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ANALYSIS OF PRICE, BRAND AWARENESS, AND BRAND IMAGE TO THE PURCHASE INTENTION OF PREGNANCY PILLOW (Case Study of Surya Bedsheet)

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Abstract - *This study was conducted to determine analysis of price, brand awareness, and brand image to the purchase intention of pregnancy pillow (case study of Surya Bedsheet). The object of the research is the mothers and pregnancy women in Indonesia. The data was obtained by using a questionnaire distributed online to 115 respondents. The data was examined with Partial Least Square (PLS) by testing the outer and inner model with a significance level of 0.05 (5%=1.96). The results indicated that price (t-stats=1.134) positive but has no significant influence toward purchase intention, brand awareness (t-stats=2.239), and brand image (t-stats=4.709) are positive and have influences on purchase intention. The highest impact is from brand (t-stats=4.709). It shows that product innovation for pregnancy pillow is an essential consideration for consumers to buy pregnancy pillow. In overview, Surya Bedsheet is a small medium enterprise engaged in the production of baby and mother products that continually upgrade their product and customer service for better serve the customers.*

Keywords: *Price; Brand Awareness; Brand Image; Purchase Intention.*

INTRODUCTION

Indonesia has great potential in terms of the economy both in terms of markets and producers. With a population of 230 million people, it is proper that we are not only become a market for other countries, but also as producers (Budisusilo, 2011). Entrepreneurs are needed in order to make this country to be more developed. Entrepreneurship is an attitude that is visible from the ability to create something new and unique so that it has value and can be beneficial to himself or others (Nusraningrum, 2018). Economic development towards the creative industry is one form of optimism for aspirations to support the Master Plan for the Acceleration and Expansion of Indonesian Economic Development (MP3EI) in realizing Indonesia's vision of becoming a developed country (Kamil, 2015).

Omni-channel retailing has currently emerged from the consumers' need for an extensive shopping experience that allows for integrated shopping across all marketing channels (Pertiwi et al., 2016). Omni-channel is the distribution concepts of retailers who operate both bricks-and-mortar stores and a distance channel (Hübner et al., 2016). The Indonesian retailers, who are mainly segregated in different SMEs, are now more than ever striving to ensure that the consumer can have direct access to their products both in stores (offline) and online (Pertiwi et al., 2016).

Table 1. Fertility Rate in Indonesia

Year	Population	Yearly % Change	Fertility Rate	Yearly Change
2015	258,383,256	1.33%	2.45	3,309,808
2016	261,556,381	1.23%	2.42	3,173,125
2017	264,650,963	1.18%	2.42	3,094,582
2018	267,670,543	1.14%	2.42	3,019,580
2019	270,625,568	1.10%	2.42	2,955,025

Source: worldometers.info, 2020

According to worldometers.info, though the numbers population growth (see yearly % change) of Indonesia is declining, the fertility rate remains the same thus makes the birth rate in the country is high compared with other countries. In line with the number and rapid rate of birth rate growth, it cannot be denied that the market for maternity needs is one of the most attractive markets for SMEs. In Indonesia 3 the market segment of mother and baby products has a potential and very attractive market segmentation to work on, this opportunity is increasingly tempting because it is accompanied by a large increase in the number of the middle class who are known to love shopping (Yasmin, 2017). One in every five Indonesians now belongs to the middle-class group, today's middle class counts at least 52 million people whose consumption accounts for 43 percent of total household consumption (worldbank.org).

