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THE IMPACT OF BRAND IMAGE AND SERVICE QUALITY ON BUYING DECISIONS AND ITS IMPLICATION ON CONSUMER SATISFACTION (CASE STUDY AT PT IMI)

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Abstract: This study aims to analyze the Impact of Brand Image and Service Quality on Buying Decisions and Its Implications on Consumer Satisfaction (Case Study at PT IMI). This type of research used in this study is a type of causal research with a quantitative approach. The population in this study is all PT IMI customers who have received document storage services as much as 465 customers. The determination of the number of samples was been taken using the Slovin formula to obtain 82 research samples. While analysis technique used is path analysis. The result of these study indicate whether: (1) Brand Image has a positive and significant influence on Purchasing Decisions, (2) Service Quality has a positive and significant effect on Purchasing Decisions, (3) Brand Image has a positive and significant effect on Consumer Satisfaction, (4) Service Quality has a positive effect and significant impact on Consumer Satisfaction, (5) Purchasing Decisions have a positive and significant effect on Consumer Satisfaction.

Keywords: Consumer Satisfaction, Purchasing Decisions, Brand Image, Service Quality

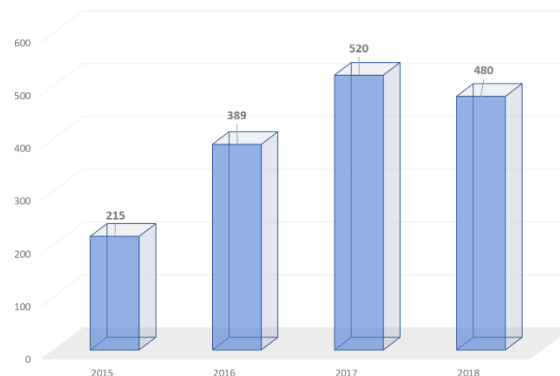
INTRODUCTION

One of the most supporting functions in businesses is the archive. In general; archives have functions to support administrative activities, decision-making tools, evidence of accountability, sources of information, and means of communication. Considering the importance of the function of the archive, management is also needed in managing the archives or commonly referred to as Archiving (Filling) is a process of organizing records (files) starting from the creation, receipt, recording, storage. The process of archiving uses a particular system in the preparation, maintenance of records so that they can be recovering quickly and accurately and for the destruction of records based on certain criteria.

Hence, the existence of the archival storage and company management is very important to support the business sector in a country. One of those companies that exist in Indonesia is PT IMI. PT IMI, which has headquartered in the United States, is a service company that provides document storage, document scanning, and document shredding services. As a foreign company that has just entered Indonesia for such a field, PT IMI had risen up to the top 5 of the biggest document storage companies in Indonesia, precisely in the 5th position. PT IMI is one of the largest asset and document storage companies worldwide. Therefore, with the international brand image that the company owned, PT IMI has a target to improve its position to be the number 1 document storage company in Indonesia.

The phenomenon that occurs was the decline in the number of PT IMI's customers in 2018 compared to the previous year. This seen in Figure 1.1 as follows:

Figure1.The Improvement of Customers' Number for PT IMI



Source: Company's Internal Data Based on Figure 1.

It has known that customers using the services of PT IMI have declined. This is due to customers' no longer use the company services or move to other companies. This is supporting by the decline in consumer satisfaction in 2018 based on a satisfaction survey conducted by PT IMI through various indicators as follows.

The results of the consumer satisfaction assessment are divided into four categories, namely: (1) 1-3 "Very Dissatisfied; (2) 4-6 Dissatisfied; (3) 7-9 "Satisfied"; (4) 10 "Very Satisfied".

