

THE EFFECTS OF THE BRAND IMAGE, QUALITY OF SERVICE AND BUSINESS LOCATION ON CUSTOMERS' PURCHASING DECISIONS OF MAYSTER SERVICE MAINTENANCE SHOES

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ABSTRACT

In this fast-paced era, the society is beginning to take advantage of all the existing opportunities to form a business. Mayster sees the premium shoe care business as an opportunity in 2014 due to market demand and the absence of competitors in the shoe care business in Surabaya. Mayster can be regarded as a pioneer of premium shoe care services in Surabaya. Customer's purchasing decisions become very important points in a business. Maintaining the existence of a customer is a must to keep the business running. This condition encourages Mayster to investigate the effects of brand image, service quality and business location on consumer purchasing decisions. The purpose of this study is to determine the significant effects of brand image, service quality and location on customers' purchasing decisions. Quantitative approach was used by using questionnaire as data collection method. Sampling using purposive sampling involved 93 respondents who became the Mayster consumers. Data analysis was employed using SPSS program with multiple linear regression. This study found that brand image, service quality and location had a significant effect on customers' purchasing decisions. The brand image, service quality and location also had a significant partial effect on customers' purchasing decision.

Keywords: Brand Image, Service Quality, Location, Purchasing Decision

INTRODUCTION

Understanding customer needs, expectations and demands provides important inputs for companies to design marketing programs that meet customers' needs and subsequently results in customers' purchasing decisions (Kotler, 2012: 145). Mayster viewed premium shoe care as business opportunities in 2014 due to market demands and the absence of other competitors in the shoe care business in Surabaya. Mayster is the pioneer of premium shoe care services in Surabaya. In 2015, shoe care services multiplied in Surabaya because of high market demands in Surabaya. Tight competition was inevitable; consequently, Mayster was demanded to have particular comparative advantages and unique characteristics for its business brand. Mayster strived to create a "premium" image in the services provided. The change of brand image tuned out to affect customers' purchasing decisions. Such changes caused the customers to make use of other services. Furthermore, this situation had impacts on Mayster's sales turnover.

Trend fluctuates and significantly affected Mayster's monthly sales turnover. During that period, many customers complained and even advised Mayster to do some improvement. Mayster had 6 branches in Surabaya all of which were intended to provide the customers with different choices for shopping places. According Setiadi (2012), purchasing behavior means the activities of individuals who exchange money with goods and services directly by involving the

decision-making process. Mongdong Research (2015) mentions that the marketing mix, brand image and service quality significantly influence the purchase decision. Based on this rationale, this study entitled "The Influence of Brand image, Quality of Service and Business Location to Customer Purchase Decision of Mayster Shoe Care Services" is carried out. From the background described earlier, the formulation of the problem is set as follows:

- 1) Does the brand image have a significant influence on customer purchasing decisions for Mayster shoe maintenance services?
- 2) Does the quality of service have a significant influence on customer purchasing decisions for Mayster shoe maintenance services?
- 3) Does the business location have a significant influence on customer purchasing decisions for Mayster shoe maintenance services?

LITERATURE REVIEW

According to Satria and Oetomo (2016: 3), purchasing decisions are the final process of a series of identification, evaluation and selection of alternatives of goods or services available. According to Kotler & Keller (2012: 188), the actual decision-making process begins before the purchase process and continues until the purchase decision. Consumer linkage to a brand will be stronger if there is a lot of experience or product visualization that communicates a message that results in a brand image. A good brand image drives an increase in sales volume and corporate image. Ali (2013: 210) says that Brand image or brand image is a series of tangible and intangible traits, such as ideas, beliefs, values, interests, and features. All of these elements make the product image as something unique.

Quality is a dynamic condition associated with products, services, people, processes and environments that aim to meet or exceed expectations (Tjiptono, 2012: 130). Quality of service means an effort made someone to meet the needs and desires of consumers are done properly in order to compensate for consumer expectations (Tjiptono, 2012: 135). Location is one of the situational factors affecting customer purchasing decisions. In marketing concept there are terms such as marketing mix or marketing mix consisting of product, Brand image, promotion and place or business location. In this marketing mix the business location can also be called the company's distribution channel because the location is directly related to the buyer or the consumer. In other words, location is the place where the producer distributes its products to the consumer.

