

Brand Image and Service Quality on Product Purchasing Decisions

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ABSTRACT

This study aims to examine and analyze the effect of brand image and service quality on purchasing decisions for wardah products (Case study on female students 2018-2020 Nobel Indonesian Institute of Technology and Business. Data was collected by distributing questionnaires and a population of 1,484 female students 2018-2020 Institute of Technology and Nobel Business Indonesia. At the same time, the determination of the sample used the slovin formula with the results of as many as 94 respondents who will be distributed questionnaires. Data is sourced from primary data and secondary data. Primary data from this study were obtained from questionnaires filled in by users of wardah cosmetics, including identity and responses according to the results of filling out the questionnaire. Secondary data, among others, are presented as data, documents, and tables regarding the topic. Secondary data used in this study is in the form of literature studies, journals, literature relating to problems, and information about image data brand d and service quality on purchasing decisions at wardah cosmetic stores. The results of the analysis show that the brand image variable has a significant and significant effect on purchasing decisions with a significant value of $0.007 < 0.05$, and service quality has a positive and significant effect on purchasing decisions with a significant value of $0.000 < 0.05$.

INTRODUCTION

Need is a state of feeling deprived of certain basic satisfactions. Men's needs are, of course, also different from women's needs. For women, the need to look beautiful becomes an opportunity to create market potential in the cosmetic industry. Whether we realize it or not, women cannot be separated from the need for cosmetics. Most women use this body care product from waking up to going to bed. Regardless of age, whether young or adults or older adults use this cosmetic care product. Not a few of them are willing to spend more to meet this one need. Based on data from the Ministry of Industry in 2018, the cosmetic industry market growth averaged 9.67% per year in the last six years (2009-2015). It is estimated that the market size of the cosmetics market will be IDR 46.4 trillion in 2019. With this amount, Indonesia is a potential market for beauty industry entrepreneurs from within and outside the country. Therefore, many cosmetic shops offer a wide variety of cosmetic products that are very varied. Cosmetics are products that can meet women's basic needs for beauty. Currently, cosmetics are a means for women to clarify their identity to their surroundings. Adopting local brand cosmetics is a practical step to introduce products made in Indonesia to the domestic market and even the global market. Manufacturers carry out cosmetic product innovation to gain consumer confidence in the cosmetic products they produce. To meet their needs, women will choose cosmetic products that can provide the highest satisfaction. In particular, the factors that create the highest satisfaction for each person will differ. However, in general, factors such as the product itself, the price, and the way to get the product are often a consideration for a consumer. A rational consumer will choose high-quality, affordable, and readily available products. The product quality desired by consumers concerns its benefits for fulfilling needs and safety for consumers so that consumers feel physically and mentally calm in using these products.

Most consumers are increasingly critical in consuming a product. Consumers always want to get a product that has a good image by looking at the quality of the services provided. A good brand image with service quality is a consideration for consumers who buy certain products. Brand image (brand

image) is a perception or consumer belief in the brand. Developing a solid image requires creativity and hard work. Brand image cannot be implanted in the human mind overnight or spread through mass media. On the other hand, the image must be conveyed through every available means of communication and disseminated continuously. To acquire and retain their customers, companies must make every effort to present their products with a positive brand image in the eyes of consumers. Displaying products that have a positive brand image can increase consumer confidence in their products and encourage consumers to become loyal consumers of these products. In addition, service quality is an essential component of a product because it will affect producer profits. Service quality is also a special consideration for consumers to buy a product. In addition, brand image will influence consumer desires for the product to determine how much consumer buying interest is for the product. Consumer buying interest arises after receiving stimulation from the product they see; from there, an interest arises to try the product until, in the end, the desire arises to buy to have it.

