

The Effect of Service Quality, Price, and Brand Image on Purchasing Decisions of Moslem Wedding Equipment Service

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Abstract—Moslem Wedding Organizer is a form that personally helps brides and families to providing the supplies and implementation of wedding events in accordance with Islamic religious rules. The population of Surabaya city is majority moslem city that still adhering to diverse traditions and cultures, this is an opportunity for krar Suci to become the choice of moslem wedding organizer for brides in Surabaya. Several factors that are considered by the brides in making decisions about choosing wedding organizer are service quality, price, and brand image, so this study aims to determine the effect of service quality, price and brand image on the decision to purchase moslem wedding equipment. This type of research is quantitative, with the population being all Muslim couples in Surabaya who married in 2019, at the age of 19, who used the services by a wedding organizer. The sampling technique used incidental sampling with a sample size of 100 respondents who were processed using multiple linear regression analysis. The results of this study indicate that there is a positive and significant effect partially and simultaneously on service quality, price, and brand image on purchasing decisions for moslem wedding equipment services. Suggestions for the company are to improve service quality, re-analyze prices according to market, and improve brand image to be better known and trusted by the public.

Keywords— *Service Quality, Price, Brand Image, Purchase Decisions, Muslim Wedding Supplies Services*

1. Introduction

Marriage is the basic need of every couple, the day of the wedding is the day to look forward to, and preparing for the wedding is part of that inseparable from planning a wedding. Wedding Planners is the one of an interesting industry with odds are high, because almost every partner has a desire to married, and the existence of a wedding organizer can make it easier for couples. Surabaya city whose population is predominantly Moslem (85.1%), so there are many marriages which is done in Islam, it becomes an opportunity for Moslem Wedding to find customers. Data on religious adherents in Surabaya, according to statistics during 2017 - 2019 are:

Table 1. Badan Pusat Statistik, 2019

Agama	Prosentase
Islam	85,1%
Kristen	9,1%
Katolik	4%
Hindu	0,3%
Budha	1,43%
Konghucu	0,07%

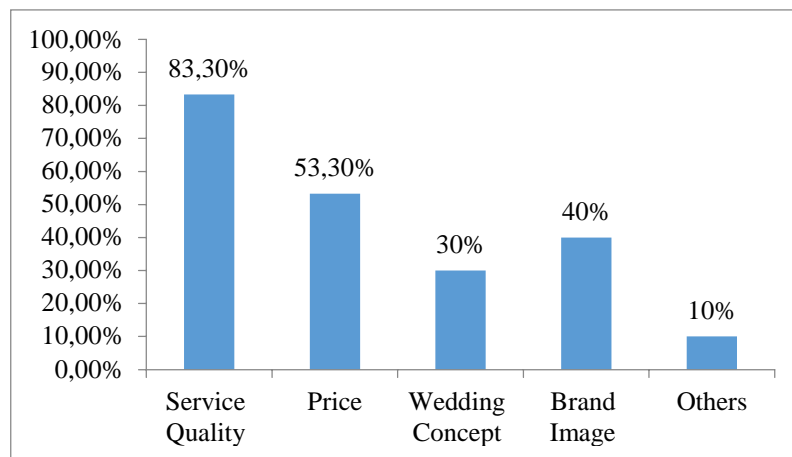


Figure 1. Source : Pra survey, 2020

Researchers conducted a pre survey of 30 Muslim couples in Surabaya who got married in 2019 with a marriage managed by Wedding Organizer related to the provision of wedding supplies, The results show that service quality (83.3%), price (53.3%), concept marriage (30%), Brand Image (40%), and others (location, recommendations brother) by 10%. These five things are considered inmake the decision to choose a wedding planner.

2. Literature Review

2.1. Service Quality

Quality is an ability product / service in satisfying view based consumer needs its features and characteristics the quality of service is how high it is the level of service that the company can provide to its customers according to what the buyer has expected, which is the quality of service shows the extent to which customers can measure the benefits of the service that given by a company.

