



The Influence of Service Quality, Brand Image, and Digital Marketing on Purchasing Decisions

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Abstract:

This research is motivated by the high use of the Internet for various activities, such as communication, education, entertainment, and business. Three factors are considered to have a dominant influence on the development of the business sector, namely improving Service Quality, Brand Image, and Digital Marketing. This study aims to look at the effect of Service Quality, Brand Image, and Digital Marketing on Purchasing Decisions. The research was conducted at Karla Pet Shop. The research method used is descriptive verification research with a quantitative approach with a sample size of 150 people who have shopped for Karla Pet Shop products either directly or online. The sampling technique used is the purposive sampling technique. This research was conducted by distributing questionnaires, interviews, and observations as data collection techniques. Testing the questionnaire with validity test and reliability test. The analysis method uses classical assumption tests, multiple linear regression analysis, and hypothesis testing. The results showed that Service Quality, Brand Image, and Digital Marketing partially had a positive and significant effect on Purchasing Decisions. Meanwhile, the results of the study simultaneously show that Service Quality, Brand Image, and Digital Marketing have a positive and significant effect on Purchasing Decisions at Karla Pet Shop. Better Service Quality, good Brand Image, and appropriate Digital Marketing (good) increase Purchasing Decisions at Karla Pet Shop.

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INTRODUCTION

Digital marketing, also known as digital marketing, is increasingly being used for online promotion as internet access in Indonesia increases. Business companies and individuals are increasingly using digital marketing to promote the products or brands they want to sell, both goods and services and services.

Digital marketing uses advances in the digital world to advertise without being done directly but still has a significant impact (Heidrick & Struggles, 2019). One type of new media whose presence has become very phenomenal is social media as a medium for communication, promotion, and marketing. With today's technological advances, many social media platforms are used to develop businesses.



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Karla Pet Shop is a business engaged in the sale of pet supplies, such as feed, shampoo, accessories, litter, medicines, and so on. In addition to providing animal needs, Karla Pet Shop also provides other facilities such as grooming services and pet hotels for pets. Karla Pet Shop has a store located at Terrace 8, Blok. A Suvana Sutura No. 25, Wana Kerta, Sub-district Cikupa, Tangerang Regency, Banten.

Table 1 and Figure 1 provide an overview of Karla Pet Shop's sales data for the period 2019 to 2023.

Table 1. Karla Pet Shop Sales Data Year 2019 - 2023

| Year | Pet Supplies Sales | Pet Grooming Services | Pet Hotel Services | Total |
|-------------|--------------------|-----------------------|--------------------|---------------|
| 2019 | 1.367.057.089 | 911.371.392 | 759.476.160 | 3.037.904.643 |
| 2020 | 1.518.344.740 | 836.638.938 | 743.679.056 | 3.098.662.735 |
| 2021 | 1.561.726.018 | 1.371.294.513 | 620.575.339 | 3.553.595.870 |
| 2022 | 1.382.127.525 | 1.213.595.644 | 549.209.175 | 3.144.932.344 |
| 2023 | 1.271.557.323 | 1.116.507.992 | 505.272.441 | 2.893.337.756 |

Source: Data reprocessed (2024)

Based on Table 1 and Figure 1, the highest sales occurred in 2021, which amounted to Rp. 3,553,595,870, while in 2022 there was a significant decrease of 11.5% to Rp. 3,144,932,344 and in 2023 it decreased again by approximately 8% to Rp. 2,893,337,756, where the decline in sales had a strong enough impact and could hamper the company's operations.

