

Advance

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

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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 categories of product, for both global 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 motorcycle, but has no significant influence on purchase intention on XX brand camera and XX brand motorcycle. Perceived quality has significant influence on purchase intention on sport shoes products, XX brand bread and XX brand camera, but has no significant influence on purchase intention on XX brand motorcycle. Perceived value has significant influence on purchase intention on XX brand bread and XX brand camera, but has no significant influence on purchase intention on sport shoes products and XX brand motorcycle. This study provides an understanding to the practitioners/marketers of sports shoes, XX brand bread, XX brand camera, and XX brand motorcycle related to consumer attitudes toward the purchase intention and how the implementation of brand image, brand trust, perceived quality and perceived value. The understanding is expected to be useful for making various policies that enable to increase purchase intention.

Keywords: Brand Image, Brand Trust, Perceived Quality, Perceived Value, Purchase Intention.

1. INTRODUCTION

One of significant topics of discussion on consumer behavior is purchase intention. In this era of tight competition, there are various types or categories of products/services offered to customers, in addition to various marketing efforts made to increase the intention of customers to purchase the products. Some producers often offer benefits, features and even nearly the same service and product brands that are difficult to distinguish.

One effort to increase consumer purchase intention is by performing marketing communication to build brand image,

company image, and public awareness about the importance of a product that can meet the consumers' needs and desires, because today the people are more selective in buying product/brand. Options to purchase goods or services could follow the flow of thought and stages, but sometimes many consumers make purchase decisions without careful planning or spontaneous purchase. They are sometimes irrational or emotional as they are so easily affected by the company's marketing efforts or socio-cultural environment that they could not consider which one to be prioritized.

Related to reputation, one of the aspects that influence people to have intention to purchase a product/brand is brand image.

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In general, a product or brand will highlight its advantages to attract the attention of customers. Brand image will affect the consumers to tell the positive side of a product or brand to others. This is in line with the results of the study conducted that the student's experience in running an e-learning, as part of the learning process, can improve the image of the college and create a desire in student to recommend it to other students. Further, research conducted by Ref. [1] finds that brand image directly influences purchase intention.

Reference [2] reveals that corporate image can be considered as a function of the accumulated experience of purchase or consumption and has two main components: functional and emotional. Functional component is associated with real attribute that can be easily measured, while emotional component is associated with psychological dimension that is manifested by feelings and attitudes toward an organization. These feelings come from individual experience with the organization and from the processing of information about the attributes that constitute functional indicators on corporate overview.

Research conducted by Ref. [3] finds that brand image has positive effect on customer loyalty. It is in line with the research conducted by Ref. [4] that proves that the creation of customer satisfaction provides many benefits, such as creating harmonious relationship between the company and the customers, providing a good foundation for purchasing the product/brand again and gain, and providing recommendations by word of mouth which is the basis of the creation of customer loyalty. Therefore, if a consumer thinks that a company has a high image, he will also have a high loyalty to the company.

In the context of consumer behavior, purchase intention is also influenced by brand awareness, trust, and perceived value. Reference [5] state that perceived quality has direct effect on purchase intention. In general, the people have already had their own reference about the existence of a product. This preference may be associated with trust. One of the efforts undertaken by the product or brand to create such preference in the people's mind is by bombarding the people with some effective marketing communication so as to raise response to the strong brand, thus causing the brand or product to gain a lot of consumers. Reference [6] reveals that the factors that make up the consumer trust in the brand of a company are ability, benevolence and integrity.

Tse and Wilton in Ref. [7] explain that customer satisfaction or dissatisfaction is the customer response to the perceived non-conformance evaluation between the previous expectations and perceived actual performance after using the product. The creation of customer satisfaction can provide benefits, such as creating recommendations of word of mouth. The satisfied or delighted customers will tend to be loyal for the company (apostle of a firm).

Based on the description above, the research questions presented in this study are:

1. What is the effect of brand image on customer purchase intention at different categories of product?
2. What is the effect of brand trust on customer purchase intention at different categories of product?
3. What is the effect of perceived quality on consumer purchase intention different categories of product?
4. What is the effect of perceived value on consumer purchase intention at different categories of product?

The goals to be achieved in this research are to find out the results of the analyses of the effect of brand image on consumer purchase intention at different categories of product, the effect of brand trust on consumer purchase intention at different categories of product, the effect of perceived quality on consumer purchase intention at different categories of product, and the effect of perceived value on consumer purchase intention at different categories of product.

2. LITERATURE REVIEW

Brand image is generally defined as all things which are associated with the brand existing in the mind of consumer. Brand image presents overall consumer perceptions of the brand that are formed because of information and consumer experience to the brand. Brand image has an important role in influencing purchase behavior. Consumers who have a positive image of the brand tend to choose the brand in their purchase.

According to, the notion of brand which is reflected by consumer based on consumer memory; (2) the way people think about a brand in the abstract in their thinking, and they still think about it when they are not dealing directly with the product. Reference [10] reveals that brand image is the perception and beliefs made by consumers, as reflected in the associate in the memory of the consumers. The elements of brand are: name, logo, symbol, design, slogan, and packaging.