Kotler (2008), stated that there were several indicators regarding the maximum service size:

1. Tangible : seen in the form of physical facilities, equipment, personnel, and communications.
2. Empathy (emphaty) : the firm caring condition and give attention to consumers personally.
3. Reliability: the company's ability to perform services which has been promised to its consumers reliably and accurately.
4. Responsiveness (responsiveness): the willingness company to help customers in providing services in a timely manner.
5. Assurance : the trust and confidence of every employee company in form knowledge and courtesy.

2.2. Price

Price is included in the marketing yielding element income to generate expenses. Janah, et al (2017) stated that price to be the choice consumer before making a purchase, and the consumer will feel the benefits obtained from the product used whether in accordance with the price paid. Research conducted by Novansa- (2017), proves that price influence purchasing decisions. Likewise with wedding services organizer, as stated Wulanda et al (2019). Price indicators are:

1. Affordability-at-price
2. Compatibility-on-price with product-quality
3. Price-for-benefits and competitiveness-on-price
4. Discounts / Discounts

2.3. Brand Image

The meaning of brand image is first, the consumer's memory based assumptions about that brand reflected. second, consumers will think abstractly about brand without dealing directly with the product / service

that is sold by company. Widyastuti et al (2017) stated that brand image can have an influence in purchasing decisions. It is in line with these things that the brand image is a reflection of what consumers experience of the brand and brand image has a positive and significant impact on purchasing decisions. Elvina et al (2019), Mufti Mubarak (2018), Sudaryanto (2019) support the statement that brand image influences buying decisions, even image strong brands not only bring in customers, but also maintain. Brand image indicators are :

1. Strength of a brand : the factors that shape the brand image as a result of the company is superior in the quality of the product / service it sells. The product / service has an appeal to consumers.
2. The advantages of a brand: the positive attitude that the consumer gives fulfillment wants and needs of consumers for the benefits that given off brand.
3. Uniqueness of a brand : all the uniqueness of the product / service being sold by company.

2.4. Purchase Decisions

The decision purchase is the process buyer in making transactions for goods / services. While customers are often faced with the will be several companies and regarding decisions purchases that consumers decide to choose the top options several other alternatives. Dividing the dimensions of purchasing decisions into six dimensions:

1. Product selection decisions: decision making at purchase products / services. Companies certainly need to focus on each candidate consumers who have an interest-to buy a product and its alternatives might be considered buyers. For example : Need will a product, diversity of product variants / product quality.
2. The decision on the brand to choose: the brand that will be decided by the consumer for them to buy from some other brand so companies need to understand how consumers choose a brand. For example : trust in a brand and popularity of a brand.
3. Which supplier decision to choose : which supplier should be visited by consumers based on multiple considerations such as location which more close knit, low priced, over stock of goods complete and others. For example : ease of getting the desired product and product availability.
4. Quantity decisions : how many products / services to buy by consumers in the future, which allows consumers to buy more than one
5. Decisions about when to buy : the time each consumer chooses may differ in deciding on a purchase
6. Decisions regarding the method of payment. Deep consumer decisions selection of payment methods.

There are five stages on purchase decisions that will be passed consumers, namely :

1. Recognition of needs : the first stage buyers realize that there are problems or needs that consumers need.
2. Information seeking : consumers are actively seeking information for a product / service.
3. Evaluation of alternatives : the stage where the consumer evaluates several alternative choices of brands that have been selected.
4. Purchase decision : the stage at which the consumer has decided on the brand which one is preferred.
5. Behavior on post purchase : rate based buyer actions satisfaction after making the purchase of the product / service.

In this research researchers use theory for indicators of purchasing decisions, namely product selection decisions, brand selection decisions, store selection decisions, quantity related decisions, decision time of purchase, decisions regarding method of payment.

3. Research Method

The conceptual framework of research This study has the aim of knowing the effect of service quality, the concept of marriage, the price on the decision to use wedding services organizer. Based on the literature review, the independent variable is obtained Service quality variable (X1), Price variable (X2), Brand image variable (X3), variable service quality, price, and brand image (X4). For the dependent variable from This research is the purchase decision (Y). The research framework is described in the table below.

