

The Effect Of Brand Image, Service Quality And Price Towards The Decision Of The Use Of Remittance (The Remittance From The Indonesian Migrant Workers In Hongkong To Indonesia Through The State-Owned Banks)

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Abstract: Remittance is the flow of goods and money from migrants to rural households. Remittances have a positive impact on inclusive finance, several studies reveal remittances as part of the transfer form is the entry point of inclusive finance. With the ease of transferring funds, will help direct the unbanked using formal financial products and services. The aim of this study was to analyze whether brand image, service quality, and pricing is an activator of the public to use remittance, as well as view the relationship through customer satisfaction levels. The focus of this research object is Indonesian labor as call as TKI (Tenaga Kerja Indonesia). The data used in this study were collected by distributing questionnaires to members of TKI in Hong Kong. This study used purposive random sampling as sampling techniques and obtained 220 respondents. This study uses SEM analysis to test data with AMOS application. Results from this study is the brand image and price influence buying decisions, while the service quality and price affect the level of customer satisfaction. The level of customer satisfaction influence on buying decisions, while the brand image does not affect the level of satisfaction, as well as the service quality to the buying decision. Service quality and price influence buying decisions when through customer satisfaction levels.

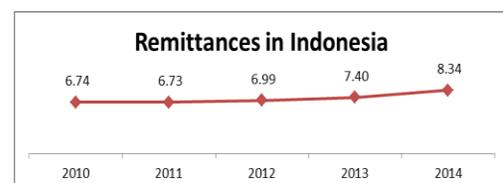
Keywords: migrants, rural households, brand image and service quality

1. INTRODUCTION

In order to face the ASEAN Economic Community (AEC) in 2015, a number of regulations priorities is being prepared by the Financial Services Authority (FSA). The Head of Commissioner Board of the FSA, Muliaman D Hadad, hopes that the spirit of mutual benefit or symbiosis between the ASEAN countries could be the basis of cooperation. It is intended that the domestic financial industry actors are able to compete with the foreign actors. It is conducted due to the large number of residents of the ASEAN countries but still have limited capabilities. Based on that basis, the spirit of mutual benefit can be used for economic development in each country. There is a challenge to be faced by the industry regulators and players. The challenge is in the form of a scale of priority to have more focus on domestic oriented. Previously, the National Banking Association (Perbanas) assesses that there should be a specific strategy in facing the enactment of AEC in 2015 and the banking sector in 2020. The specific strategy aims at facing the intense competition of foreign banks. The product development should be in line with the rapid advancement of technology in banking. Thus, the profit earned on the open market can be easily achieved. Based on that basis, the national banking must immediately adapt to the development of sophisticated technology. One of the products owned by banks is the money transfer service, or as known as remittance.

Remittance is the flow of goods and money from the migrants to rural households. The evidence obtained shows that the level of remittance is affected by the ability of parents to provide something better through the promise of inheritance (Hoddinott, 1994). According to the regulation of financial system stability of Bank Indonesia (2015), remittance has a positive impact on the improvement of inclusive finance. Some studies revealed remittance as a part of the transfer form which is the entry point of inclusive finance. With the ease in fund transfer, it will help to direct the unbanked to use the formal financial products and services. Remittance may increase the demand for savings or electronic money as a tool to save money more secure. Furthermore, through the savings and the electronic money, the track record of the unbanked can be monitored and analyzed to further be an important part in the framework of the provision of financing. Although the cost of remittance in Indonesia is substantially lower than the world's and Asia's averages, it is allegedly that the overall cost to do a cash-out is relatively-large. This is due to several factors, for example, the Indonesian Workers (TKI) prefer to use the informal remittances. The recent development of remittance is continued to improve. Remittances in Indonesia in over the last 5 years can be seen in the following Table 1:

TABLE 1.
Total of Remittances in Indonesia (Billion USD)

