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Brand Image, Co Branding, Customer Sastifaction Influences Toward Purchase Intention of Hajj Bailout Multipurpose by Perceived Value and Brand Preference Variables as Intervening Variables in People Credit Bank Jombang

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ABSTRACT

Brand Image, Co-Branding, Customer Sastifaction to the Intention of Purchasing Multipurpose Hajj Loan with perceived Value Variables and Brand Preference as Intervening Variables at Bank Jombang BPR. The research method used is a quantitative method with 100 Multipurpose Credit Hajj Customers in BPR Bank Jombang as Respondents. The results of this study affect the Imaget Brand to Perceived proved to have a significant effect in this study. The effect of Co-Branding on Perceived Value proved to have a significant effect on research. This effect of Customer Sastifaction on Perceived Value proved to be significant in this study. The Effect of Brand Image on Brands proved to have a significant effect in this study. The Effect of Co-Branding on Brand Preference proved to be a significant effect in this study. The influence of Brand Image on Purchase Intentions proved to have a significant effect in this study. Effects of Co-Branding on Purchase Intentions proved to have a significant effect on this study. Effect of Slow Sastifaction ggan against Purchase Intentions proved to have a significant effect in this study. The Effect of Value Perceptions on Purchase Intentions proved to have a significant effect in this study. Effects of Brand Preference on Purchase Intentions proved to have a significant effect on this study

Keywords: Brand Image, Co-Branding, Customer Santisfaction, Perceived Value, Brand Preference, Purchase Intention

INTRODUCTION

Now business growth conditions are quite high, in which it can be seen from the growing companies with identical products as competitors, so it will happen competitions in fighting over market segments and consumers. Brand image is association owned by a consumer when thinking a brand (Shimp, 2008). Shimp (2008) stated that brand image is very important, because brand image is embedded strongly in consumer memories according to Ridwan (2016) The development of company should consider the enviroment (society). (Ridwan,2016).

Demands upon qualified products makes the company compete to improve product qualities owned for the sake of maintaining and improving brand image. This reason that drives company for strengthening the brand position in order to create positive and strong embedded brand image in consumer memories is because through brand image and more and more increasing business competitions today, it is business competition for each company. Some comnpany hopes so that their product sales results improve. The company that cannot fulfill consumer tastes, practically will experience sales volume decreases. Therefore, in order to be able to compete in markets, company is demanded to think creatively and conduct new strategies for defeating competitors. If consumers do not have experiences about some products, they tend to trust the liked or famous brands (Schiffman and Kanuk, 2008).

Purchase intention is respondent tendency level for acting before purchase decision is really conducted. Basically, taking purchase decision in consumer involves perception. Therefore, each company should create strong brand that is easy to remember by consumers. Some brand is identity that differentiates one product and other products, so the companies compete each other for giving the best product qualities. In other words, consumers see brand image as the most important part from some product, because brand image reflects about some product. So, the better and the more positive the brand image, so it can impact in purchase decisions by consumers. This case is parallel with the researches of Simanjuntak, Bernando, Restuti, Sri, Musfar, Tengku Firli. (2017), that found that brand image of some product determines purchase level conducted by consumer. The better the brand image of some product, so the bigger the impact in consumer decision in purchasing the product, so it can make positive impacts as repurchases continually and make trusts in the product.

There is one strategy that can enhance and continually make the available products life longer than before. This strategy is new strategy and now it is considerably used by old companies and new companies that will add certain values in the products created. This strategy is called by *Co-Branding* strategy. *Co-Branding* is strategy used by company by combining the two available brands to be one superior brand re-offered into the available markets today. *Co-Branding* is combination from two brands or more for creating some new and unique products (Washburn, Till and Priluck, 2009). According to Ridwan (2019); Ridwan and Marti (2012) and Ridwan (2017), the organizational performance is also influenced by the contect of organization such as organizational culture and decision types.

Co-Branding is effort conducted by People Credit Bank Jombang which is hoped to be able to create and improve purchase decisions in Hajj Bailout Multipurpose Credit. In this case, People Credit Bank Jombang has combined hajj and umrah products united in one product, i.e. Multipurpose Credit. *Co-Branding* can improve sales through the available target markets and open chances for consumers and new networks.

