

Building Brand Image: Analysis of Service Quality and Customer Satisfaction

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Abstract: Research object Building Brand Image: Analysis of Service Quality and Customer Satisfaction is on Giant Citra Raya. This study aims to analyze the influence of service quality and customer satisfaction on brand image either partially or simultaneously on Giant Citra Raya Tangerang. The population of this study is Giant Citra Raya customers which averages $2,070,823 / 12/30 = 5752$ per day. The sample size in this study using Slovin formula with large e used is 8%, thus the sample size is 152 customers. Quantitative analysis method using multiple linear regression equation, followed by determination analysis (R Square), partial hypothesis testing (t test) and simultaneously (test F) with alpha 5 percent (0,05). Before further analyzed first tested the instrument and the classical assumption test. Analytical tool using SPSS version 21.0 for windows. The results showed that service quality and customer satisfaction have positive and significant impact on brand image of Giant Citra Raya Tangerang.

Keywords: Brand image, service quality, customer satisfaction

INTRODUCTION

Lately retail business in Indonesia is growing rapidly, causing competition especially since the entry of foreign investors in this business. The high competition in the retail sector is forcing retailers to continue to innovate in order to win customers to win the competition. To that end, in developing its marketing, the company must be consumer-oriented, so the company can identify and know what the consumer needs.

Similarly, Giant Citra Raya to meet the needs of these consumers, companies must be able to improve the brand image (brand image) as a whole through the attributes that they have in the minds of consumers. Brand image becomes very important because a good image is the most important thing and prioritized which is used as a reference or basis for determining the choice made by consumers in making a purchase. A good image is one effective way to attract customers.

Brands can help companies expand their product lines and develop market-specific positions for a product. The stronger a brand image in the customer's mind, then stronger the customer's confidence in the product he purchased so that it can lead a company to stay profitable from time to time.

Brand image is a series of associations (perceptions) that exist in the minds of consumers of a brand, usually organized into a meaning. The relationship to a brand will be stronger if it is based on experience and gets a lot of information. An image or association represents a perception that reflects an

objective reality or not. The image formed from the association (perception) is what underlies the decision to buy even brand loyalty (brand loyalty) from consumers.

Building a brand image is not an easy thing, to create a good image of company management should be able to get the attention and trust of its customers. Similarly for retail companies, where the trust is one of them can be built through the quality of good service and provide satisfaction to customers.

Several previous studies have shown that service quality influences the brand image, among them is the research conducted by Hapzi Ali [1] where the results of his research show there is a significant relationship between service quality and bank image. Further Malik and Ghafoor [2] also expressed the same thing if the quality of service has a positive relationship to the brand image. In addition, Normasari, Kumadji and Kusumawati [3], Stan, Caemmerer and Jallet [4], and Hapzi Ali [5] found that service quality had a positive and significant impact on the company's image. Other research results conducted by Normasari, Kumadji and Kusumawati [3] also suggested that brand image can also be built through customer satisfaction.

Achieving good service quality and delivering customer satisfaction are the main objectives of any business, this will greatly affect the customer to repurchase and add to his purchase, Kotler [6]. "Brand Image will occur when the value and customer service provided in the retailing experience match or exceed customer expectations, Setiawan, Aeron and John

Sondang Kunto [7]. Then satisfied customers may also tell others about their profitable experience, thus generating positive word of mouth information, thus increasing the company's market share, Ozkaya and Selda E [8].

visitors Giant Citra Raya in the last five years showed a decline, so management trying to find the cause of the decline in the number of customers whether internal factors or external factors company. The amount of customer data Giant Citra Raya last five years is as follows:

Data from table 1 below can be analyzed that

Table 1. Data Number of Visitors Giant Citra Raya

No	Tahun	Actual	Last Year	% vs Last Year
1	2011	3.139.818	-	-
2	2012	2.186.688	3.139.818	-30%
3	2013	2.108.299	2.186.688	-4%
4	2014	2.073.589	2.108.299	-2%
5	2015	2.070.823	2.073.589	-1%

Source : Giant Citra Raya (2015).

