

# The Effect Of Service Quality

*by* Adrie F Assa

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## THE EFFECT OF SERVICE QUALITY AND PRICE ON PURCHASE DECISIONS MEDIATED BY BRAND IMAGE

Franco Pranoto<sup>1\*</sup>, PM. Budi Haryono<sup>2</sup>, Adrie Frans Assa<sup>3</sup>

<sup>1,2,3</sup> Faculty of Economic and Business, Krida Wadiga Christian University, Jakarta

\*E-mail: franco.highscore@gmail.com

**Abstract**— This study examines the effect of service quality and price on purchasing decisions mediated by brand image. The sample in this study were consumers of PT. Arista Auto Prima Honda in Aceh from Maybank Finance consumers. Based on the results of direct hypothesis testing, it is known that service quality affects brand image. Price affects brand image. Brand image affects purchasing decisions. Quality of service affects purchasing decisions, and prices affect purchasing decisions. Furthermore, brand image mediates definitively and significantly the relationship between service quality and purchasing decisions. Brand image partially and significantly mediates the relationship between price and purchasing decisions.

**Keywords**— Service Quality, Price, Brand Image, Purchase Decisions.

### 1. Introduction

These Consumer needs are now the focus of marketing campaigns. To be more consistent with customer expectations, the message itself must have been tested and refined over a long period. As a result, many variables can influence consumers, including price, quality, and consumer perceptions of the product. They can then choose the product that can give consumers the best experience. In the automotive industry, the launch of new products has resulted in more and more choices for consumers who want to buy and consume the products they need to fulfill their needs.

This problem was found by researchers at the company PT. Arista Auto Prima is as follows, the quality of service has not been maximized, such as the service waiting room, which is still one with the Service Advisor room and service by Customer Service, which seems there is still no standard. Meanwhile, according to Haryono (2016), customer service is a fixed price for companies that plan to continue their business. Satisfactory service will be an investment and a deep impression in customers' minds. Then the price of Honda products sold by PT. Arista Auto Prima is also relatively higher than the car lineup in its class sold by dealers of other brands. Several theories state a relationship between service quality and price in determining purchasing decisions which lead to sales figures. According to Kotler and Keller (2009), customer service quality must begin with customer needs and end with customer perceptions. According to Alma (2015), various factors shape consumer perceptions, including economy, technology, politics, society, and culture. These factors include but are not limited to price, quality, availability, location, and advertising.

In the automotive world, car dealership companies are very dependent on consumer needs in selling transportation equipment. High car sales in Indonesia impact high consumer demand for transportation facilities. The following is the market share of car product brands in Indonesia, which can be seen from the total car sales of Indonesia's five largest car brands.

TABLE 1

CAR SALES IN INDONESIA

Number	Brand	Sales 2019	Percentage %
1	Toyota	304,344	38,26
2	Daihatsu	166,429	20,29
3	Honda	125,034	15,72
4	Mitsubishi Motors	109,195	13,73
5	Suzuki	90,267	11,35
<b>Total</b>		<b>795,269</b>	<b>100</b>

Source: Gaikindo, (2020)

From the table above, it can be seen that from the five major automotive companies in Indonesia, Toyota has very high sales in Indonesia at 38.27%, while Daihatsu and Honda are at 20.93% and 15.72% for Mitsubishi, and Suzuki sales levels of 13.73% and 11.35% so that the total sales of 5 companies were 795,269 units of cars in 2019 (sales as of November).

Over time, the condition of Aceh continued to recover but did not make Honda's marketing even more increased. Until now, PT. Arista Auto Prima (Honda Aceh) already has five standard dealers, namely in Banda Aceh, Lhokseumawe, Meulaboh, Langsa and Bireun.

