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## The Influence Of *Brand Image* , Service Quality And Location On Consumer Decisions In Using Beauty Clinic Services

(Special study at Ybe Bright Beauty clinic Healthy & Natural in Semarang city)

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### ABSTRACT

Ybe bright healty is one of the beauty clinic services that is quite well known by the public, especially those from the city of Semarang. Ybe bright healty clinic is located at Jalan Ruko Emeral Green 9A BSB City, Jatibarang , Kec.Mijen, Semarang City, Central Java 50219. Competition conditions from similar *Ybe bright healty clinics that have sprung up with various strategies make Ybe bright healty clinic* must be able to compete. In this study, data were collected using a questionnaire method from 100 customer respondents of *Ybe bright health clinic* menoreh, Semarang city. By using *purposive sampling method* . Then an analysis of the data obtained was carried out in the form of quantitative analysis which included validity and reliability tests, classic assumption tests, hypothesis testing through the F test, t test and the coefficient of determination test ( $R^2$ ) . The data analysis technique used is multiple linear regression analysis. With the help of the SPSS program.

The results of this study indicate that *brand image* has a positive and significant effect on consumer purchasing decisions , service quality has a positive and significant effect on consumer purchasing decisions, and location has a positive and significant effect on consumer purchasing decisions.

**Keywords:** *Brand image, Service Quality, Location, Purchase Decision.*

### 1. INTRODUCTION

Rapid economic development has increasingly given rise to intense competition, especially for similar service companies. They must be unique enough to attract consumers to maintain or capture existing market share. Consumer decision making is of course very important because both theoretical and empirical studies link the performance of a company in its marketing activities with consumer decisions about the products/services offered.

Ybe Bright is a Brand as well as a manufacturer of Skincare products ( *Facial Wash, Night Cream, Day Cream, Booster Glow, Brightening Serum, Toner, Acne Serum*) located at Ruko Emeral Green 9A BSb City, Jatibarang, Kec. Mijen, Semarang City, Central Java 50219.

Brand image that consumers already know will decide to buy a product from a wellknown brand because consumers perceive the brand's product to be of high quality. Brand image is consumer perceptions and beliefs, which are reflected in consumer memory associations (Eli Achmad Mahiri, 2020) . Meanwhile, according to Kotler and Keller in (Edwin Agung Wibiwi 2021) *Brand image* is defined as a name, term, logo, symbol or design, or a combination thereof, designed to identify a seller or group of sellers of goods or services and compare them with other prominent sellers. Against.

The second factor that consumers can consider when buying goods or services is the quality of service. To survive in a competitive business world, companies must maintain and improve service quality. Whereas in (Research, 2019) states that service quality is a measure of how well the level of service provided is able to match customer expectations. Service quality is a measure of how well the level of service provided is able to match customer expectations. There are factors that affect service quality, namely the expected service and the service that is felt or perceived.

According to (Cynthia et al., 2022) location is where the company operates in activities to generate an economic advantage for the goods or services sold. Whereas in (Sumarni Saota et al., 2021) location is a decision made by the company regarding where operations and staff will be placed, and location is a combination of location and decisions on distribution channels, in this case related to how to deliver services to consumers and where strategic location.

## **2. LITERATURE REVIEW**

### **2.1 Definition of Purchase Decision**

Purchasing decisions are choices made by consumers before buying a product or using a service promoted by a company (Ujang Himanto, Aditya Yoga P 2023). The consumer decision to buy is a stage where the consumer actually buys a product or uses a service. Purchasing decisions are a reason for how consumers make choices about buying a product that suits their needs, desires and expectations, so that it can lead to satisfaction or dissatisfaction with the product (Sumarni Saota et al., 2021) .

#### **2.1.1.3 Factors Influencing Purchase Decision**

(Miati, 2020) there are four factors that influence consumer behavior in making purchases, which are as follows:

1. Cultural Factors, a person's cultural factors influence their behavior in finding, completing and consuming a product, in depth and consistently.
2. Social Factors, are factors that influence consumer behavior formed and derived from the surrounding environment. A person's socialization activities with the people around him on a daily basis will form a pattern of behavior that is typical of society.
3. Personal Factors Personal factors that influence buying behavior are age and life cycle stage, occupation, economic situation, lifestyle and personality.
4. Psychological factors, psychological factors are factors from within a person and determine how they choose and consume products. Marketers need to understand psychological factors, which consist of motivation, perception, learning, and beliefs and attitudes.

