

THE EFFECT OF PRODUCT ATTRIBUTES ON THE BRAND EQUITY OF SCOOTERMATIC: CUSTOMER EXPERIENCE AS A MEDIATING VARIABLE

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Abstract: *There is a sharp increase in the use of two-wheeled vehicle on the type of scootermatic, it is confirmed by the results of a survey conducted by motorplus until early 2012. The research conducted by Sheng and Teo (2012) regarding the increased use of mobile based on product attributes that strongly impact the mobile brand equity becomes a reference on this study. This study aims to know the response of consumers on product attributes (quality) and scootermatic brand equity as well as to know the the extent of the effect of product attributes (quality and design) onscootermatic brand equity related to customer experience. The method used in this study is descriptive analysis that includes the factor analysis, reliability test, descriptive statistics, correlations, and regression. The data is directly obtained from questionnaires distributed to 300 respondents among univesity and highschool students. Fromthe results, it is found that the respondents agreed that scootermatic has good quality and attractive design, and they gave a strong response on the scootermatic brand equity. The results showed that there is a direct effect of product attributes (quality and design) onscootermatic brand equity, and there is a greater effect of product attributes (quality and design) on scootermatic brand equity after the customer experience is included.*

Keyword: *product attributes, scootermaticquality and design, customer experience,brand equity.*

INTRODUCTION

Transportation has a very important and strategic role in supporting all aspects of life and living. In its development, the transportation in Indonesia is experiencing an increasingly rapid development. The automotive industry responds positively to the condition, it can be seen in the growing emergence of motorcycle new brands from different automotive manufacturers.

Each automotive company is trying to make various innovations and develop their technology to improve their products, from the quality to the variety of its products. One of the product development conducted by the automotive company

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is to manufacture *scootermatic* that carries the automatic transmission technology. This is getting a positive response from the society, even the shifts in consumer tastes from sport and manual motorcycle occurs. Especially at present, *scootermatic* becomes the type of motorcycle that is most hunted by the society. Table 1.1 shows the sales of motorcycle until early 2012.

Table 1
The Sales of Motorcycle in Indonesia

Brand	Jan-Mei 2011				Jan-Mei 2012			
	Manual	Sport	Matic	Total	Manual	Sport	Matic	Total
Honda	741.038	107.678	890.051	1.738.776	536.995	70.651	1.163.225	1.770.871
Yamaha	526.533	134.443	750.937	1.411.913	360.863	179.211	609.988	1.150.062
Suzuki	157.624	2.168	52.250	212.042	136.487	5.071	62.892	204.450
Kawasaki	5.235	34.65	-	39.891	3.997	50.306	-	54.303
TVS	8.465	1.182	-	9.647	7.190	1.147	-	8.337
Kanzen	-	-	-	-	-	-	-	-
Total	1.438.895	245.471	1.693.238	3.412.269	1.045.532	306.386	1.836.105	3.188.023

Source: www.motorplus-online.com (13 June 2012)

Based on the data in Table 1, the sales of *scootermatic* increased, it happened because of several factors that come from the manufacturers or the *scootermatic* users. The shift in consumer tastes is a form of the effect on consumer, but it is of course affected by the products manufactured that can change the consumer tastes. Consumers purchase a product because of the benefits and other things offered by the product which are expected to meet their needs. The benefits and other things included in a product is called the attributes of the product.

The attributes of *scootermatic* are as follows, a simple design with a relatively smaller size compared to other types of motorcycles like sport or *bebek*, so it is more dynamic to ride, attractive color options, automatic transmission that allows the users to ride it easily, bigger baggage to carry more stuff and much more. These product attributes should be able to reflect the convenience and flexibility to satisfy the consumers. Product attributes is one of the important elements that can attract the consumer interest in purchasing a product. If the product attributes offered match with the consumers' needs and desires, then the consumers will be satisfied with the attributes included in the product. This will indirectly affect the company, and will eventually come up with the power of the brand (brand equity).