Co-Branding will influence toward Purchase Intention, in which by combining many other brands that have good brand equities, so the company will be able to create *Customer Purchase Intention* of customers from brand partners, so it will be hoped to be able to improve Purchase Intention upon the related product. This case is parellel with the research of ramadhani (2018) in which Co-Branding influences well through variable of *Customer Purchase Intention.*

Based on the problems that have been explained above, so this research purposes to analyze and interpret:

1 Significant influences of Brand Image toward Perceived Value of Hajj Bailout Multipurpose Credit
2 Significant influences of Co-Branding toward Perceived Value of Hajj Bailout Multipurpose Credit
3 Significant influences of Customer Satisfaction toward Perceived Value of Hajj Bailout Multipurpose Credit
4 Significant influences of Brand Image toward Brand Preference of Hajj Bailout Multipurpose Credit
5 Significant influences of Co-Branding toward *Brand Preference* of Hajj Bailout Multipurpose Credit
6 Significant influences of Customer Satisfaction toward Brand Preference of Hajj Bailout Multipurpose Credit
7 Significant influences of Brand Image toward Purchase Intention of Hajj Bailout Multipurpose Credit
8 Significant influences of Co-Branding toward Purchase Intention of Hajj Bailout Multipurpose Credit
9 Significant influences of Customer Satisfaction toward Purchase Intention of Hajj Bailout Multipurpose Credit
10 Significant influences of Perceived Value toward Purchase Intention of Hajj Bailout Multipurpose Credit
11 Significant influences of Brand Preference toward Purchase Intention of Hajj Bailout Multipurpose Credit

THEORETICAL FRAMEWORK

Brand Image

Image according to Kotler and Keller (2009) is belief, idea, and impression held by someone about an object. Whereas brand image is perception and belief held by customer, as the reflected by association embedded in customer memories (Kotler and Keller, 2009).

According to Biel (1992) in Xian journal, cs (2011) *brand image* has three components, they are corporate image, user image, and product image. Image from a company begins from customer and business doer feelings about organization related as the product producer at once as individual evaluational results about the case (Surachman, 2008).

Co-Branding

Kotler and Amstrong (2011) defined "Co-Branding is a practice using established brand names from two different companies in the same products". Co-Branding can result bigger sales from the available target markets and also open additional chances for consumers because it is a combination from two famous products.

Rangkuti (2009), the purpose of Co-Branding is so that one brand can strengthen other brand so it can appeal consumer interests. If Co-Branding is conducted in shared packaging form, so each brand has hopes for getting new consumers by relating to other brand. According to (Kusuma, 2013) Co-Branding is strategy that can deferentiate and appeal consumer attentions.

Customer Sastifaction

Umar (2008) defined satisfaction as fulfillment response from customer. Satisfaction is evaluational result from customer that products or services have given enjoyment level in which these fulfillment levels can be more or less. The satisfied customers are customers who will divide satisfactions to service providers, therefore, customers and service providers are equally benefited if satisfactions happen.

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Customer *satisfaction* is judgement result from product performance related to customer hope (Kotler and Keller, 2012).

Perceived Value

Perceived value is benefit felt by customer compared with customer sacrifice for getting service (Kotler dan Keller, 2012). According to Stanson in Sangadji (2013) *perceived value* is overall evaluation from utilities of some product based on consumer perception toward the total benefits that will be accepted. Perception is meaning that has bond with past time through stimuli accepted through the five senses. Whereas according to Hawkins & Conney in Sangadji (2013) persepsi is process how the stimuli is selected, organized, and interpreted.

Brand Preference

Brand preference is consumer tendency for liking some brand compared the others so it will form wishes for purchasing the brand (Halim cs., 2014).

Ardhanari (2008) stated that in long term, brand preferences that are most long-lasting are value, culture, and personality reflected from the brands. Brand preferences are important for company because giving customer loyalty indicators and brand strengths for company (Wang, 2015).

