Oriflame Medan Focuses in Brand Image to Sale Its Product

Amrin Mulia[1], Anwar[2]

Faculty of Economy, Medan Area University (UMA), Medan, Indonesia
Faculty of Economy, Amir Hamzah University, Medan, Indonesia

Abstract: *Cosmetics are generally intended for women, because they rarely feel satisfied with the beauty they have, then they try to find a way to look more beautiful and interesting. The illustration describes how important the beauty of the face and the whole body in women. From the result of simultaneous test of statistic test (F/ANOVA test) then it was obtained that brand image variable have positive effect to consumer purchasing decision in Oriflame Medan Branch. So the results of this study indicate that all hypothesis proposed in this research is acceptable. This happens because of consumer considerations regarding the brand image before making a purchase because Oriflame brand has been known to have a good image, making consumers more confident to Oriflame brand.*

Keywords*: sale; product; brand image; beauty*

I. Introduction

Cosmetics are generally intended for women, because they rarely feel satisfied with the beauty they have, then they try to find a way to look more beautiful and interesting. The illustration describes how important the beauty of the face and the whole body in women, with the existence of these needs, then the necessary tool is needed that is cosmetic. Cosmetics are medicine or tools to beautify the face, skin, hair, and so forth.

Therefore, one of the cosmetic products that sales through multi level marketing system by the distributor is PT. Orindo Alam Ayu or better known as Oriflame. Oriflame is one of the cosmetic products that already has a name (brand) and is known in the market. It provides all makeup tools for lip gloss, lipstick, talcum powder, mascara, and others needed to support the appearance in social life. In addition, there are perfumes, facial creams, hands, feet, feminine areas and even nails as an extra treatment for those who want to look more beautiful and fascinating. In this cosmetic business, the thing that determines the success or failure of a business is the consumer's decision to buy the product. The more people buy these products, the greater the success of the brand in the eyes of the consumers.

The purchase decision according to Kotler (2006) is the action of the consumer to have desire to buy or not to the product. Of the various factors that affect consumers in buying a product or service, usually consumers always consider the quality, price and products that have been known by the public. One of the factors that influence the consumer in purchasing decisions is the image that the brand presents itself. Brand image is believed to have tremendous power to lure consumers to buy the products or services it represents. Brand is the only advantage unmatched by a competing manufacturer. The better a brand in the eyes of consumers, the greater the chances of the product will be sold in the market. According to Ferrinadewi (2008) brand image is the perception of the brand as a reflection of the consumer memory that will associate on the brand.

II. Literature Review

2.1 Brand Image

The definition of brand image according to Kotler (2002) is a set of beliefs, ideas, and impressions that a person has for a brand. Therefore, the attitude and actions of consumers towards a brand is determined by the brand image. According to Davis (2000) brand image is a certain characteristic such as humans, the more positive the description the stronger the brand image and the more opportunities for brand growth. Meanwhile, according to Durianto, Sugiarto and Sitinjak (2001) brand image is an association of brand interconnected and cause a series in consumer memory.

From several theories from the above experts, it can be concluded that brand image is a set of beliefs on a name, symbol/design and the impression a person has on a brand obtained based on information about the facts then use the brand, so this emerging impression relatively long term that is formed in the minds of consumers. Brand image component according to Keller (2003) defines brand image as a perception of a brand as reflected by brand associations contained in the minds of consumers. Brand image consists of components:

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(1) Attributes
It is a descriptive definition about the features that exist in the product or service.
a. Product related attributes
It is defined as the materials needed for the functionality of products that consumers can work for. Associated with the physical composition or requirements of a service offered, may work.
b. Non-product related attributes:
It is an external aspect of a product related to the purchase and consumption of a product or service, It consists of: information on the price, packaging and design of the product, person, per group or celebrity using the product or service, how and where the product or service is used.

(2) Benefits
A personal value associated with the consumer on the attributes of the product or service.
a. Functional benefits: it related to the fulfillment of basic needs such as physical needs and security or problem solving. Experiental benefits: relate to feelings that arise by using a product or service. This benefit satisfies the need experimenting like sensory satisfaction.
b. Symbolic benefits: it relates to the need for social approval or personal expression and self-esteem. Consumers will appreciate the values of prestige, exclusivity and the fashion style of the brand because it is one of these things related to their self-concept.