Apart from that, the Halal label is also essential, especially for consumers in Indonesia. Wardah is one of the cosmetics that has received permission from the Food, Drug, and Food Control Agency (BPPOM) and carries the Halal label, which is a hallmark of Wardah so that it can enhance Wardah's image. Even though at the beginning, Wardah's initiation raised pros and cons because not a few thought that Wardah was a cosmetic that brought religious issues, over time, Wardah began to be well known and accepted. Ultimately, a halal label makes Wardah consumers in Indonesia trust and feel safe to use Wardah products as daily make-up because the makeup they produce is not excessive and is simple but looks earthy. The founder of Wardah Cosmetics is Nurhayati Subakat. He is under the auspices of PT Paragon Technology and Innovation which manages several cosmetic brands besides Wardah, namely Make Over and Putri. Based on the data reported on <http://www.topbrand-award.com/>, In 2017, it was noted that Wardah ranks first in sales of several types of products. From several survey results by top brand awards, Wardah ranks first and second in sales in 2017 in several cosmetic products. This shows that the type of product used by various groups is Wardah. As a halal cosmetic, Wardah can provide real benefits and is one of the reasons Wardah can get the first and second positions as a brand that consumers demand. Apart from the halal label that can influence consumers to buy Wardah, consumers remember the quality of the products provided by Wardah. Wardah cosmetic products do not have side effects because the ingredients used come from safe ingredients, so when used, these Wardah products do not cause allergies. In addition, Wardah always updates old products by bringing out new products according to consumer trends and needs. Product quality is an essential factor that can influence purchasing decisions. Better product quality will increase consumer interest in choosing and then purchasing. A product is of high quality if the product can meet and satisfy customer needs.

Table 1. Top Brand Awards 2017

Wardah products	TBI	Ranking
Foundation	23,1%	1
Loose Face Powder	17,0%	1
Compact Face Powder	26,0%	1
BB Cream	26,7%	1
Eye Cream	20,6%	1
Blush On	21,3%	1
Eyeliners	19,2%	1
Lip Gloss	23,1%	1
Lipstick	25,0%	1
Eyebrow pencil	13,1%	2
Mascara	12,2%	2
Face moisturizer	7,3%	2
Sun Care	18,6%	2

(Source: <http://www.topbrand-award.com>, 2017)

Consumers want to get a product with good quality according to the price paid. Not a few consumers also think that expensive products are quality products, but even though Wardah always prioritizes quality, the prices offered by Wardah are relatively affordable for all groups. The price set by Wardah is expected to increase consumer buying interest which will then continue to consumer purchasing decisions. Purchasing decisions from consumers on brand image and service quality will reflect the company's level of success in marketing its products. A product or service will only succeed if it satisfies consumers. Apart from that, it is undeniable that there are still many consumers who prefer to visit the store directly to see the product.

Companies need various ways to organize their marketing activities so that they are by the company's goals that have been determined; in this case, the arrangement needed by the company is marketing management. According to The American Association of Marketing, marketing management is the planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create, exchange, and satisfy individual and organizational objectives (Linardo, 2018). According to Tjiptono (2019), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Marketing management analyzes, plans, implements, and controls programs designed to create, build and maintain exchanges that benefit target markets and achieve organizational goals. Based on the three definitions of marketing management, the authors understand that marketing management is the art and science of analyzing, planning, and implementing in choosing target markets and maintaining superior customer value to obtain the maximum profit on the achievement or performance of all marketing activities.

A well-known and trusted brand is an invaluable asset. The unique skill of professional marketing is the ability to create, maintain, protect and enhance brands (Sanny et al., 2020). Six meanings can be conveyed through a brand Liu et al. (2020), namely 1) Means of identification to facilitate handling or tracking products for companies. 2) Forms of legal protection for unique product features or aspects. 3) Quality level signals for satisfied customers, quality level signals for satisfied customers, so they can easily choose and buy again later. 4) Means of creating unique associations and meanings that differentiate products from competitors. 5) Sources of competitive advantage, primarily through legal protection, customer loyalty, and a unique image that is formed in the minds of consumers.

Brand image is a series of associations (perceptions) that exist in the minds of consumers towards a brand, usually organized into a meaning (Latief et al., 2022). The relationship with a brand will be stronger if it is based on experience and gets much information (Errajaa et al., 2020). Images or associations represent perceptions that can reflect objective reality or not. The image formed from the association (perception) underlies the buying decision and even brand loyalty from consumers. The brand image includes knowledge and beliefs about brand attributes (cognitive aspect), the consequences of using the brand, and appropriate usage situations, as well as evaluations, feelings, and emotions perceived with the brand (affective aspect) (Balmer et al., 2020).