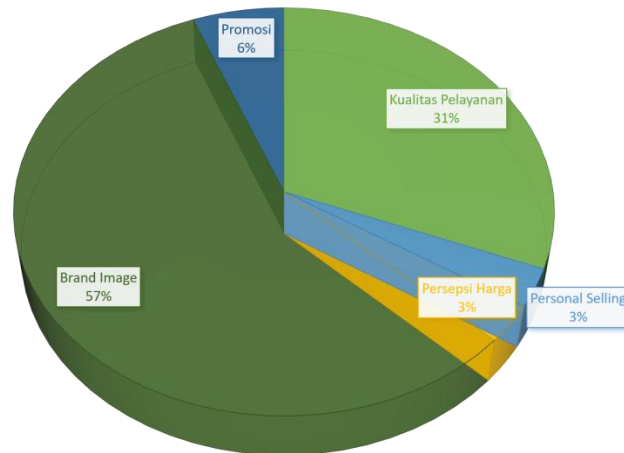
Table 1. Result of the Consumer's Satisfaction Survey to PT IMI

Indicator	Year			
	2017	Information	2018	Information
Professionalism	7	Satisfied	6	Dissatisfied
Speed of Service	9	Satisfied	7	Satisfied
Document Maintenance	8	Satisfied	8	Satisfied
Officer Hospitality	8	Satisfied	7	Satisfied
Document Security	9	Satisfied	7	Satisfied
Complaint Management	7	Satisfied	6	Dissatisfied
Average Score	8	Satisfied	7	Satisfied

Source: Company's Internal

Based on Table 1 it has known that there is a decrease in consumer satisfaction based on a survey conducted annually by PT IMI. This shows that Consumer Satisfaction is a concern for management to improve company performance in order to achieve the target to increase its position to become the number one document storage company in Indonesia.

Figure 1. The Pre-Survey Result



Source: Pre-Survey Research, Data Processed Based on Figure 2.

Its known that respondents chose the Brand Image and Service Quality variables that predominantly influenced Purchasing Decisions and Consumer Satisfaction by 57% (17 respondents) and 31% (9 respondents) respectively.

In addition, there are differences in the results of research in previous studies (gap research). In a study conducted by Assegaff (2016) and Pasha and M. Razashah (2018) showed that Service Quality has a positive and significant impact on Customer Satisfaction. This is contrary to the previous research conducted by Kuldeep, et.al (2019) and Saling, et.al (2016) that Service Quality has no significant impact on Customer Satisfaction.

Based on the Pre-Survey and Gap Research results above, the researcher tries to examine the influence of brand image and service quality of PT IMI, in addition, because researchers work at the company, and compared to the other brands, PT IMI has an international brand image in its field. Hence, the researcher wanted to examine the influence of the brand image, followed with how's the influence of quality service in purchasing decisions from the customers with implications of customer satisfaction.

LITERATURE REVIEW

Brand Image. Peter & Olson (2009: 14) defines brand image as consumer perception and preference for a brand, as reflected by various brand associations that exist in consumers' memories. Setiabudi (2013: 180) explains that brand image is a representation of the overall perception of the brand and was been formed from information and experience of the brand. Brand image is associated with attitudes in the form of beliefs and preferences towards a brand.

Keller (2016: 9) states that brand image is the perception of a brand that described by brand associations that exist in consumers' memories. As for what meant by brand

associations as expressed by Aaker (2015: 109) is everything that relates to a person's memories of a brand.

Service quality. According to Kotler and Armstrong (2012: 49), that the quality of service is the overall characteristics and nature of a product or service that affects its ability to satisfy expressed or implied needs.

Meanwhile, according to Mahmoedin (2010: 2), service quality is an activity or a series of invisible activities that occur because of interactions between consumers and employees or other things provided by the service provider companies intended to solve the problems of consumers or customers. How far is the difference between reality and customer expectations for the subscriptions they receive or obtain (Mauludin, 2010: 67).