2.2 Purchase
The purchase decision in the general meaning is "a decision is the selection of an option from two or more alternative choices" which is a decision of a person in which he chooses one of several alternative options available. According to Schiffman and Kanuk (2009) purchasing decision is the choice of two or more alternative purchasing decision choices. It means that one can make decisions, there must be several alternative options. According to Kotler and Armstrong (2008), consumer purchasing decisions are the most preferred brand of alternatives available, but two factors can lie between buying intent and purchasing decisions.

2.3 Decision
Consumer purchasing decision process is a sequence of events that starts from the introduction of needs and then search information on the needs of it after that do an alternative evaluation and finally makes purchasing decisions and end with behavior after purchase.
According to Lamb (2005) "The process of consumer decision making cannot happen by itself because it is a very complex and influencing relationship of cultural, social, individual, and psychological factors". Analyzing the desires and needs is aimed primarily to know the existence of desires and needs that have not been fulfilled or satisfied. If these needs are known, then consumers will immediately understand the needs that have not been met immediately or can still be delayed the fulfillment and as well as the needs that both must be immediately met. The buying process begins when the buyer knows a problem or needs. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered. According to Kotler (2005), consumers go through five stages in the process of purchasing a product. These five stages do not apply to purchases with low engagement, as this stage accommodates the entire range of considerations that arise when a consumer faces a new purchase with high involvement.

III. Research Methodology
3.1 Location and Time of Research
This research was conducted in Oriflame Medan Branch Jl. A.H.Nasution, No. 14-18, Komp A Trend Trade Center & Residence, Medan Johor, Medan City, North Sumatera 20146 in September to December 2017.

3.2 Population and Sample
According to Sugiyono (2008) "Population is a generalization region consisting of subjects or objects that have a certain quality or characteristics set by researchers who studied and then drawn conclusions. The population in this research is all the members of Oriflame who mostly are females and have made direct purchase transaction in Oriflame Branch Medan in a week. To determine the taken samples, the researcher used non probability sampling, the sampling technique where not all members of the population in the same position have the opportunity to be selected to be sampled. The method used in this sampling is purposive sampling that is a collection of samples technique based on certain considerations (Sugiyono, 2009). Sample criterion in this research is the female members who have made direct purchase transaction in Oriflame Medan Branch. The determination of the minimum sample size is calculated based on the following formula: (Ferdinand, 2006): n = {5 to 10 x number of indicators used} 9 9 12 indicators = 108. The minimum is 108 respondents. In this study

the number of respondents is 110 people. The reason why the researcher use the above formula is because the researcher considers the targeted population is too large and with the changeable number.

3.3 Research Variables and Operational Definition
a. The independent variables in this research are:
- Brand Image (Xi)
- Product Diversity (X2)
b. The dependent variable in this research is:
- Purchase Decision (Y)
According to Kotler (2002) brand image is a set of beliefs, ideas, and impressions that a person has on a brand. Therefore, the attitude and actions of consumers towards a brand is determined by the brand image. The Gregory's brand image indicators:
a. favorability
b. strength
c. uniqueness
Purchase decision is a process or activity a person to seek, choose, determine a good or service to meet the needs or desires and is one important element of consumer behavior.
The purchasing decision indicators according to kotler (2005) are:
a. Culture
b. Social
c. Personal
d. Psychology

3.4 Data Collection Techniques
Data collection techniques used in this study are as follows: Observation, Questionnaire, and interview. It means a list of questions that are written in writing and will be filled by the respondent in response to the question posed. The rating scale used by each respondent is Likert scale with the following conditions:
- Strongly Agree (SS) with a score of 5
- Agree (S) with a score of 4
- Less Agree (KS) with score 3
- Disagree (TS) with a score of 2
- Strongly Disagree (STS) with a score of 1

Table.1
Questionnaire Lay out

No	Variable	Indicator	Item Number	Measuring Scale
1	Brand Image (X$_1$)	favorability	1,2	Ordinal
		Strength	3,4,5,6,7	
		Uniqueness	8,9	
2	Product Diversity (X$_2$)	Various product sizes	10,11	Ordinal
		Various product types	12,13	
		Various product materials	14,15	
		Various design products	16,17	
		Various product quality	18,19	
3	Purchase Decision (Y)	Social Factor		
		Personal Factor		
		Psychological Factors		

