

The Effect of Price Perception

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THE EFFECT OF PRICE PERCEPTION AND BRAND AWARENESS ON SERVICE QUALITY MEDIATED BY PURCHASING DECISIONS (Study Case on PT. Maybank Indonesia Finance Credit Products)

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Abstract— The finance company industry experienced much pressure in 2020 due to the covid-19 pandemic, this condition made business activities and social life almost stopped. This research was conducted at PT. Maybank Indonesia Finance is one of the financing companies in Indonesia that is currently proliferating. Purchasing decisions have an essential meaning for a financial institution because credit is one of the directives of funding by financial institutions to people who want to get an item on credit as the institution's main business. In determining a decision to purchase products and services, consumers perceive the goods and services they buy, such as the perception of the value of an item or service in making a purchase, and consumers can recognize the company's brand awareness. This research was conducted by nonprobability sampling method with purposive sampling type. Researchers distributed questionnaires to 100 Maybank finance consumer respondents in Indonesia who had purchased Maybank Finance car loans in 2018-2020. The results of the analysis conclude that price perception has a positive and significant effect on purchasing decisions. Brand awareness has a positive and significant effect on credit purchasing decisions. Price perception has a positive and significant effect on service quality. Brand awareness has a positive and significant effect on service quality. Service quality has no positive and significant effect on purchasing decisions at Maybank Finance. Service quality mediating between brand awareness and purchasing decisions is not significant.

Keywords— Price Perception; Brand Awareness; Service Quality; Purchasing Decisions.

1. Introduction

Four-wheeled vehicles are one type of means of transportation that really support the lives of the Indonesian people, and their existence is increasingly needed as a means of personal, public, passenger and freight transportation. Based on data on sales of four-wheeled vehicles in the last 3 years since 2009, Gaikindo revised its retail sales forecast (sales from dealers to consumers) to 600,300 units. This year's prediction before the Covid-19 pandemic is that the sales of four-wheeled vehicles are at least the same as the previous year's 1,050,000 units. Based on the data and graphs presented by Gaikindo, the estimated sales of four-wheeled vehicles in 2020 are lower in the last ten years. This condition occurred due to the impact of Large-Scale Social Restrictions (PSBB) due to the coronavirus pandemic that hit the national automotive industry. This has forced the Association of Indonesian Automotive Industries (Gaikindo) to revise its prediction for car sales in 2020 to more than 50%.

Table 1
Maybank Finance New Car Sales Data for the Last 3 Years

Year	Unit Financing	Financing Amount	% Growth
2018	47.478	9.737 M	0
2019	45.263	9.429 M	- 3 %
2020	23.722	5.334 M	- 43 %

Data Source: PT. Maybank Indonesia Finance Website, 2021

Maybank Indonesia Finance experienced a very significant decline. Based on the sales data report from the period 2018 - 2019, sales decreased by 3%. For the period 2019 - 2020, sales decreased by 43%. Indirectly, the data shows an indicator of purchasing decisions at PT. This is influenced by economic conditions and consumer habits changes in purchasing decisions during the Covid-19 pandemic.

Various impulses influence the decision to buy. However, the decision to buy at all cannot be forced by every manufacturer. According to (Kotler & Armstrong, 2016), purchasing decisions are part of consumer behavior where the study how individuals, groups, and organizations are involved in choosing, buying, using, how goods and services, ideas or experiences whose purpose is to satisfy needs also consumer desires. Customer service is essential for financial institutions to provide satisfaction to all customers so that customers continue to trust financial institutions and minimize customers moving to banks or other financing institutions. Kotler & Keller (2013) Service quality is an action that is biased to meet the needs of a company and provide more comprehensive services than competitors, both explicit and implicit, which can make a company have the same characteristics as competing companies in an industry or other industries. Price perception can influence customers in choosing a finance company. According to Schiffman and Wisenblit (2015), *Price Perception* is defined as the customer's view of the value received from the purchase. Xia et al. Lee and Lawson-Body (2011: 532) argue that price perception is an assessment made by consumers and the emotional form associated with whether the price offered by the seller and the price compared to other parties is reasonably acceptable or justifiable. Another factor that can increase the number of customer purchases on credit is the company's brand awareness. According to (Febriani & Dewi, 2018) states that brand awareness is a form of awareness of a brand that is related to the strength of the brand in people's memories, is depicted in the minds of the people, and can make people identify various brand elements (such as brand names, logos, symbols), characters, packaging, and slogans) in various situations. By creating brand awareness, marketers hope that whenever a category need arises, the brand will always be re-emerged from memory which various alternatives in decision making will then consider.