A brand needs an image to be communicated to the audience, which in this case, the target market is the values and benefits contained therein. For the company, image means creating the public perception of the corporate identity. This perception is based on the assumption that the people know or think about the company concerned. Thus, the companies that have similar business field do not necessarily have the same image in the eyes of the people or consumers. Therefore, the brand image is one handle for consumers in taking important decisions.

Brand image can bring certain assumption of association arising in the minds of consumers when they are thinking a specific product brand. The association simply can appear in the form of a certain thought or image associated with a brand, just as when we think about other people. This association can be conceptualized by type, support, excellence, strength, and uniqueness.

Associated with the brand image, Ref. [11] reveals that brand image is referring to memory scheme of a brand, which contains interpretations of the consumers on the attributes, advantages, use, situations, users, and the characteristics of the marketer and/or the characteristics of the manufacturer of the product/brand. The brand image is what consumers think and feel when they hear or see the name of a brand.

Reference [12], in his study of brand, reveal that brand image, brand association, brand loyalty, and perceived quality have a significant effect on consumer intentions to purchase a product. H1: Brand image has significant influence on consumer purchase intention at different categories of product

In addition to brand image, brand trust is also an important aspect that can affect purchase intention. Brand trust is important for all consumers because trust will certainly help to reduce the expenditure of time and the risk of consumers towards the brand. Brand trust will allow consumers to simplify the process of selecting the brands and reduce the time needed to make a purchase decision. Brand trust can also reduce uncertain purchase. It is an advantage to be gained from brand trust.

Reference [14] reveals that there are three activities that can be undertaken by companies to foster the consumer trust. They are:

1. *Achieving result.* It is a consumer expectation in the form of promise to consumer that must be met or fulfilled if the company wants to earn the trust of consumers.
2. *Acting with integrity.* It is an act with integrity which means that there is consistency between words and actions in different situations. Thus, integrity is a key factor for either party to believe in the sincerity and others.
3. *Demonstrating concern.* It is the ability of a company to show its concern to the consumers in the form of showing attitude of understanding the consumer when facing problems with the product. This will foster brand trust.

According to Ref. [15], there are two indicators to identify the trust. They are:

1. *Brand reliability.* It is the consumer trust that the product is able to meet the value promised, or the perception that the brand is able to meet the needs and to give satisfaction.
2. *Brand intention.* It is the consumer trust that the brand is able to prioritize the interests of consumers when there is a problem in the consumption of the product that appears unexpectedly.

H2: *Brand trust has an influence on consumer purchase intention at different categories of product*

Reference [16] defines perceived quality as consumer perceptions of the overall quality or superiority of a product or service related to the intentions expected. Perceived quality is important for consumers, because this factor can influence consumer decisions in choosing the brand of products to be purchased. Further Ref. [16] suggests that perceived quality is the main part or core of the framework of consumer-based brand equity, and therefore perceived quality is a dimension of brand equity.

Perceived quality will add the value to the brand, where in some experiences the consumers give good reasons to buy or consume a product. Perceived quality also serves as the marker for a brand to be able to distinguish itself from competitors. In addition, it can also be used to determine premium price and has a solid foundation for the expansion of the brand. High perceived quality by the consumers occurs when the consumers recognize the different advantages of the brand from the competitors. Reference [17] present to the marketers that high perceived quality can support premium prices, and in turn may create greater profit margins for companies that can be reinvested in brand equity.

Meanwhile, for the service quality, Ref. [18] describe five dimensions, namely: (1) Tangibles; (2) Reliability; (3) Responsiveness; (4) Assurance; and (5) Empathy.

H3: *Perceived quality has an influence on consumer purchase intention at different categories of product*

According to,¹⁰ customer perceived value represents the difference between the customer assessment perspective of all benefits and the costs of an offer for its alternatives. Sweeney and Soutar in Ref. [17] describe four dimensions that can be used to measure the perceived value. They are:

1. *Emotion value.* It is the utility that comes from positive feeling or affective/emotions arising from consuming the product.
2. *Social value.* It is the utility that is derived from the ability of products to enhance the concept of self-social customer.

3. *Service value.* It is the utility gained from the product due to a reduction in short-term and long-term costs.

4. *Price value.* It is the utility gained from the perception of the quality and performance expected for the product.

Meanwhile,¹⁹ state that perceived value is the results or benefits received by customers in relation to the total costs (including the price paid plus other costs associated with the purchase). In other words, the value is the difference between the benefits received and the costs incurred. Some indicators to measure the variable of perceived value are as follows: (1) Having sense of family; (2) Having special power; (3) Having added value.

The research conducted by Ref. [20] shows the effect of expensive price assumption on purchase intention through perceived uniqueness, perceived sacrifice, and perceived value.

H4: *Perceived value has an influence on consumer purchase intention at different categories of product*

The theory proposed by Fishbein, taken from the book written by Ref. [21] states that a person's attitude towards an object is likely not systematically closely associated with certain behaviors. However, the determination whether consumers will behave in certain ways is the intention to such behavior. The model proposed by Fishbein is called *the theory of reasoned action* because it assumes the consumers consciously on the consequences of alternative behavior under consideration and selection that one of the alternatives leads to the most desirable consequences.