3. 5 Research Instrument Test
According to Riduwan (2007: 124) to calculate the validity of the questionnaire used the formula correlation person product moment, namely:

$$r_{xy} = \frac{n \ \sum xy - (\sum x) \ (\sum y)}{\sqrt{n \ \sum x^{2 - (\sum x)2} \ N \ (n \ \sum_Y 2 - \sum_Y 2)}}$$

Where:
r$_{xy}$: Correlation coefficient of product moment
X: The independent variable
Y: The dependent variable
 n: Number of samples
If r$_{count}$ $\geq$ r$_{table}$ for 95% significant level, then the questionnaire used is declared valid.

3.6 Reliability Test
The test of consumer reliability with a score range 1-5 is by using the formula Cronbach alpha, namely:

$$r_{11} = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum \sigma 2_b}{\sigma 2_t}\right) \text{ (Sumarsono, 2004: 222)}$$

Where :
r_{11} = reboot questionnaire
k = number
$\sum \sigma 2_b$ = the number of variance of the item
$\sigma 2_t$ = total variant

IV. Discussion

To calculate the number of question variance of question, first the variance value of each item is calculated by using formula:
VY2 /T2N
(7 t —   ——
N
Where:
X: value of the selected score (total of the questionnumber numbers)
N: number of respondents

4.1 Respondents Profiles by Age
In a study of 110 respondents with age-based classification can be shown in Table 4.2 below:

Table. 2
Description of Respondent by Age

Age	Number of person	Percentage %
15-25 Year	63	57,3 %
26-35 Year	30	27,3 %
>36 Year	17	15,4 %
Total	110	100 %

4.2 Brand Image Variable (XI)

The questionnaires used in this study first in the validity test and its reliability before being used as a data collection tool. To test the validity of questionnaires used Product Moment correlation formula and to test the reliability questionnaire used Cronbach Alpha formula. The questionnaire this research is valid if $r_{count} > r_{tabel}$ at level a = 0,05.

To conduct that, the instrument tested to 30 people outside the sample, using product moment correlation technique. To know the validity of questionnaire is done by comparing rtabel with r_{count}. The value of r_{tabel} with significant level a = 0.05 and df - 2 = 30 -2 = 28 of 0.361 (seen on r_{table}).
The validity test for brand image variable is given to 30 people outside the sample, with the result of validity test can be seen in the following table.

Table 3
r_{count} **Value for Brand Image Variable (XI)**

No	r_{count}	R_{table}	Status
1	0.792	0.361	valid
2	0.575	0.361	valid
3	0.828	0.361	valid
4	0.746	0.361	valid
5	0.763	0.361	valid
6	0.709	0.361	valid
7	0.839	0.361	valid
8	0.539	0.361	valid
9	0.746	0.361	valid

Source: Processed Questionnaire

Based on the data in the above table, the value of r_{count} shows that from 9 questionnaires in the brand image variable (XI) it is declared valid, because it qualifies $r_{count} > r_{table}$, so it can be stated that each question item is feasible to be used in research. When it is viewed from the point of questionnaire reliability for the brand image variable (XI) by using the Cronbach Alpha test, the results are as follows:

Table 4
Reliability of Brand Name Variable (XI)

Cronbach's Alpha	N of Items
.774	9

4.3 Product Diversity Variable (X2)

The validity test for product diversity variables is given to 30 people outside the sample, with the results of the validity test can be seen in the following table.

Table 5
r_{count} Value for Product Diversity Variables (X2)

No	r_{count}	r_{table}	Status
1	0.509	0.361	Valid
2	0.562	0.361	Valid
3	0.774	0.361	Valid
4	0.807	0.361	Valid
5	0.831	0.361	Valid
6	0.652	0.361	Valid
7	0.816	0.361	Valid
8	0.428	0.361	Valid
9	0.747	0.361	Valid
10	0.781	0.361	Valid

Source: Processed Questionnaire

Based on the data in the table above, the value of rhitung shows that from 10 items in the Variables Variables Product (X2) declared valid, because it meets the requirements $r_{count} > r_{table}$, so it can be stated that each statement item feasible digunkan in research. When it is viewed from the point of questionnaire reliability for product diversity variables (X2) by using the Cronbach Alpha test, the results are as follows:

Table 6
Reliability of Product Variability (X2)

Cronbach's Alpha	N of Items
.869	10

Based on the above table, it can be stated that the 10 items for the Variable Products (X2) variable is reliable because of Alpha Cronbach > r_{table}, where 0.869> 0.361. Thus, the r_{count} of each variable must be greater than that of r_{table} (0.361).

