

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND SERVICE QUALITY TOWARDS THE PURCHASE DECISION OF H&M'S CUSTOMERS IN MEDAN

Tamara Fransiska¹, Alfonsius*²

^{1,2}Faculty of Economic and Business, Universitas Pelita Harapan

ARTICLE INFO

Keywords:

Brand image
Product quality
Service quality
Purchase decision

E-mail:

tamarasiska@gmail.com
alfonsius@uph.edu*

ABSTRACT

H&M plays a major role in the fashion industry, and it is important for brands to maintain and develop their customers' purchasing decisions. This study was conducted to measure the effect of brand image, product quality, service quality on purchasing decisions of H&M customers in Medan. This study used a questionnaire given to H&M customers in Medan, who had visited and made purchases in the last two years before the questionnaires were distributed. The sampling method used is non-probability, namely snowball sampling. The data analysis technique used is multiple linear regression. The results of H&M Medan's customers showed that brand image had a significant partially influence on the purchase decision and product quality had a significant partially influence on the purchase decision. Meanwhile, service quality has no significant influence on the purchase decision. Next, brand image, product quality and service quality simultaneously have a significant influence on purchase decision at H&M Medan.

Copyright © 2022 Economic Journal. All rights reserved.

is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

1. INTRODUCTION

The development of the fashion industry is currently increasingly diverse, especially the fashion industry on digital platforms such as e-commerce is increasingly stretched because products are easier to sell and have a wider reach. Currently, Indonesia is ranked fourth with 3.51 percent of the world's population, so it has good prospects to become a target for the global fast fashion market [1]. The Indonesian fashion market consists of several local brands and global brands. In retail sectors such as major department stores, Indonesia is dominated by many major foreign brands including H&M, and some of its main competitors are Zara, UNIQLO, Mango, etc. However, with the COVID19 pandemic happening, Chief Executive Officer of H&M Helena said that he would close 350 stores across the country [2]. H&M was involved in a racism-related scandal in 2018 [3]. This is because one of the internet advertising catalog has a black boy wearing a hoodie model with the words "coolest monkey in the jungle" written on it. Moreover, based on Google Reviews, there are several complaints from customers regarding the quality of services and products from H&M. For example, they got at H&M was very bad and unfriendly, where one of the employees deliberately harassed them so they only rated 1 and 2 stars. There is also a review from one customer who said that most of the materials from H&M products are made of synthetic materials which tend to dry out which causes irritation to the skin. As for previous research written by Trisnawati & Widya (2018) regarding the effect of product quality, brand image, and service quality on purchase decisions at Myoutfit Fashion Store Bekasi Branch [4] and Matthew & Gerald (2020) about the effect of country of origin toward brand image and perceived quality toward buying decisions at Uniqlo store in Jakarta region and many more previous researches that can be a guide in conducting research in this journal [5]. That being said, this research is going to specifically analyze whether the chosen variables; brand image, product quality and service quality influence the purchase decision of H&M Medan's customers.

2. METHOD

The population of this study are consumers who buy H&M products in Medan. The samples used in this study are H&M consumers ranging in age from 15 to 60 years old. Using snowball sampling, the questionnaires are first delivered to a set of people who meet the criteria, which include people between the ages of 15 and 60, and customers who had ever visited and purchased products from H&M Medan in the previous two years. This strategy is used by researchers when they need at least 5 times more

respondents than variables to analyze, hence with 24 questions, researchers will require at least 120 people to reply.

This study uses primary and secondary data, by distributing questionnaires via google form to H&M customers in Medan, who have visited and made purchases in the last two years. Meanwhile, the researcher will use relevant sources such as websites, journal articles, and e-books as the secondary data.

This study uses quantitative methods. The data that has been collected using data collection technique which is questionnaire is then processed using the SPSS V 25 application. It is tested with normality, heteroscedasticity, multicollinearity, and linearity tests. Furthermore, multiple linear regression testing, coefficient of determination and followed by hypothesis testing consisting of t test and F test.

3. RESULT AND DISCUSSION

3.1 General View of H&M

H&M offers a wide range of current clothing models in a variety of sizes. There is a wide range of clothing offered, including casual wear, workwear, sporting, and even swimwear. In addition, there are accessories, backpacks, and shoes provided. H&M's most popular product is basic tees, which come in a variety of models, but most other fashion retailers only offer one basic tees model.



