



Effect of Marketing Mix and Product Quality on Purchase Decision to the Spesial Sb Packaging Beef Meatball through Brand Image and Purchase Intention

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Abstract

This research aims to analyze the effect of marketing mix on brand image of the Spesial SB packaging beef meatball, analyze the effect of product quality on brand image of the Spesial SB packaging beef meatball, analyze the effect of brand image on purchase intention to the Spesial SB packaging beef meatball, and to analyze the effect of purchase intention on purchase decision to the Spesial SB packaging beef meatball. This research is quantitative research that applies an associative descriptive approach. The research population is the people of Halim Perdanakusuma Village of East Jakarta who once consumed the Spesial SB packaging beef meatball with a total sample of 190 people. The research sampling was carried out using incidental sampling technique. The data collection was performed by distributing questionnaires and conducting interviews. The data were analyzed using SEM-PLS 2 and SPSS. The analysis results showed that marketing mix has a positive and significant effect on brand image of the Spesial SB packaging beef meatball, product quality has a positive and significant effect on brand image of the Spesial SB packaging beef meatball, the brand image has a positive and significant effect on purchase intention of the Spesial SB packaging beef meatball, and purchase intention has a positive and significant effect on purchase decision the Spesial SB packaging beef meatball.

Keywords: Marketing Mix; Product Quality; Brand Image; Purchase Intention; Purchase Decision

Introduction

Every company has a goal to exist and develop. This can be realized if the company can maintain and increase product sales; one of them is the meatball industry. Meatball product are not boring for frequent consumption and have a large market share. In fact, meatball business competition is now increasingly fierce (Malinda, 2017). Therefore, it requires the right strategy to deal with market competition so that the company becomes sustainable and achieves profit as much as possible.

The strategy that can be carried out is to apply the marketing mix, which is to determine how the company presents product offerings in certain market segments that are its target market (Assauri, 2011), improve product quality (Wijaya, 2011), and create a good brand image (Lyonita & Budiastuti, 2012). One industry that produces meatballs is CV Unique Mandiri Perkasa. CV Unique Mandiri Perkasa is the

only producer that produces the Spesial SB packaging beef meatball in Jakarta. The advantages of the Spesial SB packaging beef meatball are that they taste better, the quality of meatball ingredients come from selected beef, and the price is cheaper.

Quality product will cause a positive response from customers so that it will form a brand image. The number of brands of packaged beef meatball offered in the market can affect the position of the Spesial SB packaging beef meatball. According to Kotler & Keller (2011), brand image is perception and belief of the customers, as reflected by associations embedded in customer memories. Meanwhile, according to Rangkuti (2002), brand image is a group of brand associations that are formed in the customer's mind. The brand of a product is a type and characteristic of a product that influences purchase decision to choose the product that the customer will use. With the brand image attached to the customer's mind, customer purchase intention to the same product will be created. Purchase intention is the tendency of customer to buy a brand or take actions related to purchases that are measured by the level of possibility of making purchases (Assael, 2001). Whereas, according to Keller (1998), customer purchase intention is how likely the customer is to buy a brand or how likely the customer is to move from one brand to another.

After purchase intention arises for a product, the customer makes a decision about which brand he/she will buy by looking at the brand image. According to Schiffman & Kanuk (2008), purchase decision is a process of selecting two or more alternative choices that result in a decision to buy or not buy. Alternative choices must be available when the customer will make a decision. The process of purchase decision requires a different search or receipt of information. A purchase decision is the process by which customers decide which brand to buy. Customers will buy the most preferred brand, but it can be influenced by two factors that are between purchase intention and purchasing decision; i.e. the attitude of others and unexpected situations. The purchase intention can change if the situation hampers or forces the customer to cancel the purchase or switch to another alternative. Purchase preferences and intentions do not always result in actual purchases (Kotler & Keller, 2012).