According to¹⁰ several factors that form the purchase intention and consumer purchase decision, among others, are:

1. The attitude of other people. This is the extent to which the attitude of others that reduces one's preferred alternative will depend on two things: the negative attitudes of others towards the alternative preferred by consumers and consumer motivation to obey the wishes of others.

2. Factors of unanticipated situations. These factors will be able to change the minds of consumers. It depends on the consumers' own thoughts, whether they are confident in deciding to purchase a product or not.

According to Ref. [10], in the purchase process, consumer purchase intention is closely related to the motive to wear or buy a particular product. The motive of this purchase is different for each consumer. A consumer will choose the product that contains attributes which he believes relevant to the needs. Purchase decisions can be either buying or not buying. There are two factors that appear between purchase intention and purchase decision, that is, the attitude of others and unexpected situations that can alter the intention to purchase. "Purchase decision often involves two or more parties, in which in general, there are five roles a person can do."¹⁰ The five roles include:

1. *Initiator:* the person who first suggested the idea to buy a product or service.
2. *Influencer:* the person who has a view or advice that affects the decision to purchase.
3. *Decider:* the person who determines the purchase decisions.
4. *Buyer:* the person who buys in real.
5. *User:* the person who consumes the goods or services purchased.

After purchasing, consumers will experience some levels of satisfaction and dissatisfaction. Thus, the types of behavior of

purchase decision and the big difference can be described as follows:

- a. Complex purchase behavior
- b. Consumers purchase behavior in situations characterized by high involvement of the consumers in the purchase and the big difference perceived between them
- c. Purchase behavior that reduces mismatch
- d. Consumers purchase behavior in situations characterized by high involvement of the consumers in the purchase but the difference is not perceived by them
- e. Purchase behavior as a habit
- f. Consumers purchase behavior in situations characterized by low involvement of the consumers in the purchase but the big difference in brand is perceived by them
- g. Consumer purchase behavior in situations characterized by low involvement of the consumer, but the difference perceived is great.

3. RESEARCH METHODOLOGY

3.1. Research Design

This research is conducted to gain an overview of the influence of brand image, brand awareness, brand trust, and perceived value on the consumer purchase intention. The type of this research is explanatory research which aims to mine and explain the causal relationships among variables. This research is also an explanatory perceptual research because this research is linked to human behavior as a simple or complex reaction.

The design of this research is non-experimental study. The dimension of time of this study is a cross sectional study which is conducted by collecting data only one time in a given period of time. The paradigm used in this research is quantitative paradigm or quantitative research that emphasizes on testing theories through the measurement of research variables with numbers and performs data analysis using statistical procedures with the aim to test the hypothesis.

3.2. Population, Sample, Sample Size Determination, and Sampling Technique

The population in this study is consumers of various products in Surabaya and Sidoarjo. To facilitate sampling, the population is classified as follows:

1. Consumers of XX brand bread product in Surabaya (local brand)
2. Consumers of XX brand SLR digital camera product in Sidoarjo (global brand)
3. Consumers of XX brand motorcycle product in Surabaya (global brand)
4. Consumers of sport shoes product in Surabaya (local and global brand).

The sample in this study is consumers who will buy each category of products that will be examined at the booth or store when these products are offered or sold. Each consists of 75–100 respondents as the sample for a single category of product.

The sampling is conducted using convenience sampling technique which is based on the aspect of convenience.

The sampling in this study is based on the following criteria:

- a. The age of respondents is above 17 years
- b. The respondents are the users of sport shoes products for at least 6 months the buyers of XX brand bread with a minimum

purchase requirement of three times, the users of XX brand SLR digital camera and the users/owners of XX brand motorcycle for at least 6 months in Surabaya and Sidoarjo.

c. The study period is from May to September 2015, and the retrieval of data is from May to June 2015.

The independent variables in this study are brand image (X1), and trust (X2), perceived quality (X3), perceived value (X4), while the dependent variable is purchase intention (Y).

3.3. Operational Definition and Research Variables

Brand image in this study is the consumer perception of the brand which is formed by information and consumer experience to a product brand. The indicators to measure brand image variable are as follows:

1. Buying the product/brand because of its high quality
2. Buying the product/brand because of its good historical background
3. Imagining how the brand/product if I used it

The operational definition of the variable of perceived quality is the consumers' perceptual assessment of overall quality and excellence of the products of sports shoes, XX brand bread, XX brand SLR camera and XX brand motorcycle.

The indicators of perceived quality in this study are the indicators developed by Ref. [22] as follows:

1. The main operational characteristic of the product brand is satisfactory
2. Offering additional satisfactory product features
3. Compliance with specifications. The product brand specifications informed through labeling are in accordance with the reality
4. Working properly whenever used (having consistent quality)
5. Having good durability
6. Availability of repair services, spare parts and costs of product brand maintenance
7. Perceived indeed as a quality product
8. The brand is easy to remember.

Operational definition of brand trust in this study is the consumer trust in a product/brand. The indicators of brand trust in this study refer to indicators developed by as follows:

1. *Brand reliability*. It is the consumer confidence that the product is able to meet the promised values, or a perception that the brand is able to meet the needs and satisfaction.
2. *Brand intention*. It is the consumer confidence that the brand is able to prioritize the interests of consumers when there is a problem in the consumption of products appearing unexpectedly.