4.4 Variable Purchase Decision (Y)

The validity test for the purchase decision variable is given to 30 people outside the sample, with the results of the validity test can be seen in the following table.

Table 7
Value of r_{count} For Variable Purchase Decision (Y)

No	r_{count}	r_{table}	Status
1	0.742	0.361	Valid
2	0.686	0.361	Valid
3	0.681	0.361	Valid
4	0.742	0.361	Valid
5	0.742	0.361	Valid
6	0.653	0.361	Valid
7	0.605	0.361	Valid
8	0.655	0.361	Valid
9	0.150	0.361	Valid
10	0.245	0.361	Valid

Source: Processed Questionnaire

Based on the data in the table above, the value of rhitung shows that of 13 items in the variable Decision Purchase (Y) declared 11 valid items and 2 items invalid, because 11 items qualify rhitung> rtabel, then it can be declared 11 items are eligible for use in research and 2 items not worthy of use in research. When it is viewed from the point of questionnaire reliability for the variable Consumer Decision (Y) by using the Cronbach Alpha test, stated the result as follows:

Table 8
Reliability of Purchase Decision Variable (Y)

Cronbach's Alpha	N of Items
.836	103

Based on the above table. it can be stated that the 11 item items for the Purchase Decision variable (Y) are reliable because of Alpha Cronbach> r_{table}, where 0.836> 0.361. Thus, the count in each variable must be greater than the $_{table}$ is (0.361). To detect whether the regression model used is free from Multi colinearity problems can be seen from:

A. Large VIF (Variance Inflation Factor) and tolerance, where VIF is not smaller than 10 and the tolerance value is not greater than 0.1.
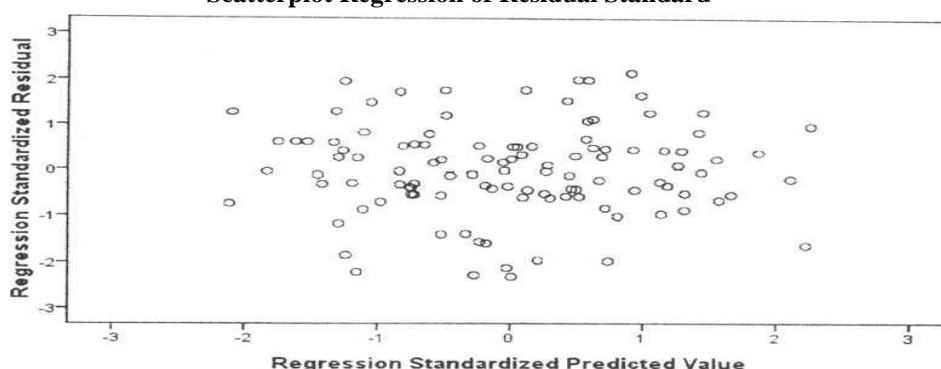
1 (Constant).

Table 9
Coefficients

Model	Unstandardied Coefficients		Standardized Coefficients	t	sig	Collinearity Statistic	
	B	Std Error	Beta			Tolerance	VIF
1 (Constant)	29803.701	5082.763	.059	5.864	.000	.996	1.004
	.284	.137	.038	2.611	.001	.996	1.004
Brand Imgae Product Diversity	.144	.112		1.896	.001		

From the above coefficients table we can see the tolerance values or the brand image (X1) and product diversity (X2) = 0.996, while the VIF for the brand image (X1) and the product diversity (X2) = 1.004 This indicates that the VIF is less than 10 and the tolerance value greater than 0.1 which means no multicollinearity problem in the regression model.