Since its establishment five years ago Giant Citra Raya got some complaints submitted by

customers to the company, The data on the inventory complaints are as follows.

Table-2: List of Customer Complaints

No	Bagian	Keluhan
1	Service Quality	Lack of officers, so that when customers need information should seek officers first. Cashiers are available insufficient, so the customer must be queued at the time of paying. Kasir perceived less friendly by the customer.
2	Customer Satisfaction	Due to the poor service provided and the quality of the product that is less berkualitas such as for cooking and fruits cooking needs, so that customers are not or less satisfied shopping in Giant. Produk certain products are often out of stock so customers who specifically want to buy the product feel disappointed . Lack of variety of products, so customers difficult to compare. Fresh products are sold sometimes less fresh even already not feasible.
3	Brand Image	Brand is well known but many new brands so that customers have many choices and cause the brand Giant is no longer a priority, so the number of customers decreased over the last five years.

Source: Observation results at Giant Citra Raya (2015).

Management decisions to take measures to improve service quality and customer satisfaction is a decisive factor in following up consumer complaints. Management mistakes so far less attention to it so customers continue to decline. Consumer satisfaction is not only valuable in times of good economic situation, but also in times of poor economy should also pay attention to customer satisfaction.

The study was conducted with the aim to: 1) Analyze the effect of service quality on brand image; 2) Analyzing the influence of customer satisfaction on brand image; And 3) Analyzing the influence of service quality and customer satisfaction on brand image both simultaneously..

LITERATURE REVIEW AND HYPOTHESIS

Brand Image

Brand Image or Brand Image: according to Flavian, Torres, and Guinaliu that image measurement

at service companies such as banking and other services is generated by five elements that can form the cirtra banking, ie access to services, service offered, personal contact, security And reputation, which will be used in this study, Hapzi Ali [1].

Access to service consists of indicators of ease in using services, timeliness of transactions, service convenience, bank operational schedule, and possibility to file a complaint / protest. Services offered consist of an indicator of the availability of the number of products and services, the attractiveness of the products and services offered, the attractiveness of the product of the deposit service, the interest of the loan payment, and the payment of the service charge. Personal contact consists of employee warm-up indicators, individual attention, personal contact, financial advisory assistance, ease of consultation. Security consists of security indicators in transactions, security in saving money, security in data. The company's reputation

consists of an indicator of confidence in banking promises, reputation of services offered, trust in selected banks over other institutions, Oliver, Richard L [9].

Ziethaml *et al.* [10], a favorable and well know image of corporate banking is quality, satisfaction, and loyalty. That a picture or a favorable image to know the company is an asset to the organization because the image can affect the quality of Banking, satisfaction, and loyalty. The above statement is clear that a good image will increase customer loyalty.

Service Quality

Quality of service (service quality / servqual): as the nature of product appearance and performance is a major part of corporate strategy or institution in order to achieve sustainable advantage, either as a market leader or as a strategy to continue to grow. The superiority of a service product is dependent on the uniqueness or traits Characteristic and the quality shown by the service, whether it is in accordance with the expectations and wishes of consumers Kotler and Armstrong, [11]. Quality of services centered on efforts to meet the needs and desires of consumers and the accuracy of delivery to balance consumer expectations. According to Tjiptono [12] service quality is the level of excellence expected and control over the level of excellence to meet consumer desires. Consumers who consume and enjoy the services of the company should determine the quality of services provided. If services received by consumers exceed or equal their expectations, it may be stated that the services provided by the service provider are good or satisfactory and vice versa.

Tjiptono [12] states that the quality of service is an attitude or way employees in serving consumers satisfactorily. A company's way of staying competitive is to provide services of a higher quality than its competitors consistently. Consumer expectations are shaped by past experience, word-of-mouth talks by service companies, and then compared.

Lovelock and Wright [13] explains that consumers will assess service quality through five dimensions of service as a benchmark, this opinion is supported also by the results of research from Cronin and Taylor [14]. The five dimensions are:

- Tangible, is something that looks or real that is the appearance of employees and other physical facilities such as equipment and equipment that support the implementation of the service.
- Reliability, is the ability to provide precisely and correctly the type of service that has been promised to consumers.