2. Literature Review

A. Purchase Decision

The purchase decision is a bond between the customer and the producer after the customer tries a product or service from the company and feels that this product or service can provide something different from other company products or services (Tjiptono, 2015). According to (Adela & Tecoalu, 2017), the concept of emotional marketing emphasizes that purchasing decisions are driven by two types of needs, namely, functional needs that are satisfied through product functions and emotional needs related to the psychological aspects of product ownership. According to (Daulay & Putri, 2018), consumer decisions are a form of action taken by consumers in buying a product. Every producer must carry out various strategies so that consumers decide to buy their products. In making a purchase decision, the consumer first goes through several stages until the decision to buy, which is a step-by-step process that consumers use when deciding to buy goods or services. According to (Arianty, 2016), the purchase decision is an action taken to overcome the problems that occur and must be faced or are steps taken to achieve the goal as quickly as possible with the most efficient cost possible. Kotler & Armstrong (2016:177) defines purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs. And wants. Understanding purchasing decisions is part of consumer behavior, and consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy their needs and desires. The indicators on purchasing decisions, according to Kotler (2017), are as follows:

1. The stability of a product or service, a decision that the customer can take after reviewing various sources of information that can support decision making.
2. When buying a product or service, it is usually obtained from the experience of the closest people in using a product, such as (parents, siblings, and others).
3. Delivering recommendations to others, making information that can be conveyed into positive information so that they are interested in making purchasing decisions.
4. Repeat purchases are continuous purchases after customers can feel and enjoy the comfort of the products or services that have been provided.



B. Price Perceptions

In determining a product and service purchase decision, consumers perceive the goods and services they buy, such as the price perception of an item or service in making a purchase. Consumer perception of an object is usually different. Consumer perceptions of goods, services, and services have an objective nature. Thoughts and the surrounding environment can influence perceptions formed by consumers. According to Winoto (2020), Price is a component that is one of the determining factors of many market demands. According to Kotler & Armstrong (2014), price is the amount of money charged for a product or service or the sum of the value of money exchanged by customers to obtain the benefits of owning or using a product or service. According to Tjiptono (2015), Price is a monetary unit or other measuring instruments (including other goods and services) that can be exchanged to obtain ownership rights or use of goods and services. According to Kotler & Armstrong (2016), price is the sum of the entire value of money that consumers can exchange for the benefits of having or using products and services. The purpose of pricing in each company is carried out differently according to the company's interests and objectives. Price is an essential component because it is a susceptible part for sellers, especially buyers (Maurencia et al., 2021). The strategy in determining the price is significant in creating value for consumers and consumer decisions in making product purchases. According to Kotler (2016), the indicators used to measure prices are as follows:

1. Product price affordability: It is the purchasing power of consumers for the products purchased.
2. Price match with product quality: Price is one indicator in determining the quality of the goods themselves. Not always a high price indicates that the quality of the item is good.
3. Product price competitiveness: The ability of the product to compete with similar products in the market at a price set by the company, even though the price offered is higher than similar products.
4. Price match with product benefits: The high price is not a problem if it is directly proportional to the benefits obtained from buying the product.

C. Brand Awareness

Firmansyah (2019) stated that brand awareness is a general purpose of marketing communication. With high brand awareness, it is hoped that whenever the need for a category appears, the brand will reappear from memory which is then used as consideration for various alternatives in decision making. According to Hasan (2014: 228), brand awareness is a person's level of awareness to recognize a brand as part of a product category. The above understanding can be concluded that brand awareness is a parameter to determine how consumers can recognize the brand. Brand awareness is an individual's ability to recognize and remember brands from specific product categories and is the primary dimension of brand equity (Keller in Juliana and Sabrina O. Sihombing, 2019: 22). Awareness of a brand is a condition where the brand name of a product or service appears in customers' minds when thinking about specific product categories (Amitay et al., 2020). According to Keller (Winadi, 2017: 3), four indicators are used to determine how far consumers are aware of a brand, namely:

1. Recall is how far consumers remember when asked what brands they remember. The name of a brand that is simple, easy to pronounce, and has a precise meaning will make it easy for the brand to appear in the minds of consumers.
2. Recognition is how far consumers can recognize a brand belongs to a specific category.
3. Purchase is how far consumers enter a brand into choices when buying products/services.
4. Consumption is how far consumers can recognize a brand when using or using competing brands.