The tests on Heterocedasticity can be conducted through observation of scatter plot patterns generated through SPSS. A multiple linear regression model can be said to be free of hetercoding problems if :

• The points of data spread out above and below or around zeros (0)

• The points of data do not collect just above or below only

• The spread of data points should not form a wavy pattern, widen, then narrow and widen again

• The distribution of data points should not be patterned

Figure 1
Scatterplot Regression of Residual Standard

The multiple regression model with one dependent variable (Y) is the purchase decision and two independent variables (XI), namely Brand and (X2) which is formulated as follows:

Y= a + bi Xi + b2 X2 + e

To test the hypothesis that there is influence of the brand image (XI) and the Diversity Products (X2) on the purchase decision (Y) used regression analysis berganda.Berdasarkan the calculation results of multiple regression equation as follows :

Table 10: Results of Multiple Linear Regression Calculations

From the results of SPSS above can be explained as follows:

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
1 (Constant) Brand Image Product Diversity	29803.701 .284 .144	5082.763 .137 .112	.059 .038	5.864 2.611 1.896	.000 .001 .001

Y = 29803,7 + 0,284 Xi + 0,144 X2 + e

- The constanta of 29803.7 states that if there is no variable X, that ais the brand image and product diversity then the purchase decision is 29803,7 assuming other factors constant,

- The coefficient XI of 0.284 states that any increase in the brand image will affect the purchase decision of 0.284 with the assumption of other factors constant,

- The coefficient X2which is 0.144 states that every increase, the product diversity will affect the purchase decision by 0,144 with other factor assumption constant. T_{test} is conducted to determine the effect of the brand image and the product diversity partially or individually to the purchase decision. The T_{test} results in this study are as follows:

Table 11

T_{test}

From the table above it can be explained that:

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Error	Beta		
1 (Constant) Brand Image Product Diversity	29803.701 .284 .144	5082.763 .137 .112	.059 .038	5.864 2.611 1.896	.000 .001 .001

1. The value of t_{count} of brand image variable is 2.611> from t_{table} that is 1.659 and the significant value is 0.001 < 0,05. This means that the hypothesis is accepted: the brand image partially has a positive and significant impact on the consumer purchase decision in Oriflame Medan Branch.

2. The value t_{count} of Product variable is 1.896> from t_{table} that is 1.659 and the significant value is 0.001 < 0.05. This means that the hypothesis is accepted: The product diversity partially has a positive and significant effect on the consumer purchase decision in Oriflame Medan Branch.

The simultaneous Test or F_{test} is a simultaneous test for significant effect of the brand image and the product diversity variables against the purchase decision. The results of statistical tests (Anova Test / F_{test}) can be seen in the following output table:

Tabel 12

F_{test}

Model	Sum Of Squares	df	Mean Square	F	Sig.
1 Regression Residual Total	2.536E7 4.811E9 4.83E9	2 107 109	1.268E7 4.49E7	8.182	.001[a]

a. Predictors: (Constant), PRODUCT DIVERSITY, BRAND IMAGE
b. Dependent Variable: DECISION OF PURCHASE

In the table above obtained that the value of F = 8.182 with a significance level of 0.001 <0.05. F_{table} can be seen in the statistic table (attached) at the 0.05 significance level with df 1 (Number of variables-1) = 2, and df 2 (n- k-1) or 110-2- 1 = 107. After knowing F_{count}, it will be compared with F_{table} with 5% error level is = 3.08 then F_{count} = 8.182 > F_{table} (3.08). Thus, it can be drawn the conclusion of the coefficient of multiple regression direction at a significant level of 0.05 which means the brand image and the product diversity together to positively and significantly influence the purchasing decision in Oriflame Medan Branch.

Table 13: Result of R² Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572a	.265	-.013	6,705.212

a. Predictors: (Constant), Product Diversity, Brand Image

b. Dependent Variable: Decision Of Purchase

From the table above output can be seen that the coefficient determinant (r^2) is 0.265. This value indicates that the variable of Purchase Decision (Y) is influenced by Brand Image variable (xi) and Product Diversity (x2) together equal to 26,5% and the rest influenced by other variable not discussed in this research. From the results of the questionnaire for the brand image indicator that the consumer feasibility answer agreed to the statement.

V. Conclusion

From the result of simultaneous test of statistic test (F/ANOVA test) then it was obtained that brand image variable have positive effect to consumer purchasing decision in Oriflame Medan Branch. So the results of this study indicate that all hypothesis proposed in this research is acceptable. This happens because of consumer considerations regarding the brand image before making a purchase because Oriflame brand has been known to have a good image, making consumers more confident to Oriflame brand.

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