Kotler states, "The set of beliefs held about a particular brand is known as brand image" (Sanny et al., 2020). From this definition, the author understands brand image, which is the consumer's understanding of the brand. Consumer trust in a particular brand and how consumers perceive a brand. A positive brand image will make consumers like a product with the relevant brand in the future, while a good brand image for producers will hinder competitors' marketing activities. When a brand image has been able to build product character and provide a value proposition, then uniquely convey the product's character to its consumers, it means that the brand has provided more emotional strength than the rational power possessed by the product (Errajaa et al., 2020).

The definition of quality before making a purchase decision that consumers first see is the quality offered by a product. According to the American Society for Quality Control in 2012, quality is the overall features and characteristics of a product or service that demonstrate its ability to satisfy implied needs

(Lenzun et al., 2014). According to (Supriyadi et al. (2017), quality is the degree of excellence at an acceptable price and control of variability at an acceptable cost and the best for customer conditions; the conditions are the actual use and the selling price of the product. Quality emphasizes the aspects of the result, namely products and services, human quality, process quality, and environmental quality (Ahmad et al., 2020). It is only possible to produce quality products and services through quality people and processes. In this sense, the authors arrive at an understanding of the notion of quality which can be explained briefly that the notion of quality is centered on consumer evaluation so that it can be said that a seller has provided quality when a product or service has met or exceeded consumer expectations, such as in terms of price and performance. In other words, quality is the suitability of product performance/services that have or exceed expectations (Haryanto, 2013).

Service quality is an understanding that the performance offered by sellers has excellent value for consumers and is not owned by competing companies (Lenzun et al., 2014; Latief, 2016; Rahayu et al., 2021). Therefore companies need to focus on service quality so that consumers feel fulfilled about what they want following the service performance obtained. The company's products must have a marketing strategy to achieve its goals; besides that, the company must also have good service quality to reach consumers (Supriyadi et al., 2017). Kotler defines service quality as a company's ability to satisfy consumer needs and wants (Ahmad et al., 2020). Service quality is determined by the company's ability to meet consumer needs and desires following consumer expectations. Alternatively, in other words, the main factors that influence service quality are the services that consumers expect and service perceptions (Haryanto, 2013).

Muhamad Rizki Alfarisi (2020). The purchase decision is the next stage after an intention or desire to buy. Purchase decisions will occur if the desire to buy or interest has been collected. Purchasing decisions are the stage of the decision process where consumers purchase products (Pardede & Haryadi, 2017). Consumers wait to arrive at the purchasing decision stage to buy a product. However, consumers go through a process to make a purchase decision (Supriyadi et al., 2017). According to Daud (2018), the buying decision process is 1) Requires Acknowledgment: The buying process begins with an introduction to the buyer's needs admitting there is a problem or need. 2) Information Search. Interested consumers may not seek further information. If consumers' drives are strong and a satisfying product is close at hand, they are more likely to buy it later. If not, the consumer can store the need in memory or try to search for information related to the need. 3) Evaluating Alternatives. Alternative evaluation is how consumers process information to arrive at the brand selection. 4) Purchase Decision. The purchasing decision is the activity of buying the most preferred brand. However, two factors can come between purchase intention and purchase decision. The first factor is the attitude of other people and unforeseen situational factors. 5) Post Purchase Behavior. The buyer's decision process stage is where consumers take further action after purchase, based on their satisfaction and dissatisfaction (Amilia, 2017).

H1. Brand image has a positive and significant effect on purchasing decisions.

H1. Service quality has a positive and significant effect on purchasing decisions.

RESEARCH METHOD

This research was conducted at the Indonesian Nobel Institute of Technology and Business. This study's target population was female students of the Indonesian Nobel Institute of Technology and Business. Based on data from the Indonesian Nobel Institute of Technology and Business, there are 1,484 active students, including the 2018 class of 458 students, 2019 89 students, and 2020 537 students. They determine the number of samples in this study using the Slovin formula. Based on the formula calculation, the number of samples is 94 people. The types of data in this study are primary data and secondary data. Primary data from this study were

obtained from questionnaires filled in by wardah cosmetic users, including identity and responses according to the results of completing the questionnaire. Secondary data, among others, are presented as data, documents, and tables regarding the topic. The secondary data used in this research is in the form of literature studies, journals, and literature related to issues and information regarding brand image data and service quality on purchasing decisions at wardah cosmetic stores. Data collection using documentation and questionnaire methods. The collected data is then processed in several stages. The first is a quantitative descriptive analysis—both multiple linear analyzes. The three data quality tests consist of validity and reliability tests. The four classical assumption tests consist of the normality test, heteroscedasticity test, autocorrelation test, and multicollinearity test. The five hypothesis tests consist of a T-test (partial test), F test (simultaneous test), and a test of the coefficient of determination.