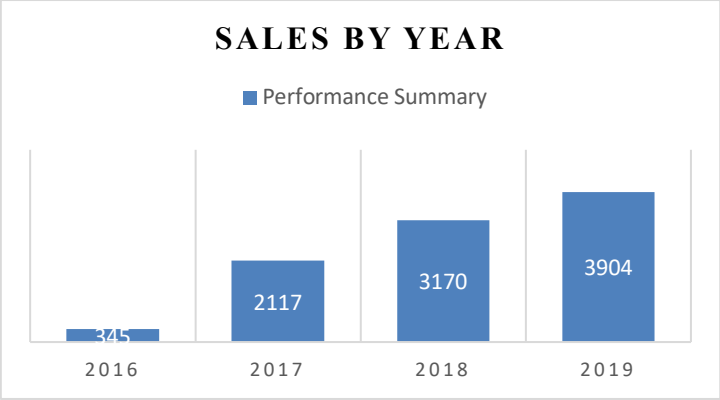


Figure 1. Surya Bedsheet Sales Data
Source: Data Processed by Author, 2020

According to Surya Bedsheet's pregnancy pillow sales data above, it revealed that in 2016 to 2017 the sales for pregnancy pillow increased up to 2.117 unit of sales and sales growth in 2018 increase to 3.170 unit of sales, in 2019 the sales for pregnancy pillow reached the sales peak in the last three years by hitting the sales of 3.904 unit of sales, it means that from 2016 to 2017 there is a big increase of 513.6% and from 2017 to 2018 the sales increase is at 49.7%, the newest data shows that there is a 23% increase in sales growth from 2018 to 2019.

Research Problem

Based on the research background above, the problems to be studied in this research can be formulated as follows:

1. Does the price affect the purchase intentions of pregnancy pillow?

2. Does brand awareness affect consumers' purchase intentions in pregnancy pillow?
3. Does the brand image affect the purchase intentions of pregnancy pillow?

Research Objectives

1. To analyze the effect of prices on purchase intentions of pregnancy pillow at Surya Bedsheet store.
2. To analyze the effect of brand awareness on purchase intentions of pregnancy pillow at Surya Bedsheet store.
3. To analyze the effect of brand image on purchase intentions of pregnancy pillow at Surya Bedsheet store.

Research Contribution

This research was expected to be the information source, thoughts contribution, as well as inputs to the related consumers and companies regarding Analysis of Price, Brand Awareness, and Brand Image to the Purchase Intention of Pregnancy Pillow (A Case Study of Surya Bedsheet Store). The results of this study are expected to provide an assistance for the development of marketing management study, especially from the point of view of price, brand awareness, and brand image of purchase intentions. Furthermore, it can be used as an addition in references and recommendations for future research.

LITERATURE REVIEW

A. Price

Price is a value that will purchase a finite quantity, weight, or other measure of a good or service (www.businessdictionary.com). Wang and Chen define price as what is sacrificed or given up to obtains a product or a service (Wang & Chen, 2016). Another definition for Price is the value paid for a product in a marketing exchange (Hult et al., 2014). In marketing, price is defined as the amount of money or value set to be exchanged for an item or service (Yusuf & Williams, 2007). In other words, price is the value measure of a products or services that need to be paid in exchange for an item or service. Price may convey information to the consumer regarding product/service quality and value (Lien et al., 2015). Price is an important factor in purchasing decisions (Damay, 2008).

According to (Kotler & Keller, 2009) the price indicators are:

1. List of prices on each product.
2. Prices variation according to product size.
3. Discount.
4. Member discount.
5. Economical price.

B. Brand Awareness

Brand awareness refers it to whether consumers can recall or recognize a brand, or simply whether consumers know about a brand (Huang & Sarigöllü, 2014). Another definition of brand awareness is as a buyer's ability to recognize or recall that a specific brand name is a member of a certain product category (Lu et al., 2014). Sharifi regard brand awareness as the extent to which consumers recognize particular brand (Sharifi, 2014). Brand awareness as the strength of a brand's presence in consumers' mind (Hutter et al., 2013). Brand awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer's ability to identify the brand under different conditions (Keller, 2013).

According to (Keller, 2013) the indicators of brand awareness includes:

1. Consumer is aware of the product brand.
2. Consumer can recognize the product brand.
3. Consumer can recognize the brand.
4. Consumers remember the product brand.
5. Consumers like brands.
6. Consumer choose brands.

7. Consumers are confident about the brand.
8. Consumers buy brand products.
9. Consumers use products.
10. Consumers repurchase products.

C. Brand Image

Brand image is an association that exists in the minds of customers to differentiate from alternative brands such as symbols, names, designs, letters, or special colours that make consumers' understanding of the brand as a whole and consumer trust in a particular brand and how consumers perceive a brand (Nusraningrum et al., 2019). Brand image is the attributes and benefits associated with a brand that make the brand distinctive, thereby distinguishing the firm's offer from competition (Jalilvand & Samiei, 2012). Brand image refers to the general impression of the brand object that marketers present to their target groups (Wymer, 2013). Brand image refers the brand perceptions in the minds of consumers (Horng 13 et al., 2012). Brand image is the Brand image refers to the meaning that the consumers associate with the product, based on experiences, impressions, and perceptions of the functional, emotional, and symbolic benefits of the brand (Kaplan et al., 2010).