Conceptual Framework

The conceptual framework is a thinking roadmap for researchers to conduct research (Maksum, 2012). In writing a thesis, the researcher must create a conceptual framework to describe the flow of thought which examines the effect between variables framed in a logical structure.

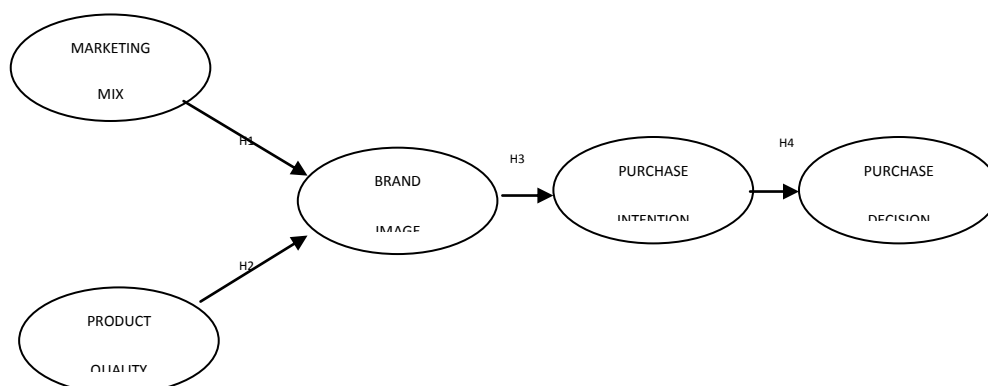


Figure 1. Conceptual Framework

The independent variables of this research are marketing mix (X_1) and product quality (X_2) while the dependent variable is the brand image (Y_1), purchase intention (Y_2), and purchase decision (Y_3).

Research Method

Research Approach

This is a quantitative research that applies an associative descriptive approach. The purpose of descriptive research is to describe the research object or the research results, while the purpose of associative research is to find out the relationship between two variables or more (Sugiyono, 2014).

Research Setting and Time

This research was conducted at Halim Perdanakusuma Village, East Jakarta because the only outlet selling the Spesial SB packaging beef meatball in Jakarta was only in Halim Perdanakusuma Village. This research took 6 (six) months starting in February to July 2018.

Population and Samples

The research population was the people of Halim Perdanakusuma Village, East Jakarta who had consumed the Spesial SB packaging beef meatball in which the number of the population was unknown. Since the number of the population is unknown, the determination of the sample is based on the minimum number of samples indicated by the analysis tool for this research. The analysis method applies the Structural Equation Model (SEM). The ideal and representative number of samples is between 100-200, it depends on the number of parameters estimated at least 5 times the number of parameter variables to be analyzed (Ferdianad, 2014). If the indicator variable is 3, the minimum number of samples is:

$$\begin{aligned}n \text{ minimum} &= 5 \times (\text{number of indicators}) \\ &= 5 \times 38 = 190\end{aligned}$$

Thus, the research sample amounted to 190, it fulfilled the minimum requirements of the SEM analysis tool. The research sampling applied incidental sampling technique. Incidental sampling is a technique of determining samples based on chance; in this case, the respondents who accidentally met with researchers could automatically be taken as samples if they were considered appropriate as data sources (Sugiyono, 2014). The sample used in this research was every person or respondent that the researcher found and wanted to try or consume the Spesial SB packaging beef meatball.

Research Instrument

Data collection method that will be used in this research is structured interview using questionnaires in person. Questionnaire is a technique of data collection conducted by giving a set of questions or written statements to respondents to be answered (Sugiyono, 2014). The statements provided in this questionnaire are closed statements. Closed statements are made using an interval scale. The interval scale used in this research is the Likert scale, which is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2014).