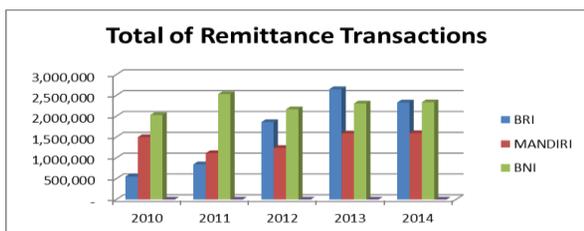


Data Source: Research Development and Information Center of Indonesia (PUSLITFO BNP2TKI)

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Based on Table 1, the Development of Remittances in Indonesia over the last 3 years continue to increase. In spite of the slight decrease in 2011 due to the enactment of a moratorium on migrant workers, the Indonesian Remittances are growing rapidly in the following years. It indicates the size of the market chance or opportunity created in the remittance services. Total remittances of the State-Owned Banks experienced either an increase or decrease in each year. The total remittances of Bank Mandiri in 2011 amounted was 1,113,743 transactions or 13:53% of Indonesian remittances market share (source: Annual report of PT. Bank Mandiri (Persero) Tbk. of 2011: 85). Based on the report, it is assumed that the market share of Bank BRI was 10.28%, for 846 000 transactions (source: Annual report of PT. Bank BRI (Persero) Tbk. of 2013: 236). Bank BNI had up to 30.76%, for 2,532,619 transactions (source: International Division of PT. Bank Negara Indonesia). The total remittances of Bank Mandiri in 2012 increased by 8% from an average of 5%, and in 2013 for 6.5% from the average of 1.7%. Based on the annual report of each bank and the assumptions used, the number of transactions for each state-owned banks are as follows:

TABLE 2.
Total of Remittance Transactions



Data Sources: The Annual Report of Each State-Owned Bank in a Period of 2010-2014

Based on the data from Table 2, the number of transactions of Bank BRI during 2010-2013 period continued to increase significantly. But in 2014, it decreased by 12% from the previous year. Similarly, the remittances of Bank BNI, although it has the largest transactions than the other state-owned banks but the number of transactions continued to decrease for the last 3 years. Meanwhile, based on the assumptions used, the number of transactions of Bank Mandiri increase for the 3 last years. Based on the annual report of each bank and the assumptions used, so that the market shares of each state-owned banks are as follows:

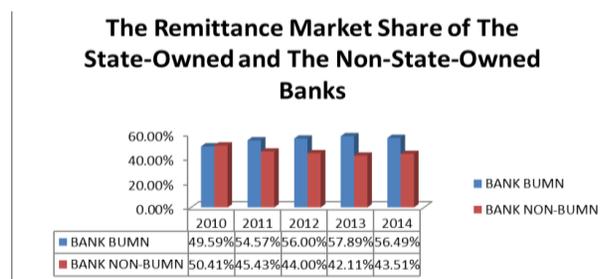
TABLE 3.
The Development of Market share of The Remittances of Indonesian Banking



Data Sources: The Annual Report of Each State-Owned Bank in a Period of 2010-2014.

Based on the data from Table 3, the highest Market Share of the state-owned banks for remittance products is owned by Bank BNI although in Bank BRI had the better in 2013. Seeing the existing market share, there are more than 40% of the markets that are still dominated by the non-state-owned banks. It is a challenge for the state-owned banks to be able to take the market share from the non-state-owned banks. The comparison of market share between the state-owned and the non-state-owned banks can be seen from the following Table:

TABLE 4.
The Remittance Market Share of The State-Owned and The Non-State-Owned Banks



Data Sources: The Annual Report of Each State-Owned Bank in a Period of 2010-2014