According to (Fianto. et al., 2014), the indicators of Brand Image are:

1. Saliency
2. Reputation
3. Familiarity
4. Trustworthy
5. Service Excellency

D. Purchase Intention

Purchase intention is described as a transaction behaviour shown by customers after making evaluation of goods and services (Tariq et al., 2017). According to (Lien et al., 2015) purchase intention is the likelihood that a customer will buy some particular product or service. Another researcher defines purchase intention as the mental stage in the decision-making process where the consumer has developed an actual willingness to act toward an object or brand (Hutter et al., 2013). Purchase intention is an effective tool use in predicting purchasing process (Jaafar et al., 2012). Purchase intention is the buyer's self-instruction to purchase the brand or a product (Bhaduri & Ha-Brookshire, 2011). Purchase intention defined as the degree to which consumers intend to buy scarce products (Wu et al., 14 2011). Purchase intention is defined as the probability that the consumer will purchase the product (Sam & Tahir, 2009). Purchase intention is the degree to which the consumer would like to purchase a product in the future (Chu & Lu, 2007).

According to (Wijaya & Sugiharto, 2015), the indicators for purchase intentions are:

1. Willingness of consumers who will make a purchase.
2. The desire of consumers to make purchase in the future.
3. The desire of consumers to buy products because of its famous brand.

HYPOTHESIS

1. According to the previous research conducted by (Harisno & Herby, 2018) found shows that price has significant and positive influence between price and purchase intention of e-commerce customers.
   Based on the statement above, the hypothesis can be formulated as follows:
   H_1: Price has positive influence to the purchase intention of pregnancy pillow.
2. According to the previous research conducted by (Tariq et al., 2017) found that brand awareness has a strong and positive influence toward the purchase intention.
   Based on the statement above, the hypothesis can be formulated as follows:

H_2: Brand awareness has positive influence to the purchase intention.

3. According to the previous research conducted by (Agmeka et al., 2019) found that brand image has positive influence on purchase intention.
   Based on the statement above, the hypothesis can be formulated as follows:
   H_3: Brand image has positive influence to the purchase intention.

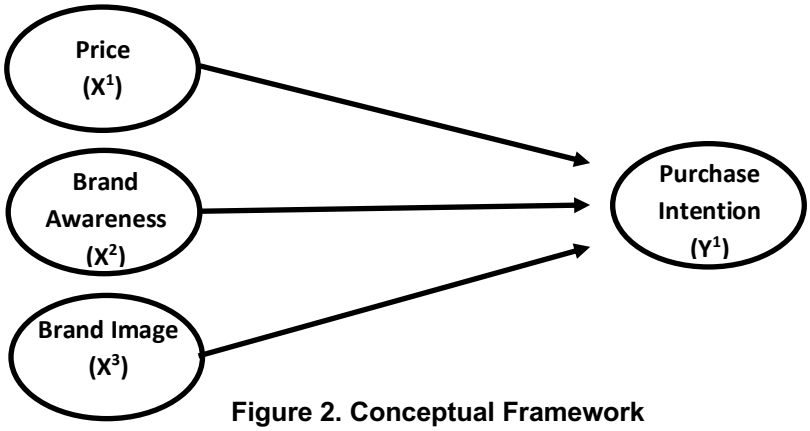


Figure 2. Conceptual Framework

Hypotheses:
H_1: Price has positive influence to the purchase intention of pregnancy pillow.
H_2: Brand awareness has positive influence to the purchase intention.
H_3: Brand image has positive influence to the purchase intention.

METHODS

The process of this research begins with activities identifying problems in the place that will be used as the location of the study, formulating identified problems, gathering basic theories that strengthen the foundation in the variables and formulating methods in data collection. The approach taken in this study is a quantitative data approach through structured questions as generated from broad answers from open-ended questions in a questionnaire (Sekaran & Bougie, 2016). This study analyze how the effect of price, brand awareness and brand image on purchase intention of pregnancy pillow in Surya Bedsheet store. This research has been done from August 2019 until April 2020 in Indonesia.

