

# Jurnal

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# The Role Of Promotion In Mediation Of Lifestyle And Product Quality On Buying Interest Yamaha NMAX Motorcycles

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*Abstract — The purpose of this study was to examine and analyze the effect of lifestyle and product quality on interest in buying Yamaha NMAX motorcycles with promotion as a mediating variable. Data were collected through questionnaires to 55 respondents who owned Yamaha NMAX motorcycle in Jakarta, data collection used purposive sampling technique. The collected data is processed by using the Structural Equation Model (SEM) analysis method with the SmartPLS 3.0 software tool. The results show that lifestyle has a significant effect on promotion and buying interest, product quality has a significant effect on promotion and buying interest, promotion does not significantly affect buying interest, promotion is not a good mediating variable on buying interest.*

*Keywords : Promotion, Lifestyle, Product Quality, Buying Interest*

## I. INTRODUCTION

Motorcycles are the most popular means of transportation for most urban communities in Indonesia, with the increasing volume of two-wheeled and four-wheeled vehicles making roads in cities disrupted by traffic flow, no wonder two-wheeled vehicles are an alternative solution to break through congestion. Another reason most people prefer to use personal transportation, especially motorbikes, is because it is practical and agile, motorcycle fuel consumption is cheaper when compared to four-wheeled vehicles or using public transportation.

The Indonesian motorcycle market only has manufacturers that have a very large market share and continue to compete, including Honda, Yamaha, Suzuki and Kawasaki. For the types of motorcycles or types produced in Indonesia, basically they are divided into 3 types, namely Duck Motors, Skutic Motors or automatic scooters and Motor Sport. Moped is a motorcycle that is shown to consumers in general whose segment is generally accepted. Motor matic is a motorbike that is shown to consumers who want the practicality of driving in big cities. Initially this motorbike was made for women to make it easier to drive. Motor sport is a motorcycle that is designated for men and young people who are no longer only made as a necessity to support mobility, but to fulfill a driving lifestyle.

Motorcycle sales in Indonesia fluctuated, the highest sales of motorcycles occurred in 2000 and 2001, which reached 8.5 million units, while in general the average sales of motorcycles in Indonesia each year amounted to 4 million units to 5 million units. Manufacturers continue to boost sales by fostering buying interest, including the Yamaha motorcycle manufacturer with its flagship product, the NMAX automatic motorcycle, which includes Yamaha products with premium prices targeting the upper middle class.

One of the factors that encourage buying interest is the lifestyle of the Indonesian people. Lifestyle is a person's pattern of life which is expressed by one's activities, interests and opinions. Lifestyle describes a person as a whole who interacts with the environment. Lifestyle in principle is a person's pattern in managing his time and money. Lifestyle is basically a behavior that reflects the real problem that exists in the mind of the customer which tends to mingle with various things related to the emotional and psychological problems of consumers. (Kotler & Keller, 2013), (Suleman, Sabil, et al., 2021), (Suleman et al., 2020) suggests that lifestyle is a person's pattern of living in the world which is expressed in his activities, interests, and opinions. Lifestyle describes the whole person in interacting with his environment. Meanwhile, according to Widiastuti (2009), the notion of lifestyle is a person's behavior shown in activities, interests and opinions, especially those related to self-image to reflect their social status.

According to Setiadi (2013), (Nurhayaty et al., 2021) lifestyle is broadly defined as a way of life that is identified by how people spend their time (activities) what they consider important in their environment (interests), and what they think about themselves. The lifestyle of a society will be different from other societies. Even from time to time the lifestyle of certain individuals and community groups will move dynamically. However, lifestyle does not change quickly so that at a certain time the lifestyle is relatively permanent.

Motorcycles are products that fall into the category of high involvement in the buying process. Consumers with a high-involvement product buying process are consumers who at the time of buying a product are very concerned about every feature in the product and usually the buying process takes a long time, because it involves many factors. What must be considered, before buying it, you will definitely think more carefully by looking for information and seeing more detailed features and specifications of the motorbike by comparing one brand with another.