Previous research on brand equity, suggests that brand equity is enhanced by two different things but very complementary, i.e. a the product attributes (Chitturi et al, 2008, Dhar, 2000; Itamar, 2002, Okada, 2005; Strahilevitz, 1998; Voss et al., 2003), and the customer experience (Gentile, Spiller, Noci, 2007; Britton, 2003; Ivens, 2005). The customer experience is an important factor in changing the product attributes into a brand equity. The customer experience has been traditionally positioned as the mediating variable between product attributes and brand equity. Because brand equity can be less defined by product attributes, customer experience is used as a key factor to explain the effect, in other words that product attributes affect brand equity through the consumers' impressions, or through the customer experience.

THEORETICAL BACKGROUND, HYPOTHESIS AND CONCEPTUAL MODEL

Customer Experience

Customers are people who have needs in the form of physical, information, or services (Han, 2000). The customer experience is personal and individually takes place in the minds of consumers and are unforgettable (Kotler & Armstrong, 2008). According to Meyer and Schwager (2007), the customer experience is a customer feedback internally and subjective as the result of direct or indirect interactions of with the company. According to Schmitt (1999), the experience occurs as the response to some stimuli. Experience comes from a direct observation or a participation in an occurrence, in the real or virtual form. The customer experience is shaped by the expectations of customers which reflect the previous experiences (Meyer, Schwager, 2007).

Today, almost all companies begin to move to the new level of creating value for their customers. To differentiate the product offered, a company builds and delivers total customer experience. Companies that market customer experience realize that the customer will actually purchase more than just products and services. Customers will buy what the product offer, that is the experience they will get when purchasing and consuming the product and service (Kotler & Armstrong, 2008).

The Effect of Product Attributes on Customer Experience

Product quality, features and design greatly contribute to the preferences of consumers in product attributes (Chitturi et al, 2007; Klaus, 2000; Itamar, 2002; Okada, 2005; Voss et al., 2003). Quality refers to a functional and instrumental value of a product, feature refers to the differentiation of a product produced by a

company from the product of competitors, and design refers to consumer pleasure and the value of experience (John Strahilevitz, 1998). In the context of *scootermatic*, the quality is shown in the ease of use, the feature is shown on the economic consumption of fuel (BBM), whereas the design is shown through the aesthetics like the patterns and colors of *scootermatic*.

Schmitt (1999) and Gentile et al (2007) stated that the customer experience is created by a product that includes the attributes of quality, feature and design. Automatic Transmission is the form of ease of use that can explain the quality of *scootermatic* (Bruner Kumar, 2005, Cyr et al, 2006; Wakefield Whitten, 2006). The feature is indicated by, for example, the bigger baggage and the economic fuel consumption. While, the design of *scootermatic* is indicated by pattern and color options (Cyr et al, 2006; Vetter, 2000; Wei, 2008, Hiew, 2005). *Scootermatic* has the three dimensions of quality, feature, and design that the customers will experience. Moon and Kim (2001) stated that the customer experience in using *scootermatic* has a positive relationship with the attributes of quality, feature and design.

Product Attributes

Product attributes have a major influence on the buyer perception of a product. This is because the product attributes physically brings a range of benefits needed and wanted by the buyers. Therefore, companies should be careful in making decisions that concern with it. The development of products and services requires the offered benefits description. The benefits are then communicated and delivered through product attributes.

According to Tjiptono (2008), product attributes are the elements of product that are considered important by consumers and become the basis of the purchase decision-making. Product attributes is a set of various attributes, in which each attribute has different capacity in delivering the decision the users make about the product. The decision in purchasing of a product is the internal factor that is difficult to be seen and measured, so that the customer or the user of a product will look at the product from different points of view. Product attributes used in this study is the ease of use (product quality) and the design (pattern and color).