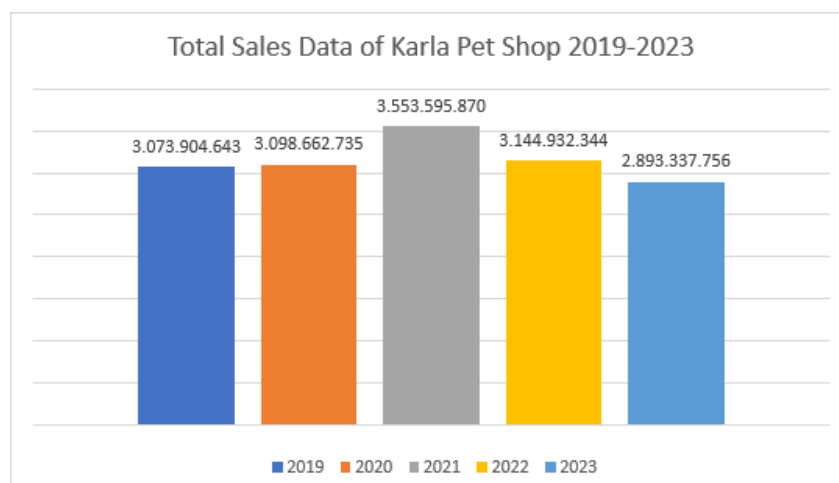


Figure 1. Karla Pet Shop Total Sales Data Year 2019 – 2023

Source: Company Data (2023)

The steps taken by Karla Pet Shop to increase sales are by doing offline and digital marketing. Digital marketing carried out by Karla Pet Shop is to promote on social media, one of which is through Instagram to convey messages or information in an attractive form to attract consumer interest and attention. In addition, it is also done by improving the company's brand image and improving service quality.

One of the purchasing decisions made by consumers in one company is due to marketing using digital marketing, namely marketing that utilizes digital information technology such as using electronic media or internet-based media. The usefulness of digital marketing on purchasing decisions made by consumers is needed because it will increase or decrease sales volume. The results of previous research show that digital marketing has a positive and significant effect on consumer decisions to make purchases (Rahmayani, Hernita, Gumilang, & Riyadi, 2023).

Another factor that supports consumer purchasing decisions in one company is service quality. In the large Indonesian dictionary, it is explained that service is an effort to serve the needs of others while serving is helping to prepare (helping what someone needs). Service (customer service) in general is any activity that is intended or aimed at providing customer satisfaction to customers, through this service customer wants and needs can be met (Indrasari, 2019).

In addition, the factor that encourages and makes consumers decide to make a purchase is a positive brand image that is firmly planted in the minds of consumers. Through brand image, consumers can recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation. Brand image is a consumer's understanding of a brand as a whole with beliefs and views of a brand (Keller, 2020).

The problem that is the background of the research problem carried out by the author, first in providing services to consumers some problems hinder Karla Pet Shop in making consumers decide to make purchases including intense competition among companies engaged in pet shops, limited budgets to maximize services to consumers, limited employees who handle complaints and the lack of efficient social media used by Karla pet shop. Second is the company's brand image which must be continuously improved, the brand image sold by Karla Pet Shop is not directly proportional to the image of the products sold at Karla Pet Shop which has so many types of products. Third, concerning digital marketing, there are customer complaints regarding the application used by Karla Pet Shop where the application used is Tik Tok which is affiliated with Toko Pedia which is sometimes difficult to open on a handphone, causing complaints and difficulties in transactions that result in delivery delays.

Based on the background and identification of the problems above, the formulation of this research problem is how the influence of service quality, brand image, and digital marketing on purchasing decisions at Karla Pet Shop.

H1: Service Quality has a significant effect on purchasing decisions at Karla Pet Shop.

Service Quality / is the customer's perception of the performance (quality) of the company, in this case, Karla Pet shop, in serving consumers both at the preparation of services, at the time of the transaction, and after the purchase that results in changes in their understanding, interest, and subsequent purchasing decisions. (Setiadi, 2021) and (Saputro & Laura, 2020).

Previous research that discusses the effect of service quality on sales decisions found that there is a significant relationship between service quality and purchasing decisions (Setiadi, 2021) (Saputro & Laura, 2020).

