

DEVELOPING PURCHASE INTENTION THROUGH PERFORMANCE OF TECHNO PRODUCT AND FARE ATTRACTIVENESS ON SIMPATICARD

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Abstract

SimPATI card has become the market leader in cellular card service; however it has not completely bolster the purchase intention since there are many choices of cellular cards with various interesting offers. It is assumed that the positive brand image has not been developed so that there is no longer single loyalty in the use of cellular phone service. Generally, the users of telecommunication use more than one card because of techno product performance from the quality side of the network and fare setting/adjustment with different benefits. Therefore, the objective of this study is to know the influence of techno product performance and fare interest to the purchase interest reinforcement through brand image of SimPATIcard in Tangerang, Indonesia. This study is descriptive verificative with explanatory research method. The result of the research shows that brand image and fare are the important factors to consumers in reinforcing the interest to purchase SimPATI card in determining the marketing strategy of cellular card product so the purchase intention through the insurance of the consumer to keep subscribing, prolong the duration and usage frequency in using the SimPATI card is getting stronger.

Keywords: Techno product, fare, brand image, purchase intention, consumer behavior

INTRODUCTION

Industrial field in Indonesia has grown fast. One of those that keeps showing is cellular card producer that is a service product. Cellular card known by Indonesian people is used as a communication tool. SimPATI cellular card product is a product that help the business people, professionals to communicate, even students use this product intensively for personal or work purposes since it can also be used as an alternate communication medium and transaction like introducing mobile transaction, m-commerce and mobile banking. Consumers see that cellular phone and other gadgets have been the main need, lifestyle and mode. Many kinds of cellular phone cards have been known by the people such as *KartuHALO*, *KartuAs*, *simPATI*, *Jempol*, *Bebas*, *Mentari*, *IM3*, *XL* etc. The existence of other brands of cellular cards makes the tight competition to get the consumers.

Many reasons in choosing the service of cellular card operator are because each product has its own uniqueness and completes each other. Consumers, consciously, look for the maximum product value to fulfil their needs. There are several consideration in choosing operator service: network quality, customer service and the adjustment of value for money and service types. Telkomsel is the first cellular operator in Indonesia that markets the simPATI card as one of its best product (market analysis Telkomsel 2011). The people choose simPATI card because simPATI card is the first cellular card in Indonesia that has excellent widest network and strong signal in Indonesia. *SimPATI* also often holds promotion on the excellence of its products.

As the market leader in the service of cellular card, simPATI has proven its popularity by having the biggest number of consumers in Indonesia until now. SimPATI card, all this time, is known as a well-known shopping good and trusted by the society from various levels. However, it is assumed that it is not completely strengthen the intention of consumer purchase since there are many choices of cellular cards with interesting offer varieties.

The best brand will guarantee the quality. However, the branding or naming of a product is not supposed to be just a symbol but it must also become an attribute, benefit, value, culture, personality of the user. Characteristics that support a good brand image is through the high technology that can give the best solution in using the cellular card, for example, the strength of the signal, signal coverage and voice quality. The other consideration is the balance between services, comfort and price, for instance the premiere card price and phone credit fare, the simplicity in purchase the premiere card and refilling the phone credit. However, the brand image of simPATI card is assumed not completely developed since the attack of the competition among other cellular cards that make the brand image of simPATI card can change.

LITERATURE REVIEW

Purchase Intention

The significant difference in quality measurement is extrapolated in purchase interest. When the measurement is assumed to have low match with the main brand and high affective trust, quality perception significantly influences more to the brand with superior association so that partially it can boost the purchase intention, (Das, Dotson & Henson, 2014). Purchase intention was a possibility of the consumers to plan or willing to buy the certain product or service in the future. There are the influences of quality, quality perception and trust in the intention to purchase, (Chinomona , Okumba & Pooe, 2013). Perceived behavioral control on intention to purchase foreign goods, Social influence has a high effect compared with other factors like relative profit, price and compatibility in attracting the purchase intention, (Ghorbani & Salehi, 2014). Young women consumers have higher purchase intention in product attribute than the older ones, (Wang, 2014). Extrinsic consumer religiosity purchase intention was higher than the intrinsic when they see the social adjustive advertisement, (Pace, 2014). There are significant positive effects between the involvement of mode in impulse purchase through hedonistic consumption, (Haq, Khan & Ghouri, 2014). The variables of brand personality such as sincerity, competency and sophistication influence the forming of customers intention, (Othman & Rahman, 2014). There was a relation among the relative profit, price, compatibility, social influence with the purchase intention of smartphone, (Ibrahim, Subari & Kassim, 2013). There was a relation between electronic word of mouth to the brand image and purchase intention (Torlak, Tiltay & Dulger, 2014).

