

The Influence of Brand Image and Digital Marketing on Consumer Purchasing Decisions (Case Study on Roja Bouquet Flower Shop)

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ABSTRACT

This research aims to determine the influence of Brand Image and Digital Marketing Attitudes on consumer purchasing decisions at the Roja Bouquet flower shop in Bandar Lampung. The type of data used in this research is quantitative, using primary and secondary data. To determine the research sample, we used a probability sampling technique because the population was above 100. The results of calculations using the Slovin formula produced a sample size of 70 respondents. The analysis technique used involves Validity, Reliability, Classical Assumptions and Hypothesis Tests. From the research results, we found that Brand Image and Digital Marketing together have a significant influence on consumer purchasing decisions at the Roja Bouquet flower shop. Brand Image and Digital Marketing have an influence of 48.9% on consumer purchasing decisions, while the remaining 51.1% is influenced by other factors not examined in this research.

Keywords: *Brand Image; digital marketing; purchasing decisions*

1. INTRODUCTION

Nowadays, many entrepreneurs see economic growth and technological advances, which encourage them to improve their work efficiency. Especially in the field of marketing, their role becomes increasingly vital when entering the era of globalization. Increasing competition in the market will have an indirect impact on a business's efforts to maintain its market share. Consumers consider many things, such as different expectations about their behavior towards the products they will buy and where to buy, as well as various factors that can make them make decisions about their purchasing interests. When consumers remember the brand of a particular product, the brand image appears in their minds (Firmansyah 2019:60).

Brand image is a term that refers to how management influences customer perceptions, impressions, and assumptions to achieve certain goals. In facing competition, a strong brand image is expected to be the right

approach to promote companies and their goods to the public so that they become more confident in the brand and ultimately influence their purchasing behavior.

In the process of purchasing a product, brand assessment plays a crucial role in consumer decisions. Consumers often prefer well-known brands with positive reputations because they are considered to have high quality standards. A widely known brand is usually associated with excellent quality because it has successfully attracted the interest of a large number of consumers before.

The goal of social branding is to introduce a brand to the general public, especially those who frequently use social media. Business people try to build relationships and trust with their audience by creating various content that is disseminated through social media. The main goal is to attract loyal customers on social media. One way that is often used by entrepreneurs to interact with consumers is digital marketing.

The use of the internet today has a significant impact on society and a business. Therefore, many entrepreneurs are trying to explore the available opportunities to take advantage of the progress of the internet for the benefit of their business. Digital marketing is an effort to introduce products and reach the market using digital media via the internet such as social media platforms (Purwana et al, 2017).

One of the businesses that implements a digital marketing strategy to strengthen its product brand image is Roja Bouquet. Roja Bouquet is a flower shop located in Bandar Lampung City, precisely on Jalan Pemuda, Tanjung Karang Pusat. The background to the establishment of Roja Bouquet is based on the great opportunities that arise from important moments such as graduations, birthdays, grand openings of shops, weddings, and other events. In facing fierce competition in the flower bouquet business, Roja Bouquet comes with a new innovation by providing premium quality flower bouquets at affordable prices. The following is data on purchasing decisions for Roja Bouquet products on social media platforms used to market their products and a comparison of online and offline sales in the last 4 months in 2023.

Table 1. Comparison of Online and Offline Purchasing Decisions September – December 2023

No	Information	Number of Purchase Decisions			
		September	October	November	December
1	Online Purchase	322 people	349 people	351 people	295 people
2	Offline Purchase	0	3 people	5 people	2 persons

Table 2. Development of Purchasing Decisions at Roja Bouquet September – December 2023

No	Platform	Number of Purchase Decisions			
		September	October	November	December
1	Instagram	197 people	220 people	224 people	199 people
2	Tiktok	125 people	129 people	127 people	96 people

Based on the table above, it can be seen that the number of buyers on the Instagram platform increased by 27 people from September to November. However, in December, Roja Bouquet experienced a decrease in the number of buyers by 25 people. Meanwhile, on the TikTok platform, there was an increase in the number

of buyers by 4 people from September to October. However, in the period from November to December, there was a decrease of 33 people.