H2: Brand image has a significant effect on purchasing decisions at Karla Pet Shop.

Brand Image / Brand image is a schematic memory of a brand. It contains the target market's interpretation of product attributes, benefits, usage situations, users, and market characteristics, (Fitrianna & Aurinawati, 2020) and (Pebrianti, Arweni, & Awal, 2020).

Based on previous research that discusses the influence between brand image variables and sales decisions, it is known that there is a significant relationship between brand image and purchasing decisions. This contains the target market's interpretation of

product attributes, benefits, usage situations, users, and market characteristics. These things cause consumer decisions to purchase products at Karla Pet Shop.

H3: Digital Marketing has a significant effect on purchasing decisions at Karla Pet Shop.

Digital Marketing / Digital Marketing is consumer perception of social media, marketplace, network marketing, and Search Engine Optimization (SEO), (Werry, 2020) and (Fajery & Firdaus, 2020).

Based on previous research that discusses the influence between digital marketing variables and sales decisions, it is known that there is a significant relationship between digital marketing and purchasing decisions.

The empirical research model in this study is obtained from existing theories, from previous research and is also determined based on hypothesis testing which describes the causal relationship between the variables Service quality (X1), Brand Image (X2), and Digital Marketing (X3) on the formative variable, namely Purchasing Decisions (Y).

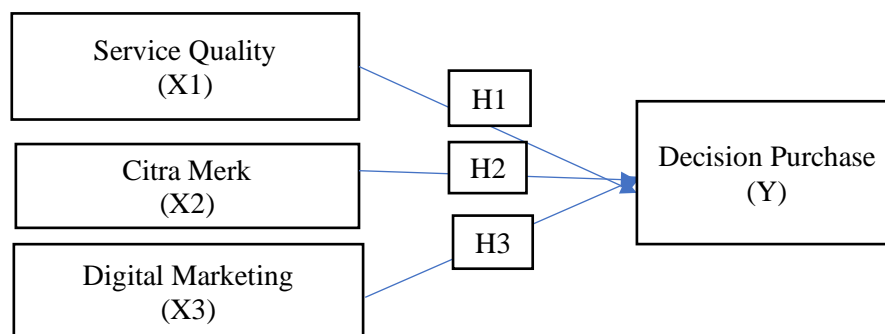


Figure 2. Framework of Thought

Source: Source: Data reprocessed (2024)

METHODS

The object of this research is about service quality, brand image, and digital marketing on purchasing decisions at Karla Pet Shop. The research method used is descriptive verification with a quantitative research approach. Descriptive statistics are used to describe sample data but do not make conclusions that apply to the population (Sugiyono, 2022). Descriptive statistics are used to provide an overview of the distribution and characteristics of sample data by calculating the average (mean) and standard deviation to see the distribution of respondents' assessments of the research object. The verification research method is a formulation of research problems that asks about the relationship between two or more variables (Sugiyono, 2020).

The research variable consists of 3 independent variables (X), namely service quality (X1), brand image (X2), and digital marketing (X3), and one dependent variable (Y), namely purchasing decisions. This research was conducted at Karla Pet Shop which is located at Terrace 8, Blok. A Suvana Sutera No. 25, Wana Kerta, Cikupa District, Tangerang Regency, Banten, this research began in October 2024.

In this study, the population includes people who have shopped for Karla Pet Shop products either directly or online. The sample in this study was 150 people sampled using a purposive sampling technique, namely by determining certain criteria for the sample.

Data collection techniques were carried out by observation (observation), interview (interview), questionnaire (questionnaire), documentation, and a combination of the four. The research instrument used was a questionnaire with a Likert scale. Data analysis calculations using the SPSS (Statistical Program for Social Science) version 27 statistical application software program.