Source: <https://freebiesupply.com/logos/hm-logo-2/> (2021)

Figure. 1 H&M's Logo

As shown in Figure. 1 above is the logo of H&M. H&M, or Hennes & Mauritz AB, is a Swedish fashion retailer that was founded in 1947 [6]. Validity and reliability can be used to determine the feasibility of a questionnaire. Researchers utilized Google Forms to send out online questionnaires to 30 participants, with selection criteria including people aged 15 to 60 and consumers who had ever visited, and people who had ever purchased products from H&M Medan in the last two years.

3.2 Research Result

3.2.1 Test of Research Instrument

According to Utari (2018), the minimum number of respondents collected in the pretest is at least 30, and the Central Limit Theorem theory states that n 30 is required to obtain a normal sample from the population of respondents. As a result, for the pretest, the authors will collect 30 samples [7]. Validity and reliability can be used to determine the feasibility of a questionnaire. Researchers utilized Google Forms to send out online questionnaires to 30 participants, with selection criteria including people aged 15 to 60 and consumers who had ever visited, and people who had ever purchased products from H&M Medan in the last two years. This validity test is performed by comparing the r_{count} calculated with the r_{table} from the Pearson correlation column in SPSS. The r_{table} value was determined using the $df = n$ calculation, and the significance level was set at 5%. (0.05). Where $df = 30$, resulting in a r_{table} of 0.361. If r_{count} is more than r_{table} , the questionnaire is considered to be valid.

Table. 1 Validity Test of Brand Image (X_1)

No.	Question	R_{count}
1	H&M is a well-known brand in Medan.	0.679
2	Customers will easily recognize H&M' products by its logo.	0.629
3	H&M brand is known for its good reputation.	0.853
4	H&M is known for being a prestigious brand.	0.781
5	H&M brand is known as its trustworthy brand.	0.854
6	Customers feel that products from H&M have competitive advantage over other brands.	0.657
7	Every time customers hear branded clothes, they immediately think of H&M brand.	0.637
8	H&M offers up to date products.	0.444

Table. 2 Validity Test of Product Quality (X_2)

No.	Question	Result
9	H&M provides various products ranging from woman, man, to children apparel.	0.374
10	Customer feels comfortable with the quality of the product used.	0.750
11	H&M offers comprehensive items made of high-quality materials that meet consumer expectations.	0.801
12	H&M offers products with long lasting quality.	0.802
13	H&M offers different style of seasonal products.	0.603
14	H&M offers products with unique designs.	0.462

Table. 3 Validity Test of Service Quality (X_3)

No.	Question	Result
15	The H&M employees are well-dressed.	0.540
16	The H&M employees are friendly.	0.816
17	H&M staffs are eager to assist customer in meeting their needs	0.850
18	H&M employees do not make customers wait for a long time in fulfilling their requests.	0.868
19	Customers are well handled by H&M employees.	0.773

Table. 4 Validity Test of Purchase Decision (Y)

No.	Question	Result
20	H&M solves customers' clothing problem.	0.766
21	Customers make sure about the availability of H&M promotions before purchasing.	0.849
22	Customers like the product design offered by H&M	0.901
23	The availability of warranty period triggers customers to come back again to do another purchase.	0.912
24	Customers will recommend H&M brand to their family and friends.	0.872

The reliability coefficient was computed and compared to Cronbach's alpha, which was found to be 0.7. If the variable's value surpasses 0.7, it is regarded reliable. The entire results of the reliability tests are shown in the table below:

Table. 5 Reliability Test Result

Variable	N of Item	Cronbach's Alpha (α)
Brand Image (X_1)	8	0.841
Product Quality (X_2)	6	0.708
Service Quality (X_3)	5	0.828
Purchase Decision (Y)	5	0.895

3.2.2 Descriptive Statistics

Descriptive statistics are data summaries that can represent the entire population or a portion of it. The form consists of a set of short descriptive coefficients that characterize the object in question [8]. There are a total of 130 respondents who respond to the circulated questionnaire. In addition, 4.8% of respondents had never shopped at H&M Medan in the previous two years, while 95.2% have. From 120 responders, there are 60 male (50%), while the other 60 are female (50%). This illustrates that male and female respondents have similar numbers. This means the H&M market is people of both genders. This can happen because H&M provides a variety of products for both men and women. Furthermore, the respondents are primarily persons between the ages of 18 – 20 which made up 85% of the total respondents. People in between 40 – 50 years old made up 3.34%, people below 18 years old made up 2.5%. Meanwhile, people above 50 years old only made up 0.83%, and people in between 29-39 years old made up 8.33%. From the data, it shows that H&M target market are mostly people in their youths, this can happen due to the fact that H&M is a fast fashion company which mainly offers trendier clothes which then attracts people in their 18-30s.

