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The Influence of Brand Image and Product Features on Purchase Intention: Evidence from Biznet Internet Services in Bandung, Indonesia

Gallang Perdhana Dalimunthe*, Hasbian Fauzy Perdhana
Institut Teknologi Bandung, Indonesia
Email: gallang.dalimunthe@itb.ac.id*

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Abstract
The Indonesian fixed broadband market has grown substantially, yet Biznet despite holding the highest download and upload speeds among major providers commands only 1.52% market share, the smallest in the sector. This paradox raises important questions about the role of non-technical factors, specifically brand image and product features, in shaping consumer purchase intention. The present study examines the partial and comparative influence of these two variables on purchase intention among active Biznet subscribers in Bandung, Indonesia. A quantitative associative research design with a causal framework was employed, with data collected from 385 respondents via structured questionnaire using purposive sampling. Instrument reliability and validity were confirmed through Cronbach's Alpha ($\alpha \geq 0.847$) and Pearson's Product Moment Correlation ($r > 0.100$) respectively. Classical regression assumptions normality, multicollinearity, and heteroscedasticity were verified prior to analysis. Multiple linear regression analysis revealed that brand image ($\beta = 0.401$; $t = 7.103$; $p < 0.001$) and product features ($\beta = 0.397$; $t = 7.057$; $p < 0.001$) both exert statistically significant positive influences on purchase intention, collectively explaining 52.4% of its variance ($R^2 = 0.524$; Adjusted $R^2 = 0.521$). Brand image emerged as the marginally dominant predictor. Descriptively, while consumers rate Biznet's connection speed most favorably (mean = 4.12), brand memorability (mean = 3.54) and value for money (mean = 3.58) remain comparatively weak, and preferential purchase intention registers in the "Moderate" range (mean = 3.39). These findings underscore the strategic imperative for Biznet to invest simultaneously in brand equity development and competitive service bundling.

INTRODUCTION

The rapid expansion of internet infrastructure in Indonesia over the past decade has profoundly transformed the telecommunications landscape (Dewi & Lusikooy, 2023; Fahmi & Mendrofa, 2023; HARON et al., 2023; Saputra et al., 2023). According to data published by the Indonesian Internet Service Providers Association (APJII, 2022), internet users in Indonesia reached approximately 210 million in 2022 an increase of 35 million compared to the pre-pandemic figure of 175 million representing a penetration rate of 73.7% (We Are Social, 2022). Despite this macro-level growth, the adoption of fixed broadband services remains relatively constrained, with only 24.36% of respondents subscribing to a fixed internet connection (APJII, 2022). This discrepancy between overall internet usage and fixed broadband uptake signals the continued dominance of mobile connectivity and highlights the challenges facing fixed broadband providers in capturing a larger consumer base (Liu et al., 2024; Meena & Geng, 2022; Zou, 2025).

The competitive dynamics within the fixed broadband segment are dominated by a small number of major providers (Liu et al., 2024; Meena & Geng, 2022; Zou, 2025). IndiHome, operated by the state-owned enterprise Telkom Indonesia, commands a market share of 67.54%, rendering it by far the dominant player. First Media follows at 3.88%, MNC Play at 2.88%, and Biznet at 1.52% (APJII, 2022). This hierarchy of market share, however, does not correspond to the hierarchy of technical performance. As documented by databoks.katadata (2022), Biznet consistently records the highest download and upload speeds among Indonesian fixed broadband providers a dimension that is widely considered the most critical performance indicator in the sector. This presents a significant empirical paradox: the technically superior provider commands the smallest market share.

