

The Influence of Brand Image, Price, and Service Quality on Loyalty through Purchasing Decision of Car Parts at PT. United Indo Surabaya - Indomobil Wiyung

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ABSTRACT: The number of motorized vehicle (car) ownership continues to increase, opening up business opportunities in the auto repair sector. PT United Indo Surabaya - Indomobil Wiyung is the official repair shop for the Nissan car brand which has a Brand Image as a car with comfortable suspension, the price of genuine spare parts commensurate with the quality and good service quality has not made the post-pandemic sales graph increase. This study aims to determine the effect of Brand Image, price, service quality on purchasing decisions and customer loyalty. The study used a sample of 50 respondents, using accidental sampling technique. Retrieval of data by distributing questionnaires. Data analysis using Path Analysis (Path Analysis). The results of data analysis show that: Brand Image and Price have no effect on purchasing decisions. Service Quality influences purchasing decisions. Brand Image and Price have no effect on loyalty. Service Quality affects loyalty. Loyalty has no effect on purchasing decisions. Brand Image, Price and Service Quality have no effect on loyalty through purchasing decisions.

KEYWORDS: brand image, loyalty, price, purchase decision, service quality.

I. INTRODUCTION

The number of motorized vehicle (car) ownership that continues to increase opens up business opportunities in the car sector. PT United Indo Surabaya - Indomobil Wiyung is the official repair shop for the Nissan car brand which has a Brand Image as a car with a comfortable suspension, original spare parts prices that are

commensurate with quality, and good service quality have not made the post-pandemic sales graphs increase. Intense competition makes authorized dealers have to continue to make improvements to provide the best brand image, price, and service to customers so that customers can decide to buy products and use the services provided to make customers become loyal customers.

One of the factors that must be considered in making purchasing decisions is the brand, where the brand has a significant influence on consumers. Brand Image is a set of brand associations that are formed and embedded in the minds of consumers [8]. In the eyes of domestic consumers, Nissan has a brand image as a car with a soft and comfortable suspension, thanks to the combination of independent struts at the front and torsion beam at the rear, which makes the swing of a Nissan car feel soft. The front suspension of this Nissan car is equipped with a MacPherson strut with coil spring, then a Torsion Beam is installed at the rear.

Apart from Brand Image, price is also a consideration in making purchasing decisions. According to [7], the notion of price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service. Indomobil Wiyung workshop sells original Nissan brand spare parts at standard prices throughout Indonesia that are comparable to the quality of the spare parts provided. Many spare parts are circulating in the market that are not genuine parts, which are commonly called KW parts. KW spare parts do offer lower prices, but the quality provided

by these spare parts is of course lower than the quality of the original spare parts belonging to the Indomobil Wiyung workshop.

According to [9], quality is the best guarantee of customer loyalty, the firm's strongest defense against competition, and the only way to sustain growth and revenue. At the Indomobil Wiyung workshop, the quality of service is of utmost concern. To maintain a commitment to service quality, the Indomobil Wiyung workshop refreshes the Standard Operating Procedures for applicable services which are summarized in the NSSW (Nissan Sales and Service Way) guidebook for employees regularly every 3 months. All employees of the Indomobil Wiyung workshop also provide additional experience when using the services of the Indomobil Wiyung repair shop, namely the specifications of spare parts, quality, and use will be explained in detail.

Good service quality from the Indomobil Wiyung repair shop will prove to customers that what they choose is the best service, so that consumers will always return to use the services provided and customer loyalty will be formed. [9] revealed that loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch. At Indomobil Wiyung, customers who are categorized as loyal customers are customers who, judging by their periodic service records, in one year always make Indomobil Wiyung their service center. Records of customer visits are recorded in an information technology system in the form of a Dealer Management System (DMS), where the customer database and vehicle history can be displayed online and in real-time.