#### **2.1.1.4 Purchasing Decision Indicators**

Put forward consumer decisions are the motives or encouragement that arise from something where the buyer makes a purchase due to a need and desire. According to (Miati, 2020) there are four indicators of purchasing decisions, namely:

1. The stability of a product.
2. Habits in buying products.
3. Provide recommendations to others.
4. Make repeat purchases.

## **2.2 Definition *Brand Image***

(Eli Achmad Mahiri 2020) states that *brand image* is a set of brand associations formed in the minds of consumers. Consumers view brand image as the most important part of a product, because brand image reflects a product. In other words, brand image is an important element that can encourage consumers to buy a product. Another understanding made by (Achmadi and Hidayat 2019) *Brand Image* is a description of consumer associations and beliefs about a particular brand.

### **2.2.1 Benefits of *Brand Image***

Brand awareness has three dimensions including:

1. Brand recognition skills can be said to be an identity designed in such a way as to create a product.
2. skills to recognize various forms of abilities used to understand information, solve problems, and shape knowledge and awareness as well as create products and works.
3. brand specific characteristics (mastering information about the brand). Brands are originally special signs given in one or more ways by the owners of their products.

### **2.2.3 *Brand Indicators Image***

The indicators that form the brand image in (Miati, 2020) are: a)

The brand is known by the public.

- b) Brand adds to the user's self-image.
- c) Brands have characteristics that are different from other brands.

## **2.3 Definition of Service Quality**

Service quality is the overall characteristics and characteristics of a product or service that emphasizes the orientation of fulfilling customer expectations to obtain compatibility for use (Riyadin, 2019) . Whereas in another study conducted by (Maulana & Muhajirin, 2021) which stated that service quality is the overall characteristics of a product or service that affect its ability to meet stated or unstated client needs and desires.

### **2.3.1 Indicators - indicators of Service Quality**

(Maulana and Muhajirin 2021)suggests that there are five indicators of service quality, including:

1. Reliability \_\_  
Reliability is the company's ability to provide services as promised, reliable, accurate and consistent.
2. Responsiveness \_\_  
Responsiveness is the ability to provide service to customers quickly and hear and resolve customer complaints.
3. Guarantee ( *Assurance* )  
Assurance is measuring the ability and decency of employees as well as the trustworthy nature of employees.
4. Empathy ( *Empathy* )  
Empathy is giving sincere and individual or personal attention given to consumers by trying to understand consumer desires.

## 2.4 Definition of Location

According to (Wasiman, Silitonga, and Edy Wibowo 2020) location or place is a combination of location and decisions on distribution channels, in this case related to how to deliver to customers and where the strategic location is. Meanwhile, according to (Cynthia et al. 2022) location is where the company operates in activities to generate an economic advantage for the goods or services sold. Place is the location used for the process of delivering goods and services from producers to consumers.

### 2.4.1 Location Factors

1. Adjust To Customer Needs
2. Pay Attention to Convenience
3. Adjust to Operational Hours
4. Pay attention to the Ecosystem of the Business Environment

### 2.4.2 Indicators - Location Indicators

Indicators according to Fandy Tjiptono in research (Heny Gustian, 2019)

1. Access, for example a location that is easy to pass or easy to reach by public transportation.
2. Visibility, for example the location can be seen clearly from the side of the road or normal visibility.
3. Spacious, safe and comfortable parking space for both two-wheeled vehicles and fourwheeled vehicles.
4. Expansion, that is, there is a large enough space for expanding or expanding the business in the future.

## 2.5 Influence between variables

### 2.5.1 The influence of *brand image* on Purchase Decision.

Brand image is the perceptions and beliefs held by consumers, as reflected by the associations embedded in consumer memory. The better the brand image, the higher the consumer purchasing decision. Brand image plays an important role in influencing consumer purchasing decisions.

