

Research Article

Effect Brand Awareness and Service Quality on Purchase Decision through Customer Satisfaction Pt. Pt. Gemini Mitra Gemilang

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Abstract: This study aimed to determine the effect of brand awareness and service quality on consumer purchasing decisions through customer satisfaction PT. Gemini Mitra Gemilang. The number of samples taken was 120 consumers. The sampling technique is also called the method of making accidental sampling. Analysis of data using path analysis. The results showed that brand awareness and service quality influence on purchase decisions through customer satisfaction.

Keywords: brand awareness, service quality, customer satisfaction, purchasing decisions.

INTRODUCTION

Decision-making is a process of assessment and selection of the various alternatives in accordance with particular interests by setting an option deemed most favorable. The assessment process usually begins with identifying key issues affecting the purpose, organizing, analyzing, and selecting the various alternatives and make decisions that are considered the best. The final step of the process is an evaluation system to determine the effectiveness of the decisions taken. Decision-making is of significant importance for the reciprocation of an organization, especially for the future of an organization is determined by the current decision making. The importance of decision-making in terms of the power to make decisions, namely whether to follow the pattern of centralization or decentralization. Decision-making in addition to terms of power also in terms of presence, namely the absence of decision-making theory administration, we can not understand, did predict the actions of management so we can enhance management effectiveness.

Factors that influence purchasing decisions by consumers of goods or services is brand awareness, quality of services provided by consumer and customer satisfaction. Brand Awareness with regard to the brand recall in the minds of consumers. Brand awareness is important for producers because consumers will tend to buy products that are known or remembered by him

Quality of service is a form of enterprise services to consumers. that the quality of services as a measure of how good a given level of service that is able to correspond with customer expectations. the quality of services can be realized through the fulfillment of customer needs and desires as well as the accuracy of delivery to keep pace with customer expectations. Services in accordance with customer expectations it may appear to do a comparison prior to the services provided companies such as speed of service, consistency of service from time to time, convenience, and responsive to customer complaints. The higher the quality of services rendered to the company's consumers, consumers will soon decide the purchase.

Customer satisfaction with the use of the product will have an impact on consumer Purchasing Decisions. In the event that the consumer should be satisfied after using our product.

Literature Review

1. Brand Awareness

Brand awareness related to the brand recall in the minds of consumers. Brand awareness is important for producers because consumers will tend to buy products that are known or remembered by him, brand awareness has four levels, as follows:

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- Unaware brand (not aware of the brand) is the lowest level in the pyramid brand, where consumers are not aware of the existence of a brand.
- Brand recognition (branding) is the minimum level of brand awareness where it is important when a buyer selects a brand when making a purchase.
- Brand recall is a recall of the brand without passing assistance because unlike recognition task.
- Top of mind is the first brand in mind when consumers were asked about a product category that can be recalled spontaneously without assistance.

The higher level of brand awareness means a growing brand in mind or in the minds of consumers compared to other brands. Furthermore, brand awareness rather is a memory only, but it is a learning process for the consumer to a brand. Building brand awareness is usually done in less time long since memorization can be managed with repetition and reinforcement. In fact, the brands with a high level of recall are brands that old age. Consumers will tend to buy products with a brand they are familiar with the product from those of the mark is still unfamiliar to them.

According to Susanto and Wijanarko (2004), in the face of intense competition, a strong brand is a clear distinction, valuable and sustainable, the spearhead for the competitiveness of the company and very helpful in marketing strategies. According to the East (1997:29), "Brand awareness is the recognition and recall of a brand and its differentiation from other brands in the field". This means that brand awareness is the recognition and recall of a brand and distinction from other brands in the field. Brand awareness is the ability for consumers to remember a brand and what makes it different compared to other brands.

There are four indicators that can be used to determine how much consumers aware of a brand, among others:

- Recall that is how much consumers remember the brand when asked what is remembered.
- Recognition is how much consumers can recognize these brands are included in a particular category.
- The purchase is how much consumers will incorporate a brand into an alternative option when buying a product/service.
- Consumption is how much consumers are still considering a brand while using the product/service competition.