According to Putra (2017), (Suleman et al., 2019) conclude that the dominant lifestyle affects consumer buying interest, furthermore, simultaneously product quality, brand image and lifestyle have a positive and significant effect on consumer buying interest. Research of Fitria (2018), (Suleman, Rusiyat al., 2021) shows that lifestyle and product quality affect brand image, furthermore, simultaneously, lifestyle, product quality and brand image have a significant effect on purchasing decisions. Research of Muchsin (2017) concludes that lifestyle has a positive effect on consumer satisfaction, every increase in lifestyle will be followed by an increase in consumer satisfaction.

Other factors that influence buying interest in a product include product quality. In general, product quality has more selling points than competing products. Quality must be measured from the consumer's point of view of the quality of the product itself, so that consumer tastes here are very decisive. So, in managing the quality of a product must be in accordance with the intended use by consumers. The definition of product quality according to Armstrong et al., (2014) is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. Quality has a very important meaning in consumer loyalty. If the quality of the product is good, consumers tend to make repeat purchases, whereas if the quality of the product is not as expected, consumers will switch purchases to other similar products. Kotler and Keller (Kotler & Keller, 2013) also explain that product quality reflects the satisfaction of one's assessment of product performance in relation to expectations. If the product's performance does not meet expectations, the customer is dissatisfied and disappointed. If the product performance matches expectations, the customer is satisfied. If the product's performance exceeds expectations, the customer is happy. According to Kotler and Armstrong (2016), product quality is the ability of a product to perform various functions including durability, reliability, accuracy and ease of use.

(Putra, 2017) concludes that product quality has a significant effect on consumer loyalty. Sidi (2018) also concludes that product quality has a significant effect on consumer buying interest. Customers will be happy and perceive a product as acceptable or even high quality when the product meets their expectations. On the other hand, they will perceive that the product is of low quality if their expectations are not met. Thus, product quality can be defined as its ability to meet customer needs and expectations.

## II. LITERATURE REVIEW

### A. Buying Interest

According to Aquarista and Widyawati (2016), by adapting the opinion of Simamora, he stated that buying interest in a product arises because of the basis of trust in the product which is accompanied by the ability to buy the product. In addition, buying interest in a product can also occur with the influence of other people who are trusted by potential consumers. Buying interest can also arise when a consumer feels very interested in various information about a product obtained through advertising, experiences of people who have used it, and an urgent need for a product.

According to Hidayat, et al (2012) buying interest is obtained from a learning process and thought process that forms a perception. The interest that arises in making a purchase creates a motivation that continues to be recorded in the mind and becomes a very strong activity which in the end when a consumer has a strong desire to fulfill his needs will actualize what is in his mind, while repurchase interest is customer behavior. where the customer responds positively to the quality of the product/service of a company and intends to consume the company's product again.

According to Semuel and Lianto (2014) the decision to buy is influenced by the value of the product to be evaluated. If the benefit received is greater than the sacrifice to get it, then the urge to buy it is higher and vice versa if the benefit received is smaller than the sacrifice, then usually the buyer will refuse to buy and switch to other similar products. Buying interest is something related to consumer plans to buy certain products and how many units of product are needed in a certain period. It can be said that buying interest is a mental statement from consumers that reflects the purchase plan of a number of products with certain brands. This is very much needed by marketers to determine consumer buying interest in a product, both marketers and economists use interest variables to predict consumer behavior in the future.

According to Ferdinand in Adji and Semuel (2017) buying interest can be identified with the following indicators:

1. Transactional interest, namely the tendency of a person to buy a product.
2. Referential interest, namely the tendency of a person to refer products to others.
3. Preferential interest, namely interest that describes the behavior of someone who has a primary preference for the product. These preferences can only be overridden if something happens to the product of their preferences.
4. Explorative interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support these positive traits.

