

The Influence of Product Quality, Brand Image, and Promotion on Product Purchase Decisions

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ABSTRACT

The aim of this research is to determine the influence of product quality, brand image and promotion on purchasing decisions for GOTA mineral water in Dili Timor Leste. The research object is consumers of GOTA mineral water in areas of the city of Dili from various backgrounds taken by researchers to study and then draw conclusions. The population in this study were consumers of GOTA mineral water in the city of Dili including students, employees and housewives, totaling 100 people used as samples. The sampling technique used was interviews and questionnaire distribution method Purposive sampling. The data analysis technique used in this research is multiple linear regression analysis. Based on the results of classical assumption tests carried out through normality, multicollinearity and heteroscedasticity, it shows that all the variables used do not conflict with the specified conditions. Meanwhile, according to the results of the model feasibility test, the regression model used in this research is suitable for use. Based on the results of hypothesis testing, it shows that the variables of product quality, brand image and promotion have a positive and significant effect on purchasing decisions.

KEYWORDS: product quality, brand image, promotion, and purchasing decisions

I. INTRODUCTION

After independence, the economy of Timor Leste experienced significant development. At the beginning of independence in 2000, the per capita income of the population or GDP (gross domestic products) of Timor Leste was US \$417.9, increasing to US \$2,741.4 in 2021, Source: World Bank national accounts data, and OECD National Accounts data files. Even though Timor Leste is still very young (20 years old) and the per capita income level of its population is still low, the economic dynamics in Timor Leste are developing quite rapidly. This is characterized by the growth and development of various types of businesses or companies to meet the living needs of the people of Timor Leste.

Since independence from 2000 until 2022, the number of large and small companies operating in Timor Leste is quite large. Statistical data shows that most of the companies that are growing and developing in Timor Leste

are small and medium businesses operating in almost all sectors of life. One of them is the GOTA Drinking Water Company which is a subsidiary of ESPERANCA TIMOR OAN LDA which is owned by the people of Timor Leste itself.

Like any new country in general, Timor Leste had to start from scratch, business people began to pioneer how to build its infrastructure, including the business and economic sectors in the country. One of them is bottled drinking water (AMDK) products which have very promising benefits in Timor Leste.

Due to the increasingly rapid economic growth in Timor Leste which involves many companies competing in terms of marketing, quality and product innovation which can contribute directly to a company's income. This requires companies to be more sensitive, creative and innovative. The condition that must be met by the Company in order to achieve success in competition is to strive to achieve the goal of creating and retaining customers. In order for this goal to be achieved, every company must strive to produce and deliver goods and services that consumers want at prices that the public can afford. Consumers are now starting to think selectively in choosing a product, so that they will get uses or benefits from a product. The sales concept believes that consumers and business companies, if left unchecked, will not regularly buy enough of the products offered (Kotler, 2012: 19).

Product quality is one of the factors that consumers consider before purchasing a product and this needs to receive primary attention from the company, considering that the quality of a product is closely related to the issue of consumer satisfaction, which is the aim of the marketing activities carried out by the company. Each company chooses a level of quality that will help or support efforts to improve and maintain the product's position in the target market (Assauri, 2014)

Brand image can be defined as a perception that appears in the minds of consumers when remembering a brand of a particular product. Brand image is one of the things that is remembered in the minds of consumers when buying a particular brand product. According to Kotler & Keller (2009: 403) "Brand image is the perception and belief held by consumers, as reflected by associations embedded in customer memories, which are always remembered first when they hear a slogan and are embedded in the minds of consumers."

Consumers tend to buy products they like, which can be seen in terms of brand image and product quality. This is what requires producers to fulfill consumer desires in order to attract consumers to buy their products to achieve company goals.

In facing competition, the GOTA drinking water company implements the right marketing strategy, because there are so many companies engaged in selling bottled drinking water. As of the time this research was conducted, the number of bottled drinking water companies operating in Dili City was 8 (eight) companies which not only market their products in Dili City but throughout the entire Timor Leste region, not including bottled drinking water companies imported from abroad. such as Aqua Danon, Aqua-se, Le Mineral, Prima, Stella, Oleo and others which control quite a large market share.

To win the competition or at least be able to survive and develop well, one of the important variables that must receive attention from GOTA management is the promotion variable.

