

The Influence of Service Quality and Brand Image on Purchase Decisions (Study on Consumers of Muslim Fashion Products in Bandung City)

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ABSTRACT

Researchers in Bandung did a study to examine the influence of service quality and brand image on consumer decision-making in purchasing Muslim fashion products. In addition, the research aimed to determine the dominant component, either service quality or brand image, that had the most impact on the purchasing choices of a sample of 100 consumers involved in the study by completing a questionnaire.

By employing path analysis, this study substantiated the legitimacy of service quality and brand image factors among customers of Muslim fashion products in Bandung City. Therefore, the results underscore the significance of improving service quality and enhancing brand image to influence purchasing decisions.

The findings of the study indicate a substantial relationship between Service Quality and Purchasing Decisions, as well as between Brand Image and Purchasing Decisions. Judging from the results of research on Service Quality on Purchase Decisions for consumers of Muslim fashion products in the city of Bandung, to increase purchasing decisions, companies should be able to improve service quality by providing training on how to be responsive and reliable customer service so they can perform better service than before.

Judging from the research results on the effect of brand image on purchasing decisions for Muslim fashion products in Bandung, companies need to build good brand name awareness to improve purchasing decisions. Because it is an effort to form a brand approach to consumers or their target market, this can work through collaboration with Influencers on social media to use products from one of the Muslim fashion products that aim to influence their followers indirectly. In addition, it is necessary to sponsor several events relevant to the same target audience.

Keywords: *Service Quality, Brand Image, Purchase Decision*

INTRODUCTION

Since the onset of 2020, the worldwide COVID-19 epidemic has presented an unprecedented and exceptional trial for individuals, economies, financial markets, financial institutions, and governments. The most notable aspect is the significant economic upheaval that has occurred worldwide, encompassing the nation of Indonesia as well. The current pandemic has significant consequences regarding the potential for a major economic catastrophe. This is primarily due to the suspension of manufacturing operations in numerous nations, a decrease in public consumption, a decline in consumer confidence, and the subsequent downturn of stock markets. These factors collectively contribute to an atmosphere of uncertainty. The abovementioned variables are a significant peril to the Indonesian national economy. The ongoing consequences of the COVID-19 pandemic are increasingly evident in Indonesia and other regions globally, exerting diverse effects on individuals and society.

One of the areas of the Indonesian economy that has been affected by this pandemic is the fashion sector. The Minister of Manpower (Menaker), Ida Fauziyah, said that due to the Covid-19 pandemic, sales of Indonesian fashion in 2021 had decreased by around 70 percent. This condition impacts the lives of all fashion entrepreneurs and workers in Indonesia. As a form of support, the Ministry of Manpower has and continues to work with various parties to increase

startup development programs to grow small and medium enterprises (MSMEs) that produce superior fashion products, including for Muslim fashion in Indonesia. As a result, Muslim fashion in Indonesia itself has developed rapidly.

Based on the data presented in the State of The Global Islamic Economy Report 2020/2021, Indonesia is ranked third globally in terms of its notable advancements in the domain of Muslim fashion, with the United Arab Emirates and Turkey occupying the first and second positions, respectively. This notable accomplishment can be due to the government's support, which includes initiatives such as the 2021 Modest Fashion Project (MOFP), the rise of several indigenous Muslim fashion firms, and the increasing variety of Islamic design trends in Indonesia. The reasons mentioned earlier have significantly contributed to the promotion of growth within the fashion industry of Indonesia despite the obstacles presented by the ongoing epidemic.

Sales of Muslim fashion products in Bandung often make purchases online through marketplaces rather than through offline stores with a relatively tight level of competition, considering the many products of other Muslim brands also sold online in striving for the business to be able to survive and be trusted by the community so that as a business person trying to provide the best for its consumers by paying attention to the rights of each consumer.

Moreover, it is imperative for organizations to carefully contemplate another vital aspect that is associated with the domain of marketing management. Marketing management involves identifying target markets and effectively acquiring, retaining, and extending a client base by designing, delivering, and communicating exceptional customer value. Marketing is widely recognized as a crucial function within the business environment, pivotal in driving sales and achieving organizational goals.

The effectiveness of marketing management within the company can occur through the sales performance of the company's products, from which the company can determine consumer purchasing decisions for its products. Consumers make purchasing decisions when consumers have received services from providing services, and after that, consumers feel satisfaction and dissatisfaction. Therefore, the concept of purchasing decisions cannot be separated from the concept of consumer satisfaction.

The viability of a company is contingent upon generating a favorable market reaction that stimulates consumer acquisitions. Consumers commonly tend to form preferences for particular brands when making personal choices. This inclination then generates an intention to acquire the brand that is perceived as most attractive, culminating in a decision to make a purchase.