Brand image is a perception that arises in the minds of consumers when considering a brand for a particular product (Sanjaya, Ambarwati, and Lesmanawati 2022). This is in

accordance with the findings made by (Sengetang et al., 2019), which shows that location has a significant influence on consumer decision making. Based on this description, the following assumptions are made.

H1: It is suspected that *brand image* has a positive and significant effect on consumers' decisions to use *Ybe bright beauty clinic healthy & natural services* in the city of Semarang.

### 2.5.2 The Effect of Service Quality on Purchasing Decisions.

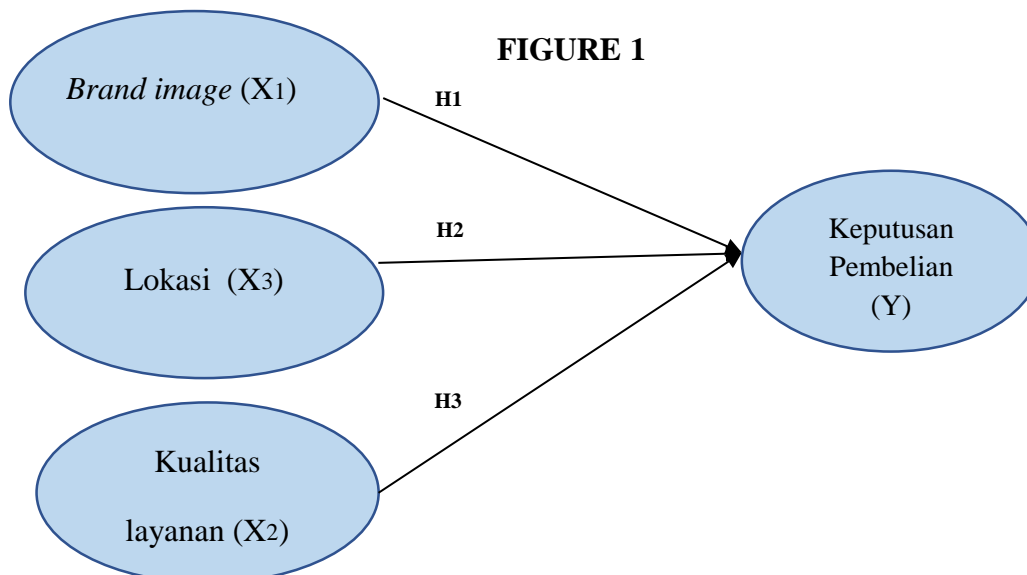
A service in a good service company will greatly influence consumer purchases or use of the products and services offered. Quality can be a benchmark for how a company consistently provides quality service facilities to its customers. As the results of research conducted by (Chandra & Tielung, 2015) show that service quality is suspected to have a partial positive and significant effect on consumer decisions to use the services of *Ybe bright Beauty clinic healthy & natural*. This is consistent with the findings conducted by (Cynthia et al. 2022), which shows that service quality has a significant influence on consumer decision making. Based on this description, the following assumptions are made.

H2: It is suspected that service quality has a positive and significant effect on consumers' decisions to use *Ybe bright beauty clinic healthy & natural services* in the city of Semarang.

### 2.5.3 Effect of Location on Purchasing Satisfaction .

Location factors greatly influence consumer decisions to buy a product. A location that is easily accessible to consumers and close to the center of the crowd is a suitable place for doing business, including a beauty clinic business (Hasan Abdul Rozak, Ardian Adhiatma, Olivia Fachrunnica 2023). This means that there is a business environment that is in accordance with the current business sector so as to encourage consumer attraction to buy. This is in accordance with the results of research conducted by (Miati 2020) and (Pradana, Hudayah, and Rahmawati 2018) where the results of the research show that brand image has a significant influence on consumer decisions.

H 3: It is suspected that location has no positive and significant effect on consumer decisions in using the services of *Ybe bright beauty clinic healthy & natural* in the city of Semarang.