Based on the description above, the author is interested in conducting research with the aim of determining the influence of Brand Image and Digital Marketing on Consumer Purchasing Decisions (Case study at the Roja Bouquet flower shop).

2. THEORY AND HYPOTHESIS

a. Brand Image

According to Firmansyah (2019:60), brand image is an image that arises in the minds of customers when remembering a brand from a collection of certain products or services. This image will then be reflected or depicted in the brand and form a good or bad brand image according to various previous brand experiences and perceptions. Meanwhile, according to Kurniawati (2020), brand image is related to consumer perceptions and thoughts about a brand. If the brand image that is formed is good, consumers tend to repurchase goods or services. Companies create a good corporate image based on their brand image

b. Digital Marketing

Digital marketing, often referred to as digital marketing, refers to various forms of marketing carried out through internet-connected devices, using various digital media objectives and strategies to communicate with potential consumers (Chakti, 2019). Coviello, Milley, and Marcolini explain that the use of the Internet and other interactive technologies to form and connect relationships between businesses and specific customers is known as digital marketing. In addition, they claim that digital marketing is a component of e-commerce (Sawlani, 2021).

c. Buying decision

According to Kerin and Hartley (2018:96), buyers go through five stages to make purchasing decisions about the goods and services they will buy. These steps include recognizing problems, searching for data, evaluating available options, deciding on a purchase, and acting after the transaction. According to Firmansyah (2019:205), when someone chooses between several options, they make a purchasing decision, which is considered the most appropriate step in making a purchase. This process involves a series of stages in decision making before making a purchase.

3. METHODO

Research whose approach is rooted in positivism is called a quantitative research method. By definition, the scientific method is scientific because it follows concrete or empirical scientific principles, is objective, measurable, rational, and systematic (Sugiyono, 2018:16). This study uses a quantitative methodology with a focus on the analysis of numerical data, which is then analyzed using appropriate statistical techniques.