To find out and measure the marketing situation at one of the Muslim fashion companies

in Bandung, they routinely recap annual data regarding the sales performance of the products they market to become a company control tool.

Based on sales data for one of the Muslim fashion products in Bandung, there was a fluctuation in the number of sales. The minuscule sales occurred in August of 5,955 (five thousand nine hundred and fifty-five) pcs and in December 4,321 (four thousand three hundred and twenty-one) pcs. The number of sales that did not meet the target indicated that the purchasing decisions by consumers on Muslim fashion products in the city of Bandung were not optimal.

This condition happened because the quality of service at one of the Muslim fashion companies in Bandung was not optimal. These days, the company's Facebook home page receives more and more complaints. Moreover, customer service also provides unethical services, which causes a decrease in sales volume for one of the Muslim fashion products in Bandung. As for the supporting data for assessing the service quality performance, researchers used the chat performance assessment of the Shopee online shop to get how much the level of service quality of a brand is to its consumers.

Then to strengthen the initial suspicion, the researcher conducted a pre-survey of 20 respondents who were consumers of one of the Muslim fashion products in the city of Bandung regarding service quality, indicating that customer service quality for one of the Muslim clothing

products still had to make improvements or was not optimal. The lowest dimensions are Empathy, Assurance, and Responsiveness. To meet consumer needs to the fullest, one must provide the best possible service.

Providing exceptional service quality within an organization engenders customer satisfaction and fosters enduring relationships between customers and the company. Consequently, the organization can improve customer retention rates and increase sales figures. Therefore, businesses must realize the importance of enhancing their customer service standards and service quality, given their growing recognition of their pivotal role in ensuring survival and success within the highly competitive market environment.

In addition to service quality, researchers suspect that other aspects cause purchasing decisions on one of the Muslim fashion products in the city of Bandung that are not optimal, namely, the brand image that is not optimal.

Because before deciding to buy, consumers usually choose products based on a positive brand image and the one they remember the most. As for the supporting data for assessing the brand image, the researcher uses the online store assessment of Shopee to get how much optimistic impression consumers have of a brand.

The task of attracting new clients and retaining existing ones poses difficulties for organizations in the absence of a favorable and strong brand image. When a company has a

positive brand image, it fosters customer loyalty as consumers become steadfast in their preference for the product. When consumers perceive a brand to possess unique characteristics that differentiate it from its competitors, this distinct brand image becomes deeply ingrained in their cognition, resulting in the development of brand loyalty towards that specific brand.

The brand image of one of the Muslim fashion products in the city of Bandung has not been optimal because there are still product qualities that are not following advertisements and poor customer service when serving consumers, both when consumers make purchases and when they make them complaints. This condition triggers consumers to file complaints against the Look Jasmine brand, which causes a decline in the brand's image.

The initial research results show that the brand image of one of the Muslim fashion products in the city of Bandung is still in the not-good category, which shows that the brand image of one of the Muslim fashion products in the city of Bandung is not optimal.

The lowest dimension is on Brand Loyalty and Impression of Quality. One way to influence consumers to purchase a product is to have a good brand image.

The intention to purchase occurs in the consumer's attitude towards the service quality and brand image. Good service quality and brand

image will attract consumers to buy these products. If the quality of the product is good, but the customer service is not satisfactory, the consumer will still not buy it. Vice versa, if customer service has served well, but the quality of a product is considered a failure, then consumers will not buy it either. The quality of this service is an effort to fulfill the needs of consumers and the accuracy of the delivery method so that they can meet the expectations and satisfaction of these consumers.

The brand image plays a crucial role in assisting consumers in evaluating items, especially in cases where they possess limited knowledge about a specific product. It is frequently noted that consumers tend to select products they are acquainted with, either through personal encounters or information obtained from diverse sources. The importance of differentiating between various brands due to the distinct brand image associated with each type. The influence of brand awareness on purchasing decisions is intricately linked to the information search process that customers engage in before making a decision. The abovementioned situation can influence consumer purchasing decisions, as individuals need to acquire knowledge about a brand's presence in the market before contemplating its products as feasible choices for acquisition and utilization.

The act of decision-making can be conceptualized as a problem-solving endeavor,

wherein the consumer's cognitive depiction of a problem assumes a pivotal position in comprehending the entire process. Therefore, customers need to have sufficient and precise information regarding a product to establish the foundation for their deliberations before reaching a decision.

Based on the setting mentioned above, the research challenge can be articulated as follows: To what degree do service quality and brand image impact consumer purchase decisions? Concurrently, this study aims to measure the influence of service quality and brand image on consumer purchase behavior.

METHOD

Researchers used quantitative research methods with descriptive and verification approaches. The quantitative research method is a research method that is based on the philosophy of positivism to examine a particular population or sample, generally performs random sampling techniques, collects data using research instruments, and analyzes quantitative/statistical data intending to test established hypotheses.

