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Demographic Factors to Strengthen the Influence of Brand Image and Store Service Quality on Purchasing Decisions

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Abstract: The success of a company's target market is heavily dependent on purchasing decisions. The aspect that influences consumers' purchase decisions is the brand image. The buying decision is substantially influenced by brand perception. In this instance, brand image is significant for resellers as business players. Consumer service quality is another consideration. Quality of service is a manner of conducting business that tries to make ongoing quality improvements to the company's operations, products, and services. This type of research is quantitative, applying multiple linear regression techniques using moderating variables. The population of this study was all 150 customers of the Compassnyaban shoe store for the period July 2021 to June 2022 using the census method. The results showed that the brand image of Compass shoes found that Compass shoes used ideal raw materials. Compassnyaban shoe store's service quality was found to be responsive through complaint handling. The decision to purchase Compass shoes found that customers chose Compass shoes because of their trusted quality and quality. The result of this study is that brand image influences the purchasing decisions of Compassnyaban shoe store customers. The results showed that service quality did not affect the purchasing decisions of Compassnyaban shoe store customers. Demographic factors (gender, age, education) as moderating variables strengthen the influence of brand image on purchasing decisions at the Compassnyaban shoe store in Malang. Demographic factors such as education are the moderating variable that strengthens the relationship between brand image and purchasing decisions. Demographic factors (gender, age, education) as moderating variables strengthen the negative effect of service quality on purchasing decisions at the Compassnyaban shoe store in Malang. Demographic factor as education is the moderating variable that weakens the relationship between brand image and the decision to buy Compass shoes.

Keywords: Brand Image, Service Quality, Purchase Decision, Demographic Factors.

1. INTRODUCTION

Purchasing decisions are a significant component of a corporation. This purchasing decision is vital to the success of a target market for a corporation. The method through which consumers select and assess a product or service influences their purchasing decisions. In this phase, consumers consider numerous product or service aspects that meet their requirements and preferences. Consumers make purchasing decisions when they buy a product after weighing numerous options. According to Kotler and Armstrong, purchase decisions are the final phases in the buyer's decision-making process (Kotler & Keller, 2014). Purchasing decisions are significant variables that business actors must examine to compete with other business actors offering the same product, given this information. In order to make a purchasing decision that will address a problem, it is necessary to consider the problems encountered, the product, and alternative options (Tjiptono, 2012). According to this explanation, business players must prioritize consumer needs. Regarding these businesses, consumers' complaints can be resolved. For this firm to provide a solution to the problems encountered by potential customers, business actors must evaluate consumer demands.

Several essential factors play a role in the occurrence of a purchase decision. Brand image plays a

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crucial role for business actors in the form of resellers. According to Yustisia, resellers are businesses that resell or people who make sales of other people's products (Yustitia, 2013). In this case, brand image significantly contributes to the success of a product being sold or acceptable to the market. Brand image refers to consumers' thoughts about a brand that aims at the thoughts and feelings of consumers in viewing or considering a brand. This consumer perspective influences consumer considerations in choosing a product. The public's opinion of a firm or its products is its brand image. In general, consumers prefer to purchase products from well-known brands. Consumer views of a well-known brand demonstrate that well-known brands are more trustworthy (Kotler, 2012). There has been researching on brand image, such as the 2011 study by Lin Chien-Hsiung. Hsiung investigated the connection between brand images. His research examines the connection between brand image and client happiness in the catering business. The sample comprises consumers with prior catering experience at a chain of stores. Using the census approach, 360 questionnaires were distributed, of which 264 were legitimate, for a collection rate of 73.33 percent.