This study uses multiple linear regression analysis to analyze the direct effect of service quality variables, brand image, and digital marketing on purchasing decisions which are formulated in the form of the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Description:

Y = decision

a = Constant

b_i = regression coefficient for X_i

X_1 = service quality

X_2 = Brand image

X_3 = Digital marketing

e = Standard error

RESULT AND DISCUSSION

Data Analysis Result Data Validity and Reliability

The questionnaire data used has gone through a series of tests to ensure its validity and reliability. To test the validity of the questionnaire items, the Pearson correlation value approach was used as the validity index. Statement items are declared valid if the correlation coefficient is more than the table r value (0.1603). To test reliability, Cronbach's alpha formula was used. A questionnaire was considered reliable if the alpha coefficient obtained a value greater than 0.7.

Table 2. Variable Validity Results X1

| No. Item | Coefficient Correlation (r) | Value r table | Conclusion | No. Item | Coefficient Correlation (r) | Value r table | Conclusion |
|-------------------------------|-----------------------------|---------------|------------|------------------------|-----------------------------|---------------|------------|
| Service quality variable (X1) | | | | Digital marketing (X3) | | | |
| 1 | 0,542 | 0,1603 | Valid | 21 | 0,884 | 0,1603 | Valid |
| 2 | 0,418 | 0,1603 | Valid | 22 | 0,929 | 0,1603 | Valid |
| 3 | 0,742 | 0,1603 | Valid | 23 | 0,900 | 0,1603 | Valid |
| 4 | 0,795 | 0,1603 | Valid | 24 | 0,819 | 0,1603 | Valid |
| 5 | 0,444 | 0,1603 | Valid | 25 | 0,850 | 0,1603 | Valid |
| 6 | 0,465 | 0,1603 | Valid | | | | |
| 7 | 0,665 | 0,1603 | Valid | | | | |
| 8 | 0,698 | 0,1603 | Valid | | | | |
| 9 | 0,553 | 0,1603 | Valid | | | | |
| 10 | 0,665 | 0,1603 | Valid | | | | |
| 11 | 0,823 | 0,1603 | Valid | | | | |
| 12 | 0,824 | 0,1603 | Valid | | | | |
| 13 | 0,741 | 0,1603 | Valid | | | | |
| 14 | 0,709 | 0,1603 | Valid | | | | |
| Brand image (X2) | | | | Purchase decision (Y) | | | |
| 15 | 0,768 | 0,1603 | Valid | 1 | 0,785 | 0,1603 | Valid |
| 16 | 0,807 | 0,1603 | Valid | 2 | 0,842 | 0,1603 | Valid |
| 17 | 0,812 | 0,1603 | Valid | 3 | 0,870 | 0,1603 | Valid |
| 18 | 0,815 | 0,1603 | Valid | 4 | 0,859 | 0,1603 | Valid |
| 19 | 0,866 | 0,1603 | Valid | 5 | 0,742 | 0,1603 | Valid |
| 20 | 0,854 | 0,1603 | Valid | | | | |

Source: Data reprocessed (2024)

The test results show that all questionnaire items of the four variables consisting of 30 statements are valid (r value > 0.3) and the measuring instruments of the four variables are reliable (alpha > 0.7).

Table 3. Questionnaire Reliability Test Results

| Variables | Reliability Coefficient (Cronbach's Alpha) | Value critical | Conclusion |
|------------------------|---|-------------------|------------|
| Service QUALITY (X1) | 0,881 | 0,7 | Reliable |
| Brand IMAGE (X2) | 0,901 | 0,7 | Reliable |
| Digital MARKETING (X3) | 0,925 | 0,7 | Reliable |
| Purchase DECISION (Y) | 0,878 | 0,7 | Reliable |

Source: Source: Data reprocessed (2024)

Data Descriptive Score Results

The average score of 150 respondents' responses to the Service quality variable (X1) as measured using 14 statement items of 3.98 is in the interval of 3.4 - 4.2 and is included in the good category. The average score of 150 respondents' responses to the Brand image variable (X2) as measured using 6 statement items of 3.96 is in the interval 3.4 - 4.2 and is included in the good category. The average score of 150 respondents' responses to the Digital marketing variable (X3) as measured using 5 statement items of 4.02 is in the interval 3.4 - 4.2 and is included in the good enough category. The average score of the responses of 150 respondents for the variable Purchase decision (Y) as measured using 5 statement items of 4.13 is in the interval 3.4 - 4.2 and is included in the good category.