Table 2. Operational Variables

Variale	Code	Indicator	Reference
Brand Image (X1)	X1.1	Recognition (pengakuan)	(Cheung et al., 2019; Ryu et al., 2019)
	X1.2	Reputation (reputasi)	
	X1.3	Affinity (afinitas)	
	X1.4	Domain	
Service Quality (X2)	X2.1	Produk-produk fisik (Tangibles)	(Husain & Sani, 2020; Rasmikayati et al., 2020)
	X2.2	Kehandalan (Reliability)	
	X2.3	Daya tanggap (Responsiveness)	
	X2.4	Jaminan (Assurance)	
	X2.5	Empati (Emphaty)	
Buying Decision (Y)	Y1.1	Keputusan tentang bentuk produk	(Fatmaningrum et al., 2020; Fauzi & Asri, 2020)
	Y1.2	Keputusan tentang jenis produk halal	
	Y1.3	Keputusan tentang merek	
	Y1.4	Keputusan tentang waktu pembelian	
	Y1.5	Keputusan tentang cara pembayaran	
	Y1.6	Keputusan tentang jumlah produk	

RESULTS AND DISCUSSION

Before giving the research questionnaire to the respondents, the researcher conducted a validity test and a reliability or reliability test according to the indicators related to the research variables in the questionnaire. Furthermore, where are the validity and reliability tests the researchers conducted on 94 female students or respondents? A scale is said to be valid if the scale is used to measure what should be measured. Meanwhile, reliability is used to show the consistency and stability of the results of a particular measurement scale, meaning that the measuring instrument in measuring a phenomenon at different times always shows the same results. Thus, reliability focuses on the problem of measurement accuracy and results. The purpose of conducting a validity test is to determine whether each question posed to the respondent has been declared valid. Valid means that the instrument can measure what should be measured. Validity is a measure that shows a measuring instrument's level of validity (validity). A valid measuring instrument has high validity. A measuring tool is valid if it can measure what is desired. The height of the measuring instrument shows the extent to which the data collected does not deviate from the description of the variable in question. In this research and validity test, an item or variable is said to be valid if $r\text{-count}$ is positive and $r\text{-count} > r\text{-Table}$. The validity of the instrument items is known by comparing the corrected item-total correlation obtained or $r\text{-count}$ with 0.05. If the $r\text{-count}$ is more

significant than 0.05, then the question item is declared valid against the indicator. Moreover, vice versa, the question items are declared invalid.

In measuring the reliability of this study using the alpha coefficient or Cronbach'S Alpha or internal consistency between question items in an instrument. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.06, and if the results are the other way around, it is declared unreliable. To determine validity and reliability, testing the quality of this data uses SPSS Version 17 Statistics software. The results of testing the validity and reliability can be seen in table 3.

Table 3. Validity Test and Reliability Test

Variable	Instrument	r-calculated	Cronbach Alpha	Result
Brand Image	X1.1	0.547	0.765	Valid dan reliable
	X1.2	0.524		
	X1.3	0.422		
	X1.4	0.580		
Service Quality	X2.1	0.568	0.777	Valid dan reliable
	X2.2	0.566		
	X2.3	0.699		
	X2.4	0.588		
Buying Decision	X2.5	0.662	0.717	Valid dan reliable
	Y1.1	0.701		
	Y1.2	0.527		
	Y1.3	0.547		
	Y1.4	0.553		
	Y1.5	0.523		
	Y1.6	0.729		

Source: Processed data (2022)

Based on the test results in table 3, it can be concluded that the validity value for each item statement variable brand image (X1), service quality (X2), and purchase decision (Y) r-count > r-Table (n-2) where r-Table (92) of 0.202. So, each question item is valid and can be used in research. The r-count value on the brand image variable (X₁) is 0.765, the r-count value on the service quality variable (X₂) is 0.777, and the r-count value on the purchase decision variable (Y) is 0.717. So, it can be concluded that the variables X₁, X₂, and Y are reliable. Multiple linear regression analysis is an equation that describes the effect of two or more independent variables on the dependent variable. Alternatively, used to determine the effect simultaneously or partially between the independent (X) and the dependent variable (Y). Moreover, the following results of multiple linear regression analysis in this study using the SPSS (Statistical Program for Social Science) version 17 Statistics program are presented in table 4.