II. LITERATURE REVIEW

Brand Image

Image is public knowledge and trust in the company for its products. Brand Image is a set of brand associations that are formed and embedded in the minds of consumers [11]. Brands can increase consumer interest in a product, form customer loyalty, and can create a competitive advantage for companies. Brand Image is measured using 4 indicators, namely Reputation, Recognition (introduction), Affinity (emotional attachment), and Brand loyalty (brand loyalty).

H1 Effect of Brand Image (Brand Image) on Purchasing Decisions

H4 Effect of Brand Image on Customer Loyalty

H8 Brand Image on Customer Loyalty through Purchasing Decisions

Price

According to [7], the notion of price is the amount of money charged for a product or service or the amount of value exchanged by consumers for the benefits of owning or using the product or service. Affordability of prices called aspects of pricing carried out by producers/sellers by the purchasing ability of customers. Prices are measured using 4 indicators, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits.

H2 Effect of Price on Purchasing Decisions

H5 Effect of Price on Customer Loyalty

H9 Price on Customer Loyalty through Purchasing Decisions

Promotion

According to [7], service quality is defined as the overall characteristics of goods and services that affect their ability to meet stated or unstated customer needs. Service Quality is measured using 5 indicators, namely Tangible (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), and Emphaty (empathy).

H3 Effect of Service Quality on Purchasing Decisions

H6 Effect of Service Quality on Customer Loyalty

H10 Service Quality on Customer Loyalty through Purchasing Decisions

Purchasing Decision

According to [9], purchasing decision is the decision stage where consumers actually buy a product. Purchasing decisions are measured using 5 indicators namely Problem Recognition, Information Research, Alternative Evaluation, Purchasing Decisions, and Post-Purchasing Decisions.

H7 Effect of Purchase Decision on Customer Loyalty

Loyalty

[8] revealed that loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future even though situational influences and marketing efforts have the potential to cause customers to switch. Loyalty is measured using 3 indicators, namely buying back, rejection of news and negative influences about the company, and referring the company to relatives.

III. METHODOLOGY

Conceptual Framework

This research uses a quantitative descriptive approach to customers of PT United Indo Surabaya – Indomobil Wiyung. The research population is customers of PT United Indo Surabaya – Indomobil Wiyung who have purchased spare parts while servicing at the Indomobil Wiyung repair shop more than once seen from the database for the 2023 period. The research sample consisted of 50 respondents using the accidental sampling technique. The Variables of Brand Image, Price, and Quality of Service are Independent Variables, Loyalty is the Dependent Variable, and Purchase Decision is the Intervening Variable. The Brand Image variable is measured by four indicators, namely Reputation (good name), Recognition (introduction), Affinity (emotional attachment), and Brand loyalty (brand loyalty). The price variable is measured by four indicators, namely price affordability, price compatibility with quality, price compatibility with benefits, and price

according to ability and competitiveness. Service Quality variables are measured by five indicators, namely Physical Evidence, Reliability, Responsiveness, Assurance, and Empathy. Purchasing decision variables are measured by five indicators, namely problem or need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior. The Loyalty variable is measured by three indicators, namely Repurchasing, Having resistance to news and negative influences about the company, and Referring the company to relatives. The inferential statistical analysis technique uses the Partial Least Square (PLS) technique with the SmartPLS 4.0 tool. The test instruments used were validity and reliability tests, outer model construction tests, discriminant validity tests with the Fornell-Larckel Criteria and the AVE method, Inner Model R-Square test, Q-Square and GoF tests, and bootstrapping hypothesis testing.