Table 4 describes the comparison between the market shares of the state-owned and the non-state-owned banks during the last 5 years. The remittance market shares of the state-owned banks increased during the period 2011-2013, but decreased in 2014 by 1.40%. Based on data from Table 3, almost all of the state-owned banks had a decrease in remittances in 2014, which caused the decrease in their market shares (Table 4). Bank BNI had the largest market share compared to other state-owned banks, over the last 3 years had a decrease in the number of transactions compared to 2011. Similarly, Bank BRI, which had a decrease in the number of transactions in 2014. It raised a question on what factors that affect the customers or consumers in the decision making in using remittances. There are many things that affect the customers or consumers in determining the purchase of a product, include product quality, packaging, brand image, service quality, and price. Product quality affects a person in making a buying decision. A previous research showed that the quality of products as measured by buying decisions had a positive and significant contribution to the level of buying decisions. It means that the high or low buying decision is explained by the quality of the product, as much as 0,253, or 25.3%. Therefore, in order to optimize the buying there is an effort on how to improve the quality of the product (Fatah, 2012). Packaging plays an important role to attract and create the motivation for asking or in many cases forcing people to buy certain products. Packaging should not only be attractive but also contain the necessary information to persuade. For example, the customers in the food market makes their purchase decisions in less than three seconds. Therefore, packaging plays an important role in providing the necessary information to purchase the products. Through the Spearman's ratio, packaging has a value of 0.322 with a P - value = 0.000, which means that there is a positive relationship between packaging with the

purchase decision (Azad & Hamdavi-pour, 2012). In banking services, factors affecting the decision to purchase / use a product or service is the service quality. Service quality is defined as the result of a comparison between service expectation and what is perceived (Li & Krit, 2012). Service quality measured by buying decisions has a significant and positive contribution on the level of the buying decision. There is a significant correlation between the Service quality with the buying decision. From Pearson's correlation test, Service quality has a positive correlation with Pearson's Correlation value of 0.633 which belongs to the strong category. The value of positive-marked correlation coefficient indicates that the relationship between the variable of Service quality with the variable buying decision has a one-way relationship (Ario, 2014). According to Thakor and Katsanis (1997), Brand Image is one of the signs in the evaluation of the quality of the product, especially when testing the brand through the image concept (Gilaninia & Javad Mousavian, 2012). Brand image and buying decision processes have a real relationship and it is quite strong and direct. It is said as a one-way relationship because the correlation has a positive value, so if the value of the brand image variable increases, the value of the buying decision process variable will also increase, and vice versa. If the variable value of brand image decreases, the variable value of buying decision process will also decrease. To where the effects are classified due to the correlation of 0.554, means that the relationship between those two variables is fairly-strong and one-way (Yulia, 2014). Another factor affects the buying decision is the service price. Price is the amount of money charged for a product or service. (Kotler & Armstrong, 2013) There is a significant relationship between the Service Price with buying decision. From Pearson's correlation test, Price has a positive correlation with Pearson's Correlation value of 0.522 which belongs a strong enough category. The positive-marked value of the correlation coefficient indicates that the relationship between Price variable and buying decision variable is a one-way relationship (Ario Primadi, 2014). Based on the descriptions above, it is known that Brand Image has a correlation value of 0.554, which means that the value has a strong and one-way relationship towards the buying decision. The Service Quality has a positive correlation with buying decision with a Pearson's Correlation value of 0.633 which belongs to strong category. Service Price has a positive correlation to the buying decision with Pearson's Correlation value of 0.522 which belongs to relative-strong category. The third variable gives a percentage of more than 50% for a person in making a buying decision to a product. In addition, the level of customer satisfaction also affects someone in making a buying decision. The customer satisfaction has a significant effect as much as 0.81% on buying decision (Teo & Yeong, 2003). Therefore, the researcher will conduct a research on the Influence of Brand Image, service quality and Price Towards Buying Decision through the level of customer satisfaction on the remittances products in Indonesia.

2. THEORETICAL BASE

2.1. Brand Image

According to David Aaker (1991) Brand is a way to distinguish a name and / or symbol - such as logo, trademark, or packaging design - which is intended to identify a product or service of a producer or group of producers and to distinguish the product or service from the contenders (Tuominen, 1999). Brand image is a perception of the brand as reflected by the brand associations in consumers' memory (Keller, 1993).