Perceived Ease of Use and Customer Experience

The customer experience is made up of the knowledge and information stored in memory. Marketers are particularly interested in understanding the customer experience. The information about a product known by the customer will greatly affect their buying patterns. The ease of use is one way the customer can put value on a product. Budiman (2003) explained that the success or failure of the products in the mature competition depends on the understanding the process of seeking

information and the consumer's decision making in using the product.

The ease of use of a product refers to a number of difficulties occur when using the product (Wish et al, 1978). Budiman (2003) stated that the ease of use a product is the degree of consumer confidence or the perceived ease of use of a particular product, that they do not relatively have to make big effort. The usage knowledge includes consumer information available in the memory of how a product can be used and what is needed by the user to actually use the product. A strong brand ensure that the product makes everything in the complex world easier and comfortable (Temporal Lee, 2002). Budiman (2003) explained that when consumers consider a product is easy to use, they will get the benefit of the product to meet their needs and desires. Tjiptono (1997) stated that consumer understanding on a product can affect their experience on consumer satisfaction. Budiman (2003) mentioned that if a product is perceived by the consumer as difficult or complex to learn in its use, then they will feel distracted in using the product. Carroll et al. (2003) stated the perceived ease of use of a product includes the ease of use associated with physical effort, mental effort, and a system to learn. Based on the above review, the hypothesis proposed is as follows:

H1(a). The perceived ease of use has a positive and significant effect on the customer experience.

Product Design and Customer Experience

When the competition is getting stronger, product design offers a potential way to differentiate as well as position the products and services of a company. In this fast growing market, price and technology are not enough. Design is a factor that often gives a competitive advantage to the company. Design is the totality of features that affects the appearance, taste, and function of products based on customer requirements (Kotler Keller, 2009).

Design is very important especially in the manufacturing and marketing retail services, clothing, packaging and durable equipments. Designers have to find how much was invested in the development of forms, features, performance, suitability, durability, reliability, ease of repair and style. For customers, a well designed product is a product that his performance is fun and easy to open, installed, used, repaired, and removed.

Manufacturers, service providers, and retailers look for new designs to make differentiation and build a more complete relationship with consumers. Holistic marketers realize the emotional strength of design and the importance of appearance and the taste of products to consumers. So design can control the consumer perception to be more valuable. Based on the above review, the hypothesis proposed is as follows:

H1(b). The product design of *Scootermatic* has a positive and significant effect on the customer experience.

Brand Equity

One of the intangible asset is equity that is represented by brand. For many companies, brands and everything it represents are the most important asset as the basis of competitive advantage and the source of future income. A strong brand is a brand that has high brand equity.

Brand equity is the added value given to product or service. This value is reflected in the way consumers think, feel and act toward the brand, price, market share, and profitability of the company. Brand equity is the most intangible asset, which has psychological and financial value for the company (Kotler & Keller, 2007).

So brand equity is a set of assets and liabilities relating to a brand, name and symbol, which can increase or decrease the value provided by goods or services to the company or to the customer of the company. Brand equity is associated with the introduction of a name, its trusted quality, the strong mental and emotional association, and other assets such as patents, trademarks, rights and distribution. Marketers and researchers use a variety of perspectives to study about brand equity. Customer-based approach looks at the brand equity from the consumers' point of view. The rationale of customer-based brand equitythat the power of a brand equity lies in what the consumers have seen, heard, read, studied, thought, and felt about the brand so far. In other words, the power of a brand lies in the mind of existing customers or prospective customers and what they have experienced directly and indirectly about the brand.

Several studies confirmed that the experience of trying a product is a powerful tool in building trust on brand and attitude. The trust on a brand that comes from direct experience, holds a strong credibility, and is a better predictor than that produced by indirect experience such as from advertising (Fazio Zanna, 1978; Smith, 1993; Smith Swinyard, 1988). Previous research described the direct and indirect impact of customer experience on brand loyalty (Bennett et al, 2005), the association of the brand, and consciousness (Berry, 2000). Cheng and Mrs. Chieng (2006) found that the model of strategic experience including personal experiences and shared experience is positively related to associative networks of a brand. Biedenbach and Marell (2010), also proved that the customer experience directly affects brand equity and emphasized the importance of the interaction between customers and service providers. Through interaction, customer experience will improve brand equity. The above studies show that customer experience has a

positive effect on all the dimensions of brand equity. Schmitt (1999) also stated that the greatest influence on the brand is the customer experience, and he also claimed that a brand is similar with experience. Based on the above review, the hypothesis proposed is as follows:

H2. The customer experience has a positive and significant effect on *scootermatic* brand equity.