### B. Lifestyle

(Kotler & Keller, 2012) suggests that lifestyle is a person's pattern of living in the world which is expressed in his activities, interests, and opinions. Lifestyle describes the whole person in interacting with his environment. According to Kotler (2012), suggests that a person's lifestyle can be seen from the behavior carried out by individuals such as activities to obtain or use goods and services, including the decision-making process in determining these activities.

According to (Setiadi, 2013) lifestyle is a way of life that is identified by how people spend their time, in the form of what they consider important in their environment (interest) and what they think about themselves and the world around them. Lifestyle is a person's pattern of living in the world which is reflected in activities, interests, and income. A person's lifestyle shows the pattern of the person's life in question, for example reflected in a person's activities, interests, and opinions. According to Widiastuti (2009) the notion of lifestyle is a person's behavior shown in activities, interests and opinions, especially those related to self-image to reflect their social status. A person's lifestyle influences buying behavior, which can determine many individual consumption decisions.

According to Pride and Ferrell in Saragih (2013) explains that a person's lifestyle also affects the needs of consumer products. The more specific the lifestyle of a consumer, the higher the probability of making a purchase decision by the consumer. (Wijaya, 2017) states that there are four categories of factors that motivate consumers to make the buying process because of life style, namely:

1. Utilitarian Purchase (Purchase of Useful Products)  
Consumers buy this product in conditions that are not urgently needed, but give confidence that the product or service they buy will improve life better and easier.
2. Indulgence  
Individuals try to live a life of little luxury without sacrificing too much of their expenses. The gratification of this product or service lies in the emotional factor. Examples are cosmetics, jewelry, perfumes, hobbies, vacations to salons or so on and so on.

3. Lifestyle Luxuries

Lifestyle Luxuries offers benefits and uses for consumers in the form of increased prestige, images, and superior quality of a brand.

4. Aspirational Luxuries

Along with indulgences, Aspirational Luxuries satisfy consumers in terms of their emotional needs, through purchases, consumers can express themselves, their value system, interests and desires.

**C. Product Quality**

According to (Kotler & Keller, 2013) product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy consumer needs; both express and implied. Meanwhile, according to (Kotler dan Gary Armstrong, 2016) product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes.

Mowen and Minor in (Kusumodewi, 2016) state that product quality is a customer's overall evaluation of the good performance of goods and services. Kotler and Armstrong (2016) state the characteristics of a product or service that depend on its ability to satisfy stated or implied customer needs.

Based on this understanding, it can be concluded that product quality is needed for each product produced. Each product must include specifications, so that it can be known and understood by consumers. Consumers will feel satisfied, if the results of the evaluation of the product are in accordance with product specifications.

Tjiptono in (Sidi, 2018) states in determining product quality through eight dimensions as follows:

1. Performance, this is related to the functional aspects of a product and its main characteristics are considered by customers to buy goods.
2. Features, namely performance aspects that are useful for adding basic functions, related to product selection and development.
3. Reliability, matters relating to the probability of the item successfully carrying out its function every time it is used within a certain period of time and under certain conditions as well.
4. Conformity, this is related to the level of conformity with the specifications previously set by the customer's wishes.
5. Durability, which is a reflection of economic life, is any measure or durability of the life of goods.
6. Serviceability, characteristics related to speed, competence, comfort, and accuracy in providing goods repair services.
7. Aesthetics, a subjective characteristic of aesthetic value related to personal considerations and reflection of individual preferences.
8. Perceived quality, consumers do not always have complete information about product attributes. However, consumers usually have information about the product indirectly.

**D. Promotion**

Promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence or persuade, and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned (Tjiptono, 2019). The types of promotion mix are:

1. Advertising is all forms of non-personal presentation and promotion of a product that is paid for and sponsored by a clear sponsor.
2. Personal selling is a persuasive communication of an individual person to one or more prospective buyers with the intention of causing a request or sale.
3. Publicity is a number of information about a product that is disseminated to the public by means of making news that has commercial meaning or in the form of a general presentation.
4. Sales promotion is a promotional process that can be done by means of demonstrations, exhibition shows and demonstrators aimed at providing product samples, gifts, showing props and raffle rebates.