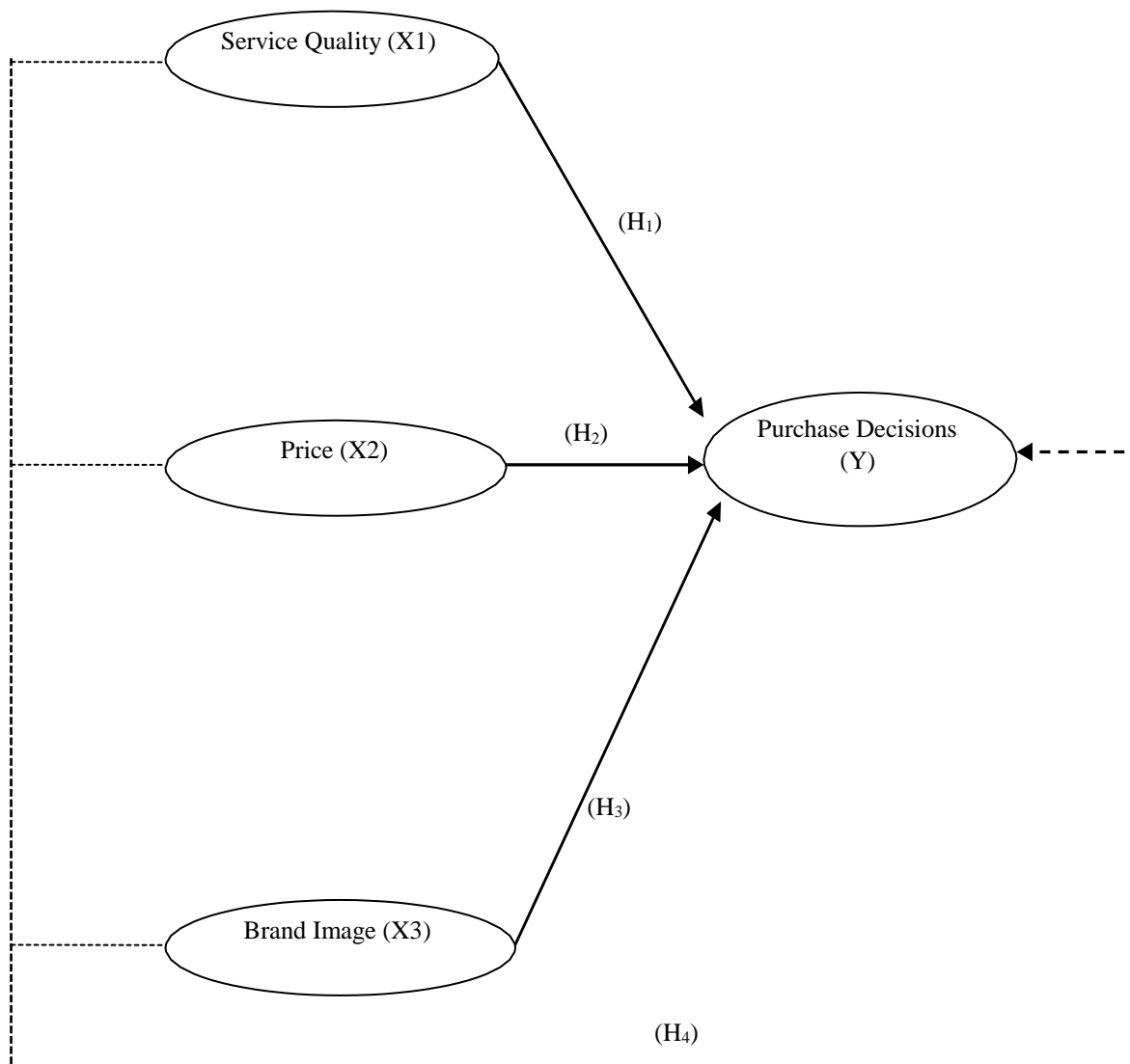


Figure 2. Empirical Research Model

3.1. Validity and Reliability Test

3.1.1. Validity test

The validity test aims to measure the validity of the questionnaire which is given to the respondent. Sugiyono (2017) said that validity is a tool that researchers use to measure a thing that should be measured. The questionnaire used will be called valid if the questions used in the questionnaire are able to show something that is already arranged by the questionnaire. This validity test using the person product moment correlation method. Is considered valid, if significance value was obtained. <0.05 .