PREVIOUS STUDIES

Mohan (2014) conducted a study entitled "Influence of Product and Place Factors on Consumer Purchasing Behavior in Formal Footwear Sector". This study aims to identify the influence of product factors and place on the purchasing decision behavior in the formal footwear sector. The variables of this study include formal footwear, product factors, place factors, and consumer purchasing. Data were obtained from 256 respondents in Bangalore through an administrative questionnaire survey. The results of this study proved that product and location factors had significant influence on the frequency of purchasing decisions. The relevance of the journal in the study was that the location variables gave effects to purchasing decisions.

Farli *et al.*, (2015) had a study entitled "The Influence of Brand Image, Service Quality and Location against Consumer Decision Using Headquarters Salado Service Manado Town Square". The study aims to determine the effect of brand image, service quality, and location both simultaneously and partially to consumer decisions. Variables of this research are brand image, service quality, location, consumer decision. Using the type of associative research, Farli involved 97 people as the research samples. Data were collected through questionnaires distributed to respondents. Meanwhile, multiple linear regression was used to analyze the data.

The results showed the brand image, service quality, and location had a significant positive effect on consumer decisions.

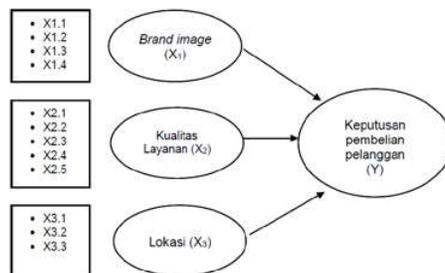


Figure 1. The Analysis Model
Source: The Primary Data, 2017.

RESEARCH METHODS

RESEARCH DESIGN

The research entitled "The Influence of Brand image, Service Client and Location to Customer's Decision of Shoe Care Services Mayster" is a quantitative descriptive research.

RESEARCH SITES AND TIME

This research was conducted in April 2017 in Surabaya City. The respondents of this research were Mayster shoe care customer service and data gathering was done from October 2016 until February 2017.

POPULATION AND SAMPLES

The population in this study involved 1,357 customers of Mayster care services from October 2016 to February 2017. The samples taken in the population were the customers who had treated at least 2 times or more or had repeat orders in the same month. In the period of October 2016 - February 2017 the customers who repeated orders were as many as 84 customers. They became the research samples.

METHOD OF COLLECTING DATA

The data source of this research used both primary data and secondary data. Primary data were the data obtained directly from respondents, i.e. customer purchasing decisions, Brand image, service quality and location. Meanwhile, secondary data were indirectly obtained, including previous Mayster's research, literature, and internal data.

DEFINITION AND MEASUREMENT OF CHANGES

Table 1. Definition and Measurement of Changes

| No | Variable | Definition | Indicators |
|----|---------------------|--|---|
| 1 | Purchasing decision | Purchasing decisions are activities whose purpose is to meet the customers' needs by evaluating and continuing with the purchasing process. (Grewal, 2012: 151). | 1. Introduction of needs 2. Search information 3. Alternative evaluation 4. Purchasing decision 5. Post-purchasing behavior |
| 2 | Brand image | Brand image is a set of tangible and intangible traits, such as ideas, beliefs, values, interests, and features that make something unique (Ali Hasan, 2013: 210). | 1. Quality 2. Trustworthy 3. Benefits 4. Service 5. Price 6. Image |
| 3 | Quality of Service | The quality of service is understood as an effort to meet the needs and desires of the through the accuracy of product delivery in accordance with the consumers' expectations (Tjiptono, 2012). | 1. <i>Reliability</i> 2. <i>Responsiveness</i> 3. <i>Assurance</i> 4. <i>Emphaty</i> 5. <i>Tangible</i> |
| 4 | Location | Location is a place where consumers can reach the services and products placed in the place. (Zhafira et al., 2013) b | 1. Easy to find 2. Strategic 3. Near the residence |

Source: Primary Data, 2017.

VALIDITY

Validity test is used to measure whether or not a valid questionnaire (Sugiyono, 2014). Pearson Correlation can be used to find out the validity of the questionnaire item by checking whether the question in the questionnaire qualifies by showing the sig <0.05 then the item in the questionnaire is said to be valid.