2. Quality of Service

Lewis & Booms (1983) in Tjiptono (2005) stated that the quality of services as a measure of how

good a given level of service that is able to correspond with customer expectations.

Based on this definition, the quality of services can be realized through the fulfillment of customer needs and desires as well as the accuracy of delivery to keep pace with customer expectations. Services in accordance with customer expectations it may appear to do a comparison prior to the services provided companies such as speed of service, consistency of service from time to time, convenience, and responsive to customer complaints.

There are two factors that affect the quality of service that is expected services (and services are perceived). Quality should start from the needs of customers and end on customer perception. This means a good quality image is not based on viewpoint or perception but from a service provider or customer perception standpoint.

Both the poor quality of services is the responsibility of the entire organization of the company. Therefore, whether or not the quality of service depends on the ability of service providers to meet customer expectations consistently (Tjiptono, 2005). In one study on the quality of service by Parasuraman (1988) involving 800 customers (which is divided into four companies) aged 25 years and over, that there are five dimensions of quality of service, as follows:

- Tangible ie the ability of a company to demonstrate its existence to external parties. Appearance and Ability of physical infrastructure for reliable company circumstances surrounding neighborhood is clear evidence of the services provided by the service providers. This includes the physical facilities (eg, buildings, warehouses, etc.), equipment and tools used (technology) as well as the appearance of employees.
- Reliability is the ability of companies to provide services in accordance with the promises are accurate and reliable. Performance must be in accordance with customer expectations mean timeliness, the same service to all customers without error, a sympathetic attitude and with high accuracy.
- Responsiveness is a policy to assist and provide fast and accurate service to customers with clear information delivery. Allowing consumers to wait in a negative perception of service quality.
- Assurance and certainty that knowledge, politeness and the ability of an organization's employees to gain the confidence of the customers to the company. It includes several components among other things security credibility communication competence and courtesy.

- Empathy is to give sincere attention and a private individual or given to customers by striving to understand the desires of consumers. Where a company is expected to have the understanding and knowledge of the customer, understanding customers' specific needs, and has the operating time that is convenient for the customer.

The relationship between quality of service and customer satisfaction is very important for the company, due to the fulfillment of customer satisfaction means that the company has been providing quality service with the maximum expected consumer. Service of a company can be said to be better quality if these services are able to meet the needs and desires of its customers.

According to Kotler (2005), the quality of the services should start from the customer's needs and ends with customer satisfaction and positive perceptions of the quality of service. Parasuraman (1985) said customer satisfaction is the result of the perception of buyers regarding the quality of service. If the quality of service provides a suite with consumer perception, the higher the perceived consumer satisfaction.

Quality of service and customer satisfaction is a different concept with the argument that the perceived quality of service is a form of attitude, that a comprehensive evaluation in the long term, while satisfaction indicates the size of a particular transaction. Therefore satisfaction takes place in a short period. The higher the perceived service quality, increased customer satisfaction (Karsono, 2007).

3. Customer Satisfaction

The increasingly fierce competition in which more and more manufacturers involved in fulfilling the needs and desires of consumers, cause every company must put orientation on customer satisfaction as a primary goal. Today more believed that the key to winning the competition is to give satisfaction to customers (Tjiptono, 2005). Therefore, the concept of marketing that should be adopted by the company is that has a central theme that states that all elements of the business should be oriented towards consumer satisfaction (Subroto and Nasution, 2001).

Some opinions about the definition of customer satisfaction, including from Mowen and Minor (2002), which defines the overall customer satisfaction as consumer attitudes shown on the goods or services after they obtain and use. The results of what they expect with what they get from the product. The fact that in accordance with the expectation that they invest will lead to customer satisfaction.