IV. RESULT AND DISCUSSION

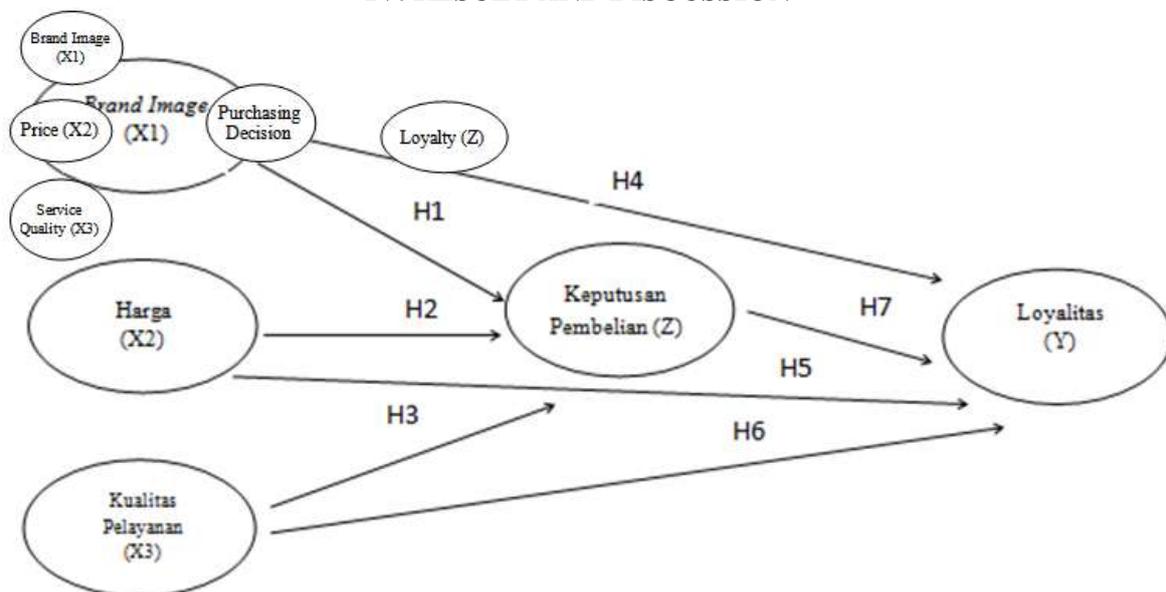


Figure 1. Research Conceptual Framework, 2023

Respondent Characteristics

Respondents based on gender showed that the majority of respondents were male with a total of 45 people (90%), the rest were female with a total of 5 people (10%). Indomobil Wiyung's customers are mostly male. The number of men who bring their cars for repair and maintenance is more than women because of suitable personalities, car maintenance is more for the world of men.

Most men are more knowledgeable about cars and maintenance than women. Men tend to understand the condition of the car better and understand the steps that must be taken to keep it in prime condition.

Based on the age of the respondents who filled out this questionnaire, it was dominated by the age group of 32 to 54 years with a percentage of 54% for 27 respondents. From these data it can

be concluded that most of Indomobil Wiyung's customers are late adults aged 32 to 54 years, most

are of mature age, have their car, and can afford to pay for repairs and maintenance of their car.

Instrument Testing

a) **Validity Test**

Brand Image (X1)

Table 1. Validity Test Result on Brand Image

Question	Correlation	P-Value	Detail	Cronbach's Alpha	Detail
Reputation (X1.1)	0.750	0.000	Valid	0.857	Reliable
Reputation (X1.2)	0.733	0.000	Valid		
Recognition (X1.3)	0.864	0.000	Valid		
Affinity (X1.4)	0.857	0.000	Valid		
Brand loyalty (X1.5)	0.752	0.000	Valid		

The results of the validity test of the question items for the Brand Image variable (X1) can be concluded that the correlation between the scores of each question item from the Brand Image variable is greater than 0.050 which then obtains a significant final result. to measure the validity of the variable Brand Image (Brand Image). Reliability measurement on the Brand Image variable (X1) obtained a value of 0.857 which is

greater than 0.06 from the Cronbach Alpha average so that it can be declared valid. It can be concluded that all statement items that were responded to by the sample for the Brand Image variable (X1) from the validity and reliability tests are valid and reliable and further measurements can be made for the correlation of these variables.