According to statistical data, the population of Dili increases every year and the population of Dili in 2023 will be 165,034 people, consisting of 83,371 men and 81,662 women. The population of the city of Dili is currently consuming GOTA mineral water as well as other mineral water produced in the city of Dili and imported mineral water.

With this fierce market competition, the author is interested in researching whether the variables of product quality, brand image and promotion influence the decision to purchase Gota mineral water in Dili, Timor Leste.

II. THEORITICAL REVIEW

A. Product quality

According to Kotler & Armstrong (2013) "Product quality is the ability of a product to perform a function, it includes the product's several durability, reliability precision ease of operation and repair other valued attributes". Product quality is the product's ability to perform its function, this includes the product's useful life, reliability, ease of use, repair and other values. Product quality can be viewed from two points of view, namely an internal point of view and an external point of view.

Product quality is a factor contained in a product that causes the product to be valuable according to the purpose for which the product was produced. Quality is usually related to the benefits or usefulness and function of a product. If consumers feel they are compatible with a product and the product can fulfill their needs, then consumers will make the decision to purchase the product continuously (Nabhan & Kresnaini, 2005). For products that are basic necessities such as food and drinks, consumers really consider their quality (Tedjakusuma, Hartini & Muryani, 2001). Meanwhile, Kotler & Armstrong (2013) argue that the better the quality of the product produced, the more opportunities it will provide consumers to make purchasing decisions.

B. Brand image

The word brand image consists of brand, namely brand and image, namely image. So Brand Image is a perception about a brand which is a reflection of consumers' associations with that brand (Ferrinadewi, 2008). A brand can be said to be one of the company's assets that can provide big profits for the company if the image it wants to convey to consumers can be conveyed correctly. A brand is a form of name or symbol intended for a product or service so that it can be differentiated from competing products or services (Aaker, 2009). The definition expressed by Aaker is similar to the definition of brand in the American Marketing Association (AMA), but in reality many companies view brands as more than just differentiating symbols.

Customer trust in the brand can be built from the influence of the brand image itself. Brand image is the perception or view of customers regarding what they feel about the product being offered. If a company offers

quality products and can satisfy customers, of course customer perceptions of the product brand will be good. On the other hand, if what the company offers does not match what customers expect, of course the customer's perception of the product brand will be bad. A strong brand image in the minds of consumers will lead to a stronger sense of self-confidence felt by consumers in using the products they buy (Pusparani & Rastini, 2014).

According to Kotler (2012), brand image is a set of beliefs, ideas and impressions that a person has towards a brand. (Kotler & Keller, 2013). Brands are created by the company that produces the product where the company has a perception of the product it created itself (brand identity) while brand image is the perception that consumers have of the brand. Sometimes, there is a difference between brand identity and brand image because brand image is the perception of consumers (personal in nature). It could be that consumers have an unsatisfactory experience when using the product, or there is a mismatch with the image conveyed by the company through its communication media. This situation is written as $\text{brand image} = \text{brand identity} + \text{error}$. (Anandan, 2009).

C. Promotion

According to Fandy Tjiptono, the definition of promotion is marketing communication carried out to disseminate information, influence, persuade, or increase the target market for the company and its products so that people can accept, buy and also be loyal to the products offered by the company.

According to Philip Kotler, the definition of promotion is a marketing strategy process as a form of communication with the market through the composition of the marketing mix.

According to Indriyo Gitosudarmo, the definition of promotion is an activity carried out to influence potential consumers so that they can get to know the products offered by the company to them and then they will be happy and want to buy the product.

According to Basu Swastha Dharmmesta, the definition of promotion is promotion carried out in one direction which is created to influence other parties in order to create exchanges in marketing.

"Advertising is a form of indirect communication, which is based on information about the advantages of a product, which is structured in such a way as to create a pleasant feeling that will change someone's mind about making a purchase" (Tjiptono, 2012).

D. Buying decision

Decision making is the process of selecting a particular procedure from a variety of possible alternatives. Decision making is always related to a problem and a solution is to be achieved. Literally decision making means cutting or deciding or practically reaching a conclusion.

Almost all authors define a decision as a choice of action from two or more alternative choices. In other words, the person making the decision must have one choice from several available alternatives. If someone is

faced with two choices, namely buying and not buying, and then he chooses to buy, then he is in a position to make a decision.