Understanding this paradox requires examination of factors beyond technical performance. Consumer purchase intention defined as the degree of an individual's deliberate plan or willingness to exert effort to engage in a particular behavior (Yu, Liu, Lee, & Soutar, 2018) is a critical mediating construct between product evaluation and actual purchase behavior. Prior research in marketing and consumer behavior has consistently identified brand image and product features as two of the most influential determinants of purchase intention across diverse industries (Kotler & Keller, 2016; Erkmen & Hancer, 2019; Sharifpour, Sukati, Noor, & Bin, 2016). However, the relative influence of these two constructs in the context of fixed broadband internet services in Indonesia and for a provider like Biznet in particular has not been empirically established.

Brand image, broadly defined as the set of perceptions and associations consumers hold toward a brand, functions as a cognitive and affective shortcut that influences evaluation and choice behavior (Kotler & Keller, 2009, as cited in Hudzaifah Aiman & Nurfebiaraning, 2020). A strong, well-differentiated brand image has been shown to reduce perceived risk, enhance credibility, and create emotional affiliation all of which serve to increase the probability of purchase (Erkmen & Hancer, 2019). For Biznet, whose brand presence is relatively newer compared to IndiHome's nationwide reach, the question of whether its brand image is sufficiently developed to motivate purchase intention among prospective consumers is of considerable strategic importance.

Product features, on the other hand, represent the tangible and intangible attributes of a service that consumers evaluate in their purchasing deliberations. In the internet service context, these include connection speed, service reliability, package diversity, pricing competitiveness, customer service quality, and the availability of bundled services. While Biznet's technical performance is objectively superior, consumer perception of overall product value including dimensions such as value for money and service breadth may not fully reflect this superiority if it is not effectively communicated or complemented by a compelling product portfolio.

The novelty of this research lies in its empirical examination of the relative influence of brand image and product features on purchase intention specifically within the Indonesian fixed broadband service context. Unlike previous studies that have treated these variables in isolation or across different industries, this study analyzes them simultaneously among active subscribers of a technically superior but market-challenged provider. This dual focus on a service industry, a specific provider with a paradoxical market position, and an emerging market context provides a unique contribution to the marketing literature.

Against this backdrop, the present study investigates the influence of brand image and product features on consumers' purchase intention toward Biznet internet services in the city of Bandung, Indonesia. Bandung was selected as the research site due to its status as one of Indonesia's largest urban markets, its relatively high internet penetration among working-age consumers, and the presence of all major fixed broadband providers in its service area. The specific research objectives are: (1) to describe consumer perceptions of Biznet's brand image, product features, and overall purchase intention; (2) to assess the partial influence of brand image on purchase intention; (3) to assess the partial influence of product features on purchase intention; and (4) to identify which variable exerts the greater influence on purchase intention.

METHODS

Research Design

This study employed a quantitative associative research design with a causal relationship framework. The associative design is appropriate for investigating the nature and direction of relationships between two or more variables (Sugiyono, 2017), while the causal specification enables the examination of directional influence from the independent variables brand image and product features to the dependent variable of purchase intention. A verificative research component is additionally incorporated, wherein theoretically derived hypotheses are subjected to empirical testing through the analysis of primary survey data.

Population, Sample, and Sampling Technique

The target population of this study comprises all active Biznet internet service subscribers residing within the administrative boundaries of the city of Bandung, Indonesia. Given the absence of a publicly available subscriber registry, the precise total population size is indeterminate. Accordingly, the minimum required sample size was calculated using the formula proposed by Lemeshow, Hosmer, Klar, and Lwanga (1997), which is specifically designed for studies with populations of unknown size:

$$n = Z^2 \cdot p \cdot (1-p) / e^2 = (1.96)^2 \cdot 0.5 \cdot 0.5 / (0.05)^2 = 384.16 \approx 385 \text{ respondents}$$

Where Z = 1.96 (95% confidence level), p = 0.5 (maximum variability), and e = 0.05 (5% margin of error). The final sample comprised 385 respondents, all of whom satisfied the following inclusion criteria established by the researcher: (1) currently holding an active Biznet subscription; (2) residing within the city of Bandung; (3) aged 17 years or above; and (4) having maintained the subscription for a minimum of three months to ensure adequate service familiarity. Respondents were recruited using purposive sampling a non-probability technique in which sample members are selected on the basis of predefined characteristics relevant to the research objectives (Sugiyono, 2017) appropriate given the targeted and specific nature of the population of interest.