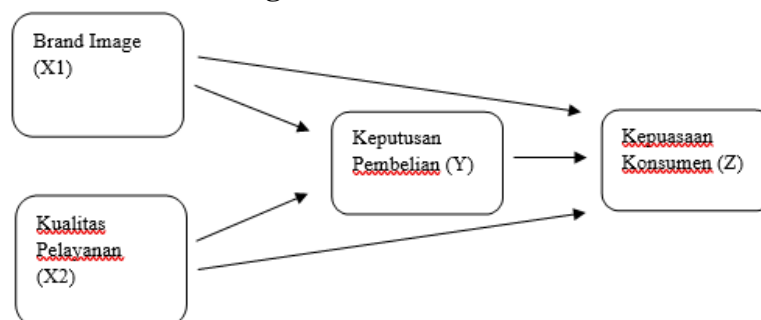
Buying decision. According to Kotler and Armstrong (2010: 181), consumer's purchasing decisions are buying the most preferred brand from various alternatives, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of others and the second factor is the situational factor. Therefore, preferences and purchase intentions do not always result in actual purchases.

According to Schiffman and Kanuk (2009: 485), the decision is the selection of two or more alternatives. In other words, alternatives must be available to someone when making a decision. If someone has a choice between make a purchasing or not, that person is in a decision-making position.

Customer satisfaction. According to Tjiptono (2008), customer satisfaction as a conscious evaluation or cognitive assessment concerns whether the product's performance is relatively good or bad or whether the product is suitable or does not match the purpose/use.

According to Suyatmi and Arifin (2019) customer satisfaction is a comparison between the performance of the product produced and the performance felt by the customer. If it is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. According to Sitio and Saur (2019) Customers who are disappointed, of course, will disappear. Alert companies make systems that make dissatisfied customers easily distracted by them.

Figure 2. The Mind Set



Types of research. This type of research used in this study is Causal Research Type. This type of causal research used to prove the relationship between cause and effect of several variables. Causal research usually uses the experimental method by controlling the independent variables that will affect the dependent variable. Sugiyono (2014).

This research also designed by using a descriptive method with a quantitative approach. Descriptive statistical methods used to explain the phenomena that occur regarding the services performed by PT PT IMI. While the quantitative method used to explain the relationship between the independent variables, namely brand image and service quality with the dependent variable, namely consumer purchasing decisions and customer satisfaction.

Population and Sample. Population according to Sugiono (2014) is a generalization area consisting of objects or subjects that have certain qualities and characteristics, which are determined by researchers to be studied and then drawn conclusions. The population in this study is all PT IMI customers who have received PT IMI document storage services as many as 465 customers.

Determination of the number of samples was been taken from the study was determined using and formulated by Slovin to obtain 82 research samples.

Data analysis method. Regression analysis test used to draw a line that shows the direction of the relationship between variables, and used to make predictions. This analysis used to examine the relationship between two or more variables, especially to explore the pattern of relationships whose models are not yet fully knew. Regression consisting of one independent variable (predictor) and one dependent variable (Response / Criterion) is called a simple linear regression (bivariate regression), while a regression with more than one independent variable is called multiple regression (Multiple Regression / Multivariate regression), which can consist of two predictors (multiple regression) or more. This study uses path regression analysis through SPSS 23 software.

RESEARCH METHODS

This study aims to analyze the impact of Brand Image and Service Quality on Purchasing Decisions and their Implications on Consumer Satisfaction (Case Study at PT IMI). The data collection process carried out through a research questionnaire instrument with 82 respondents.

Table2. Brand Image Variable in Validity Test

No	Variable Items	r Calculate	r Table	Conclusion
1	PT IMI has excellent quality service.	0,929	0,361	Valid
2	PT IMI service has better character than its competitors do.	0,966		Valid
3	PT IMI service pricing is quite competitive.	0,941		Valid
4	PT IMI brand has good image.	0,974		Valid
5	PT IMI brand has distinctive character with its competitors.	0,929		Valid
6	PT IMI brand not dissatisfied its customer.	0,966		Valid
7	PT IMI is one of the best international brand in its business.	0,941		Valid
8	PT IMI is very well built brand in archival business.	0,974		Valid

Based on the results of the validity test, it has known that all statements on the brand image variable are valid. That is because the value of $r \text{ Calculate} > r \text{ Table}$ (Ghozali, 2013: 33). Value of $r \text{ Table}$ is obtained by counting the number of respondents minus 2 ($n-2$) to determine the degree of freedom (df) significance of 0.05. These results indicate that all statements used to measure Brand Image variables.