Brand Image

Brand image was the sparkle of all associations related to a brand that exists in the mind of the consumers, (Kartajaya, 2005). Next, (Kotler & Keller, 2012) said that brand can give huge benefits to the producers and the consumers, brand can make a certain level where the satisfied buyers can easily choose the product so that the brand can give more value to the consumers. Interactivity and attitude have a significant positive effect to the attitude towards brand, that eventually gives positive effect to the purchasing intention, (Goh, 2014). There were a suitability of relation model between co-branding image material and consumer purchase intention, (Lu, Hu & Hu, 2014).

The value felt by the customers had the positive effect on the customer satisfaction and customer satisfaction had positive effect on the behaviour intention, (Koshki, Esmaeilpour & Ardestani, 2014). It is also given by (Sean, 2009) that brand equity positively influenced the purchase intention to purchase intention and positive equity relation influenced the purchase

interest. Different with the previous study from (Maxwell & Knox, 2009) that highlights the employee attribute which is considered important and consistent enough since it can be predicted to support the company brand. The same thing is also done by (Nha, 2010), personal relationship is considered as an important element that determines the success of service process, personal contact performance, to attract the target group and determines the company reputation. Purchase, these time, was influenced directly by brand awareness and indirectly by brand image, brand equity influences consumer purchase decision, (Aylar, 2012).

Techno Products

Technology as knowledge, product, process, tool and system used in the creation of product and service that help the effort of human in achieveng their goals, (White & Garry, 2007). High tech product was a product that made with knowledge and sophisticated skill as the foundation, (Bowen, 2004). The difficulty in marketing products based on technological, (Parasuraman & Coby, 2007) suggests four principles to techno ready marketing, technology adaption was a distinct process, technology innovations require different marketing strategies, ensuring customer satisfaction was a more weight challenge for a technology-based product or service, and technology market were governed by law of critical mass, often resulting in a winner takes all outcomes.

Marketing approach for product and service with technology base was different with the common, (Jakki, 2010). The domain of service and technology was a very significant problem in formulating cellular service business model, (Haaker, Faber & Bouwman, 2006). The increasing of cellular phone and other mobile phone technology use influenced by the marketing effort through social setting, (Issac, Nickerson & Tarasewich, 2004). Service quality was considered as a very important factor in order to create value and satisfy the customers, (Chou, Wu & Huang, 2014). Purchase intention was indirectly influenced by website through the trust mediator felt, (Chang, et. al, 2014).

Fare Attractiveness

Price is one of the most important thing that is evaluated by the customers and manager must really understand the role of price in forming the consumer attitude, (Mowen & Minor, 2002). In certain situation, some consumers are very sensitive to price so that the high price compared with other competitors will eliminate the product from the consumer consideration. However, in other case, price can be used as an indicator of product quality replacement with the result that higher price is seen positively by certain segment. In the most specific definition, price was an amount of money that is given to a product or service, (Kotler & Keller, 2012). In a wider