E. Research Framework

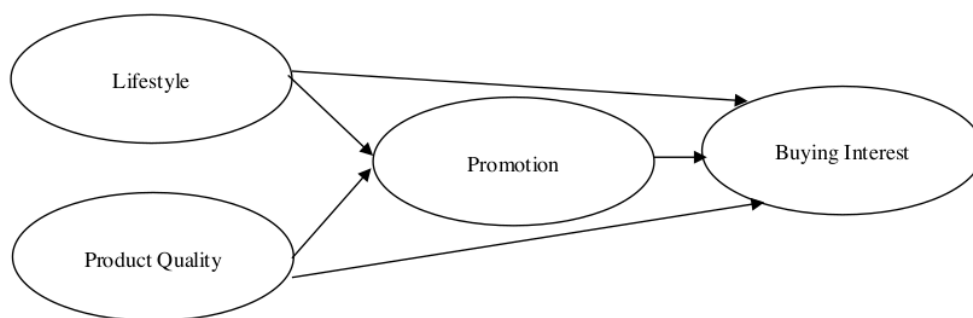


Figure 1. Research Framework

F. Hypothesis

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To test the research hypothesis, data analysis was carried out, using Structural Equation Modeling (SEM), with the consideration that it has the ability to combine measurement models and structural models simultaneously and efficiently when compared to other multivariate techniques (Hair & Anderson, 2014). Measurement model is used to test the dimensions of a construct which is a latent variable. Structural Equation shows causality between various constructs in the model. The software used to process the data is SmartPLS 3.0.

Hypotheses in the study as follows:

1. There is a significant effect of Lifestyle on Promotion.
2. There is a significant effect of Product Quality on Promotion.
3. There is a significant effect of Lifestyle on Buying Interest
4. There is a significant effect of Product Quality on Buying Interest
5. There is a significant effect of Promotion on Buying Interest
6. There is a significant effect of Lifestyle on Buying Interest through Promotion as an intervening variable
7. There is a significant effect of Product Quality on Buying Interest through Promotion as an intervening variable.

III. METHOD

Data collection was carried out on 55 Yamaha NMAX motorcycle owners in Jakarta during December 2021. The research method used was purposive sampling, namely Yamaha NMAX motorcycle owners who were willing to fill out the questionnaire that the researcher gave. The data collected was analyzed using Structural Equation Modeling with the software tool SmartPLS version 3.0. This study only uses 55 respondents, because by using the Bootstrapping method on SmartPLS, data analysis can still be done, this is one of the advantages of the SmartPLS software.

Table 2. Variable Operations

Variable	Dimensions	Indicator	Scale
Buying Interest (Y)	Stimulation	1. The desire appears when hearing and viewing Ads	Interval
	Awareness	2. Feel interested to see product details	
	Information Search	3. Collecting information related to the characteristics and characteristics of the product	
	Alternative Selection	4. Select product type based on specifications and model	
	Place of Purchase	5. Assess the store's image to buy products	
	Purchase	6. The attitude of the seller in serving	
Lifestyle	Internal factors	1. Attitude 2. Experience 3. Observation	Interval

		4. Personality 5. Self concept 6. Motive 7. Perception	
	External Factors	8. Reference Group 9. Family 10. Social class	
Product quality	Product Performance	1. Product functions 2. Product excellence	Interval
	Product Features	3. Product development 4. Various options	
	Reliability	5. Reliable in every situation	
	Product Suitability	6. Standard product design	
	Product Durability	7. Long durability	
	Perceived quality	8. Excellent product as expected 9. Quality products as expected	
	Aesthetics	10. The product has a nice appearance	
Promotion	Product Capability	11. All functions work normally	Interval
	Information Network	1. Gaining Access to Information 2. Types of Information Obtained	
	Persuasive Communication	3. Attractiveness of Offers 4. Emotional Approach to Speaking 5. Shown Appearance.	
	Facility	6. Purchases Through Electronic Networks 7. Attractive Prices 8. Equipment Provided	

