



UDC 332; DOI 10.18551/rjoas.2023-07.09

THE MEDIATING ROLE OF CUSTOMER SATISFACTION IN THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON HOME PURCHASE DECISIONS IN BALI: A STUDY OF BALI SURYA RESIDENCE REAL ESTATE

Putranto Aldo Dimas Suryo, Sukaatmadja I Putu Gde,
Wardana Made, Giantari I G.A. Ketut

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

*E-mail: dimasaldo29@gmail.com

ABSTRACT

The aim of this study is to investigate the influence of Product Quality and Brand Image on the Purchase Decision of houses in Bali Surya Residence real estate, mediated by Customer Satisfaction. This study is an associative type of research to determine the relationship between two or more variables. The variables used are exogenous variables, mediating variables, and endogenous variables. This study uses probability sampling method and simple random sampling technique, with 140 respondents who have purchased a house in Bali Surya Residence as the sample. Validity and reliability tests are conducted to ensure the instrument's quality. Four data analysis methods are used, including descriptive statistical analysis, inferential statistical analysis in the form of Partial Least Square (PLS), hypothesis testing with resampling bootstrapping method, and testing of mediating variables in SEM-PLS mediation model. Purchase Decision is a sequence of related processes in satisfying consumers' desires and needs. Product Quality is an important factor that influences consumers' decision in purchasing a product. Brand Image is a set of memories that consumers have about a brand. The results indicate that Customer Satisfaction partially mediates the influence of Product Quality and Brand Image on Purchase Decision, indicating that Product Quality and Brand Image, accompanied by satisfaction, will affect customers' Purchase Decision in a product.

KEY WORDS

Purchase decision, product quality, brand image, customer satisfaction, consumer, behavior.

The development of an ever-increasing population has an impact on the increasing number of community needs. Development in the economic sector has also experienced extraordinary changes. The problem of urbanization due to the rapid development of economic activity creates good opportunities as housing needs. One of the things seen in the increasing need for a place to live or a house. Observing the existence of business opportunities, property companies have the opportunity to attract consumers' interest in purchasing housing products. This is done by property companies by taking into account the various factors that influence consumer decisions in buying a house, including by offering housing products in strategic locations and competitive prices.

Bali Island is not only famous as a tourism island among the local community but also in the international arena. Even though it is still during the Covid-19 Pandemic, the tourism sector on the island of Bali has been affected so that it has experienced a decline, but there are still many local people who come to the island of Bali. Lately, foreign or international tourists have started coming to the island of Bali, even for vacations, this has made the property sector in Bali experience rapid development. The rise of the property business on this island has made many local and international business people and developers look to Bali to serve as their main destination or priority place to run a property business.

Bali's tourism sector, which is now slowly starting to revive and begin to experience an increase, makes property investment opportunities on the island of Bali even more profitable. The benefits of property investment in Bali are not only felt in the present but also in the future. With the continued development of Bali as a tourism island, the benefits from Bali property investments that are carried out will also continue to experience promising



developments. The high number of tourists makes the demand for property continue to increase. The increasing number of immigrants is the first reason why property investment in Bali continues to increase.

Unforeseen circumstances in the form of the Covid-19 disease outbreak have had an impact and influence on various sectors. In 2020, all countries in the world were preoccupied with the Covid-19 Pandemic which caused sales of all products to decline. The Covid-19 Pandemic period caused intense competition between companies. Economic progress in this era has grown more advanced resulting in intense competition among business people. This competition is increasingly evident to marketers with the same type of goods or services (Nabilaturrahmah et al., 2021).

The impact of the Covid-19 Pandemic and intense competition between companies, one of which is experienced by the Bali Surya Residence real estate. Existing competing developer companies, and possibly equally experiencing the impact of the pandemic, are such as Sekar Sari Mansion, Adhiwangsa Bali, Artha Perdana Land, Graha Fahreza, Sri Sedana, Rumah Baliku, Taman Griya Jimbaran, Taman Seminyak Residence, and many more real estate or developer company in Bali. So many developer companies cause competition for housing products, such as housing prices, housing locations, home designs, offers (discounts) or bonuses given by companies. In addition, housing locations that are close to competing developer housing locations sometimes make marketers try to find potential buyers. This caused sales to drop because it was still during the pandemic, not too many prospective buyers wanted to buy a house. Meanwhile, prospective buyers who have the capital to buy a house are selective in choosing and buying a house. As a result of the drop in home sales, the sales target was not achieved.

Paying attention to the desires and needs of consumers must be carried out by a company so that the company can easily win market competition. In addition to paying attention to the company's marketing mix, consumer behavior must also be considered in purchasing a product. A product is something that is offered to the market to get attention so that the product being sold can be purchased, used or consumed to meet consumer needs and desires (Firmansyah, 2018). Kotler and Keller (2016:27) argue that "marketing is about identifying and meeting human and social needs" which means marketing is about identifying and meeting human and social needs. Marketing can also be defined briefly, namely "meeting needs profitably" which means meeting needs in a profitable way. The essence of marketing is identifying and satisfying human needs in a profitable way.

According to Kotler and Keller (2016: 27), "Marketing Management as the art and science of choosing target markets and getting, keeping, and growing, customers through creating, delivering, and communicating superior customer value". Marketing management as the art and science of choosing target markets and getting, growing customers, creating, delivering and communicating superior value to customers. Based on the various meanings from the above publications, it can be concluded that marketing management is an activity that is synonymous with planning and managing resources efficiently that occurs in the buying and selling process between business actors and potential consumers so as to produce profits that are agreed upon by both parties.

A marketing is basically plans that are comprehensive, integrated, and unified in the field of marketing which provide a guideline of the activities to be carried out to achieve the goals of a company, in other words, a marketing strategy is a series of objectives and suggestions, policies and gives direction in businesses which include promotion, production, distribution and price (Wijaya et al., 2016). To achieve optimal marketing results, marketers must understand STP (Segmenting, Targeting and Positioning) for the products being marketed. Market segmentation is basically dividing the market potential into certain parts. In the target market, a series of marketing programs carried out must be in accordance with the characteristics of the target market to be addressed. The final step is positioning which creates a unique product position in the perception of potential customers to be targeted.

To achieve marketing objectives, the company's strategy must pay attention to the conditions and situations that exist so that companies need factors that influence consumer decisions in buying the products offered. Companies are required to know what are the



tastes and needs of consumers so that this understanding of Consumer Behavior will provide input to companies in evaluating marketing strategy policies. For this reason, companies must have a good marketing strategy by implementing a marketing mix in each of their marketing activities and must pay attention to consumer behavior in making decisions to buy a product.