This research used demographic variables as moderating variables. According to the study's results, brand value and attributes positively correlate with customer happiness. However, brand associations do not. The association between brand image and consumer happiness is strengthened by additional demographic parameters, such as age and gender (Hsiung, 2011). In 2016, Supriyadi *et al.,* conducted additional research on brand image. Their research investigated the impact of product quality and brand reputation on consumer purchasing decisions. Students that wear Converse footwear at FISIP, Merdeka University, Malang, were the research subjects. The population of this study was 39 individuals, and multiple linear regression analysis was used to test the hypothesis during data analysis. Based on test results, it was determined that brand image affected Converse shoe product purchase decisions (Supriyadi *et al.,* 2016). This brand image phenomenon also occurs at the Compassnyaban shoe store. Compassnyaban is a reseller of compass shoes in Malang. Products sold by Compassnyaban are shoes with the Compass brand. Compass is a shoe brand made in Indonesia. Coming from the City of Bandung, Compass shoes offer canvas shoes that are processed by vulcanization. The brand image created by Compass shoes through the branding of Compass shoes which are often used by influencers in this country makes the value of Compass shoes so high. Compass Shoes carry out branding by maximizing the Instagram account. The local brand trend currently sweeping in Indonesia also occurs in Malang City. Malang City, known as the City of Education, is a result of the development of education in the City, which is very rapid. Based on data owned by the Compassnyaban store, customers aged 18-24 years are

found with a percentage of 50.8% and 25-34 with a percentage of 31.4%.

2. THEORETICAL REVIEW

The image of the brand determines the occurrence of a purchase decision. Brand image is essential for business actors (Kotler & Keller, 2014). According to Tjiptono, the brand image also explains customer associations and trust in exclusive brands (Tjiptono, 2015). Maintaining and enhancing a company's reputation can significantly impact customer value and loyalty, in addition to providing a distinct competitive advantage. Firms must choose products with a favorable brand image. A product having a positive brand image in the eyes of consumers will have a desirability or desirability- inducing effect. Consumers favor products having a positive brand image in the marketplace. In light of this, it is crucial for business players to sell products with a favorable brand image. A product with a positive brand image will have a more desirable or sought-after effect in the eyes of consumers. This is directly related to purchasing decisions (Kotler & Keller, 2014). Kotler declares that service quality is an activity of the company to increase quality (Kotler & Keller, 2014). Service quality is a company's way of continually improving the processes, products, and services that the company gets. According to Tjiptono, businesses need to choose products with a good brand image reputation. A product with a good brand image in the eyes of consumers will have an impact that is more desirable or sought after by consumers (Tjiptono, 2015). Based on this explanation, business actors need to pay attention to consumer needs about this business being able to solve problems that consumers have. When the business can offer solutions to consumers, consumers are more likely to consider buying these products because the solutions offered by these businesses have a positive and significant impact manifested through the quality of store services.

This purchasing decision plays a vital role in the success of a business's target market. An election process causes the purchase decision. Consumers consider various things based on their needs and desires (Tjiptono, 2012). Indonesian fashion development is experiencing rapid growth in the digital era. This development must be distinct from the dynamic development of digitalization. The massive development of digitalization has encouraged the development of the fashion industry in Indonesia. With the development and spread so fast as a result of digitization, it also influences the formation of a brand image in the eyes of consumers. Information in a product regarding product explanation underlies the buying process so that when a need arises, consumers will consider and understand these needs (Daryanto, 2012). Kotler and Keller divide the buying decision-making process into five stages, as follows:
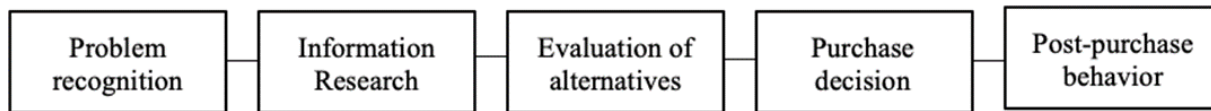
Problem recognition	Information Research	Evaluation of alternatives	Purchase decision	Post-purchase behavior

Figure 1 Purchasing Decision Process

3. METHODOLOGY

This research contributes to the testing of the hypothesis. This study is categorized as quantitative research employing a survey approach with an online questionnaire in the form of a Google form and Likert scale criteria. This form of research employs two independent variables, one dependent variable, and one moderating variable to examine causal relationships. This research is explanatory since the outcomes of the researched influence between variables will be discussed in greater depth (Sugiyono, 2014). Totaling 480 respondents, the population of this survey consisted of all consumers who had purchased products from the Compassnyaban Store in Malang, both online and offline. The sampling method utilized in this study was the census approach, in which samples were drawn from the total population, i.e., all customers who made purchases at the Compassnyaban shop in Malang in 2021-2022, and 160 respondents, or 33 percent of the population, returned questionnaires. The data in this study are quantitative. This study makes use of both primary and secondary data sources. Primary data are obtained directly by the researchers using an online questionnaire in the form of a Google Form that was emailed to consumers of the Compassnyaban shoe store in Malang.