2.2. Service Quality

Service is all of the additional activities conducted to improve the main products or services (Hawkins & Mothersbaugh, 2013). Service quality is defined as the result of a comparison between service expectations and what is perceived (Li & Krit, 2012). Service quality is one of the biggest predictors of customer satisfaction and re-buying intentions of the consumers (Warren, 2011). Service quality is operated as a perception minus expectation (Yousapronpaiboon & Johnson, 2013). Service quality is difficult to manage, even when we know the mistakes made. The word quality means a different thing to people depends on the context. General perspective on quality includes the followings: (Lovelock & Wirtz, 2011)

- a. Transcendent of vision quality
- b. Manufacturing-based approach
- c. User-based definition
- d. Value-based definition

2.3. Price

In a simple meaning, price is the amount of money charged for a product or service. In a broader meaning, price is the total of all values that should customers spend to get the benefits of having or using the product or service. Historically, price becomes a major factor that affects the buyers' choices. In recent decades, the non-price factors have become more and more important. However, price still becomes one of the most important elements that determine the market share and profitability of a company (Kotler & Armstrong, 2013).

2.4. Buying Decision

Buying decision is "The result of a long, detailed process that include an extensive information search, brand comparisons and evaluations, and other activities" (Belch, 2004). Buying decision is the selection of two or more alternative buying decision, means that one can make decisions, it should be available for some alternative options (Schiffman & Kanuk, 2004).

2.5. Satisfaction

Satisfaction is the level of someone's feelings after comparing the performances/results he/she felt with his/her expectations. Satisfaction is a happy or disappointed feeling after comparing the perception/impression of the performance (or outcome) of a product and expectations. Thus, the level of satisfaction is a function of the difference between the perceived performance with expectations. If the performance is below expectations, the customer will be disappointed. If the performance is in line with the expectations, the customer will be satisfied. Meanwhile, if

the performance is more than the expectations, the customer will be very satisfied. Customer's expectation can be shaped by past experiences, comments from relatives as well as appointments and information from the marketers and rivals. A satisfied customer will be loyal for a longer time, less sensitive to price and gave good comments about the company. To create a customer's satisfaction, a company must create and manage a system to gain more customers and the ability to retain the customers. (Kotler, 2000).

2.6. Conceptual Framework

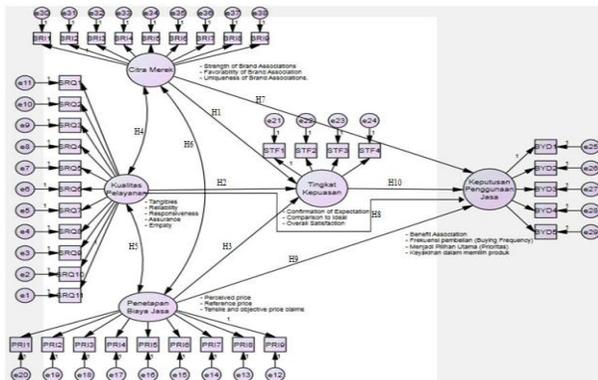


FIGURE 1.

Conceptual Framework

1. H₁: Brand Image has a positive effect on Satisfaction.
2. H₂: Service Quality has a positive effect on Satisfaction.
3. H₃: Price has a negative effect on Satisfaction.
4. H₄: Brand Image has a positive effect on Service Quality.
5. H₅: Service Quality has a positive effect on Price.
6. H₆: Brand Image has a positive effect on Price.
7. H₇: Brand Image has a positive effect on Buying Decision.
8. H₈: Service Quality has a positive effect on Buying Decision.
9. H₉: Price has a negative effect on Buying Decision.
10. H₁₀: Satisfaction has a positive effect on Buying Decision.

3. Research Method

This research used a conclusive research design to test the existing hypotheses and variables, with a descriptive research approach by using some case studies. The information collection from the subject of the research was only conducted once in a period of time, so this is a research with cross-sectional. The data used in this study were the primary and secondary data. The primary data were obtained through a questionnaire that had been prepared by the researcher. The secondary data were obtained from the data of volume and market share of the remittance products of the state-owned banks during the period 2010-2014. The sampling used a Purposive Random Sampling method, i.e., the sampling technique which is based on the selected group according to the specific

characteristics possessed by the sample, where the criteria of respondents sampled in this study are as follows:

1. The users of remittances who are still using the remittance products in Indonesia.
2. The users of remittances who had ever used the remittance products in Indonesia.