The measurement scale used in this study is the Likert scale, according to (Sekaran & Bougie, 2016) Likert scale is designed to examine how strongly subjects agree or disagree with the statements on a 5-point scale. In this study because the population is scattered and it is difficult to know the exact number, the author is using the rule of thumb in deciding how much of sample size is needed in this study where sample sizes larger than 30 and less than 500 are appropriate.

The analysis method used is determined based on the type of research that is selected by researcher. Data processing in this study uses a method with Partial Least Square (PLS) using the software SmartPLS version 3.0. which is run with the media of computer. Partial Least Square is an alternative model of Structural Equation Modeling (SEM) based on variance.

RESULT AND DISCUSSION

Surya Bedsheet is a small medium enterprise business engaged in the production of baby bedding. At the beginning of its establishment with the name CV. Abdi Famili and then in March 2013 changed their name to Surya Bedsheet. Pregnancy pillow is one of the mother care products produced by Surya Bedsheet. The company was founded by Mr. Kustriman in 2012. Surya Bedsheet can progress and live through the stories and reviews of buyers in the marketplace to word-of-mouth recommendations which are the most significant

evidence that quality cannot work alone without emotional ties. The tagline of the Surya Bedsheet store is "A Trusted and Genuine Seller".

As explained earlier that the subject or respondent in this research is are mother or pregnant women in Indonesia that have familiarity with pregnancy pillow product. In this study to collect the primary data is done by distributing questionnaires to know the response of mothers and pregnant women in Indonesia. The distribution of questionnaire was done with google form and printed questionnaire distributed by the help of Putri Namar Wulan Sari who is a nurse in Palembang.

Descriptive Statistics

The author has conducted research on The Influence of Price, Brand Awareness and Brand Image to the Purchase Intention of Pregnancy Pillow at Surya Bedsheet stores. By distributing 115 questionnaires specifically for women consisting of 43 statements to pregnant women or mothers who have children in Indonesia. From the results of the study that has been distributed to 115 respondents which showed that there are characteristics of each respondent that varies, consisting of four types of respondent profiles that will be discussed below.

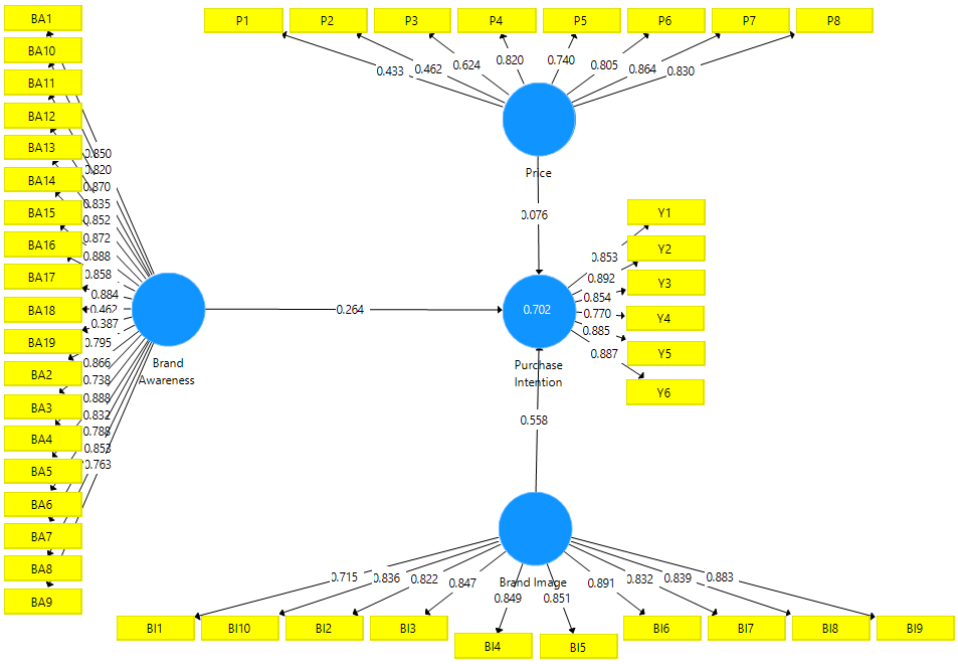
Table 2. Respondents Characteristics

Respondent Characteristics		Total	Percentage
Gender	Male	0	0%
	Female	115	100%
Age	17 – 25 years old	37	32%
	26 – 30 years old	53	46%
	31 – 40 years old	17	15%
	> 40 years old	8	7%
Occupation	General Employees	40	35%
	Housewife	47	41%
	Entrepreneur	15	13%
	Student	2	2%
	Others	11	9%
Income per month	Rp. 1,000,000 – Rp. 3,000,000	35	30%
	Rp. 3,000,000 – Rp. 5,000,000	47	41%
	> Rp. 5,000,000	33	29%