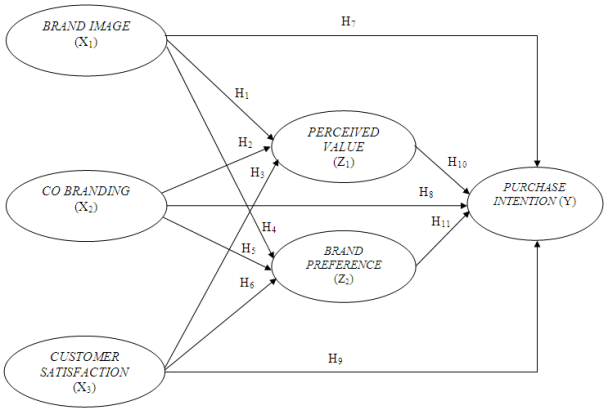
Purchase Intention

Purchase intention is consumer tendency for purchasing some brand or taking some action related to the purchase measured by customer possibility level in conducting some purchase (Assael, 1998 in Semuel and Wijaya, 2008).

Febryan (2010) stated that purchase interests can be existed when meeting criteria proper with customer wishes. Purchase interests do not often emerge in thoughts that sometimes become customer reasons for not purchasing items or services that have been often purchased.

CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESIS

Conceptual Framework



Picture 1
Conceptual Framework

Hypothesis

H_1: *Brand Image* influences significantly toward *Perceived Value* of Hajj Bailout Multipurpose Credit.

H_2: *Co-Branding* influences significantly toward *Perceived Value* of Hajj Bailout Multipurpose Credit.

H_3: *Customer Sastifaction* influences significantly toward *Perceived Value* of Hajj Bailout Multipurpose Credit.
H_4: *Brand Image* influences significantly toward *Brand Preference* of Hajj Bailout Multipurpose Credit.
H_5: *Co-Branding* influences significantly toward *Brand Preference* of Hajj Bailout Multipurpose Credit.
H_6: *Customer Sastifaction* influences significantly toward *Brand Preference* of Hajj Bailout Multipurpose Credit.
H_7: *Brand Image* influences significantly toward *Purchase Intention* of Hajj Bailout Multipurpose Credit.
H_8: *Co-Branding* influences significantly toward *Purchase Intention* of Hajj Bailout Multipurpose Credit.
H_9: *Customer Sastifaction* influences significantly toward *Purchase Intention* of Hajj Bailout Multipurpose Credit.
H_{10}: *Perceived Value* influences significantly toward *Purchase Intention* of Hajj Bailout Multipurpose Credit.
H_{11}: *Brand Preference* influences significantly toward *Purchase Intention* of Hajj Bailout Multipurpose Credit.

RESEARCH METHODS

Research Design

Quantitative research design consists of all plans about quantification relations among variables, both dependent variables and independent variables, in this research, the researched is causal relation.

Population

Population is generalizational area that consists of objects/subject that have certain qualities and characteristics stated by the researcher for learnt then taking conclusions (Sugiyono, 2014:80). The population in this research consists of customers in People Credit Bank Jombang who experience fluctuations every year and it can be said in infinite categories.

Samples

Samples are researching parts from the populational elements or in other words, samples are the small parts from the population. Samples are parts or agents of the population researched (Arikunto, 2013).

The total samples taken in this research use Lameshow formula, in this case, it is caused by the total populations are unknown or infinite. The following Lameshow formula is as follows (1997:1-2):

$$n = \frac{Z_{1-\infty/2}P(1-P)}{d^2}$$

Notes:
n = The total samples
z = score z in the trust as 95 % = 1,96
p = maximal estimation = 0,5
d = alpha (0,10) or sampling error = 10 %

Through the formula above, so the total samples that will be taken are:

$$n = \frac{Z^2{}_{1-\infty/2}P(1-P)}{d^2}$$

$$n = \frac{1.96^2 . 0{,}5\ (1 - 0{,}5)}{0.1^2}$$

$$n = \frac{3{,}8416 . 0{,}25}{0.01}$$

n = 96,04 = 100

So, if based on the formula, so n gotten is 96,04 = 100 people so in this research, at least, the writer must take data from the samples of minimally 100 people.

Research Instruments

So, the variable operational definitions in this research are as follows:

Brand Image (X_1)

Brand image consists of the results from consumer opinions or researches toward good or bad brand. *Brand image* is measured through three supporting variables (Musay, 2014:2), they are:

a. corporate image
b. *user image*
c. *product image*

Co Branding (X_2)

Co-Branding consists of all installations from two brands in marketing contexts such as product advertisement, product placement and distributional outlet (Leuthesser, Kohli and Suri 2003). *Co-Branding* is measured through several indicators that consist of:

a. *Shared Value Creation*
b. *Duration*

Customer Sastifaction (X_3)

Customer sastifaction is someone's happy or dissatisfied feeling that occurs after comparing product performances thought toward the performances hoped. *Customer sastifaction* in this research is measured through several indicators that refer to Kuo et al., (2009), that involve:

a. I am satisfied with the services prepared by this service provider.
b. I feel that this service provider has been successful in giving the services that have additional values for the customers.
c. The services prepared by this service provider are better than I hope.