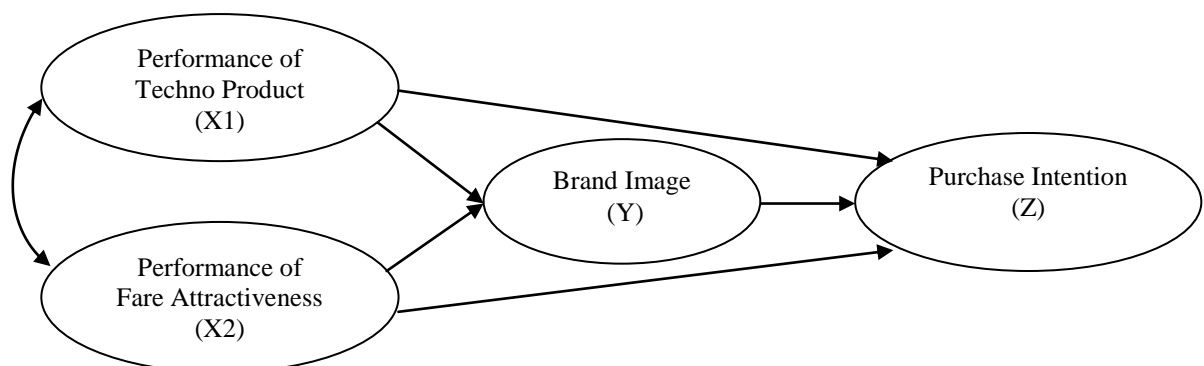
definition, price was an amount of all value that was exchanged by the consumers for the benefits in having or using the product or service. The other consideration besides the price, for example consumer price categorized or price utility, (Park, Lessig & Merrill in Indrayani, 2004) show that price is not the only player in the service/product choosing behaviour. The categorized consumer price is not stable and always changes in the choosing process, then consumers do the same thing like they choose brand. Purchasing intention model that was previously stated by (Dodds & Monroe, 1985) says that consumers set their intention to bought through a complex process by considering price, brand and store where they bought.

The setting of low price can increased the price fairness felt and decreased financial risk and strengthen a higher purchase intention from price strategy done, (Wei, 2014). (Ashaduzzaman, Ahmed & Khan, 2011) suggested in his research that price is a second important factor for consumers so the operator can decrease the service fare and increase network facility. The attraction in the same level is from the expected price and the willingness to pay, a higher intention for expected price and low perception on quality, (Shirai, 2014). Advertisement attraction and price strategy to increased consumer perception and purchase intention, (Wei, et al, 2014). The important factors that influenced the consumers to bought were price, environment awareness level, green building material and internal structure, green consumption level and income (Lan, & Sheng, 2014). A higher brand awareness and low brand awareness level, price discount were more effective than premium price, (Alnazer, 2013). Price sensitivity had significant moderate effect to quality value from commodity and consumer purchase intention, (Wu, et.al, 2014).

Theoretical Framework

Based on the literature and previous research, the framework and hypothesis developed in this research is as below:

Figure 1. Proposed Research Framework



- H1: *SimPATI* card has a sophisticated performance of techno product and adequate fare attractiveness, positive brand image and the strong purchase intention of the customers
- H2: There is an influence performance of techno product and fare attractiveness to the brand image of *simPATI* card
- H3: There is an influence of performance techno product and fare attractiveness to the purchase intention of *simPATI* card
- H4: There is an influence of performance techno product and fare attractiveness to purchase intention through *simPATI* card brand image.

METHODOLOGY

The study is descriptive verificative research. Data collection is done by using descriptive survey, explanatory survey and case study methods. The research type is casuality and the period of this research is short observation and also cross section, that is data obtained is the result of the research done in a certain period from several areas in Tangerang, Indonesia and in 4-month observation (July-October 2014). In the level of data collection, an operational explanation is done to the research variable as below:

Table 1. Operasionalized Variable

Variable	Variable Concept	Indicator	Measurement Unit
Performance of Techno Product /PTP(X1)	Marketing Strategy for Technology Based Product	<ol style="list-style-type: none"> 1. Understanding Customer 2. Adaptive Marketing Strategy 3. Support Technology 	<ol style="list-style-type: none"> 1. The understanding level to the need of a sophisticated cellular card service 2. The need level of competent data communication service 3. The service level of clear voice communication 4. The level of SMS sending service adjustment
Performance of Fare Attractiveness /PFA (X2)	The Value exchanged by the consumer on the use of product or service	<ol style="list-style-type: none"> 1. Prices Offered 2. Quality Compatible 	<ol style="list-style-type: none"> 1. The supportive level of benefit optimalization 2. The level of discount price program interest for close user group 3. The level of top voucher program interest 4. The level of attractiveness of fare per second friendly pulse
Brand Image (Y)	Customer Impression on Brand in Abstract based on the Social and Psychological Needs	<ol style="list-style-type: none"> 1. Brand Reputation 2. Brand Emotional 	<ol style="list-style-type: none"> 1. The level of understanding on the signal coverage excellence 2. The level of modern society impression from the customers 3. The level of positive impression from the customer activity 4. The positive impression of the customer look

Purchase Intention (Z)	Consumer readiness to plan on buying a certain product or service	<ol style="list-style-type: none"> 1. Buying Decision 2. Using Volume 3. Referral Behaviour 	<ol style="list-style-type: none"> 1. The level of trust to keep subscribing 2. The level of additional duration of usage 3. The level of additional frequency of usage 4. The level of cross selling interest with other card product
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Data Collection Technique

One way to get the needed data and information is by making a list of questions related to the performance of techno product, fare attractiveness and brand image performance, and purchase interest in buying the simPATI card product. Questionnaire in this research uses Likert scale. About 400 questionnaires were distributed for the survey of simPATI card customers were 225 valid ones were taken.