## 2.2 hypothesis

- H<sub>1</sub> : It is suspected that *brand image* has a positive and significant effect on consumer decisions to use *Ybe bright beauty clinic healthy & natural services* in the city of Semarang.  
H<sub>2</sub> : It is suspected that service quality has a positive and significant effect on consumers' decisions to use *Ybe bright beauty clinic healthy & natural services* in the city of Semarang.  
H<sub>3</sub> : It is suspected that location has no influence on consumers' decisions to use *Ybe bright beauty clinic healthy & natural services* in Semarang city.

### 3. Population

The population is all research subjects. If someone wants to examine all the elements in the research area, then the research is a population study or population study. The population is the total number of units of analysis whose characteristics will be suspected as the object of research. In this study using non-probability sampling, which means not all populations can be sampled in this study. Therefore a purposive sampling method was used to determine the population, which must comply with the following criteria: *Ybe bright health clinic customers*, gender and recent education. Based on the criteria, the total population in this study was 1,900 people. (number of buyers of *Ybe Bright Clinic products and services* from 2019 – 2021).

$$n = \frac{N}{1 + N(e)^2}$$

Information : n = sample size N = population size e = percent of inaccuracy due to sampling error that still has a tolerance, 10% So:

$$n = \frac{1.900}{1 + 1.900(10\%)^2}$$

$$n = \frac{1.900}{1 + 19,00}$$

$$n = \frac{1.900}{1 + 19,00} \quad n = 100 = \text{adjusted by research into}$$

respondents .

so the result n (number of samples) is 100 and rounded up to 100 people who use the services of *Ybe bright Beauty clinic Healthy & Natural* in the city of Semarang.

### 4. Discussion

#### 4.1 Brand Images (X1)

##### *Brand Image Variable Validity Test Results (X1)*

<i>items</i>	<i>R count</i>	<i>r table</i>	Validity test
X1	0.768	0.1966	Valid
X1.1	0.844	0.1966	Valid
X1.2	0.825	0.1966	Valid

Based on table 4.18 it can be seen that the rcount value of all statements in the questionnaire is greater than the rtable. Thus it can be concluded that all statements in the *brand image variable* are valid. **4.2 Service Quality**

### Quality of Service Variable Validity Test Results ( X2)

<i>Items</i>	<i>r count</i>	<i>r table</i>	Validity test
X2.1	0.718	0.1966	Valid
X2.2	0.706	0.1966	Valid
X2.3	0.721	0.1966	Valid
X2.4	0.799	0.1966	Valid
X2.5	0.697	0.1966	Valid

Thus it can be concluded that all statements in the Service Quality variable are valid.

#### 4.3 Location

##### Location Variable Validity Test Results (X3)

<i>Items</i>	<i>r count</i>	<i>r table</i>	Validity test
X3	0.789	0.1966	Valid
X3.1	0.730	0.1966	Valid
X3.2	0.636	0.1966	Valid
X3.3	0.733	0.1966	Valid

Thus it can be concluded that all statements in the Location variable are valid.

#### 4.4 Buying decision

##### Location Variable Validity Test Results (X3)

<i>items</i>	<i>r count</i>	<i>r table</i>	Validity test
Y1	0.730	0.1966	Valid
Y2	0.743	0.1966	Valid
Y3	0.766	0.1966	Valid
Y4	0.773	0.1966	Valid

Thus it can be concluded that all statements in the Purchasing Decision variable are valid.

#### 4.4 Brand Image ( X1)

##### Brand Image Variable Reliability Test Results (X1)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.741	3

*Brand image* variable reliability test results shows that the reliability coefficient value of 3 items for the *brand image variable* (X1) is 0.741. This result is greater than 0.6, it can be concluded that the 3 statement items from the *brand image variable* in this study are reliable.

#### 4.5 Quality of Service (X2)

##### Service Quality Variable Reliability Test Results (X2)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

The results of the reliability test for the emotional branding variable show that the reliability coefficient value for 5 items for the Service Quality variable (X2) is 0.779. This result is greater than 0.6 and it is concluded that the 5 items of emotional branding variable statements in this study are reliable.