Data Analysis

According to Sugiyono (2014), what is meant by data analysis is as follows: “data analysis is a process of systematically searching for and compiling data obtained from interviews, field notes, and documentation by organizing data into categories, describing into several unit, synthesizing, arranging into patterns, choosing names that are important going to be under research, and making conclusions that are easy to understand by oneself and others”. The data analysis method applies Structural Equation Modeling-Partial Least Square (SEM-PLS) using Smart PLS software version 2. Structural Equation Modeling is an evolution of multiple equation models developed from the econometry principle and

combined with regulatory principles of psychology and sociology (Ghozali, 2012). The PLS calculation phase applies 2 models including the measurement model (outer model) and structural model (inner model).

Evaluation of Measurement Model (Outer Model) Validity Test

Outer model is the relationship between the indicators and its construct. Initial evaluation or testing of model measurements is reflective through convergent validity. Convergent validity evaluation sees item reliability (validity indicator) which is indicated by the value of loading factor. The loading factor value of <0.5 will be removed from the model and the loading factor value of >0.5 means that it has good validity. A valid instrument has high validity, whereas an instrument that is less valid means it has low validity (Arikunto, 2006: 168).

Reliability Test

According to Noor (2012), “reliability is a term that shows the extent to which a measuring instrument can be trusted or reliable”. Reliability test was conducted on the outer model as the following points:

1. Composite Reliability of >0.7 has high reliability.
2. Cronbach's Alpha is the level of consistency of the respondent's answers in one latent variable. The expected value is >0.7 for all constructs.
3. Average Variance Extracted (AVE) is used to measure the amount of variance that can be captured by the construct compared to the variance caused by measurement errors. The AVE value must be >0.5 .

Structural Model (Inner Model) Testing

Inner model analysis was carried out to ensure that the structural model is robust and accurate. Evaluation of structural model (inner model) testing can be seen from several indicators including coefficient of determination (R^2) and hypothesis testing.

Research Findings

Overview Of Structural Model

Based on the operational variables of this research, the research model was formed using PLS-Algorithm to test the feasibility of the model. Testing the feasibility of the model is performed using the outer model (measurement model) which is the relationship between the indicator and the construct of loading factor. Testing the model validity is carried out using values while testing reliability is carried out using the values of Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE).

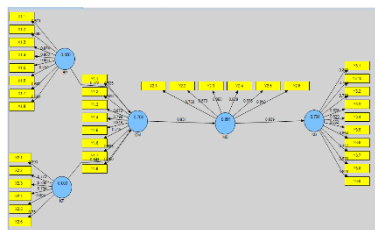


Figure 2. Testing the Outer Model

Based on Figure 1, items X1.8, X2.1, Y3.7, Y3.8, Y3.9 have loading factor values below 0.6. Therefore, these five items must be removed from the model. After those items are removed, the research model can be seen in Figure 3 below.