Direct Effect of Product Attributes on *Scootermatic* Brand Equity

Product attributes had a great ability to mendiferensiasikan the product on each brand on the mind of the consumer (Keller, 2003) and increases brand Association (Bendixen et al, 2004). Voss et al (2003) stated that the dimensions of the product attributes can create greater value on brand equity. If the quality of the product (the perceived of ease of use) and design can enhance your brand position from the viewpoint of customers, it can also affect the behavior of customers, thus increasing brand equity (Ambler et al, 2002; Cheng Chieng was, 2006; Konecnik Gartner, 2007).

Perceived Ease of Use and *Scootermatic* Brand Equity

Product attributes have a great ability to differentiate the products of each brand on consumers' mind (Keller, 2003) and increase brand association (Bendixen et al, 2004). Voss et al (2003) stated that the dimensions of the product attributes can create greater value on brand equity. If the product quality (the perceived ease of use) and design can enhance the brand position from the customers' point of view, it can also affect the customer behavior, thus improving brand equity (Ambler et al, 2002; Cheng Chieng was, 2006; Konecnik Gartner, 2007).

H3(a). Perceived ease of use has a positive and significant relationship with *scootermatic* brand equity.

Product Design and *Scootermatic* Brand Equity

Product design is one of the criteria for selecting and designing elements of the brand and build brand equity. For example, the design of colors and unique patterns of *Scootermatic* can generate profits for the company (Mitchell, 1999). Orth and Malkewitz (2008) suggested that the product design with different aesthetical elements will develop different brand images. Cyr et al (2006) demonstrated that the aesthetical design can increase customer loyalty and that will affect customer behavior and intentions, thus creating brand equity (Konecnik Gartner, 2007). Based on the above review, the hypothesis proposed is as follows:

H3(b). Product design has a positive and significant relationship with *scootermatic* brand equity.

Mediating Effect of Customer Experience on *scootermatic* Brand Equity.

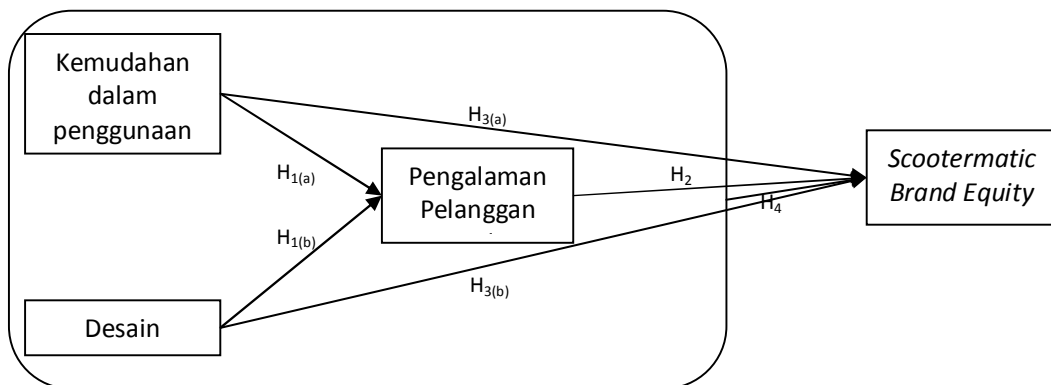
Argumentations about the direct effect of product attributes on *scootermatic* brand equity is persuasive. However, further examination indicates that some implicit arguments assume that customer experience plays an important role. As previously stated, product dimension is a determining factor of customer experience. Indeed, it is not only the product attributes, but also the interaction between the product attributes with the customer experience that ensure *scootermatic* brand equity. Particularly, customer experience defines brand equity, because it can increase the possibility of a direct relationship with the customer. It is also stated that the customer experience links the product attributes with the brand equity. Therefore, the product attributes indirectly affect the brand equity but the effect comes first via the customer experience. Based on the above review, the hypothesis proposed is as follows:

H4. Customer experience mediates the effect of (a) the perceived of ease of use, and (b) the product design on *scootermatic* brand equity.