D. Service Quality

According to Fandy Tjiptono (2016: 59), service quality is the expected level of excellence and control over the level of excellence to meet customer desires. With the company's development creating intense competition, various ways can be done to acquire customers and retain them. One strategy that companies can use to win the competition is good service quality. Customers are very interested in buying a product or service because of the excellent quality of service. According to Parasuraman in Tjiptono (2016:157), the factors that influence a service are expected service (expected service) and perceived service (service received). If the service received is appropriate or even meets what is expected, then the service can be good or positive. If the perceived service



exceeds the expected service, then the service quality is perceived as the ideal quality. Vice versa, if the perceived service is worse than the expected service, then the quality of service is perceived to be harmful or less good. Therefore, whether or not the quality of service depends on its ability and nature to consistently meet consumer expectations. According to Makahanap (2013), service is an activity or benefit given by one party to another which is essentially intangible and does not result in the ownership of anything, and its production may or may not be associated with physical products. Service quality can be realized by fulfilling customer needs and desires and provisions and delivery to balance customer expectations (Tjiptono, 2014).

Service quality and innovation are two aspects that can create a competitive advantage for companies, where service quality has a role as an adequate infrastructure in providing services. In contrast, innovation needs to be implemented because consumers want a renewal in perceived service (Wahyoedi et al., 2021). According to Rijali (2018), five indicators that are useful in determining the quality of service obtained by customers are as follows:

1. Tangible: The company's ability to show its existence to outsiders. This indicator can be in office facilities, computers in the administration of waiting rooms, and information rooms.
2. Reliability: Reliable and able to provide reliable service. Is the company's ability to be able to provide services as desired accurately and reliable.
3. Responsiveness: Provide fast, responsive, and precise service to customers—the ability to provide appropriate and fast service to consumers.
4. Assurance: The ability and friendliness, and courtesy of employees to be able to ensure customer trust. Knowledge and ability of company employees to foster customer trust in the company.
5. Empathy: Have a firm and attentive attitude towards consumers. Give sincere and individual or personal attention that can be given to customers by understanding customer desires.

Based on the discussion, explanation, and description of the data above, the researcher is very interested in researching the Effect of Price Perception and Brand Awareness on Purchase Decisions Mediated by Service Quality.

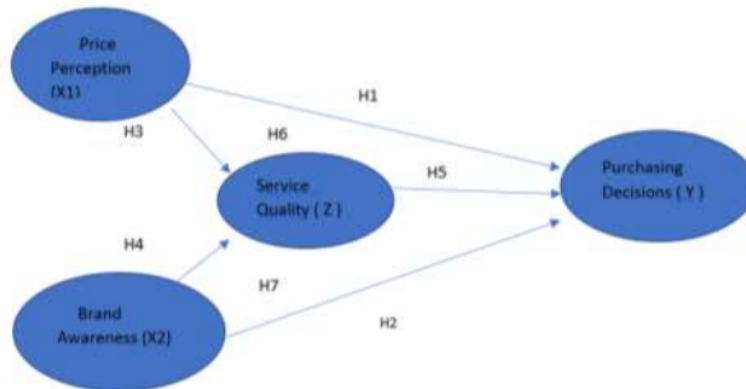


Figure 1
Conceptual Framework and Hypothesis

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Based on the research concept model, the research hypothesis is as follows:

- H1: Price perception affects purchasing decisions
- H2: Brand Awareness affects purchasing decisions
- H3: Price perception affects service quality
- H4: Brand Awareness affects service quality
- H5: Service quality affects purchasing decisions
- H6: Service quality has an effect in mediating price perceptions on purchasing decisions
- H7: Service quality has an effect in mediating brand awareness on purchasing decisions

