The Effect of Brand Image on Product Purchase Intention with Customer Satisfaction as A Mediation Variable (Study of Semen Gresik Consumer in East Java)

Manggala Muhamamd Badar

International Undergraduate Program in Management, Faculty of Economics and Business, Brawijaya University, Indonesia

ABSTRACT

PT Semen Gresik will continue to develop its product image as a premium product in order to maintain its position as a market leader, this strategy focuses on building a strong brand image and maintaining customer satisfaction to create sustainable purchasing intention. Currently, the national cement demand is unstable and difficult to predict, so it is necessary to evaluate the corelation between these variables. This research conducted to evaluate corelation among brand image, customer satisfaction and purchase intention.The population in this study is the customer of Gresik cement products located in area 1 of East Java which includes the areas of Surabaya, Gresik, Sidoarjo, and Mojokerto. The sampling technique in this study uses non-probability sampling, while the data collection method uses purposive sampling with 3 criteria, namely: 1) agent, retailer or shop, 2) has been a dealer for more than 2 years and 3) meets the criteria as a distributor or shop that active. The results of this study obtained 134 questionnaires, then carried out descriptive analysis and path analysis (path analysis) with data processing program Partial Least Square (PLS). The conclusions of this study are a) the brand image variable has a positive influence on the purchase intention and customer satisfaction variables, b) the customer satisfaction variable has a positive effect on purchase intention, c) customer satisfaction mediates the relasionship between brand image and purchase intention.

Key word : brand image, purchase intention , customer satisfaction

1. Introduction

In 2015, the national cement production reached 75.3 million tons, it is above the national consumption which only reached 62 million tons. Therefore, it can be seen that the national cement production capacity is above the national demand. This can be seen in the State Revenue and Expenditure Budget (APBN) allocation for infrastructure development which has increased from year to year. The increase can be seen in 2014 and 2015, reallocation of the transfer of energy subsidy funds for infrastructure development, and in 2016, set the infrastructure fund to reach 300 trillion rupiah. This, of course, will have an impact on increasing national cement consumption. Indonesia's cement production capacity has been greater during the last ten years than the demand (Lokadata, 2020).

Semen Gresik has become a flagship product of PT SIG, the market leader in the domestic market for the past few years. Semen Gresik, the market leader in Java, markets cement in bulk and in bags with a composition of 20% and 80%, respectively. PT Semen Gresik is currently pursuing a strategy to maintain its market share in East Java, a new brand to compete with new players, namely Hongshi Holdings (Semen Singa Merah). It aims to protect the Semen Gresik brand as a premium brand in East Java and avoid price wars in the region. The company does not intend to reduce the selling price of Semen Gresik in line with the arrival of new cement in East Java because Semen Gresik already controls 75% market share in East Java (Situmorang, 2020).

In addition, Semen Gresik also continues to strengthen synergies with distributors and retailers or shops. The company intensively holds consumer gatherings in all of Semen Gresik's marketing areas, including in Area 1, East Java, because the highest sales of Semen Gresik in East Java are still contributed by sales from area 1, which includes Surabaya, Gresik, Sidoarjo, and Mojokerto (Thenu, 2015). However, the production of the national cement industry as of September 2020 fell again amid the Indonesian recession. Therefore, in the span of 90 days to 2021, the manufacturer ensures that the production volume throughout 2020 will be lower than the realization in 2019. This is because demand in Java, especially East Java, has not improved. The low national cement consumption caused cement production as of September to contract by 600,000 tons. As a result, cement production during January-September 2020 was experienced a deficit of 4.3 million tons or 9 percent lower annually (Arief, 2020). A decline followed in Semen Gresik sales from 2019 to the second quarter of 2020. This phenomenon causes PT Semen Gresik as a subsidiary of PT SIG to have an important task, namely maintaining the brand image of Semen Gresik as premium cement, because superior product brands that are well known can attract more consumers and can be used to increase customer satisfaction (Sezgen et al., 2019). In 2020, Semen Gresik has decreased the number of production and sales. Semen Gresik must pay attention to its brand image and increase customer satisfaction so that customer purchase intentions can be formed continuously.