Buyers who feel satisfaction will tell others and re-purchase the product. However, in case of dissatisfaction will cause people to switch search for another product that meets their expectations. According to Engel, Blackwell, and Miniard (1995), it is stated that there are three forms to assess customer satisfaction and dissatisfaction, namely:

- disconfirmation positive, ie, if the performance is better than expected.
- Confirmation is simple, that is if the same performance as expected.
- disconfirmation negative, ie, if the performance is worse than expected.

Generate positive disconfirmation satisfaction response and the opposite occurs when the negative disconfirmation. Simple confirmation implies a negative response. Overall customer satisfaction will ultimately negative effect on customer complaints and a positive effect on customer loyalty. Because the customer is the person who receives the work of someone or a company, so it is they who can determine or assess their quality and also convey what and how their needs.

Consumer dissatisfaction is one of the factors that could cause consumers to switch brands. As stated by (Dharmmesta, 2002) that a person who experienced dissatisfaction consumers have the possibility of purchasing decisions will change the behavior by seeking alternatives other brands in the next consumption to increase his satisfaction.

Consumer satisfaction is a function of how close the expectations of consumers on a product with the perceived performance of these products. Consumer satisfaction is one of the main elements in an effort to maintain existing customers or to attract new consumers. Kotler (2005), states that the satisfaction or dissatisfaction is the feeling of pleasure or disappointment of someone who comes from a comparison between the impression of the performance of a product, accompanied by expectations that accompany it.

4. Purchasing Decisions

The decision means the choice is a choice of two or more possibilities. However, almost not a choice between right and wrong, but that it often occurs is the choice between the "almost true" and that "possibly wrong". Although used to say the same decision with the choice, there are important differences between the two. The decision was a "real choice" for selection interpreted as a selection of destinations including options on how to achieve that goal, whether at the individual level or at the collective level. Decision relation to the process of the final state of a process that is more dynamic labeled decision. The decision is seen as a process because it consists of a series of related activities and not only regarded as a prudent action.

Furthermore, Amirullah (2002) that: "The decision is a process of assessment and selection of the various alternatives in accordance with particular interests by setting an option deemed most favorable." Decision-making is of significant importance for the reciprocation of an organization, especially for the future of an organization is determined by the current decision making. The importance of decision-making in terms of the power to make a decision as to whether to follow the pattern of centralization or decentralization. Decision-making in addition to terms of power also in terms of presence, namely the absence of decision-making theory administration, we can not understand, did predict the actions of management so we can enhance management effectiveness.

Machfoedz (2010) argues that decision-making is a process of assessment and selection of the various alternatives in accordance with particular interests by setting an option deemed most favorable. The assessment process usually begins with identifying key issues affecting the purpose, organizing, analyzing, and selecting the various alternatives and make decisions that are considered the best. The final step of the process is an evaluation system to determine the effectiveness of the decisions taken.

According to Swastha and Handoko (2008) argues that: "The decision to purchase is a process in the purchase of real, whether to buy or not." Based on the pattern of the relationship between the type of business (issues), the highest and most businesses are low, then we can distinguish three levels of consumer decision-making as proposed by Amirullah (2002) as follows:

- Extensive problem-solving. At this level, the consumer is in dire need much more convincing information for decisions to be taken. Consumers, in this case, has had special criteria for goods to be chosen. Decision making also involves decisions extensive multi-choice and cognitive and behavioral efforts significantly. Finally, these decisions tend to require longer periods of time.
- Limited problem-solving. At this level, the consumer does not so much need information, but consumers still have to look for more information to give faith. Usually, consumers who are at this level are always comparing with digging brand or goods kept information. Here fewer alternatives considered and similarly with the process of integration required. Selection decisions involving limited usually quite fast, with rates of cognitive and behavioral attempts being.
- Routinized response behavior. Because consumers have had much experience in buying, then the information is usually not necessary. The information sought is simply to

compare the course, even though the decision was already thought of. Compared to another level, the behavior of the routine takes very little choice cognitive capacity or conscious control. Basically, the plan has been studied consumer decisions reactivated from memory and carried out automatically to generate consumer behavior.