The perceived value in this study is the consumers' perception of the difference between the benefits received and the costs incurred. The indicators to measure the variable of perceived value are:

1. Having a good value
2. The price is in line with the benefits
3. The price is in line with the quality
4. Having quality product.

Purchase intention in this study is related to consumers plan to buy brand/product. The intention is illustrated by the attitude of consumers who are interested in a product and the quality of a product.

The measurement scale for the variables of institution image, trust and word of mouth is using a Likert scale which is used

to measure attitudes, opinions, and perceptions of a person or a group of people on social phenomenon.²³ This scale is used to measure the respondents' responses on the research object with a weight value from one to five, with the following conditions: score 1 indicates strongly disagree; score 2 indicates disagree; score 3 indicates no comment or neutral; score 4 indicates agree and score 5 indicates strongly agree.

The data collection in this study is conducted using questionnaire and self-administered survey in which the researchers asked the respondent personally one by one in order to get in depth data.

3.4. Validity and Reliability Test of Research Instruments

Validity and reliability tests of small sample of 30 respondents are conducted using SPSS program, while the analysis technique is conducted using correlation of Bivariate Pearson (Product Moment Pearson), in which the loading value above 0.50 is considered valid. Reliability test is conducted by using the value of Cronbach's Alpha. An indicator is said reliable if the Cronbach's Alpha value is above 0.80.

3.5. Data Analysis Technique

Since this research is a collaborative research, the data analysis in this study is using multiple regression approach using SPSS, WarpPLS and Amos.

4. RESULTS AND DISCUSSION

4.1. Characteristics of Sports Shoes Respondents

Of the 125 respondents, as many as 73 respondents (58.4%) are male, and 52 respondents (41.6%) are female. The respondents aged between 18–25 years are 94 people (75.2%), aged between 25–32 years are 13 people (10.4%), aged over 46 years are 8 people (6.4%), aged between 25–39 years and 39–46 years are 5 people (4%).

The respondents with senior high school graduate are 88 people (70.4%), bachelor program graduate are 25 people (20%), junior high school graduate and doctoral program graduate are 6 people (4.8%), diploma program graduate are 5 people (4.0%), and master program graduate is 1 person (0.8%).

Based on monthly income, the respondents with no income are 78 people (62.4%), with income of IDR 1 million–1.9 million are 17 people (13.6%), with income of IDR 2 million–2.9 million are 9 people (7.2%), with income of >IDR 7 million are 6 people (4.8%), and with income of IDR 3 million–3.9 million, 4 million–4.9 million, 5 million–5.9 million are 4 people (3.2%) and with income of IDR 6 million–6.9 million are 3 people (2.4%). At present, *League* brand for sport shoes is occupying the first place with 67 respondents (53.6%). The second place is occupied by X brand with 27 respondents (21.6%). The third place is occupied by XX brand and XXX brand with respectively 13 respondents (10.4%), and the last place is occupied by XXXX brand with 5 respondents (4.0%). The validity and reliability of all variables have been tested. And all variables are declared valid and reliable.

4.2. Characteristics of XX Brand Bread Respondents

Of the 100 respondents of XX brand bread products, the majority is female with 59 respondents (59%), followed by male with 41 respondents (41%).

The respondents aged 18–25 years are 38 people (38%). The respondents aged 25–32 years are 34 people (34%). The respondents aged 32–39 years are 12 people (12%). The respondents aged 39–46 years are 8 people (8%). And the respondents aged >46 years are 8 people (8%).

It has been known that the respondents with Bachelor Program graduate are 47 people (47%), senior high school graduate are 28 people (28%), diploma program graduate are 15 people (15%), master program graduate are 7 people (7%), junior high school graduate are 2 people (2%), and doctoral program graduate is 1 person (1%).

The respondents with the job as private employees are 30 people (30%), as entrepreneurs are 20 people (20%), as students are 20 people (20%), as civil servants are 18 people (18%), as SOE employees are 11 people (11%), as military or police is 1 person (1%).

The respondents with the income of IDR 3 million–3.9 million are 36 people (36%), with no income are 18 people (18%), with income of IDR 2 million–2.9 million are 17 people (17%), with income of IDR 4 million–4.9 million are 12 people (12%), with income of IDR 5 million–5.9 million are 6 people (6%), with income of IDR 6 million–6.9 million are 5 people (5%), with income of IDR 1 million–1.9 million are 4 people (4%), and with income of IDR 7 million–7.9 million are 2 people (2%). All variables are declared valid and reliable.

4.3. Characteristics of XX Brand Camera Respondents

Of the 100 respondents, 69 people (69%) are male and 31 people are female (31%). The respondents with senior high school graduate are 43%, with diploma program graduate are 20%, with bachelor program graduate are 31%, with master program graduate are 4%, doctoral program graduate are 0%, and for others are 0 percent.

The characteristics of respondents based on the type of job, the respondents with the job as private employee are 35 people (35%), with the job as entrepreneur are 20 people (20%), as student are 17 people (17%), with the job as SOE employee are 12 people (12%), with the job as civil servant are 10 people (10%), with the job as military/police are 5 people (5%), and retired is 1 person (1%).