#### 4.6 Location (X3)

The results of the reliability test for the variable (X3) are presented in table 4.24:

##### Variable Reliability Test Results ( X3) Reliability Statistics

Cronbach's Alpha	N of Items
.695	4

The results of the reliability test for the brand trust variable show that the reliability coefficient value for 4 items for the location variable (X3) is 0.695. This result is greater than 0.6, it can be concluded that the 4 statement items from the location variable in this study are reliable.

#### 4.7 Decision ( Y)

##### Purchase Decision Variable Reliability Test Results (Y)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.744	4

The results of the reliability test for the brand trust variable show that the reliability coefficient value for 4 items for the Purchase Decision variable (Y) is 0.744. This result is greater than 0.6, it can be concluded that the 4 statement items from the consumer loyalty variable in this study are reliable.

#### 4.8 Kolmogorov-Smirnov test

##### Kolmogorov-Smirnov Test Results

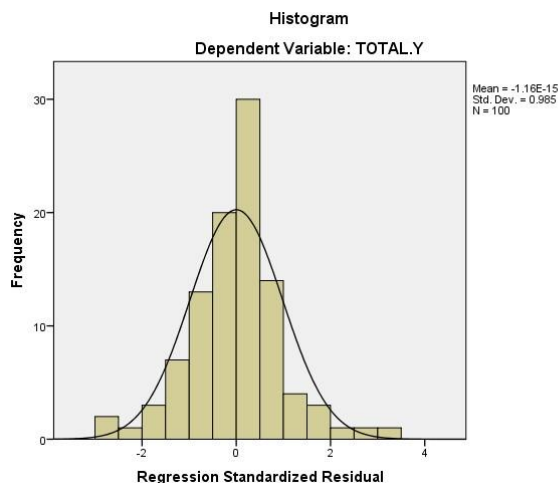
##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters <sup>a,b</sup>	Means	.0000000
	std. Deviation	1.21840083
Most Extreme Differences	absolute	.073
	Positive	.073
	Negative	-.072
Test Statistics asymp.		.073
Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

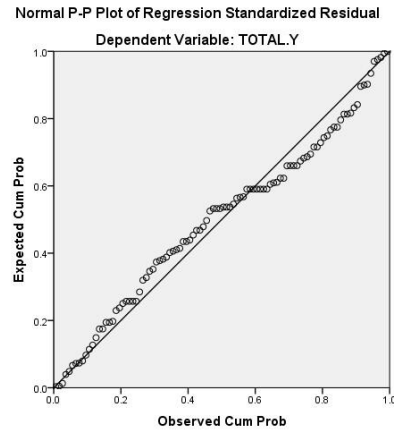
Based on table 4.28 the values obtained from the Kolmogorov-Smirnov normality test results are more than 0.05 so that it can be said that the residual values are standardized and normally distributed.

#### 4.9 Histogram.



Based on graph 4.1, it can be seen that this histogram forms a bell. It can be concluded that the data distribution is normal and in accordance with the assumptions of the normality test.

#### 4.9 P-Plot Graphic Analysis Test



#### Normality

Based on Graph 4.2, it can be seen that the graph shows that the normal probability plot tends to follow the diagonal line. It was concluded that the data distribution was normal and in accordance with the assumptions of the normality test.

#### 4.10 Multicollinearity Test

##### Multicollinearity Test Results Coefficients <sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.	Collinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	1,466	1.159		1,265	.209		
TOTAL. X1	.396	.114	.316	3,465	.001	.408	2,453
TOTAL. X2	.409	.079	.484	5.215	.000	.394	2,540
TOTAL. X3	.104	.101	.096	1.027	.307	.385	2,597