According to research by Wardani et al., (2015), in terms of consumer preferences, consumer preference variables that influence Purchase Decisions include environmental influences, payment methods and recommendations from other parties to make purchases. This is a positive value shown by consumers towards the company (developer). In addition, Consumer Behavior variables that influence housing Purchase Decisions include developer image, products and facilities (Wardani et al., 2015).

Consumer Behavior is an element that is used as a reference by CV. Bali Surya Dewata, where this company is one of the developer companies (developers) in the Province of Bali which has housing projects in Bali as shown in Table 1.1. This company has been established since 2015 and has built hundreds of houses. Strategic location and affordable prices are the hallmarks of this company. In addition, the quality of building and service quality of the company's staff in serving buyers. Home designs that are unique and according to taste are also one of the considerations for people to buy a house, besides that adequate public facilities also need to be considered to attract the attention of buyers.

According to Kalesaran et al., (2013), the factors that influence the choice of housing by consumers are related to practical aspects, economic aspects, and quality aspects which include variables such as electricity, social environment, clean water, residential road quality, service guarantees from developers, close to roads main, close to the place of work/business, quality of the building, and the price is more affordable than other housing. In addition, consumer perception variables that influence housing purchase decisions include developer image, products, and facilities (Wardani et al., 2015).

Developers are currently on the rise offering a variety of residential houses with various designs and prices that are able to win the hearts of consumers. Customers are faced with a wide variety of housing options and each has its own advantages and disadvantages, especially now that customers are very smart, discerning and careful in making choices according to their wants and needs. This reason makes developers obliged to strengthen Product Quality in order to create a positive Brand Image that sticks in the minds of customers. Residential houses that have a strong and positive corporate brand image and residential quality tend to be remembered more by customers, while other developers will not be considered. According to Dwiantari (2020), Brand Image and Product Quality have an important role in creating Customer Satisfaction and Purchase Decisions.

Table 1 – List of Projects and Number of Buyers in Bali Surya Residence Real Estate

Location	Total Sales (Unit)	Sales Year						
		2016	2017	2018	2019	2020	2021	2022
Pemogan 1	2	2						
Pemogan 2	3		3					
Pemogan 3	12			4	4	4		
Ungasan	2				1	1		
Jimbaran 1 dan 2	34	9	14	5	1	3	2	
Jimbaran 3	12					1	9	2
Poh Gading	15	4	5	1	4	1		
Mahendradatta 1	18	7	4	4	3			
Mahendradatta 2	4			3		1		
Mahendradatta 3	6					3	3	
Gunung Mas	12					2	8	2
Dalung	18	1		4	5	6	1	1
Canggu	2						2	
Total	140	23	26	21	18	22	25	5

Source: CV Bali Surya Dewata Office Database (2022).

There are several results of previous research which show that the research gap is related to the 1st hypothesis (H1), namely in research conducted by Soliha and Nurul (2017)



stating that the Product Quality variable has a positive and significant effect on Purchase Decisions. In contrast to Krisnawati and Mahmud's research (2017) which states that the Product Quality variable has no positive and significant effect on Purchase Decisions. The research gap is related to the 2nd hypothesis (H2), namely in the research conducted by Widiatmoko and Hadi (2016) which states that the Brand Image variable has a positive and significant effect on Purchase Decisions. In contrast to Kartikasari's research (2013) which states that the brand image variable has no positive and insignificant effect on purchase decisions. The research gap is related to the 3rd hypothesis (H3), namely in research conducted by Hutapea (2016) which states that the Product Quality variable has a positive and significant effect on Customer Satisfaction. In contrast to the research by Damayanti and Wahyono (2015) which states that the Product Quality variable has no positive and insignificant effect on Customer Satisfaction.

The research gap is related to the 4th hypothesis (H4), namely in the research conducted by Beladin and Dwiyanto (2013) which states that the Brand Image variable has a positive and significant effect on Customer Satisfaction. In contrast to Lasander's research (2013) which states that the Brand Image variable has no positive and insignificant effect on Customer Satisfaction. The research gap is related to the 5th hypothesis (H5), namely in research conducted by Simanjuntak et al., (2020) which states that the Customer Satisfaction variable has a positive and significant effect on Purchase Decisions. In contrast to the research by Sibarani et al., (2020) which states that the Customer Satisfaction variable has no positive and insignificant effect on Purchase Decisions.

The research gap is related to the 6th hypothesis (H6), namely in research conducted by Mantaub (2014) which states that the role of Customer Satisfaction has a positive effect and significantly mediates the effect of Product Quality on Purchase Decisions. In contrast to Afifah's research (2018) which states that the role of Customer Satisfaction has no positive and insignificant effect in mediating the influence of Product Quality on Purchase Decisions. The research gap is related to the 7th hypothesis (H7), namely in research conducted by Sanosra et al (2022) which states that the role of Customer Satisfaction has a positive effect and significantly mediates the effect of Brand Image on Purchase Decisions. In contrast to Tammubua's research (2017), it states that the role of Customer Satisfaction has no positive and insignificant effect in mediating the influence of Brand Image on Purchase Decisions. The link between customer loyalty and Purchase Decision is that customer loyalty has a positive and significant effect on Purchase Decision through Customer Satisfaction, meaning that the higher customer loyalty, the higher the Purchase Decision (Ahmadien et al., 2019).

METHODS OF RESEARCH

This research belongs to the type of associative research, which is research that aims to find out the relationship between two variables or even more (Sugiyono, 2019). In this research, an associative research strategy is used to identify the extent to which the independent variables influence the dependent variable either partially or simultaneously. The independent variables in this study are Product Quality (X1) and Brand Image (X2) with the mediating variable namely Customer Satisfaction (M) and the dependent variable is Purchase Decision (Y). The relationship between variables can be divided into three types, namely symmetrical, causal or causal, and reciprocal or reciprocal. Types of data based on their nature used in this study are quantitative data and qualitative data. Sources of data used in this study are primary and secondary data.

The population of this study are consumers who have bought and have bought a house in Bali Surya Residence real estate with a total of 200 people. This study uses the probability sampling method which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. In this study the technique of taking samples from a population, using simple random sampling technique. In this study, the sample used was 140 respondents. This study uses data collection techniques by collecting data from the results of distributing questionnaires directly



to predetermined samples. The data analysis method used in this research is descriptive and inferential statistical analysis using Partial Least Square (PLS) Analysis.

RESULTS AND DISCUSSION

This method is used to measure the correlation between constructs and latent variables by measuring the score value of indicator items with their variable score, which is calculated using PLS. The individual reflection measure can be seen from the standardized loading factor value. The standardized loading factor describes the degree of correlation between each measurement item or indicator with its construct.