RELIABILITY

Sujarweni (2014) said the level of reliability of a variable can be done jointly to the whole grain of money. Judging from the statistical test results, Cronbach Alpha > 0.6. Thus the research variables are considered reliable.

DATA ANALYSIS

Multiple Linear Regression Analysis

This study used multiple linear regression analysis to analyze the data analysis model. The regression equation in this research is as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Description:

Y = Purchase Decision

β_0 = Constants

$\beta_1, \beta_2, \beta_3$ = Regression Coefficient X1, X2, X3

β_1X_1 = Brand image

β_1X_2 = Quality of Service

β_1X_3 = Location

ε = Residual

Test F

F test is used to find out whether the free variable together significantly influence the dependent variable. Criteria for decision making are:

- a) If significant value of $F < 0.05$ then independent variable have significant effect together to dependent variable.
- b) If the significant value $F > 0.05$ then the independent variable does not have a significant effect together with the dependent variable.

Test t

The t test is used to find out whether the variable is free individually or partially significantly affects the dependent variable. Criteria for decision making are:

- a) If significant $t > 0.05$, then the independent variable does not have a significant effect individually on the dependent variable.
- b) If significant $t \leq 0.05$, then the independent variables have a significant influence individually on the dependent variable.

CLASSIC ASSUMPTIONS

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is deviation of the classical assumption of heteroscedasticity or variant inequality of residuals for all observations in the regression model. This study uses Glejser Test which is done by regressing the independent variable with its residual absolute value. If the significance value of the independent variable with absolute residual is greater than 0.05, then there is no problem with heteroscedasticity.

Multicollinearity Test

To detect multicollinearity in regression, this study performs several procedures: (1) Value tolerance or (2) Variance inflation factor (VIF). If the VIF value is < 10 , then no multicollinearity occurs (Sujarweni, 2014: 185).

Normality test

Normality test is done through Kolmogorov-Smirnov Test. Basis of decision making: 1) If the significance value ≥ 0.05 then residual is considered normal distribution. 2) If the significance value < 0.05 then the residual is not normally distributed.

Autocorrelation Test

Autocorrelation emerges through sequential observations over time and is related to each other. Autocorrelation test is done by using Durbin Watson (DW) value, if the value of $du < \text{Durbin Watson value} < 4-du$ then there is no autocorrelation (Sujarweni, 2014: 186).

Linearity Test

Linearity test aims to determine whether two variables have a linear relationship. This test is done by using Deviation from Linearity with at a 0.05 significance level. Two variables are said to have a linear relationship when the significance value (Deviation from Linearity) is more than 0.05.

FINDINGS AND DISCUSSION

Table 2. Validity Test of Independent Variables

| Items | Correlation | Significance | Description |
|--|-------------|--------------|-------------|
| Brand image (X1) | | | |
| Brand Mayster has a good quality | 0.468 | 0.000 | Valid |
| Mayster can be trusted in doing shoe care | 0.442 | 0.000 | Valid |
| Mayster provides benefits in its services such as education information about shoes to be washed | 0.392 | 0.000 | Valid |
| Mayster provides services that can enhance the brand image | 0.450 | 0.000 | Valid |
| Mayster minimizes customer risk | 0.633 | 0.000 | Valid |
| The price offered by Mayster is quite affordable | 0.629 | 0.000 | Valid |
| Mayster has a positive and good brand image | 0.422 | 0.000 | Valid |
| Quality of Service (X2) | | | |
| Mayster gives the appropriate results. | 0.378 | 0.000 | Valid |
| Mayster provides satisfying service. | 0.271 | 0.000 | Valid |
| Mayster responded quickly. | 0.505 | 0.000 | Valid |
| Mayster gives confidence to consumers. | 0.395 | 0.000 | Valid |
| Mayster understands the needs of consumers. | 0.491 | 0.000 | Valid |
| Locations (X3) | | | |
| Mayster location is easy to find | 0.702 | 0.000 | Valid |
| Mayster location has a strategic location | 0.619 | 0.000 | Valid |
| Mayster has branches around the consumer's residence | 0.495 | 0.000 | Valid |

Source: Primary data, 2017.

Table 2 shows that the service quality and location have a correlation value with significant level less than 5% (0.05) so it can be concluded that they are valid.