Data Collection

Primary data were collected through a structured questionnaire administered to respondents meeting the inclusion criteria. The questionnaire comprised 14 items distributed across three constructs: Brand Image (5 items, adapted from Haryantana & Ekawati, 2015), Product Features (6 items), and Purchase Intention (3 items, adapted from Ferdinand, 2002). All items were measured on a five-point Likert scale, with response anchors ranging from 1

(Strongly Disagree) to 5 (Strongly Agree). Secondary data were obtained through a systematic review of published academic literature, institutional reports, and statistical publications, serving as the basis for the theoretical framework and contextual analysis.

RESULTS AND DISCUSSION

Respondent Profile

All 385 distributed questionnaires were returned and confirmed valid for analysis, yielding a response rate of 100%. As presented in Table 1, the sample was predominantly male (55.6%), with the largest age cohort falling within the 26–35-year range (38.4%). Private sector employees constituted the largest occupational group (40.8%), followed by students (25.5%), civil servants (14.0%), and entrepreneurs (13.2%). In terms of subscription tenure, the majority had been subscribed for between 7 and 12 months (30.1%), followed closely by those subscribed for 1–2 years (29.1%). This demographic profile is consistent with Bandung's urban working-age internet consumer base a segment characterized by relatively high digital literacy and significant reliance on stable, high-performance internet connectivity for both professional and personal use.

Table 1. Respondent Demographic Profile (n = 385)

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	214	55.6
	Female	171	44.4
Age	17–25 years	132	34.3
	26–35 years	148	38.4
	36–45 years	72	18.7
	> 45 years	33	8.6
Occupation	Student	98	25.5
	Private Sector Employee	157	40.8
	Civil Servant	54	14.0
	Entrepreneur	51	13.2
	Other	25	6.5
Subscription Duration	3–6 months	89	23.1
	7–12 months	116	30.1
	1–2 years	112	29.1
	> 2 years	68	17.7

Descriptive Statistical Analysis

Brand Image

As presented in Table 2, the overall mean score for Brand Image was 3.70 (SD = 0.825), placing it within the "Good" interpretive category. At the indicator level, perceived product quality received the highest mean score (M = 3.85), indicating that respondents generally acknowledge the quality of Biznet's service offering. Ease of brand pronunciation also rated relatively well (M = 3.78), suggesting that the brand name itself is accessible and memorable at the verbal level. However, brand memorability (M = 3.54) and product superiority relative to competitors (M = 3.61) received the two lowest ratings, pointing to limitations in the depth of brand salience and perceived competitive differentiation. These findings suggest that while Biznet's brand is not unfavourably perceived, it has not yet achieved the level of cognitive prominence and competitive distinctiveness associated with market-leading brands.

Table 2. Descriptive Statistics Brand Image (X_1)

Indicator	Mean	Std. Deviation	Category
Physical appearance of the product/service	3.72	0.814	Good
Perceived product/service quality	3.85	0.796	Good
Product/service superiority over competitors	3.61	0.843	Good
Brand memorability	3.54	0.871	Good
Ease of brand pronunciation	3.78	0.802	Good
Overall Brand Image Mean	**3.70**	**0.825**	**Good**

Product Features

Table 3 presents the descriptive statistics for Product Features. The overall mean was 3.73 (SD = 0.834), also classified as "Good." Internet connection speed received the highest mean score (M = 4.12) the single highest-rated indicator across all three constructs reflecting consumers' recognition of Biznet's objective technical superiority in this dimension. Service reliability and stability was also rated favorably (M = 3.89). However, value for money (M = 3.58) and the availability of additional features such as digital television or cloud services (M = 3.42) were comparatively the weakest-rated dimensions, with the latter approaching the lower boundary of the "Good" category. These results indicate that consumers appreciate Biznet's core technical performance but perceive its pricing competitiveness and service bundle diversity as falling short relative to competitive alternatives. The contrast between the high-speed rating and the lower value-for-money and feature availability scores is particularly informative, suggesting that Biznet's current pricing may not be perceived as commensurate with the full scope of services offered.