Purchase intention is important because competition for cement products is very fierce and the presence of various new brands both domestically and internationally gives consumers a wide choice. Purchase intention is a person's tendency to buy a certain product because it is considered attractive or special. Purchasing decisions taken by consumers are highly considered by companies so that the image of consumers towards a product has a very important role (Wang & Tsai, 2014). The benefits obtained from these products will provide a good image to influence the decision to buy the product (Sánchez-Fernández et al., 2007). Perceptions from consumers can be created because of a brand image that is always attached to the product. Therefore, purchase intention can also be determined by the brand image. The use of products with certain brands and a long duration of time can make consumers consistent in using these products (Aaker, 1996). The brand image

gives the effect of repetition of purchases made by consumers to take actions related to the level of purchase that can be increased (Assael, 1998). In Erdil (2015), Grewal et al. (1998) find that brand image had a positive relationship with purchase intention, but Anggraeni (2016) found different results that brand image did not significantly influence purchase intention.

Customer satisfaction is a response that evaluates the perceived conformity or mismatch between previous and actual expectations after purchasing a product (Tse & Wilton, 1988). In the evaluation process, customers will feel the benefits of these products (Hapsari et al., 2016; Ryu & Kim, 2008; Razavi et al., 2012). Customer satisfaction can also be influenced by brand image. With the benefits that customers actually feel, many marketing managers try to do attractive branding to satisfy customers (Hosseini and Behboudi, 2017). Supporting findings have been carried out by Dash et al., (2021), Hosseini and Behboudi (2017), and Dunuwille and Pathmini (2016) state that br`and image has a positive effect on customer satisfaction, but different results are shown by Lahap et al. (2016) who found that brand image does not affect customer satisfaction. Customer satisfaction itself is an important factor for the likelihood, plan, or willingness of customers to buy more products in the future (Dodds et al., 1991; Schiffman and Kanuk, 2007). It is also the main reason why customer satisfaction variables are widely used as mediating variables in several previous studies that have been done. Purchase intention will continue to increase if customer satisfaction is well formed. Some researchers found the same findings, in which customer satisfaction has a positive effect on purchase intention (Purbasari & Permatasari, 2018; Alavi et al., 2016; Kuo et al., 2009). However, it is different from the findings of Ramadhan and Santosa (2017), which state that there is a negative relationship between customer satisfaction and purchase intention. The findings of these previous researchers formed a research gap that made researchers want to further examine the relationship between brand image, customer satisfaction and purchase intention.

PT Semen Gresik arranges strategic efforts to build a brand image of Semen Gresik as a premium product and maintain customer satisfaction to create sustainable purchase intentions. However, gaps arise from the results of previous researchers who state different findings. Therefore, the current researchers are interested in filling the gaps by the results of this study and knowing the relationship between brand image, customer satisfaction, and purchase intention of Semen Gresik products. Currently, the national cement demand is unstable and difficult to predict; thus, now is the right time to examine the relationship among these variables. Brand image is the independent variable in this study, while customer satisfaction is the mediating variable and purchase intention is the dependent variable. Therefore, the findings of this study, hopefully would provide benefits to science based on previous researchers.

2. Literature review

Consumer Behavior

According to Hawkins, Best, and Coney in Supranto and Limakrisna (2007), consumer behavior is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy needs and the impact that these processes have on the consumer and society. Engel (1995) defines consumer behavior as the acts of individuals directly involved in obtaining, consuming, and using economic goods and services, including the decision processes that precede and determine these acts. According to Mowen (1995), consumer behavior is defined as the study of the buying units and the exchange processes involving consumption and the exchange of goods, services, experiences, and ideas. Kotler (2006) asserts that consumer behavior studies how individuals, groups, and organizations

select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Brand Image

Brand image is the *set* of *beliefs*, *ideas*, and *impressions* that a *person* holds regarding an object. Therefore, consumer attitudes and actions towards a brand are largely determined by the image of the brand (Kotler & Keller, 2009).

