

The Influence of Service and Brand Image on Garden Pet Shop Customer Purchasing Decisions Through Brand Trust

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ABSTRACT :

This study aims to: 1.) To describe service quality, brand image, brand trust and purchasing decisions of Garden Pet Shop customers. 2.) To analyze the effect of service quality and brand image on brand trust at Garden Pet Shop. 3.) To analyze the effect of service quality and brand image on Garden Pet Shop customer purchasing decisions. 4.) To analyze the effect of brand trust on Garden Pet Shop customer purchasing decisions. 5.) To analyze the effect of service quality and brand image on Garden Pet Shop customer purchasing decisions through brand trust. This research was conducted at Garden Pet Shop with a research sample of 100 respondents. The sampling technique used random sampling. The data analysis method uses descriptive analysis and quantitative analysis with path analysis. The results showed that: 1.) Service quality and brand image support increased brand trust. 2.) Service quality and brand image support increased purchasing decisions. 3.) Brand trust supports increased purchasing decisions. 4.) Service quality and brand image support service decisions through brand trust.

Keywords: service quality, brand image, brand trust, purchasing decisions

INTRODUCTION

Along with the development of the Garden PetShop business to reach more than 30 Pet Shop and Pet Clinic outlets in Jadetabek and Karawang, a comprehensive assessment of product quality, service quality, brand image and brand trust of Garden Pet Shop customers is needed. The need to improve the professionalism of a business is inevitable both in terms of service quality, brand image and brand trust to create a sustainable business and prepare for scale up in the future. So far, the management of Garden Pet Shop has had difficulties when looking for the cause of the decline in turnover as seen from the following symptoms:

- a. The number of customers does not increase significantly
- b. The increase in outlets does not significantly increase turnover
- c. The number of service complaints at some outlets
- d. The number of competitor brands that have emerged in the past year

Research objectives to describe service quality, brand image, brand trust and customer purchasing decisions at Garden Pet Shop. To analyze the effect of service quality and brand image on brand trust at Garden Pet Shop. analyze the effect of service quality and brand image on Garden Pet Shop customer purchasing decisions. analyze the effect of brand trust on Garden Pet Shop customer purchasing decisions. analyze the effect of service quality and brand image on Garden Pet Shop customer purchasing decisions through brand trust.

Hypothesis

1. Service quality and brand image have a positive and significant effect on Garden Pet Shop brand trust.
2. Service quality and brand image have a positive and significant effect on Garden Pet Shop customer purchasing decisions.
3. Brand trust has a positive and significant effect on Garden Pet Shop customer purchasing decisions.
4. Service quality and brand image have a positive and significant effect on Garden Pet Shop customer purchasing decisions through brand trust.

Literature Review

Conceptual Definition

According to Tjiptono (2017) defines service quality as a measure of how well the level of service provided matches customer expectations. According to Kotler (2013) brand image is the overall perception of the brand and is created from past information about the brand image, the image of the brand is related to attitudes in the form of preferences and beliefs about a brand. Brand Trust According to Kotler (2003) brand trust is the willingness of consumers to trust a brand with all the risks, because of the expectation that the brand can provide positive things for consumers. According to Tjiptono (2008) a purchase decision results from information about the advantages of a product that is arranged in such a way as to create a pleasant feeling that will change someone to make a purchase.

Operational Definition

Service quality in this study will measure how good the level of service provided by Garden Pet Shop is so that it can match the expectations of Garden Pet Shop customers. Brand image is all assumptions about the Garden Pet Shop brand and is created from past information about the Garden Pet Shop brand image, the image of the brand is related to attitudes in the form of beliefs and preferences for the Garden Pet Shop brand. Garden Pet Shop consumers who have a positive image of consumers when buying something happens not only because they need the item, but there is something else they expect.

Something else is in accordance with the image formed in the Garden Pet Shop. Brand trust is consumer awareness to trust the Garden Pet Shop brand with all the risks, because of the expectation that the Garden Pet Shop brand can provide positive things for customers. Purchasing decisions for Garden Pet Shop customers are the result of information about the advantages of a product that is arranged in such a way as to create a pleasant feeling that will encourage customers to take purchasing actions at Garden Pet Shop.

METHOD

This research method is quantitative which is explanatory through path analysis test. The research was conducted at 10 Garden Pet Shop outlets with a total sample of 100 people using accidental

sampling technique, using a questionnaire with a Likert scale of 1-5 and data analysis techniques using descriptive analysis and path analysis.

RESULTS AND DISCUSSION

1. Hypothesis 1 shows that service quality and brand image have a positive and significant value on brand trust. With a coefficient value on both service quality (0.194) and brand image (0.626) greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically, service quality and brand image have a positive and significant effect on brand trust.

2. Hypothesis 2 shows that service quality and brand image have a positive and significant value on purchasing decisions. With a good coefficient value on service quality (0.492) which is greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically, service quality has a positive and significant effect on purchasing decisions, while brand image (0.401) which is greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically brand image has a positive and significant effect on purchasing decisions.

3. Hypothesis 3 shows that brand trust has a positive and significant value on purchasing decisions. With a brand trust coefficient value (0.665) which is greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically, brand trust has a positive and significant effect on purchasing decisions.

4. Hypothesis 4 shows that service quality and brand image have a positive and significant influence on purchasing decisions through brand trust. The effect of the coefficient value on exogenous variables on brand trust and the effect of brand trust variables on purchasing decisions can be seen based on the coefficients of direct, indirect, and total effects. With a coefficient value greater than 0.05 ($p\text{-value} > 0.05$), it can be said that empirically and theoretically, service quality and brand image have a positive and significant effect on purchasing decisions through brand trust. When referring to the hypothesis table, it can be seen that the direct effect of service quality on purchasing decisions is 0.492, while the indirect effect is 0.129, it can be seen that the magnitude of the indirect effect (0.129) is smaller than the direct effect (0.492). When referring to the hypothesis table, it can be seen that the direct effect of brand image on purchasing decisions is 0.401, while the indirect effect is 0.416, it can be seen that the magnitude of the indirect effect (0.416) is greater than the direct effect (0.401). It can be said that the intervening variable brand trust functions on service quality variables and brand image on purchasing decisions.

CONCLUSION

Based on the results of descriptive analysis, it is found that, Service quality variable. Indicators of reliability, responsiveness, assurance, empathy and physical products contribute to service quality variables. Brand image variable. Indicators of brand association superiority, brand association strength and brand association uniqueness contribute to brand image variables. Brand trust variables. Indicators of trust, reliability, honesty and security contribute to brand trust variables.

Purchase decision variables. Indicators of consistency, habit, recommendation and repurchase contribute to the purchase decision variable. Service quality and brand image support

increased brand trust. Service quality and brand image support increased purchasing decisions. Brand trust supports increased purchasing decisions. Service quality and brand image support service decisions through brand trust.

In the service quality variable, especially the reliability indicator which has the lowest value for the formation of service quality variables. This can be done by taking scientific approaches in an effort to create purchasing decisions based on what customers want related to reliability, providing a call center or whatsapp official to serve consumers.

In the brand image variable, especially the indicator of the superiority of brand association, which has the lowest value for the formation of brand image variables. This can be dealt with by making it easier to choose a name or adding jargon that is easy for consumers to remember, a good move to slowly change several Garden Pet Shop outlets to Mega Pet Shop.

In the purchasing decision variable, especially the consistency indicator which has the lowest value for the formation of the purchasing decision variable. The company in this case can provide integrated training to the grooming team in particular so that they are consistent in handling pets, as well as the doctor team to increase their solidity in order to improve service to consumers.

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