Table 3. Descriptive Statistics Product Features (X_2)

Indicator	Mean	Std. Deviation	Category
Internet connection speed	4.12	0.741	Good
Service reliability and stability	3.89	0.783	Good
Range of available subscription packages	3.65	0.854	Good
Value for money	3.58	0.891	Good
Quality of customer service	3.71	0.823	Good
Availability of additional features (e.g., TV, cloud)	3.42	0.912	Good

Indicator	Mean	Std. Deviation	Category
Overall Product Features Mean	**3.73**	**0.834**	**Good**

Purchase Intention

As shown in Table 4, the overall mean for Purchase Intention was 3.49 (SD = 0.871), classified as "Good." Transactional intention the propensity to purchase was the highest-rated dimension (M = 3.61), followed by referential intention the willingness to recommend the service to others (M = 3.48). Preferential intention the degree of preference for Biznet over competing alternatives registered the lowest mean of 3.39, falling within the "Moderate" range. This finding is diagnostically significant: it suggests that while current subscribers have an adequate propensity to continue using or recommending Biznet's services, they do not yet hold a strong, stable preference for Biznet relative to its competitors. This disposition is consistent with the broader market data showing Biznet's limited share, and underscores the fragility of consumer loyalty if competing providers were to improve their own technical performance.

Table 4. Descriptive Statistics Purchase Intention (Y)

Indicator	Mean	Std. Deviation	Category
Transactional intention (propensity to purchase)	3.61	0.842	Good
Referential intention (willingness to recommend)	3.48	0.876	Good
Preferential intention (preference over competitors)	3.39	0.894	Moderate
Overall Purchase Intention Mean	**3.49**	**0.871**	**Good**

Validity and Reliability Testing

All 14 items across the three constructs were confirmed valid, with Pearson's r-count values ranging from 0.692 to 0.812 all substantially exceeding the r-table critical value of 0.100 at $\alpha = 0.05$ (Table 5). Cronbach's Alpha coefficients were 0.847 for Brand Image, 0.863 for Product Features, and 0.871 for Purchase Intention, all well above the 0.70 reliability threshold, confirming satisfactory internal consistency across all measurement constructs.

Table 5. Validity and Reliability Summary

Construct	No. of Items	r-count Range	Cronbach's Alpha	Assessment
Brand Image (X_1)	5	0.692 – 0.768	0.847	Valid & Reliable
Product Features (X_2)	6	0.694 – 0.782	0.863	Valid & Reliable
Purchase Intention (Y)	3	0.789 – 0.812	0.871	Valid & Reliable

Classical Assumption Tests

Prior to regression analysis, three classical assumption tests were conducted. The one-sample Kolmogorov-Smirnov test confirmed that regression residuals were normally distributed (K-S Z = 0.048; Asymp. Sig. = 0.200 > 0.05). Multicollinearity testing via Tolerance and VIF values returned identical results for both predictors (Tolerance = 0.624; VIF = 1.603), both satisfying the acceptable thresholds of Tolerance > 0.10 and VIF < 10.00, indicating the absence of problematic intercorrelation between Brand Image and Product

Features. The Glejser heteroscedasticity test yielded significance values of 0.214 for Brand Image and 0.324 for Product Features, both exceeding the 0.05 threshold, confirming homoscedasticity of residual variance across all predictor levels. All classical regression assumptions were therefore satisfied, validating the suitability of the multiple linear regression model.