The purchasing decision making process is greatly influenced by consumer behavior. This process is actually a problem-solving process in order to fulfill consumer desires or needs.

III. RESEARCH METHODOLOGY

A. Framework

The framework is a conclusion about the relationship between variables which is compiled from various theories that have been described. Based on the theories that have been described, they are then analyzed critically and systematically, resulting in conclusions about the relationship between these variables, which are then used to formulate hypotheses (Sugiyono, 2017).

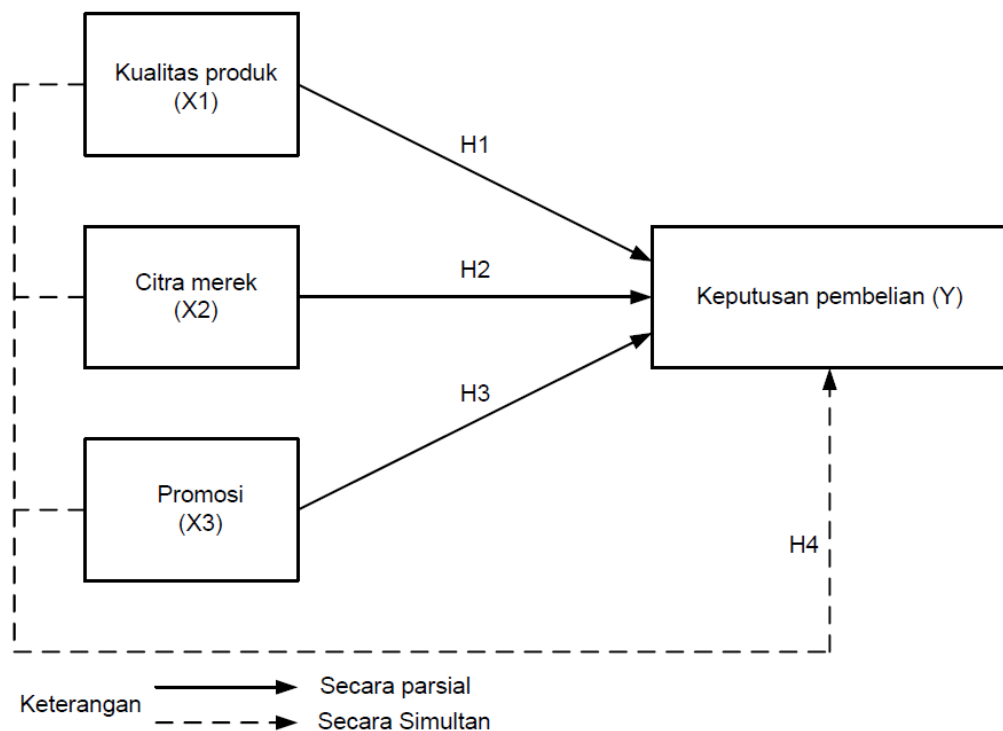


Figure 1. Framework for Thinking

In this research the author used a quantitative approach method. According to Creswell (2010:24), the quantitative approach is the measurement of quantitative data and objective statistics through scientific calculations derived from samples of people or residents who are asked to answer a number of questions about a survey to determine the frequency and percentage of their responses.

The GOTA Unipessoal Lda company is located on Jalan Delta Aimutin Dili Timor Leste, located in the heart of Dili city which can be accessed from various directions.

B. Population and Sample.

Population is all objects or subjects that reside in an area and meet certain requirements related to the research problem. Population can also be defined as all units or individuals within the scope to be studied (Martono, 2016).

Population is a general area consisting of objects and subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2016). The population in this study were all consumers who currently or have purchased Gota mineral water in the city of Dili.

The sample is part of the number and characteristics of their population (Sugiyono, 2016). This research uses a purposive sampling research method. Purposive sampling is a technique for determining samples from the population studied according to the objectives to be achieved (Sugiyono, 2016).

Furthermore, according to Sunyoto (2013), purposive sampling is a subgroup of elements from the population whose characteristics are to be investigated and considered to be representative of the entire population. So the sample in this research is consumers or customers of Gota mineral water in the city of Dili who are aged 17 years and over who are considered able to provide information in accordance with the facts and realities experienced by each consumer.