Table 2 – Loading factor value

	Brand Image	Customer Satisfaction	Purchase Decision	Product Quality
M.1		0,928		
M.2		0,928		
M.3		0,956		
M.4		0,938		
X1.1				0,911
X1.2				0,929
X1.3				0,928
X1.4				0,887
X2.1	0,911			
X2.2	0,934			
X2.3	0,940			
Y.1			0,933	
Y.2			0,946	
Y.3			0,930	

Source: Data processed, 2022.

The loading factor value shown in Table 2 is already greater than 0.7 so that it can be declared ideal, which means that the indicator is said to be valid in measuring its construct.

Table 3 – Discriminant Validity Test Results

Variable	Average Variance Extracted (AVE)	Square Root of Average Variance Extracted (AVE)
Brand Image	0,862	0,743
Customer Satisfaction	0,879	0,773
Purchase Decision	0,877	0,770
Product Quality	0,835	0,697

Source: Data processed, 2022.

The data in Table 3 shows that the AVE measurement value is greater than 0.5 and the square root of average variance extracted (AVE) value is smaller than the AVE value. However, it is recommended that the measurement value should be greater than 0.5.

Table 4 – Cross loading value

	Brand Image	Customer Satisfaction	Purchase Decision	Product Quality
M.1	0,768	0,928	0,851	0,799
M.2	0,770	0,928	0,891	0,787
M.3	0,810	0,956	0,904	0,844
M.4	0,768	0,938	0,862	0,777
X1.1	0,698	0,760	0,771	0,911
X1.2	0,736	0,842	0,852	0,929
X1.3	0,724	0,790	0,792	0,928
X1.4	0,703	0,728	0,724	0,887
X2.1	0,911	0,805	0,821	0,762
X2.2	0,934	0,771	0,778	0,737
X2.3	0,940	0,735	0,749	0,676
Y.1	0,784	0,884	0,933	0,817
Y.2	0,827	0,878	0,946	0,807
Y.3	0,761	0,869	0,930	0,796

Source: Data processed, 2022.



Data Table 4 shows the cross loading value of each variable indicator has a correlation coefficient that is greater than the constructs of the other blocks. This means the model has good discriminant validity.

Table 5 – Composite reliability value

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0,920	0,949
Customer Satisfaction	0,954	0,967
Purchase Decision	0,930	0,955
Product Quality	0,934	0,953

Source: Data processed, 2022.

The data in Table 5 shows the value of Cronbach's alpha and composite reliability > 0.6. So it can be stated that the construct used is consistently used as a measuring tool.

Table 6 – R-square value

Endogenous Variables	R-Square	Description
Customer Satisfaction	0,800	Strong
Purchase Decision	0,898	Strong

Source: Data processed, 2022.

The results of the analysis of the R² value obtained from the calculation results show a diverse distribution. Table 6 presents the calculation results obtained by using the SmartPLS version 3.6 software, namely the value of R². The R² value of 0.800 for Customer Satisfaction is classified as strong, and the R² value of 0.898 for the Purchase Decision is classified as strong. The next inner model assessment is by measuring the relevance of the prediction (Q2).

$$Q2 = 1 - [(1 - R1^2) (1 - R2^2)] = 0,98$$

Based on the calculation results obtained a Q2 value of 0.98 which means that 98 percent of the variation in the Purchase Decision variable is expressed by variations in Product Quality, Brand Image and Customer Satisfaction, while the remaining 2 percent is from variations in changes in the value of other factors not included in this research model.

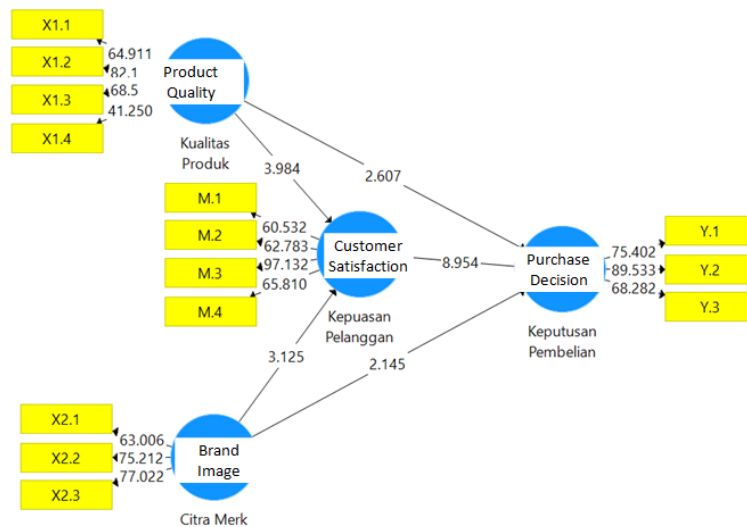


Figure 1 – SEM-PLS Test Results Bootstrapping Analysis (Source: data processed, 2022)

The results of the SEM-PLS test on the effect test of Product Quality on Purchase Decisions showed an Original Sample (O) value of 0.179 with a T Statistics value of 2.607



and P Values of 0.009. P values that are smaller than the 5 percent significant level (0.05) indicate that the first hypothesis (H1) in this study is acceptable. This means that Product Quality has a positive and significant effect on Purchase Decision. The results of the SEM–PLS test on the influence test of Brand Image on Purchase Decisions show an Original Sample (O) value of 0.172 with a T Statistics value of 2.145 and P Values of 0.032. The P values which are smaller than the significant level of 5 percent (0.05) indicate that the second hypothesis (H2) in this study is acceptable. This means that Brand Image has a positive and significant effect on Purchase Decision.

Table 7 – Results of the Direct Effect Hypothesis Test

Effect	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Purchase Decision	0,179	0,069	2,607	0,009
Brand Image -> Purchase Decision	0,172	0,080	2,145	0,032
Product Quality -> Customer Satisfaction	0,528	0,133	3,984	0,000
Brand Image -> Customer Satisfaction	0,418	0,134	3,125	0,002
Customer Satisfaction -> Purchase Decision	0,640	0,071	8,954	0,000

Source: Data processed, 2022.