Source: Research by Author, 2019

Convergent Validity

The rule of thumb commonly used to assess convergent validity is that the loading factor value must be more than 0.7 for confirmatory research and the loading factor value between 0.6 - 0.7 for explanatory research is acceptable and the average variance extracted value (AVE) must be greater than 0.5 (Ghozali, 2015).



Picture 1. PLS Algorithm
Source: SmartPLS (2020) Data Processing Result

Table 3. Convergent Validity Test

Variable	Indicator	Outer Loadings	Conclusion
Price	P1	0.433	Not Valid
	P2	0.462	Not Valid
	P3	0.624	Not Valid
	P4	0.820	Valid
	P5	0.740	Valid
	P6	0.805	Valid
	P7	0.864	Valid
	P8	0.830	Valid
Brand Awareness	BA1	0.850	Valid
	BA2	0.795	Valid
	BA3	0.866	Valid
	BA4	0.738	Valid
	BA5	0.888	Valid
	BA6	0.832	Valid
	BA7	0.788	Valid
	BA8	0.853	Valid
	BA9	0.763	Valid
	BA10	0.820	Valid
	BA11	0.870	Valid
	BA12	0.835	Valid
	BA13	0.852	Valid
	BA14	0.872	Valid
	BA15	0.888	Valid
	BA16	0.858	Valid
	BA17	0.884	Valid
	BA18	0.462	Not Valid
	BA19	0.387	Not Valid
Brand Image	BI1	0.715	Valid
	BI2	0.822	Valid
	BI3	0.847	Valid
	BI4	0.849	Valid
	BI5	0.851	Valid
Brand Image	BI6	0.891	Valid
	BI7	0.832	Valid
	BI8	0.839	Valid
	BI9	0.883	Valid
	BI10	0.836	Valid

Source: SmartPLS (2020) Data Processing Result

Based on Picture 1 and Table 3 it can be seen that there are several invalid statements, namely statements P1 (0.433), P2 (0.462), P3 (0.624), BA18 (0.462), and BA19 (0.387) with loading factor values below 0.7. Based on the description above, statements of each invalid variable will be dropped from the model.

Table 4. Convergent Validity (First Modification) Test

Variable	Indicator	Outer Loadings	Conclusion
Price	P4	0.815	Valid
	P5	0.759	Valid
	P6	0.809	Valid
	P7	0.886	Valid
	P8	0.855	Valid
Brand Awareness	BA1	0.855	Valid
	BA2	0.802	Valid
	BA3	0.865	Valid
Brand Awareness	BA4	0.737	Valid
	BA5	0.891	Valid
	BA6	0.834	Valid
	BA7	0.791	Valid
	BA8	0.862	Valid
	BA9	0.765	Valid
	BA10	0.821	Valid
	BA11	0.870	Valid
	BA12	0.837	Valid
	BA13	0.848	Valid
	BA14	0.870	Valid
	BA15	0.887	Valid
	BA16	0.856	Valid
	BA17	0.882	Valid
Brand Image	BI1	0.715	Valid
	BI2	0.822	Valid
	BI3	0.847	Valid
	BI4	0.849	Valid
	BI5	0.851	Valid
	BI6	0.891	Valid
	BI7	0.832	Valid
	BI8	0.839	Valid
	BI9	0.883	Valid
	BI10	0.836	Valid

Source: SmartPLS (2020) Data Processing Result

Based on 4.6 and Table 4, those can be seen that all statements have fulfilled the outer loadings criteria, which is> 0.7.

Average Variance Extracted (AVE)

In addition to seeing the value of loading factors, convergent validity can also be assessed by looking at the average variance extracted (AVE) value.

Table 5. Convergent Validity (AVE) Test

Construct	Average Variance Extracted (AVE)	Information
P (XI)	0.682	Valid
BA (X2)	0.707	Valid
BI (X3)	0.702	Valid
PI (Y)	0.736	Valid

Source: SmartPLS (2020) Data Processing Results

The results of the convergent validity construct test in Table 5 above, can be seen that each construct has fulfilled the criteria with the average variance extracted (AVE) value above 0.5.