Table 4. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	.724	.434		1.668	.097
Brand Image	.248	.096	.241	2.583	.007
Service Quality	.579	.101	.538	5.733	.000

Source: Processed data (2022)

Based on table 4, the logarithmic regression equation (double log) is

$$Y = a + b_1X_1 + b_2X_2 + e \text{ atau } Y = 0.724 + 0.248X_1 + 0.579X_2.$$

So, from the equation, it can be translated as:

This shows that if the brand image and service quality are constant, the purchase decision is 0.724. This shows that if the brand image is improved, it will increase by 0.248. This shows that if the quality of service is improved, it will increase by 0.579. In the F test, there is an influence between brand image variables (X_1), service quality (X_2), and simultaneously (simultaneously) on purchasing decisions (Y). Based on the research results, it is determined that $df_1 = 2$, and $df_2 = 91$, and a significant level of 5% (0.05), the FTable value is 3.10. The following results from the F (Simultaneous) test are presented in table 5.

Table 5. Simultaneous Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	11.188	2	5.594	30.417	.000b
	Residual	16.736	91	0.184		
	Total	27.924	93			

Source: Processed data (2022)

In table 5, the f-count value is 30,417, while the results of the distribution f-table with a significant level of 5% (0.05) is 3.10. This means that $F\text{-count} > F\text{-Table}$ ($30.417 > 3.10$), so there is a strong reason that H_1 is accepted and H_0 is rejected. Strengthened by a significant value ($0.000 < 0.05$), there are reasons to be accepted and rejected. So that the calculation concludes that the brand image variable (X_1), and service quality (X_2), simultaneously have an influence and are significant on the dependent variable, namely purchase decision (Y).

The first hypothesis is that there is an influence between the variables Brand image (X_1) and Service Quality (X_2), individually or partially, on purchasing decisions (Y). The test carried out in testing this second hypothesis uses the t-test. Based on the research results determined in degrees of freedom $df = (n-k-1) = 91$ with a significant level of 5% (0.05), the value of the t-table is 1.661. The following results of the t-test or partial test are presented in table 6.

Table 7. Partial Test Results

	Model	T	Sig
1	(Constant)	1.668	.097
	Brand Image	2.583	.007
	Service Quality	5.733	.000

Source: Processed data (2022)

The t-count value for the brand image variable is 2,583 then the value in the distribution table is 5% (0.05) which is 1,661. Then the $t\text{-count} > t\text{-table}$ ($2,583 > 1,661$), with a significance value ($0.007 < 0.05$), can be interpreted that brand image has a positive and significant effect on purchasing decisions. The t-count value for the Service Quality variable is 5,733 then the value in the distribution table is 5% (0.05) which is 1,661. So, the $t\text{-count} > t\text{-table}$ ($5,733 > 1,661$) is strengthened by a significance value ($0,000 < 0.05$), so it can be interpreted that quality services have a positive and significant influence on purchasing decisions.

Table 7. Correlation Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.788	.621	.587	.42822	.400	30.332	2	91	.000

Source: Processed data (2022)

The range of R values is between 0 and 1. The closer to 1, the stronger the relationship between the independent and dependent variables. And then getting closer to 0 means that the relationship between the independent variables together with the dependent variable is getting weaker or even absent altogether. By looking at table 8, it can be concluded that the value of the multiple correlation coefficient (R) is 0.7882 or an amount close to 1, which means that there is a relationship between the independent variables, which include brand image (X_1), service quality (X_2), and the dependent variable, namely Purchase decision (Y)

The value of the coefficient of determination (R-square) can be used to predict how much the independent variable (X) contributes to the dependent variable (Y), provided that the f-statistic test results of the regression analysis are significant. Conversely, suppose the results of the analysis f-statistic test are not significant. In that case, the value of the coefficient of determination (R-Square) cannot be used to predict the contribution of the independent variable to the dependent variable. This test uses the hypothesis that the R-Square value ranges from 0 to 1 ($0 \leq R^2 \leq 1$)—the closer to 1, the better the model.