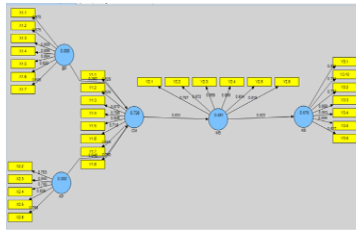


Figure 3. Testing the Outer Model after the Indicators are Removed

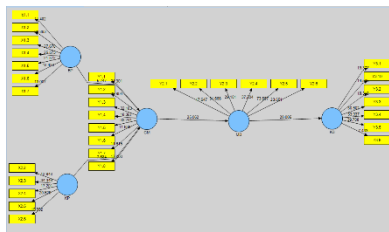


Figure 4. PLS - Algorithm 5.3

Table 1. Outer Loading

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)
X1.1 <- MM	0.670	0.680	0.058	0.058
X1.2 <- MM	0.875	0.877	0.030	0.030
X1.3 <- MM	0.869	0.871	0.031	0.031
X1.4 <- MM	0.885	0.883	0.033	0.033
X1.5 <- MM	0.864	0.863	0.039	0.039
X1.6 <- MM	0.820	0.817	0.045	0.045
X1.7 <- MM	0.688	0.691	0.053	0.053
X2.2 <- PQ	0.753	0.752	0.058	0.058
X2.3 <- PQ	0.850	0.852	0.025	0.025
X2.4 <- PQ	0.790	0.787	0.046	0.046
X2.5 <- PQ	0.809	0.805	0.039	0.039
X2.6 <- PQ	0.768	0.769	0.038	0.038
Y1.1 <- BI	0.825	0.823	0.039	0.039
Y1.2 <- BI	0.826	0.826	0.035	0.035
Y1.3 <- BI	0.870	0.868	0.027	0.027
Y1.4 <- BI	0.799	0.800	0.044	0.044
Y1.5 <- BI	0.845	0.844	0.025	0.025
Y1.6 <- BI	0.718	0.710	0.062	0.062
Y1.7 <- BI	0.684	0.687	0.059	0.059
Y1.8 <- BI	0.750	0.748	0.044	0.044
Y2.1 <- PI	0.787	0.783	0.045	0.045
Y2.2 <- PI	0.872	0.871	0.028	0.028
Y2.3 <- PI	0.859	0.863	0.029	0.029
Y2.4 <- PI	0.888	0.890	0.024	0.024

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)
Y2.5 <- PI	0.934	0.935	0.013	0.013
Y2.6 <- PI	0.819	0.824	0.035	0.035
Y3.1 <- PD	0.801	0.803	0.041	0.041
Y3.10 <- PD	0.741	0.736	0.051	0.051
Y3.2 <- PD	0.779	0.783	0.043	0.043
Y3.3 <- PD	0.858	0.862	0.028	0.028
Y3.4 <- PD	0.883	0.885	0.026	0.026
Y3.5 <- PD	0.894	0.895	0.022	0.022
Y3.6 <- PD	0.627	0.636	0.084	0.084

Source: Data processed by SEM-PLS 2

Measurement Model (Outer Model) Validity Test

Based on Table 1, Figure 4, and statistical tests, the value of each indicator is >1.96 so that the indicators are valid. The t-statistics values of marketing mix variable are 11.482, 29.863, 27.678, 26.573, 21.872, 18.428, and 13.007 respectively. The outer loading value of each indicator is >0.5 so that all indicators can form a marketing mix variable. The original sample values of each indicator are 0.670, 0.875, 0.869, 0.885, 0.864, 0.820, and 0.688.

The t-statistics values for the product quality variable are 12.948, 34.346, 17.201, 20.620, and 19.992 respectively. The outer loading value of each indicator is >0.5 so that all indicators can form the product quality variable. The original sample values of each indicator are 0.753, 0.850, 0.790, 0.809, and 0.768. The t-statistics values of the brand image variable are 21.301, 27.904, 32.183, 18.357, 33.241, 11.636, 11.615, and 17.00 respectively. The outer loading value of each indicator is >0.5 so that all indicators can form the brand image variable. The original sample values of each indicator are 0.825, 0.826, 0.870, 0.799, 0.845, 0.718, 0.684, and 0.750.

Based on statistical tests, the value of each indicator is >1.96 so the indicators are valid. The t-statistics values for purchase intention variable are 17.647, 31.666, 29.181, 37.204, 73.678, and 23.651. The outer loading value of each indicator is >0.5 so that all indicators can form the purchase intention variable. The original sample values of each indicator are 0.787, 0.872, 0.859, 0.888, 0.934, and 0.819. The t-statistics values of the purchasing decision variable are 19.377, 14.625, 18.318, 30.502, 33.937, 39.788, and 7.438. The outer loading value of each indicator is >0.5 so that all indicators can form the purchase decision variable. The original sample values of each indicator are 0.787, 0.872, 0.859, 0.888, 0.934, and 0.819.