Price (X2)

Table 2. Validity Test Result on Price

Question	Correlation	P-Value	Detail	Cronbach's Alpha	Detail
Affordability (X2.1)	0.809	0.000	Valid	0.792	Reliable
Compatibility of price with quality (X2.2)	0.715	0.000	Valid		
Price compatibility with benefits (X2.3)	0.824	0.000	Valid		
Price according to ability and competitiveness (X2.4)	0.748	0.000	Valid		

The results of the validity test of the question item variable Price (X2) can be concluded that the correlation between the scores of each question item from the Price variable is greater than 0.050 which then obtains a significant final result for measurement. price variable validity. The reliability measurement on the price variable (X2) obtained a value of 0.792 which is greater than 0.06 from the Cronbach Alpha average so that it can be

declared valid. It can be concluded that all statement items responded to by the sample for the Price variable (X2) from the validity and reliability tests are valid and reliable and further measurements can be made for the correlation of these variables.

Service Quality (X3)

Table 3. Validity Test Result on Service Quality

Question	Correlation	P-Value	Detail	Cronbach's Alpha	Detail
Physical Evidence (X3.1)	0.749	0.000	Valid	0.855	Reliable
Physical Evidence (X3.2)	0.848	0.000	Valid		
Reliability (X3.3)	0.740	0.000	Valid		
Responsiveness (X3.4)	0.763	0.000	Valid		
Guarantee (X3.5)	0.722	0.000	Valid		
Empathy (X3.6)	0.737	0.000	Valid		

The results of the validity test of the question items for the Service Quality variable (X3) can be concluded that the correlation between the scores of each item of the question items from the Service Quality variable is greater than 0.050 which then obtains a significant final result for measuring the validity of the Service Quality variable. Reliability measurement on the variable Quality of Service (X3) obtained a value of 0.855

which is greater than 0.06 from the Cronbach Alpha average so that it can be declared valid. It can be concluded that all of the statement items that were responded to by the sample for the Service Quality variable (X3) from the validity and reliability tests were valid and reliable and were able to carry out further measurements for the correlation of these variables.

Purchasing Decision (Z)

Table 4. Validity Test Result on Purchasing Decision

Question	Correlation	P-Value	Detail	Cronbach's Alpha	Detail
Recognition of problem or need (Z1.1)	0.733	0.000	Valid	0.862	Reliable
Information search (Z1.2)	0.778	0.000	Valid		
Alternative evaluation (Z1.3)	0.790	0.000	Valid		
Purchase decision (Z1.4)	0.795	0.000	Valid		
Post purchase behavior (Z1.5)	0.774	0.000	Valid		
Post purchase behavior (Z1.6)	0.725	0.000	Valid		

The results of the validity test of the question items for the Purchase Decision variable (Z) can be concluded that the correlation between the scores of each question item from the Purchase Decision variable is greater than 0.050 which then obtains a significant final result. to measure the validity of the Purchasing Decision variable. Reliability measurement on the Purchase Decision variable (Z) obtained a value of 0.862 which is

greater than 0.06 of the Cronbach Alpha average so that it can be declared valid. It can be concluded that all statement items responded to by the sample for the Purchase Decision variable (Z) from the validity and reliability tests are valid and reliable and further measurements can be made for the correlation of these variables.

Loyalty (Y)

Table 5. Validity Test Result on Loyalty

Question	Correlation	P-Value	Detail	Cronbach's Alpha	Detail
Repurchases (Y1.1)	0.758	0.000	Valid	0.746	Reliable
Repurchases (Y1.2)	0.713	0.000	Valid		

Has resistance to news and negative influences regarding the company (Y1.3)	0.767	0.000	Valid
Refer company to relatives (Y1.4)	0.772	0.000	Valid

The results of the validity test of the question items for the Loyalty variable (Y) can be concluded that the correlation between the scores of each item of the question items from the Loyalty variable is greater than 0.050 which then obtains a significant final result for measuring the validity of the Loyalty variable. The reliability measurement on the Loyalty variable (Y) obtained a value of