The characteristics of respondents based on income, the respondents with the income of IDR 2 million–2.9 million are 30 people (30%), with the income of IDR 3 million–3.9 million are 26 people (26%), with the income of IDR 1 million–1.9 million are 19 people (19%), with no income are 11 people (11%), with the income of IDR 5 million–5.9 million are 7 people (7%), with the income over IDR 7 million are 4 people (4%), with the income of IDR 6 million–6.9 million are 2 people (2%), and no respondent to fill in the income of IDR 4 million–4.9 million, or it can be said 0%. All variables are declared valid and reliable.

4.4. Characteristics of XX Brand Motorcycle Respondents

Of the 100 respondents, 81 people are male (81%) and 19 people are female (19%). It shows that the respondents of the research are dominated by male. At the locations studied by the researchers, most of the visitors are male.

The characteristics of respondents based on the last education, the respondents with the senior high school graduate are 45 people (45%), with bachelor program graduate are 26 people (26%),

with diploma program graduate are 12 people (12%), with junior high school graduate are 11 people (11%), with master program graduate are 5 people (5%), and with doctoral program graduate are 1 person (1%).

The characteristics of respondents based on the type of job, the respondents with the job as private employee are 45 people (45%), with the job as entrepreneur are 43 people (43%), as students are 5 people (5%) percent, with the job as civil servant, military and police are 2 people (2%), and with the job as SOE employee are zero.

Characteristics of respondents based on income, the respondents with the income of IDR 3 million–3.9 million are 32 people (32%), with the income of IDR 1 million–1.9 million are 15 people (15%), with the income of IDR 2 million–2.9 million and IDR 4 million–4.9 million are 13 people (13%), with the income of IDR 5 million–5.9 million are 8 people (8%), with no income are 5 people (5%), with the income of IDR 7 million–7.9 million are four people (4%), and with the income of 6 million–6.9 million are zero. All variables are declared valid and reliable, in which all variables have loading value above 0.50 and Cronbach's Alpha value above 0.80.

4.1. Results of Sport Shoes Analysis

Based on the output path coefficient and *p*-values above, it can be seen that the variable of perceived quality has significant influence on purchase intention with *p*-value < 0.001 and path coefficient value of 0.713. The variable of brand trust has significant influence on purchase intention with *p*-value of 0.008 and path coefficient value of 0.209. The variable of brand image also has significant influence on purchase intention with *p*-value of 0.051 and path coefficient value of 0.143. But, the variable of perceived value is deemed to have no significant influence on purchase intention with *p*-value of 0.251 and path coefficient value -0.059. Thus, in this model there is only one variable that has no significant influence on purchase intention, that is, the variable of perceived value. Here are the results of the recursive model estimation with formative indicators presented in Figure 1 below.

Brand image has significant influence on purchase intention (coefficient = 0.14; *p* = 0.05), brand trust has significant influence on purchase intention (coefficient = 0.21; *p* < 0.01), perceived quality has significant influence on purchase intention

(coefficient = 0.71; *p* < 0.01), but perceived value has no significant influence on purchase intention (coefficient = -0.06; *p* = 0.25).

4.6. Results of XX Brand Bread Analysis

The test results show that perceived value has significant influence on purchase intention with significance value of 0.017 < 0.05. Perceived quality has significant influence on purchase intention with significant value of 0.013 < 0.05. Brand trust has significant influence on purchase intention with significance value of 0.020 < 0.05. Brand awareness has significant influence on purchase intention with significance value of 0.021 < 0.05. And brand image has significant influence on purchase intention with significant value of 0.007 < 0.05.

4.7. Results of XX Brand Camera Analysis

The results of full model test show that perceived quality has significant positive influence on perceived value. This can be seen from the test result that the value of *P* < 0.05, or 0.000. This indicates that perceived quality is the factor that has significant positive influence on the variable of perceived value. Table II shows the results of full model test.

Perceived value has significant positive influence on purchase intention. This can be seen from the test result that the value of *P* < 0.05, or 0.000. This indicates that the variable of perceived value in this study serves as moderating variable of the factor that has significant positive influence on consumer purchase intention, and the variable of perceived value is a major factor of consumer purchase intention to buy XX brand digital cameras.

Brand trust has no significant influence on purchase intention. This can be seen from the test result that the value of *p* < 0.05, or 0.277. The variable of brand image has no significant influence on the variable of purchase intention. It can be seen from the test result that the value of *p* < 0.05, or 0.809.

The test results of full model show that perceived quality has significant positive effect on perceived value. This can be seen from the test result that the value of *P* < 0.05, or 0.000, indicating that perceived quality serves as the factor that has significant positive effect on the variable of perceived value.

Perceived value has significant positive effect on purchase intention. This can be seen from the test result that the value of *P* < 0.05, or 0.000. This indicates that the variable of perceived value in this study serves as moderating variable of the factor that has positive significant influence on consumer purchase intention, and the variable of perceived value is a major factor of consumer purchase intention to buy XX brand digital cameras.

Brand trust has no significant effect on the variable of purchase intention. This can be seen from the test result that the value of *p* < 0.05, or 0.277. The variable of brand image has no significant effect on the variable of purchase intention. This can be seen from the test result that the value of *p* < 0.05, or 0.809.