TABLE 2  
 CAR SALES IN PT. ARISTA AUTO PRIMA (HONDA ACEH) YEAR 2018-2020

Branch	Sales/Year		
	2018	2019	2020
Banda Aceh	691	641	623
Lhokseumawe	151	127	114
Mulaboh	146	128	123
Langsa	94	50	43
Bireun	6	72	76
Total Sales	1.088	1.018	979

Source: Sales Report PT. Arista Auto Prima Honda Aceh (2021)

From the data above, PT. Arista Auto Prima Honda Aceh sold 1,088 units of cars throughout 2018. In 2019 sales decreased by 70 units or 6.4%. Furthermore, in 2020 resale decreased by 39 units or by 3.8 from the previous year. The impact of Covid-19 on the global economy in 2020 will not be overshadowed by a decrease in the number of people who will be able to buy goods and services in 2020. At the end of December 2019, Covid-19 first appeared in 2020. Wuhan, China, contributed 99.5% of world GDP. Covid-19 was declared a global pandemic by the WHO at the end of 2020 because of its high and fast rate of spread. At least 85 million people have been infected by this pandemic, which has resulted in more than 1.8 million deaths, which has caused various health and human rights crises in many countries, and an increase in the number of poor people around the world. The current health and welfare crisis has resulted in a global economic contraction that is contracting, which impacts countries in the world, not only Indonesia. Confidence in health care reform in the context of preventing Covid-19 has led to the formation of economic bubbles in financial markets and macroeconomic community activity. So this also impacts the decline in car sales at PT. Arista Auto Prima Aceh.

This decline in sales is the impact of a decline in consumer purchasing decisions. According to Tjiptono (2016), consumer decisions to buy or not to buy a product or service are based on various factors influencing the consumer's decision-making process. According to Kotler and Keller (2016), in evaluating consumer preferences, he establishes reference points between items in the selection. Consumers can also find reasons to buy the things they like best. When completing the checkout process, customers can choose from a variety of payment options, such as credit card, check, PayPal, or other online services.

Many previous studies have found that price plays a significant role in determining consumer purchasing decisions, as stated by Suhaily & Darmoyo, (2017); Nurhadi, (2020), and Supriyanto et al., (2021).

Based on the above background, the authors formulate research problems, namely:

1. Does Quality of Service and Price affect Brand Image?
2. Does Brand Image, Price, and Service Quality affects the Purchase Decision?
3. Does Service Quality affect Purchase Decisions mediated by Brand Image?
4. Does Price Have an Influence on Purchase Decisions mediated by Brand Image?

## 2. Literature Review

### 2.1 Purchase Decisions

Purchase decisions are the last step for consumers to buy goods that follow their wishes; before deciding to buy, consumers first find out about the goods or services. According to experts, explain the theory of purchasing decisions as follows.

According to Tjiptono (2016), purchase decision is the consumer's act of buying or not a product from various elements that influence consumers to purchase a product or service. Schiffman and Kanuk (2015) define a purchase decision as an individual's choice of one of several available alternatives. However, according to Kotler and Keller (2016), in evaluating consumer preferences, they form relationships between various products in the selection set. Consumers can also find reasons to buy the things they like best. When determining the meaning of purchase, the consumer can compile a list of five

sub-decisions: brand, supplier, quantity, time, and method of payment. The choice of two or more alternatives is a determining factor, according to Schiffman and Kanuk (2015). In making decisions, each individual must be available alternatives. If someone chooses between buying or not buying, they are in a difficult situation.

It can be concluded from the examples above that the buying decision is the risk of buying something that is not following the needs or desires of the customer in selecting a product to meet the needs and desires of the customer. Purchase decision indicators include:

1. Stability in a product. Consumers will decide to buy a product when the results of the evaluation of the product follow their wishes or needs.
2. Habits in buying products. Product purchase decisions are also common because they are used to buying a product with a particular brand or price already attached to their heart.
3. Recommendations of others. Purchase decisions also occur based on other review groups such as friends, relatives, and others.
4. Repurchase. Product purchases sometimes also occur because they have already bought and feel suitable and satisfied, so the decision made at this time is the second or more (Kotler & Keller, 2012: 154)

## 2.2 Brand Image

Customers' memories serve as the basis for their opinions about brand image, according to research by Kotler and Keller (2016). Aaker (2015) stated that brand association is everything related to a person's memory of a brand. Brand image is a significant factor in the overall service provider. The mental image that appears when the company name is spoken is described here. According to business, media consumption, and other factors, the psychological component constantly changes. Public perception of a company is not based on its current status or position but the public's perception of the company. As an additional factor that can affect customer loyalty, brand image can influence it. Loyal customers in repurchasing will also consider the brand image. The brand image gives consumers an idea about the company. This image can influence loyalty by establishing company stability which is manifested by the company's advantages that are still able to survive in changing economic conditions when ethics manifests the company's positive reputation. Moreover, the appearance of employees in serving and the good name of the company in the minds of consumers (Arfianti, 2014).