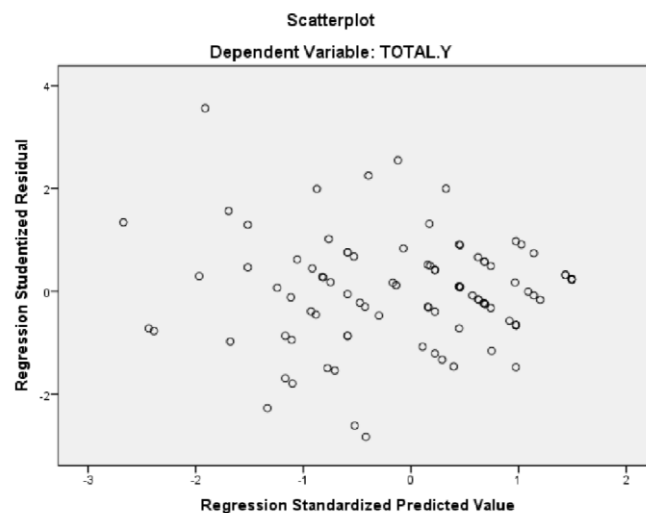
a. Dependent Variable: TOTAL.Y

From the results of the multicollinearity test in table 4.29 above, it can be seen:

1. Variable *tolerance* value *Brand image* (X1) is 0.408, more rice than 0.10. Meanwhile, the VIF value of the *brand image* variable (X1), which is 2.453, is less than 10.00, so it can be concluded that multicollinearity does not occur.
2. *tolerance* value of the service quality variable (X2) is 0.394 which is less than 0.10 . Meanwhile, the VIF value of the service quality variable (X2), which is 2.540, is less than 10.00, so it can be concluded that there is no multicollinearity.
3. *tolerance* value for the location variable (X3) is 0.385 , which is less than 0.10. Meanwhile, the VIF value of the location variable (X3), which is 2,597, is less than 10.00, so it can be concluded that there is no multicollinearity.

#### 4.11 Heteroscedasticity Test

##### Heteroscedasticity Test Results



Based on graph 4.3 it can be seen that the points on the scatterplot graph are spread randomly well, but still form a certain pattern. So that the Glejser test will be carried out next

#### 4.12 Glejser test

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	-.117	3,223		-.036	.971
Total X1	.039	.161	.025	.240	.811
X2 total	.029	.059	.051	.495	.622
X3 total	-.003	.096	-.003	-.033	.974

a. Dependent Variable: abs

#### 4.13 Multiple Linear Regression Analysis

**Results of Multiple Linear Regression Analysis**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	1,466	1.159		1,265	.209
TOTAL. X1	.396	.114	.316	3,465	.001
TOTAL. X2	.409	.079	.484	5.215	.000
TOTAL. X3	.104	.101	.096	1027	.307

a. Dependent Variable: TOTAL.Y

Based on table 4.31 the results of the regression test above, the multiple linear regression analysis model used in this study can be formulated as follows:

$$Y_1 = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y_1 = 1.466 + 0.396 X_1 + 0.409 X_2 + 0.104 X_3 + 1.159$$

#### 4.14 F test

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	304,034	3	101,345	66,200	.000 <sup>b</sup>

residual	146,966	96	1,531
Total	451,000	99	

- a. Dependent Variable: TOTAL.Y  
b. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2

Based on calculations using the SPSS program, the  $F_{count}$  is 66.200 with a significance level of 0.000. The F test is to analyze simultaneously the effect of the independent variables on the dependent variable. Based on the research results, it was obtained that the  $F_{calculated}$  value was  $66.200 > F_{table} 2.70$  and a significance of  $0.000 < 5\%$ , then  $H_0$  was rejected and  $H_a$  was accepted. Simultaneously *the brand image* (X1), service quality (X2) and location ( X3) variables have a positive and significant effect on purchasing decisions (Y).

#### 4.15 Test the coefficient of determination

##### Summary Model <sup>b</sup>

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.821 <sup>a</sup>	.674	.664	1.23729

- a. Predictors: (Constant), TOTAL.X3, TOTAL.X1, TOTAL.X2  
b. Dependent Variable: TOTAL.Y

The coefficient of determination is basically used to determine the percentage change in the dependent variable caused by the independent variable. The value of the coefficient of determination is between zero and one. The calculation results show a coefficient of determination of 0.664 . Of the three independent variables (X) it shows that the service quality variable is the variable with the largest coefficient. This means that service quality has the most dominant influence on purchasing decisions (Y).