Table3. Service Quality Variable in Validity Test

No	Variable Items	r Calculate	r Table	Conclusion
1	Well organize safe deposit room and has international standard.	0,942	0,361	Valid
2	Have professional document saving technology.	0,956		Valid
3	Professional employees that suits international standard.	0,954		Valid
4	The service is as effective as company's agreement.	0,908		Valid
5	Trustworthy service.	0,939		Valid
6	The service is right on time as promised.	0,942		Valid
7	Quick service to customer demands.	0,956		Valid
8	Willingness in giving customer assistance.	0,954		Valid
9	Deliver customer information with accurate time.	0,908		Valid
10	The employees able giving accountable image to customer.	0,939		Valid
11	The employees able in communicate with agreement and informative to its customer.	0,942		Valid
12	Set the customer needs at first.	0,956		Valid
13	The employees understand customer needs.	0,954		Valid

Based on the results of the validity test, it has known that all statements on the service quality variable are valid. That is because the value of $r \text{ Calculate} > r \text{ Table}$ (Ghozali, 2013: 33). Value of $r \text{ Table}$ is obtained by counting the number of respondents minus 2 ($n-2$) to determine the degree of freedom (df) significance of 0.05. These results indicate that all statements can be used to measuring service quality variables.

Table4. Purchasing Decision Variable in Validity Test

No	Variable Items	r Calculate	r Table	Conclusion
1	Customer knowledge about service business according to problem faced.	0,821	0,361	Valid
2	There is much information about PT IMI document saving service.	0,862		Valid

3	Customer often looks for PT IMI document saving service.	0,897	Valid
4	PT IMI is an appropriate alternative for document saving service.	0,850	Valid
5	Enhanced document saving service at PT IMI compared other document saving service companies.	0,910	Valid
6	Certainty of customer whether PT IMI is the best document saving service company.	0,862	Valid
7	Certainty of customer to choose decided PT IMI.	0,897	Valid
8	Certainty that customer will use PT IMI as document saving service vendor.	0,850	Valid
9	Lengthen working agreement when it almost ended.	0,910	Valid

Based on the results of the validity test, it has known that all statements on the purchase decision variable are valid. That is because the value of $r_{\text{Calculate}} > r_{\text{Table}}$ (Ghozali, 2013: 33). Value of r_{Table} is obtained by counting the number of respondents minus 2 ($n-2$) to determine the degree of freedom (df) significance of 0.05. These results indicate that all statements can be used to measure the purchase decision variable.

Table5. Validity Variable of Customer Satisfaction Test

No	Variable Items	r Calculate	r Table	Conclusion
1	Accepted service is as good as expected even much better.	0,923	0,361	Valid
2	Added facilities as good as expected even much better.	0,905		Valid
3	Customer plan to use PT IMI service again by lengthen its working agreement.	0,956		Valid
4	Customer plans to add saving document quantity (boxes) due to qualified added facilities.	0,966		Valid
5	Customer will recommend to its colleagues to take PT IMI service due to its satisfied services.	0,956		Valid
6	Customer will recommend to others company to take PT IMI service due to qualified added facilities.	0,966		Valid

Based on the results of the validity test, it has known that all statements on the variable customer satisfaction are valid. That is because the value of $r_{\text{Calculate}} > r_{\text{Table}}$ (Ghozali, 2013: 33). Value of r_{Table} is obtained by counting the number of respondents minus 2 ($n-2$) to determine the degree of freedom (df) significance of 0.05. These results indicate that all statements can be used to measuring customer satisfaction variables.