Even though they already have customers who are considered loyal, companies must maintain and pay attention to customer loyalty so that customers do not change brands (Sujadi & Wahyono, 2015). The brand image reflects the brand stored in the customer's memory. Simply put, the brand image appears in customers' minds when a brand is in front of customers (Saleqm and Raja, 2014).

Another view of brand image (brand image) is a series of relationships (perceptions) at customers have with a brand and are generally grouped into meaning in the of consumers. Brand image is what appears in the minds of consumers when they see the brand in front of them (Saleem & Raja, 2014). These people play an essential role in assisting clients in understanding the feasibility of the product (Forozia et al., 2013).

From the various expert opinions above, brand image can be concluded as positive and negative assumptions attached to customers' minds regarding the understanding of the value associated with offering a product or service. Another opinion was expressed by Keller (2013) indicators of brand image as follows:

1. Professionalism  
An attitude of company credibility, related to reputation, expertise, trust from the public.
2. Modern  
A measurement that leads to the quality and innovation of a product.
3. Serving all segments of society  
This is related to values and programs (CSR).
4. Concern (customer orientation).  
This relates to consumers, which is an approach from customer orientation
5. Popularity  
It is a strategy to realize the memory power widely in the minds of consumers of the organization.

## 2.3 Price

Price has a significant influence in determining a product because the price is an attribute among

several other attributes in consumer decision-making. The value of a product is its ability to be exchanged for other goods, according to Alma (2016). This value can be observed in barter transactions, such as exchange of products for goods. Price then expresses the value of a product as a sum of money. The price of a product or service is defined by Kotler & Armstrong (2016) as the amount of money spent to get it. In other words, pricing is the total value that a buyer gives to profit from a product or service. For example, according to Tjiptono (2015), prices can be expressed in various ways: as contributions or tariffs; as rent or interest; as a premium or commission; as wages or salaries; as an honorarium; as tuition fees; or in other words, in various ways. It is essential to understand that price is the amount of money traded for a good or service to obtain ownership or use rights in marketing terms. Rizal et al. (2017) asserted that the pricing of the marketing mix is an essential and inseparable component. As a result, all of the company's product, distribution, and sales promotion policies and methods must be considered when developing a pricing plan. Consumers view price as having a strong influence on purchase intention and satisfaction. This shows that consumers judge the fairness of prices for goods and services depending on how they choose (Schiffman & Kanuk, 2010). Many authors agree that keeping a customer costs far less than buying one. Customer loyalty leads to minimizing costs in business and improving business performance (Zorbari-nwitambu & Kalu 2017). It can be understood that the price is the value of a product or service offered.

According to Kotler (2016), there are four ways of thinking about price: affordability, matching price with quality, matching price with benefits, and matching price with the ability to buy or sell.

#### 1. Price affordability.

If customers choose to pay what the company charges, they can. From the cheapest to the most expensive products, many options are often available from the same brand. Many customers buy goods at a specific price.

#### 2. Price according to ability or price competitiveness.

Customers often compare the price of a product with the price of similar goods. When making a purchase, customers consider the price of a product.

#### 3. Price compatibility with the quality of goods or services.

Consumers often see price as a measure of product quality. Due to the difference in quality, many people choose the more expensive products over the cheaper ones. People assume that the quality is also better if the price is higher.