4. RESEARCH RESULTS

4.1 Testing of Instrument

A validity test was carried out to discover the level of understanding or validity of the respondents to the questionnaire items. In addition, the researcher must also understand the consistency level of respondents' answers to what has been asked. A reliability test was carried out to find out the respondents' consistency in answering the questionnaire items. The validity test results showed that the r count for the 25 statement items obtained values below the r table provisions (0.249) or the probability value (sig. 2-tailed). All questionnaire items in this study were declared valid. Furthermore, Cronbach's Alpha values for the four variables studied, representing the 25 research questionnaire items, produce values that are still below the cut-off number (0.1593). All questionnaire items in this study were declared reliable.

4.2 Description of Research Variable

Based on the research results, brand image is measured through three indicators: the strength of brand associations, the goodness of brand associations, and the uniqueness of brand associations. Of the three indicators, the strength of brand associations shows the highest mean value at 4.57, followed by the goodness of brand associations with a mean value of 4.52. The mean value of the service quality variable is 4.48. It can be concluded that most of the respondents answered agree (4) or strongly agree (5). The service quality variable was measured using five indicators: physical evidence, reliability, responsiveness, assurance, and empathy. Of the five indicators, assurance shows the highest mean value at 4.83, followed by reliability with a mean value of 4.82. The mean value of the service quality variable is 4.79. It can be concluded that most of the respondents agree (4) or strongly agree (5) and are more towards strongly agree (5).

4.3 Classical Assumption Test

The multicollinearity test is presented in the following table:

Table 1: Multicollinearity Test Result

Independent Variable		Collinearity Statistics	
		Tolerance	VIF
1	X_1-Brand Image	0.704	1.421
2	X_2-Service Quality	0.704	1.421

Table 1 shows that all independent variables, namely brand image and service quality, have a VIF value below the number 10 so that multicollinearity does not occur. A regression model equation can be said to have no autocorrelation symptoms if the Durbin Watson value is between -2 and 2 or $-2 < D.W. < 2$. Based on the calculation results, it can be seen that the Durbin Watson value is 1,974, so it is more significant than -2 and less than 2. So, it is concluded that there is no autocorrelation in the regression model.

4.4 Conceptual Framework and Equations

The independent variables consist of brand image variables (X1) and service quality (X2). There is a dependent variable, namely purchasing decisions (Y), with a control variable, namely demographics, in the

form of age. Based on the theoretical basis and previous research, the development of the Framework can be