Research Methods

1. Population and Sample

The population is a generalization region consisting of the objects/subjects that have a certain quantity and characteristics defined by the researchers to learn and then drawn conclusions (Sugiyono, 2005). Samples were towing the majority of the population to represent the entire population, (Surakhmad, 1990). The sample used by the author in this study is a consumer company.

The number of samples taken was 120 consumers. The sampling technique is also called the sampling methods accidental. This sampling in a sample taken at a certain time and coincidentally make purchases on the company.

2. Data Collection Technique

To obtain a concrete data and objective it must be conducted research on the problems examined, while the steps that researchers take in data collection is Primary data is data obtained directly from the research object, In this case, primary data obtained from field research is the method of collection research premises do data directly on the object of study in question.

3. Deviations Classical Assumption Test

Stages of processing the data in this study are the classical assumption test with such regression linearity test, heteroskedastic test, normality test, multicollinearity and autocorrelation and the search for descriptive statistics that the average value, median mode, standard deviation and range.

RESULTS AND DISCUSSION

1. Classic Assumption Testing

The regression equation generated from calculations using SPSS version 21 must be tested quality by using the classical assumption that qualifies Best Linear Unbiased Estimated (BLUE). Some classic assumption test that must be met is the normality test, autocorrelation, multicollinearity, and heteroskedasticity.

Normality Test

Testing normality of the data used to draw conclusions whether the data were examined distributed normally so if described would form a normal curve. Test data normality using the Kolmogorov-Smirnov with the results shown in the following table.

Table 1. Results of the calculations Kolmogorov-Smirnov

		BRAND	SERVICE	SATISFACTION	PURCHASE
N		120	120	120	120
Normal Parameters ^{a, b}	mean	19.4667	21.2500	41.7917	42.5250
	Std. deviation	3.54309	5.99615	6.30845	5.65234
Most Extreme Differences	Absolute	,210	,106	,118	,125
	positive	,075	,066	,084	,081
	negative	-,210	-,106	-,118	-,125
Test Statistic		,210	,106	,118	,125
Asymp. Sig. (2-tailed)		,000c	,002c	,000c	,000c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Significance Lilliefors Correction.

Based on the above table it is known that the data meet the assumptions of normality if the value of the significance of having a number greater than 0.05. The data in the table above illustrates that the data has significant numbers above 0.05 so it can be said that the data on the results of the questionnaire have a normal distribution.

Autocorrelation Test Data

This test includes testing whether the data in one variable has a significant correlation or not. Testing autocorrelation can be viewed by using the value of Durbin Watson as follows.

Table 2. Results of the calculations Durbin Watson

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,774 ^a	,599	,592	3.60863	1.293

- a. Predictors: (Constant), SERVICES, BRAND
- b. Dependent Variable: PURCHASE

Based on the above table the value of Durbin Watson was at the reception did not happen autocorrelation data.

Multicollinearity Test Data

Data multicollinearity test is a test to see whether there is a high correlation between the independent variables. Assuming the testing is done using VIF. If VIF is less than 5 then does not occur between independent variables multicollinearity. VIF calculation results can be seen in the following table.

Table 4. Results of the analysis of the first equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	16.943	2,092		8.097	,000
BRAND	,709	,094	,445	7.552	,000
SERVICE	,554	,055	,588	9.987	,000

- a. Dependent Variable: PURCHASE

Based on the tables above, the simultaneous structural equations can be described as follows: $Y = 0,445X1 + 0,588X2$

Table 3. Results of the calculations VIF

Model	Collinearity Statistics	
	tolerance	VIF
1 BRAND	,989	1,012
SERVICE	,989	1,012

- a. Dependent Variable: PURCHASE

Based on the above table it is known that VIF is less than 5 so that it can be said that the independent variables are not correlated.