Table 4. Descriptive Score

| Variables | Total Indicator | Total Score | Average | Description |
|------------------------|--------------------|----------------|---------|-------------|
| Service Quality (X1) | 14 | 8362 | 3.98 | Good |
| Brand Image (X2) | 6 | 3565 | 3.96 | Good |
| Digital Marketing (X3) | 5 | 3017 | 4.02 | Good |
| Purchase Decision (Y) | 5 | 3095 | 4.13 | Good |

Source: Data reprocessed (2024)

The results of the classical assumption test show that the regression model already has a consistent estimated value with the fulfillment of all tests (normality, linearity, and multicollinearity).

Table 5. Classical Assumption Test of Regression Model

| Classical Assumption Test | Test Value | Result | Conclusion |
|-------------------------------------|------------------|----------|--------------------------------|
| Normality (Kolmogorov-Smirnov Test) | 0,059 (0,200) | P > 0.05 | Data is normally distributed |
| Linearity (F Test) | | | |
| X1-Y | 0,764 (0,805) | P > 0.05 | There is a Linear relationship |
| X2-Y | 1,633 (0,069) | P > 0.05 | There is a Linear relationship |
| X3-Y | 1,545 (0,109) | P > 0.05 | There is a Linear relationship |
| Multicollinearity (VIF test) | | | |
| X1 | 1.798 | VIF < 10 | No multicollinearity problem |
| X2 | 1.875 | VIF < 10 | |
| X3 | 1.622 | VIF < 10 | |

Source: Data reprocessed (2024)

The results of multiple linear regression analysis to determine the effect of independent variables Service quality (X 1), Brand image (X 2), and Digital Marketing (X 3) on the dependent variable, namely purchasing decisions (Y) show a positive relationship.

Table 6. Multiple Linear Regression Results

| Model | | Coefficients ^a | | t | Sig. |
|-------|------------------------|-----------------------------|---------------------------|------|------------|
| | | Unstandardized Coefficients | Standardized Coefficients | | |
| | | B | Std. Error | Beta | |
| 1 | (Constant) | 2.806 | 1.463 | | 1.918 .057 |
| | Service Quality (X1) | .104 | .033 | .236 | 3.116 .002 |
| | Citra Merk (X2) | .315 | .065 | .373 | 4.814 .000 |
| | Digital Marketing (X3) | .227 | .067 | .244 | 3.388 .001 |

a. Dependent Variable: Purchase Decision (Y)

The multiple linear regression equation obtained is as follows:

$$Y = 2,806 + 0,104 X_1 + 0,315 X_2 + 0,277 X_3$$

Source: Data reprocessed (2024)

The Service quality regression coefficient obtained is a positive value of 0.104, indicating that there is a unidirectional relationship between purchasing decisions and Service quality. The better service quality will increase purchasing decisions on Karla Pet Shop products. The results of hypothesis testing show that service quality affects the purchasing decisions of consumers of Karla Pet Shop products ($p < 0.05$). Service quality contributes an influence of 14.2% to purchasing decisions. The results obtained are in line with previous research, namely research (Setiadi, 2021) and (Saputro & Laura, 2020) which also shows that there is a significant relationship between service quality and purchasing decisions. Service quality is about customer perceptions about the performance (quality) of the company, in this case, Karla Pet shop, in serving consumers both in preparing services, during transactions, and after purchases that result in changes in their understanding, interest, and subsequent purchasing decisions.