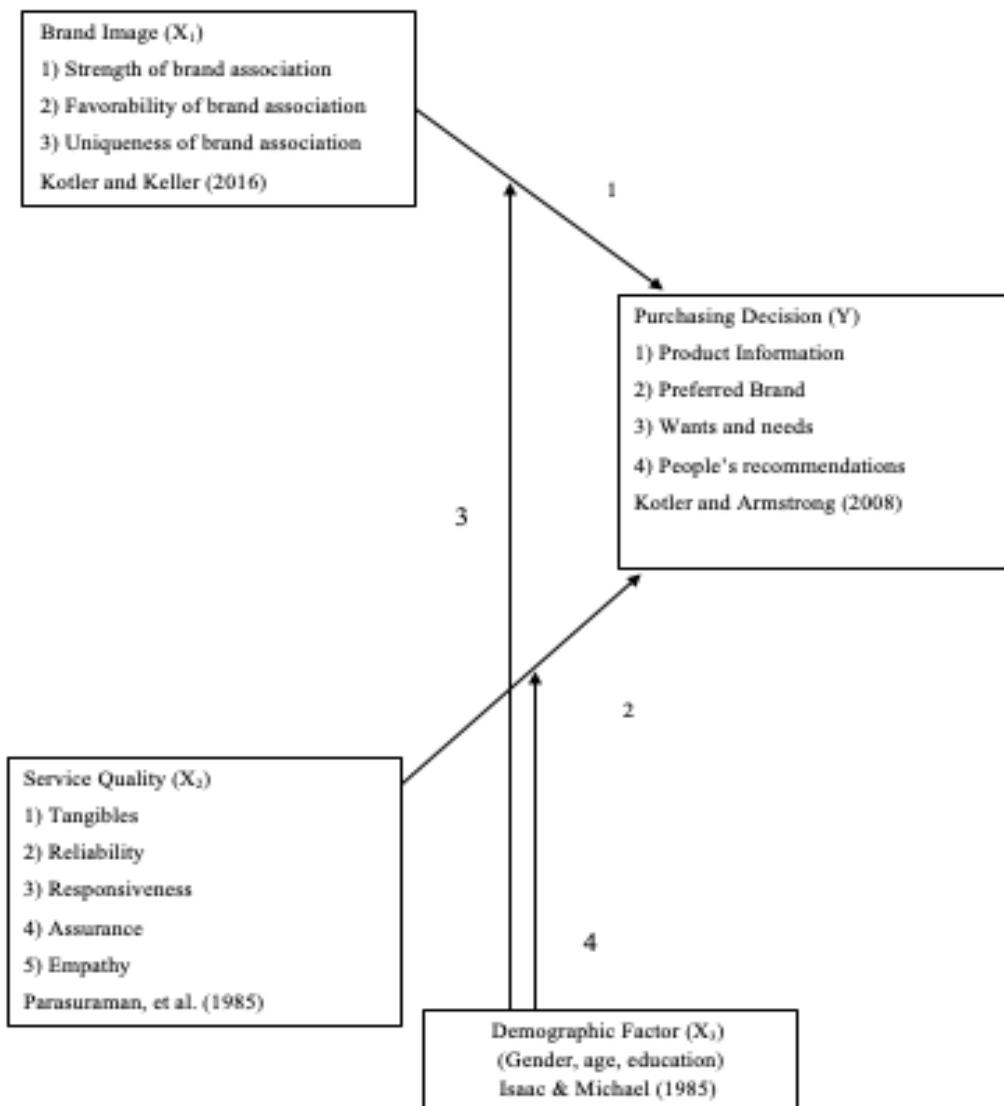seen in the following figure:

Figure 2: Research Conceptual Framework

From this conceptual Framework, tests were then carried out. Multiple linear regression analysis was used to determine the effect of brand image and customer satisfaction on purchasing Compass shoes for Compassnyaban store customers. Testing the results of simple linear regression was conducted using the t-test at a degree of confidence of 95% or $\alpha = 5\%$.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = a + \beta_1 \beta_3 X_1 + \beta_2 \beta_4 X_2 + e$$

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_1 \beta_3 X_1 X_3 + \beta_2 \beta_4 X_2 X_3 + e$$

Multiple linear regression analysis in this study was conducted to determine the effect of the relationship between the independent and dependent variables with demographic factors as a moderating variable.

4.5 Result of Experiment

The description of respondents in this study was grouped according to gender, age, and education. This grouping is based on the background owned by Compassnyaban customers for the 2021-2022 periods. An overview of the research response is presented in the following table:

Table 2: Respondents based on gender

No.	Gender	Respondents	Percentage
1	Male	93	62%
2	Female	57	38%
	Total	150	100%

Table 3: Respondents by age

No.	Age	Respondents	Percentage
1	13-17 years old	8	5%
2	18-24 years old	114	76%
3	25-34 years old	26	17%
4	35-44 years old	2	2%
	Total	150	100%

Table 4: Respondents based on education

No.	Education	Respondents	Percentage
1	Junior High School	10	7%
2	Senior High School	99	66%
3	Diploma Degree	2	1%
4	Bachelor Degree	39	26%
	Total	150	100%

The results of multiple linear regression analysis between brand image and service quality variables on purchasing decisions at the Compassnyaban shoe store as a demographic factor as a moderating variable. The results of the analysis are presented in the table as follows:

Table 5: Demographic factors strengthen the testing of independent and dependent variables X1 against Y

No	Independent. Variable	Coefficient Regression	Moderating Variable	Coefficient Regression	Sig. t	Result
1	X_1-Brand Image	0.574	X_1-Brand Image (Gender)	1.625*	0.000	Significant
2	X_1-Brand Image	0.574	X_1-Brand Image (Age)	1.598*	0.000	Significant
3	X_1-Brand Image	0.574	X_1-Brand Image (Education)	1.747*	0.000	Significant

Y = Purchase decision variable
*= Significant

Table 6: Demographic factors strengthen the testing of Independent and Dependent Variables X2 against Y.

No	Independent. Variable	Coefficient Regression	Moderating Variable	Coefficient Regression	Sig. t	Result
1	X_2-Service Quality	-0.123	X_2-Service Quality (Gender)	-1.361*	0.000	Significant
2	X_2-Service Quality	-0.123	X_2-Service Quality (Age)	-1.548*	0.000	Significant
3	X_2-Service Quality	-0.123	X_2-Service Quality (Education)	-1.793*	0.000	Significant

Y = Purchase decision variable
*= Significant

Based on table 4, the independent variable X1 brand image, reinforced by the three demographic factors, significantly and positively influences Y's purchasing decisions. Demographic factors strengthen brand image. Education has the most significant influence (regression coefficient value), namely 1,747, compared to other demographic factors. Sig. Value as a whole (0.000) is smaller than the researcher's error rate of 0.05 or 5%. Table 5 shows that the independent variable service quality X2, strengthened by the three demographic factors, significantly and negatively influences Y's purchasing decisions. Demographic factors reinforce purchase decisions. Education has the most significant influence (regression coefficient value), namely -1.361, compared to other demographic factors. Sig. Value as a whole (0.000) is smaller than the researcher's error rate of 0.05 or 5%.

5. DISCUSSION

The image of the Compass shoe brand for Compassnyaban shoe store customers for the 2021-2022 periods is measured by three indicators, namely the strength of brand associations, the goodness of brand associations, and the uniqueness of brand associations. Of the three indicators, the brand association strength indicator tends to answer and strongly agree, with the highest mean value on the statement item Compass shoes use suitable raw materials. This shows that it is proven that Compass shoes use suitable raw materials according to the customer's vision. It can be concluded that the image of the Compass shoe brand to Compassnyaban shoe store customers is that Compass shoes use suitable raw materials and the models are by fashion developments. The quality of service to Compassnyaban shoe store customers for 2021-2022 is measured by five indicators, including physical evidence, reliability, responsiveness, assurance, and empathy. For indicators of physical evidence, the majority answered statement items strongly agree. It can be concluded that the quality of service at the Compassnyaban shoe store has good guarantees and responsiveness to customers, manifested in handling complaints properly and caring and friendly towards customers. Purchase decisions for Compassnyaban shoe store customers for the 2021-

2022 period are measured by four indicators: knowing product information, preferred brands, customers' desires and needs, and recommendations from others. It can be concluded that purchasing decisions at the Compassnyaban shoe store are influenced by the preferred product and brand information manifested in customer trust in the quality and quality of Compass shoes, and customers feel more confident while wearing Compass shoes.

The highest-ranking perception among respondents is the strength of the brand association in the shape of Compass shoes made from excellent raw materials, as shown by the descriptive analysis. Based on the acquired results, these are comparable to the research conducted by Darmajaya in 2018. It was discovered that product quality has a positive and statistically significant effect on brand image; thus, the higher the product quality, the greater the brand image. Product quality has a positive and significant effect on purchasing decisions, indicating that the higher the perceived product quality, the greater the number of purchases (Darmajaya, 2018). The results of the descriptive analysis indicate that Compass shoes use quality raw materials, which is an indicator of the strength of brand association on the brand image variable, indicating that the positive brand image of Compass shoes influences the purchasing decisions of Compassnyaban shoe store Malang's customers. Andreani (2012) found that favorable brand image characteristics influence purchasing decisions, with a strong brand image causing the brand to stick in the minds of consumers (Andreani *et al.,* 2012). The results of the descriptive analysis indicated that respondents place the most value on responsiveness in the form of quick and accurate offline and online services.