Discriminant Validity

Since there is no problem in convergent validity, the next step tested is the problem related to discriminant validity which is done by looking at the square root of average variance extracted (AVE) value for each construct with the correlation value between constructs in the model. This method is often called the Fornell-Larcker Criterion.

Table 6. Fornell-Larcker Criterion Test

	Brand Awareness (X2)	Brand Image (X3)	Price (X1)	Purchase Intention (Y)
Brand Awareness (X2)	**0.841**			
Brand Image (X3)	0.813	**0.838**		
Price (X1)	0.574	0.635	**0.826**	
Purchase Intention (Y)	0.759	0.820	0.579	**0.858**

Source: SmartPLS (2020) Data Processing Results

Seen from Table 6, it can be seen that the square root of average variance extracted values are 0.841, 0.838, 0.826, and 0.858. These values are greater than the correlation of each construct and have met the criteria for discriminant validity.

Table 7. Discriminant Validity (Cross Loading) Test

	Brand Awareness (X2)	Brand Image (X3)	Price (X1)	Purchase Intention (Y)
BA1	**0.855**	0.674	0.578	0.645
BA10	**0.821**	0.685	0.465	0.593
BA11	**0.870**	0.704	0.445	0.626
BA12	**0.837**	0.761	0.484	0.682
BA13	**0.848**	0.712	0.480	0.672
BA14	**0.870**	0.610	0.447	0.627
BA15	**0.887**	0.611	0.441	0.628
BA16	**0.856**	0.625	0.419	0.641
BA17	**0.882**	0.643	0.406	0.667
BA2	**0.802**	0.736	0.496	0.617
BA3	**0.865**	0.665	0.468	0.654
BA4	**0.737**	0.601	0.436	0.566
BA5	**0.891**	0.702	0.489	0.669

	Brand Awareness (X2)	Brand Image (X3)	Price (X1)	Purchase Intention (Y)
BA6	**0.834**	0.688	0.515	0.646
BA7	**0.791**	0.689	0.511	0.633
BA8	**0.862**	0.790	0.571	0.676
BA9	**0.765**	0.709	0.556	0.578
BI1	0.684	**0.715**	0.406	0.584
BI10	0.623	**0.836**	0.558	0.697
BI2	0.693	**0.822**	0.544	0.665
BI3	0.684	**0.847**	0.567	0.683
BI4	0.670	**0.849**	0.575	0.643
BI5	0.717	**0.851**	0.520	0.683
BI6	0.738	**0.891**	0.568	0.741
BI7	0.667	**0.832**	0.510	0.697
BI8	0.666	**0.839**	0.512	0.746
BI9	0.676	**0.883**	0.546	0.711
P4	0.423	0.493	**0.815**	0.434
P5	0.285	0.372	**0.759**	0.308
P6	0.349	0.452	**0.809**	0.400
P7	0.557	0.599	**0.886**	0.551
P8	0.634	0.623	**0.855**	0.601
Y1	0.581	0.675	0.478	**0.853**
Y2	0.678	0.716	0.495	**0.892**
Y3	0.671	0.696	0.467	**0.854**
Y4	0.570	0.606	0.514	**0.770**
Y5	0.679	0.746	0.519	**0.885**
Y6	0.713	0.768	0.513	**0.887**

Source: SmartPLS (2020) Data Processing Result

From table 7, it can be concluded that the loading value of each construct intended is greater than the value of loading with the other construct. It can be concluded that all indicators are valid and there is no problem in discriminant validity.

Composite Reliability and Cronbach's Alpha

The reliability test was performed using the Composite Reliability and Cronbach's Alpha test by looking at all latent variable values that had Composite Reliability and Cornbachs Alpha values ≥ 0.7, it meant that the construct had good reliability or the questionnaire used as a tool in this study was reliable or consistent. The test results are presented in the following table:

Table 8. Composite Reliability Test

	Composite Reliability	Cronbach's Alpha	Information
Price (X1)	0.915	0.887	Reliable
Brand Awareness (X2)	0.976	0.974	Reliable
Brand Image (X3)	0.959	0.952	Reliable
Purchase Intention (Y)	0.943	0.928	Reliable

Source: SmartPLS (2020) Data Processing Result

Based on Table 8 above, it can be seen that composite reliability test results show that all latent variable values have a Composite Reliability value ≥ 0.7. The results of the Cronbach's Alpha test also showed that all values of the latent variable had a Cronbach's Alpha value of ≥ 0.7 so that it could be concluded that the construct had good reliability or the questionnaire used as a tool in this study was reliable or consistent.