The research process is deductive, where the problem formulation uses concepts or theories so that hypotheses can be formulated and tested through field data collection. To collect field data, research instruments are needed and analyzed quantitatively so that the research hypothesis is

proven or not. In quantitative research, there are two approaches: descriptive and verification.

Descriptive method is research to describe independent variables, either only one variable or more, without comparing and looking for that variable with other variables. The verification method is researching a specific population or sample to test the established hypothesis.

To assess the research hypothesis, this study incorporates a sample size of 100 participants chosen from the population of customers of a particular Muslim fashion product in Bandung. The variable denoted as X in this study is the independent variable.

Service Quality

Service quality is a fluid condition associated with the characteristics of products, services, persons, procedures, and the environment and possesses the capacity to meet or exceed predetermined service quality requirements.

Dimensions of service quality:

- Physical evidence
- Reliability
- Responsiveness
- Guarantee
- Empathy

Brand Image

Brand image is a consumer's assessment of a brand that is created based on personal experience or hearing its reputation from other people or the media. Brand image dimensions:

- Brand name awareness

- Brand loyalty
- Quality impression
- Brand associations

The dependent variable (Y) in this study is the purchase decision. Purchasing decisions are consumers' actions to buy or not the product. The various factors influencing consumers in purchasing a product or service, consumers usually always consider quality, price, and well-known products. Purchase decision dimensions:

- Product selection
- Brand selection
- Dealer selection
- Time of purchase
- Number of purchases
- Payment method

In this research, verification analysis intends to determine the research results related to service quality and brand image on purchasing decisions. The method of analysis in this research is path analysis.

RESULTS and DISCUSSION

From the results of processing the questionnaire data from 100 respondents, there were 37 men and 63 women. Based on age, there were 54 people aged between 21 – 30 years, 35 people between 31 years 0 40 years, and 11 people >40 years old. Based on work, there are 10 students/students, 11 entrepreneurs, 52 private employees, 14 civil servants, and 13 other jobs.

Meanwhile, based on income, 10 respondents earned IDR 1,000,000, IDR 1,000,000 – IDR. 3,000,000 for 13 people, >Rp. 3,000,000 – Rp. Five million as many as 56 people, and income of > Rp. 5,000,0000, as many as 21 people.

Table 1. Validity Test and Reliability Test

X1		X2		Y	
Item	Correlation	Item	Correlation	Item	Correlation
1	0,700	0,637	0,485	1	0,637
2	0,749	0,731	0,631	2	0,731
3	0,721	0,531	0,655	3	0,531
4	0,665	0,730	0,532	4	0,730
5	0,724	0,790	0,555	5	0,790
6	0,726	0,766	0,593	6	0,766
7	0,776	0,602	0,504	7	0,602
8	0,637	0,770	0,630	8	0,770
9	0,710	0,538	0,737	9	0,538
10	0,778	0,643	0,629	10	0,643
11	0,615	0,643	0,627	11	0,643
12	0,774	0,583	0,696	12	0,583
13	0,654	0,724	0,605	13	0,724
14	0,680	0,564	0,344	14	0,564
15	0,723	0,492	0,712	15	0,492
Cronbach Alpha					
X1	0,945				
X2	0,907				
Y	0,926				

Based on the data presented in Table 1, the service quality variable comprises 15 statement items, while the brand image and purchase decisions variables also consist of 15 statement items. Notably, both variables exhibit correlation values beyond 0.300, which suggests their validity. About the assessment of reliability, the Cronbach alpha coefficient exceeds the threshold of 0.700, indicating the presence of validity.

The computed results indicate that variable (X1) has a path coefficient of 0.482, while variable (X2) exhibits a path coefficient 0.401. The information is depicted in Figure 1, as shown below.

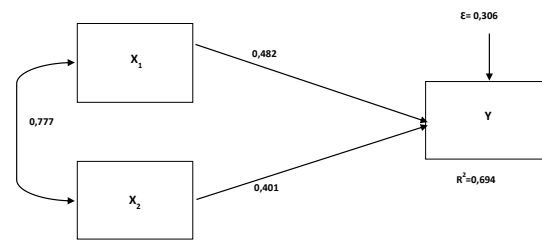


Figure 1. Path Analysis Results

The above findings provide convincing evidence of the significant impact that service quality and brand image have on the purchasing decisions related to Muslim fashion products in Bandung. The aspect of service quality, which has a total effect of 0.383 or 38.3%, is identified as a significant determinant in influencing consumer decision-making. This statement supports the argument put forth by Wyock in Fandy Tjiptono (2014: 268), which highlights the

significant influence of service quality on consumer satisfaction and preference.