Table 3. Validity Test Result of dependent variable

| Items | Correlation | Significance | Description |
|--|-------------|--------------|--------------|
| I consider the need before purchasing Mayster products. | 0.809 | 0.000 | <i>Valid</i> |
| I know Mayster product information before making a purchase. | 0.705 | 0.000 | <i>Valid</i> |
| I bought Mayster products after comparing with other brands. | 0.584 | 0.000 | <i>Valid</i> |
| Mayster products have fulfilled my needs. | 0.571 | 0.000 | <i>Valid</i> |
| I am satisfied to buy Mayster products. | 0.350 | 0.000 | <i>Valid</i> |

Source: Primary Data, 2017.

Table 3 shows that all questions on the purchase decision variable are valid since they have a significant correlation value of less than 5% (0.05). The results of the reliability test are as follows.

Table 4. Reliability Test

| Variables and Indicators | Cronbach Alpha | Description |
|--------------------------|----------------|-------------|
| Brand image (X1) | 0.768 | Reliable |
| Quality of service (X2) | 0.652 | Reliable |
| Locations (X3) | 0.768 | Reliable |
| Purchasing decision (Y) | 0.805 | Reliable |

Source: Primary data, 2017.

Table 4 shows the overall variables of this study having Cronbach Alpha values greater than 0.6. It is concluded that the research questionnaire is reliable.

Table 5. Multiple Linear Regression

| | |
|---|-------|
| <i>Constant</i> | 0.394 |
| <i>Brand image (X₁)</i> | 0.741 |
| <i>KService quality (X₂)</i> | 0.068 |
| <i>Location (X₃)</i> | 0.117 |

Source: Primary data, 2017.

Table 5 shows the regression equation: $Y = 0.394 + 0.741X_1 + 0.068X_2 + 0.117X_3$

The linear regression equation above can be explained as follows:

1. The coefficient of regression brand image (X1) has a positive value of 0.741 indicates if the quality of service has increased then the purchase decision will increase also with the provision of quality of service (X2) and location (X3) fixed value.
2. The service quality regression coefficient (X2) has a positive value of 0.068 indicating if the quality of service has increased then purchase decision will increase also with the provision of brand image (X1) and location (X3) fixed value.
3. The location regression coefficient (X3) has a positive value of 0.117 indicating if the location of the store is correct then the purchase decision will increase also with the provisions of brand image (X1) and service quality (X2) is fixed value.

Hypothesis testing

Hypothesis test in this research use F test and t-test. Hypothesis test results in this study as follows:

Table 6. The results of F Test

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 12.859 | 3 | 4.286 | 46.653 | .000 ^b |
| | Residual | 8.177 | 89 | .092 | | |
| | Total | 21.036 | 92 | | | |

a. Dependent Variable: Purchasing decisions

b. Predictors: (Constant), locations, service quality, *Brand image*

Source: Primary Data, 2017.

Table 6 shows that the F-count of 46.653 with a significant level of 0.000 is less than .05. The significance value of $0.000 < 0.05$ corresponds to linear regression analysis based on decision making in Test F. It is concluded that brand image (X1), service quality (X2) and location (X3) simultaneously influence Tender Decision Y).

Table 2. The Result of t test

| Independent Variabel | T _{count} | Significance | Description |
|----------------------------------|--------------------|--------------|-------------------------|
| Brand image (X ₁) | 5.956 | 0.000 | H ₁ accepted |
| Service quality(X ₂) | 0.599 | 0.001 | H ₂ accepted |
| Location (X ₃) | 1.657 | 0.001 | H ₃ accepted |

Source: Primary Data, 2017.

Table 7 describes the results of hypothesis testing using t test:

1. Brand image (X₁) has a t-count of 5.956 with a significant level of 0.000 less than 5% (0.05). These results show the brand image has a significant effect on purchasing decision of Mayster shoe care services partially. H₁ hypothesis is accepted.

2. Quality of service (X₂) has a value of t count of 0.599 with a significant level of 0.001 less than 5% (0.05) so it can be declared service quality significantly influence the purchase decision of Mayster shoe care services partially. H₂ hypothesis accepted.