Moreover, respondents place the highest value on guarantees in the form of complaint resolution. Based on the collected results, these are comparable to the research conducted by Saputra, 2020. There is a link between service quality and purchasing decisions, such that increasing the quality of service in an organization will affect the number of purchases made. This study's findings were also supported by Parasuraman's

conclusion in 1985 that service quality is a customer's expectation rather than a company's service offering (Parasuraman, 1985).

Based on the analysis results that have been carried out on the three demographic factors, the highest coefficient is obtained on the demographic education factor. In this case, the demographic factor that strengthens the relationship between brand image and purchasing decisions is the demographic factor of education. In addition, from the results of demographic factor analysis, customers with the potential and strong influence on the relationship between brand image and purchasing decisions can be identified as male, in the age range of 18-24 years, with a high school level of education. Based on the results of this analysis where the majority of buyers from Compassnyaban are male, the age range of 18-24 years, and with high school level of education; where these customers have a strong influence on the brand image of Compassnyaban shoes sold at the Compassnyaban store, Malang. So along with the development of the times where self- service is starting to bloom, customers with these demographic factors do not like being served excessively; this is evidenced by the increasingly hostile quality of service if influenced by demographic factors. Based on the relationship between service quality and demographic factors as a moderating variable, the three demographic factors, namely gender, age, and education, weaken the relationship between service quality and purchasing decisions. The relationship between the two variables is that the higher the quality of service to customers, the lower the purchase decision will be. This is due to 62% of Compassnyaban customers being male and 38% female. The relationship between service quality and purchasing decisions without being influenced by demographic factors is a negative influence moderating variable. Demographic factors as a moderating variable weaken the relationship between service quality and purchasing decisions. This can be identified from the market segmentation of the Compassnyaban shoe store, which, based on the sample obtained, has demographic factors, namely males aged 18-24 years with a high school education background.

Along with increasing age, it will increasingly reduce purchasing decisions. This is allegedly due to the market segmentation of Compassnyaban shoe stores, aged 18-24 years. The demographic factor of education is also the same; based on the study results, the higher the educational background, the lower the purchasing decision at the Compassnyaban shoe store. The dimensions of Self-Service service quality were presented by Lin & Hsieh in 2011, where seven dimensions form consumer expectations for service quality in self-service. In the dimension of functionality, there are several aspects, namely reliability, and responsiveness (Hsiung, 2011). Responsiveness to the service quality of Compasssnyaban shoe stores is the most prominent

instrument variable. This underlies that most Compassnyaban shoe store customers prefer semi-self-service, mainly for male customers aged 18-24 years, with a high school educational background.

6. CONCLUSION

This study explains the effect of brand image and service quality on purchasing decisions which are strengthened by demographic factors as a moderating variable at the Compassnyaban shoe store, Malang, where the conclusion is that the brand image of Compass shoes gets a reasonable perception by customers of the Compassnyaban shoe store, Malang. These shoes use suitable raw materials. The customers of the Compassnyaban shoe store will receive the service quality of the Compassnyaban shoe store. The Compassnyaban team has good responsiveness in handling customer complaints. Customers of the Compassnyaban shoe store Malang will receive the decision to purchase Compass shoes. Consumer purchasing decisions at the Compassnyaban shoe store, Malang, choose Compass shoes because of their trusted quality and quality. The results of the study show that brand image has a significant effect on the purchasing decisions of Compassnyaban shoe store customers. Compassnyaban shoe store customers' purchasing decisions are unaffected by service quality, according to the findings of this study. As moderating variables, demographic factors (gender, age, and education) strengthen the influence of brand image on purchasing decisions at the Compassnyaban shoe store in Malang. Education is the demographic variable that moderates the relationship between brand image and purchasing decisions the most. As moderating variables, demographic factors (gender, age, and education) reinforce the negative effect of service quality on purchasing decisions at the Compassnyaban shoe store in Malang. Education is the moderating variable that strengthens the negative relationship between brand image and purchasing decisions more than any other demographic factor.

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