IV. RESULT AND DISCUSSION

A. Data Description

1. Gender of Respondent

Table 2. Respondent's Gender

Gender	Amount Respondent	Prosentase (%)
Man	53	96%
Woman	2	4%
Amount	55	100%

Source: processed data (2022)

Based on the tabulation of data in Table 2, the majority of respondents in this study were man by 66 percent.

2. Age of Respondent

Table 3. Age of Respondents

Age	Amount Respondent	Prosentase (%)
26 Yrs - 30 Yrs	10	18%
31 Yrs - 35 Yrs	16	29%
36 Yrs - 40 Yrs	26	47%
> 40 Yrs	3	5%
Amount	55	100%

Source: processed data (2022)

Based on the tabulation of data in Table 3, the majority of respondents in this study were aged 36-40 years, namely 47 percent.

**B. Model Validity Test**

Ghozali (2014) explains an indicator is declared valid if it has a loading factor above 0.70. Here are the results of the validity test

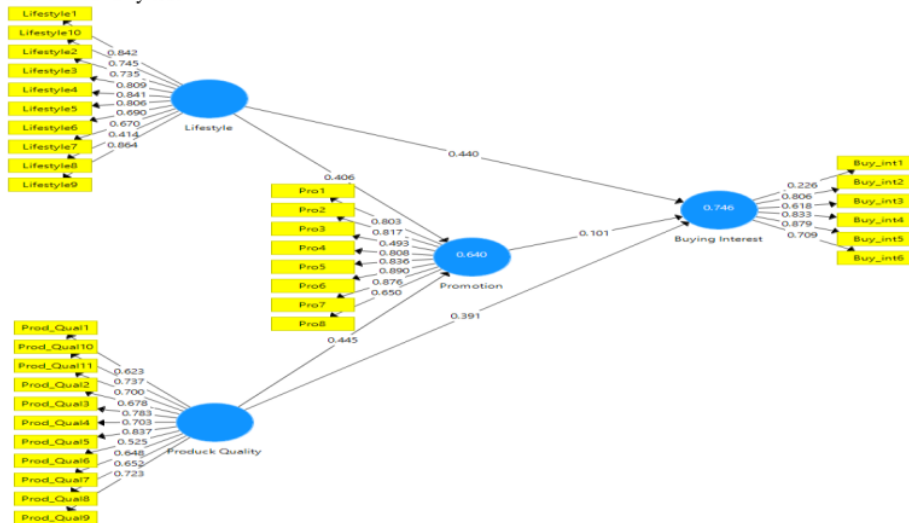


Figure 2. Validity Test 1

In Figure 2, there are still invalid ones because the loading factor is below 0.70. Invalid indicators are excluded from the model (Suherman & Yusuf, 2021).

