

THE EFFECT OF SERVICE QUALITY, BRAND IMAGE, AND PRICE ON PURCHASE DECISION OF PROYEK ISENG MURAL IN SURABAYA CITY

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Abstract: This research title “The Effect of Service Quality, Brand Image, and Price on Purchase Decision of Proyek Iseng Mural in Surabaya City” This research is based on the growth of creative economy sector in Indonesia. The creative economy itself that the researcher discuss in mural sector is part of painting art. Proyek Iseng is business that run in service field that was established in 2017 which is rooted from sub-sector of interior design and visual communication, that is mural. The purpose of this research is to identify the effect of service quality, brand image, and price on purchase decision of Proyek Iseng mural with service quality variable (X1), brand image (X2), and price (X3) on purchase decision (Y). This research is quantitative with the population of mural service users in Surabaya City that are unknown the number (infinite population). The sample of this research is 25 who have used Proyek Iseng mural service using purposive sampling technique. Data collection method of this research uses questionnaire and the technique of this research is Chi Square by being using SPSS software. The result of this research indicates that service quality does not affect significant on Proyek Iseng mural purchase decision, brand image does not affect significant on Proyek Iseng mural purchase decision, and price does not affect significant on Proyek Iseng mural purchase decision.

Keywords: *service quality, brand image, price, purchase decision.*

1. Introduction

Mural art is a development of modern art based on painting and has existed since ancient times. According to Cahyanto *et al.*, (2020) Murals are one of the works of space element art that is embodied in the form of large-size paintings filling the walls. The application of mural art itself is divided into several types, depending on the purpose of why the mural was created according to (Aryanti *et al.*, 2020) including: (1) Politics; aims to voice the aspirations of the people, (2) Socio- cultural; aims to reflect cultural identity in a particular location, (3) Aesthetics; murals with aesthetic importance, aimed at creating an atmosphere, (4) Economy; murals with economic or promotional importance, (5) Education; murals for learning, can be for children or adults.

In this research, the researcher's focus is the type of business or business that has its roots in the interior design and visual communication sub-sectors, namely murals that have aesthetic value. The mural business or mural services today are widely founded by people who have a background as artists. The combination of art and business flavors answers the needs of other

business owners to beautify or present an aesthetic impression on the interior and building of their business. The Iseng project was established in 2018 began to serve mural work with various types of murals (images) of consumers' wishes until now. Throughout 2018 to 2021, researchers have been empirically working on in providing mural work services at the Cincau Station Royal Plaza outlet, Soto Asaka restaurant, Boemicco Tobacco outlet, Nitikkopi coffee shop, and Mie Gacoan restaurant Surabaya. In working on a project, there are several obstacles faced by the Proyek Iseng related to consumer desires, where some of the obstacles faced when working on the Proyek Iseng mural business are related to the quality of services, their image, and purchase decisions. Problems in the quality of services experienced when working on projects such as demand for raw materials (paint) that are not in accordance with the recommendations, themes that are not in accordance with the situation or place, lack of coloring, and very minimal work time so that the mural produced are not optimal. The quality of services is important in the course of Proyek Iseng business in providing mural services to consumers, therefore good quality will encourage consumers to make purchase decisions. According to Tjiptono (2014) service quality is the expected level of *excellence* and control over excellence to meet customer desires. This means that the quality of services is an important requirement in assessing excellence in providing services (Yusran *et al.*, 2020).

Furthermore, the problem faced when running this mural project is the brand image. The problem of brand image is certainly very big impact for the Proyek Iseng as a mural service which of course relies on image as the spearhead at this time still causes doubts, brands are not yet well-known, mural stigma is the same as vandalism, and a small portfolio so that the brand image we have today is still unable to effectively attract business people to use our services, that way the image of the brand has not yet presented the business of the Proyek Iseng as a mural service in the city of Surabaya. Brand image has a vital role in a business by having a good image, so consumers assume the company or business has a quality product or service (Ali *et al.*, 2018; Agustina, *et al.*, 2018; Novansa *et al.*, 2017; Setiawan *et al.*, 2015). Brand image is an important signal for consumer purchase decision making processes. Good brand information positively affects perceived quality, perceived value, and consumer willingness to buy (Wang & Tsai, 2014). To get a product or service, of course, there is a value that must be paid, therefore price plays an important role in influencing the choice of buyers in buying goods and services (Prihartono, 2020).

In addition, purchase decisions are a process that encourages consumers to identify needs, produce choices, choose certain products and brands (Gunawan *et al.*, 2019), the better an image of a brand, the higher the consumer's decision to make a purchase (Priajaya *et al.*, 2019), supported by price being a decisive aspect whether something to buy or not (Yustiawan, 2016). Price competition in mural services is very competitive, every mural service business owner sets a variety of prices according to the demand for murals and raw materials. In general, the price for one mural work is measured according to the field to be worked on. Consumers who want to use mural services will certainly see a comparison of the prices offered, potential consumers choose a cheaper price for one time using the mural. In this case, the Iseng Project maps the prices of several competitors in the city of Surabaya, where the differences owned by the Iseng Project are very different, almost every type of mural is the same, there is no same price. In this case, the Proyek Iseng is difficult to reduce prices because the mural design process, the raw materials (paints and brushes) used are certainly different from other competitors. The use and selection of material tools carried out by the Iseng Project by providing recommendations according to the media used, so that consumers

get quality in terms of tools and materials, so that the price of the Iseng Project soars from competitors with the same qualifications for the Surabaya City area. Therefore, purchase decisions an important role in solving problems and fulfilling the desires or needs of goods or services (Yusran *et al.*, 2020). Based on the problems experienced when running mural services, the purpose of this research to identification the variables of service quality, brand image, and price to purchase decisions.