The results of the SEM–PLS test on the effect test of Product Quality on Customer Satisfaction showed an Original Sample (O) value of 0.528 with a T Statistics value of 3.984 and a P Value of 0.000. P values that are smaller than the 5 percent significant level (0.05) indicate that the third hypothesis (H3) in this study is acceptable. This means that Product Quality has a positive and significant effect on Customer Satisfaction. The results of the SEM–PLS test on the influence test of Brand Image on Customer Satisfaction showed an Original Sample (O) value of 0.418 with a T Statistics value of 3.125 and P Values of 0.002. P values that are smaller than the 5 percent significant level (0.05) indicate that the fourth hypothesis (H4) in this study is acceptable. This means that Brand Image has a positive and significant effect on Customer Satisfaction. The results of the SEM–PLS test on the influence test of Customer Satisfaction on Purchase Decisions show an Original Sample (O) value of 0.640 with a T Statistics value of 8.954 and P Values of 0.000. P values that are smaller than the 5 percent significant level (0.05) indicate that the fifth hypothesis (H5) in this study is acceptable. This means that Customer Satisfaction has a positive and significant effect on Purchase Decision.

Table 8 – Results of the Indirect Effect Hypothesis Test

Effect	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Quality -> Customer Satisfaction -> Purchase Decision	0,338	0,088	3,830	0,000
Brand Image -> Customer Satisfaction -> Purchase Decision	0,267	0,094	2,842	0,005

Source: Data processed, 2022.

The results of the SEM–PLS test on the role test of Customer Satisfaction (M) mediate the influence of Product Quality (X1) on Purchase Decision (Y) showing an Original Sample (O) value of 0.338 with a T Statistics value of 3.830 and P Values of 0.000. P values that are smaller than the 5 percent significant level (0.05) indicate that the sixth hypothesis (H6) in this study is acceptable. This means that Customer Satisfaction is able to mediate the influence of Product Quality on Purchase Decisions.

Table 9 shows that the VAF value is 0.346 or 34.6 percent. The VAF value, which is in the range of 20 percent and 80 percent, indicates that the mediation role that occurs is partial mediation. The results of the SEM–PLS test on the role test of Customer Satisfaction (M) mediate the influence of Brand Image (X2) on Purchase Decision (Y) showing an Original Sample (O) value of 0.267 with a T Statistics value of 2.842 and P Values of 0.005. The P values which are smaller than the 5 percent significance level (0.05) indicate that the seventh hypothesis (H7) in this study is acceptable. This means that Customer Satisfaction is able to mediate the influence of Brand Image on Purchase Decisions.



Table 9 – Calculation of VAF on the Role of Customer Satisfaction Mediates the Influence of Product Quality on Purchase Decisions

Direct Effect	A			0,179
Indirect Effect	B * C	0,528	0,640	0,338
Total Effect	A + (B x C)			0,517
Variance Accounted For (VAF)				0,346

Source: Data processed, 2022.

Table 10 – Calculation of VAF on the Role of Customer Satisfaction Mediating the Effect of Brand Image on Purchase Decisions

Direct Effect	A			0,172
Indirect Effect	B * C	0,418	0,640	0,268
Total Effect	A + (B x C)			0,440
Variance Accounted For (VAF)				0,391

Source: Data processed, 2022.

Table 10 shows that the VAF value is 0.391 or 39.1 percent. The VAF value, which is in the range of 20 percent and 80 percent, indicates that the mediation role that occurs is partial mediation. The results of this study explain that the better the Product Quality (residential housing) made by CV. Bali Surya Dewata, the higher the Purchase Decision level of the house in Bali Surya Residence real estate. So that buyers will buy a house if the quality of the building sold by the developer is of good quality. This is consistent with research conducted by Sari et al., (2015) that there is a positive and significant effect of Product Quality on Purchase Decisions. This is consistent with research by Haryoko and Febriyanti (2020) where Product Quality has a positive and significant effect on the stability of Purchase Decisions. This is also supported by research conducted by Anwar (2015), Mirabi et al., (2015), Amron (2018), and Dapas et al., (2019) which prove that Product Quality has a positive influence on Purchase Decisions.

The results of this study explain that the better the Brand Image of the developer company CV Bali Surya Dewata, the more confident and certain someone will buy a house in Bali Surya Residence real estate. So that buyers will buy a house if the brand image or reputation of the developer company selling the house is good and good too. This is consistent with research conducted by Sari et al., (2015) that there is a positive and significant influence of Brand Image on Purchase Decisions. This research has the same results as research conducted by Miati (2020), which shows that brand image has a positive effect on purchase decisions, meaning that the better the influence of brand image, the more it will improve purchase decisions. The results of this study are supported by research conducted by Dharma et al., (2015).

The results of this study explain that the better the Product Quality (occupancy) sold in Bali Surya Residence real estate, the higher the Customer Satisfaction obtained and felt by buyers after buying a house in Bali Surya Residence real estate. So that buyers will get a sense of satisfaction if the quality of the residential house purchased by the buyer is of good quality. This is in accordance with research conducted by Suyatmi and Sitio (2019) it is known that Product Quality partially has a significant effect on Customer Satisfaction. This research is in line with previous research conducted by Putra and Nganto (2017) which showed that Product Quality affects Customer Satisfaction through Purchase Decisions. This research is supported by the research results of Putro et al., (2014), Ishaq et al., (2014), Ghezlbash and Khodadadi (2017) and Gök et al., (2019) which prove that Product Quality has a positive effect on customer satisfaction.

The results of this study explain that the better the Brand Image of the developer company CV Bali Surya Dewata, the higher the Customer Satisfaction obtained and felt by buyers after buying a house in Bali Surya Residence real estate. So that buyers will get a sense of satisfaction if the brand image of the development company has a good image and reputation. This is consistent with research conducted by Nasution (2017), explaining that product image has a significant effect on customer satisfaction. The results of this study are



supported by what was stated in Ahmad (2013) that product image has a positive influence on customer satisfaction. In addition, based on research conducted by Yana et al., (2015) that brand image has a significant influence on Dian Pelangi's customer satisfaction in Malaysia.

The results of this study explain that the higher the level of Customer Satisfaction of a home buyer, the higher the level of Purchase Decision the buyer buys a residential house in Bali Surya Residence real estate. So that buyers will buy residential houses in Bali Surya Residence real estate if the buyers are satisfied and have confidence in the development company. This is in accordance with research conducted by Dewi and Sutanto (2018) that the Purchase Decision made by consumers will give a satisfied or dissatisfied value to the Purchase Decision of Chang Tea consumers in Surabaya. This is in line with the research of Jakpar et al., (2012) namely Customer Satisfaction on Product Quality discounts which are based on three attributes, namely perceived quality, performance, reliability. The higher the Purchase Decision level of airplane tickets at the discounted price, the higher the satisfaction given by the customer to the company. The results of this study are supported by the results of research from Muiszudin and Sista (2016), Kautsar et al., (2012) and Jung & Yoon (2012), that there is a positive influence of consumer satisfaction on purchase decisions.