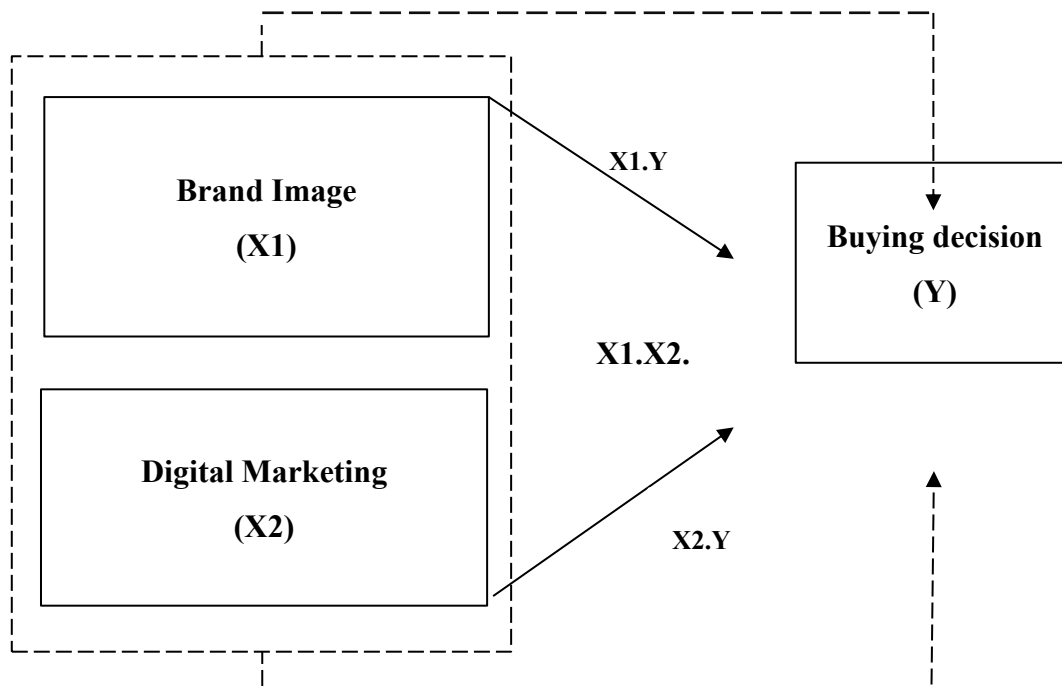


Figure 1 Framework of Thought

This type of research uses quantitative methods and uses a descriptive approach. Sugiyono (2018) said, Quantitative research methods are a research approach based on positivism. This technique is used to investigate a particular population or sample by means of sampling which is often done randomly. Data is collected using research tools, and the analysis is carried out quantitatively with the intention of testing the hypothesis that has been made.

This study uses the following data sources:

a. Primary Data

Sugiyono (2018) defines primary data as data compiled by researchers to solve the problems faced. This data is obtained directly by researchers from the original source or location of the research object.

b. Secondary Data

Sugiyono (2018) defines secondary data as data that already exists and is collected by other parties. Then, the data is reused by researchers for their own research purposes.

The data analysis techniques used in this study are:

1. Research instrument testing includes validity testing and reliability testing.
2. Classical Assumption Tests include normality tests, multicollinearity tests, and heteroscedasticity tests.
3. Multiple Linear Regression Test
4. Hypothesis tests include, determination coefficient test, f test, and t test.

4. RESULTS AND DISCUSSION

Validity Test Results

Table 3. Validity Test Calculation Results

Research Variables	Item	rhitung	rtable	Results	Conclusion
<i>Brand Image</i> (X1)	X1.1	0.754	0.2352	rcount > rtable	Valid
	X1.2	0.755	0.2352	rcount > rtable	Valid
	X1.3	0.701	0.2352	rcount > rtable	Valid
	X1.4	0.712	0.2352	rcount > rtable	Valid
	X1.5	0.706	0.2352	rcount > rtable	Valid
	X1.6	0.805	0.2352	rcount > rtable	Valid
	X1.7	0.749	0.2352	rcount > rtable	Valid
	X1.8	0.724	0.2352	rcount > rtable	Valid
	X1.9	0.788	0.2352	rcount > rtable	Valid
	X1.10	0.833	0.2352	rcount > rtable	Valid
	X1.11	0.804	0.2352	rcount > rtable	Valid
	X1.12	0.818	0.2352	rcount > rtable	Valid
	X1.13	0.778	0.2352	rcount > rtable	Valid
	X1.14	0.775	0.2352	rcount > rtable	Valid
	X1.15	0.801	0.2352	rcount > rtable	Valid
<i>Digital Marketing</i> (X2)	X2.1	0.786	0.2352	rcount > rtable	Valid
	X2.2	0.707	0.2352	rcount > rtable	Valid
	X2.3	0.568	0.2352	rcount > rtable	Valid
	X2.4	0.701	0.2352	rcount > rtable	Valid
	X2.5	0.767	0.2352	rcount > rtable	Valid
	X2.6	0.715	0.2352	rcount > rtable	Valid
	X2.7	0.685	0.2352	rcount > rtable	Valid
	X2.8	0.779	0.2352	rcount > rtable	Valid
	X2.9	0.597	0.2352	rcount > rtable	Valid
	X2.10	0.724	0.2352	rcount > rtable	Valid
	X2.11	0.727	0.2352	rcount > rtable	Valid
	X2.12	0.713	0.2352	rcount > rtable	Valid
<i>Buying decision</i> (Y)	Y.1	0.815	0.2352	rcount > rtable	Valid
	Y.2	0.831	0.2352	rcount > rtable	Valid
	Y.3	0.800	0.2352	rcount > rtable	Valid
	Y.4	0.754	0.2352	rcount > rtable	Valid
	Y.5	0.795	0.2352	rcount > rtable	Valid
	Y.6	0.801	0.2352	rcount > rtable	Valid
	Y.7	0.792	0.2352	rcount > rtable	Valid
	Y.8	0.860	0.2352	rcount > rtable	Valid
	Y.9	0.857	0.2352	rcount > rtable	Valid
	Y.10	0.882	0.2352	rcount > rtable	Valid
	Y.11	0.833	0.2352	rcount > rtable	Valid
	Y.12	0.730	0.2352	rcount > rtable	Valid
	Y.13	0.699	0.2352	rcount > rtable	Valid
	Y.14	0.660	0.2352	rcount > rtable	Valid
	Y.15	0.686	0.2352	rcount > rtable	Valid