Reliability Test

The next analysis of convergent validity is construct reliability by considering the Composite Reliability (CR), Cronbach's Alpha (CA) and Average Variance Extracted (AVE) values. It can be seen in the following table:

Table 2. Composite Reliability (CR), Cronbach's Alpha (CA) dan Average Variance Extracted (AVE)

	AVE	Composite Reliability	Cronbach's Alpha
MM	0.618	0.927	0.908
BI	0.627	0.930	0.914
PD	0.525	0.915	0.895
PQ	0.549	0.875	0.828
PI	0.741	0.945	0.930

Source: Data processed by SEM-PLS 2

Composite Reliability (CR) values for all constructs are >0.7 which indicates that all constructs in the model are estimated to meet discriminant validity criteria. Thus, the Composite Reliability (CR) test results indicate that the construct is reliable. Meanwhile, the Cronbach's Alpha (CA) values for all constructs are >0.7 . Thus, the results of the Cronbach's Alpha (CA) test indicate that the construct is reliable. The Average Variance Extracted (AVE) values for all constructs is >0.5 . Thus, the test results of Average Variance Extracted (AVE) indicate that the construct is reliable.

Testing of Structural Model (Inner Model)

Hypothesis Testing

To test the hypothesis, it is based on the value of coefficients presented in the table below:

Table 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	t-statistics (O/STERR)	t-table
MM \rightarrow BI	0.392	0.399	0.075	0.075	5.247	1.96
BI \rightarrow PI	0.831	0.835	0.033	0.033	25.062	
PQ \rightarrow BI	0.546	0.546	0.071	0.071	7.684	
PI \rightarrow PD	0.822	0.828	0.041	0.041	20.005	

Source: Data processed by SEM-PLS 2

Proof of Hypothesis 1: Marketing Mix Has a Positive and Significant Effect on Brand Image

Table 3 shows that the original sample value is 0.392, t-statistics $5.247 > 1.96$ t-table. This shows that the effect of marketing mix on brand image is significant. Thus, H_1 in this research is accepted. It means that marketing mix can improve brand image.

Proof of Hypothesis 2: Product Quality Has Positive and Significant Effect on Brand Image

Table 3 shows that the original sample value is 0.546, t-statistics $7.684 > 1.96$ t-table. This shows that the effect of product quality on brand image is significant. Thus, H_2 in this research is accepted. It means that product quality can improve brand image.

Proof of Hypothesis 3: Brand Image Has a Positive and Significant Effect on Purchase Intention

Table 3 shows that the original sample value is 0.831, t-statistics $25.062 > 1.96$ t-table. This shows that the effect of brand image on purchase intention is significant. Thus, H_3 in this research is accepted. It means that brand image can improve purchase intention.

Proof of Hypothesis 4: Purchase Intention Has a Positive and Significant Effect on Purchase Decisions

Table 3 shows that the original sample value is 0.822, t-statistics $20.005 > 1.96$ t-table. This shows that the effect of purchase intention on purchase decision is significant. Thus, H_4 in this research is accepted. It means that purchase intention can improve purchase decision.

Coefficient of Determination

Below present the results of the coefficient of determination, as follows:

Table 4. R Square

	R Square
Marketing Mix	
Brand Image	0.708
Purchase Decision	0.704
Product Quality	
Purchase Intention	0.691

Source: Data processed by SEM-PLS 2

Based on Table 3, the R Square value of brand image is 0.708. it shows that the effect of the marketing mix and product quality on brand image is 70.8% while the remaining 29.2% is affected by other factors. The R Square value of purchase decision is 0.704. it shows that the effect of purchase intention on purchase decision is 70.4% while the remaining 29.6% is affected by other factors. The R Square value of purchase intention is 0.691. It shows that the effect of brand image on purchase intention is 69.1% while the remaining 30.9% is affected by other factors.

Discussion

Effect Of Marketing Mix On Brand Image

In answering the formulation of the research problem relating to the first hypothesis (H_1), it is known that the marketing mix variable has a positive and significant effect on brand image indicated by the original sample value of 0.392 and t-statistics $5.247 > 1.96$ t-table. Thus, the hypothesis which states that marketing mix has a positive and significant effect on brand image is proven to be true or H_1 is accepted. The findings of this research are supported by the previous research conducted by Anggraeni and Sarjono (2018). The findings of their research showed that marketing mix has a significant and positive effect on the brand image of a product.