Validity and Reliability Test

In this validity test (degree of freedom) there is $n = 225$ customers. The result of all points of statement is valid because r test is higher than r table next reliability test analyzed by using *Cronbach Alpha* technique. The result of instrument reliability test shows that *alpha cronbach* value of each variable is 0.617 the variable of techno product variable for (X1), the variable of fare attractiveness performance (X2) is 0.671 and brand image variable (Y) is 0.745, and purchase intention variable (Z) is 0.745, so that it can be concluded that the value is more than 0,60. Then, the questionnaire is reliable so that it can be studied. Therefore, all statement items can be stated reliable in the criterion.

FINDINGS AND DISCUSSION

The objects of this research are the performance of techno product, fare attractiveness, brand image and purchase intention of the users of simPATI card. simPATI is a pre-paid card issued by Telkomsel that is well-known by many people with the widest network in Indonesia.. Along with the time development, simPATI has issued many programs that are very beneficial for its customers such as Club simPATI, known as Simpatizone. With this Simpatizone the customers of simPATI can enjoy the setting programs like Main Zone, Carner Zone, Free Zone and know what programs are being made by simPATI or any activities that can attract the attention of simPATI customers. Customers in this research are 40% male and 60% female. The age of these customers is 35% more or less about 20 years old and 65% is 20 years old. Most of them are private employees about 37%, 29% is self-employed, and 18% is civil servants (PNS) and 16% is student.

The next part will explain the descriptive analysis result. In the variable of techno product, score for item 1 about simPATI card customer understands the need of sophisticated cellular service, no customer says really disagree, 7 customers say disagree, 24 customers say quite agree, 161 customers say agree and 33 customers say really agree. Score for item 2 about simPATI brand can fulfil excellence service of data communication need, no customer says really disagree, 7 customers say disagree, 35 customers say quite agree, 156 customers state agree and 27 customers say really agree. Score for item about simPATI card has clear voice communication service, no customer says really disagree, 10 customers say disagree, 34 customers say quite agree, 135 customers say agree and 46 customers say really agree. Score for item 4 about simPATI card has suitability is the SMS sending service, no customer says really disagree, 6 customers say disagree, 37 customers say quite agree, 152 customers say agree and 30 customers say really agree.

Based on the answers from the customers, it can be understood that the selection of simPATI card is because it can fulfil the need for sophisticated cellular card, simPATI gives excellence data communication service, clear voice communication service. It is mainly because simPATI is one of the premium card that has the widest network in Indonesia. It can also be known that the selection of simPATI card done by the consumers is because simPATI gives the suitability in the SMS sending service, has a fast internet connection. Based on the answers of the customers, most of them answer agree. It shows that simPATI card is one of the well-known cellular cards because it is one of the premium cards issued by Telkom. The average score is 3,65, so it can be concluded that the techno product performance of simPATI card is good according to the customers.

In the variable of fare attractiveness performance, score for item 1 about service support for benefit optimalization makes the customers choose simPATI card, no customer say really disagree, 15 customers say disagree, 136 customers say quite agree, 67 customers agree and 7 customers say really agree. Score for item 2 about the attractiveness of discount price program for close users group, there is no customer says really disagree, 122 customers say disagree, 40 customers say quite agree, 52 customers say agree, and 11 customers say really agree. Score for item 3 about the attractiveness of top up voucher program, no customer says really disagree, 121 customers say disagree 35 customers say quite agree, 37 customers say agree and 32 customers say really agree. Score for item 4 about the attractiveness of friendly pulse fare per second, no customers says really disagree, 149 customers say disagree, 36 customers say quite agree, 36 customers say agree and 4 customers say really agree. Based on the answer of the customers, most of them are quite agree. It shows that simPATI card is considered not really able to give service support to optimize the benefit of cellular card, lack of