The results of the validity test shown in table 3 show that the test was conducted on seventy respondents and found a rtable value of 0.2352 for each of them. Therefore, the question is considered valid if the rcount

value is more than 0.2352.

Decision Making Methods for Reliability Testing:

- a. If the Cronbach alpha value >0.60 , then the statement is reliable.
- b. If the Cronbach alpha value <0.60 , then the statement is not reliable.

Table 4. Reliability Output Results

Variables	Cronbach's Alpha	Reliability
Brand Image(X1)	0.916	Very strong
Digital Marketing (X2)	0.943	Very strong
Purchase Decision (Y)	0.956	Very strong

The results of the reliability test above state that variables X1, X2 and Y with 70 respondents obtained a Cronbachalpha value > 0.60 so that all variables are declared reliable.

Normality Test Results

Table 5. Normality Test Output Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		70
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	5.96428409
Most Extreme Differences	Absolute	,057
	Positive	,045
	Negative	-,057
Test Statistics		,057
Asymp. Sig. (2-tailed)		,200c,d

a. Test distribution is Normal.

The results of the Kolmogorov-Smirnov one-sample normality test on 70 participants showed that the research data was normally distributed because all research variables had a significance value of 0.200 greater than 0.05.

Multicollinearity Test Results

Table 6. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1		
	(Constant)	
	Brand Image	,886
	Digital Marketing	,886

a. Dependent Variable: Purchase Decision

Based on the table above, it can be seen that the Brand Image and Digital Marketing variables have a tolerance value of 0.886 which is greater than 0.10. So it can be concluded that the results of the

multicollinearity test do not show symptoms of multicollinearity.

Heteroscedasticity Test Results

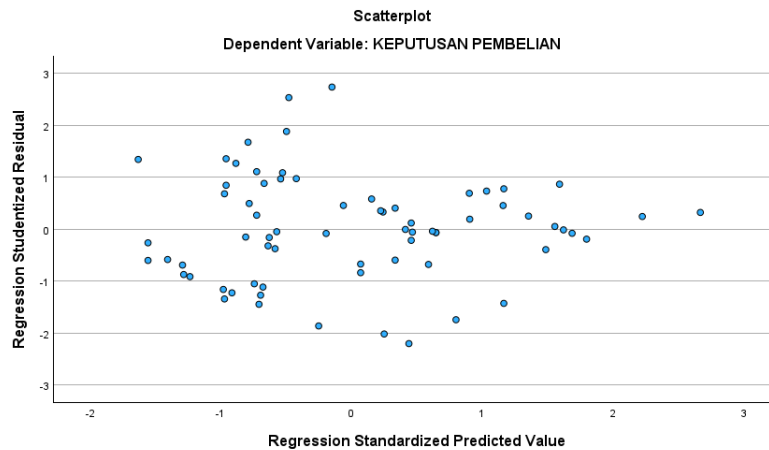


Figure 2 Heteroscedasticity Output

The results above show that the points on the graph do not form a clear pattern; they are scattered above and below the number 0 on the Y-axis. As a result, it can be concluded that the regression model does not show heteroscedasticity problems.