Perceived Value (Z1)

Perceived value is fundamental basis for all marketing activities, and the high value is one of purchase main motivations by customers. *Perceived value* in this research is measured through several indicators that consist of:

a. *Emotional Value*
b. *Quality/Performance Value*
c. *Price/Value of Money*

Brand Preference (Z2)

Brand preference is a consumer attitude when faced to the situations for choosing one or more brands in the same product categories. *Brand preference* in this research is measured through several indicators that refer to Fongana (2009), they are:

a. I prefer certain brands to other brands.
b. I considerably choose certain brands than other brands.
c. I prefer buy certain brands to other brands.

Purchase Intention (Y)

Purchase intention is a step in which consumers conduct evaluations toward the informations accepted. *Purchase intention* in this research is measured through several indicators that consist of:

a. *Attention*
b. *Interest*
c. *Action*

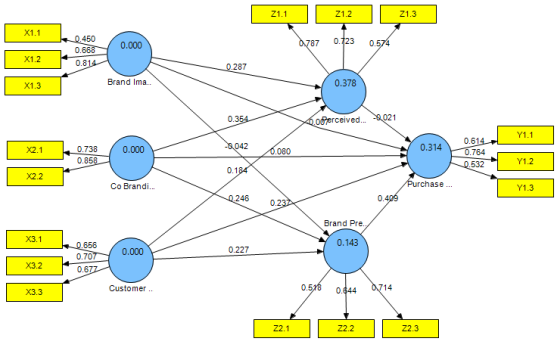
Data Analysis Technique

The analysis technique chosen for analyzing data and evaluating hypothesis in this research is *The Structural Equation Model* (SEM). For answering hypothesis, it is used *Partial Least Square* (PLS).

RESEARCH RESULT ANALYSIS MODEL [OUTER] MEASUREMENT EVALUATION

Some indicator is stated as valid if having loading factor above 0.5 according to Imam Ghozali (2014). In the research empirical experiences, the loading factor value > 0,5 is still acceptable.

Therefore, the loading factor value < 0,5 must be taken out from the model (*di-drop*) in the Practicum Guide of *Smart-PLS* toward the directed construct. *Smart-PLS* Output for the *loading factor* gives the results as follows:



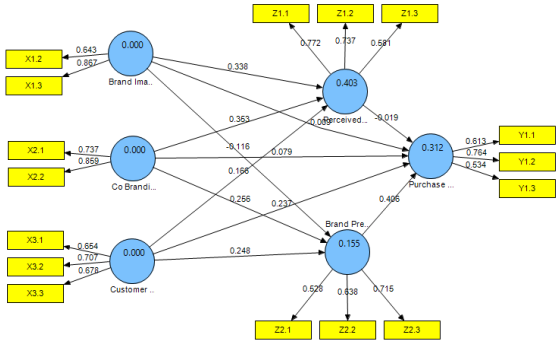
Picture 1
The Values of Original *Loading Factor*

Table 1
Results For Outer Loading

Variable	Indicator	Outer Loading Value	Note
(X1) Brand Image	X1.1	0.450393	Invalid
	X1.2	0.668219	Valid
	X1.3	0.813892	Valid
(X2) Co Branding	X2.1	0.737932	Valid
	X2.2	0.857781	Valid
(X3) Customer Sastifaction	X3.1	0.655542	Valid
	X3.2	0.707215	Valid
	X3.3	0.676692	Valid
(Z1) Perceived Value	Z1.1	0.787002	Valid
	Z1.2	0.723092	Valid
	Z1.3	0.573709	Valid
(Z2) Brand Preference	Z2.1	0.518044	Valid
	Z2.2	0.644250	Valid
	Z2.3	0.714227	Valid
(Y) Purchase Intention	Y1.1	0.613924	Valid
	Y1.2	0.763803	Valid
	Y1.3	0.532123	valid

Based on the table, it can be seen that not all proxies have the values of outer loading factor more than 0.5, so for the values of outer loading factor less than 0.5 are assumed as less proper for made as indicators that can reflect each consistent variable.