The regression coefficient for brand image obtained a positive value of 0.315 indicating that there is a unidirectional relationship between purchasing decisions and brand image. The higher the brand image will increase the purchase decision on Karla Pet Shop products. The results of hypothesis testing show that brand image affects the purchasing decisions of consumers of Karla Pet Shop products ($p < 0.05$). Brand image contributes an influence of 24.7% to purchasing decisions. The research results obtained support the research of (Fitrianna & Aurinawati, 2020) and (Pebrianti, Arweni, & Awal, 2020) which state that brand image has a positive and significant effect on purchasing decisions. Brand image contains the target market's interpretation of product attributes, benefits, usage situations, users, and market characteristics. Brand image which is a schematic memory of a brand will lead to consumer decisions to purchase products at Karla Pet Shop.

The regression coefficient for Digital marketing obtained a positive value of 0.315 indicating that there is a unidirectional relationship between purchasing decisions and Digital marketing. Better Digital marketing will increase purchasing decisions on Karla Pet Shop products. The results of hypothesis testing show that digital marketing affects the purchasing decisions of consumers of Karla Pet Shop products ($p < 0.05$). Digital marketing contributes an influence of 14.3% to purchasing decisions. The research results obtained support previous research that already exists. Several previous studies including (Werry, 2020) and research by (Fajery & Firdaus, 2020) state that digital marketing has a positive and significant effect on purchasing decisions. Digital marketing, which is consumer perceptions of social media, marketplace, network marketing, and search engine optimization (SEO) used by Karla Pet Shop in conducting transactions and relationships with consumers if good, will have an impact on increasing consumer purchasing decisions. This is what causes consumer decisions to purchase products at Karla Pet Shop.

Table 7. F Test Results

| Model | ANOVA ^a | | | | |
|--------------|--------------------|-----|-------------|--------|-------------------|
| | Sum of Squares | df | Mean Square | F | Sig. |
| 1 Regression | 961.626 | 3 | 320.542 | 55.370 | .000 ^b |
| Residual | 845.207 | 146 | 5.789 | | |
| Total | 1806.833 | 149 | | | |

A. Dependent Variable: Purchase Decision (Y)
 B. Predictors: (Constant), Digital Marketing (X3), Service Quality (X1), Brand Image (X2)

Source: Data reprocessed (2024)

The results of the hypothesis test (simultaneous test) show that there is a significant influence of Service quality, brand image, and digital marketing together on the purchasing decisions of consumers of Karla Pet Shop products. The value of F count F count = 55.370 is greater than F table = 2.667 and $p < 0.05$.

Multiple correlations between service quality, brand image, and digital marketing with purchasing decisions show that there is a close relationship between purchasing decisions and service quality, brand image, and digital marketing. Obtained a correlation value of 0.730.

Table 8. Coefficient of

| Model | R | R Square | Model Summary ^b | | Std. Error of the Estimate |
|-------|-------------------|----------|----------------------------|--|----------------------------|
| | | | Adjusted R Square | | |
| 1 | .730 ^a | .532 | .523 | | 2.40605 |

a. Predictors: (Constant), Digital Marketing (X3), Service Quality (X1), Brand Image (X2)
 b. Dependent Variable: Purchase Decision (Y)

Source: Data reprocessed (2024)

The results of the coefficient of determination (R²) show that service quality, brand image, and digital marketing contribute 53.2% of the influence on purchasing decisions for consumers of Karla Pet Shop products, while the remaining 46.8% is explained by other variables outside the research model.

CONCLUSION

Based on the research results obtained, service quality, brand image, and digital marketing together have a positive impact on purchasing decisions at Karla Pet Shop. Better service quality, good brand image, and appropriate digital marketing (good) increase purchasing decisions at Karla Pet Shop. Service quality has a considerable influence on purchasing decisions at Karla Pet Shop. Brand image has the greatest influence among the factors studied on purchasing decisions at Karla Pet Shop. Digital marketing is quite large on purchasing decisions at Karla Pet Shop.

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