Multiple Linear Regression Test Results

Table 7. Multiple Linear Regression Test Results

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,029	6,998		,290	,773
	<i>Brand Image</i>	,717	,123	,544	5,856	,001
	Digital Marketing	,385	,122	,293	3,153	,002

a. Dependent Variable: Purchase Decision

Based on the results of the table above, the regression equation model can be concluded as follows:

$$Y = 2.029 + 0.717 X1 + 0.385 X2 + e$$

1. The constant value of 2.029 with a positive sign states that if the brand image and digital marketing variables are considered constant, the purchasing decision value is 2.029.
2. The regression coefficient value of the brand image variable (X1) is 0.717, meaning that if the brand image increases by one unit, the purchasing decision will increase by 0.717.
3. The regression coefficient value of the digital marketing variable (X2) is 0.385, stating that if the level of digital marketing increases by one unit assuming other independent variables are constant, then consumer purchasing decisions will increase by 0.385.

Hypothesis Test Results

Coefficient of Determination Test (R2)

Table 8. R2 Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,699a	,489	,473	6,053

a. Predictors: (Constant), Brand Image, Digital Marketing
b. Dependent Variable: Purchase Decision

Based on the table above, the following results were obtained:

1. The correlation coefficient (R) value of 0.699 means that the relationship between brand image and digital marketing has a positive and close value because it has a value between 0-1.
2. R Square of 0.489 will be converted into a percentage of 48.9%, which shows that the contribution given by the brand image and digital marketing variables is 48.9% to consumer purchasing decisions, while the remaining 51.1% are other variables not examined by this study.

F Test

Table 9. F Test Output Results

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2345,828	2	1172,914	32,017	,001b
	Residual	2454,515	67	36,635		
	Total	4800,343	69			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Brand Image, Digital Marketing

Based on the table above, the Fcount value is 32.017 while the Ftable value is 3.13 where $F_{count} > F_{table}$, namely $32.017 > 3.13$ with a significant value of $0.001 < 0.05$, then H_0 is rejected and H_a is accepted so that it can be concluded that the independent variables (Brand Image and Digital Marketing) have a significant effect on Purchasing Decisions.

T-test

Table 10. t-Test Output Results

Coefficients ^a			
Model		t	Sig.
1	(Constant)	,290	,773
	Brand Image	5,856	,001
	Digital Marketing	3,153	,002

a. Dependent Variable: Purchase Decision

The table above shows the results of the t-test, which leads to the conclusion that:

1. The results of the table above show that the t-value of Brand Image is 5.856 with a Sig value of 0.001, thus meaning $5.562 > t_{table} 1.995$ (attached t-table) with a Sig level of $0.001 < 0.05$. This indicates the

acceptance of the Ha1 hypothesis and the rejection of the Ho1 hypothesis. Therefore, it can be concluded that the brand image variable (X1) has an influence and is significant on customer choice to buy goods at the Roja Bouquet Flower Shop (Y).

2. Based on the table above, the t-value of Digital Marketing is 3.153 with a Sig value of 0.002, thus meaning that $t\text{-value } 3.153 > t\text{-table } 1.995$ (attached t-table) with a Sig level of $0.002 < 0.05$. This indicates that the Ha2 hypothesis is accepted and Ho2 is rejected. Therefore, it can be concluded that the digital marketing variable (X2) has an influence and is significant on (Y) the decisions made by customers who buy products at the Roja Bouquet Flower Shop.

The Influence of Brand Image on Purchasing Decisions

Consumers' decisions to purchase goods are greatly influenced by brand image. Consumers can gain confidence and trust in branded goods and services through a strong and positive brand image. Products or services that already have a good brand image among consumers will tend to be chosen by consumers because they already have a positive perception of the product or service.