Conceptual Model

Based on the theory and hypothesis, this study uses an analysis model presented in Figure 1.

Figure 1: Research Model



RESEARCH METHOD

This study uses descriptive method. According to Zulganef (2008), descriptive research is a research that aims to describe aspecific condition or phenomenon, without sorting out or finding outcertain factors or variables.

Population and Sample

Population is a generalized area that consists of objects/subject with certain qualities and characteristics set by the researchers to learn and then draw the conclusion from (Sugiyono, 2004). The population of this study is university and high school students in Bandung.

Sample is a part of the number and characteristics of the population. The sampling used in this study isaccidental sampling. Accidental sampling is the technique of sampling based on coincidence, i.e., anyone who by chance meets with the researcher can be used as a sample, if he or she is considered as suitable as a source of data (Sugiyono, 2004). The total sample used in this study is 300 respodents and the demographics of the sample can be seen in table 2.

Instrument

The type of data that will be used is primary data. The data collected and processed by an organization or individual directly from the object (Arikunto, 2008). In this study, the primary data are collected with questionnaires. The questions in the questionnaire are in the form of statements regarding the product attributes, containing five statements about the perceived of ease of use, seven statements about the product design, fifteen statements about the customer experience, and a ten statements about brand equity (Sheng Theo, 2012). The answers are measured with Likert scale: from the strongly disagree (STS) with the value of 1 up to the strongly agree (SS) with the value of 5.

Table 2
Sample Demographic

		<i>Frekuensi</i>	<i>Proporsi</i>
Age	< 15 years old	0	0
	15 - 18 years old	116	38,7%
	19 – 28 years old	184	61,3%
	>28 years old	0	0
Gender	Male	148	49,3%
	Female	152	50,7%

Study Program	Exact Sciences (Engineering/Medical/Physics)	8	2,7%
	Non Exact Sciences (Social/Language/Management/Accounting)	292	97,3%
Educational level	Diploma/Polytechnic/Academic	5	1,7%
	Student (SMU/SMK)	94	31,3%
	Fresh Graduate	201	67%
Cost of Transportation	< Rp. 500.000,-	182	60,7%
	Rp. 500.000,- s.d. Rp. 1.000.000,-	106	35,3%
	Rp. 1.000.000,- s.d. Rp. 1.500.000,-	10	3,3%
	Rp. 1.500.000,- s.d. Rp 2.000.000,-	2	0,7%
	>Rp. 2.000.000,-	0	0
Parents Occupation	Teacher/Lecturer	11	3,7%
	Office worker	179	59,7%
	Worker/Labor	18	6%
	Entrepreneur	15	5%
	Unemployed/Retiree	15	5%
Activity in a week	School/College	59	19,7%
	School/College, Shopping	14	4,7%
	School/College, Traveling	8	2,7%
	School/College, Courses	49	16,3%
	School/College, Sports	51	17%
	School/College, Sports, Shopping	22	7,3%
	School/College, Sports, Shopping, Traveling	16	15,3%
	School/College, Sports, Shopping, Traveling, Courses	2	0,7%
	School/College, Sports, Shopping, Courses	1	0,3%
	School/College, Sports, Traveling	3	1%
	School/College, Sports, Courses	45	15%

Source: Processed data

3.1. Validity and Reliability

The validity testing on the statements in the questionnaires aims to examine whether the statements can precisely measure the objective concepts of this study according to the theoretical concepts (Ghozali, 2006). The Reliability test aims to examine the reliability of the questionnaires (Simamora, 2004). Reliability testing with internal consistency is conducted once, the result of the test shows that all instruments have the value of Cronbach Alpha > 0.6 so it can be said that all instruments are reliable.