The population of the study was taken in a large quantity and the amount was not known for certain. One of the methods in determining the number of samples without having to know the number of the population is the rule of thumb that the number of samples that can be selected is 5 to 10 times of the amount of research indicators. In this study, the number of indicators was 22 indicators (the question items) and used the method of maximum likelihood estimation then by using the rule of thumb, the required sample size is at least 22 X 10 = 220 respondents. Data were analyzed by using a Structural Equation Modeling (SEM), to elucidate the relationship between the variables that exist in the research more completely. SEM is a multivariate analysis technique that is a combination of regression analysis, path analysis, factor analysis and structural model. Excess SEM compared with other data analysis is can be used to know indicator forming a variable, test the validity and reliability of an instrument, confirm the accuracy of model and test influence of a variable to other variable. SEM has characteristics that are as analytical techniques to be more confirm (than) to explain. That is, a researcher is more likely to use SEM to determine whether a particular model is valid or not than using it to find a particular model is suitable or not, although SEM analysis often includes elements used to explain.

4. Analysis and Discussion

4.1. Model Identification

TABLE 5.
The Computation of Degrees of Freedom

| | |
|---|-----|
| Number of distinct sample moments | 595 |
| Number of distinct parameters to be estimated | 77 |
| Degrees of freedom (595 - 77) | 518 |

Source: The data processing results by using AMOS 22

From these results, it is known that the DF > 0 indicates that the models included in the over-identified category. It means that the models are already qualified in accordance with the previously described, the SEM data analysis can proceed to the next stage.

4.2 Measurement Model

4.2.1. Validity and Reliability Tests

The validity test which is related to the ability of a measuring instrument or indicator to measure the measured latent variables is the procedure of construct validity. According to (Hair et al., 2010), a variable can be said to have good validity if the standardized loading factors ≥ 0:50 and ideally ≥ 0.70. Meanwhile, reliability is the consistency of a measurement. High reliability shows that the indicators have a high consistency in measuring the latent constructs

(Hair et al., 2010). In the SEM analysis method, measuring the reliability would use a composite reliability and variance extracted measures, a construct has a good reliability if the value of construct reliability (CR) ≥ 0.70 and variance extracted (AVE) ≥ 0.50 .

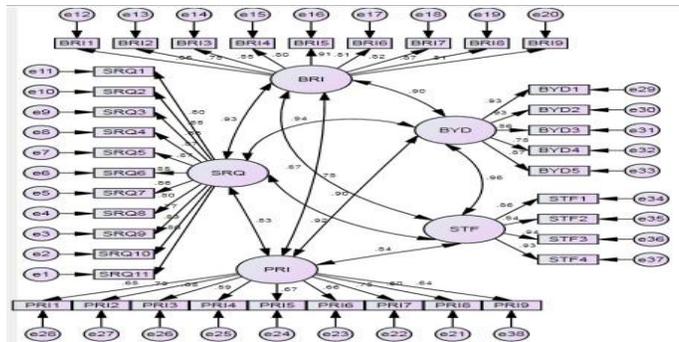


FIGURE 2. Measurement Model Fit

| Latent Variable | Indicator | Validity Test | | Reliability Test | | |
|-----------------|-----------|----------------|------------|------------------|----------|------------|
| | | Factor Loading | Conclusion | AVE >0.5 | CR > 0.7 | Conclusion |
| Satisfaction | STF1 | 0.860 | Valid | 0.795 | 0.939 | Reliable |
| | STF2 | 0.839 | Valid | | | |
| | STF3 | 0.936 | Valid | | | |
| | STF4 | 0.928 | Valid | | | |

Source: Data Processing Results of 2015.

After conducting several elimination and re-processing the data, Table 5 shows that all of the indicators have a loading factor ≥ 0.5 , which means that all indicator variables are valid and capable to measure the measured actual data. In addition to the validity, table 5 can also explain the reliability of the measurements of AVE and CR which are qualified except for the latent variable of Price where the value of AVE is only 0.453 (< 0.5), so that the latent variable is less reliable which is indicated due to the questions which are difficult to understand by the respondents, so there are different interpretations of the respondents. Therefore, there will be an adjustment conducted by eliminating some of the indicators in the Price until reach the value of AVE > 0.5 .