3. Methods

In this study, primary data was obtained by distributing questions in the form of questionnaires to respondents, and the results of the answers from the questionnaires were submitted as input data for this study. The subjects in this study were sourced from distributing questionnaires online via google form to Indonesian people who had purchased car loan financing products through Maybank Finance in the last three years. In comparison, the object of research is a variable that the author can measure and research. The objects in this study are price perception, brand awareness, service quality, and purchasing decisions. The population in this study is the total number that includes the members studied. The population in this research is consumers at PT. Maybank Finance in the period 2018-2020 has as many as 116,463 customers. The sample size can be determined using the Yamane formula (Sugiyono, 2019). The total population in this study was 116,463 customers, so the percentage of leeway used was 10%, and the results of the calculations could be rounded up to achieve conformity of 100 respondents. The sampling technique used in this study is to use the Nonprobability Sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as a sample. This research uses the purposive sampling technique. Purposive sampling is a sampling technique based on specific considerations (Sugiyono, 2019). The data analysis technique in this study uses Partial Least Square (PLS) with the SmartPLS version 3.3 application.

PLS-SEM analysis consists of two sub-models: the measurement model or the outer model and the structural model or the inner model. Outer model is a measurement model that connects the manifest (indicator) with its latent variables (Ghozali and Latan, 2015). The measurement model with reflective indicators uses a validity and reliability test approach. Validity test is used to measure the validity or validity of a questionnaire. There are several stages of testing, namely convergent validity, average variance extracted (AVE), and discriminant validity. Instrument Reliability Test. In addition to the validity test, model measurement is also carried out to test the reliability of a construct. A reliability test was conducted to ensure the instrument's accuracy, consistency, and accuracy in measuring the construct. Measuring the reliability of a construct with reflexive indicators can be done in two ways, namely with Cronbach's Alpha and Composite Reliability. Inner model, showing the relationship or power of estimation between latent variables or constructs based on substantive theory. The inner model using two measurements, namely R-Square, Q-Square. Last is direct and indirect hypothesis testing (mediation).

4. Result and Discussion

A. Test of Outer Model

The convergence measurement shows whether each question item measures the similarity of the dimensions of the variable. According to Hair et al. (2017), the loading factor parameter with a rule of thumbs > 0.7 is considered to meet the convergent validity requirements. The research data above shows that the loading factor has a value above 0.7. So it can be said that the research data is said to be valid.

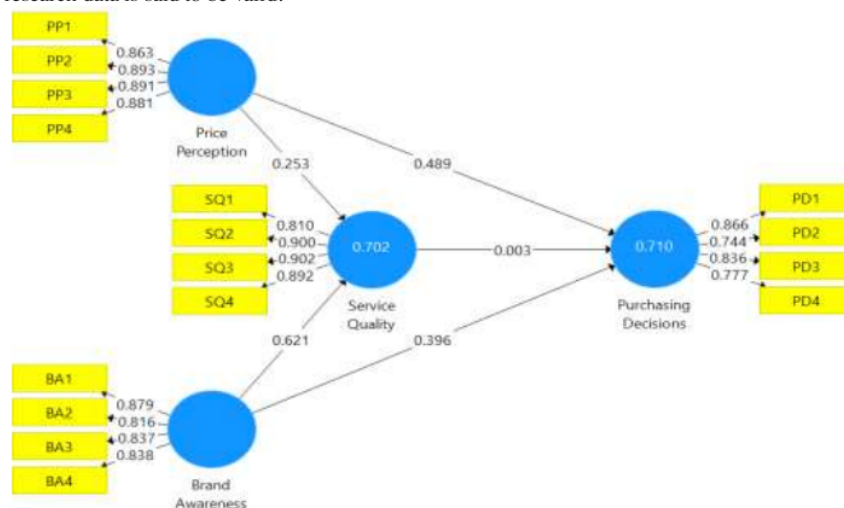


Figure 2. Research Construct Model

Based on the constructed model above, the results of the validity test are described in the table below:

Table 2
 Factor Loadings

Variable	Indicator	Factor Loading	Result
Price Perception (X1)	PH1	0.863	Valid
	PH2	0.893	Valid
	PH3	0.891	Valid
	PH4	0.881	Valid
Brand Awareness (X2)	BA1	0.879	Valid
	BA2	0.837	Valid
	BA3	0.890	Valid
	BA4	0.838	Valid
Service Quality (Z)	KL1	0.810	Valid
	KL2	0.900	Valid
	KL3	0.900	Valid
	KL4	0.892	Valid
Purchasing Decisions (Y)	KP1	0.866	Valid
	KP2	0.744	Valid
	KP3	0.836	Valid
	KP4	0.777	Valid