The mediating role of the Customer Satisfaction variable in the relationship between Product Quality and Purchase Decision indicates that this variable is classified as a partial mediating variable. These results explain that the sixth hypothesis (H6) can be accepted. Customer Satisfaction can mediate the influence of Product Quality on the Purchase Decision of houses in Bali Surya Residence real estate, meaning how much the level of Customer Satisfaction plays an important role in considering the customer or home buyer to make a Purchase Decision to buy a house in Bali Surya Residence real estate influenced by Product Quality (residential) which is sold by the developer CV Bali Surya Dewata. In other words, customers are satisfied with the quality of the residential buildings sold by the developer, so customers will be sure and definitely buy a house in the Bali Surya Residence real estate.

The success of proving this mediating role is in line with the results of research conducted by Mantauv (2014), it can be interpreted that the consumer satisfaction variable mediates partially (partial mediation) the relationship between brand image and Product Quality variables on Purchase Decisions. The results of this study are supported by previous research conducted by Pardede et al. (2017), Dianah & Welsa (2017), Fuadi et al. (2021), and Sisrahmayanti & Muslikh (2022), which concluded that customer satisfaction mediates the positive influence of product quality on purchase decision. The results of this study are supported by the results of previous studies from Kaura et al., (2015), Waluya et al., (2019), and Khatoon et al., (2020).

Customer Satisfaction can mediate the influence of Brand Image on the Purchase Decision of homes in Bali Surya Residence real estate, meaning the level of Customer Satisfaction plays an important role in customers' consideration to make a Purchase Decision to buy a house in Bali Surya Residence real estate, influenced by the Brand Image or reputation of the developer company, CV. Bali Surya Dewata. In other words, if customers are satisfied with the good Brand Image of the company, they will be confident and certain to buy a house in Bali Surya Residence real estate. The success in proving this mediating role is in line with the findings of Maulana's (2018) research, where satisfaction as a mediator variable can mediate the influence of Brand Image on the Purchase Decision of Brownies Maylisa Banyumanik. These results are supported by previous studies conducted by Maramis et al. (2022), Adabi (2020), Santoso & Yuniati (2018), Ghaisani & Purbawati (2020).

CONCLUSION

Product Quality has a positive and significant effect on the Purchase Decision of houses in Bali Surya Residence real estate, meaning that the better Product Quality will create a level of Purchase Decision by consumers because quality products have the added value expected by consumers. Brand Image has a positive and significant effect on



Purchase Decision of houses in Bali Surya Residence real estate, meaning that a good Brand Image makes the company maintain a well-known brand and this will have an impact on consumer interest in products from that brand when consumers will make a Purchase Decision. Product Quality has a positive and significant effect on Customer Satisfaction in Bali Surya Residence real estate, meaning that the company offers the best quality products to create consumer satisfaction and consumers who feel the results of a quality product will feel satisfied and will leave a distinct impression on the minds of consumers. Brand image has a positive and significant effect on customer satisfaction in Bali Surya Residence real estate, meaning that customer satisfaction will occur if consumers perceive that the product has a good brand image and the products purchased are in accordance with what consumers want. Customer Satisfaction has a positive and significant effect on the Purchase Decision of a house in Bali Surya Residence real estate, meaning that consumers feel happy and satisfied that arise from comparing perceptions of a quality product with their expectations so that consumers are confident that they will make a Purchase Decision for that product. There is a Customer Satisfaction role in partially mediating Product Quality on the Purchase Decision of a house in Bali Surya Residence real estate, meaning that consumers who are happy and satisfied with the perception of a quality product and in line with the expectations of the wishes of consumers will become a consideration for consumers to carry out the Purchase Decision process on the product. There is a Customer Satisfaction role in partially mediating the Brand Image on the Purchase Decision of the house in Bali Surya Residence Real Estate, so consumers who are happy and satisfied with the perception of the Brand Image and good reputation of the product or company will become a consideration for consumers to make a Purchase Decision process on the product.

Based on the results and conclusions of this study, the suggestions that can be submitted are as follows. The Product Quality of the Bali Surya Residence residential real estate needs to be improved in order to increase Customer Satisfaction and Purchase Decisions for building houses.

REFERENCES

1. Aaker, D. A. 2016. *Manajemen Pemasaran Strategi*, Edisi Kedelapan. Jakarta: Penerbit Salemba Empat.
2. Abadhanny, R. (2019). Marketing Mix And Brand Image On Purchase Decision And Post Purchase Behaviour: Case Study Of Jogja Bay Waterpark. *Proceedings on Engineering Sciences*, 1, 883-900.
3. Ackaradejruangsri, P. 2013. The Effect of Product Quality Attributes on Thai Consumer's Buying Decision. *Journal of Asia Pacific Studies*, Vol. 33 No. 15, pp. 14-24.
4. Adabi, N. 2020. Pengaruh Citra Merek, Kualitas Pelayanan dan Kepercayaan Konsumen terhadap Keputusan Pembelian Indihome di Witel Telkom Depok. *Jurnal Manajemen*, Vol. 12 No. 1, pp. 32-39.
5. Adi, D. O. R. K., Fathoni, A., dan Budi, L. 2018. Pengaruh Kualitas Pelayanan, Harga, dan Promosi terhadap Keputusan Pembelian Produk CKE Teknik Semarang. *Journal of Management*, Vol. 4 No. 4, pp. 1-22.
6. Agatha, C., Tumbel, A., dan Soepeno, D. 2019. Pengaruh Brand Image dan Electronic Word of Mouth terhadap Minat Beli Konsumen Oriflame di Manado. *Jurnal EMBA*, Vol. 7 No. 1, pp. 131-140.
7. Agussalim dan Ali, H. 2017. Analisis Kualitas Produk dan Kualitas Layanan terhadap Citra Merek dan Kepuasan Pelanggan pada Giant Citra Raya Tangerang. *Jurnal Manajemen Universitas Tarumanagara*, Vol. 21 No. 3, pp. 317-335.
8. Ahmaddien, I., dan Widati, E. 2019. Pengaruh Kualitas Pelayanan, Kualitas Produk, dan Keputusan Pembelian terhadap Loyalitas Pelanggan Go-Food melalui Variabel Kepuasan. *Jurnal Informasi Teknik dan Niaga*, Vol. 19 No. 1, pp. 1-68.
9. Ajzen, I. 1991. *The Theory of Planned Behaviour*. *Organization Behaviour and Human Decision Processes*: Elsevier, Vol. 50 No. 2, pp. 179-211.