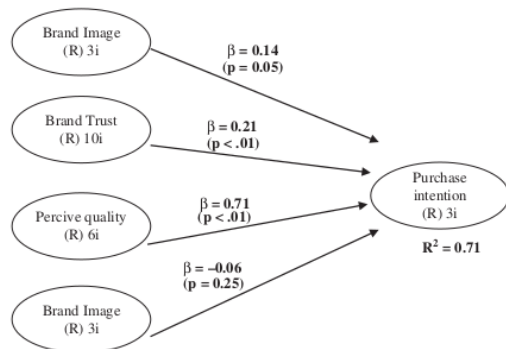


Fig. 1. Results of recursive model estimation with formative indicators (Sport shoes).

Table I. Structural full model test of XX brand camera.

	Estimate	S.E	C.R.	P	Explanation
Perceived value ← perceived quality	1.070	.284	3.769	***	Par_16
Purchase intention ← perceived value	.728	.175	4.155	***	Par_17
Purchase intention ← brand trust	.099	.091	1.087	.277	Par_18
Purchase intention ← brand image	.030	.123	.242	.809	Par_19

4.8. Results of XX Brand Motorcycle Analysis

The results of data analysis are as follows:
 Based on the Table above, television ads has a significance value of 0.01 < 0.05. So, according to the significance limit, the variable of television ads has significant influence on the intention to purchase XX brand motorcycle in Surabaya. Furthermore, the brand personality gets a significance value of 0.825 < 0.05. Based on its significant value, the variable of brand personality positively has no significant effect on the intention to purchase XX brand motorcycle in Surabaya.

Brand trust has a significance value of 0.862 < 0.05. So, the variable of brand trust has significant positive effect on the intention to purchase XX brand motorcycle in Surabaya. Furthermore, based on Table above, the variable of perceived value has a significance value of 0.315 < 0.05. So, according to its significance limit, the variable of perceived value positively has no significant effect on the intention to purchase XX brand motorcycle in Surabaya.

Perceived quality has a significance value of 0.894 < 0.05. Based on its significance value, the variable of perceived quality positively has no significant effect on the intention to purchase XX brand motorcycle in Surabaya. Furthermore, based on the Table above, brand image has a significance value of 0.275 < 0.05. So, according to its significance limit the variable of brand image positively has no significant effect on the intention to purchase XX brand motorcycle in Surabaya.

5. DISCUSSION

In this study, the categories of product studied are consumer goods, such as X, XX, XXX and XXXX brand sport shoes, XX brand bread (local brand), XX brand SLR Camera, and XX brand motorcycle.

To answer the hypotheses proposed in the previous section, the summary of data analysis of each product is presented in Table II below:

From Table II, it can be summed up as follows.

5.1. The Influence of Brand Image on Consumer Purchase Intention

Of the 4 (four) product brands: sports shoes, XX brand bread, XX brand camera and XX brand motorcycle, only for the products of sports shoes and XX brand bread whose brand image has significant influence on purchase intention. This result is consistent with previous studies conducted by Refs. [1, 2, 12] that brand image has a direct influence on purchase intention. However, this result is not in line for the products of XX brand camera and XX brand motorcycle. High brand image can influence consumers to perceive the brand as a brand symbolic.

For the product of sport shoes, from the open questions answered by the respondents, it is believed by the users through their experience from time to time that the brand of shoes they wear gives them experience that the brand guarantees reliability, security and satisfaction to the users. For the bread product, since it is food product, the brand image of the product is convincing the customers. The brand image of XX bread is undoubted and as the brand of modern bakery franchise network with premium quality. Therefore, in the eyes of the customers, the brand image of XX bread is a guarantee for a good taste. So, XX brand bread is a guarantee, and this strengthens the result that the product of XX brand bread has significant influence on purchase intention.

The products of XX brand camera and XX brand motorcycle have different results from the previous research results. For the product XX brand camera, from the open questions and interviews with respondents, it can be concluded that there is no doubt of the buyers/respondents with this brand image. They are confident with XX brand, but when it is compared to other camera brands, they are less confident with the brand image of this brand especially with the incessant promotion of the brands of competitors. But the reason why the respondents buy this brand because the price is relatively affordable when compared to other brands. This is a logical reason as to why the brand image has no significant effect on purchase intention.

In addition to XX brand cameras, XX brand motorcycle also has no significant effect on purchase intention. From the open questions and interviews with respondents, it is found some information that could explain why the brand image has no significant effect on purchase intention. First, during interaction with this product, the respondents encountered many problems, such as noise from the machine (suction fan), especially when breaking, the rear drum brakes do not return to their original position after being pressured. Second, the handling is less stable when it is ridden by two people, especially when turning. Third, the seat is relatively hard and the body paint is easily scratched even when cleaning it with a soft cloth. Indeed, not all respondents answered the questions openly, but this information has already been able to provide an overview and answer why this brand has no significant effect on purchase intention.

From the four products studied, it can be inferred that the two (2) convenience and shopping products (bread and shoes) have significant effect on purchase intention. For brand image, this indicates that the higher the ability of a product to perform its functions, the higher the consumer image on the product or the brand. In addition to product performance, the capability of a product/brand can create positive emotions for consumers as the users, which later determines the success of the formation of

Table II. Summary of hypothesis test.