For achieving the optimal results, so the proxies that cannot reflect the variables that have been determined for eliminated and it is conducted recalculations upon the outer loading values. The following picture and table describe reflective values from the indicators for each variable for each variable after conducting eliminations for the indicators that have the values of *outer loading factor* less than 0.5:



Picture 2
Elimination Loading Value

Table 2
Results For Outer Elimination Loading

Variable	Indicator	Outer Loading Value	Note
(X1) Brand Image	X1.2	0.642635	Valid
	X1.3	0.867023	Valid
(X2) Co Branding	X2.1	0.736583	Valid
	X2.2	0.858805	Valid
(X3) Customer Sastifaction	X3.1	0.654116	Valid
	X3.2	0.707222	Valid
	X3.3	0.678183	Valid
(Z1) Perceived Value	Z1.1	0.771870	Valid
	Z1.2	0.736731	Valid
	Z1.3	0.580883	Valid
(Z2) Brand Preference	Z2.1	0.527864	Valid
	Z2.2	0.637605	Valid
	Z2.3	0.714767	Valid
(Y) Purchase Intention	Y1.1	0.613109	Valid
	Y1.2	0.763625	Valid
	Y1.3	0.533590	Valid

The table above shows that the loading factor gives the values above the values suggested, i.e. as 0,5 (Imam Ghozali,2014:40). It means that the indicators used in this research are valid or they have met Convergent Validity. Discriminant Validity of reflective indicators can be seen in Cross-Loading between the indicators and the constructs by using PLS Algorithm report. Choose Dicriminant Validity, then the following cross loading, so smartPLS output.

Discriminant validity is measured by comparing the square root values of Average Variance Extracted (AVE) of each construct by other interconstruct correlations in the model. The AVE values must be more than 0.50 or have the values of p-value less than significance rates of 5% (Ghozali, 2011). The measurement results of discriminant validity in this research can be seen in the following Table:

Table 3
***Average Variance Extracted* (AVE)**

	AVE (Previous Model)	AVE (Elimination Model)
Brand Image (X1)	0.437264	0.582355
Brand Preference (Z2)	0.397849	0.598691
Co Branding (X2)	0.640165	0.640050
Customer Sastifaction (X3)	0.462600	0.562654
Perceived Value (Z1)	0.490459	0.591993
Purchase Intention (Y)	0.414484	0.514581

The table above gives the values of *Average Variance Extracted* (AVE) above 0.5 (Ghozali, 2014) for all variables in the research model.

Reliability Test

Reliability test is conducted by seeing the values of *Composite Reliability* from indicator blocks that measure the constructs. The results of *Composite Reliability* will show the satisfying values if above 0.7 (Ghozali, 2014). The following ones are the values of *Composite Reliability* in the output:

Table 4
Composite Reliability

	Composite Reliability (Previous Model)	Composite Reliability (Elimination Model)
Brand Image (X1)	0.688682	0.731794
Brand Preference (Z2)	0.660937	0.662136
Co Branding (X2)	0.779646	0.779521
Customer Sastifaction (X3)	0.720664	0.720699
Perceived Value (Z1)	0.739625	0.741251
Purchase Intention (Y)	0.674959	0.675104

The table above shows that the values of *composite reliability* for all variables above 0.7 that show that all variables in the estimated model have high reliabilities so they meet the criteria of *discriminant validity*.

Structural Model Testing (*Inner Model*)

After the model estimated meets the criteria of *Outer Model,* so conducted the structural model testing (*Inner model*). The following ones are the values of R-*Square* in the constructs:

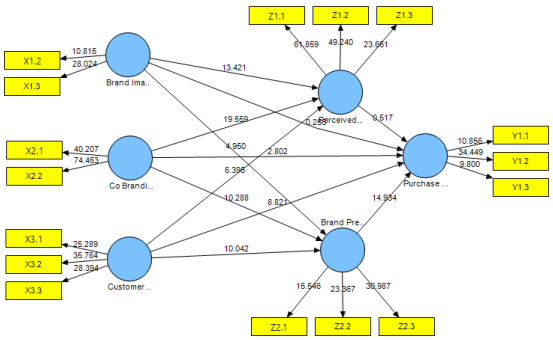
Table 5
R-*Square*

	R Square (Previous Model)	R Square (Elimination Model)
Brand Preference (Z2)	0.143346	0.154748
Perceived Value (Z1)	0.377862	0.402687
Purchase Intention (Y)	0.313954	0.312177