10. Dewi, O. I. dan Sutanto, E. M. 2018. Pengaruh Bauran Pemasaran terhadap Keputusan Pembelian Konsumen Chang Tea di Surabaya. *Jurnal Manajemen Bisnis*, Vol. 6 No. 2, pp. 1-6.
11. Dewi, I. G. A. P. R. P. dan Ekawati, N. W. 2019. Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image terhadap Repurchase Intention. *E-Jurnal Manajemen*, Vol. 8 No. 5, pp. 2722-2752.
12. Dharmasari, N. P. S. A., dan Sukaatmadja, I. P. G. 2015. Pengaruh Citra Merek, Kesadaran Merek, dan Kualitas Produk terhadap Keputusan Membeli Produk Apple. *E-Jurnal Manajemen Unud*, Vol. 4 No. 10, pp. 3228-3255.
13. Dianah, N. dan Welsa, H. 2017. Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Smartphone Xiaomi serta Dampaknya pada Kepuasan Konsumen (Studi Kasus pada Mahasiswa Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa). *Jurnal Manajemen*, Vol. 7 No. 1, pp. 16-26.
14. Djatmiko, T. dan Pradana, R. 2016. Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Procedia - Social and Behavioral Sciences*, Vol. 219, pp. 221–227.
15. Dwiantari, S. 2020. Pengaruh Citra Merek dan Kualitas Produk terhadap Loyalitas yang Dimediasi oleh Kepuasan (Studi pada Pelanggan Keju Indrakila di Boyolali). *Jurnal Ilmiah Aset*, Vol. 22 No. 1, pp. 51-62.
16. Evelina, N., Handoyo, D.W., dan Listyorini, S. 2013. Pengaruh Citra Merek, Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Kartu Perdana Telkomflexi (Studi Kasus pada Konsumen Telkomflexi di Kecamatan Kota Kudus Kabupaten Kudus). *Jurnal Ilmu Administrasi Bisnis (JIAB)*, Vol. 2 No.1, pp. 01-11.
17. Ghaisani, F. A. dan Purbawati, D. 2020. Pengaruh Citra Merek (Brand Image) dan Kualitas Website (Website Quality) terhadap Keputusan Pembelian (Purchase Decision) melalui Kepercayaan (E-trust) sebagai Variabel Intervening (Studi pada Konsumen E-commerce Zalora.co.id di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, Vol. 9 No. 1, pp. 1-12.
18. Ghezalbash, S. and Khodadadi, H. 2017. Evaluating The Impact of Promotion Price, Product Quality, Service Quality, Customer Satisfaction and Repeating Purchase Incentives (Case Study: Amiran Chain Stores). *Journal of Internet Banking and Commerce*, Vol. 22 No. S8, pp. 1-17.
19. Hanaysha, J., Haim H., Noor H., and Abdul G. (2014). Direct and Indirect Effects of Product Innovation and Product Quality on Brand Image: Empirical Evidence from Automotive Industry. *International Journal of Scientific and Research Publications*, Vol. 4, No. 1, pp. 1-7.
20. Hapsari, O. E. dan Prianto, K. 2016. Peningkatan Kualitas Pemukiman dengan Pendekatan Disain pada Bantaran Sungai Mergan di Kelurahan Kebonsari Malang. *EMARA Indonesian Journal of Architecture*, Vol. 2 No. 2 pp. 78-85.
21. Haryoko, U. B. dan Febriyanti. 2020. Pengaruh Kualitas Produk terhadap Keputusan Pembelian pada Toko Online Shop Bebenito Group Tangerang Selatan. *Jurnal Disrupsi Bisnis*, Vol. 3 No. 1, pp. 78-95.
22. Indrawijaya, S. 2014. Pengaruh Kualitas Produk dan Word of Mouth terhadap Keputusan Konsumen dalam Pembelian Roti Manis pada Industri Kecil di Kabupaten Sarolangun. *Jurnal Manajemen Terapan dan Keuangan (Mankeu)*, Vol. 1 No. 3, pp. 193-207.
23. Irawan, D. dan Edwin, J. 2013. Analisis Pengaruh Kualitas Produk terhadap Loyalitas melalui Kepuasan sebagai Variabel Intervening pada Pelanggan Restoran Por Kee Surabaya. *FE Universitas Kristen Petra Surabaya. Jurnal Manajemen Pemasaran* Vol. 1 No. 2, pp. 1-8.
24. Ishaq, M. I., Bhutta, M. H., Hamayun, A. A., Danish, R. Q., dan Hussain, N. M. 2014. Role of Corporate Image, Product Quality and Customer Value in Customer Loyalty: Intervening Effect of Customer Satisfaction. *Journal of Basic and Applied Scientific Research*, Vol. 4 No. 4, pp. 89-97.
25. Jakpar, S., Szena, A. G., Johari, A., and Myint, K. T. 2012. Examining the Product Quality Attributes That Influences Customer Satisfactio Mos When the Price Wa