There are 3 indicators in the brand image variable conducted in this study, namely product image, company image and user image with 15 statements. The results of the analysis of the Influence of Brand Image (X1) on Purchasing Decisions (Y) based on the t test show the t-value of Brand Image of 5.856 with a Sig value of 0.001. Because the t-value is greater than the t-table or the Sig value is less than 0.05, the t-value of 5.856 is greater than the t-table of 1.995, with a Sig level of 0.001 greater than 0.05. This shows that the Ha1 hypothesis is accepted, and the Ho1 hypothesis is rejected. Thus, it can be interpreted that the brand image variable (X1) has a positive and significant influence on consumer decisions making purchases at the Roja Bouquet flower shop (Y). So, the better the brand image of a brand, the higher the consumer's purchasing decision.

The Influence of Digital Marketing on Purchasing Decisions

The strategy of promoting goods or services using digital technology such as the internet, social media, search engines, email, and smartphones is called digital marketing. Marketing through online platforms is becoming increasingly important for businesses that want to stay competitive in an increasingly digitally connected world. Digital channels such as websites and social media are an important part of digital marketing.

In this study, the digital marketing variable (X2) consists of three indicators: traffic, conversion, and engagement. The idea consists of 12 statements. Based on the t-test, the analysis of the Influence of Digital Marketing (X2) on Purchasing Decisions (Y) shows that the t-value of Digital Marketing is 3.153, with a Sig value of 0.002. Through the basis for making a decision, the digital marketing variable affects the purchasing decision variable because the t-value is greater than the t-table or Sig is less than 0.05. Thus, it means that $t\text{-count } 3.153 > t\text{-table } 1.995$ (attached t-table) with a Sig level. $0.002 < 0.05$. Thus, the Ha2 hypothesis is accepted and Ho2 is rejected. Therefore, the purchasing decisions made by customers of the Roja Bouquet Flower Shop are influenced and significant by the digital marketing variable. So, the better the digital marketing, the higher

the consumer's purchasing decision.

The Influence of Brand Image and Digital Marketing on Purchasing Decisions

The process by which a customer makes a choice to buy a product or service is called a purchasing decision. Brand image and digital marketing are variables that can influence consumer purchasing decisions. If a brand has a good reputation and effective digital marketing, customers will more often choose to buy the product or service.

In this study, the Purchase Decision variable (Y) consists of four indicators, namely suitability, perceived cost, purchase experience, and ease of use. This indicator consists of 15 statements. A significant value for the influence of brand image and digital marketing on purchasing decisions simultaneously or simultaneously was obtained after conducting a simultaneous F test with an Fcount value of $32.017 > 3.13 F_{table}$ and a Sig value of $0.001 < 0.05$ therefore it can be estimated that brand image (X1) and digital marketing (X2) influence purchasing decisions (Y) of customers at the Roja Bouquet flower shop simultaneously or separately. So, the hypothesis Ha3 is accepted and Ho3 is rejected. In this study, brand image and digital marketing have an influence of 48.89% on customer purchasing decisions at the Roja Bouquet flower shop. While the researcher did not discuss the last 51.1% which is influenced by additional components. So, the better the brand image created and good digital marketing will also increase consumer purchasing decisions.

5. CONCLUSION

The author concludes based on the study that:

1. Customers' decisions to purchase products at the Roja Bouquet flower shop are greatly influenced by brand image. A sig value of < 0.05 has been obtained with $t_{count} > t_{table}$ after conducting a t-test. This means that the better the brand image of a brand, the higher the consumer's purchasing decision.
2. Consumers of Roja Bouquet flower shop make significant purchasing decisions due to the influence of digital marketing. Based on the t-test, the t-count value is obtained $> t_{table}$ with a Sig value < 0.05 . Thus, the better the digital marketing, the higher the consumer purchasing decision.
3. Consumers who buy products at the Roja Bouquet flower shop are significantly influenced by brand image and digital marketing. The Fcount value is obtained $> F_{table}$ and the Sig value < 0.05 , the better the brand image created and good digital marketing will also increase consumer purchasing decisions.

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