According to Supranto (2001), a good sample size can be determined by multiplying the number of statement items in the questionnaire by 5 to 10 times the statement. This research used 13 questions so that the sample studied was a minimum of 65 respondents and a maximum of 130 respondents. This research used 100 respondents. Where researchers will distribute questionnaires to consumers who have purchased Gota mineral water in the city of Dili at the time this research was conducted.

Table 1. Research Variables, Indicators, and Statements.

Research variable	Indicator	Statement
Product quality (X1)	Taste	I feel that GOTA mineral water tastes refreshing and is safe to drink.
	Feature	I feel that GOTA mineral water can last a long time.
	Durability	I feel that the GOTA mineral water packaging is eye-catching.
	Durability	I feel that the ingredients used in GOTA mineral water can last a long time/are not easily damaged.
Brand image (X2)		I feel that the GOTA mineral water packaging has an attractive and solid appearance.

	<p>The advantages of brand association</p> <p>The power of brand association</p> <p>uniqueness of brand associations</p>	<p>I find GOTA mineral water easy to remember and pronounce.</p> <p>I feel GOTA mineral water is a famous product</p>
Promotion (X3)	<p>Advertising</p> <p>Personal selling</p> <p>Public relations</p>	<p>I got information about GOTA drinking water through brochures distributed and signboards on public roads.</p> <p>I was interested in buying GOTA drinking water because of the promotions carried out by the company directly to consumers.</p> <p>I was interested in buying GOTA drinking water because of the publicity carried out by the company through exhibitions, events and other activities carried out by the company.</p>
Purchase decision (Y)	<p>Problem solving with an easy process.</p> <p>Intensive problem solving with relatively complete information.</p> <p>Problem solving is routine because it is done repeatedly.</p>	<p>I can buy GOTA mineral water products anytime and anywhere.</p> <p>I got information from many sources regarding GOTA mineral water.</p> <p>I drink GOTA mineral water every day.</p>

IV. RESULT AND DISCUSSION

Timor Leste is a new country that gained independence 21 years ago, we still depend on imported goods from abroad to meet our daily needs, one example is bottled drinking water, the majority of which is imported from neighboring Indonesia. In connection with this situation, we, as indigenous people from Timor Leste, started investing in producing bottled drinking water in 2013. After 6 years of existence in the Timor Leste market, the GOTA company has won the trust of customers, both Timor Leste people and foreigners who are in the area. in Timor Leste, thus the GOTA company decided to expand investment in 2018 in order to compete with products imported from abroad.

Another reality is that after independence, the country of Timor Leste still faces various problems including a lack of job opportunities every year, therefore economic diversification in domestic industry is important to open up new jobs, and also become a source of pride for the country with domestic products for daily needs. - day. This diversification comes from the parent company ESPERANCA TIMOR OAN, LDA, better known as ETO,

with a capital investment of USD 4,500,000.00 to establish an industry that focuses on mineral water production and can open new jobs for 105 people.

Thus, the GOTA company exists by producing GOTA drinking water bottles of 1500ml, 600ml, 240ml glasses and 20 liter bottles which contribute to the domestic industrial sector.

A. Multiple linear regression

To determine the influence of product quality (X1), brand image (X2), and promotion (X3) on purchasing decisions (Y), multiple linear regression analysis was used. The results of data processing using the SPSS version 20.0 multiple linear regression program can be seen in the following table:

Table 2. Multiple Linear Regression Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.673	.899		1.861
	Kualitas Produk (X1)	.283	.064	.419	4.408
	Citra Merek (X2)	.329	.093	.318	3.553
	Promosi (X3)	.162	.070	.171	2.304

a. Dependent Variable: Keputusan Pembelian (Y)

According to Ghozali, multiple linear regression analysis is an investigation which aims to prove whether or not there is an influence between the independent variable and the dependent variable.

The following is the form of modeling used in this research:

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

Information :

Y : Decision purchase

a : Constant (fixed value)

b₁, b₂, b₃ : Regression coefficient (estimated value)

X₁ : Product quality

X₂ : Brand Image

X₃ : Promotion

Based on the results of the multiple linear regression equation, the regression equation can be interpreted as follows:

Constant = 1.673, the variable product quality, brand image and promotion has a constant value that remains equal to zero (does not change), so the magnitude of the change in the purchasing decision variable is 1.673

2. Coefficient

3. Coefficient

4. Coefficient

B. t Test (Partial Test) – Hypotheses 1, 2, and 3

Hypothesis tests 1, 2 and 3 were carried out to test each of the variables X with the t test. The t test is carried out to determine whether the independent variable partially influences the dependent variable significantly or not.