3. Location (X₃) has a t-count of 1,657 with a significant level of 0.000 which is smaller than 5% (0.05). These results indicate that the location has significant effect on purchasing decision of Mayster shoe care service partially. H₃ hypothesis accepted.

The correlation coefficient shows how big the relationship between variables. The coefficient of determination (R²) denotes the proportion of diversity in the dependent variable capable of being explained by the independent variable. Based on the results of data processing obtained values for the correlation coefficient and the coefficient of determination as follows:

Table 8. Correlation Coefficient (R) and Coefficient of Determination (R²)

| Model | Correlation Coefficient (R) | Coefficient of Determination (R ²) |
|-------|-----------------------------|--|
| 1 | 0.782 | 0.598 |

Source: Primary Data, 2017

Table 8 shows the correlation coefficient is 0.782. This indicates there is a strong relationship between independent variables consisting of service quality (X₁) and location (X₂) with purchasing decision (Y). The result of determination coefficient of 0,598 shows that model ability to explain purchasing decision (Y) is 59.8%; meanwhile, 40.2% (based on calculation 100% - 59,8%) is influenced by other factors.

CLASSIC ASSUMPTION TEST

This study uses several classical assumption tests consisting of normality test, heteroscedasticity test, autocorrelation test, multicollinearity test, and linearity test. The results of several classical assumption tests are as follows:

Normality Test

Table 3. Normality Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 93 |
| Normal Parameters ^{a,b} | Mean | 0E-7 |
| | Std. Deviation | .29812747 |
| Most Extreme Differences | Absolute | .134 |
| | Positive | .067 |
| | Negative | -.134 |
| Kolmogorov-Smirnov Z | | 1.294 |
| Asymp. Sig. (2-tailed) | | .070 |

- a. Test distribution is Normal.
- b. Calculated from data.

Source: Primary Data, 2017

The result of normality test showed Kolmogorov-Smirnov statistic value is 1.294. Asymp Value. Sig. (2-tailed) of 0.070 which is greater than 0.05. These results indicate that the residual distribution satisfies the assumption of normality.

Heteroskedastistas Test

If the value is significantly greater than α (5%) then there is no heteroscedasticity

Table 10. Heteroscedasticity Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | .602 | .271 | | 2.219 | .029 | | |
| 1 <i>Brand image</i> | -.167 | .080 | -.344 | 2.095 | .039 | .386 | 2.590 |
| Kualitas Layanan | .081 | .073 | .149 | 1.116 | .267 | .586 | 1.706 |
| Lokasi | .001 | .045 | .005 | .033 | .974 | .515 | 1.942 |

a. Dependent Variable: RES2

Source: Primary Data, 2017

Table 10 shows that service quality and location have significant values greater than 0.05; Meanwhile, brand image variables have a significant value greater than 0.01. It was concluded that there was no deviation of heteroscedasticity on the independent variables at a significant level of 1%.

Autocorrelation Test

This research performs autocorrelation test by looking at Durbin-Watson (DW). This result shows that there is no autocorrelation if the Durbin-Watson value is between dU and (4-dU) in Watbin Durbin table with n = 60, k = 2. The result of data processing for autocorrelation test is as follows:

Table 11. Autocorrelation Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .782 ^a | .611 | .598 | .3031 | 1.991 |

a. Predictors: (Constant), Lokasi, Kualitas Layanan, *Brand image*

b. Dependent Variable: Keputusan Pembelian

Source: Primary Data, 2017

Table 11 shows the Durbin Watson value of 1.991. The dU value for n = 93, k = 3 is 1.7295 and 4 - dU = 2.2705. This result shows that if Durbin Watson value is 1,991 lies between dU and (4-dU), it is concluded that there is no autocorrelation.

Multicollinearity Test

Symptoms of multicollinearity are detected if the VIF value is greater than 10 or $VIF > 10$. If the value is $VIF < 10$ then no correlation is found between the independent variables.

Table 4. Multicollinearity Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|----------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | .394 | .423 | | .930 | .355 | | |
| 1 <i>Brand image</i> | .741 | .124 | .634 | 5.956 | .000 | .386 | 2.590 |
| Kualitas Layanan | .068 | .114 | .052 | .599 | .551 | .586 | 1.706 |
| Lokasi | .117 | .071 | .153 | 1.657 | .101 | .515 | 1.942 |

a. Dependent Variable: Purchasing decision

Source: Primary Data, 2017

Table 12 shows no multicollinearity due to the VIF value of the brand image, service quality and location less than 10.