Heteroskedasticity Test Data

Data heteroscedasticity test is a test to assess whether the predictive value of the data is correlated with the value of the independent variable. If it happens then the resulting equation does not behave as a good estimator. This test can use the model curve resulting from the equation between X Pred on variable Y and D Resid in the variable X in SPSS. Based on the results of the analysis can be seen that the points are spread not form a specific pattern means that no correlation between predictions densest data on variable Y with the value of the independent variable in the variable X so that the data does not occur heteroskedasticity symptoms.

Hypothesis Testing

1. Effect of Brand Awareness And Quality Of Services Purchasing Decisions

Linear analysis model can be based on calculations using SPSS program as follows.

Table 5. Calculate the F value equations simultaneously

Model	Sum of Squares	df	mean Square	F	Sig.
1 Regression	2278.325	2	1139.163	87.478	,000b
Residual	1523.600	117	13.022		
Total	3801.925	119			

- a. Dependent Variable: PURCHASE
- b. Predictors: (Constant), SERVICES, BRAND

Based on the above table it is known that the calculated F value of 87.478 and significance of 0.00. This value is less than 0.05. This means that the variable brand awareness and service quality influence on purchase decisions simultaneously. The magnitude of the effect of the independent variable on the dependent variable can be seen from the following values of r squared.

Table 6. Values r squared regression model first

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,774a	,599	,592	3.60863	1.293

- a. Predictors: (Constant), SERVICES, BRAND
- b. Dependent Variable: PURCHASE

Based on the above table it is known that the value of r squared of 59.9% meaning that the variable brand awareness and service quality influence on purchase decisions reached 59.9% while the rest influenced by other variables that are not incorporated into the model equations.

2. Analysis of Effect of Brand Awareness on Purchasing Decisions

Results of the analysis of the effect of brand awareness on purchase decisions can be partially seen in the following table.

Table 7. Results of the analysis of the second regression equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	26.763	2,503		10.691	,000
BRAND	,810	,127	,508	6.399	,000

- a. Dependent Variable: PURCHASE

The structural equation of the above data can be seen as follows $Y = 0,508X1$

Based on the chart above analysis it is known that the coefficient of 0.508 brand awareness. T value of 6.399. The significant value of 0.00. The significance value smaller than 0.05. This means that the brand awareness variable influence on purchase decisions partially. The brand awareness level of influence on purchase decisions can be seen in the following table.

Table 8. The value r squared second equation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,508a	,258	,251	4.89075

- a. Predictors: (Constant), BRAND

Based on the above table it can be seen r squared value of 0.258. This means that the effect of variables on the performance brand awareness by 25.8% and the rest influenced by other variables not included in the model equations.

3. Effect Analysis of Service Quality on Purchasing Decisions

The analysis results on the performance quality of service can be partially seen in the following table.

Table 9. Results of the analysis of the third regression equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	29.794	1,479		20.146	,000
SERVICE	,599	,067	,636	8.942	,000

a. Dependent Variable: PURCHASE

The structural equation of the above data can be seen as follows $Y = 0,636X_2$

Based on the chart above analysis it is known that the coefficient of 0.636 service quality. T value of 8.942. The significant value of 0.00. The significance value smaller than 0.05. This means that the variable quality of service influence on purchase decisions partially. The amount of influence on purchase decisions of service quality can be seen in the following table.

Table 10. Value quadratic equation r third

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,636a	,404	,399	4.38244

a. Predictors: (Constant), SERVICE

Based on the above table it can be seen r squared value of 0.404. This means that service quality variables influence on purchasing decisions by 40.4% and the rest influenced by other variables not included in the model equations.

4. Analysis of Consumer Satisfaction to Influence Purchase Decision

The analysis results of customer satisfaction on the performance of the partial work can be seen in the following table.

Table 11. Results of the fourth regression equation analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	10.376	1.787		5.806	,000
SATISFACTION	,769	,042	,859	18.191	,000

a. Dependent Variable: PURCHASE

The structural equation of the above data can be seen as follows $Y = 0,859X_3$

Based on the chart above analysis in mind that customer satisfaction coefficient of 0.859. T value of 18.191. The significant value of 0.00. The significance value smaller than 0.05. This means that the satisfaction variables influence consumer purchase decisions partially. The magnitude of the effect of customer satisfaction with the purchase decision can be seen in the following table.