- Responsiveness, namely awareness or desire to quickly act to help consumers in providing services on time.
- Assurance, namely knowledge, politeness and trust of employees. The warranty dimension has the characteristics of compensation to provide service, courtesy, and respect for the consumer.
- Empathy, is giving special attention to the individual. This dimension of empathy has the characteristics of the will to approach, provide protection and effort to understand the wants, needs, and feelings of consumers.

Customer Satisfaction

Customer Satisfaction and Contrast This Customer Satisfaction According to Oliver [9] is that the key to retaining customers is customer satisfaction, where the dimensions of customer satisfaction are: 1) Expectations, customers are satisfied only if the reality of the products they have purchased is appropriate or Beyond their expectations / expectations. A good product is a product that is able to meet the expectations / expectations of its customers, so that customers will have a positive experience after buying the product; 2) Subjective Disconfirmation, the customer is satisfied if there is no matters or reasons related to subjective product non-conformity; 3) Performance Outcomes, customers are satisfied with the overall performance of the product he purchased and get the optimal benefits in accordance with what he wants.

Hapzi Ali [1] where the results of his research show There is a significant relationship between the quality of service with the image of the bank. Further Malik and Ghafoor [2] also expressed the same thing if the quality of service has a positive relationship to the brand image. In addition, Normasari, Kumadji and Kusumawati [3], Stan, Caemmerer and Jallet [4], and Zikmund, William G found that service quality had a positive and significant impact on the company's image, Hapzi Ali [5]. Other research results conducted by Normasari, Kumadji and Kusumawati [3] also suggested that brand image can also be built through customer satisfaction.

Based on previous research, it can be drawn relationship between service quality variables affect the brand image partially based on Hapzi Ali research [1], customer satisfaction effect on brand image partially based on research of Normasari, Kumadji and Kusumawati [3], service quality together -same customer satisfaction effect on brand image based on research of Normasari, Kumadji and Kusumawati [3]. Picture framework think like picture 1 below.

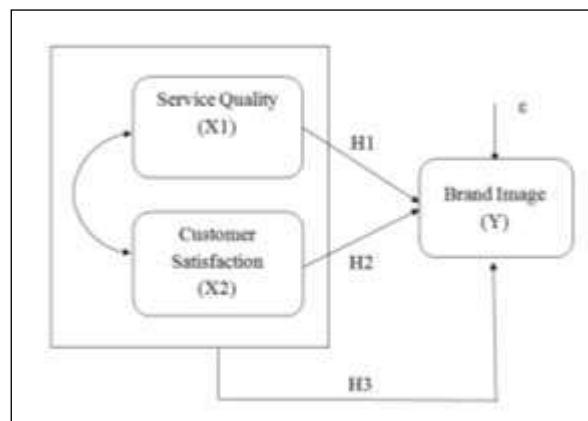


Fig-1: Framework

The research hypothesis is: 1) service quality affect the brand image; 2) customer satisfaction have a positive effect on brand image; And 3) service quality and customer satisfaction have a positive effect on brand image.

RESEARCH METHODS

The population in this study is Giant Citra Raya Customer which averages 2,070,823 / 12/30 = 5752 per day. Determination of the sample used an appropriate sampling method to obtain a representative sample and can describe the state of the population to the maximum. Therefore the sampling technique is done by accidental sampling to determine the customer who becomes the sample member. The size or number of samples in this study was determined based on the theory developed by Slovin, Umar [15] with a sample size formula of 152 respondents.

The method of analysis of this research is quantitative method and the analysis tool is multiple linear regression, with equation $Y = a + b_1.X_1 + b_2.X_2 + e$, Where Y is the brand image variable, b_1 and b_2 coefficients variable service quality (X_1) and customer satisfaction (X_2). SPSS version 22.0 application data analysis tool.

After analyzed by multiple linear regression, followed by test of determination analysis (R Square), partial test of hypothesis (t test) and simultan (F test) with 5 percent error tolerance level. Before multiple linear regression process in the first test instrument (questionnaire) with validity and reliability test and classical assumption.