0.746 which is greater than 0.06 from the Cronbach Alpha average so that it can be declared valid. It can be concluded that all of the statement items that were responded to by the sample for the Loyalty (Y) variable from the validity and reliability tests were valid and reliable and were able to carry out further measurements for the correlation of these variables.

b) Outer Model Measurement

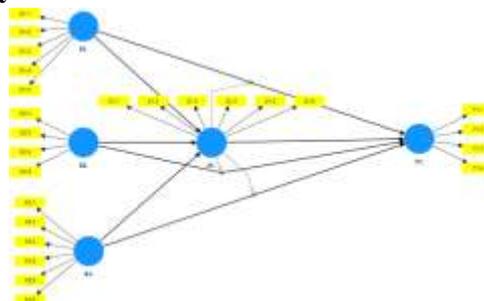


Figure 2. Outer Model Measurement

The results of testing the outer model construction can be seen that the reflected indicator has a loading of more than 0.7 (CV > 0.7).

Therefore it can be concluded that the model no longer needs to be re-estimated by eliminating the indicators contained in these variables.

c) Discriminant Variable Testing

Table 6. Fornel Larcker's Discriminant Variable Testing

	Brand Image (X1)	Price (x2)	Service Quality (X3)	Loyalty (Y)	Purchasing Decision (Z)
Brand Image (X1)	0.793				
Price (x2)	0.419	0.775			
Service Quality (X3)	0.336	0.527	0.761		
Loyalty (Y)	0.204	0.264	0.485	0.753	
Purchasing Decision (Z)	0.417	0.381	0.571	0.380	0.766

The results of the discriminant validity test used the AVE method to test the value of the relationship between variables that had the greatest value to fulfill discriminant validity. The AVE root generated by the Brand Image variable (X1) with a

correlation value of 0.793 is greater than the correlation with other constructs, namely Purchase Decision (Z) of 0.417, Price (X2) of 0.419, Loyalty (Y) of 0.204 and Quality of Service (X3) of 0.336.

Table 7. AVE's Discriminant Variable Testing

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image (X1)	0.857	0.895	0.894	0.629
Price (x2)	0.792	0.827	0.857	0.601
Service Quality (X3)	0.855	0.869	0.892	0.579
Loyalty (Y)	0.746	0.749	0.840	0.567
Purchasing Decision (Z)	0.862	0.872	0.895	0.587

The AVE test results of the variations extracted for each variable are described in the following table:

1. The results of Cronbach's alpha test for each variable have a value of > 0.6 so that all variables in this study are declared reliable.
2. Composite reliability test results where each variable has a composite reliability value of >

0.7 so that it can be concluded that all variables meet the composite reliability requirements.

3. The AVE test results for each variable have an AVE value > 0.5 so that it meets the Average Variance Extracted.

d) Inner Model Testing

Table 8. Inner Model Testing Result

	R-square	R-square adjusted
Loyalty (Y)	0.251	0.184
Purchasing Decision (Z)	0.384	0.343

The results of the R Square inner model test, the similarity between latent variables R2 shows the presentation of the influence between endogenous and exogenous variables, Brand Image, Price, and Service Quality variables on Loyalty with a presentation of 0.251 or 25.1% and Brand Image, Price, and Service Quality variables on Purchase Decision of 0.384 or 38.4%. After using the R-Square model measurement, it is followed by structural measurement or Q2 predictive relevance which serves to validate the model.

Predictive Relevance (Q-Square)

$$\begin{aligned}
 Q2 &= 1 - (1 - R12) (1 - R22) \\
 &= 1 - (1 - 0.251) (1 - 0.384) \\
 &= 1 - (0.749) (0.616) \\
 &= 1 - 0.461 \\
 &= 0.54
 \end{aligned}$$

Predictive Relevance (Q-Square) means that the values studied can be reconstructed properly and have predictive relevance. Price, product quality, and promotion variables on customer loyalty by mediating customer satisfaction can be explained by the observation value which can explain 0.54 or 54% and the remaining 46% are other variables outside the research and in the good category, which means the

observed values has been well reconstructed and has predictive relevance.