According to Kotler (2007), brand image is the perception and beliefs held by consumers, as reflected in the association embedded in consumer memory. Kotler (2002, p. 225) also adds that brand image is a requirement for a strong brand, and the image is a relatively consistent perception in the long term (enduring perception). Thus, it is not easy to build an image. When it is built, it will be difficult to change it. The image must be clear and have advantages when compared to its competitors. When the differences and advantages of the brand are compared to others, the brand position emerges. Tjiptono (2005,p. 49) explains that brand image or brand description describes the association and beliefs the consumers have about certain brands.

Schiffman and Kanuk (1997) describe the factors that make up the brand image presented as follows:

a. Quality. It relates to the quality of products offered by the manufacturers of certain brands.
b. Trustworthy or reliable. It relates to the opinions or agreements made by the community about products which they consume.
c. Use or benefit. It relates to the function of a product that consumers can use.
d. Service. It relates to the responsibility of the manufacturers in giving services to consumers.
e. Risk. It relates to the size of the consequences or profits and losses that consumers may experience.
f. Price. In this case, it relates to the high and low or the amount of money spent by consumers to influence a product and affect the long-term image.
g. Image. owned by the brand itself, image is a view, agreement, and information relating to a particular brand of a particular product.

H1: Brand image has a significant positive effect on purchase intention.

Customer Satisfaction

Many experts have provided definitions of customer satisfaction. For example, Day (in Tse & Wilton, 1988) defines customer satisfaction/dissatisfaction as customer response to an evaluation of perceived discrepancies (disconfirmation) between previous expectations (or other performance norms), and the actual performance of the product felt after use.

Engel et al., (1990) reveal that customer satisfaction is a post-purchase evaluation in which the chosen alternative at least gives the same outcome or exceeds the customer expectations. In contrast, dissatisfaction arises if the results obtained do not meet customer expectations. Wilkie (1990) defines satisfaction as an emotional response to evaluating the experience of consuming a product and service.

Nurlinda (2013) reveals that there is no single best measurement of customer satisfaction is universally agreed upon. However, among the various ways of measuring customer satisfaction, there are at least six core concepts in common:

1. Overall customer satisfaction
2. Dimensions of customer satisfaction
3. Confirmation of expectations

4. Repurchase interest
5. Willingness to recommend
6. Customer dissatisfaction

To measure customer satisfaction, Reynolds et al. (2012); Alavi et al. (2016) state that several indicators can be used, namely 1) purchase decision, 2) having the same feeling when buying the same product, 3) choosing the right product, 4) having the right feeling to buy the product, 5) doing the right thing by buying the product, and 5) feeling satisfied when buying it.

H2: Brand image has a significant positive effect on customer satisfaction.

Purchase Intention

Purchase intention, according to Assael (1998), is the tendency of consumers to buy a brand or take actions related to purchases as measured by the consumer's possibility of making a purchase. According to Wang (2014), purchase intention can be defined as a customer's posibility to buy a certain product. Purchase intention represents consumers who have the possibility, plan, or willingness to buy a product or service in the future. Therefore, the increase in purchase intention increases the possibility of purchase (Dodds et al., 1991; Schiffman and Kanuk, 2007).

Semuel (2014) states that purchase intention is a situation in a person in the subjective probability dimensions, which includes the relationship between the person himself and several actions. Purchase intention refers to the result of a visible action in a situation, a predicted interest in making a specific concrete response.

According to Semuel (2014), buying interest can be identified through the following indicators:

a. Transactional interest is a person's tendency to buy a product.
b. Referential interest is a person's tendency to refer or recommend products to others.
c. Preferential interest is an interest that describes a person's behavior who has a primary preference for the product. This preference can only be changed if something happens to the preferred product.
d. Exploratory interest is an interest that describes the behavior of a person who is always looking for information about the product he is interested in and searching for information to support the positive properties of the product.

H3: Customer satisfaction has a significant positive effect on purchase intention.
H4: Customer satisfaction mediates the relationship between brand image and purchase intention.

3. Research method

This study aims to reveal the influence between variables of brand image, customer satisfaction, and product purchase intention so this study employed an explanatory pattern. The population in this study were customers of Semen Gresik products in Area 1, East Java, covering areas of Surabaya, Gresik, Sidoarjo, and Mojokerto.