#### 4. Price match with benefits.

Products are bought by people who perceive the perceived benefits to be greater than or equal to what they paid for it, so they buy them. Consumers who believe that the value they get for their money exceeds the price they pay for a product will be less likely to make further purchases

### 2.4 Service Quality

Service quality and innovation are two advantages that can build competitive advantage, because service quality is an adequate infrastructure in providing services, while innovation is applied because consumers want an improvement in the service perceived by consumers (Wahyoedi et al., 2021). According to Kotler and Armstrong (2016), service quality is all the features and attributes of a product or service that affect its capacity to meet explicit or implicit demands. Customer satisfaction is closely related to the quality of services provided. The more satisfied consumers are with a service or product, the more likely they will recommend it. According to Alma (2016), the work method in a company is to continually improve the quality of processes, goods, and services produced by the organization. In the words of Nyoto (2012), service quality is centered on efforts to fulfill consumer needs and desires and accurate delivery to balance consumer expectations, namely the compatibility between expectations and management perceptions, conformity between consumer expectations and employee work standards, conformity between employee work standards and services provided and provided with the promised service, and compatibility.

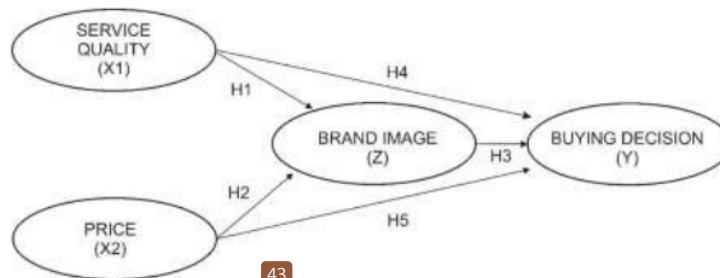
Saputra et al. (2020) stated that service quality is the effectiveness and efficiency of service quality provided to consumers looking for products or services. Quality is one of the factors consumers use to buy a product in the form of goods or services, where a product can be compared with its competitors based on its quality. Product or service quality is defined as the extent to which the product or service meets or exceeds stated requirements. The quality of service determines the success or failure of an activity. The best reward for service work is quality (Hermawan et al., 2017). Service quality measures the extent to which the service owner to his customers provides the quality to support customer satisfaction.

Parasuraman (1988) used the ServQual model to study the names of the service sector: repair, household appliances, credit cards, insurance, long-distance calling, auto brokerage, and retail models. ServQual is used as a reference in marketing research. Customer perception and service expectation are two main aspects compared to building ServQual. ServQual's design is based on this comparison. The dimensions of ServQual (Parasuraman et al., 1988) include:

1. Tangibles are efforts to improve services. Companies must pay more attention to service costs and quality and provide better customer facilities.
2. Reliability, To improve service to customers, companies must be aware of the attorney's office on service and the ability of customers to pay attention to it.
3. Responsiveness. This is a strategy to improve service, which means the business must consider several factors, including work schedules, responsiveness, and emotional connection.
4. Assurance is an effort to improve service, namely, the company's attention to officers' knowledge, behavior, and officers' attention to customers.
5. Empathy is an effort to understand the customer's problems and act in the customer's interest.

Service quality indicators in this study were taken based on the ServQual dimensions (Parasuraman et al., 1988), as follows:

1. Products and services  
 The quality of service provided by the company is good and follows the costs incurred.
2. Facilities  
 Facilities are provided to support the decision.
3. Officer appearance  
 The officer looks quite attractive
4. Service procedure  
 Service procedures from ordering payment to product collection are well implemented
5. Completion time  
 The turnaround time from ordering payment to product collection is well implemented
6. Response of officers  
 Sales are quite responsive in providing knowledge about products to consumers.
7. Emotional Relationship  
 The sales serve consumers sincerely and wholeheartedly
8. The company's attention to the knowledge of officers  
 The company sends professional sales directly to accompany consumers
9. Attention Officers to Customers  
 The officers provide special sales services in any way.
10. Understand Customer Problems  
 The officers understand the problems or constraints and the needs of consumers.