3.2.3 Classical Assumption Test Result

Normality Test

The normality test is used to verify whether the standardized residual value in the regression model is regularly distributed [9]. The authors tested normality using two methods: graphical analysis and statistical analysis. Normality criterias for graph analysis are the regression model fits the condition of

normality if the data spreads around the diagonal line and follows the diagonal line's direction and the regression model fails the normality assumption if the data spreads far from the diagonal and/or does not follow the direction of the diagonal line.

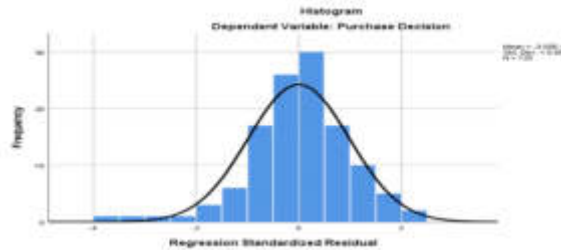


Figure. 2 Histogram Graph Analysis of Normality Test

Figure above illustrates a normal distribution pattern in the histogram graph, with the graph forming a bell shape and without leaning to the right or left. As a result, the data is normally distributed.

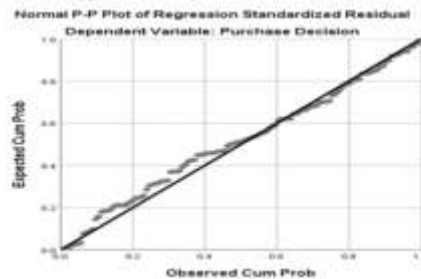


Figure. 3 P-Plot Analysis of Normality Test

The graph of the normal probability plot in Figure above demonstrates that the points are distributed around the diagonal line and follow its direction. As a consequence, the regression model complies to the assumption of normality since it fulfills the normality criteria in the first graph analysis, namely that the data is normally distributed.

Table. 6 One - Sample Kolmogorov Smirnov of Normality Test

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		130
Normal Parameters, ^a	Mean	0
	Std. Deviation	1.77914876
Most Extreme Differences	Absolute	0.073
	Positive	0.042
	Negative	-0.073
Test Statistic		0.073
Asymp. Sig. (2-tailed)		.174 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table above determines the size of the Asymp value. When the Asymp. Sig (2 tailed) is greater than 0.05, it is assumed that the residual variable is normally distributed. This conclusion is consistent with the normality test results from the prior graph analysis, which demonstrated that the data is normally distributed.

Heteroscedasticity Test

Theoretically, the heteroscedasticity test tries to discover if a group's members have the same variance. In this study, the heteroscedasticity test using the Scatterplot graph and the Glejser test were employed to determine the presence or absence of heteroscedasticity.

1. The Scatter Plot

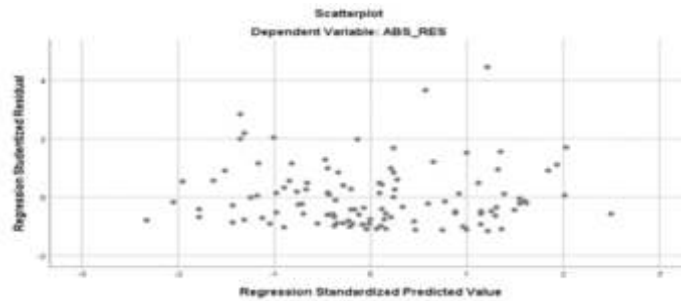


Figure. 4 Scatter Plot Analysis of Heteroscedasticity Test

Figure above demonstrates that the dots are spread at random and are positioned both above and below the number 0 on the Y axis. As a result, there is no heteroscedasticity in the regression model, and the regression model may be used to predict the dependent variable of customer purchase decision based on the input of the independent variables brand image, product quality, and service quality.