#### 4.2.3 The Effect of *Brand Image* on Purchasing Decisions.

$H_1$  : : It is suspected that *brand image* has a positive and significant effect on consumer decisions to use *Ybe bright beauty clinic healthy & natural services* in the city of Semarang.

In accordance with the theory put forward by (Nurjaya et al. 2021) *Brand image* can be defined as a positive differential effect caused by brand name knowledge on customer responses to products or services used in this test. (Miati 2020) and in research conducted (Supriyadi, Wiyani, and Nugraha 2017) which states that *brand image* has a positive and significant effect on purchasing decisions. Brand image is a marketing concept that aims to attract the attention of consumers in creating a purchase decision for a product or service. With *the brand image* of a service, customers will be able to differentiate one product and service from another because they can feel and gain direct experience.

#### 4.2.4 Effect of service quality on purchasing decisions.

$H_2$  : It is suspected that service quality has a positive and significant effect on consumers' decisions to use *Ybe bright beauty clinic healthy & natural services* in the city of Semarang.

Service Quality is an attitude from the results of a comparison of consumer service quality awards with company performance perceived by consumers. Service Quality is one part of the marketing management section. Service quality is a measure of how well a service meets customer expectations. Implementation of service quality meets customer expectations. Organizing service quality means compromising customer expectations in a consistent manner (Sayoga and Prihatini 2020). In accordance with the results of research conducted by (Aryandi and Onsardi 2020) and (Arianto and Octavia 2021) which shows that service quality has a positive effect on purchasing decisions.

#### 4.2.5 Effect of Location on Purchasing Decisions.

H<sub>3</sub>: It is suspected that location has no influence on consumers' decisions to use *Ybe bright beauty clinic healthy & natural services* in Semarang city.

The results of this study are inconsistent with previous studies, (Wulandari 2020) and (Husen, Sumowo, and Rozi 2018) which state that location increases a consumer's buying decision, where when a product or service has a convenient, positive location in the community, it has an impact on increasing consumer purchasing decisions on these products, because it is considered that location is related to consumer perception.

However, research conducted by found different results. This means that location has no effect and is not significant on purchasing decisions. From the explanation of respondents' responses regarding purchasing decisions at *the Ybe bright health clinic* in Semarang City, it can be seen that the location as a whole is in the unfavorable category, meaning that consumers already feel that the location of *the Ybe bright health clinic* is not safe and comfortable, not according to what they expected. In accordance with research conducted (Cynthia et al. 2022) which states that location has no significant effect on purchasing decisions.

### 5. Conclusion

Based on the results of research regarding the analysis of *brand image strategy*, service quality, location on purchasing decisions, the following conclusions can be drawn:

1. *Brand image* has a positive effect on purchasing decisions at *ybe bright health clinic*, results obtained with the highest answer score from the respondent, namely 4 (agree) with a percentage 57%. This is because many consumers like the products at *Ybe bright Beauty clinic Healthy & Natural*. This means that the better the *brand image* given by the *bright health clinic*, the level of consumer purchasing decisions for the product or service will increase. Thus the first hypothesis is proven true.
2. Service quality has a positive effect on purchasing decisions at *the bright health clinic*, the results obtained with the highest answer score are 4 (agree) with a percentage of 60%. This is because *ybe bright healthy beauty clinic* is able to provide good and proper service for every visitor or buyer. So that many consumers or customers agree with this statement. This means that the better the quality of service provided by the *ybe bright health clinic*, the level of consumer purchasing decisions for the product or service will increase. Thus the second hypothesis is proven true.
3. Location does not have a positive effect on purchasing decisions at *ybe bright health clinic*, location in a service, the level of consumer purchasing decisions for the product or service

will increase. results obtained with the highest answer score, namely 3 ( disagree ) with a percentage of 52%. However, the actual location of *the ybe bright health clinic* is quite far for consumers to reach. This means that the lower the consumer's perception of the location of a service, the weaker the consumer's motivation to make a purchase decision. Thus the third hypothesis is not proven true.

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