attractiveness on the discount fare program for close user group, unable to provide attractiveness in the top up voucher program, and lack of attractiveness in low fare per second. Based on the answers of the customers. Most customers state disagree. It shows that simPATI card is considered to have expensive fare compared with other provider. The average value is 2,83, so it can be concluded that the fare of simPATI card has no fare attractiveness that suits the benefit optimization wanted by the customers. In the brand image variable, score for item 1 about the experience in signal coverage excellence, no customer says really disagree, 4 says disagree, 29 customers say quite agree, 141 customers say agree and 26 customers say really agree. Score for item 2 about the modern society impression from the customers, no customer says really disagree, 5 says disagree, 30 says quite agree, 156 customers say agree and 34 customers say really agree. Score for item 3 about deciding to choose simPATI card because it has positive impression from the customer activity, no customer says really disagree, 2 says disagree, 33 says quite agree, 155 customers say agree and 35 customers say really agree. Score for item 4 about positive impression from the look of simPATI card customers, no customer says really disagree, 29 says disagree, 23 says quite agree, 138 customers say agree and 35 customers say really agree. Based on the answer of the customers, with the experience in the excellence signal coverage, the wide signal coverage of simPATI card, giving modern and positive impression from the activity and look of the customers. Based on their answers, most of them are agree. It shows that simPATI card is one of the cellular cards that is well-known by the people. The average score is 3,89, so it can be concluded that the brand image of simPATI card product is positive for the customers.

In the purchase intention variable, score for item 1 about the customers of simPATI card are convinced to keep subscribing, no customer says really disagree, 8 says disagree, 50 says quite agree, 134 customers say agree and 33 customers say really agree. Score for item 2 about the duration additional of simPATI card use, no customer says really disagree, 15 says disagree, 38 says quite agree, 126 customers say agree and 46 customers say really agree. Score for item 3 about additional frequency of simPATI card use, no customer says really disagree, 8 says disagree, 39 says quite agree, 168 customers say agree and 15 customers say really agree. Score for item 4 about the interest of customers to cross selling with other Telkomsel card product, 13 says disagree, 41 says quite agree, 142 customers say agree and 29 customers say really agree.

Based on the answers of the customers it can be known that the selection of simPATI card done by the customers is because the conviction to keep subscribing, willingness to add the use duration and frequency, interest in cross selling and add product with other Telkomsel product and support the loyal customers and also involve in influencing other people to be the

new members. The average score is 3.91, so it can be concluded that the interest to buy simPATI card is already strong. The result of descriptive hypothesis test is that simPATI cellular card has been able to create a sophisticated techno product performance; however, it is not really able to produce suitable fare attractiveness performance for its customers and has been able to build a positive brand image and also able to create a strong purchase intention on the customers.

The result of verificative hypothesis test uses the statistics test which is illustrated in a The framework of the relations flow inter variables where in the framework, the relations will be seen as a model of structural equation. Based on Table 2, all suitability measurement gained has a good measurement suitability index (good fit). In indicator of GOF: estimation result of GFI is 0,93 higher than it is expected $GFI > 0,90$ and estimation result of RMSEA is 0,025 lower than the measurement expected $RMSEA < 0,08$. For the measurement of Incremental Fit in indicator GOF: estimation result of NNFI is 1,12 higher than expected $NNFI > 0,90$, estimation result of NFI is 0,96 higher than expected $NFI > 0,90$, estimation result of AGFI is 1,12 higher than expected $AGFI > 0,90$, estimation result of RFI is about 1,14 higher than expected $RFI > 0,90$, estimation result of IFI is 1,00 higher than expected $IFI > 0,90$ and estimation result of CFI is 1,00 higher than expected $CFI > 0,90$.