Additionally, the research highlights the significance of brand image in influencing consumer choices. The findings of this study indicate that brand image has a significant role in influencing customer decisions within the Muslim fashion goods market in Bandung, with a substantial effect size of 0.311, equivalent to 31.1%. The discovery, as mentioned above, aligns with the observations made by Sangadji and Sopiah (2016: 228), whereby they emphasize the correlation between a positive brand image and its ability to bolster brand recognition, influencing customer behavior towards favorably perceived products.

In order to further investigate these findings and their ramifications, examining the separate effects of service quality and brand image on consumer purchasing decisions is imperative.

The variable representing service quality, X1, demonstrates a significant direct impact of 0.233 or 23.3%. This condition implies that around 25% of the impact on purchasing decisions can be directly ascribed to the quality of service. Service quality involves multiple dimensions: product quality, service efficiency, personnel competence, and customer experience. Organizations' attainment of exceptional service quality leads to heightened levels of customer satisfaction and trust, thereby exerting a beneficial impact on purchase decisions.

Furthermore, the impact of service quality extends beyond its direct effects and manifests indirectly through its correlation with the brand image (X2). The coefficient of 0.150 or 15% signifies that service quality directly and indirectly influences purchasing decisions, as it contributes to forming the brand image. The impression of high service quality by consumers positively impacts their perception of the brand, resulting in heightened brand loyalty and influencing their purchase decisions to a greater extent.

Service quality is a complex and diverse construct that spans a range of variables, each of which holds significant influence over consumer decision-making. Organizations that allocate resources towards enhancing service quality are inclined to attract and keep clients, augmenting their sales and market competitiveness.

The variable X2, representing a brand image, directly affects 0.161, accounting for 16.1% of the variability in purchase decisions. This finding suggests that the perception of a brand's image substantially influences consumer preferences and their subsequent purchasing decisions. The concept of brand image encompasses the perception held by people regarding a brand, encompassing its reputation, values, and overarching identity. A robust and favorable brand image has the potential to cultivate trust and confidence among consumers, hence increasing their propensity to select products affiliated with said brand.

In addition, it should be noted that the brand image has a secondary impact on service quality (X1), with a coefficient of 0.150, representing 15% of the overall influence. This condition highlights the interdependence between service quality and brand image. Exceptional service quality plays a significant role in bolstering brand image, reaffirming the view that service quality is crucial in augmenting brand perception.

The results of this study emphasize that a positive brand reputation can substantially influence consumer purchasing choices. Organizations that proactively oversee and nurture their brand image have the potential to attain a competitive advantage within the marketplace, as individuals are inclined to be drawn toward products that are linked to favorable and attractive brand identity.

In summary, the findings of this study indicate that the factors of service quality and brand image significantly impact the purchasing choices made by consumers of Muslim fashion products in the city of Bandung. Service quality and brand image are both significant factors that influence consumer choices. Service quality has a total effect of 0.383 or 38.3%, while the brand image has a total effect of 0.311 or 31.1%. These findings highlight service quality and brand image's crucial roles in determining consumer preferences.

These findings have significant consequences for enterprises engaged in the

Muslim fashion industry in Bandung. In order to optimize purchasing decisions and cultivate brand loyalty, organizations must allocate resources and focus on enhancing the quality of their services across all aspects of their business activities. Furthermore, individuals or organizations must proactively oversee and nurture a favorable brand perception that aligns with the preferences and interests of their intended recipients. This condition involves synchronizing the company's values, communications, and customer experiences to establish a captivating and appealing brand identity.

Businesses may enhance their competitive position, cultivate client loyalty, and stimulate sales development in the dynamic and competitive landscape of the Muslim fashion industry in Bandung by prioritizing key elements such as service quality and brand image. Ultimately, a comprehensive comprehension and strategic utilization of these fundamental determinants of customer behavior can result in long-term viability and triumph in the marketplace.

CONCLUSION

From the results of research on Service Quality (X1) on Purchasing Decisions (Y) on one of the Muslim fashion products in the city of Bandung, to increase purchasing decisions, companies can improve service quality by providing training on

how to be responsive and reliable customer service so they can provide services better.

From the research results on the influence of Brand Image (X2) on Purchasing Decisions (Y) for one of the Muslim fashion products in the city of Bandung, companies need to build good Brand Name Awareness to increase purchasing decisions. Because it is an effort to form a brand approach to consumers or their target market, this can happen through collaboration with Influencers on social media to use one of the Muslim fashion products in Bandung to influence their followers indirectly. In addition, sponsoring several events relevant to the same target audience as the Muslim fashion brand Look Jasmine is necessary.

Overall, the contribution of the service quality (X1) and brand image (X2) variables has a significant impact on purchasing decisions (Y). Based on the analysis results, the service quality variable influences with a total value of 38.3%, while the Brand Image variable has an influence or contribution with a total value of 31.1%. Companies should prioritize service quality by improving the quality of exemplary service to consumers to get timely services so that service quality will continue to increase.

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