Therefore, the sample taken in this study has the following criteria: agents, retailers and shops describe consumer behavior. If the number of product purchases by consumers increases in a certain period and the economic conditions of that period. Will be a reference for supplies that must be prepared in the next period for agents, retailers and shops. The sample is part of the number and characteristics of the population (Hair et al., 2017). The criteria as agents, retailers and stores

are used to facilitate data search to get accurate consumers and have experienced the benefits of using Semen Gresik. These criteria are adjusted to the strategies and activities that are being carried out by PT Semen Gresik, namely activities to strengthen synergies with consumers. In this study, Questionnaire data has been collected as many as 134 from 4 areas, namely Surabaya, Gresik, Sidoarjo and Mojokerto, so that the number already meets the criteria for the sample in path analysis research, namely a minimum of 100 respondents. Inferential statistical analysis in this study is divided into two analyzes, namely descriptive analysis and path analysis with Partial Least Square data processing program.

4. Results

1. Outer Model Evaluation

a.Convergent Validity

In this study, the convergent validity test was carried out by looking at the loading factor value. The provision that is usually used to assess convergent validity for confirmatory research is that the loading factor value is greater than 0.7.

Table 1 Convergent Validity Test Results

	BI	CS	PI
BI1	0.959		
BI2	0.930		
BI3	0.953		
CS1		0.887	
CS2		0.786	
CS3		0.947	
CS4		0.964	
CS5		0.962	
CS6		0.951	
PI1			0.935
PI2			0.967
PI3			0.961
PI4			0.960

Source: Primary Data Processed, 2021

Based on Table 1, it can be seen that all items from the construct have a loading factor value (Original Sample) ranging from 0.7 and have a significance level smaller than α (0.05) so that all items can be said to have an acceptable Convergent Validity level.

b. Discriminant Validity

Discriminant Validity relates to the principle that different constructs' manifest variables should not be highly correlated. The way to test the discriminant validity of the reflective indicators in this study used two methods, namely:

1) Discriminant validity using cross loading can be seen in the following table:

Table 2 Cross Loading Result

	BI	CS	PI
BI1	0.959	0.918	0.876
BI2	0.930	0.872	0.870
BI3	0.953	0.917	0.919
CS1	0.820	0.887	0.825
CS2	0.734	0.786	0.713
CS3	0.893	0.947	0.869
CS4	0.932	0.964	0.932
CS5	0.932	0.962	0.921
CS6	0.916	0.951	0.923
PI1	0.876	0.866	0.935
PI2	0.918	0.937	0.967
PI3	0.896	0.905	0.961
PI4	0.895	0.901	0.960

Source: Primary Data Result, 2021

In the table, it can be seen that the cross-loading value of each indicator of the relevant variable is greater than the cross loading of other variables, then the indicator is said to have good discriminant validity.

2) Discriminant validity by comparing the square root of the AVE for each construct with the correlation value between constructs in the model. Good Discriminant Validity is indicated by the square root of AVE for each construct which is greater than the correlation between constructs in the model (Gozali and Latan, 2012).

Table 3 Discriminant Validity on Research Variable

	Average Variance Extracted (AVE)
BI	0.943
CS	0.962
PI	0.968

Source: Primary Data Result, 2021

Based on Table 3, it shows that all research variables are declared to have high discriminant validity because they have a higher value (AVE root) than the correlation between the variables.

c. Composite Reliability

The reliability test was conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring the construct. In this study, the measure of the reliability of a construct is Cronbach's alpha and composite reliability. The provisions used in assessing construct reliability are composite reliability values greater than 0.7 for confirmatory research.

Table 4 Composite Reliability (CR)

	Composite Reliability	Keterangan
BI	0.964	Reliabel

CS	0.970	Reliabel
PI	0.977	Reliabel

Source: Primary Data Result, 2021

Table 4 shows that all research variables have Composite Reliability (CR) values > 0.7. It means that it has high accuracy, consistent and precise instrument in measuring the construct.

2. Evaluation Inner Model

a. Coefficient of Determination Endogenous Variable

The endogenous variables in the inner model of the structural equation are Customer Satisfaction (CS) and Purchase Intention (PI).