- Discounted: A Cas Study in Kuching Sarawak. *International Journal of Business and Social Science*. Vol. 3 No. 23, pp. 221-236.
26. Jung, H. S. and Yoon, H. H. 2012. Why Do Satisfied Customer Switch? Focus On The Restaurant Patron Variety-seeking Orientation and Purchase Decision Involvement. *International Journal of Hospitality Management*, Vol. 31 No. 3, pp. 875-884.
 27. Kalesaran, R. C. E. dan Mandagi, R. J. M. 2013. Analisa Faktor-faktor yang Mempengaruhi Perumahan di Kota Manado. *Ilmiah Media Engineering*, Vol. 3 No. 3, pp. 170-184.
 28. Kartikasari, D., Arifin, Z., dan Hidayat, K. 2013. Pengaruh Perilaku Konsumen terhadap Keputusan Pembelian (Penelitian pada Mahasiswa Administrasi Bisnis Angkatan 2012/2013 Fakultas Ilmu Administrasi Universitas Brawijaya yang Mengkonsumsi Produk Mie Instan Merek Indomie). *Jurnal Administrasi Bisnis*, Vol. 3 No. 2, pp. 1-8.
 29. Kaura, V., Prasad, D., and Sharma, S. 2015. Service Quality, Service Convenience, Price and Fairness, Customer Loyalty, and The Mediating Role of Customer Satisfaction. *International Journal of Bank Marketing*, Vol 33. No.44, pp. 404-422.
 30. Kautsar, A. P., Widiyanto, S., Abdulah, R., and Amalia, H. 2012. Relationship of Consumer Involvement, Credibility of the Source of Information and Consumer Satisfaction on Purchase Decision of Non-Prescription Drugs. *Procedia – Social and Behavioral Sciences*, Vol. 65, pp. 449-454.
 31. Lasander, C. 2013. Citra Merek, Kualitas Produk dan Promosi Pengaruhnya terhadap Kepuasan Konsumen pada Makanan Tradisional. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 1 No. 3, pp. 284-293.
 32. Mahardini, I. dan Nenik, W. 2012. Analisis Pengaruh Harga, Pendapatan, Lokasi dan Fasilitas terhadap Permintaan Rumah Sederhana (Studi Kasus Perumahan Puri Dinar Mas) di Semarang. *Diponegoro Journal of Economic (DJOE)*, Vol. 1 No. 1, pp. 1-11.
 33. Mardani, R. 2021. Cara Membuat Kerangka Pemikiran Proposal Penelitian, diakses dari website <http://mjurnal.com>, diakses pada tanggal 22 Maret 2022 pukul 21.42 WITA.
 34. Maulidita, A. R., dan Masreviastuti. 2018. Pengaruh Kualitas Pelayanan dan Kepuasan Pelanggan terhadap Keputusan Pembelian Tiket Kereta Api (Studi pada Mahasiswa Jurusan Adminisrasi Niaga Politeknik Negeri Malang Tahun Akademik 2017/2018). *Jurnal Aplikasi Bisnis*, Vol. 4, No. 1, pp. 153-157.
 35. Megarita, G., dan Tony S. 2014. Pengaruh Kualitas Produk terhadap Citra Merek dan Dampaknya terhadap Perilaku Pembelian Produk Susu Merek Ultra Milk di Jakarta Utara. *Jurnal Manajemen Pemasaran*, Vol. 4, No. 1, pp. 57-69.
 36. Nasution, S. M. A. 2017. Pengaruh Citra Merek terhadap Kepuasan Pelanggan pada PT. Pegadaian (Persero) Kanwil I Medan. *Jurnal Ilmiah Kohesi*, Vol. 1 No. 1, pp. 241-250.
 37. Noerchoidah. 2013. Analisis Pengaruh Harga, Kualitas Produk, dan Iklan terhadap Brand Image dan Keputusan Pembelian Sepeda Motor Merek Kawasaki. *Jurnal WIGA* Vol. 3 No.1, pp. 48-60.
 38. Pardede, R. dan Haryadi, T. Y. 2017. Pengaruh Persepsi Harga dan Kualitas Produk terhadap Keputusan Pembelian Konsumen yang Dimediasi Kepuasan Konsumen. *Journal of Business and Applied Management*, Vol. 10 No. 1, pp. 55-79.
 39. Purboyo, Hastutik, S., Kusuma, G. P. E., Sudirman, A., Sangadji, S. S., Wardhana, A., Kartika, R. D., Erwin, Hilal, N., Syamsuri, Siahainenia, S., dan Marlina, N. 2021. Perilaku Konsumen (Tinjauan Konseptual dan Praktis). Penerbit Media Sains Indonesia: Bandung Jawa Barat.
 40. Purwati, Setiawan, H., dan Rohmawati. 2012. Pengaruh Harga dan Kualitas Produk Terhadap Kepututsan Pembelian Motor Honda Matic Beat (Studi Kasus Pada PT. Nusantara Solar Sakti). *Jurnal Ekonomi Dan Informasi Akuntansi (Jenius)*. Vol. 2 No. 3 pp. 260-277.
 41. Purwoko, B. 2015. Influence of Service Quality and Customer Satisfaction and Loyalty Trust Foreign Tourists Visit the Attractions in East Java Indonesia. *Europian Journal of Business and Management*, Vol. 7. No. 19, pp. 75-83.
 42. Putra, H. A. dan Nganto. 2017: Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Sebagai Variabel Intervening (Studi Kasus



- Pada Konsumen PT. Lontara Media Digital Printing Semarang). *Diponegoro Journal of Social And Political*, Vol 1, No.8, pp. 1-8.
43. Putri, O. V. J. dan Kurniawati, U. F. 2022. Sistem Penilaian Implementasi Konsep Eco Settlement pada Permukiman Kumuh di Wilayah Pesisir Kelurahan Sukolilo Baru Kecamatan Bulak Kota Surabaya. *Jurnal Teknik ITS*, Vol. 11 No. 3 pp. 123-129.
 44. Putro, S. W. Semuel, H., Karina, R., dan Brahmana. 2014. Pengaruh Kualitas Layanan dan Kualitas produk terhadap Keputusan Pelanggan dan Loyalitas Konsumen Restoran Happy Garden Surabaya. *Jurnal Manajemen Pemasaran*, Vol. 2 No. 1, pp. 1-9.
 45. Rahyuda, I. K, Ananto, S., dan Priartini, P. S. 2016. Pengaruh Motivasi Terhadap Kepuasan Kerja dan Intensi Keluar pada Asisten Kursus Metode Kumon di Bali dan Lombok. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana*, Vol. 5. No. 9, pp. 3057-3086.
 46. Rizan, M., Handayani, K. L., dan Kresnamurti, R. P. A. 2015. Pengaruh Citra Merek dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Banding Konsumen Indomie dan Mie Sedap). *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, Vol. 6 No. 1, pp. 457-478.
 47. Sangadji, E. M., dan Sopiayah. 2013. *Perilaku Konsumen: Pendekatan Praktis disertai Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.
 48. Sangadji, S. S. 2016. "Analisis Pengambilan Keputusan Konsumen terhadap Pembelian Jus Belimbing Winner Perkasa Indonesia Unggul di Kota Depok" (thesis). Jakarta: Program Pasca Sarjana, Magister Manajemen.
 49. Sanjaya, I. P. A. A. dan Ardani, I. G. A. K. S. 2020. Product Quality Influence Word of Mouth and Internet Marketing toward Purchasing Decisions (Study on Consumer Karakter Coffee Shop in Denpasar). *American Journal of Humanities and Social Sciences Research*, Vol. 4 No. 3, pp 159-163.
 50. Shaharudin, M. R. 2011. The Relationship Between Product Quality and Purchase Intention: The Case of Malaysia's National Motorcycle/Scooter Manufacturer. *African Journal of Business Management*, Vol. 5, No. 20, pp. 8163-8176.
 51. Sibarani, H. J., Pangaribuan, N. L. B., Ginting, A. P. P., dan Simanjorang, E. A. 2020. Pengaruh Kualitas Produk, Kepuasan Konsumen, dan Competitive Advantage terhadap Keputusan Pembelian pada PT. Sejahtera Motor Gemilang Medan. *Ekonomis: Journal of Economics and Business*, Vol. 4 No. 2, pp. 326-334.
 52. Sihabudin. 2015. Pengaruh Kualitas Produk dan Promosi Terhadap Citra Merek Handphone Samsung (Survey Karyawan Bagian Pulley Machine PT FCC Indonesia). *Jurnal Manajemen & Bisnis*, Vol. 1 No. 1, pp. 17-36.
 53. Simanjuntak, D. C. Y., Salimi, V. A., Louis, V., dan Johannes, T. 2020. Pengaruh Kepuasan Pelanggan, Kepercayaan Pelanggan, dan Saluran Distribusi terhadap Keputusan Pembelian Baja pada PT. Suminsurya Mesindolestari. *E-Jurnal Manajemen*, Vol. 9 No. 7, pp. 2872-2894.
 54. Suharyono, Putra, M. I., dan Abdillah, Y. 2014. Pengaruh Brand Ambassador terhadap Brand Image serta Dampaknya terhadap Keputusan Pembelian (Survey pada Pengguna LINE di Asia). *Jurnal Administrasi Bisnis (JAB)*, Vol. 12. No. 1, pp. 1-10.
 55. Sulistyari, I. N. 2012. Analisis Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Minat Beli Produk Oriflamme (Studi Kasus Mahasiswi Fakultas Ekonomika Dan Bisnis Jurusan Manajemen Universitas Diponegoro Semarang). *Diponegoro Journal of Management*, Vol. 1, No. 1, pp. 1-17.
 56. Sumarwan, U. 2014. *Perilaku Konsumen (Modul Keputusan Konsumen)*. Tangerang Banten: Universitas Terbuka.
 57. Supomo, B., dan Indriantoro, N. 2014. *Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen*, Edisi 1, Cetakan ke-12. Yogyakarta: Penerbit BPFE.
 58. Suyatmi, S. dan Sitio, A. 2019. Analisa Pengaruh Kualitas Produk dan Saluran Distribusi terhadap Keputusan Pembelian serta Implikasinya pada Kepuasan Pelanggan PT. Widodo Makmur Perkasa. *Indikator: Jurnal Ilmiah Manajemen dan Bisnis*, Vol. 3 No. 1, pp. 109-121.