Table6. Reliability Test Result

Variable	Cronbach's Alpha	Conclusion
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<i>Brand Image</i>	0,806	Reliable
Service Quality	0,784	Reliable
Purchasing Decision	0,793	Reliable
Customer Satisfaction	0,821	Reliable

Based on table 6, it is known that all variables tested (Brand Image, Service Quality, Purchasing Decisions and Consumer Satisfaction) are reliable. That is because all Cronbach's Alpha values > 0.60 (Ghozali, 2013: 34).

Table7. Normality Test Result
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		82
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.21223030
Most Extreme Differences	Absolute	.102
	Positive	.102
	Negative	-.093
Test Statistic		.102
Asymp. Sig. (2-tailed)		.533 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on table 7, it can conclude that the data are normally distributed. That is because the Asymp. Sig. (2-tailed) of 0.533 or greater than 0.05 (Ghozali, 2013: 34).

Table8. Multicollinearity Test Result

Variable	Tolerance	VIF	Conclusion
Brand Image	0,264	3,794	No Multicollinearity
Service Quality	0,167	5,974	No Multicollinearity
Purchasing Decision	0,396	2,523	No Multicollinearity

Base on the table above, looks VIF for the variable Price, Quality of Service and Customer Satisfaction less than 10. Meanwhile, its tolerance value is greater than 0:10 (Ghozali, 2013: 35). This shows that the independent / independent variables in this study do not correlate with each other or there is no correlation between the independent variables, so the model does not contain multicollinearity.

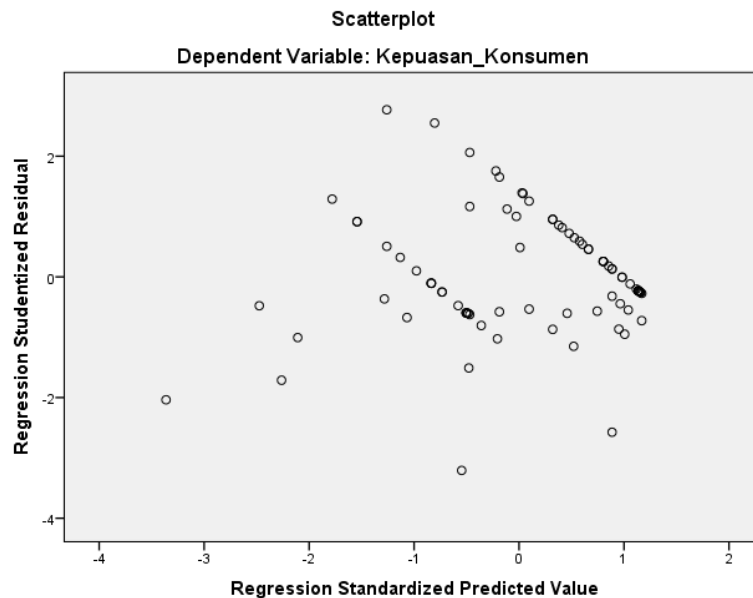


Figure4. Heteroscedasticity Test Result

From Figure 4 above, scatter plot shows that the points spread randomly and spread both above and below the number 0 (zero) on the Y axis (Ghozali, 2013). It can conclude that there is no heteroscedasticity in regression models, so that decent regression model used to predict the Customer Loyalty based on input variables (independent) Brand Image, Quality of Service and Purchase Decision.

From the tests that have been carrying out, it can conclude that the data is normally distributed; there is no autocorrelation, multicollinearity, and heteroscedasticity so that it meets the requirements for path analysis. Before passing the path analysis test, here are the results of testing the hypothesis in this study.

Table 9. The effect of Brand Image into Purchasing Decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.464	2.539		8.848	.000
	Brand_Image	.517	.078	.596	6.642	.000

Based on table 9, it has known that the sig value of 0.000 < 0.005. This shows that Brand Image has a significant effect on Purchasing Decisions. In other words, Hypothesis 1 (H1) is accepted.