LISREL 8.3 program gives result to the model test by comparing the value of Chi-Square count about 24,25 that has p-value about $0.15315 > \alpha (=0,05)$, so with the conviction level of 95% H_0 is accepted that means the above research method is fit the empirical data. Therefore, the model theoretically and conceptually stated or model that is developed in the research framework. The performance of techno product has positive influence to the brand image built, which means the performance of techno product has been able to support the success of simPATI card more in building the brand image. Moreover, partially the variable of techno product performance, the performance of fare interest from simPATI card influences the brand image built by simPATI card. Then, the simultaneous influence from structural equation: $BI = 0.75*PTP + 0.23*PFA$, $\zeta = 0.074$, $R^2 = 0.73$. The varieties of brand image development explained by the variable of techno product variable and fare attractiveness variable is about $R^2 = 0,73$, this means 73% of changes happened in the brand image development of simPATI card in Tangerang is positively influenced with the changes in the performance of techno product and fare attractiveness. While the remain of 27% is influenced by other factors that are not put in this research. It is similar with the research from (Chinomona, Okumba, & Poee, 2013), that there is an influence from quality, quality perception, and trust in the purchase intention.

The performance of techno product and fare attractiveness variables partially influences positively and it is weak in achieving a strong purchase interest, it means that the performance of techno product and fare attractiveness has weak influence in supporting the success of SimPATI card in creating purchase interest. Next, the simultaneous influence is seen from the structural equation: $PI = 0.12*PTP + 0.13*PFA$, $\zeta_1 = 0.77$, $R^2 = 0.23$. The number of varied achievement in purchase interest explained by the variables of techno product and fare attractiveness performances is about $R^2 = 23\%$. This means that 23% of changes that happened in the purchase interest of SimPATIcard in Tangerang is influenced by the changing of the performance of techno product and fare attractiveness, while 77% is caused by other factors that are not put in this research. It suits the previous research that advertisement attraction and price strategy can increase consumer perception and purchase intention, (Wei, et al, 2014). The main factor that influences consumers to buy is price, (Lan & Sheng, 2014).

The achievement of strong purchase attractiveness is explained by the variables of techno product and and fare attractiveness performance through the brand image that is shown in structural equation: $PI = 0.12*PPT + 0.13*PFA + 0.75*BI$, $\zeta_1 = 0.055$, $R^2 = 0.95$. This means that 95% of changes that happened in the purchase attractiveness of SimPATIcard in Tangerang is influenced by the changes existed in the performances of techno product and fare attractiveness through the brand image. While 5% is because the influence of other variable that is not explained in this research. This suits the research (Charraz Othman, 2014) and (Ima Ilyani, 2014) that stated the brand personality variables like sincerity, competency and sophistication influence the creation of customer intention and have relation between relative profit, price, compatibility, social influence and purchase intention of smartphone. The total estimation result gained shows that brand image has function as the mediation variable (intervening). The indirect variable of techno product performance to purchase attractiveness through the brand image is 69,75% and the indirect influence of fare attractiveness performance to the purchase attractiveness through brand image is 2,25%. This shows that brand image is a variable of partial mediation because of the simultaneous variable of techno product and fare attractiveness performances, it causes brand image has more influence on the achievement of purchase attractiveness of SimPATI card. This brand image variable also becomes the partial intervening. It is because there is an influence between variable of techno product to fare attractiveness performance to purchase interest achievement and the influence between brand image variable built to the purchase interest achievement of SimPATIcard. This result informs that the performance of techno product and fare with its attractiveness will be able to support the achieving of strong purchase interest if it can build a positive brand image.

CONCLUSION AND SUGGESTION

SimPATI cellular card has been able to create a sophisticated techno product performance; however, it cannot provide adequate performance of fare attractiveness for the customers and it can also establish a positive brand image and form a strong purchase intention from the customers. The performance of techno product and fare attractiveness from simPATI card simultaneously influences the positive brand image from simPATIcard in Bintaro, Tangerang. Based on structural relation, it is found that the strong building of brand image is dominated by the performance of techno product. Purchase interest can be gained with the performance of techno product and fare attractiveness through the building of the positive brand image, where the techno product performance has influenced more strongly and more dominantly than the fare attractiveness. This model is very important to simPATI card to formulate techno product strategy, interesting fare setting program, and also the effort to build a positive brand image so that it can achieve a strong purchase interest through the increasing of customer's trust to keep subscribing, add duration and the frequency of simPATI card usage. Besides, it is hoped that the result of this research can be accepted by the academic experts and also the professional dan can give implication to the government, business organization and cellular operator. It is suggested that the future research can cover a wider sample to get more accurate explanation on this matter. Besides, it is also recommended for the future study to put other independent variables that can determine the factors that influence the people purchase intention on other cellular cards. Interviews can also be held to minimize the misinterpretation in the society on the questions asked.

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