According to Ghozali, the t-test (test) is used to determine the influence of each variable based on the partial significant impact on the dependent variable.

Basis for decision making:

If $t_{count} > t_{table}$ with a sig value ≤ 0.05 where H_0 is rejected while H_a is accepted. This explains the significant relationship between the dependent variables.

If $t_{count} < t_{table}$ with a sig value ≥ 0.05 where H_0 is accepted while H_a is rejected. This explains that there is no significant relationship between these variables.

H_1 = Suspected product quality has a positive and significant influence on purchasing decisions.

H_2 = Suspected brand image has a positive and significant influence on purchasing decisions.

H_3 = Promotion is suspected to have a positive and significant influence on purchasing decisions.

Table 3. Parcel Significance Test (T test)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.673	.899		1.861	.066
	Kualitas Produk (X1)	.283	.064	.419	4.408	.000
	Citra Merek (X2)	.329	.093	.318	3.553	.001
	Promosi (X3)	.162	.070	.171	2.304	.023

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the results of the analysis of the table above, it was obtained that the calculated t value (4.408) > t table (1.9847) and sig (0.000) < 0.05, it was concluded that product quality had a positive and significant effect on purchasing decisions, so H_0 was rejected and H_1 was accepted.

Based on the results of the analysis of the table above, it was obtained that the t value (3.553) > t table (1.9847) and sig (0.001) < 0.05, it was concluded that brand image had a positive and significant effect on purchasing decisions, so H0 was rejected and H2 was accepted.

Based on the results of the analysis of the table above, it was obtained that the calculated t value (2.304) > t table (1.9847) and sig (0.023) < 0.05, it was concluded that promotion had a positive and significant effect on purchasing decisions, so H0 was rejected and H3 was accepted.

C. f Test (Simultaneous Test) – Hypothesis 4

The F test is known as a simultaneous test or model test/ anova test, which is a test to see how the independent variables jointly influence the dependent variable or to test whether the regression model we created good/significant or not good/non-significant.

The F test shows whether the independent variables together can have a significant effect on the dependent variable.

Basis for decision making:

If the sig value < 0.05 or f count > f table then there is a simultaneous influence of variable X on variable Y.

If the sig value is > 0.05 or f count < f table then there is no simultaneous influence of variable X on variable Y.

H4 = Estimated product quality (X1), brand image (X2) and promotion (X3) have a positive and significant effect on purchasing decisions (Y).

Table 4. Simultaneous significance test (F test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	293.504	3	97.835	49.671	.000 ^b
	Residual	189.086	96	1.970		
	Total	482.590	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Promosi (X3), Citra Merek (X2), Kualitas Produk (X1)

Based on the results of the analysis of the table above, it was found that the calculated f value was (49.671) > f table (3.09) and the sig value (0.000) < 0.05, so it was concluded that there was a significant and significant influence of variables X1, X2 and X3 together on variable Y so that H0 was rejected and H4 accepted.

D. Coefficient of Determination

According to Ghozali, this coefficient shows how large a percentage of the variation in the independent variable used in the model is able to explain the variation in the dependent variable.

If the R Square results are close to 0, indicating that the contribution of the independent variable to the dependent variable is simultaneously getting weaker, then the model is said to be less feasible.

If the R Square results are close to 1, indicating that the contribution of the independent variable to the dependent variable is simultaneously getting stronger, then the model is said to be feasible.

Table 5. Coefficient of determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.596	1.403

a. Predictors: (Constant), Promosi (X3), Citra Merek (X2), Kualitas Produk (X1)

Based on the results of the analysis of the table above, the percentage of diversity in purchasing decision variables (Y) which can be explained by the variables product quality (X1), Brand Image (X2) and Promotion (X3) is 60.8%, while the remaining 39.2% is explained by other variables outside the regression model. So the regression model is considered feasible because the R square value is close to 1.

E. Abbreviations and Acronyms

Define abbreviations and acronyms the first time they are used in the text, even after they have been defined in the abstract. Abbreviations such as IEEE, SI, MKS, CGS, sc, dc, and rms do not have to be defined. Do not use abbreviations in the title or heads unless they are unavoidable.