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Figure 1. Research Framework

Following the background of the research that has been described, the hypothesis in this research can be formulated as follows:

- H1: Service Quality Affects Brand Image
- H2: Price affects Brand Image
- H3: Brand Image Affects Purchase Decisions
- H4: Service Quality Affects Purchasing Decisions
- H5: Price affects Purchase Decision
- H6: Service Quality Affects Purchase Decisions mediated by Brand Image
- H7: Price affects Purchase Decisions mediated by Brand Image

### 3. Research Method

The research was conducted at PT. Arista Auto Prima (Honda Aceh) while the research objects are Service Quality, Price, Brand Image and Purchase Decision. The population in this study were all consumers who made purchases of PT. Arista Auto Prima Honda Aceh is not known for sure, so the sample in this study is non-probability sampling. A minimum sample size of five to ten observations is recommended for each parameter. Twenty-three indicators were used for this study. The number of indicators ( $23 \times 5 = 115$ ) is displayed as a result of this approach, 115 participants from PT. Arista Auto Prima Aceh customers were involved in this research.

Structural Equation Modelling (SEM) was processed using the statistical software package Partial least squares (PLS) 3.0. Hypothesis testing was carried out using PLS-SEM. Hair et al. (2013) explained that the SEM equation model combines statistical approaches that allow evaluating several rather complex connections.

### 4. Result and Discussion

TABLE 3  
 RESPONDENT BACKGROUND

Backgrounds	Freq	%
<b>Gender:</b>		
Male	102	88,7
Female	13	11,3
<b>Age:</b>		
20-30 years old	27	23,5
31-40 years old	40	34,8
41- 50 years old	48	41,7
<b>Education Background:</b>		
SMA	16	13,9
Diploma	10	8,7
Undergraduate	59	51,3
Postgraduate	30	26,1
<b>41 Total</b>	<b>115</b>	<b>100,0</b>

Source: Primary Data (2021) (processed by researcher)

Part of the validity of the indicators used must be above 0.5 to be said to be valid; otherwise, they should not be used with explanations or deleted to eliminate invalid indicators.

TABLE 4  
 OUTER LOADING

Variable	Indicator	Loading Factor	Discriminant Validity	Composite Reliability	Cronbach's Alpha
Service Quality X1	X1.1	0.813	0.797	0.946	0.936
	X1.2	0.815			
	X1.3	0.792			
	X1.4	0.744			
	X1.5	0.776			
	X1.6	0.836			
	X1.7	0.855			
	X1.8	0.824			
	X1.9	0.733			
Price X2	X2.1	0.808	0.782	0.863	0.799
	X2.2	0.832			
	X2.3	0.729			
	X2.4	0.754			
Brand Image Z	Y1.1	0.839	0.776	0.883	0.836
	Y1.2	0.840			
	Y1.3	0.757			
	Y1.4	0.803			
Purchase Decisions	Z1.1	0.754	0.776	0.883	0.836
	Z1.2	0.838			

Variable	Indicator	Loading Factor	Discriminant Validity	Composite Reliability	Cronbach's Alpha
Y	Z1.3	0.795	0.811	0.884	0.825
	Z1.4	0.767			
	Z1.5	0.720			

Source: SmartPLS Output (2021)

Based on the outer loading value for each latent construct having a good factor loading validity, the square root value of the AVE of each latent construct is greater than the correlation between constructs. Discriminant validity is strong. Each variable has a Cronbach's Alpha value greater than 0.60 and a Composite value greater than 0.70. Thus, it can be said to have a high construct reliability value.

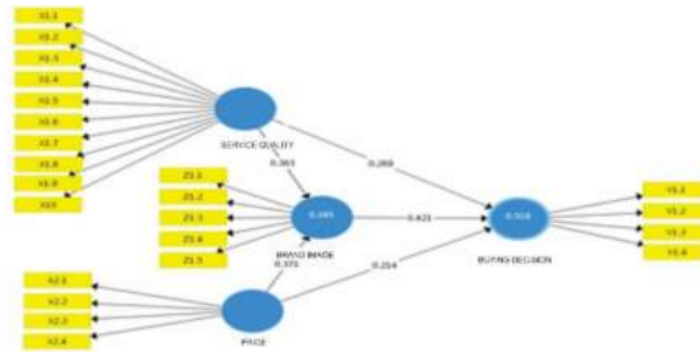


Figure 2. Path Coefficient (Inner Model)

To see the significance of the path coefficient of the influence of each variable, it can be seen in the following table:

TABLE 5  
 DIRECT HYPOTHESIS

Hypothesis	Path Coefficient (β)	T-Statistic (O/STDEV)	P-Values
Service Quality -> Brand Image	0.363	3.875	0.000
Price -> Brand Image	0.371	3.706	0.000
Brand Image -> Purchase Decision	0.421	4.347	0.000
Service Quality -> Purchase Decision	0.269	3.240	0.001
Price -> Purchase Decision	0.214	2.690	0.007

Source: SmartPLS Output (2021)

H1: Service Quality Affects Brand Image

At the significance level of 0.000 or smaller than 0.05, the effect of service quality on the brand image has a T-statistical value of 3.875, more significant than 1.96. As for the line coefficient of 0.363. Brand image is affected by 0.363 for every scale increase in the quality of service provided. As a result, customer satisfaction has a 0.363 effect on brand perception.

H2: Price affects Brand Image

The effect of price on the brand image has a T-Statistic of 3.706, more than 1.96 at a significance level of 0.000 or less than 0.05. The path coefficient is 0.371. Thus, it can be concluded that an increase of 0.371 in prices will impact brand image. In other words, Price has a considerable impact on brand image.

H3: Brand Image affects Purchase Decision

Based on the results of the direct hypothesis testing above, it is known that the influence of brand image on purchase choice has a T-statistical value of 4.347, more than 1.96 at a significant level of 0.000 or less than 0.05. The path coefficient is 0.421. Therefore, there is an increase of 0.421 in the effect of the purchase choice every time there is an increase in the value of the brand image by one scale. This means that 0.421 company image has a significant enough influence on purchasing choices.



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#### H4: Service Quality Affects Purchase Decisions

The effect of service quality on purchase choice has a T-statistical value of 3.240, greater than 1.96 at a significant level of 0.000 or less than 0.05. In addition, the path coefficient is 0.269. As a result, it can be said that every increase in the scale point in the value of service quality has an effect of 0.269 on the purchase choice. Customer satisfaction has an impact of 0.269 on purchase choice.

#### H5: Price affects Purchase Decision

The effect of price on purchase choice was statistically significant at 0.007 or less than 0.05. The coefficient is 0.214. As a result, an increase in the price of one scale has an effect of 0.214 on purchasing decisions. In other words, the price of a product has a 0.214 impact on the buying choice.

TABLE 6  
INDIRECT HYPOTHESIS

Hypothesis	Path Coefficient (β)	T-Statistic (O/STDEV)	P-Value
Price -> Brand Image -> Purchase Decision	0.156	2.983	0.003
Service Quality -> Brand Image -> Purchase Decision	0.153	3.062	0.002

Source: SmartPLS Output (2021)

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#### H6: Service Quality Affects Purchase Decision mediated by Brand Image

The t-statistic value obtained is 3.062, which is greater than 1.96, and the significance (p-value) of 0.002 is less than 0.05 in calculating the indirect effect of service quality on purchasing choices through brand image. This study indicates that the brand image variable is expressed as a partial mediation variable (Partial Mediation). This suggests that brand image partially and primarily mediates the impact of service quality on purchase choice. Regarding service quality and purchase choice, brand image mediation has an effect of 0.153.

#### H7: Price has an effect on Purchase Decisions mediated by Brand Image

The t-statistic value obtained is 2.983, which is greater than 1.96, and the significance (p-value) of 0.003 is less than 0.05 in calculating the indirect effect of price on purchasing choices through brand image. This study states that the brand image variable is expressed as a partial mediation variable. This means that brand image mediates the effect of price on purchasing decisions partially and significantly. The magnitude of the impact of brand image mediation on the price relationship on purchasing decisions is 0.156.

Hypothesis testing shows that the quality of its services strongly influences a company's brand image. This finding can be explained by showing that the better the services offered by PT. ARISTA Auto Prima Aceh to their clients will boost the perception of the Honda brand in their minds. According to research conducted by Heri (2017); Nyadzayo & Khajezadeh, (2016); (Wijaya, 2020), and Lertwant towit et al. (2011), the trust and commitment that service providers promise to provide to consumers, has a direct impact on the image of the organization, is closely related to service quality. In terms of service, the quality of service provided must meet or exceed customer expectations, and this will have a positive impact on consumer behavior in responding to the image of the product or service received, so that the possibility of consumers returning to make a purchase or use of the product or service is very high. The influence of service quality on brand image is shown in research.