Linearity Test

Table 13. Linearity Brand Image Test Results on Purchasing Decisions

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|--------------------------|----------------|----|-------------|---------|------|
| Keputusan Pembelian * <i>Brand image</i> | Between Groups | (Combined) | 14.711 | 11 | 1.337 | 17.127 | .000 |
| | | Linearity | 12.567 | 1 | 12.567 | 160.939 | .000 |
| | Within Groups | Deviation from Linearity | 2.144 | 10 | .214 | 2.745 | .060 |
| | | Total | 6.325 | 81 | .078 | | |
| Total | | | 21.036 | 92 | | | |

Source: Primary Data, 2017

Table 13 shows the significant deviation from linearity of 0.06 greater than 5%. These results indicate there is a linear relationship of service quality to the purchase

Table 14. Quality of Service Linearity Test on Purchasing Decision

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|--------------------------|----------------|----|-------------|--------|------|
| Keputusan Pembelian * Kualitas Layanan | Between Groups | (Combined) | 10.009 | 7 | 1.430 | 11.022 | .000 |
| | | Linearity | 5.910 | 1 | 5.910 | 45.556 | .000 |
| | Within Groups | Deviation from Linearity | 4.099 | 6 | .683 | 5.267 | .070 |
| | | Total | 11.027 | 85 | .130 | | |
| Total | | | 21.036 | 92 | | | |

Source: Primary Data, 2017

Berdasarkan Tabel 14 didapatkan nilai signifikan *deviation from linearity* sebesar 0,07 yang lebih besar dari 5%, artinya, ada hubungan yang linier kualitas layanan terhadap keputusan pembelian.

Table 5. Site Linearity Test Result on Purchase Decision

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|------------------------------|----------------|--------------------------|----------------|----|-------------|--------|------|
| Keputusan Pembelian * Lokasi | | (Combined) | 10.182 | 7 | 1.455 | 11.391 | .000 |
| | Between Groups | Linearity | 8.022 | 1 | 8.022 | 62.826 | .000 |
| | | Deviation from Linearity | 2.159 | 6 | .360 | 2.818 | .150 |
| | Within Groups | | 10.854 | 85 | .128 | | |
| | Total | | 21.036 | 92 | | | |

Source: Primary Data, 2017

Table 15 indicates a significant deviation from linearity value of 0.150 greater than 5%. This means there is a linear relationship of location to the purchase decision.

DISCUSSION

The Influence of Brand Image on Purchase Decision.

The results of this study in accordance with research conducted Laura (2016) and Wijaya (2013) which indicates that the brand significant effect on purchasing decisions. Brand image has an important role in adding value to the overall service experience. A buyer will consider the brand image of a particular product based on his perception, if the buyer gets a positive image then the buyer will not hesitate to make a purchase. Based on the results of this study, the managerial implications for brand image variables as follows.

Table 16. Managerial Implications of Brand Image Variables

| Indicators | Before research | After research |
|--|--|--|
| Brand Mayster has a good quality | Mayster's quality is good | • Maintain quality of service that matches customer expectations |
| Mayster can be trusted in doing shoe care | Detailed explanation in shoe care | • explain the service at the beginning with details and explanation of shoes condition |
| Mayster provides benefits in its services such as education information about shoes to be washed | Mayster provides shoe care education | • Educate the shoe care of every customer, during the transaction and after the transaction |
| Mayster provides services that can enhance the brand image | Mayster is not too concerned about brand image | • Follow pop-up markets such as Sunday markets, and seasonal or annual events. |
| Mayster minimizes customer risk | Mayster provides shoe care warranty | • explain the condition of shoes before the treatment process to the consumer |
| The price offered by Mayster is quite affordable | Mayster price segmented for the middle class | • Running promotions on selected days such as Independence Day all services costing Rp 45.000, during the exhibition there is promotion of 4 pairs washing only Rp 100.000, discount for students / students on Friday |
| Mayster has a positive and good brand image | Brand image Mayster less attention | • Create Endorsement of shoe-loving youtubers like Hanif Ramdhan |

Source: Primary Data, 2017

The Impact of Service Quality on Purchasing Decision

The results of this study is in accordance with the study by Suliyanthini (2015) and Kodu (2013) which indicates that the quality of service gives significant effect to purchasing decisions. Service quality plays an important role in adding value to the overall service experience. A buyer will evaluate the quality of service based on his perception, if the buyer gets quality service then the buyer will not hesitate to make a purchase. Based on the results of this study, the managerial implications for service quality variables is presented as follows.