Table 12. Value r squared fourth equation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,859a	,737	,735	2.91018

a. Predictors: (Constant), SATISFACTION

Based on the above table it can be seen r squared value of 0.737. This means that service quality variables influence on purchasing decisions by 72.2% and the rest influenced by other variables not included in the model equations.

5. Analysis of Effect of Brand Awareness on Purchasing Decisions Through Customer Satisfaction

Table 13. The effect of brand awareness on consumer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	19.943	2.517		7.922	,000
BRAND	1,122	,127	,630	8.821	,000

a. Dependent Variable: SATISFACTION

Brand awareness influence on purchasing decisions is 0.508. Brand awareness influence on performance through the quality of service is $0.630 \times 0.859 = 0.541$. In this case, the indirect effect is greater than the direct effect so that it can be said that consumer satisfaction variables work as an intervening variable.

6. Analisis Influence Quality Service on Purchasing Decisions Through Customer Satisfaction

Table 14. The coefficient of the influence of service quality on customer satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	beta		
1 (Constant)	24.849	1,395		17.815	,000
SERVICE	,797	,063	,758	12.617	,000

a. Dependent Variable: SATISFACTION

Based on the picture above it can be seen that the direct effect of service quality to the purchasing decision is 0.636. While the influence of service quality on consumer purchase decisions through customer satisfaction is $0.758 \times 0.859 = 0.651$. In this case, direct influence smaller than the indirect influence so can be say that the variables of customer satisfaction as an intervening variable.

CONCLUSIONS AND RECOMMENDATIONS

1. CONCLUSIONS

Variable brand awareness and service quality influence on purchase decisions simultaneously. F value calculated at 87.478 and significance of 0.00. This value is less than 0.05. R squared value of 59.9% meaning that the variable brand awareness and service quality influence on purchase decisions reached 59.9% while the rest influenced by other variables that are not incorporated into the model equations.

Variable brand awareness influence on purchase decisions partially. T value of 6.399. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.258. This translates into brand awareness variables influence on purchasing decisions by 25.8% and the rest influenced by other variables not included in the model equations.

Service quality variables influence on purchase decisions partially. T value of 8.942. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.404. This means that service quality variables influence on purchasing decisions by 40.4% and the rest influenced by other variables not included in the model equations.

Satisfaction variables influence consumer purchase decisions partially. T value of 18.191. The significant value of 0.00. The significance value smaller than 0.05. R squared value of 0.737. This means that

service quality variables influence on purchasing decisions by 72.2% and the rest influenced by other variables not included in the model equations.

Brand awareness influence on purchasing decisions is 0.508. Influence on the performance brand awareness through a quality of service is $0.630 \times 0.859 = 0.541$. In this case, the indirect effect is greater than the direct effect so that it can be said that consumer satisfaction variables work as an intervening variable.

Directly influence the quality of service to the purchasing decision is 0.636. While the influence of service quality on consumer purchase decisions through customer satisfaction is $0.758 \times 0.859 = 0.651$. In this case, the direct influence smaller than indirect influence so can be say that the variables of customer satisfaction as an intervening variable.

2. Recommendations

Brand awareness is the ability of a potential buyer to recognize or recall that a brand is a part of a particular brand category. Brand awareness can be improved by taking into account consumer recall to service companies, becoming acquainted with the services of the company, purchasing, quality of service and the association with the brand that consumers use.

Quality of service as a measure of how good a given level of service that is able to correspond with customer expectations. Quality of service can be

improved by paying attention to the cleanliness of the facilities, the attention of the employee, easily accessible, with good service delivery, provide prompt service and the company's reputation improved.

Customer satisfaction as the overall consumer attitudes shown on the goods or services after they obtain and use. Customer satisfaction can be increased with the fulfillment of consumer expectations, experiences, pleasing consumers and services that do not pose concerns.

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