From these data, convergent validity is seen from the loading factor value for each indicator. According to Hair et al. (2017), the loading factor parameter with a rule of thumbs > 0.7 is considered to meet the convergent validity requirements. The research data above shows that the loading factor has a value above 0.7. So it can be said that the research data is said to be valid. AVE is the average percentage value of variance extracted between question items or indicators of a variable, which summarizes the convergent indicator. For reasonable requirements, if the AVE of each question item is more significant than 0.5 (Ghozali and Latan, 2015).

Table 3
 Average Variance Extracted (AVE)

Construct	AVE	Result
Price Perception	0.778	Valid
Brand Awareness	0.710	Valid
Service Quality	0.769	Valid
Purchasing Decisions	0.651	Valid

In table 3, the AVE value in each construct has exceeded 0.5, so it can be concluded that there is no convergent validity problem for the four variables tested in this study. Test the discriminant validity by looking at the cross-loading value. The size of the cross-loading is obtained by looking at the comparison of the correlation between the indicators and the constructs of each block. It can be seen that the cross-loading value greater than 0.7 can be declared valid, and the research data can be said to be valid for use.

Table 4
 Cross-Loading Factor

Indicator	Price Perception	Brand Awareness	Service Quality	Purchasing Decisions
PH1	0.863	0.643	0.606	0.658



Indicator	Price Perception	Brand Awareness	Service Quality	Purchasing Decisions
PH2	0.893	0.755	0.681	0.707
PH3	0.891	0.710	0.642	0.708
PH4	0.881	0.714	0.711	0.771
BA1	0.674	0.879	0.717	0.664
BA2	0.661	0.816	0.640	0.631
BA3	0.699	0.837	0.746	0.653
BA4	0.667	0.838	0.670	0.713
KL1	0.620	0.644	0.810	0.526
KL2	0.666	0.709	0.900	0.658
KL3	0.742	0.781	0.902	0.652
KL4	0.599	0.749	0.892	0.596
KP1	0.714	0.756	0.609	0.866
KP2	0.609	0.481	0.487	0.744
KP3	0.752	0.720	0.690	0.836
KP4	0.489	0.540	0.408	0.777

Table 4 shows the value of the loading factor in the service quality indicators, namely KL3 and KL2, which have a more excellent loading factor value than the value of other constructs. The value of loading factor KL2 on service quality is 0.902, much greater than the value of loading factor KL2 on price perception, which is 0.666, for brand awareness is 0.709, and for purchasing decisions is 0.658. This value occurs in several other indicators so that there is a correlation of the loading factor value of each item to the construct in the block that has a higher value than the other indicator values, so it can be concluded that the results of the cross-loading analysis do not appear to cause problems with discriminant validity.

The final step in testing the outer model is testing the unidimensionality, which includes the composite reliability test and Cronbach's alpha. The reliability test in this study used Composite Reliability and Cronbach's Alpha. The reliability test was carried out by looking at the composite reliability value. The construct is declared reliable if the composite reliability and Cronbach's Alpha value are above 0.7 (Ghozali and Latan, 2015). The following is the composite reliability value in Table 5.

Table 5
 Composite Reliability

Indicator	Composite Reliability	Result
Price Perception	0.933	Reliable
Brand Awareness	0.907	Reliable
Service Quality	0.930	Reliable
Purchasing Decisions	0.882	Reliable

Constructs can be declared reliable if the composite reliability and Cronbach's Alpha values are above 0.7 (Ghozali and Latan, 2015). Table 5 shows the value of composite reliability generated for all constructs > 0.7 so that all constructs can be declared to have good reliability and no reliability problems are found.

Cronbach's Alpha is an instrument that can be strengthened by using Cronbach's alpha values. It can be reliable if the Cronbach's alpha value of all constructs must be > 0.7. Table 6 shows the value of the results of Cronbach's alpha analysis.