Goodness of Fit (GoF)

The final stage in validating the overall structural model is the Goodness of Fit (GoF) method.

$$\begin{aligned}
 R2 \text{ Average} &= (0.251+0.384):2 = 0.317 \\
 AVE &= (0.793+0.419+0.336+0.204+0.417):5 \\
 &= 0.434
 \end{aligned}$$

$$GoF = \sqrt{AVE \text{ average} \times R2 \text{ average}}$$

$$GoF = \sqrt{0.434 \times 0.317}$$

$$GoF = \sqrt{0.137}$$

$$GoF = 0.371$$

Goodness of Fit (GoF) is used in validating the overall structural model. The GoF assessment criteria are 0.1 (small GoF), 0.25 (medium GoF), and 0.36 (large GoF) (Ghozali, 2016: 6). The GoF value in this study is 0.371 which means a big number.

Bootstrapping Testing

1. The Direct Effect Test

In testing the research hypothesis to prove that there are direct influence results that can be examined using t-statistics with the cut-off value of the t-statistic on the test line = 1.960, the hypothesis is proven (Ghozali, 2016: 97). The results of this study can be seen in table as follows:

Table 9. Bootstrapping Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. -> Y1.	0.047	0.061	0.213	0.222	0.825
X1. -> Z1.	0.245	0.251	0.156	1.568	0.117
X2. -> Y1.	-0.004	0.028	0.228	0.019	0.985
X2. -> Z1.	0.032	0.07	0.171	0.189	0.85
X3. -> Y1.	0.471	0.456	0.19	2.487	0.013
X3. -> Z1.	0.471	0.462	0.168	2.804	0.005
Z1. -> Y1.	0.15	0.144	0.233	0.645	0.519

Based on the results in Table 9., the direct influence bootstrapping test is known to test the hypothesis for the structural equation is shown as follows:

H1. Brand Image on Purchasing Decisions

Table 9. Bootstrapping test has a direct effect. It is known that hypothesis testing shows the t-statistic value for Brand Image on Purchase Decisions. The original sample value is 0.245, which means that the direction of this test is by the proposed hypothesis, and the t count is 1.568 <t-table (1.960) and p-value 0.117 > 0.05 which means Brand Image has no significant effect on Purchase Decision.

H2. Prices on Purchasing Decisions

Table 9. Bootstrapping test has a direct effect, it is known that hypothesis testing shows the t-statistic value for Price on Purchase Decisions. The original sample value is 0.032, which means that the direction of this test is by the proposed hypothesis, and the t count is 0.189 <t-table (1.960) and p-value 0.850 > 0.05 which means price has no significant effect on purchasing decisions.

H3. Service Quality on Purchasing Decisions

Table 9. Bootstrapping test has a direct effect. It is known that hypothesis testing shows the t-statistic value for Service Quality on Purchase Decisions. The original sample value is 0.471, which means that the direction of this test is by the proposed hypothesis, and the t count is 2.804 > t-table (1.960) and p-value 0.005 <0.05, which means that service quality has a significant effect on purchasing decisions.

H4. Brand Image on Customer Loyalty

Table 9. Bootstrapping test has a direct effect. It is known that hypothesis testing shows the t-statistic value for Brand Image on Customer

Loyalty. The original sample value of 0.047 is positive, which means that the direction of this test is by the hypothesis proposed and the t count is 0.222 <t-table (1.960) and the p-value is 0.825 > 0.05 which means Brand Image has no significant effect on Customer Loyalty.