Table 17. Managerial Implications of the Service Quality Variables

| Indicators | Before research | After research |
|--|--|--|
| Mayster gives the appropriate results | Be less discipline to check the outcome of care before it is given to the consumer. | Checking procedure is in accordance with applicable SOPs and maintain disciplinary checks on care outcomes before being provided to consumers. |
| Mayster provides satisfying service | The pick up and delivery service is not open or only given to certain consumers. | Providing pick up and delivery services for certain quantities. |
| Mayster responded quickly | Customer service is not centralized. | There are warranties (guarantees) provided on some services such as (recolour, reglue, reglue and sewing). |
| Mayster gives confidence to consumers | Closed in doing the washing process and reluctant to show the washing process to the consumer. | Provide phone/mobile phone number for customer service. |
| Mayster understands the needs of consumers | Only focus on cleaning service. | Show the process of washing and shoe care to ensure that Mayster is professional in shoe care services. |

Source: Primary Data, 2017

Location Influences Purchasing Decision

Rupee Lupiyoadi (2013: 156) mentions there are three types of interactions between service providers and consumer services, namely: 1) consumers come to service providers, 2) service providers come to the consumer, and 3) business service transactions are done through an arm. If a consumer has trouble coming to Mayster, then Mayster should come to the consumer with managerial implications. Implications given to Mayster are Mayster location registration on track location media like Google maps and Waze apps. The spread of printed media or brochures can also be done around the Mayster store to inform the location of the Mayster branch. The pick-up & delivery service can also be duplicated to reach the consumer's residence away from the location of the Mayster branch as an implication of Mayster's interaction with consumers. In addition, the following describes in full the other managerial implications for price-related Mayster to support Mayster in improving the location:

Table 6. Implikasi Manajerial Variabel Lokasi

| Indicators | Before research | After research and Implications for Mayster |
|--|--|---|
| Mayster location is easy to find | The Mayster branch inside is hard to find because there are no directions. | • Register the location of Mayster on google maps, path, waze to make consumers easy to find Mayster location. |
| Mayster location has a strategic location | Mayster branch is not strategic because inside a housing. | • Distribute printed media such as brochures on the area around the Mayster branch. In so doing, Mayster location information can be known to consumers around the residence. |
| Mayster has branches around the consumer's residence | The Mayster branch is relatively far from the consumer's residence as it does not reach the entire region. | • The addition of Pick up and Delivery fleets to reach consumers whose houses are far from the Mayster branch. |

Source: Primary Data, 2017

CONCLUSIONS AND SUGGESTIONS

The study gives some conclusions as follows:

1. Brand image has a positive and significant effect on purchasing decision of Mayster shoe care service. The first hypothesis, Brand image has a significant effect on purchasing decision Mayster shoe care service, acceptable.
2. Quality of Service has a positive and significant effect on purchasing decision of Mayster shoe care service. The second hypothesis, service quality significantly influence the purchase decision of Mayster shoe care service, is acceptable.
3. Location has a positive and significant impact on purchasing decision of Mayster shoe care service. The third hypothesis, the location has a significant effect on purchasing decision of Mayster shoe care service, is acceptable.

RESEARCH RESEARCH AND RECOMMENDATIONS

Suggestions proposed in this research are: 1) Mayster participated in several exhibitions every year to better introduce brand mayster so that better known and improvement of good service to create positive image. 2) Mayster shoe care services open customer service services for customers who plan to get information about the services provided and who will file a complaint. 3) Mayster spread brochures on the area around the Mayster branch so that the customer will know there is a Mayster branch around their housing areas. Mayster also adds a fleet or pick-up and delivery service to reach customers who live far from the Mayster branches. This research has limitations. A lot of respondents fill the questionnaire once. The data used in the research are from the respondents who fill the questionnaire has washed at least twice. The results of research can be said to be imperfect.

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