F. Units

Use either SI (MKS) or CGS as primary units. (SI units are encouraged.) English units may be used as secondary units (in parentheses). An exception would be the use of English units as identifiers in trade, such as "3.5-inch disk drive".

Avoid combining SI and CGS units, such as current in amperes and magnetic field in oersteds. This often leads to confusion because equations do not balance dimensionally. If you must use mixed units, clearly state the units for each quantity that you use in an equation.

Do not mix complete spellings and abbreviations of units: "Wb

a zero before decimal points: "0.25", not ".25". Use "cm³", not "cc". (*bullet list*)

G. Equations

The equations are an exception to the prescribed specifications of this template. You will need to determine whether or not your equation should be typed using either the Linux Libertine or the Symbol font (please no other font). To create multileveled equations, it may be necessary to treat the equation as a graphic and insert it into the text after your paper is styled.

Number equations consecutively. Equation numbers, within parentheses, are to position flush right, as in (1), using a right tab stop. To make your equations more compact, you may use the solidus (/), the exp function, or appropriate exponents. Italicize Roman symbols for quantities and variables, but not Greek symbols. Use a long dash rather than a hyphen for a minus sign. Punctuate equations with commas or periods when they are part of a sentence, as in:

Note that the equation is centered using a center tab stop. Be sure that the symbols in your equation have been defined before or immediately following the equation. Use “(1)”, not “Eq. (1)” or “equation (1)”, except at the beginning of a sentence: “Equation (1) is . . .”

Some Common Mistakes

The word “data” is plural, not singular.

The subscript for the permeability of vacuum μ_0 , and other common scientific constants, is zero with subscript formatting, not a lowercase letter “o”.

In American English, commas, semicolons, periods, question and exclamation marks are located within quotation marks only when a complete thought or name is cited, such as a title or full quotation. When quotation marks are used, instead of a bold or italic typeface, to highlight a word or phrase, punctuation should appear outside of the quotation marks. A parenthetical phrase or statement at the end of a sentence is punctuated outside of the closing parenthesis (like this). (A parenthetical sentence is punctuated within the parentheses.)

A graph within a graph is an “inset”, not an “insert”. The word *alternatively* is preferred to the word “alternately” (unless you really mean something that alternates).

Do not use the word “essentially” to mean “approximately” or “effectively”.

In your paper title, if the words “that uses” can accurately replace the word “using”, capitalize the “u”; if not, keep using lower-cased.

Be aware of the different meanings of the homophones “affect” and “effect”, “complement” and “compliment”, “discreet” and “discrete”, “principal” and “principle”.

Do not confuse “imply” and “infer”.

The prefix “non” is not a word; it should be joined to the word it modifies, usually without a hyphen.

There is no period after the “et” in the Latin abbreviation “et al.”.

The abbreviation “i.e.” means “that is”, and the abbreviation “e.g.” means “for example”.

An excellent style manual for science writers is

V. CONCLUSIONS AND RECOMMENDATIONS

Based on data analysis and discussion of research results, the following conclusions can be drawn:

1. Product quality partially has a positive and significant effect on purchasing decisions.
2. Brand image partially has a positive and significant effect on purchasing decisions.
3. Promotion partially has a positive and significant effect on purchasing decisions.
4. There is a simultaneous influence and significance of product quality, brand image and promotion variables on purchasing decisions.

The percentage of diversity in purchasing decision variables (Y) that can be explained by the variables product quality (X1), brand image (X2) and promotion (X3) is 60.8%, while the remaining 39.2% is explained by other variables outside the regression model.

Based on the results of the research that has been carried out, suggestions can be given to management, which may help to improve purchasing decisions for GOTA Brand Bottled Drinking Water in the city of Dili, namely:

1. The product quality variable is expected to provide product guarantees to consumers so that they do not switch to other drinking water providers.
2. Manufacturers of GOTA Brand Bottled Drinking Water should be able to improve their brand image by maintaining the superiority of GOTA Brand Drinking Water.
3. Manufacturers are expected to be able to promote their products through electronic and print media so that they are easily recognized among the wider community.
4. It is hoped that future researchers will be able to add independent variables that influence purchasing decisions, such as customer service and price, so that they can obtain broader results and provide more references for future researchers.

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