Variable	Product			
	Shoes	Bread	Camera	Motorcycle
Brand image → purchase intention	Significant	Significant	Not significant	Not significant
Brand trust → purchase intention	Significant	Significant	Not significant	Not significant
Perceived quality → purchase intention	Significant	Significant	Significant	Not significant
Perceived value → purchase intention	Not Significant	Significant	Significant	Not significant

Source: Processed by the researchers.

consumer brand image on the product. It is this factor that makes both product brands have the strength and uniqueness.

But for 2 (two) products which are included in the category of shopping product, in the process of selecting and purchasing, the customers usually compare on the basis of harmony, price and style. And these two products fall into the category of heterogeneous shopping goods, where the shopping goods, according to the consumers, are different from each other and want to check them out to get a qualified and durable products. Considering the experience during their interaction with this product gives uncomfortable and less confident impression, while the process to get the goods takes time and considerable expense so that this provides useful lessons for the users in making decisions in the future. The surprising information is when the respondents reveal that the brand image of electronic products from Japan now has begun to decline and been defeated by products from South Korea.

5.2. The Influence of Brand Trust on Consumer Purchase Intention

For the 4 (four) products: sports shoes, XX brand bread, XX brand cameras and XX brand motorcycles, the result of this study shows that brand trust in sport shoes and brand bread has significant influence on purchase intention. This result is consistent with previous study conducted by Ref. [24]. The research reveals that consumers' attitude towards the brand positive relationship and direct effect on purchase intention. This is also in line with result of the study conducted by Ref. [25] that consumer's attitude towards the brands has positive influence on the intention to purchase the product brand. Brand trust in sport shoes and bread, according to respondents, is based on experiences during their interaction with the products, and also they believe in the communication by word of mouth on the experience of others, and both of these factors reinforce their trust in the brand of sport shoes they wear and the brand of bread they consume.

The different results which do not support the results of previous research are shown by XX brand camera and XX brand motorcycle, where the two products have no significant effect on purchase intention. The information obtained is much different from their reasoning on brand image, where based on their experiences during interaction with these products, they often get into trouble (the same complaints as the brand image) plus the recognition of some respondents stating that the electronic products from Japan is now beginning defeated by products from South Korea.

5.3. The Influence of Perceived Quality on Consumer Purchase Intention

Of the 4 (four) products studied, sports shoes, XX brand bread, XX brand camera, and XX brand motorcycle, there are 3 (three) product brands which are related to the perceived quality that has significant influence on purchase intention, namely sports shoes, XX brand bread and XX brand cameras. These results support the result of the research conducted by Ref. [5] stating that perceived quality has a direct influence on purchase intention. The customers (respondents) feel that the brand image and brand trust in the two former products give confidence, so that these two aspects are closely related to the brand perception of the quality of the product. Further Ref. [5] reveal in their study that the perceived quality is a consumer evaluation of a product and

its overall excellence based on intrinsic cues (e.g., performance, durability) and extrinsic cues (e.g., brand name, warrant). This is in line with the opinion of Ref. [26] that perceived quality is defined as a subjective assessment of the consumer about the overall excellence or superiority of a product.

The different results from previous research are shown by XX brand motorcycle, in which the results show that perceived quality has no significant effect on purchase intention. One hypothesis is not supported because it is very clear that from various complaints and shortage of the products used by the respondents indicate that the perceived quality of this motorcycle greatly affects their thinking. It is very strange and seemed to be impossible for such a world class XX brand motorcycle, but in the minds of the respondents, they are very dubious its quality. Famous brand is no guarantee that all the products produced always have good quality.

5.4. The Influence of Perceived Value on Consumer Purchase Intention

Of the 4 (four) products studied: sports shoes, XX brand bread, XX brand camera, and XX brand motorcycle, there are two (2) product brands which are related to perceived value that has significant influence on purchase intention, that is, XX brand bread and XX brand cameras. The results of this study support the results of the research by Ref. [5] that perceived value has a direct influence on purchase intention. The results also support the idea Ref. [27] that perceived value is all aspects of consumers' assessment of the utility of products based on the perception of what they received what is given, and there are at least four senses of values: (a) value is low price, (b) value is what to produce, (c) value is the quality received by consumers for the price to be paid, and (d) value is what consumers get from the product used. Based on the opinion of the respondents, the two products, XX brand bread and XX brand camera, prove to have good taste and consistency. Therefore, it is not surprising when the price of XX brand bread is more expensive than its competitors and the price of XX brand camera also competes with its competitors, given this camera has adequate features and attributes, although from the aspects of brand image and brand trust this product is still doubted by customers/respondents.

The results of research which do not support the hypothesis are for the products of sports shoes and XX brand motorcycle because the results obtained do not have significant effect on purchase intention. Perceived value for shoe products is not supported by the hypothesis because the shoes product brands used by the respondents diverse, since there are four shoes brands (X, XX, XXX and XXXX). It is the diversity of the brand that is difficult to be identified, which brand that has very low perceived value, 2 (two) brands are from Japan and China while the other two brands are from Indonesia. Meanwhile, for XX brand motorcycle, as exposed to the brand image and brand trust, the disappointment continues to perceived value.