Hypothesis Test (Inner Model)

After the estimated model meets the Outer Model criteria, the structural model (Inner model) is then tested. According to (Ghozali, 2015) the evaluation of structural models (Inner models) aims to predict relationships between latent variables which can be seen from the value of the coefficient of determination (R^2), as well as predictive relevance (Q^2) to assess the structural (Inner model) (Ghozali, 2015).

Table 9. R^2 / Endogen

Endogen Variable	R^2	R^2 Adjusted
Purchase Intention (Y)	0.701	0.693

Source: SmartPLS (2020) Data Processing Result

From table 9. above can be seen that the adj value R^2 or the coefficient of determination of the purchase intention construct is 0.693. These results indicate that endogenous variables of purchase intention can be explained by exogenous variables namely price, brand awareness, and brand image of 69.3% while the remaining 30.7% is explained by other exogenous variables.

Goodness of Fit Model (GoF)

Goodness of Fit Model (GoF) illustrates the overall suitability of the model calculated from the squared residuals of the predicted model compared to the actual data (Tenenhaus et al., 2004). This GoF index is a single measure used to validate the combined performance of the measurement model (outer model) and structural model (inner model). The Goodness of Fit Model (GoF) index value is obtained from the average communalities index multiplied by the R2 value of the model.

GoF = $\sqrt{\overline{AVE}\ x\ \overline{R^2}}$ = $\sqrt{0.707\ x\ 0.701}$ = 0.704

From the calculation of Goodness of Fit (GoF) above, it can be seen that the result is 0.704, from these results it can be concluded that the performance between the measurement model and structural model has a large GoF of 0.704 (above 0.38). That means that 70.4% of the variation in the purchase intention variable is explained by the variable price, brand awareness, and brand image.

Hypothesis Testing Result

This Hypothesis testing phase is carried out after the structural model evaluation phase is carried out. This stage is carried out to determine whether the research Hypothesis submitted on the research model are supported or rejected. To test the proposed hypothesis, it can be seen from the original sample and T-Statistics values through the bootstrapping procedure.

Table 10. Hypothesis Test

Hypothesis	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
H1	P > PI	0.073	0.074	0.065	1.134	0.257
H2	BA > PI	0.259	0.259	0.116	2.239	0.026
H3	BI > PI	0.563	0.564	0.120	4.709	0.000

Source: SmartPLS (2020) Data Processing Result

CONCLUSION

Price has a positive but not significant effect on the purchase intention of pregnancy pillow with a T-statistics value of 1.134. First, since most customers does not sensitive about the price, Surya Bedsheet should improve the quality of their product even if the price will increase the customers will still buy the product. Brand Awareness positively influence purchase intention for pregnancy pillow with a T-statistics value of 2,239. This shows that the more famous a pregnancy pillow brand, the greater the chance that potential customers will buy a pregnancy pillow product at Surya Bedsheet. Brand Image positively influence on purchase intention of pregnancy pillow products at Surya Bedsheet with a T-statistics value of 4,709. Therefore, it can be concluded that when a brand has a good brand image in the eyes of the customer, the greater the possibility for customers to buy a pregnancy pillow product at Surya Bedsheet.

RECOMMENDATION

First of all, customer does not sensitive about the price so Surya Bedsheet have to improve the quality. If the quality has been improved, they would still want to buy it. Related to the respondents' answer, it can be recommended that a special discount considered as a valuable thing for the customers. However, Surya Bedsheet is suggested to launched discount seasons every year. Surya Bedsheets should improve the choice of patterns and colors that are more elegant for pregnancy pillow products sold in their stores to provide more pattern choices that attract the customer's attention. Surya Bedsheet company must always innovate.

Further researchers are advised to increase the number of samples or conduct research in other areas with different respondent characteristics. This can be used as a reference to examine the variables that have not been explained in this study. For further researchers it is recommended to increase the number of other variables that have not been explained in this study.

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