TABLE 5. The Results of Validity and Reliability Tests

| Latent Variable | Indicator | Validity Test | | Reliability Test | | |
|-----------------|-----------|----------------|------------|------------------|----------|------------|
| | | Factor Loading | Conclusion | AVE >0.5 | CR > 0.7 | Conclusion |
| Brand Image | BRI1 | 0.859 | Valid | 0.692 | 0.953 | Reliable |
| | BRI2 | 0.750 | Valid | | | |
| | BRI3 | 0.853 | Valid | | | |
| | BRI4 | 0.802 | Valid | | | |
| | BRI5 | 0.905 | Valid | | | |
| | BRI6 | 0.812 | Valid | | | |
| | BRI7 | 0.816 | Valid | | | |
| | BRI8 | 0.865 | Valid | | | |
| | BRI9 | 0.814 | Valid | | | |
| Service Quality | SRQ1 | 0.802 | Valid | 0.703 | 0.959 | Reliable |
| | SRQ2 | 0.853 | Valid | | | |
| | SRQ3 | 0.846 | Valid | | | |
| | SRQ4 | 0.868 | Valid | | | |
| | SRQ5 | 0.870 | Valid | | | |
| | SRQ6 | 0.851 | Valid | | | |
| | SRQ7 | 0.860 | Valid | | | |
| | SRQ8 | 0.797 | Valid | | | |
| | SRQ9 | 0.773 | Valid | | | |
| | SRQ10 | 0.830 | Valid | | | |
| | SRQ11 | 0.803 | Valid | | | |
| Price | PRI1 | 0.677 | Valid | 0.453 | 0.881 | Reliable |
| | PRI2 | 0.789 | Valid | | | |
| | PRI3 | 0.654 | Valid | | | |
| | PRI4 | 0.592 | Valid | | | |
| | PRI5 | 0.670 | Valid | | | |
| | PRI6 | 0.660 | Valid | | | |
| | PRI7 | 0.751 | Valid | | | |
| | PRI8 | 0.597 | Valid | | | |
| | PRI9 | 0.640 | Valid | | | |
| Buying Decision | BYD1 | 0.934 | Valid | 0.766 | 0.942 | Reliable |
| | BYD2 | 0.930 | Valid | | | |

4.3. Complete Model Test

TABLE 6. The Results of Goodness of Fit Index Research

| GOF | Fit Level | Calculation Result | Conclusion |
|---------|--|--------------------|------------|
| CMIN/df | CMIN/df ≤ 5.00 (good fit) | 4.757 | Good Fit |
| RMSEA | RMSEA ≤ 0.08 (good fit) 0.08 \leq RMSEA ≤ 0.10 (marginal fit) RMSEA ≥ 0.10 (poor fit) | 0.131 | Poor Fit |
| CFI | CFI ≥ 0.90 (good fit) 0.80 \leq CFI ≤ 0.90 (marginal fit) CFI ≤ 0.80 (poor fit) | 0.792 | Poor Fit |

Source: Data Processing Results, 2015.

Table 6 shows that 3 sizes of GIF consist of CMIN / df, RMSEA, and CFI showed a size with good fit and poor fit criteria. According to Hair et al., (2010), if there is one or more parameters that have been fit then the models are declared fit. So that the models in this study are fit.

TABLE 7. Output Regression Weights

| Variable | Estimation | P | Conclusion |
|--------------|------------|-------|--------------------|
| STF <--- PRI | 0.252 | 0.003 | Data Supported |
| STF <--- SRQ | 0.580 | *** | Data Supported |
| STF <--- BRI | 0.137 | 0.176 | Not Data Supported |
| BYD <--- PRI | 0.239 | 0.003 | Data Supported |
| BYD <--- STF | 0.650 | *** | Data Supported |
| BYD <--- SRQ | 0.167 | 0.194 | Not Data Supported |
| BYD <--- BRI | 0.177 | 0.047 | Data Supported |
| BRI <--- PRI | -0.102 | 0.171 | Not Data Supported |

| | | | |
|--------------|--------|-------|--------------------|
| BRI <--- SRQ | 1.068 | *** | Data Supported |
| SRQ <--- PRI | 0.892 | *** | Data Supported |
| SRQ <--- BRI | 0.875 | *** | Data Supported |
| PRI <--- SRQ | 0.727 | *** | Data Supported |
| PRI <--- BRI | -0.169 | 0.175 | Not Data Supported |

Sources: Data Processing Results, 2015.