Table10. The effect of Service Quality into Purchasing Decision

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.163	2.162		7.475	.000
	Kualitas_Pelayanan	.425	.040	.769	10.743	.000

Based on table 4.10, it has known that the sig value of $0.000 < 0.005$. This shows that Service Quality has a significant effect on Purchasing Decisions. In other words, Hypothesis 2 (H2) is accepted.

Table11. The effect of Brand Image into Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.538	1.828		8.500	.000
Brand_Image	.354	.056	.578	6.328	.000

Based on table 11 it has known that the sig value of $0.000 < 0.005$. This shows that Brand Image has a significant effect on Consumer Satisfaction. In other words, Hypothesis 3 (H3) is accepted.

Table12. The effect of Service Quality into Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.850	1.674		7.077	.000
Kualitas_Pelayanan	.280	.031	.714	9.131	.000

Based on table 12, it has known that the sig value of $0.000 < 0.005$. This shows that Service Quality has a significant effect on Consumer Satisfaction. In other words, Hypothesis 4 (H4) is accepted.

Table13. The effect of Purchasing Decision into Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.575	1.838		2.489	.015
Keputusan_Pembelian	.572	.047	.808	12.256	.000

Based on table 13, it has known that the sig value of $0.000 < 0.005$. This shows that the Purchasing Decision has a significant effect on Consumer Satisfaction. In other words, Hypothesis 5 (H5) is accepted.

Table14. Analysts Result

Inter Variable Impact	Direct	Indirect	Total
Brand Image → <i>Purchasing Decision</i>	0.589	-	0.589
Service Quality → <i>Purchasing Decision</i>	0.528	-	0.528
Brand Image → <i>Customer Satisfaction</i>	0.413	0.323	0.736
Service Quality → <i>Customer Satisfaction</i>	0.381	0.290	0.671
Purchasing Decision → <i>Customer Satisfaction</i>	0.550	-	0.550

1. The indirect effect of the Brand Image variable on Consumer Satisfaction with a Purchasing Decision is the multiplication of the beta value X1 against Y with the beta

value of Y against Z, $0.589 \times 0.550 = 0.323$. Furthermore, the total effect of Brand Image variables on Consumer Satisfaction with a Purchasing Decision of $(0.413 + 0.323) = 0.736$

2. The indirect effect of the Service Quality variable on Consumer Satisfaction with a Purchasing Decision is the multiplication of the beta value X2 against Y with the beta value of Y against Z that is $0.528 \times 0.550 = 0.290$. Furthermore, the total effect of Service Quality variables on Consumer Satisfaction with a Purchasing Decision of $(0.381 + 0.290) = 0.671$.

FINDINGS AND DISCUSSION

The results showed that Brand Image had a positive and significant influence on purchasing decisions. That is because the sig value of $0.000 < 0.005$. In other words, Hypothesis 1 (H1) Accepted.

According Yasmin (2017) Brand Image is a trait that is inherent in a company or brand in the eyes of customers. Brand Image is an intangible asset that built based on performance and reputation during the establishment of the company (Khairani, 2018). A good brand image in a company will differentiate it from competitor companies and has its own position in the eyes of customers.

A good brand image in a company will be a consideration for consumers to use company services (Tjiptono, 2016). PT IMI's good brand image provides advantages over other companies so that consumers who need reliable archival storage services will use PT IMI. The results of this study are in line with previous studies conducted by Yasmin (2017) and Khairani (2018) that Brand Image has a positive and significant influence on Purchasing Decisions.

The results showed that Service Quality has a positive and significant effect on Purchasing Decisions. That is because the sig value of $0.000 < 0.005$. In other words, Hypothesis 2 (H2) is accepted.

According to Alma (2015), Service Quality is part of the company's performance, especially in companies engaged in services. Service Quality is a reflection of how companies try to provide services that match customer expectations (Tijjag, et al, 2017). Good service quality is someone's consideration to use the services of a company. Through good quality service, the company will guarantee that the standards given to customers can be in accordance with the wishes and expectations of customers (Ali, et al, 2018).