R Square (R^2) is often mentioned by determination coefficient, is measuring the goodness of fit from regression similarities; i.e. giving proportions or total variation percentages in the dependent variables explained by independent variables. The values of R^2 are situated between to 0 to 1, and the model suitabilities are said as better if R2 is closer and closer to 1. The table R2 above gives:

a. The value of 0.312177 for variable of (Y) *Purchase Intention* that means that (X1) *Brand Image*, (X2) *Co Branding*, (X3) *Customer Sastifaction*, (Z1) *Perceived Value* and (Z2) *Brand Preference* can be explained by (Y) *Purchase Intention* as 31.2%
b. The value of 0.402687 for variable of (Z1) *Perceived Value* that means that (X1) *Brand Image*, (X2) *Co Branding*, (X3) *Customer Sastifaction* can be explained by (Z1) *Perceived Value* as 40.2 %
c. The value of 0.154748 for variable of (Z2) Brand Preference that means that (X1) Brand Image, (X2) Co Branding, (X3) Customer Sastifaction can be explained by (Z2) Brand Preference as 15.4%.

For proving hypothesis, i.e. by seeing intervariable influence significances by seeing parameter coefficient and significance value of t *statistic*. In PLS2.0, the case is conducted by seeing *Algorithm Boostrapping report*, the results are as follows:



Picture 3
Algorithm Boostrapping report

Path Coefficient shows intervariable relational significances in the research. Therefore, it gives the results as follows:

Hypothesis 1
Based on the testing results in the table of tabel *Algorithm Boostrapping*, influences of *Brand Image* toward *Perceived Value* that show the coefficient value results (*standardized coefficient*) are positive as 0.338227 and *t-Statistic* is as 13.420846. Because *sig-value* (0.338227) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 1 is accepted, this case can be meant that influences of *Brand Image* toward *Perceived Value* are proven to influence significantly and get supports by influence directions in the same directions in this research.

Hypothesis 2
Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Co*-Branding toward *Perceived Value* that show the coefficient value results (*standardized coefficient*) are positive as 0.353058 and *t-Statistic* is as 19.558684. Because *sig-value* (0.353058) and *t-Statistic*>*t-tabel* as (1.96), so hypothesis 2 is accepted, the case can be meant that influences of *Co-Branding* toward *Perceived Value* are proven to influence significantly and get supports by influence directions in the same directions in this research.

Hipotesis 3
Based on the testing resuts in the table of *Algorithm Boostrapping*, influences of *Customer Sastifaction* toward *Perceived Value* that shows the coefficient value results (*standardized coefficient*) are positive as 0.166346 and *t-Statistic* is as 6.395324. Because *sig-value* (0.166346) and *t-Statistic* > *t-tabel* as (1.96), so Hypothesis 3 is accepted, the case can be meant that influences of *Customer Sastifaction* toward *Perceived Value* are proven to influence significantly and get supports by influence directions in the same direction in this research.

Hypothesis 4
Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Image* toward *Brand Preference* that show the coefficient value results (*standardized coefficient*) are negative as -0.116143 and *t-Statistic* is 4.950109. Because *sig-value* (-0.116143) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 4 is accepted, the case can be meant that influences of *Brand Image* toward *Brand Preference* are proven to influence significantly and get supports by opposite influence directions in this research.

Hypothesis 5
Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Co-Branding* toward *Brand Preference* that show the coefficient value results (*standardized coefficient*) are positive as 0.256241dan *t-Statistic* is as 10.287520. Because *sig-value* (0.256241) and *t-*

Statistic>*t-tabel* as (1.96), so Hypothesis 5 is accepted, the case can be meant that influences of *Co-Branding* toward *Brand Preference* are proven to influence significantly and get supports by influence directions in the same directions in this research.

Hypothesis 6

Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Customer Sastifaction* toward *Brand Preference* that show the coefficient value results (*standardized coefficient*) are positive as 0.248047dan *t-Statistic* is as 10.042414. Because *sig-value* (0.248047) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 6 is accepted, the case can be meant that influences of *Customer Sastifaction* toward *Brand Preference* are proven to influence significantly and get supports by influence directions in the same directions in this research.