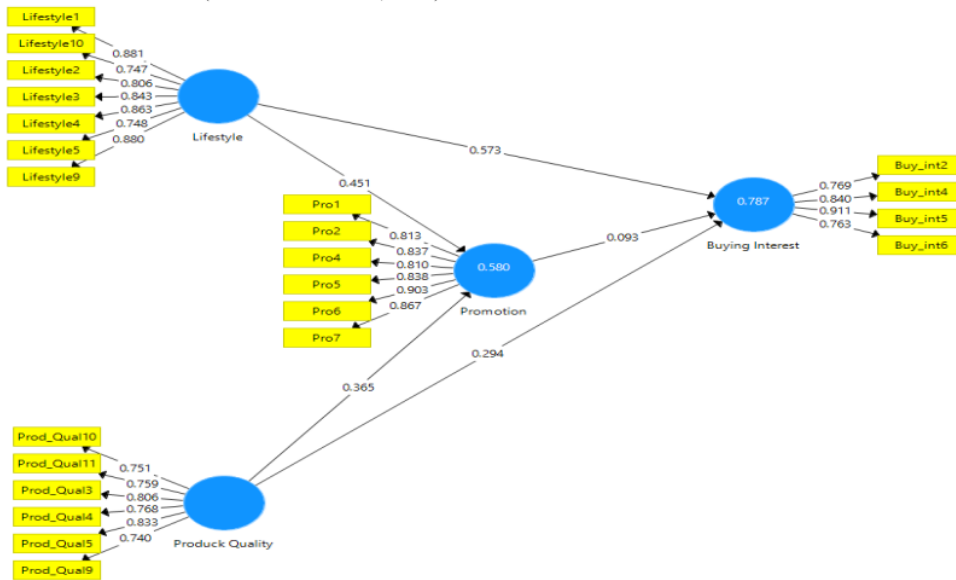


Figure 3. Validity Test After Selection

Based on Figure 3, all statements are declared valid because they already have a loading factor above 0.70.



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C. Evaluation of the Measurement Model (Outer Model)

Discriminant validity on the reflection model can be seen by using the cross loading method, which is seen from the block size which is better than other block sizes.

Table 4. Discriminant validity

Outer Loadings

	Buying Interest	Lifestyle	Product Quality	Promotion
Buy_int2	0,769	0,604	0,621	0,586
Buy_int4	0,840	0,649	0,618	0,612
Buy_int5	0,911	0,781	0,722	0,630
Buy_int6	0,763	0,767	0,602	0,514
Lifestyle1	0,803	0,881	0,712	0,668
Lifestyle10	0,683	0,747	0,580	0,728
Lifestyle2	0,740	0,806	0,618	0,442
Lifestyle3	0,668	0,843	0,556	0,496
Lifestyle4	0,748	0,863	0,719	0,649
Lifestyle5	0,616	0,748	0,464	0,598
Lifestyle9	0,664	0,880	0,568	0,529
Pro1	0,550	0,521	0,525	0,813
Pro2	0,680	0,629	0,683	0,837
Pro4	0,537	0,628	0,507	0,810
Pro5	0,492	0,552	0,444	0,838
Pro6	0,648	0,639	0,609	0,903
Pro7	0,660	0,664	0,715	0,867
Prod_Qual10	0,609	0,598	0,751	0,520
Prod_Qual11	0,538	0,552	0,759	0,588
Prod_Qual3	0,742	0,714	0,806	0,648
Prod_Qual4	0,500	0,343	0,768	0,442
Prod_Qual5	0,649	0,594	0,833	0,530
Prod_Qual9	0,555	0,568	0,740	0,488

Source: processed data (2022)

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Table 4 shows that each latent variable is able to predict the size of each block better than the other block sizes, so the Evaluation of the Measurement Model (outer model) with Discriminant validity is valid. Furthermore, composite validity can be measured from the Average Variance Extract (AVE) value which must be above 0.5 and Composite Reliability must be above 0.7 (Ghozali, 2014).

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Table 5. Reliability Test

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Buying Interest	0,839	0,846	0,893	0,677
Lifestyle	0,921	0,925	0,937	0,682
Product Quality	0,869	0,876	0,901	0,604
Promotion	0,920	0,927	0,938	0,715

Source: processed data (2022)

According to the standard set by Ghozali (2014), in table 5 it is known that the AVE value is above 0.5 and the Composite Reliability value is above 0.7, so all variables meet the reliability requirements.

**D. Evaluation of the Structural Model (Inner Model)**

The structural model was evaluated using the R-Square (coefficient of determination) for the independent variables and the t-test as well as significance of the coefficients of the structural path parameters.