RESULT & DISCUSSION

In general the choice of respondents to the questionnaire distributed on Giant Citra Raya responded agree and strongly agree on the items of the questionnaire. This shows that service quality, customer satisfaction and brand image have been run in accordance with the respondent's perception.

Based on the analysis results obtained that:

- Service quality in this research is measured through Tangible, Reliability, Responsiveness, Assurance and Empathy. Where the results of research conducted to explain that the quality of services run by Giant Citra Raya running pretty well as expected, although there are some indicators that states that consumers feel disagree with the quality of services run by Giant Citra Raya.
- Customer Satisfaction has three indicators that are Happy with the service of Giant Citra Raya as a whole, There is a sense of satisfaction after shopping and Already in line with expectations. Where the results of research conducted explain that customer satisfaction Giant Citra Raya is categorized well, customers are satisfied in fact the products they have purchased in accordance or exceed their expectations. A good product is a product that can meet customer expectations, so that customers will have a positive experience after buying the product.
- Brand image is measured from access to service, service offered, personal contact, security, and reputation. Where the results of research conducted to explain that consumers agree if the brand image Giant Citra Raya in the eyes of consumers have a good image, so as to lure consumers to use to shop at Giant Citra Raya. Both in terms of access to service, service offered, personal contact, and security.

Classic assumption test

Before stepping into hypothesis testing, it must first go through the calculation of analysis requirements. Testing requirements analysis must fulfill classical assumptions. To obtain an efficient and unbiased bias or BLUE (Best Linear Unbias Estimator) value from one regression equation with least squares method, it is necessary to test to find out which

regression model yielded meet the requirements of classical assumption. In this study will be presented standardized assumption test commonly used, namely Normalities Test Multikolinearity Test and Heterokedastisitas Test.

From result of test which done by using SPSS 22.0 aid as a tool in this research is obtained result that the data in this research is normal distribution, it is proved from the result of significance value (Asymp Sig. 2-tailed) greater than 0.05, that is (0.826 > 0.05) so it can be concluded that the data in this study is normally distributed.

Then from the results of multicollinearity test known that the results of Tolerance value calculation shows no independent variable has Tolerance value less than 0.10, which means there is no correlation between independent variables. In addition, the calculation of Variance Inflation Factor (VIF) also shows the same thing there is no independent variable that has VIF value more than 10. So it can be concluded that there is no multicollinearity among independent variables in the regression model.

Furthermore, the results of heterokedastisity test known scatterplots seen that the points spread randomly and tresebar both above and below the number 0 on the axis Y. it can be concluded that there is no heterokedastisitas on regression model, so that the regression model is appropriate to predict the use of accommodation services based on Input variable independent.

Based on the assumption test results, it has been fulfilled Requirements for further testing.

Path Analysis

This analysis is one option in order to study the dependence of a number of variables within the model. This analysis is a good method to explain if there is a large set of data to analyze and look for causal relationships.

To answer the purpose of research is done by using path analysis (path analysis) by using software tools SPSS version 22.0. The steps taken is to calculate the correlation between variables, then based on the results of calculations correlation matrix can be calculated path coefficient, as follows.

Table-3: Coefficients regression

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.513	3.150		7.147	.000
	X1_Service_Quality	.537	.058	.583	9.252	.000
	X2_Customer_Satisfaction	1.725	.344	.316	5.012	.000