Hypothesis 7

Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Brand Image* toward *Purchase Intention* that show the coefficient value results (*standardized coefficient*) are negative as -0.008824 and *t-Statistic* is as 0.255348. Because *sig-value* (-0.008824) and *t-Statistic*<*t-tabel* as (1.96), so Hypothesis 7 is unaccepted, the case can be meant that influences of *Brand Image* toward *Purchase Intention* are not proven to influence significantly and do not get supports by opposite influence directions in this research.

Hypothesis 8

Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Co-Branding* toward *Purchase Intention* that show the coefficient value results (*standardized coefficient*) are positive as 0.078641 and *t-Statistic* is as 2.802228. Because *sig-value* (0.078641) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 8 is accepted, the case can be meant that influences of *Co-Branding* toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research.

Hypothesis 9

Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Customer Sastifaction* toward *Purchase Intention* that show the coefficient value results (*standardized coefficient*) are positive as 0.237493dan *t-Statistic* is as 8.820825. Because *sig-value* (0.237493) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 9 is accepted, the case can be meant that influences of *Customer Sastifaction* toward *Purchase Intention* are proven to influence significantly and get supports by influence directions in the same directions in this research.

Hypothesis 10

Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Perceived Value* toward *Purchase Intention* that show the coefficient value results (*standardized coefficient*) are negative as -0.018850 and *t-Statistic* is as 0.517307. Because *sig-value* (-0.018850) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 10 is unaccepted, the case can be meant that influences of *Perceived Value* toward *Purchase Intention* are not proven to influence significantly and do not get supports by opposite influence directions in this research.

Hypothesis 11

Based on the testing results in the table of *Algorithm Boostrapping*, influences of *Brand Preference* toward *Purchase Intention* that show the coefficient value results (*standardized coefficient*) are positive as 0.406418 and *t-Statistic* is as 14.933629. Because *sig-value* (0.406418) and *t-Statistic*>*t-tabel* as (1.96), so Hypothesis 11 is accepted, the case can be

meant that influences of *Brand Preference* toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research.

DISCUSSIONS

Brand Image influences toward *Perceived Value* of Hajj Bailout Multipurpose Credit

Brand Image influences toward *Perceived* are proven to influence significantly and get supports by positive influence directions in this research Brand Image is image or impression caused by some brand in customer memory. Brand image placement in customer memory should be conducted continually so that the created brand image is still strong and can be accepted positively. When a brand has strong and positive image in consumer memory, so the brand is always remembered and consumer tendency to purchase the related brand is very big.

The higher the *Perceived Value*, it will form positive and strong brand image attached in the product and consumer will be interested and interested for purchasing because consumer assumes that some product with trusted brand considerably gives safe feeling when using it.

Co-Branding influences toward *Perceived Value* of Hajj Bailout Multipurpose Credit

Co-Branding influences toward Perceived Value are proven to influence significantly and get supports by positive influence directions in this research.

Co-Branding is installation from two brands in marketing contexts such as product advertisement, product placement and distributional outlet (Leuthesser, Kohli and Suri 2003). Kotler (2009) stated that Co-Branding is in which two famous brands or more are combined in some offer. In the narrower understanding Park (1996) defined *Co-Branding* as combination of two brands for creating some unique product

Perceived value is consumer evaluation entirely toward product benefit based on what they accept and what they give (Lai,2004). Consumer perception toward value can be defined in several understandings, i.e. value is low price, value is whatever wanted by consumer from product, value is quality achieved for price and value is what gotten for what have been given.

Customer Sastifaction influence toward Perceived Value of Hajj Bailout Multipurpose Credit

Customer Sastifaction influences toward Perceived Value are proven to influence significantly and get supports by positive influence directions in this research.

According to Kotler (2002) *Customer Sastifaction* is happy or dissappointed feeling that occurs after comparing between perception and impression toward performances that are below hopes, so the consumer is dissappointed. But, if performances are more than hopes, the customer is very satisfied and happy. If the performances felt are below hopes, the consumer will feel dissappointed, if the performances meet customer hopes, the customer will feel satisfied, whereas if performances are more than hopes, so the customer will feel very satisfied. This satisfaction will be certainly able to be felt after the related consumer consumes the product.