H5. Prices on Customer Loyalty

Table 9. Bootstrapping test has a direct effect. It is known that hypothesis testing shows the t-statistic value for Price on Customer Loyalty. The original sample value is -0.004, which is negative, which means that the direction of this test is not by the proposed hypothesis, and the t count is 0.019 <t-table (1.960)) and the p-value 0.985 > 0.05 which means the price has no significant effect on customer loyalty.

H6. Service Quality on Customer Loyalty

Table 9. Bootstrapping test has a direct effect. It is known that hypothesis testing shows the t-statistic value for Service Quality on Customer Loyalty. The original sample value of 0.471 is positive, which means that the direction of this test is in accordance with the proposed hypothesis, and the t count is 2.487 > t-table (1.960) and p-value 0.013 <0.05 which means Service Quality has a significant effect on Customer Loyalty.

H7. Purchase Decision on Customer Loyalty

Table 9. Bootstrapping test has a direct effect, it is known that hypothesis testing shows the t-statistic value for Purchase Decisions on Customer Loyalty. The original sample value of 0.150 is positive, which means that the direction of this test is in accordance with the proposed hypothesis, and the t count is 0.645 <t-table (1.960) and p-value 0.519 > 0.05, which means that purchasing decisions do not have a significant effect on customer loyalty.

2. Indirect Influence Test Results

Table 10. Bootstrapping Test Results of Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1. -> Z1. -> Y1.	0.037	0.041	0.076	0.485	0.627
X3. -> Z1. -> Y1.	0.071	0.071	0.122	0.582	0.561
X2. -> Z1. -> Y1.	0.005	0.008	0.048	0.102	0.919

H8. Brand Image on Customer Loyalty through purchasing decisions

Table 9. Bootstrapping test has a direct effect, it is known that hypothesis testing shows the t-statistic value for Brand Image on Customer Loyalty through purchasing decisions. The original sample value of 0.037 is positive, which means that the direction of this test is by the hypothesis proposed and the t count is $0.485 < t\text{-table} (1.960)$ and $p\text{-value } 0.627 > 0.05$ which means that Brand Image through purchasing decisions does not have a significant effect on Customer Loyalty.

H9. Prices on Customer Loyalty through purchasing decisions

Table 9. Bootstrapping test has a direct effect, it is known that hypothesis testing shows the t-statistic value for Price on Customer Loyalty through purchasing decisions. The original sample value of 0.005 is positive, which means that the direction of this test is by the proposed hypothesis, and the t count is $0.102 < t\text{-table} (1.960)$ and $p\text{-value } 0.919 > 0.05$ which means price through purchasing decisions does not have a significant effect on customer loyalty.

H10. Quality of Service to Customer Loyalty through purchasing decisions

Table 9. Bootstrapping test has a direct effect, it is known that hypothesis testing shows the t-statistic value for Service Quality on Customer Loyalty through purchasing decisions. The original sample value of 0.071 is positive, which means that the direction of this test is by the proposed hypothesis, and the t count is $0.582 < t\text{-table} (1.960)$ and $p\text{-value } 0.561 < 0.05$ which means that service quality through purchasing decisions does not have a significant effect on customer loyalty.

V. DISCUSSION

1. The Effect of Brand Image (Brand Image) on Purchasing Decisions

Statistical test results t count of $1.568 < t\text{-table} (1.960)$ and $p\text{-value } 0.117 > 0.05$. Then H_0 is accepted and H_1 is rejected. This means that Brand

Image does not affect purchasing decisions. The results of this study are in contrast to the results of research conducted by [3];[4]; [10]; [13] and [15] stated that Brand Image has a positive and significant effect on purchasing decisions.

2. The Effect of Price on Purchasing Decisions

Statistical test results t count of $0.189 < t\text{-table} (1.960)$ and $p\text{-value } 0.850 > 0.05$. Then H_0 is accepted and H_2 is rejected. This means that price does not affect purchasing decisions. The results of this study are in contrast to the results of research conducted by [13]; [3]; and [15] stated that price has a positive and significant effect on purchasing decisions.