The marketing mix factor is a reflection of 4 indicators which include the product ($X_{1.1}$) with the outer loading value of 0.670 and ($X_{1.2}$) of 0.875, price ($X_{1.3}$) with the outer loading value of 0.869 and ($X_{1.4}$) of 0.885, place ($X_{1.5}$) with the outer loading value of 0.820 and ($X_{1.6}$) 0.820 as well as promotion

(X_{1.7}) with the outer loading value of 0.688. The outer loading value of the product (X_{1.1}) of 0.670 and (X_{1.2}) of 0.875 shows that the product offered tastes good and the customers of the Spesial SB packaging beef meatball like it because it contains 50 meatballs per pack.

The outer loading value of price (X_{1.3}) of 0.869 and (X_{1.4}) of 0.885 shows that the price offered is cheaper than other packaging meatball products and the price is in accordance with the quality. The outer loading value of place (X_{1.5}) of 0.820 and (X_{1.6}) 0.820 shows that the place to get the Spesial SB packaging beef meatball is, accessible and has strategic location. The outer loading value of promotion (X_{1.7}) 0.688 shows that the promotion of the Spesial SB packaging beef meatball spreads more from relatives or mouth to mouth.

This means that if the marketing mix, especially 4P, is getting better and improved, then brand image will be better. Thus, it will create a good perception of brand image that will lead to the emergence of trust and loyalty. Thus, it will support the implementation of the company's strategy and the achievement of company goals.

Effect of Product Quality on Brand Image

In answering the formulation of the research problem relating to the second hypothesis (H₂) it is known that the product quality variable has a positive and significant effect on brand image indicated by the original sample value of 0.546 and t-statistics $7.684 > 1.96$ t-table. Thus, the hypothesis which states that product quality has a positive and significant effect on brand image is proven to be true or H₂ is accepted. The findings of this research are supported by the previous research; it found that the effect of product quality is significant and positive toward brand image (Y) of Samsung Mobile (Sihabudin, 2015). The product quality variable is a reflection of 3 indicators that include good taste (X_{2.2}) of 0.753, product features (X_{2.3}) of 0.850 and (X_{2.4}) of 0.869 as well as durability (X_{2.5}) of 0.809 and (X_{2.6}) of 0.768. The outer loading value of good taste (X_{2.2}) of 0.753 indicates that the meat texture of the Spesial SB packaging beef meatball is more tasteful. The outer loading value of product features (X_{2.3}) of 0.850 and (X_{2.4}) of 0.790 indicates that the customers of the Spesial SB packaging beef meatball believe that the Spesial SB packaging beef meatball is halal certified and lists the composition of ingredients, storage method, and expired date.

The outer loading value of durability (X_{2.5}) of 0.809 and (X_{2.6}) of 0.768 shows that to support the durability of the Spesial SB packaging beef meatball, it uses natural preservatives so that it only lasts 3 days outdoors and 3 months in the freezer. Based on the findings of these research, it is concluded that product quality is very important to create a good brand image for customers. By maintaining the taste quality, improving the quality of product features and still using natural food preservatives, it will shape the image and trust in the Spesial SB packaging beef meatball products.

