The Influence of Brand Image, Brand Trust, Perceived Quality and Perceived Value on Consumer Purchase Intention at Different Categories of Product

Authors: Harsono, Soni; Perdana, Soly; Riyadi, Dimas Bagus; Normasita
Source: Advanced Science Letters, Volume 24, Number 5, May 2018, pp. 3198-3207(10)
Publisher: American Scientific Publishers
DOI: https://doi.org/10.1166/asl.2018.11343

Purchase intention is an important aspect frequently discussed in consumer behavior. This study, therefore, empirically addresses four factors, such as brand image, brand trust, perceived quality, and perceived value, which affect customer purchase intention at different and local brands. From the results of the synthesis with the same instrument, it is found that many previous researchers have investigated the top brands only. However, this study tries to investigate local brands and top brands simultaneously on convenience and shopping products. This study presents in-depth study and indicates the direction for the development of the study of consumer behavior in the future. The population of this study is in Surabaya and Sidoarjo, East Java province, Indonesia. The sampling technique is conducted using convenience sampling. The analysis techniques used are multiple regression analysis, multiple correlation coefficient analysis, multiple determination coefficient analysis, correlation coefficient analysis and partial determination. The results of this study prove that brand image has significant influence on purchase intention on sport shoes products and XX brand bread, but has no significant influence on purchase intention on XX brand camera and XX brand motorcycle. Brand trust has significant influence on purchase intention on XX brand bread and XX brand.
Advanced Science Letters

Country: United States

Subject Area and Category:
- Computer Science
  - Computer Science (miscellaneous)
- Energy
  - Energy (miscellaneous)
- Engineering
  - Engineering (miscellaneous)
- Environmental Science
  - Environmental Science (miscellaneous)
- Mathematics
  - Mathematics (miscellaneous)
- Social Sciences
  - Education
  - Health (social science)

H Index: 21
Mathematics
Mathematics (miscellaneous)

Social Sciences
Education
Health (social science)

Publisher
American Scientific Publishers

Publication type
Journals

ISSN
19366612, 19367317

Coverage
2010-ongoing

Quartiles

Computer Science (miscellaneous)
Education
Energy (miscellaneous)
Engineering (miscellaneous)
Environmental Science (miscellaneous)
Health (social science)
Mathematics (miscellaneous)

This website uses cookies to ensure you get the best experience on our website