Table 6. Classical Assumption Test Results

Test	Statistic/Value	Threshold	Result
Normality (K-S)	Sig. = 0.200	> 0.05	Normally distributed
Multicollinearity Brand Image	Tolerance = 0.624; VIF = 1.603	Tol > 0.10; VIF < 10	No multicollinearity
Multicollinearity Product Features	Tolerance = 0.624; VIF = 1.603	Tol > 0.10; VIF < 10	No multicollinearity
Heteroscedasticity Brand Image	Sig. = 0.214	> 0.05	Homoscedastic
Heteroscedasticity Product Features	Sig. = 0.324	> 0.05	Homoscedastic

Multiple Linear Regression Analysis

Table 7 presents the multiple linear regression coefficients. The resulting regression equation is:

$$Y = 0.847 + 0.412X_1 + 0.374X_2$$

The constant term (a = 0.847) represents the baseline level of Purchase Intention in the hypothetical absence of both independent variables. The unstandardized regression coefficient for Brand Image ($b_1 = 0.412$) indicates that a one-unit increase in Brand Image is associated with a 0.412-unit increase in Purchase Intention, holding Product Features constant. The coefficient for Product Features ($b_2 = 0.374$) similarly indicates that a one-unit increase in Product Features corresponds to a 0.374-unit increase in Purchase Intention, holding Brand Image constant. Both coefficients are positive, confirming the direction of the hypothesized relationships.

Table 7. Multiple Linear Regression Coefficients

Predictor	B	Std. Error	β (Beta)	t-count	Sig.
(Constant)	**0.847**	**0.214**	—	**3.957**	**0.000**
Brand Image (X_1)	0.412	0.058	0.401	7.103	0.000
Product Features (X_2)	0.374	0.053	0.397	7.057	0.000

Hypothesis Testing and Model Fit

Table 8 summarizes the hypothesis test results. For H_1, the t-count for Brand Image (7.103) substantially exceeds the t-table value of 1.966, with a significance of 0.000 ($p < 0.001$), providing strong statistical support for the hypothesis that Brand Image exerts a significant positive influence on Purchase Intention. H_1 is therefore accepted. For H_2, the t-count for Product Features (7.057) likewise exceeds the t-table threshold, with a significance of 0.000, confirming that Product Features also exert a significant positive influence on Purchase Intention. H_2 is therefore accepted.

Table 8. Hypothesis Test Results (Two-Tailed t-Test, α = 0.05)

Hypothesis	t-count	t-table	Sig.	Decision
H_1: Brand Image → Purchase Intention	7.103	1.966	0.000	Accepted
H_2: Product Features → Purchase Intention	7.057	1.966	0.000	Accepted

Table 9. Model Summary

R	R Square (R^2)	Adjusted R^2	Std. Error of Estimate
0.724	0.524	0.521	0.384

Note. Predictors: Brand Image (X_1), Product Features (X_2). Dependent variable: Purchase Intention (Y).

As shown in Table 9, the coefficient of determination ($R^2 = 0.524$) indicates that Brand Image and Product Features collectively explain 52.4% of the total variance in Purchase Intention among Biznet subscribers in Bandung. The adjusted R^2 of 0.521 confirms the robustness of this explanatory capacity after accounting for model complexity. The remaining 47.6% of unexplained variance is attributable to factors outside the scope of the present study, including service quality, customer satisfaction, pricing sensitivity, social influence, and promotional exposure.

Regarding the comparative influence of the two predictors, the standardized Beta coefficient for Brand Image ($\beta = 0.401$) marginally exceeds that of Product Features ($\beta = 0.397$). While the difference of 0.004 is negligible in absolute terms, it is directionally consistent and theoretically meaningful: Brand Image is the marginally dominant predictor of Purchase Intention in this context.