2. Research Method

This research uses quantitative research methods to produce an overview of the relationship between the variables studied. The population analyzed in this research were men/women who were business owners in the city of Surabaya. The number of populations in this research is not known for sure the number so researchers use infinite population. The sample in this research was the entire population taken as many as 25 of the number of services for business owners who had used the mural services of the Proyek Iseng. This research was carried out with purposive sampling technique.

The data analysis method used in this research is analysis using the chi square technique. The independent variables of this research are service quality, brand image, and price, while the dependent variables of this research are purchase decisions. Before discovering the influence or absence of service quality, brand image, and price on buyers' decisions, researchers conducted several trials both in terms of questionnaires and data, including validity tests, reliability tests, expectation frequency tests, n-freeness degree tests, and Pearson's Chi Square Statistics test (χ^2).

3. Result and Discussion

3.1 Validity Test

Table 1 Research Variable Validity Test

Variable	Indicators	Pearson Correlatio	Corrected Item-Total Correlati	Sig. (2- tailed)	Conclusion
Service Quality (X1)	X1.1	0,63	0,5	0,001	VALID
	X1.2	0,78	0,7	0,000	
	X1.3	0,85	0,8	0,000	
	X1.4	0,75	0,6	0,000	
	X1.5	0,95	0,9	0,000	
Brand Image (X2)	X2.1	0,51	0,4	0,009	VALID
	X2.2	0,87	0,8	0,000	
	X2.3	0,83	0,7	0,000	
	X2.4	0,73	0,8	0,000	
	X2.5	0,73	0,6	0,000	
Price (X3)	X3.1	0,70	0,5	0,000	VALID
	X3.2	0,78	0,6	0,000	
	X3.3	0,77	0,6	0,000	
Purchase decision (Y)	Y1	0,86	0,8	0,000	VALID
	Y2	0,78	0,7	0,000	
	Y3	0,80	0,7	0,000	
	Y4	0,92	0,9	0,000	

Based on the table above the results all indicators on the variables of service quality (X1), brand image (X2), price (X3), and purchase decision (Y) proxied by the question items have a Sig value. (2-tailed) by < 0.05 . The data also shows that, each indicator has a Pearson Correlation value of > 0.5 . Therefore, if all indicators of the questionnaire question are

declared valid if they have a Sig value. (2-tailed) greater than 0.05 and Pearson Correlation greater than 0.5

3.2 Reliability Test

Table 2 Research Variable Reliability Test

Variable	Indicators	Cronbach's Alpha	Cronbach's Alpha if Item Deleted	Conclusion
Service Quality (X1)	X1.1	0,802	0,795	RELIABLE
	X1.2	0,802	0,759	
	X1.3	0,802	0,770	
	X1.4	0,802	0,763	
	X1.5	0,802	0,743	
Brand Image (X2)	X2.1	0,800	0,805	RELIABLE
	X2.2	0,800	0,741	
	X2.3	0,800	0,758	
	X2.4	0,800	0,741	
	X2.5	0,800	0,771	
Price (X3)	X3.1	0,804	0,789	RELIABLE
	X3.2	0,804	0,764	
	X3.3	0,804	0,758	
Purchase decision (Y)	Y1	0,823	0,794	RELIABLE
	Y2	0,823	0,784	
	Y3	0,823	0,783	
	Y4	0,823	0,773	

Based on the results of the reliability test in the table above, all research variables in the form of service quality (X1), brand image (X2), price (X3), and purchase decision (Y) each have a value of > 0.6 . Therefore, if the value of Cronbach's Alpha obtained by the research variable has a value greater than 0.6 then the variable can be declared reliable. Based on these decisions, it can be concluded that, all research variables are declared reliable or reliable, so that they can be used for further research testing.

3.3 Expectation Frequency Test

Table 3 The Value of The Frequency of Expectations for Service Quality on Purchase

Variable		Purchase Decision			
		TS	CS	S	SS
Service Quality	S	0,12	0,6	0,84	1,44
	SS	0,88	1,76	6,16	10,56

Table 3 shows values greater than 5 are in the service quality cell (SS) against purchase decisions (S) and (SS) with values of 6.16 and 10.56, respectively. That is, Cell meets the feasibility of being tested on chi square statistics. In cells other than the two cells that have been written have a value smaller than 5, so the cell does not pass as material for testing chi square statistics in this research.