According to Table 7, the hypothesis in this research can be concluded as follows:

1. Price has a positive effect on Customers' Satisfaction
Based on the results of data tests, the estimation value obtained is 0.252 with a p-value of 0.003. The estimation value shows a positive result with a probability value is less than 0.05. Thus, it can be concluded that Price has a positive effect on Customers' Satisfaction.
2. Service Quality has a positive effect on Customers' Satisfaction
Based on the results of data tests, the estimation value obtained is 0.580 with a p-value of ***. The estimation value shows a positive result with a probability value less than 0.05 (Lutfi *et al.*, 2016). Thus, it can be concluded that Service Quality affects the Customers' Satisfaction and the hypothesis can be accepted.
3. Brand Image has no effect on Customers' Satisfaction
Based on the results of data tests, the estimation value obtained is 0.137 with a p-value of 0.176. The estimation value shows a positive result with a probability value is more than 0.05. Thus, it can be concluded that Brand Image has no effect on Customers' Satisfaction.
4. Price has a positive effect on Buying Decision
Based on the results of data tests, the estimation value obtained is 0.239 with a p-value of 0.003. The estimation value shows a positive result with a probability value is less than 0.05. Thus, it can be concluded that Price affects the Buying Decision and the hypothesis can be accepted.
5. Satisfaction has a positive effect on Buying Decision
Based on the results of data tests, the estimation value obtained is 0.650 with a p-value of ***. The estimation value shows a positive result with a probability value is less than 0.05. Thus, it can be concluded that Satisfaction affects the Buying Decision and the hypothesis can be accepted.
6. Service Quality has no effect on Buying Decision
Based on the results of data tests, the estimation value obtained is 0.167 with a p-value of 0.194. The estimation value shows a positive result with a probability value is more than 0.05. Thus, it can be concluded that Service Quality has no effect on Buying Decision.
7. Brand Image has a positive effect on Buying Decision
Based on the results of data tests, the estimation value obtained is 0.177 with a p-value of 0.047. The estimation value shows a positive result with a probability value is more than 0.05. Thus, it can be concluded that Brand Image has a positive effect on Buying Decision.
8. Brand Image and Service Quality affect each other positively

Based on the results of data tests, the estimation values obtained are 1.068 and 0.875 with a p-value of ***. The estimation values show a positive result with a probability value is less than 0.05. Thus, it can be concluded that Brand Image and Service Quality affect each other positively.

9. Service Quality and Price affect each other positively
Based on the results of data tests, the estimation values obtained are 0.892 and 0.727 with a p-value of ***. The estimation values show a positive result with a probability value is less than 0.05. Thus, it can be concluded that Service Quality and Price affect each other positively.
10. Price and Brand Image have no effect on each other
Based on the results of data tests, the estimation values obtained are -0.102 and -0.169 with p-values of 0.171 and 0.175. The estimation values show a negative result with a probability value is more than 0.05. Thus, it can be concluded that Price and Brand Image have no effect on each other.

The following table shows the value of total effect, direct effect and indirect effect on each variable:

TABLE 8.
Standardized Total Effect

| Variable | PRI | SRQ | BRI | STF | BYD |
|----------|-------|-------|-------|-------|-------|
| STF | 0.192 | 0.622 | 0.157 | 0.000 | 0.000 |
| BYD | 0.260 | 0.493 | 0.258 | 0.549 | 0.000 |

Source: Data Processing Results, 2015.