6. CONCLUSION, IMPLICATION AND LIMITATION

6.1. Conclusion

From the data analysis and discussion, it can be concluded as follows:

1. Brand image has significant influence on purchase intention only for the products of sports shoes (local and global brand) and

XX brand bread (local brand). This shows that brand image is an important variable that consumers consider in order to shape their attitude towards the purchase intention on the products of sports shoes and XX brand bread. It can also mean that high brand image can increase consumer attitudes toward purchase intention. But brand image has no significant effect on purchase intention for the products of XX brand camera and XX brand motorcycles. Therefore, brand image is not an essential variable for the consumers to consider in shaping their attitude towards the purchase intention for the products of XX brand cameras and XX brand motorcycles.

2. Brand trust has significant influence on purchase intention only for the products of XX brand bread and XX brand motorcycle. This shows that brand trust is an important variable that consumers consider in shaping their attitude towards the purchase intention for the products of sports shoes and XX brand bread. It can also mean that high brand trust can increase consumer attitudes toward purchase intention. But brand trust has no significant influence on the products of XX brand camera and XX brand motorcycle. Thus, the variable of brand trust is not an essential variable to be considered by consumers to shape their attitude towards the purchase intention on the products of XX brand camera and XX brand motorcycles.

3. Perceived quality has significant influence on purchase intention only for the products of sport shoes, XX brand bread and XX brand camera. This shows that perceived quality is an important variable to be considered by consumers to shape their attitude towards the purchase intention for the products of sports shoes, XX brand bread and XX brand camera. It can also mean that the high perceived quality can increase consumer attitudes toward purchase intention. But the perceived quality has no significant effect on purchase intention for the product of XX brand motorcycle. Thus, the variable of perceived quality is not an essential variable to be considered by consumers to shape their attitude towards purchase intention for the products of XX brand motorcycle.

4. Perceived value has significant influence on consumer purchase intention for the products of XX brand bread and XX brand camera. This shows that the perceived value is an important variable to be considered by the consumers to shape their attitude towards the purchase intention on the products of XX brand bread and XX brand camera. It can also mean that the high perceived value can increase consumer attitudes toward purchase intention. However, sport shoes and XX brand motorcycle have no significant effect on purchase intentions. This shows that the variable of perceived value is not essential to be considered by consumers to shape their attitude toward the purchase intentions for the products of sports shoes and XX brand motorcycle.

6.2. Research Implication

This research is expected to provide input and suggestion to further research, from the side of theoretical, practical, and methodological implication, as well as the implications for further research. By understanding the four implications, it is expected to give a picture related to the problem of scholarly responsibility and in order to develop the studies and theories that correspond to the field of marketing that becomes the responsibility of us all, especially the researchers. This research is also expected to provide input, especially to the marketers, on the efforts that should

be done related to the problems that have been suggested at this time.

6.3. Theoretical Implication

This research is expected to improve the understanding of the researchers related to the concept of brand image, brand trust, perceived quality, perceived value and purchase intention for the categories of convenience and shopping products for local brand. The understanding can be based on the variations found in this study that give a different perspective from previous studies. These variations can be seen from the observed variables as well as the products that become the object of the research from various categories such as convenience and shopping products in Surabaya and using the same instrument. This research is also expected to be a source of discussion which ultimately could be developed and tested back in the setting of different research in the future.

6.4. Practical Implication

This research is expected to provide insight to practitioners, especially marketers, on the products of sport shoes, XX brand bread, XX brand camera, and XX brand motorcycle related to their attitude towards the purchase intention and how the implementation of brand image, brand trust, perceived quality and perceived value. This understanding is expected to be used to reconstitute the various policies which enable to increase purchase intention.

6.5. Methodological Implication

This research is collaborative research between lecturer and students which is done using a simple and structured method. This research uses the same measurement tools as the research instruments and is assisted by statistical testing procedures that can be accounted for. Thus, this aspect can provide a deep understanding to the next researchers to use this research as a resource to be taken into consideration to design the research methods used in testing the models to be observed.

6.6. Implication for Further Research

This study focuses on the object of purchase intention at different categories of product (X, XX, XXX and XXXX brand sport shoes, XX brand bread, XX brand SLR camera and XX brand motorcycle) on the customers who in this case also serve as the respondents so that the research generalization is very limited. Therefore, this study may provide an opportunity for further research to develop a model with the different context and research objects and even broader. It is necessary to take caution in scrutinizing the characteristics of the objects observed, because the different characteristics of the object of observation can make research results not in accordance with the study.

6.7. Limitation

This study focuses on the consumer purchase intention at different categories of product, such as sports shoes, bread, camera and motorcycle in Surabaya. Therefore this study has an effect on the limited generalization since the scope is only in the city of Surabaya. This aspect shows that in applying the research in different contexts require caution in scrutinizing the product characteristics of the object being studied. Another limitation of

this research is the various brands of shoes so as to be difficult to obtain appropriate conclusions for a brand. The next limitation is the reluctance of respondents in giving the answers, particularly the respondents of XX brand motorcycle when they are performing routine maintenance at XX authorized repair shop.

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