3.1.2. Reliability Test

Reliability is a series measuring instruments that are consistent even if the measuring instrument is used repeatedly. The measuring instrument used is the Cronbach Alpha, an instrument is considered reliable if it has a coefficient of 0.60 or more.

The questionnaire will be declared reliable if :

- a. Value Cronbach Alpha ≥ 0.60
- b. If the value of Cronbach Alpha if Item Deleted $<$ Cronbach Alpha.

Table 2. Result of Validity and Reliability Testing

Variabel	Indikator	Uji Validitas			Uji Reliabilitas		
		<i>Corrected item-total correlation</i>	<i>Cronbach's Alpha if item Deleted</i>	Kesimpulan	<i>Cronbach's Alpha</i>	Nilai Kriteria	Kesimpulan
Service Quality (X1)	X1.1	0,677	0,799	Valid	0,840	0,6	Reliabel
	X1.2	0,795	0,761	Valid			
	X1.3	0,644	0,807	Valid			
	X1.4	0,565	0,828	Valid			
	X1.5	0,552	0,831	Valid			
Price (X2)	X2.1	0,761	0,861	Valid	0,886	0,6	Reliabel
	X2.2	0,788	0,841	Valid			
	X2.3	0,738	0,866	Valid			
	X2.4	0,768	0,849	Valid			
Brand Image (X3)	X3.1	0,785	0,852	Valid	0,889	0,6	Reliabel
	X3.2	0,819	0,827	Valid			
	X3.3	0,773	0,851	Valid			
Purchase Decisions (Y)	Y.1	0,837	0,853	Valid	0,893	0,6	Reliabel
	Y.2	0,796	0,860	Valid			
	Y.3	0,641	0,885	Valid			
	Y.4	0,610	0,889	Valid			
	Y.5	0,802	0,860	Valid			
	Y.6	0,638	0,888	Valid			

Source : Output of SPSS.

4. Results and Discussions

Sugiyono (2017) said, multiple linear regression analysis was used if the researcher wants to estimate how the dependent variable is can go up or down (criterion), if, two, the independent variable, or, more manipulation was performed as a predictor factor. Multiple regression analysis conducted, on, research, by number, independent variables, at least 2.

Table 3. Coefficients

Purchase Decisions					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.384	1.264		3.469	.001
Service Quality	.695	.083	.638	8.399	.000
Price	.197	.061	.180	3.203	.002
Brand Image	.296	.126	.172	2.351	.021

Based on Table, the regression equation is as follows:

$$Y = 4.384 + 0.695X1 + 0.197X2 + 0.296X3 \quad (1)$$

From this equation, it is interpreted:

1. The constant value (a) is 4.384. Meaningful, if the variable is quality service (X1), price (X2), and brand image (X3) value, zero or not experiencing, being, changing, means, purchasing decisions, experiencing an increase of, 4,384.

2. The value of the regression coefficient (β_1), at, the service quality variable (X1) is 0.695. Meaning, if, the quality of service increases by one unit, then, value purchase decisions, too, increased by 0.695 units, (variable assumption free, which, another, is assumed to be constant).
3. The value of the regression coefficient (β_2), variable price, (X2) 0.197. Meaningful, if the price an increase of one unit, then the value of the purchase decision increases, by 0.197 unit.
4. Regression coefficient (β_3), brand image variable (X3), 0.296. Meaningful, image brand, which, increases by one unit, then the value of the purchase decision, goes up 0.296.

4.1. Simultaneous Significance Test (Test F)

It is used, to perform testing as well as, to find out, influence all variables, independent together, or, simultaneously to variables bound, in a, research, also to, test for the influence, significant or even non-significant in the regression model. Ghazali (2018), stated the independent variable is, not included, significant explanatory for, the variable dependent. if the significance is > 0.05 , H_0 received its meaning, service quality, price, and, brand image simultaneously have, influence, significantly on purchasing decisions.