Table 6
 Cronbach's Alpha

Indicator	Cronbach's Alpha	Result
Price Perception	0.905	Reliable
Brand Awareness	0.864	Reliable
Service Quality	0.899	Reliable
Purchasing Decisions	0.821	Reliable

The construct can be declared reliable if the composite reliability value and Cronbach's Alpha value are 0.7. (Ghozali and Latan, 2015). Table 6 above shows Cronbach's alpha values for all perfect constructs, namely > 0.7. So that all constructs have good reliability and there are no reliability problems. The conclusion to the outer analysis of this research model is that all indicators have met the rules of validity and reliability so that it is continued with the analysis of the inner model.

B. Test of Inner Model (Structural Model)

A structural model test was conducted to test the relationship of each exogenous and endogenous construct hypothesized previously, how good the model would be used to predict. The analysis of the inner model is carried out in 3 steps, namely the R-Square (R²), Q-Square (Q²), and Goodness of Fit (GoF) methods. The first step is to analyze the inner model by testing the coefficient of determination (R-Square / R² test). If there is an R-Square value close to 1, it will indicate that each independent variable provides almost all of the information used to predict variations in the dependent variable. R-Square values of 0.75, 0.50, and 0.25 can be concluded that the model is robust, moderate, and weak (Ghozali and Latan, 2015).

Table 7
 R-Square Result

Matrix	R-Square	Result
Price Perception and Brand Awareness on Service Quality	0.702	Moderate
Service Quality, Price Perception, Brand Awareness on Purchasing Decisions	0.710	Moderate

Table 7 shows the R-Square value of the service quality variable, 0.702, so it has a moderate model because it is in the range of 0.5 and 0.75. The service quality variable can be explained by the price perception variable and brand awareness with a value of 70.2%, and other variables outside the study explain the remaining value of 29.8%. The R-Square value of the purchasing decision variable is 0.710, meaning that it has a moderate model because it is in the range of values of 0.5 and 0.75. Purchase decision variables can only be explained by service quality, price perception, and brand awareness by 71%, and other variables outside the study explain the remaining 29%.

The second step is analyzing the inner model by conducting a prediction relevance test (Q-Square / Q² test). The Q-Square value has the same rating as the R-Square value (coefficient of determination); the higher the Q-Square value, the better the model can be. Calculation of the value of Q-Square is calculated using the following formula:

$$\begin{aligned}
 Q\text{-Square} = Q^2 &= 1 - (1 - R_1^2) (1 - R_2^2) \\
 &= 1 - (1 - 0.702) (1 - 0.710) \\
 &= 1 - (0.298) (0.290) \\
 &= 1 - 0.08642 \\
 &= 0.92358
 \end{aligned}$$

So it can be stated that 92.35% of the variation in endogenous variables (purchase decisions) is explained by the variables used in the model, and other variables outside the model explain 7.65%. Based on these results, it can be proved that the model has predictive relevance.

C. Test of Hypothesis – Direct Effect

Hypothesis testing is done by comparing the statistical value of the t-statistic against the statistical value of the t-table, or it could be the p-value. The measurement of the hypothesis is that



the mandatory P-value is greater than 0 with a significance of $P < 0.05$. Hypothesis measurement can be done by comparing the t-table and t-statistic values. The hypothesis is rejected if the t-statistic value is > 1.96 or the p-value is < 0.05 and the hypothesis can be accepted if the t-statistic value is < 1.96 or the p-value is > 0.05 .

Table 8
 Path Coefficient Value

	Original Sample (O)	Mean Sample (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Values
Price Perception → Purchasing Decisions	0.489	0.495	0.123	3.971	0.000
Brand Awareness → Purchasing Decisions	0.396	0.392	0.132	2.992	0.003
Price Perception → Service Quality	0.253	0.257	0.100	2.536	0.012
Brand Awareness → Service Quality	0.621	0.616	0.102	6.112	0.000
Service Quality → Purchasing Decisions	0.003	0.005	0.103	0.026	0.979

10 The table obtained shows the results of the SmartPLS simulation, which explains 21 direct influence between variables. The simulation explains the direct effect if t-statistic > 1.96 or p-value < 0.05 and can be explained as having no direct effect if t-statistic < 1.96 or p-value > 0.05 . So that conclusions can be drawn, and the results are stated as follows:

- The first hypothesis: Price perception has a significant effect on purchasing decisions. The result table shows the relationship between price perception and purchase decision is significant with t-statistic $3.971 > 1.96$ and p-value $0.000 < 0.05$, so hypothesis 1 is accepted. The coefficient value of 0.489 indicates that price perception influences purchasing decisions. Consumers perceive the price of Maybank Finance's products as a low and reasonable price. The better the consumer's perception of the price, the higher the decision to purchase Maybank Finance's car loans.
- The second hypothesis: brand awareness has a significant effect on purchasing decisions. The results table shows the relationship between brand awareness and purchasing decisions that has a significant effect with a t-statistic value of $2.992 > 1.96$ and a p-value of $0.003 < 0.05$ so that the second hypothesis can be accepted. The coefficient value of 0.396 indicates that the direction of the relationship between the brand awareness variable and purchasing decisions is significant, so there is sufficient evidence that the brand awareness variable has a significant effect on purchasing decisions. Brand awareness affects customer confidence in purchasing decisions by reducing the perceived risk level of a brand decided to buy.
- The third hypothesis: price perception has a significant effect on service quality. The table of results shows that the relationship between price perception and service quality is significant with a t-statistic value of $2.536 > 1.96$ and a p-value of $0.012 < 0.05$ so that the third hypothesis is accepted. The coefficient value of 0.253 indicates that the direction of the relationship between the price perception variable and service quality is positive, so it is proven sufficient to state that the price perception variable has a significant effect on service quality. This means that the better the perception of the price given by Maybank Finance to consumers, the more it reflects the quality of the product and the higher the consumer's desire to get better service quality.
- The fourth hypothesis: brand awareness has a significant effect on service quality. The results table shows the variable relationship between brand awareness and service quality is significant with a t-statistic value of $6.112 > 1.96$ and a p-value of $0.000 < 0.05$, so the fourth hypothesis is accepted. The coefficient value of 0.621, which indicates the direction of the relationship between the brand awareness variable and service quality, is significant, so there is sufficient evidence that the brand awareness variable has a significant effect on service quality. This means that brand awareness is a parameter to determine how much consumers have known the brand. The better the brand awareness of Maybank Finance, the better the quality of services provided to consumers.
- The fifth hypothesis: Service quality has no significant effect on purchasing decisions. The results table shows that the relationship between service quality and purchasing decisions is



insignificant with a t-statistic value of $0.026 < 1.96$ and a p-value of $0.979 > 0.05$, so the fifth hypothesis is rejected, meaning that service quality does not influence purchasing decisions. This means that although the quality of service provided by Maybank Finance is good, it does not directly impact consumer purchasing decisions for Maybank Finance loans. Other factors that consumers use as a consideration in making purchasing decisions.

D. Test of Hypothesis – Indirect Effect

Test the indirect effect using the bootstrapping method using SmartPLS 3.3. This study uses the service quality interven²¹ variable. The test is carried out by looking at the value of the indirect effect between variables. It can be said to have a direct effect if the p-value < 0.05 and is said to have no direct effect if the p-value > 0.05 .

Table 9
 Specific Indirect Effects

	Original Sample (O)	Mean Sample (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Values
Price Perception → Service Quality → Purchasing Decisions	0.001	0.002	0.029	0.024	0.981
Brand Awareness → Service Quality → Purchasing Decisions	0.002	0.001	0.065	0.026	0.097

Table 10 shows the results of the SmartPLS calculation, which states that there is an indirect effect between variables. It is said to have a direct effect if the p-value is < 0.05 , and it is said to have no direct effect if the p-value is > 0.05 . Based on the table above, the results of the analysis can be stated as follows:

- a. The sixth hypothesis: service quality mediates price perceptions on purchasing decisions. In the table, the results show that the quality of service mediating between price perceptions and purchasing decisions is not significant with a t-statistic value of $0.024 < 1.96$ and a p-value of $0.981 > 0.05$, so the sixth hypothesis is rejected. This means that Maybank Finance consumers are tolerant of the quality of services they receive. This can happen that the quality of service is not the primary factor consumers decide to make credit purchases. Other variables such as price perception have a strong influence. Consumers perceive Maybank Finance's price perception as a low and reasonable price so that consumers continue to decide to purchase credit through Maybank Finance.
- b. The seventh hypothesis: service quality mediates brand awareness on purchasing decisions. The results table shows that the service quality mediating between brand awareness and purchasing decisions is not significant with a t-statistic value of $0.026 < 1.96$ and a p-value of $0.097 > 0.05$, so the seventh hypothesis is rejected. This means that Maybank Finance consumers are tolerant of the quality of service they receive. This can happen that the quality of service is not the main factor that consumers decide to make a credit purchase. Brand awareness owned by Maybank Finance has a vital role in influencing customer confidence in purchasing decisions by reducing the level of risk perceived by a brand.