**Table 6. Evaluation of the Structural Model (Inner Model)**

R Square

	R Square	R Square Adjusted
Buying Interest	0,787	0,774
Promotion	0,580	0,564

Source: processed data (2022)

f Square

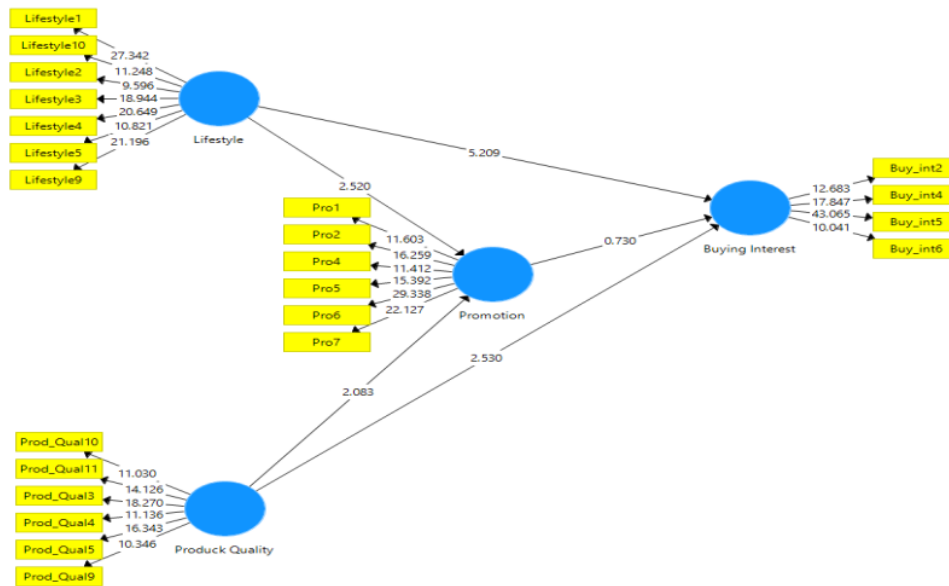
	Buying Interest	Lifestyle	Product Quality	Promotion
Buying Interest				
Lifestyle	0,577			0,222
Product Quality	0,162			0,145
Promotion	0,017			

Source: processed data (2022)

Based on table 6, the buying interest variable can be explained by 77.4% in this model, the rest is explained by other factors, and the promotion variable can be explained by 56.4% by the research model by 61.4%, the rest is explained by other factors. Then, based on the f square value, lifestyle explains 57.7% of buying interest variables and 22.2% of promotion variables, while product quality only explains 16.2% of buying interest variables.

**E. Hypothesis testing**

The following are the results of data processing for hypothesis testing using the PLS Bootstrapping method.



**Figure 4. PLS Bootstrapping**

The following table is presented to clarify the picture of the hypothesis test above.

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**Table 7. Hypothesis Test**

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (tO/STDEV t)	P Values
Lifestyle -> Buying Interest	0,573	0,573	0,110	5,209	0,000
Lifestyle -> Promotion	0,451	0,448	0,179	2,520	0,012
Product Quality -> Buying Interest	0,294	0,297	0,116	2,530	0,012
Product Quality -> Promotion	0,365	0,379	0,175	2,083	0,038
Promotion -> Buying Interest	0,093	0,092	0,127	0,730	0,466

Source: processed data (2022)

Based on Table 7, the regression equation formed is as follows:

Equation 1:

Promotion = 0,451\_Lifestyle + 0,365\_Product Quality + error

Equation 2:

Buying Interest = 0,093\_Promotion + 0,573\_Lifestyle + 0,294\_Product Quality + error

Based on the results of statistical testing, the explanation of each influence variable is explained as follows:

- Lifestyle has a positive and significant effect on Promotion because the p-value of 0.012 is smaller than 0.05 (0.012 < 0.05).
- Product Quality has a positive and significant effect on Promotion because the p-value of 0.038 is smaller than 0.05 (0.038 < 0.05).
- Lifestyle has a positive and significant effect on Buying Interest because the p-value of 0.000 is smaller than 0.05 (0.000 < 0.05).
- Product Quality has a positive and significant effect on Buying Interest because the p-value of 0.012 is smaller than 0.05 (0.012 < 0.05).
- Promotion has a no significant effect on Buying Interest because the p-value of 0.466 is greater than 0.05 (0.466 > 0.05).