Table 4. Anova^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	837.328	3	279.109	111.281	.000 ^b
Residual	240.782	96	2.508		
Total	1078.110	99			

Based on Table, it is known that the significance value of the F test is <0.05 hence service quality, price, and, brand image simultaneously have an influence significantly, to the purchase decision

4.2. Significant Test for Individual Parameters (t Statistical Test)

Statistical tests, t is useful, to find out whether, on, each of the independent variables there is significant, influence against, the dependent variable. If the t value <0.05 of significance, it means variable, independent, partially, has an influence on the dependent variable

Table 5. Model Summary^b

Purchase Decisions					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.384	1.264		3.469	.001
Service Quality	.695	.083	.638	8.399	.000
Price	.197	.061	.180	3.203	.002
Brand Image	.296	.126	.172	2.351	.021

Table 5 above shows the results of the significant test, of, parameters individual or test, t obtained the significance value of the service quality variable is 0.000 which, that is, is less ($<$) than .05. It was concluded that, the quality variable service, influencing the purchasing decision variable, on a, partial basis, so that H1 Be accepted. Furthermore, the significance value of t for the price variable is 0.002 <0.05 .

In conclusion, the price variable partially affects the variable, the decision purchase so that H2 is accepted. The significance value of t for their image variable was 0.02 <0.05 In conclusion, the brand image variable affects the variable, the purchase decision in, partially, so that H3 is accepted.

4.3. Test of the coefficient of determination (R2)

According to Gozhali (2018), the coefficient of determination (R2) is a measurement the ability of the model in explaining variations of variables dependent. The value of the coefficient, this determination has criteria between zero or one. The value R2 approaches the number 1 the higher the information which is given

to predict the dependent variable.

Table 6. Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.881 ^a	.777	.770	1.584

Based on Table it is known the value of the correlation coefficient (R) 0.881 meaningful there is a strong independent correlation between all variables to the variable dependent. Coefficient value determination (R²) 0.777 that is the ability of the independent variables to explain the dependent variable is 77.7%.

5. Conclusion and Practical Implication

Based on the results of the analysis and discussion of the effect of service quality, brand image, and price on purchasing decisions for Muslim wedding equipment services it can be concluded as follows.

1. Service quality has a positive and significant effect on purchasing decisions for Muslim wedding equipment services.
2. Brand image has a positive and significant effect on purchasing decisions for Muslim wedding equipment services.
3. Price has a positive and significant effect on the decision to purchase Muslim wedding equipment services.
4. Service quality, brand image, and price together have a positive and significant effect on purchasing decisions for Muslim wedding equipment services.

5.1. Suggestion

From the results of the discussion that has been carried out by the author about purchasing decisions on wedding equipment services, the author tries to provide suggestions that are useful in doing further work:

1. For the company
With this research, it is hoped that the company will improve and improve the quality of service and communication to customers so that customers feel that they are cared for not only in the aspects of the needs of the wedding, but also from other aspects (religion, social, health, psychology), evaluate prices with local competitors whether prices are given can be accepted by customers, and improve brand image in terms of legality thereby increasing customer confidence.
2. For further researchers
In this study, researchers are not free from mistakes and shortcomings so that researchers who want to carry out the same or similar research are expected to be able to further expand the discussion regarding wedding equipment service providers with better research and develop other theories about consumer trust. such as in research journals by Febriani and Sudaryanto (2018) and about promotions on products / services by Sudaryanto et al (2019) whose names are related to purchasing decisions by buyers.
3. For the community
With this research, the public is able to assess what things are considered in choosing a wedding organizer so that they can compare one wedding organizer with another, not only in terms of price, but also from other factors.

5.2 Research Limitations

In this study offline data collection or direct interviews should be carried out but due to pandemic conditions data collection was carried out by distributing questionnaires online to all respondents thus becoming a limitation in this study.

5.3. Acknowledgements

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