The findings of this study carry several important implications for both theory and practice. The confirmation of H_1 that Brand Image exerts a significant positive influence on Purchase Intention is consistent with and extends the theoretical position of Kotler and Keller (2016), who assert that a strong, coherent brand image serves as a primary mechanism for competitive differentiation and consumer engagement. The finding is further corroborated by Erkmen and Hancer (2019), who demonstrate that brand image functions not merely as a cognitive representation but as a relational asset that mediates consumer trust and purchase commitment. In the Biznet context, the descriptive results reveal that while respondents hold a generally favorable perception of the brand overall, the relatively weak scores for brand memorability (M = 3.54) and perceived competitive superiority (M = 3.61) indicate that Biznet's brand equity remains underdeveloped in the dimensions most directly linked to purchase intention activation. Brand memorability, in particular, is a fundamental prerequisite for brand consideration: if a brand is not spontaneously recalled during the consumer's evaluation of alternatives, it cannot compete for purchase regardless of its objective merits.

The confirmation of H_2 that Product Features exert a significant positive influence on Purchase Intention aligns with Sharifpour et al. (2016) and the broader literature on technology service adoption, which consistently identifies functional product attributes as central determinants of consumer evaluation and choice. However, the present findings add nuance to this relationship: the high rating for connection speed (M = 4.12) co-exists with comparatively weak scores for value for money (M = 3.58) and additional feature availability (M = 3.42), suggesting that consumers do not evaluate product features in isolation but rather as an integrated package of value. A product that excels technically but underperforms commercially as Biznet appears to may thus fail to generate the holistic perception of value necessary to drive purchase intention. This finding is consistent with the value-for-money dimension of perceived customer value as theorized by Zeithaml (1988), who argues that consumer value judgments reflect a trade-off between perceived quality and perceived sacrifice.

The marginal dominance of Brand Image over Product Features as a predictor of purchase intention is theoretically significant and warrants careful interpretation. In service categories characterized by high technical complexity and limited consumer ability to independently assess performance quality prior to purchase as is the case with fixed broadband internet services brand image may function as a more accessible and influential evaluation heuristic than technical product attributes. Consumers who lack the technical expertise to directly compare broadband performance specifications may rely more heavily on brand reputation and visibility as proxies for overall service quality. This observation resonates with the service marketing literature's emphasis on the role of intangible brand cues in reducing perceived risk and facilitating purchase decisions in credence-good categories (Berry, 2000).

The finding that preferential purchase intention (M = 3.39, "Moderate") is the weakest of the three purchase intention dimensions has particularly salient implications for Biznet's long-term market strategy. Preferential intention the degree to which consumers hold a stable first-choice preference for the brand is the dimension most closely associated with genuine brand loyalty rather than situationally contingent purchase behavior. Its "Moderate" rating suggests that many of Biznet's current subscribers may remain open to switching if alternative providers were to improve their technical offerings, reduce prices, or expand their brand visibility. Building preferential intention, therefore, requires not only improving product and brand attributes in absolute terms but also strategically positioning Biznet as the preferred choice in consumers' mental competitive set a goal that demands sustained and consistent brand-building investment.

CONCLUSION

This study investigated the influence of brand image and product features on purchase intention toward Biznet internet services among 385 subscribers in Bandung, Indonesia. The central empirical finding is that both variables exert statistically significant positive influences on purchase intention, as confirmed by two-tailed t-tests at $\alpha = 0.05$, with Brand Image ($\beta = 0.401$) emerging as the marginally dominant predictor relative to Product Features ($\beta = 0.397$). Together, these two variables account for 52.4% of the variance in Purchase Intention ($R^2 = 0.524$), with all classical regression assumptions satisfied. Descriptively, Biznet's connection speed is its most highly rated attribute (M = 4.12), but brand memorability (M = 3.54), value for money (M = 3.58), additional feature availability (M = 3.42), and preferential purchase intention (M = 3.39) represent areas of notable weakness that collectively explain the brand's limited market penetration despite its technical superiority.

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