Table 8. Coefficient of Multiple Determination (R2)

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.788	.621	.587	.42822

Source: Processed data (2022)

By looking at table 8, it can be concluded that the determinant coefficient (R2) in this study is 0.621 or 52.1%, so it can explain the variables Brand image (X_1) and Quality of service (X_2). This shows that many other factors influence purchasing decisions.

Discussion

The influence of brand image on the decision to purchase wardah products.

The study's results stated that the influence between brand image and purchasing decisions had a positive and significant effect. The role of brand image in purchasing decisions is known that consumers think about product brand image before making a purchasing decision. Brand image indicators, including recognition, reputation, affinity, and domain, have proven to influence purchasing decisions for wardah products. Based on this statement, there is a positive and significant influence between brand image variables on purchasing decisions for female students at the Indonesian Nobel Institute of Technology and Business 2018-2020. Brand image is the consumer's assessment of the brand in a market. These creations can be based on personal experience or hearing about their reputation from others or the media. Brand image is a set of associations about a brand stored in the minds or memories of consumers. Several factors influence brand image, namely quality or quality, related to the quality of goods offered by manufacturers with certain brands—trusted or relied on, related to opinions or agreements formed by the community about a consumed product. The uses or benefits associated with the function of a product that consumers can utilize. The image owned by the brand is in the form of views, agreements, and information related to a brand of a particular product. The last factor is price, which is related to the high and low or amount consumers spend to influence a product, which can also affect the long-term image.

The effect of service quality on the decision to purchase wardah products.

Service quality on purchasing decisions is known that consumers think very much about the quality of wardah services before making a purchase decision. Service quality indicators in this study include tangibles, reliability, responsiveness, assurance, and empathy, which can influence the decision to buy wardah products. An SPG or wardah sales at wardah shops must have these five indicators. This proves that the higher the quality of service in the eyes of consumers, the greater the number of consumers who buy or are interested in these products. Based on the statement above, it can be interpreted that there is a positive and significant influence between service quality variables on purchasing decisions for female students at the Indonesian Nobel Institute of Technology and Business 2018-2020. Service Quality is the primary basis for knowing the level of customer satisfaction. In this case, the company can be said to be good if it can provide goods or services to customers' wishes.

Product quality and good service performance will significantly affect customer satisfaction. Service quality can be interpreted as the level of customer satisfaction obtained by comparing one type of service with other similar services. Thus, consumers can compare the level of service quality between companies A and B. Service quality is considered good if the service is what consumers expect. At the same time, if it exceeds what consumers expect, it can be said that the service is very satisfying. However, sometimes some services are not what consumers expect. This service is said to be good if the company can fulfill consumer desires through products and company services. Quality of service can be a means of strengthening the inner relationship between entrepreneurs and consumers. When expectations and desires are fulfilled, consumers will feel valued at the place of business. Consumers feel that the money spent is proportional to their desires and expectations. Therefore, service providers must increase customer satisfaction in various ways. Such as maximizing the visitor experience, so they feel comfortable and happy when treated well. Do not let visitors feel otherwise, like not being appreciated with ignorant and unfriendly service. Another way is to provide consumers with convenience, speed, accuracy, and capability. If the service is what consumers expect, then the quality is ideal. Service quality can be considered low if what is received or felt by consumers is different from what is expected.

Service quality can be maximized in various ways, such as always being polite, friendly, and professional. All workers must have unified feelings in order to maintain professionalism. Even though not all consumers can shop with a good attitude, business owners must maintain the quality of service. Thus, the quality of service can be a plus. Service quality is essential to understand because it directly impacts the image of a business. Good service quality will significantly benefit the business. If a business has received a positive consumer value, the consumer will provide good feedback and can become a regular customer or repeat buyer. Of course, this will have a significant impact on business continuity.

CONCLUSION

The results of this study illustrate that if the brand image of wardah cosmetics is getting better in the eyes of consumers, it will increase product purchasing decisions. The better the quality of wardah's cosmetic services, the higher the product purchase decision. Companies must maintain a brand image by improving service quality, such as increasing information about services in print and online media, improving service quality, increasing the variety of services so that consumers are more interested, and improving the service quality. Suggestions for future researchers to add to the study both locus and focus, where locus does research on one company and makes comparisons with several other companies. Moreover, focus on adding other variables for the following scientific study.

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