a. Dependent Variable: Y_Brand_Image

Source: Output SPSS under 22.0 for windos

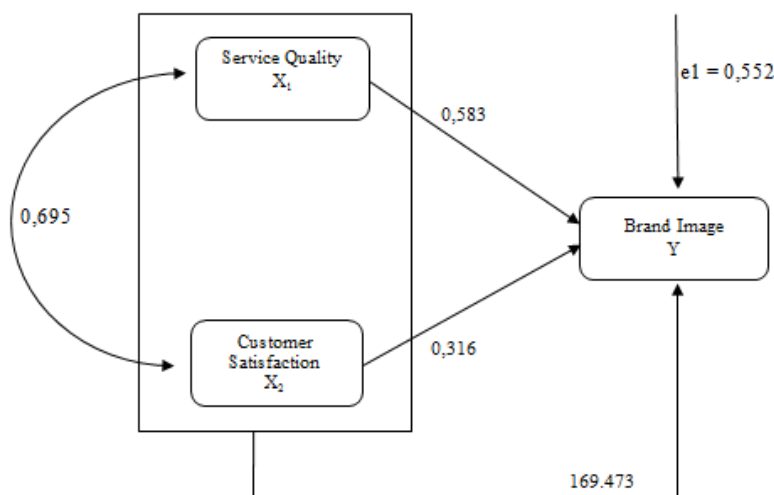


Fig-2: Path Structure Analysis Results

To see the direct and indirect effects, it can be seen in the following table:

Table-3: Summary of Service Quality and Customer Satisfaction Path Coefficient on Brand Image

Variable	Directly	Undirect		Sub Total	Total
		X ₁	X ₂		
Service Quality (X ₁)	33,98%		12,8%	12,8%	46.78%
Customer Satisfaction (X ₂)	9,99%	12,8%		12,8%	22.79%
Influence X₁, X₂					69.57%
Influence of other variables					30.43%

Source: Output SPSS under 22.0 for windows is processed.

From result of path analysis which done by direct service influence to brand image of 33,98%, customer satisfaction to brand image equal to 9,99%, and total influence of service quality and customer

satisfaction to brand image directly or indirectly equal to 69, 57. The value describes the coefficient of determination R² Square As shown in the following table.

Table-4: Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.833 ^a	.695	.691	6.184

a. Predictors: (Constant), X2_Customer_Satisfaction, X1_Service_Quality

Source: Output SPSS 22.0 for windows

The value of R Square is 0,695, meaning the contribution percentage of variable service quality and customer satisfaction toward brand image is 69,5%, while the rest 30,5% influenced by other variable not included in this model, in line with research (Ali, Hapzi & Mappesona, H, 2016) [18].

Hypothesis testing aims to explain the characteristics of particular relationships or differences between groups or the independence of two or more factors in a situation, Ali, Hapzi; & Krisna, N, L [16]. The partial effect test aims to test whether each independent variable significantly influences the dependent variable partially with $\alpha = 0,05$ And also the acceptance or rejection of hypotheses. Partial test (t test) to answer hypotheses one and two of this study.

Partial Effect Test Result (t test) and Simultaneous Influence (Test F)

Table-5: Test Result t (Partial)

Model		t	Sig.
1	(Constant)	7.147	.000
	X1_Service_Quality	9.252	.000
	X2_Customer_Satisfaction	5.012	.000

Source: Output SPSS 22.0

Test of Service Quality (X₁) on Brand Image (Y)

From the result of regression test in Table 5 above by using SPSS 22.0 we get the t value of service quality (X₁) variable equal to 9252, with significance value 0.000, because the level of significance <0.05 (0.000 <0.05) it can be concluded that service quality (X₁) Affect the brand image (Y) Giant Citra Raya. This means there is a linear relationship between service quality (X₁) with brand image (Y) Giant Citra Raya.

Further Malik and Ghafoor [2] also expressed the same thing if the quality of service has a positive relationship to the brand image. In addition, Normasari, Kumadji and Kusumawati [3], Stan, Caemmerer and Jallet [4], and Zikmund, William G found that service quality had a positive and significant impact on the company's image, Ali, Hapzi [5].

The results of this study show the same results with research conducted by Ali, Hapzi [1] where the results of his research showed There is a significant relationship between service quality with image bank.

This explains that if Giant Citra Raya wants to maintain its competitive advantage in the market, the company must understand the aspect of service quality expected by the customers to differentiate the products that the company sells with its competitors, Mullins, et. Al [17].

Test of Customer Satisfaction (X₂) Against Brand Image (Y)

From the result of regression test in Table 5 above by using SPSS 22.0 obtained the number of t count variable customer satisfaction (X₂) equal to 5,012, with significance value equal to 0.000, because the level of significance level <0.05 (0.000 < 0.05) it can be concluded that customer satisfaction (X₂) Affect the brand image (Y) Giant Citra Raya. This means there is a linear relationship between customer satisfaction (X₂) with brand image (Y) Giant Citra Raya.