The researcher used SPSS 16.0 *for windows* for the calculations, the results for the validity test of x and y variables can be seen in table 3, it is apparent that the X and Y variables for all statements are valid because the value of the MSA (Measures of Sampling Adequacy), the Communalities, Rotated Component Matrix and KMO (Kaiser Meyer Olkin) are greater than 0.5 (Hair et al, 2006). It shows that the details of the measurements used as the indicators are sufficient and representative. So, those details can be used as statements because they are in accordance with the theoretical concept. For the reliability test, all instruments show the value of Cronbach Alpha > 0.6, so it can be said that all of the instruments are reliable.

Table 3
Validity and Reliability

		MSA	Communalities	Rotated Component Matrix	K MO	Cronbach Alpha
Perceived Ease of Use	PEOU1	.642	.867	.917	.693	.780
	PEOU2	.876	.514	.572		
	PEOU3	.691	.780	.882		
	PEOU4	.734	.734	.802		
	PEOU5	.634	.876	.929		
Aesthetics	AES1	.652	.852	.908	.756	.831
	AES3	.900	.573	.733		
	AES4	.748	.763	.867		
	AES5	.678	.845	.889		
	AES6	.734	.786	.871		
	AES7	.881	.589	.672		

<i>Customer Experience</i>	CE1	.874	.591	.642	.869	.897	
	CE3	.845	.820	.860			
	CE4	.840	.849	.867			
	CE6	.951	.616	.584			
	CE7	.954	.562	.576			
	CE8	.946	.535	.684			
	CE10	.917	.694	.713			
	CE11	.908	.653	.721			
	CE12	.906	.652	.754			
	CE13	.908	.643	.789			
	CE14	.691	.905	.930			
	CE15	.704	.833	.897			
	<i>Scootermatic Brand Equity</i>	BES1	.840	.623	.757	.827	.831
		BES2	.792	.784	.872		
		BES3	.847	.615	.744		
BES6		.836	.615	.672			
BES7		.840	.638	.798			
BES8		.774	.700	.781			
BES9		.875	.646	.788			

Source: Output SPSS 16.0 for windows

RESULT AND DISCUSSION

The Responses to Each Variable

Based on the questionnaires distributed to the respondents, the responses about the product attributes (ease of use and aesthetics) regarding the customer experience and *scootermatic* brand equity are found out. The responses to *scootermatic* quality are qualified because the average value of the entire statements is 3.63 which is at the intervals of 3.40 – 4.19 (Riduwan, 2008). But in terms of quality, the manual book of respondents rate only enough qualified, that is because of the unfamiliar language or vocabulary for the consumers, so the consumers have difficulties in understanding the user's manual book. The responses to *scootermatic* design can be categorized as interesting, because the average value of the entire statements is 3.71 within the interval of 3.40 – 4.19. The responses to the customer experience can be

categorized as good enough, because the average value of the entire statements is 3.39 within the interval of 2.60 – 3.39. Meanwhile, the responses to the *scootermatic* brand equity can be categorized as strong, because the average value of the entire statements is 3.67 within the intervals of 3.40 – 4.19.

Direct Effect

The direct effect of product attributes related to the ease of use and aesthetic on the customer experience and *scootermatic* brand equity is found in this study. As shown in table 5 (Model 1), it indicates that the product attributes which are quality ($b = 0,462, p < .05$) and design ($b = 0,430 p < .05$) have positive and significant effects on the customer experience. The results support the H1 (a) and H1 (b). Quality shows the largest coefficient with the customer experience as shown on the model 1. The result in a model 2 indicates that quality ($b = 0.625 p < .05$) and design ($b = .501, p < .05$) have positive and significant effects on *scootermatic* brand equity. The results support the H3 (a) and H3 (b). The ease of use shows the largest coefficient with the *scootermatic* brand equity, as shown in model 2.