Brand Image influences toward Brand Preference of Hajj Bailout Multipurpose Credit

Brand Image influences toward Brand are proven to influence significantly and get supports by negative influence directions in this research. Kotler and Keller (2008:346) explained that brand image is perception and belief conducted by consumer, such as reflected in association happens in consumer memory. Tjiptono (2005), Brand Image is description about consumer association and belief toward certain brand.

Co-Branding influences toward Brand Preference of Hajj Bailout Multipurpose Credit

Co-Branding influences toward Brand Preference are proven to influence significantly and get supports by positive influence directions in this research.

Co-Branding is installation from two brands in marketing contexts such as product advertisement, product placement and distributional outlet (Leuthesser, Kohli and Suri 2003). Kotler (2009) stated that Co-Branding is in which two famous brands or more are combined in one offer. In the narrower understanding Park (1996) defined Co-Branding as combination of two brands for creating some unique product.

Brand preference is tendency of a consumer for liking a brand compared with the others so it will form the wishes for purchasing the brand.

Brand preference is resulted from comparison or evaluation of a brand relative toward other brands. If the brand has proper personality or gives optimal values, so consumers will tend to like the brand (Fongana, 2009).

Customer Sastifaction influence toward Brand Preference of Hajj Bailout Multipurpose Credit

Customer Sastifaction influences toward Brand Preference are proven to influence significantly and get supports by positive influence directions in this research.

According to Kotler (2003:61), that customer satisfaction is someone's perception upon performances of some product or service felt compared with hopes owned by consumer, in which by customer satisfaction, so it will cause brand loyalty. It is concept that is mostly used in satisfaction and becomes basis of *paradigma disconfirmation*.

Brand preference is tendency of a consumer for liking some brand compared with the others so it will form the wishes for purchasing the brand. Brand preference is resulted from comparison or evaluation of a brand relative toward other brands. If the brand has proper personality or gives optimal value, so consumer will tend to like the brand (Fongana, 2009).

Brand Image does not influence toward Purchase Intention of Hajj Bailout Multipurpose Credit

Brand Image influences toward Purchase Intention are unproven to influence significantly and get supports by negative influence directions in this research.

Co-Branding influences toward Purchase Intention of Hajj Bailout Multipurpose Credit

Co-Branding influences toward Purchase Intention are proven to influence significantly and get supports by positive influence directions in this research.

Customer Sastifaction influences toward Purchase Intention of Hajj Bailout Multipurpose Credit

Customer Sastifaction influences toward Purchase Intention are proven to influence significantly and get supports by positive influence directions in this research.

Perceived Value does not influence toward Purchase Intention of Hajj Bailout Multipurpose Credit

Perceived Value influences toward Purchase Intention are unproven to influence significantly and do not get supports by negative influence directions in this research.

Brand Preference influences toward Hajj Bailout Multipurpose Credit

Brand Preference influences toward Purchase Intention are proven to influence significantly and get supports by positive influence directions in this research.

Brand preference is tendency of a consumer for liking a brand compared with the others so it will make the wishes for purchasing the brand. Brand preference is resulted from comparison or evaluation of a brand relative toward other brands. If the brand has proper personality or gives optimal value, so consumer will tend to like the brand (Fongana, 2009).

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the analysis that have been conducted, it can be taken several conclusions as follows:

1. *Brand Image* influences toward *Perceived* are proven to influence significantly and get supports by positive influence directions in this research.
2. *Co-Branding* influences toward *Perceived* Value are proven to influence significantly and get supports by positive influence directions in this research
3. *Customer Sastifaction* influences toward *Perceived Value* are proven to influence significantly and get supports by positive influence directions in this research
4. *Brand Image* influences toward *Brand* are proven to influence significantly and get supports by positive influence directions in this research
5. *Co-Branding* influences toward *Brand Preference* are proven to influence significantly and get supports by positive influence directions in this research
6. *Customer Sastifaction* influences toward *Brand Preference* are proven to influence significantly and get supports by positive influence directions in this research
7. *Brand Image* influences toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research
8. *Co-Branding* influences toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research
9. *Customer Sastifaction* influences toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research
10. *Perceived Value* influences toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research
11. *Brand Preference* influences toward *Purchase Intention* are proven to influence significantly and get supports by positive influence directions in this research.

SUGGESTION

The suggestion that can be given by the researcher based on these research results is as follows:

1. This research can become additional references for identical researches in the future.

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