The results of this study support the results of research conducted by Normasari, Kumadji and

Kusumawati [3], where the results showed if customer satisfaction has a significant effect on corporate image. This explains if Giant Citra Raya able to give a sense of satisfaction to its customers, then the satisfaction that will be realized with the stronger brand image in the minds of consumers. If the brand image is stronger then it will cause the stronger confidence that is perceived by consumers in using the product they buy.

To answer the third hypothesis that service quality and customer satisfaction affect the brand image simultaneously can be seen from Table 6 below.

Table-6: F test results simultaneously

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12961.131	2	6480.566	169.473	.000 ^b
	Residual	5697.704	149	38.240		
	Total	18658.836	151			
a. Dependent Variable: Y_Brand_Image						
b. Predictors: (Constant), X2_Customer_Satisfaction, X1_Service_Quality						

Anova or F test using SPSS 22.0 obtained Fcount of 169.473 with p-value probability value of 0.000, because the level of significance is much more < 0.05 (0.000 < 0.05) Therefore H₀ is rejected and H₁ accepted, so it can be concluded that the hypothesis Zero (H₀) is rejected and alternative hypothesis (H₁) is accepted means this proves the variable service quality and customer satisfaction together significantly influence the variable image brand Giant Citra Raya.

In good quality service retail reflects all dimensions of offerings that generate benefits for customers. While customer satisfaction is a very important thing must be considered by the company. Because of this satisfaction will be realized with the stronger brand image in the minds of consumers. If the brand image is stronger then it will cause the stronger confidence that is perceived by consumers in using the product they buy. And if the brand image in the minds of consumers getting stronger, mak will lead to a stronger confidence that is perceived by consumers in using the products they buy.

CONCLUSION

Based on the results and discussion then the conclusions of this study are:

- Service Quality has a positive and significant effect on Brand Image partially. This is justified through the results of an analysis that is able to contribute positively and has a strong correlation. So also from the research results can be seen that there are positive results for direct or indirect influence, with the dimension

of reliability becomes the most dominant factor in influencing brand image.

- Customer Satisfaction has a positive and significant effect on Brand Image partially. This is justified through the results of an analysis that is able to contribute positively and has a strong correlation. So also from the research results can be seen that there are positive results for direct or indirect influence, with the dimension of pleasure becomes the most dominant factor in influencing brand image.
- Service Quality and Customer Satisfaction have positive and significant impact on Brand Image simultaneously on Giant Citra Raya. This is justified through the results of an analysis that is able to contribute positively and has a strong correlation. The total value of direct and indirect influence of service quality and customer satisfaction together to the brand image of 69.5%. Which has the significance of the contribution contribution of service quality and customer satisfaction to brand image. The results of this study support the results of previous research conducted by Ali, Hapzi (2012), Malik and Ghafoor (2012), Normasari, Kumadji and Kusumawati (2013), and Stan, Caemmerer and Jallet (2013). Where the results of his research shows service quality and customer satisfaction together-ama can improve brand image.

SUGESTION

Based on data analysis, statistical calculation process, empirical research model test and discussion of study results conducted, submitted some suggestions as follows:

- To improve the quality of its services, the company needs to conduct continuous evaluation. Because based on the results of surveys conducted known to date in Cikupa and surrounding areas there is no competitor as big and complete as Giant Citra Raya that makes customers become loyal. It is dangerous to have competitors as large and equally complete, or even more.
- To improve customer satisfaction and brand image Giant Citra Raya must ensure the products that customers buy is really a quality product, and can be used maximally and in accordance with expectations, pay attention to the best service as promised.
- To enhance the brand image, employees of Giant Citra Raya must maintain an approach with their customers to maintain good relationships built between the two parties.
- In further research, researchers can research with other variables that are not in carefully such as purchasing decisions, price, promotion, human, physical evidence, process and purchasing power. Besides, it can also be meticulously with analytical techniques apart from the regression equation, so that more accurate results can be obtained that can supplement or complement the results of existing research. Finally hopefully the results of this research can help retail companies and the like in increasing sales in the business environment is increasingly rapidly changing at this time.

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