59. Tammubua, M. H. 2017. Analisa Pengaruh Self Image Congruity, Retail Service Quality, dan Customer Perceived Service Quality terhadap Customer Loyalty yang Dimediasi Customer Satisfaction Urban Surf/ Distro di Jayapura. *Jurnal Organisasi dan Manajemen*, Vol. 13 No. 2, pp. 166-178.
60. Tamunu, M. dan Ferdinand T. 2014. Analyzing The Influence of Price and Product Quality on Buying Decision Honda Matic Motorcycles in Manado. *Journal EMBA*, Vol. 2, No. 3, pp. 1255-1263.
61. Tomzokan, F., Kawet, L., dan Uhing, Y. 2015. Pengaruh Kualitas Pelayanan, Citra Merek, terhadap Kepuasan Konsumen Pengguna Taplus BNI Kantor Cabang Utama Manado. *Jurnal EMBA*, Vol. 3, No. 3, pp. 552-561.
62. Wahyuni, S. 2013. Analisis Pengaruh Kualitas Produk, Citra Merek dan Dukungan Layanan Purna Jual terhadap Keputusan Konsumen dalam Membeli Skuter Matic Merek Honda di Kota Semarang. *Jurnal Pengembangan Humaniora*, Vol. 13 No. 2, pp. 153-160
63. Waluya, A. I., Iqbal, M. A., and Indradewa, R. 2019. How Product Quality, Brand Image, and Customer Satisfaction Affect the Purchase Decisions of Indonesian Automotive Customers. *International Journal of Services, Economics, and Management*, Vol. 10 No. 2, pp. 177-193.
64. Wardani, W., Sumarwan, U., dan Yulianti, L.N. 2015. Pengaruh Persepsi dan Preferensi Konsumen terhadap Keputusan Pembelian Hunian Green Product. *Jurnal Manajemen dan Organisasi*, Vol. 6 No. 1, pp. 45-63.
65. Widiatmoko, G. dan Hadi, S. P. 2016. Pengaruh Harga dan Citra Merek terhadap Keputusan Pembelian Iphone (Studi Kasus Mahasiswa Fisip Undip). *Jurnal Ilmu Administrasi Bisnis (JIAB)*, Vol. 5 No. 4, pp. 181-190.
66. Wijayanti, N. W. W., Susrusa, I K. B., dan Wijayanti, P. U. 2019. Pengaruh Kepuasan Konsumen terhadap Brand Image Kopi Cap Bunga Flamboyant (Kajian pada Masyarakat Desa Landih, Kecamatan Bangli, Kabupaten Bangli). *E-Jurnal Agribisnis dan Agrowisata*, Vol. 8 No. 1, pp. 70-79.
67. Yana, R. D., Suharyono, dan Abdillah, Y. 2015. Pengaruh Citra Merek terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan (Survei pada Konsumen Produk Busana Muslim Dian Pelangi di Malaysia). *Jurnal Administrasi Bisnis*, Vol. 21 No. 1, pp. 1-7.
68. Yasa, I N. P., Martadinata, I P. H., dan Astawa, I G. P. B. 2019. Peran Theory of Planned Behaviour dan Nilai Kearifan Lokal terhadap Kepatuhan Wajib Pajak: Sebuah Kajian Eksperimen. *Ekuitas: Jurnal Ekonomi dan Keuangan*, Vol. 3 No. 2, pp. 149-167.
69. Yolanda, R. dan Soesanto, H. 2017. Pengaruh Persepsi Kualitas Produk, Daya Tarik Promosi, dan Brand Ambassador terhadap Keputusan Pembelian dengan Brand Image sebagai Variabel Intervening (Studi Pembelian Produk Kosmetik Wardah Pada Mahasiswi FEB Universitas Diponegoro Semarang). *Diponegoro Journal of Management*. Vol. 6, No. 4, pp. 1-12.
70. Yunita, B. dan Pradekso, T. 2019. Pengaruh Citra Merek, Kualitas Produk, dan Persepsi Harga terhadap Keputusan Pembelian Paket Internet Smartfren Super 4G Unlimited. *E-Journal Interaksi Online*, Vol. 8 No. 3, pp. 55-65.
71. Zhao, C. Y., Lee, C. C., and Huang, S. H. 2012. A Study on Factors Affecting Turnover Intention of Hotel Empolyees. *Asian Economic and Financial Review*, Vol. 2 No. 7, Pp. 866–875.