The Mediating Effect of Customer Experience

In this study, regression model is used in examining the effect of the role of customer experience as mediating variable. As previously discussed, the two product attributes (quality and design) have a positive and significant effect on the customer experience. In addition, the two product attributes also have a positive and significant influence on *scootermatic* brand equity. When customer experience is included in Model 3 (table 4), it shows a positive and significant effect to *scootermatic* brand equity, supported by H2 ($b = 0,437, p < .05$). The inclusion of customer experience into Model 3 causes a slight increase in the effect of product attributes on brand equity (0,430-0,409), and remains significant. This means that customer experience affects *scootermatic* brand equity. To compare, based on the regression model, Model 3 performs better than Model 1 and Model 2, there is an increase of 0,021 on brand equity. Overall, a model will perform better when customer experience is included.

**Table 4
Result**

	<i>Mediator CE</i>	<i>Dependent variabel BES</i>
Model 1		
PEOU	.462	
AES	.430	
F	48.266	
R ²	.245	
Adj R ²	.240	
Model 2		
PEOU		.625
AES		.501
F		102.910
R ²		.409
Adj R ²		.405
Model 3		
PEOU		.625
AES		.501
CE		.437
F		74.304
R ²		.430
Adj R ²		.424

Significance < 0,05

Source: Output SPSS 16.0 for windows

CONCLUSION DAN SUGGESTIONS

Conclusion

Based on the description and analysis in the previous section, this study contributes to *scootermatic* brand equity in three main ways and the conclusions that can be drawn are as follows. First, the study indicates that product attributes (quality and design) contribute directly to customer experience. Second, the product attributes (quality and design) contribute directly to *scootermatic* brand equity. Third, customer

experience plays an important role as an mediating variable (mediator) in relation to the effect of products attributes (quality and design) on *scootermatic* brand equity. In other words, those two product attributes, though not enormously, can directly affect *scootermatic* brand equity, the respondents suggest that the power of *scootermatic* brand equity depends on costumer experience. This is indicated by the increased effect of product attributes on *scootermatic* brand equity after customer experience is included ($R^2 = 0.21$). Therefore, customer experience is an important mediator for the relationship between product attributes and *scootermatic* brand equity.

Suggestions

Based on the study conducted, there are some useful suggestions for companies to consider in order to perform better in the future. Related to the responses about product quality, the user's guide book for the use of matic-motorcycle is considered less obvious and less understandable by the consumers, so companies should make improvements on the guide book, the language used should be simple but clear and easy to understand, and pictures of examples of how to use properly according to the company standard should be included in the book. Based on the responses about product design, the company should manufacture *scootermatic* with more attractive design so that the customers will feel special when riding it, for example, *scootermatic* can be manufactured with limited edition designs like football club edition or a cartoon edition based on consumers' hobbies or favorites. However, in order to do that, companies need to conduct a survey so that the limited edition product is accepted in the market (according to the consumer demands).

In this study, the effect of product attributes on brand equity is measured. This study has limitations in which product attributes as the dependent variables are limited to the population and sample of college and high school students in Bandung who use *scootermatic*. For further study, researchers are expected to analyze other aspects such as marketing mix and promotional mix, both aspects can be analyzed regarding the effect on band equity. By conducting such analysis, the study on the effect of product attributes on the brand equity can be further developed.

ACKNOWLEDGMENT

This research was supported by Hibah Penelitian Kompetensi from Dit. Litabmas Dikti, Kemdikbud, through grant number : 043 / SP2H / PL / DIT.LITABMAS / V / 2013. Thanks to members of the research team Dr. Nina Nurani, Dr. Agoestiana Boediprasetya (alm), and Lia Amaliawiaty, and our students: Prita Evandari, Riski Dani, Galina, Lusi, and Mega who have involved to this research.

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