Table 5 R Square

	R Square	R Square Adjusted
CS	0.907	0.906
PI	0.908	0.906

Source: Primary Data Result, 2021

Based on the R-square value shown in Table 5 and after multiplied by 100%, the coefficient of determination value for each variable is 90.7% for the CS variable and 90.8% for the PI variable. These results indicate that the CS variable is influenced by the variables in this study by 90.7%, while the remaining 9.3% is explained by other variables outside the research model. The PI variable is influenced by the variables in this study by 90.8%, while the remaining 9.2% is explained by other variables outside the research model.

3. Interpretation of Path Analysis Model

This study tested four hypotheses on the inner model with the following results:

Figure 1 Inner Model among Laten Variable

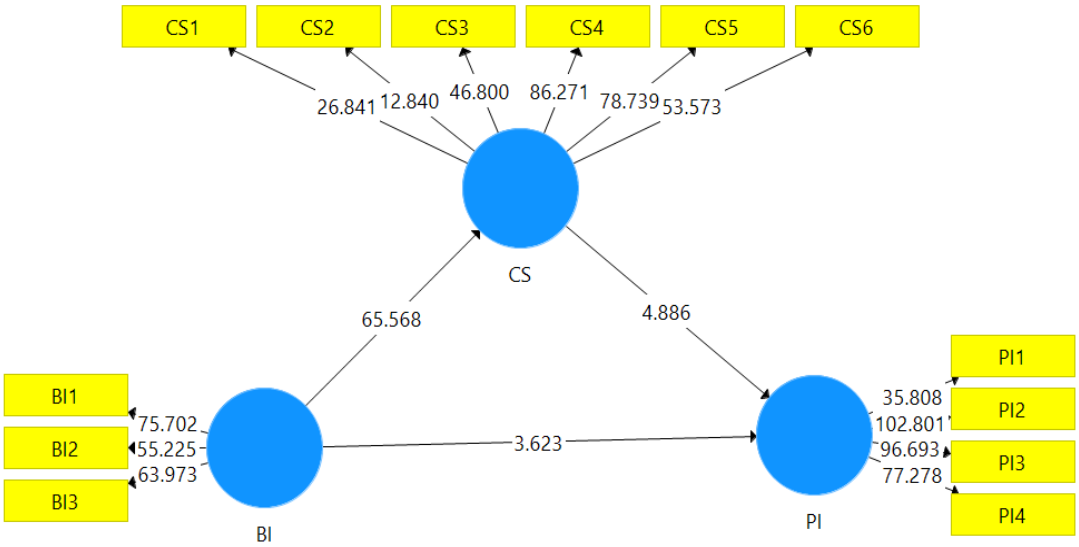


Table 6. Inner Model Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BI -> PI	0.411	0.414	0.113	3.623	0.000
BI -> CS	0.952	0.953	0.015	65.568	0.000
CS -> PI	0.554	0.551	0.113	4.886	0.000

Source: Primary Data Result, 2021

a. Direct Influence

The results of the inner model test, as listed in Table 6, show that:

1) Brand Image (BI) directly has a positive and significant effect on Purchase Intention (PI) with a path coefficient of 0.411 with a t value = 3.623 and a significance level of 0.000 which is smaller than α (0.05). This positive coefficient indicates that an increase in Brand Image can encourage an increase in Purchase Intention. Thus, the first hypothesis, which states that Brand Image has a significant positive effect on purchase intention, is proven.
2) Brand Image (BI) directly has a positive and significant effect on Customer Satisfaction (CS) with a path coefficient of 0.952 with a t-value = 65.568 and a significance level of 0.000, which is smaller than α (0.05). The positive coefficient indicates that the increase in Brand Image can encourage an increase in Customer Satisfaction. Thus, the second hypothesis, which states that Brand Image has a significant positive effect on Customer Satisfaction, is proven.
3) Customer Satisfaction (CS) directly has a positive and significant effect on Purchase Intention (PI) with a path coefficient of 0.554 with a t value of 4.886 and a significance level of 0.000, which is smaller than α (0.05). The positive coefficient indicates that the increase in Customer Satisfaction can encourage an increase in Purchase Intention. Thus, the third hypothesis, which states that Brand Image has a significant positive effect on purchase intention, is proven.

b. Indirect Influence

The indirect effect is the magnitude of the effect of an exogenous construct to an endogenous construct through another endogenous construct. The mediation test in the Partial Least Square (PLS) analysis is also the output of the inner model analysis. The output of the inner model can be generated through the bootstrapping process, and the results of the mediation test can be seen in the table of specific indirect effects in the output of the PLS inner model.