The results are consistent with research conducted by Ali, et al (2018) as well as each other, et al (2016) that the Service Quality positive and significant impact on the purchase decision

The results showed that Brand Image had a positive and significant effect on Consumer Satisfaction. That is because the sig value of $0.000 < 0.005$. In other words, Hypothesis 3 (H3) Accepted.

Brand Image of PT IMI as an archive storage company has a very strong reputation internationally. This gives the company advantages and benefit in the eyes of customers. In addition, a company with a good brand image has different characteristics and qualities from competing companies so that it will provide satisfaction and comfort for customers who use the services of the company Subaebasni, et al (2019).

The results are consistent with previous studies conducted Manurung and Wahyono (2018) Subaebasni, et al (2019) found Brand Image positive and significant impact on customer satisfaction.

The results showed that Service Quality has a positive and significant effect on Consumer Satisfaction. That is because the value of sig 0.000 <0.005. In other words, Hypothesis 4 (H4) Accepted

Service Quality is a series of company activities to provide performance according to customer expectations (Alma, 2015). Service Quality can cover all aspects from physical evidence to responsive services and giving trust to customers (Subaesni, et al, 2019).

The results are consistent with previous studies conducted Gods (2018) and Yolanda (2018) that the Service Quality and significant positive effect on customer satisfaction.

The results showed that the Purchasing Decision had a positive and significant effect on Consumer Satisfaction. That is because the value of sig 0.000 <0.005. In other words, Hypothesis 5 (H5) is accepted.

Consumer satisfaction is the result obtained when the company is able to meet the expectations of the performance given by Ristiani and Yolanda (2018). The satisfaction felt by consumers of companies engaged in services such as PT IMI is something that must achieve by the company. This will have an impact on consumer loyalty and its willingness to recommend company services to colleagues in the vicinity.

The results of this study are in line with previous studies conducted by Manurung and Wahyono (2018) and Saling, et al (2016) that Purchasing Decisions have a positive and significant effect on Consumer Satisfaction.

CONCLUSION AND SUGGESTION

Conclusion. Based on the results of the study, the following are the conclusions obtained in this study.

1. The results show that Brand Image has a positive and significant influence on Purchasing Decisions. A good brand image in a company will differentiate it from competitor companies and has its own position in the eyes of customers.
2. The results of the study indicate that Service Quality has a positive and significant effect on Purchasing Decisions. Good service quality is someone's consideration to use the services of a company.
3. The results of the study indicate that Brand Image has a positive and significant effect on Consumer Satisfaction. Companies with good brand image have different characteristics and qualities from competing companies so that it will provide satisfaction and comfort for customers who use the company's services.
4. Service Quality has a positive and significant effect on Consumer Satisfaction. Service Quality can cover all aspects from physical evidence to responsive services and giving trust to customers
5. The results of the study indicate that the Purchasing Decision has a positive and significant effect on Consumer Satisfaction. Consumer satisfaction is the result obtained when the company is able to meet the expectations of the performance provided.

Suggestion. Based on the conclusions of this study, the following are the suggestions made:

1. Based on the results of descriptive analysis of brand image variables, it is known that the lowest questionnaire value is found in the statement "PT IMI service products have superior quality" of 3.97. Therefore, it has recommended that companies update products that used to protect the confidentiality of customer information and data. This done by updating the security system so that customers feel safe to store company documents, especially those stored in the cloud.
2. Based on the results of the descriptive analysis of service quality variables, it has known that the value of the lowest questionnaire contained in the statement "Fast service to customer demand" by 4.06. Therefore, it has recommended that PT IMI have a definite SOP in customer service. This can be carried out starting from customer service to the maintenance process so that the company can give confidence to customers to use the company's services
3. It has recommended in future research to use other variables to test their effect on Purchasing Decisions and Consumer Satisfaction. This has been intending to produce comprehensive research in the future.

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