even though consumers are aware that the brand of a product has a high level of popularity, consumers do not necessarily have the intention to buy the product. Consumer purchase intentions are not based on the popularity of a brand.

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Table. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (IO/STDEVI)	P-Values
P -> PI	-0.287	-0.271	0,079	3.655	0.000
N -> PI	0.878	0.863	0.118	7.473	0.000
PQ -> PI	0.390	0.397	0.050	7.851	0.000
BP -> PI	-0.018	-0.024	0.034	0.542	0.588

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Figure 1. Research Model