Table 4 Value the Frequency of Brand Image Expectations on Purchase Decisions

Variable		Purchase Decision			
		TS	CS	S	SS
Brand Image	STS	0,12	0,6	0,84	1,44
	TS	0,12	0,6	0,84	1,44
	CS	0,48	2,4	3,36	5,76
	S	0,16	0,8	1,12	1,92
	SS	0,12	0,6	0,84	1,44

Table 4 shows a value greater than 5 is in the brand image (CS) cell against the purchase decision (SS) with a value of 5.76. This means that the cell meets the feasibility of testing chi square statistics. Cells other than cells that have been written have a value smaller than 5, so the cell does not pass as material for testing chi square statistics in this research.

Table 5 The Value of The Frequency Of Price Expectations on Purchase Decisions

Variable		Purchase Decision			
		TS	CS	S	SS
Price	CS	0,4	2	2,8	4,8
	S	0,44	2,2	3,08	5,28
	SS	0,16	0,8	1,12	1,92

Table 5 shows a value greater than 5 is in the price cell (S) of the purchase decision (SS) with a value of 5.28 That is, the cell meets the feasibility of testing the chi square statistics. Cells other than cells that have been written have a value smaller than 5, so the cell does not pass as material for testing chi square statistics in this research.

3.4 Pearson's Chi square test (χ^2)

The chi square testing was carried out due to the limited number of research samples which only reached 25 samples. In this research using statistical testing of chi square pearson's because the number of cells at the frequency of observation and the frequency of expectations variable research more than 2x2.

The following are the results of the calculation of the chi square of the research variables that have passed the expectation frequency test;

$$\chi^2(\text{Service Quality}) = \frac{(f_0 - f_e)^2}{f_e} = \frac{(7 - 6,16)^2}{6,16} + \frac{(12 - 10,56)^2}{10,56} = \mathbf{0,311}$$

In the form of a variety of service quality (SS) to purchase decisions (S) and (SS) with values of 6.16 and 10.56, respectively.

$$\chi^2(\text{Brand Image}) = \frac{(f_0 - f_e)^2}{f_e} = \frac{(6 - 5,76)^2}{5,76} = \frac{(0,24)^2}{5,76} = \mathbf{0,01}$$

Brand image (CS) variable to purchase decision (SS) with a value of 5.76. Variable price (S) to purchase decision (SS) with a value of 5.28.

$$\chi^2(\text{Price}) = \frac{(f_0 - f_e)^2}{f_e} = \frac{(5 - 5,28)^2}{5,28} = \frac{(-0,28)^2}{5,28} = \mathbf{0,015}$$

Based on the calculation of chi square statistics against each of the predetermined variables, the statistical value of chi square (χ^2) variable quality of service (X1) was 0.311. The brand image variable (X2) is 0.01. The price variable (X3) is 0.015. The amount of value is used as a comparison reference to the dependent variable of the purchase decision (Y).

3.5. Freedom Degree Test (*d.f.*)

Based on the results of the calculation of the chi square value, furthermore, a degree of freedom test is carried out. Degrees of freedom were used as a reference for values to see chi square tables with a significance level of 0.05 (5%), which were then compared to look at the connectedness or significance level between independent variables to research dependents. Through the formula, calculations are carried out on each independent variable, so that the following results are obtained.

$$d. f. (\text{Service Quality}) = (2 - 1)(4 - 1) = (1)(3) = 3$$

$$d. f. (\text{Brand Image}) = (5 - 1)(4 - 1) = (4)(3) = 12$$

$$d. f. (\text{Price}) = (3 - 1)(4 - 1) = (2)(3) = 6$$

The results of the calculation were compared with the chi square distribution of the table to see the critical value with a significance level of 0.05 and obtained the following results.

$$\text{Service Quality} = 7,81$$

$$\text{Brand Image} = 21,03$$

$$\text{Price} = 12,59$$

4. Research Result Discussion

The Effect of Service Quality on Buyers' Decisions

Based on the results of the chi square test, the effect of service quality on purchase decisions was obtained, figures for service quality variables had a calculated chi square value of $0.311 < 7.81$ chi square tables, so there was no significant relationship between service quality and purchase decisions.

The Influence of Brand Image on Buyers' Decisions

Based on the results of the chi square test, the influence of brand image on purchase decisions was obtained, a figure for the brand image variable had a calculated chi square value of $0.01 < 21.03$ chi square table, so there was no significant relationship between brand image and purchase decision.

The Effect of Price on Buyer Decisions

Based on the results of the chi square test, the effect of price on purchase decisions was obtained, a figure was obtained for the Price variable has a calculated chi square value of $0.015 < 12.59$ chi square tables, so there is no significant relationship between price and purchase decision.

5. Conclusion

The result of this research indicates that service quality does not affect significant on Proyek Iseng mural purchase decision, brand image does not affect significant on Proyek Iseng mural purchase decision, and price does not affect significant on Proyek Iseng mural purchase decision.

In this research, the variables of service quality, brand image, and price does not affect significant effect on purchase decisions using the *chi square* model. Therefore, for subsequent studies, it is better to use other test models such as regression or path analysis by adding the number of research samples.

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