2. Glejser

The Glejser test can be used to demonstrate the existence of a regression model. The absolute ratio is regressed against each independent variable. There is no heteroscedasticity if the significance value between the independent variable and the absolute residual is greater than 0.05.

Table. 7 Glejser Test of Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.737	1.057		1.644	0.103
	Brand Image	0.026	0.041	0.089	0.624	0.534
	Product Quality	-0.034	0.061	-0.087	-0.55	0.583
	Service Quality	-0.019	0.051	-0.046	0.385	0.701

a. Dependent Variable: ABS_RES

From the results of the heteroscedasticity test calculated with SPSS V.25 are shown in table above shows that there is no heteroscedasticity in the regression model.

Multicollinearity Test

The multicollinearity test is necessary to identify whether there are independent variables in a model that have a relationship with each other [10]. The multicollinearity test attempts to evaluate whether the independent variables in the regression have a perfect or very strong linear connection. A multicollinearity test can be carried out by checking the TOL (tolerance) and VIF values (Variance Inflation Factor). The model is declared to have no multicollinearity if the VIF value is < 10 and the TOL value is > 0.1.

Table. 8 Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.022	1.59		0.643	0.521		
	Brand Image	0.421	0.062	0.6	6.753	0	0.42	2.382
	Product Quality	0.187	0.092	0.199	2.029	0.045	0.344	2.911
	Service Quality	0.039	0.076	0.039	0.517	0.606	0.594	1.683

a. Dependent Variable: Purchase Decision

As a result, the independent variables of brand image, product quality and service quality do not display multicollinearity, indicating that the variable passes the classical multicollinearity assumption test.

Multiple Linear Regression Analysis Test Result

Multiple regression was used to see how much the independent variable affected the dependent variable [11]. Based on statistical software testing, the findings of the multiple linear regression equation are as follows:

Table. 9 Multiple Linear Regression Analysis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.022	1.59		0.643	0.521
	Brand Image	0.421	0.062	0.6	6.753	0
	Product Quality	0.187	0.092	0.199	2.029	0.045
	Service Quality	0.039	0.076	0.039	0.517	0.606

^a Dependent Variable: Purchase Decision

According to table. 9, the regression equation model formula is:

$$Y = 1.022 + 0.421X_1 + 0.187X_2 + 0.039X_3 + 1.59$$

The table above shows that brand image variable has a greater influence on customer purchase than product quality and service quality with service quality as the variable with the least influence on customer purchase decision.

3.2.4 Coefficient Determination Test Result

The coefficient of determination analysis is used to calculate the proportion of the independent factors that contribute to the dependent variable. The following table displays the complete coefficient of determination analysis results:

Table. 10 Coefficient of Determination (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	0.616	0.606	1.802

^a Predictors: (Constant), Service Quality, Brand Image, Product Quality

The adjusted R Square number is 0.606 based on the output of table. 10 above, alternatively it can be computed using the following formula:

$$D = r^2 \times 100\%$$

$$D = 0.606 \times 100\%$$

$$D = 60.6\%$$

The variance in the model's independent variables of brand image (X₁), product quality (X₂), and service quality (X₃) affect 60.6% of the variation in the dependent variable customer purchasing decision (Y) of H&M Medan.

3.2.5 Hypothesis Testing Result

t-test

The t-test is used to examine if the independent variable affect the dependent variable individually [12]. An independent variable has a substantial effect on the dependent variable if the significant probability value is smaller than 0.05 (5%). The following conditions are used to assess whether the hypothesis is accepted or rejected:

1. If $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted.
2. If $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected.

Table. 11 Result of t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.022	1.59		0.643	0.521
	Brand Image	0.421	0.062	0.6	6.753	0
	Product Quality	0.187	0.092	0.199	2.029	0.045
	Service Quality	0.039	0.076	0.039	0.517	0.606

^a Dependent Variable: Purchase Decision

Based on table. 11 above, it can be concluded as follows:

1. The significant value of brand image is 0 which is < 0.05 , which means brand image partially influences the customer purchase decision. This can be proved in another way by looking at $t_{count} > t_{table}$. t_{table} is calculated using $df = n - k$, $df = 120 - 4$ with a significant 5% yielding a value of 1.98063. t_{count} variable brand image is 6.753 which is > 1.98063 . Therefore, it has been proven that H_{a1} is accepted.
2. The significant value of product quality is 0.045 which is < 0.05 , which means product quality partially influences the customer purchase decision. This can be proved in another way by looking at $t_{count} > t_{table}$. t_{table} is calculated using $df = n - k$, $df = 120 - 4$ with a significant 5% yielding a value of 1.98063. t_{count} variable product quality is 2.029 which is > 1.98063 . Therefore, it has been proven that H_{a2} is accepted.
3. The significant value of service quality is 0.606 which is > 0.05 , which means that service quality does not partially affect the customer purchase decision. This can be proved in another way by looking at $t_{count} < t_{table}$. t_{table} is calculated using $df = n - k$, $df = 120 - 4$ with a significant 5% yielding a value of 1.98063. t_{count} variable service quality is 0.517 which is < 1.98063 . Therefore, it has been proven that H_{a3} is rejected.

F-Test

The F-test is used to examine if the independent variables brand image, product quality and service quality influence the dependent variable customer purchase decision at the same time [12]. The following criteria can be used to identify two or more independent variables that have a significant effect on the dependent variable [13]:

1. Significant value < 0.05
2. If $F_{count} > F_{table}$

Table. 12 Result of F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	604.488	3	201.496	62.052	.000 ^b
	Residual	376.679	116	3.247		
	Total	981.167	119			

^a Dependent Variable: Purchase Decision
^b Predictors: (Constant), Service Quality, Brand Image, Product Quality

The obtained F_{table} results are 2.68 As seen in table. 12 above, the F_{count} value is 62.052, which is greater than 2.68. As a result, the independent variables brand image, product quality and service quality influence the dependent variable customer purchase decision at the same time, indicating that H_{a4} is accepted.

3.3 Discussion

The purpose of this study is to analyze the influence of brand image, product quality, and service quality on customer purchase decisions at H&M Medan. Based on the data analysis and calculated results, the following further analysis of the results will be described in this section.

3.3.1 The Influence of Brand Image towards Customer Purchase Decision

In the research, this brand image variable includes four measurement indicators: recognition, reputation, affinity, and domain. According to the findings of the study, H&M Medan has a positive brand image in the minds of its customers. The results of the partial significance test (t-test) show that brand image has a positive and significant influence on customer purchasing decisions at H&M Medan. This is also aligned with the statement of Pratama and Rubi (2019) [14].

3.3.2 The Influence of Product Quality towards Customer Purchase Decision

From the research, this product quality variable includes six measurement indicators: form, performance quality, perceived quality, durability, style and design. According to the findings of the study, H&M Medan has a positive product quality in the minds of its customers. The results of the partial significance test (t-test) show that product quality has a positive and significant influence on customer purchasing decisions at H&M Medan. The research result is supported by previous research with the same variables Saidatul & Rofiah (2019) that stated that product quality has positive and significant influence on customer purchase decisions [15].

3.3.3 The Influence of Service Quality towards Customer Purchase Decision

From the research, this service quality variable includes five measurement indicators: reliability, tangibility, empathy, responsiveness, and assurance. According to the findings of the study, H&M Medan has a positive service quality in the minds of its customers. The results of the partial significance test (t-test) show that product quality has no significant influence on customer purchasing decisions at H&M Medan. This result contrary to previous research conducted by Dapas, et al. (2019) [16] which states that service quality has a significant and positive influence towards customer purchase decision.

3.3.4 The Influence of Brand Image, Product Quality and Service Quality towards Customer Purchase Decision

According to the results of this study's simultaneous test (F-test), brand image, product quality, and service quality all have a positive and significant influence on customer purchasing decisions. Based on F-test result, brand image, product quality and service quality variables simultaneously significantly influence customer purchase decision at H&M Medan. The results of this research is supported by a previous research by Trisnawati & Widya (2018) [4] which states that customer purchase decision is affected by many factors, including brand image, service quality and product quality.

4. CONCLUSION

Based on the previously described research discussion, the writer concluded that the brand image has a partially positive and substantial influence on consumer purchase decisions at H&M Medan. Product quality has a partially positive and significant influence on customer purchase decisions at H&M Medan. Service quality has no significant influence on customer purchase decisions at H&M Medan. Brand image, product quality, and service quality simultaneously have a significant influence on the dependent variable of customer purchase decision at H&M Medan. The R Square of 60.6% indicates the percentage of brand image, product quality, and service quality variables that influence customer purchase decisions, with the remaining 39.4% explained by other factors not examined in this study, such as product price, product style, store environment, and so on.