According to Table 8, Satisfaction is totally affected by Price for $\beta=0.192$. Service Quality has a total effect of $\beta=0.622$ and Brand Image of $\beta=0.157$ on Satisfaction. Buying Decision is totally affected by Price for $\beta=0.260$, while Service Quality has a total effect of $\beta=0.493$ and Brand Image of $\beta=0.258$ on Buying Decision. Buying Decision is totally affected by Satisfaction for $\beta=0.549$

TABLE 9.
Standardized Direct Effect

| Variable | PRI | SRQ | BRI | STF | BYD |
|----------|-------|-------|-------|-------|-------|
| STF | 0.192 | 0.622 | 0.157 | 0.000 | 0.000 |
| BYD | 0.154 | 0.151 | 0.172 | 0.549 | 0.000 |

Source: Data Processing Results, 2015

According to Table 9, Price has a direct effect on satisfaction of $\beta=0.192$. Meanwhile, Service Quality has a direct effect of $\beta=0.622$ and Brand Image of $\beta=0.157$ on Satisfaction. Price has a direct effect on Buying Decision of $\beta=0.154$, while Service Quality has a direct effect of $\beta=0.151$ and Brand Image of $\beta=0.172$ on Satisfaction. Satisfaction has a direct effect on Buying Decision of $\beta=0.549$

TABLE 10.
Standardized Indirect Effect

| Variable | PRI | SRQ | BRI | STF | BYD |
|----------|-------|-------|-------|-------|-------|
| STF | 0.000 | 0.000 | 0.000 | 0.000 | 0.000 |
| BYD | 0.105 | 0.341 | 0.086 | 0.000 | 0.000 |

Source: Data Processing Results, 2015

According to Table 10, Price has an indirect effect on Buying Decision of $\beta=0.105$, while Service Quality has an indirect effect of $\beta=0.341$ and Brand Image of $\beta=0.086$ on Buying Decision.

5. Conclusions and Suggestions

Based on the analysis and discussion of the research on the effect of Brand Image, Service Quality and Price Towards Buying Decision Through Customer's Satisfaction In Remittance Products In Indonesia (A Case Study of Special Banking Remittances in Hong Kong), it can take for several conclusions as follows :

1. Price has a positive effect on Satisfaction of TKI in Hong Kong on the remittance products.
2. Service Quality has a positive effect on Satisfaction of TKI in Hong Kong on the remittance products.
3. Brand Image has no effect on Satisfaction of TKI in Hong Kong on the remittance products.
4. Price has a positive effect on Buying Decision of TKI in Hong Kong on the remittance products.
5. Satisfaction has a positive effect on Buying Decision of TKI in Hong Kong on the remittance products.
6. Service Quality has no effect on Buying Decision of TKI in Hong Kong on the remittance products.
7. Brand Image has a positive effect on Buying Decision of TKI in Hong Kong on the remittance products.
8. Brand Image and Service Quality affect each other positively on the remittance products, where the Service Quality has a more effect on Brand Image.
9. Service Quality and Price affect each other positively on the remittance products, where Price has a more effect on Service Quality.
10. Brand Image and Price have no effect on each other on the remittance products.

From the results of the research conducted, there are some limitations that may be developed in future research. Therefore, the researcher gives some advices both for the providers of remittance services, especially for banking, and for future research as follows:

1. For the remittance services providers (Banking)
Based on the results, in order to increase the use of remittance services, banks must prioritize performance on the price. It is because it has both direct and indirect effects on the buying decision to the remittance services. In addition, banks can also increase the use of remittance services by improving the service quality, through the level of customer's satisfaction. Service quality has a greater effect on the decision to use the services. Many things can be done to improve the service quality to the users of remittance services, i.e., by holding an entertainment event to the Indonesian migrant workers, such as sports activities, or fun-together karaoke. Conducting community meeting of

Indonesian Migrant Workers in every weekend, holding a Bazaar for the workers, providing education as a class session on financial management for the workers and their family.

2. For future research

Conducting similar research on different objects or on the same object but in a different place, so that it will produce a different result, or by adding some variables which are predicted to have a significant impact such as location, media campaigns or technology in remittance services in Indonesia. This could definitely be an interesting research to be more examined, whether it is in accordance with this research or not or finding some new conclusions related to this research.

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