The relationship and the effect of mediation can be said to be significant if the T-statistics value is greater than 1.96 and the p-value is less than 0.05 at a significance level of 5%. At the same time, the parameter coefficients indicate the direction of influence by looking at the positive or negative of the original sample as well as the magnitude of the influence of the independent variable on the dependent variable (Ghozali, 2008). The results of the mediation test are shown in Table 7.

Table 7 Mediation Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
BI -> CS -> PI	0.527	0.526	0.109	4.843	0.000

Source: data result with PLS

Based on Table 7, it can be concluded that the indirect effect of Brand Image (BI) on Purchase Intention (PI) through Customer Satisfaction (CS) with the Sobel test has a path coefficient of 0.527 with a T count of 4.843 greater than 1.96 and a significance level of 0.000 which is smaller than α (0.05). These results prove that Customer Satisfaction (CS) mediates the relationship between Brand Image (BI) and Purchase Intention (PI). Thus the fourth hypothesis, which states that Customer Satisfaction mediates the relationship between Brand Image and Purchase Intention, is proven.

5. Discussion

With these results, it can be noticed that Semen Gresik's products already have an image as a high quality compared to similar products. These results support Erdil's (2015) and Grewal et al. (1998) who found that image has a positive relationship to purchase intention, contrary to the findings of Anggraeni (2016). Semen Gresik as the market leader for cement products, especially in the island of Java, must continuously maintain a positive brand image, such as cement that has the best quality in order to gain confidence in customers' mind. PT Semen Gresik can organize or hold events such as gatherings or media gatherings attended by the company and agents, retailers, or shops. Besides that, it can also continue the merchandise program as proof that Semen Gresik wants to maintain the brand image that it already has.

This study found that the brand image indicators, namely the comparison of quality, product history, and product reliability have a very high value. By paying attention to these indicators, it is expected to increase customer satisfaction significantly. These results support previous research conducted by Dash et al., (2021, Hosseini and Behboudi (2017), and Dunuwille and Pathmini (2016) which found that brand image has a significant positive effect on customer satisfaction, this is in accordance with the theoretical study that has been presented. This result is not in accordance with the research found by Lahap et al. (2016). PT Semen Gresik can give an idea to customers that Semen Gresik is a better product than other products with all the features it offers that are packaged in an interesting and educative story so as to form a positive product image, thereby increasing customer satisfaction.

These results support previous research conducted by Purbasari and Permatasari (2018); Alavi et al., (2016); Kuo et al., (2009) found that there was a significant positive relationship between customer satisfaction and purchase intention. However, this finding contradicts the results of research from Ramadhan and Santosa (2017). In the customer satisfaction variable, the indicator that has the highest value is the same feeling when making the first purchase or subsequent purchases and the other indicators also have relatively very high values. Overall, it can be said that customers are satisfied with everything that is provided by Semen Gresik

This study also shows that the fourth hypothesis, which states that Customer Satisfaction mediates the relationship between Brand Image and Purchase Intention, is proven. These results are in accordance with previous research by Ryu and Kim (2008) and Alavi et al. (2016), who

found that Customer Satisfaction can act as a partial mediation in the relationship between perceived value and Brand Image with Purchase Intention. The results of this study also confirms that Customer Satisfaction is a mediating variable of the relationship between Brand image and Purchase Intention.

6. Conclusion

Based on the results of this study , several conclusions can be drawn, including:

1. The better the brand image perceived by the customer, customer's purchase intention will increase
2. The better the brand image perceived by the customer, customer's satisfaction will increase
3. The better the customer satisfaction, the customer's purchase intention will increase
4. Customer satisfaction is able to mediate the relationship between brand image and purchase intention.

Suggestions for further research are to be able to examine variables outside of this study variable because there are still various variables outside the model that can affect the results of this study.

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