Furthermore, to test the hypothesis of the effect of the intervention based on the data in Table 5:

Sa1 = 0.573 Standard Error = 0.110

Sa2 = 0.294 Standard Error = 0.116

Sb = 0.093 Standard Error = 0.127

The results of the intervening effect test using the Sobel test, the results of which can be seen in the following table:

**Table 8. Sobel Test Results**

Variabel	Test Statistics	P-Value
Lifestyle => Promotion => Buying Interest	0.7251	0.4683
Product Quality => Promotion => Buying Interest	0.7035	0.5106

Source: processed data (2022)

In the results of the Sobel test, Promotion did not significantly mediate lifestyle variables and product quality on purchase intention, because the p-value was greater than 0.05 (P Value > 0.05).

## V. DISCUSSION

- Lifestyle has a positive and significant effect on Promotion, based on research results, Attitudes, Experiences, Observations, Personality, Self-concept, Family and Social Class are significant indicators of lifestyle.

- Effective promotion efforts on Yamaha NMAX motorcycle products will be effective if you pay attention to the lifestyle of the target market.
- Product quality has a positive and significant effect on promotion, based on the results of the study, NMAX motorcycles have good quality. According to respondents, the product has a good appearance, can be relied on in every situation, Quality product as expected, Continuous product development with a bona fide brand guarantee and All functions function normally.
  - Lifestyle has a positive and significant effect on Buying Interest, Lifestyle has a positive and significant effect on Buying Interest. What attracts consumers to buy Yamaha NMAX motorbikes is the attractive product details, modern specifications and models, high manufacturer image and seller's attitude in serving friendly and kind.
  - Product Quality has a positive and significant effect on Buying Interest, the product has a good appearance, is reliable in all situations, product quality meets expectations, sustainable product development with a bona fide brand guarantee is the dominant factor attracting consumers to buy Yamaha NMAX motorcycle products, coupled with other factors namely the attractive product details, modern specifications and models, high manufacturer image and seller's attitude in serving friendly and kind makes Yamaha NMAX the number one motorcycle in selling large specifications for the middle and upper class.
  - Promotion has a no significant effect on Buying Interest, This shows that Yamaha NMAX motorcycles do not depend on promotions in attracting consumer buying interest, promotions consist of the availability of access to information and types of information obtained through sharing channels with elegant appearance and delivery methods, and price position does not have much impact on buying interest. Interest in buying Yamaha NMAX motorcycles grows organically through product quality and lifestyle factors for the growing Indonesian people.
  - Promotion did not significantly mediate lifestyle variables and product quality on purchase intention. This means that promotion is not a good mediating factor in attracting consumers to buy Yamaha NMAX Motorcycles, consumer interest in buying Yamaha NMAX Motorcycles is purely due to good product quality, lifestyle factors of consumers who like motorcycles with large types and specifications, and other factors that have not been studied.

## VI.SUGGESTION

Based on the results and conclusions of the study, the suggestions that researchers can give are as follows:

- Manufacturers or Yamaha Manufacturing should continue to innovate in improving product quality, because the Yamaha motorcycle consumer segment is not too influenced by promotional content. Buying interest grows organically because of the good quality of the product.
- Efforts to increase sales of Yamaha NMAX products by stimulating buying interest through promotions must continue to be carried out, but the content and promotional approach taken need to be improved according to the characteristics of the consumer market segment.
- Further research can add variables that do not exist in this study, such as Sales location, price, service quality, and brand image

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