5. Conclusion

Based on the results of research that has been carried out, data analysis, and discussions that have been described, the following conclusions can be drawn:

1. Price perception has a positive and significant effect on credit purchasing decisions at Maybank Finance. The better the consumer's perception of the price, the higher the purchase decision for Maybank Finance's car loan products.
2. Brand awareness has a positive and significant effect on credit purchasing decisions at Maybank Finance. The better brand awareness that consumers remember when a category need arises, the brand will be re-emerged from memory which is then taken into consideration in making credit purchasing decisions at Maybank Finance.



3. Price perception has a positive and significant effect on service quality at Maybank Finance. The better the perception of the price given by Maybank Finance to consumers, the more it reflects the quality of the product and the higher consumers' expectations to get better service quality.
4. Brand awareness has a positive and significant impact on service quality at Maybank Finance. Brand awareness is a parameter to determine the extent to which consumers have known the brand. The better the brand awareness of Maybank Finance, the better the quality of services provided to consumers.
5. Service quality has no positive and significant effect on purchasing decisions at Maybank Finance. Service quality is not a determining factor for consumers to make purchasing decisions. Consumers consider many other factors in making credit purchasing decisions at Maybank Finance, such as price perception, brand awareness, and other factors that have not been studied.
6. Service quality mediates price perceptions, and purchasing decisions do not have a significant effect. This can happen that the quality of service is not the primary factor consumers decide to make credit purchases. Other variables such as price perception have a strong influence. Consumers perceive Maybank Finance's price perception as a low and reasonable price so that consumers continue to decide to purchase credit through Maybank Finance
7. Service quality mediating between brand awareness and purchasing decisions is not significant. This means that although the quality of service provided by Maybank Finance is good, it does not directly impact consumer purchasing decisions for Maybank Finance loans. Other factors that consumers use as a consideration in making purchasing decisions.

The theoretical suggestions that can be given based on the research that has been done for further research are as follows:

1. Further research is recommended to develop other related variables and directly impact purchasing decisions—development of variables used in addition to price perception, brand awareness, and service quality. It can be done in other financing companies to provide recommendations and input for further research.
2. This study still has limitations in revealing that the price perception variable can only explain the factors that affect the service quality variable and brand awareness with a determination coefficient value of 70.2%. Other variables outside the research explain the remaining 29.8%. Likewise, the coefficient of determination of the purchasing decision variable can only be explained by service quality, price perception, and brand awareness of 71%, and other variables outside the research explain the remaining 29%.
3. The data collection was carried out by researchers using google forms because researchers could not meet directly with respondents because of the covid-19 pandemic. Suggestions for further research: Researchers can meet directly to collect data from respondents is more accurate and valid.
4. The research population was conducted on customers in all Maybank Finance branch offices. To find out more about the actual condition, it is recommended to research each branch.

The practical suggestions that can be given based on the research that has been done for further research are as follows:

1. Price perception has a strong influence on purchasing decisions at Maybank Finance. Consumers perceive the price of Maybank Finance's products as a low and reasonable price. The better the consumer's perception of prices, the higher the credit purchasing decisions at Maybank Finance. It is recommended for Maybank Finance to maintain low-cost and competitive interest products so that consumers continue to make Maybank Finance the first choice when purchasing vehicles on credit.
2. Brand awareness has a positive and significant impact on purchasing decisions at Maybank Finance. By creating excellent and strong Maybank Finance brand awareness in the minds of consumers, whenever consumer needs arise, they will be remembered and then used as the primary consideration in making purchasing decisions.
3. Service quality does not have a positive and significant effect on purchasing decisions at Maybank Finance. It is recommended that Maybank Finance improve service quality in all branches. Better service quality will encourage consumers to continue to make credit purchasing decisions at Maybank Finance.

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