Effect of Brand Image on Purchase Intention

In answering the formulation of the research problem relating to the third hypothesis (H₃) it is known that the brand image variable has a positive and significant effect on purchase intention indicated by the original sample value of 0.831 and t-statistics $25.062 > 1.96$ t-table. Thus, the hypothesis which states that brand image has a positive and significant effect on purchase intention is proven to be true or H₃ is accepted. The findings of this study are supported by the findings of previous research proposed by Randi (2016) that there is a positive and significant effect between brand image and purchase intention. The brand image variable is a reflection of 4 indicators including reputation (Y_{1.1}) of 0.825 and (Y_{1.2}) of 0.826, introduction (Y_{1.3}) of 0.870 and (Y_{1.4}) of 0.799, emotional relationship (Y_{1.5}) of 0.845 and (Y_{1.6}) of 0.718 as well as brand loyalty (Y_{1.7}) of 0.684 and (Y_{1.8}) of 0.750. The outer loading value of reputation (Y_{1.1}) of 0.825 and (Y_{1.2}) of 0.826 indicate that the reputation of the Spesial SB packaging beef meatball

does not have negative coverage and customers believe in its quality. The outer loading value of recognition ($Y_{1.3}$) of 0.870 and ($Y_{1.4}$) of 0.799 shows that the customers of the Spesial SB packaging beef meatball know the product because the packaging is different and the price is affordable.

The outer loading value of the emotional relationship ($Y_{1.5}$) of 0.845 and ($Y_{1.6}$) 0.718 shows that the customers of the SB special packaging beef meatball like to consume it and find it easy to get it. The outer loading values of brand loyalty ($Y_{1.7}$) of 0.684 and ($Y_{1.8}$) of 0.750 indicate that the customers of the Spesial SB packaging beef meatball are loyal and want to repurchase.

Thus, brand image has an important role in growing customer purchase intention in the Spesial SB packaging beef meatball. By having confidence in the brand image of the Spesial SB packaging beef meatball, customers will buy the Spesial SB packaging beef meatball when they want to buy meatball.

Effect of Purchase Intention on Purchase Decision

In answering the formulation of the research problem relating to the fourth hypothesis (H_4) it is known that the purchase intention variable has a positive and significant effect on purchase decision indicated by the original sample value of 0.882 and t-statistics $20.005 > 1.96$ t-table. Thus, the hypothesis which states that purchase intention has a positive and significant effect on purchase decision is proven to be true or H_4 is accepted. The findings of this study are supported by the findings of previous research. It found that purchase intention had a positive effect on purchase decision on customers who shop at KASKUS online buying and selling sites (Tampubolon and Purba, 2015).

The purchase intention variable is a reflection of 3 indicators which include interest ($Y_{2.1}$) of 0.787 and ($Y_{2.2}$) of 0.872, desire ($Y_{2.3}$) of 0.859 and ($Y_{2.4}$) of 0.888 and action ($Y_{2.5}$) of 0.934 and ($Y_{2.6}$) of 0.801. The outer loading value of interest ($Y_{2.1}$) of 0.787 and ($Y_{2.2}$) of 0.872 indicates that customers are interested in purchasing the Spesial SB packaging beef meatball because of the Spesial SB brand image packaging beef meatball is good, affordable, and easy to get. The outer loading value of desire ($Y_{2.3}$) of 0.859 and ($Y_{2.4}$) of 0.888 indicates that customers are interested in purchasing the Spesial SB packaging beef meatball because of the Spesial SB brand image packaging beef meatball is good, affordable, and easy to get.

The outer loading value of action ($Y_{2.5}$) of 0.934 and ($Y_{2.6}$) of 0.801 indicates that customers want to buy and recommend the Spesial SB packaging beef meatball to friends because of the brand image of the Spesial SB packaging beef meatball is good, affordable, and easy to get. Based on the research findings, it can be concluded that purchase intention is very important to form purchase decision on the Spesial SB packaging beef meatball. It means that the level of trust in a good brand image will lead to high purchase intention and will influence purchase decision on the Spesial SB packaging beef meatball.

Conclusions

1. Marketing mix has a positive and significant effect on the brand image of the Spesial SB packaging beef meatball.
2. Product quality has a positive and significant effect on the brand image of the Spesial SB packaging beef meatball.
3. Brand image has a positive and significant effect on the purchase intention on the Spesial SB packaging beef meatball.

4. Purchase intention has a positive and significant effect on the purchase decision on the Spesial SB packaging beef meatball.

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