3. The Effect of Service Quality on Purchasing Decisions

Statistical test results t count of $2.804 > t\text{-table} (1.960)$ and $p\text{-value } 0.005 < 0.05$. Then H_0 is rejected and H_3 is accepted. This means that service quality affects purchasing decisions. The results of this study support the results of research conducted by [13]; [3]; [12]; [10]; [15]; [4] stated that service quality has a positive and significant effect on purchasing decisions.

4. Effect of Brand Image (Brand Image) on Customer Loyalty

Statistical test results t count of $0.222 < t\text{-table} (1.960)$ and $p\text{-value } 0.825 > 0.05$. Then H_0 is accepted and H_4 is rejected. This means that Brand Image does not affect loyalty. The results of this study are in contrast to the results of research conducted by [4]; [5]; [6]; [9] states that Brand Image has a positive and significant effect on customer loyalty.

5. Effect of Price on Customer Loyalty

Statistical test results t count of $0.019 < t\text{-table} (1.960)$ and $p\text{-value } 0.985 > 0.05$. Then H_0 is accepted and H_5 is rejected. This means that price does not affect loyalty. The results of this study are in contrast to the results of research conducted by

[4];[5]; [7] state that price has a positive and significant effect on customer loyalty.

6. Effect of Service Quality on Customer Loyalty

Statistical test results t count of $2.487 > t$ -table (1.960) and p-value $0.013 < 0.05$. Then H_0 is rejected and H_6 is accepted. This means that service quality affects loyalty. The results of this study support the results of research conducted by [1];[4];[7];[13];[15]; and [18] stated that service quality has a positive and significant effect on customer loyalty.

7. The Effect of Purchasing Decisions on Customer Loyalty

Statistical test results t count of $0.645 < t$ -table (1.960) and p-value $0.519 > 0.05$. Then H_0 is accepted and H_7 is rejected. This means that loyalty does not affect purchasing decisions. The results of this study are in contrast to the results of research conducted by [1] and [4] stating that purchasing decisions have a positive and significant effect on customer loyalty.

8. The Effect of Brand Image on Customer Loyalty Through Purchasing Decisions

Statistical test results t count of $0.485 < t$ -table (1.960) and p-value $0.627 > 0.05$. Then H_0 is accepted and H_8 is rejected. This means that Brand Image does not affect loyalty through purchasing decisions. The results of this study are in contrast to the results of research conducted by [4] stated that there is a relationship between brand image and purchase decisions through an intervening variable, namely loyalty.

9. The Effect of Prices on Customer Loyalty through Purchasing Decisions

Statistical test results t count of $0.102 < t$ -table (1.960) and p-value $0.919 > 0.05$. Then H_0 is accepted and H_9 is rejected. This means that price does not affect loyalty through purchasing decisions. The results of this study support the results of research conducted by [13] stating that price on customer loyalty mediated by purchasing decisions is said to be Non Mediation.

10. The Effect of Service Quality on Customer Loyalty through Purchasing Decisions

Statistical test results t count of $0.582 < t$ -table (1.960) and p-value $0.561 > 0.05$. Then H_0 is accepted and H_{10} is rejected. This means that service quality does not affect loyalty through

purchasing decisions. The results of this study support the results of research conducted by [1] stating that service quality has no significant effect on customer loyalty through purchasing decisions.

VI. CONCLUSION

From the results of the study it was concluded that Brand Image has no effect on purchasing decisions. Price has no effect on purchasing decisions. Service Quality affects purchasing decisions. Brand Image has no effect on loyalty. Price has no effect on loyalty. Service Quality affects loyalty. Loyalty has no effect on purchasing decisions. Brand Image has no effect on loyalty through purchasing decisions. Price has no effect on loyalty through purchasing decisions. And Service Quality has no effect on loyalty through purchasing decisions.

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