Price has been proven to affect brand image through hypothesis testing. Customer perception of Honda is likely to increase if PT. ARISTA Auto Prima Aceh charges a lower price for vehicles purchased from them. Research conducted by Leksono and Herwin (2017), Saraswati and Rahyuda (2017), and Widiastiti et al. (2016) are supported by the findings of this study. It was found that the company's image is strongly influenced by pricing. Increasing the fairness of the price will have a good impact on the brand reputation. However, if the brand image is tarnished by unfair pricing, it will be difficult for the company to recover.

According to hypothesis testing, brand image significantly impacts consumers' purchasing choices—client PT. Arista Auto Prima Aceh is more likely to buy goods with a good brand image if its brand image is better than its competitors. According to Waluya & Iqbal, (2019), Wahyuni & Rahanatha (2020), Hasmiati et al. (2020), (Noerchoidah, 2013), Oledopo and Odunlami (2015) as well and Pradita and Sitio, 2020, the brand is designed, a name or symbol that identifies the goods of one company from the products of another company. First and foremost, the customer will check the product if a brand has a solid emotional connection with the consumer when making a purchase choice. Refuted the findings of Suhailly et al. (2017), this study finds that brand image significantly affects purchase choice.

Service quality is known to have a significant effect on purchasing decisions. These results can be explained when the quality of services provided by PT. ARISTA Auto Prima Aceh to its customers is quite

good, and it will have an impact on consumer purchasing decisions. Consumers are more likely to make a purchase choice if they have confidence in the quality of the product. The findings of this study support the research of Lupiyoadi (2013: 216), which focuses on the capacity of companies to provide services to clients. The quality of services offered by organizations has an impact on purchasing choices, according to a study by Dapas et al. (2019), Chandra et al. (2019), and Pangestika et al. (2019).

Perceived price has a positive and significant influence on purchasing decisions. These results can explain that the reasonableness of prices according to consumer expectations or following consumer purchasing power will create a strong desire for consumers to buy products at prices that match their needs and abilities. The results of this hypothesis support the research conducted by Nurhadi, (2020); Suhaili & Darmoyo, (2017); Supriyanto et al. (2021); Pangestika, et al. (2019); Widiastiti et al, (2020); Wahyuni & Rahanatha, (2020). Prices partially and simultaneously have a positive and significant effect on product purchase decisions (Hasmiami et al., 2020); (Noerchoidah, 2013); (Pradita1 & Sitio, 2020).

Brand image is known to mediate the relationship between service quality and purchasing decisions partially and significantly. The quality of service provided by the company to every consumer is the primary key to stimulating buyers to open their hearts to the products offered. A high-quality product will add value to the product image and make people more interested in buying it, thereby increasing the brand reputation. According to Wijaya (2020), service quality has a considerable impact on brand image. Brand image influences product purchases partially positively and significantly (Hasmiami et al., 2020), such as Noerchoidah, (2013) and Pradita & Sitio, (2020). This finding indicates that brand image has a significant influence in indirectly influencing consumer purchasing choices.

Brand image is also known to mediate the relationship between price and purchasing decisions partially and significantly. The price of a product reflects the brand image of a product. When the price offered is high but does not match the buyer's expectations, it can create a terrible value judgment on the brand and the impression that the brand is following the price offered, so that it is fatal to the decision to buy. Previous studies on the mediating effect of brand image on price choice have shown this to be true. Widiastiti et al. (2020), Wahyuni & Rahanatha, (2020), and Saraswati and Rahyuda, (2017) state that brand image can moderate the effect of price fairness on purchasing choices.

## 5. Conclusion

Based on the results of direct hypothesis testing, it is known that service quality affects brand image. The results of direct hypothesis testing are known that price affects the brand image, brand image affects purchase choice. Service quality influences purchase choice. Prices have an impact on purchasing choices. Brand image can mediate and signify the relationship between the quality of services provided and the decision to buy. Citra talks about prices casually and connects prices with buying decisions.

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