REFERENCES

- [1] The Jakarta Post. (n.d.). *Explore4action to discover what youths really want*. The Jakarta Post. <https://www.thejakartapost.com/youth/2019/01/17/explore4action-to-discover-what-youths-really-want.html>
- [2] Handayani, M. (2021, July 7). *Hancur-Hancuran imbas pandemi covid-19, H&M Bakal Tutup 350 Toko - voi.id*. <https://voi.id/ekonomi/64976/hancur-hancuran-imbaspandemi-covid-19-handm-bakaltutup-350-toko-di-seluruh-negara>
- [3] Voa. (2018, January 15). *Skandal Rasisme Dalam iklan Perusahaan Pakaian "H&M"*. VOA Indonesia. <https://www.voaindonesia.com/a/skandal-rasisme-dalam-iklan-h-and-m-/4207905.html>
- [4] Nana Trisnawati, S. E., & Pangestika, A. W. (2018). *Pengaruh Kualitas produk, citra Merek Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Pada toko fashion mayoufit CABANG Bekasi*. IKRA-ITH EKONOMIKA. <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/394>

- [5] Matthew, & Gerald. (2020). *The effect of country of origin toward brand image and perceived quality toward buying decision at uniqlo store in Jakarta region*. <https://jimfeb.ub.ac.id/index.php/jimfeb/article/download/4882/4284>
- [6] Ustman, E. (2022, April 13). *5 Fakta Menarik H&M, Brand Fashion Legendaris Dari Swedia*. IDN Times. <https://www.idntimes.com/hype/fun-fact/eliza/5-fakta-menarik-seputar-hm-brand-fashion-legendaris-dari-swedia-c1c2/5>
- [7] Amanda Utari, & Senen, S. H. (2018). *Pengaruh Self Efficacy Terhadap Prestasi Belajar pada Mata Pelajaran Ekonomi*. Retrieved from <https://journal.unha.ac.id/index.php/utility/article/view/279>
- [8] Sharma, S. (2019). *Descriptive Statistics and Factorial Design*. Horizons University, Paris PHD, 650.
- [9] Riyanto, S., & Hatmawan, A. A. (2020). *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*. Deepublish.
- [10] Shrestha, N. (2020). Detecting multicollinearity in regression analysis. *American Journal of Applied Mathematics and Statistics*, 8(2), 39-42.
- [11] Kumari, K., & Yadav, S. (2018). Linear regression analysis study. *Journal of the practice of Cardiovascular Sciences*, 4(1), 33.
- [12] Mishra, P., Singh, U., Pandey, C. M., Mishra, P., & Pandey, G. (2019). Application of student's t-test, analysis of variance, and covariance. *Annals of cardiac anaesthesia*, 22(4), 407.
- [13] Haro, A., Oktaviana, D., Trimulia Dewi, A., Anisa, W., & Suangkupon, A. (2020). The influence of Brand Image and service quality towards purchase intention and its impact on the purchase decision of Samsung Smartphone. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i6.6609>
- [14] Pratama, D. N. (n.d.). *Pengaruh brand image terhadap Kepuasan Pelanggan H&M di Bandung*. <https://openlibrary.telkomuniversity.ac.id/pustaka/151743/pengaruh-brand-image-terhadap-kepuasan-pelanggan-h-m-di-bandung.html>
- [15] Mukarromah, D. S., & Chusnul Rofiah. (2019). *Pengaruh Citra Merek, Desain Produk Dan Kualitas produk Terhadap Keputusan Pembelian Sepatu Merek Bata* https://www.researchgate.net/publication/334032516_Pengaruh_Citra_Merek_De_sain_Produk_Dan_Kualitas_Produk_Terhadap_Keputusan_Pembelian_Sepatu_Merek_Bata
- [16] Chendy Dapas, Edi Purwanto, & Sitorus, T. B. (2019). *(PDF) the effect of service quality and website quality of zalora.com on purchase decision as mediated by purchase intention*. ResearchGate. https://www.researchgate.net/publication/331502242_The_effect_of_service_quality_and_website_quality_of_zaloraCom_on_purchase_decision_as_mediated_by_purchase_intention