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Effective Strategy: The Influence of Brand Image and Service on Expedition Service Purchase Decisions

ABSTRACT

This research is driven by issues faced by an expedition company in Bandung. The company is characterized by subpar service and brand image, which are attributed to various factors stemming from human error that impact purchasing decisions. This study seeks to ascertain the impact of brand image and service quality on service purchasing decisions.

The employed study methodology is quantitative, utilizing a descriptive and verification technique. The sample includes 100 respondents who are consumers of excursion services. Primary data, namely data collected directly from consumers of an excursion company in Bandung, is utilized to get supporting information. The employed data analysis method is multiple linear regression.

The findings of this study demonstrate that partial Service Quality exerts a positive and substantial influence on the independent variable (X1), with a p-value of 0.000, which is below the significance threshold of 0.05. Brand Image and Service Quality positively and substantially influence Service Purchase Decisions, with a significance value of 0.000, below the 0.05 threshold.

Keywords: Brand Image, Service Quality, Service Purchasing Decision

INTRODUCTION

It can be seen from the current marketing phenomenon that the industry that dominates the economy throughout the world is the manufacturing industry. Not only that, but the service industry also plays a fairly important role. Even services have become an industry that is able to contribute to national economic income. (Arlindhini & Resawati, 2023; Nugraha & Nurdiansyah, 2022)

The service industry also plays a fairly important role in the current economic industry. Services have become an industry that can provide benefits to the national economy. Companies that want to grow and gain competitive advantage must provide products in the form of quality goods or services at competitive prices, faster delivery, and good service to customers. This condition is an economic sector that has a role in the progress of society throughout the country. (Supriadi, Larashati, Dwiyanisa, Jannah & Herawati, 2023; Zanesty, Prakasa, Alina & Rakhmawati, 2022; Suryadana & Nugraha, 2018)

The current competition in the goods delivery service business is getting tighter, so every company must prepare itself as well as possible if it still wants to maintain its existence in the competition between similar companies. Therefore, every business actor in its environment places an orientation toward the ability to attract purchasing decisions to succeed in running a business. (Andini & Megawati, 2023;

Sopiani, Larashati, Juhana & Manik, 2022); Wahyuni, Larashati, Dwiyanisa & Suherman, 2022)

Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives. They are considered the most appropriate action in purchasing by first going through the stages of the purchasing decision-making process. Therefore, purchasing decisions must always be considered. (Wulandari & Oktafani, 2017; Juhana, 2023)

When making a purchasing decision, the first thing consumers usually consider is the product, either goods or services. Products have a very important role in making purchasing decisions. A product must have elements of product attributes that can influence consumers' decisions, namely product or service quality, price, brand, and features. These are the most important considerations for consumers before making a purchasing decision on a product. Products that have high-quality product attributes will attract more consumers to use the product. (Achmadi, Supardi, Sriyono & Setiyono, 2022; Ningtyas & Elpanso, 2024; Juhana, 2023)

One consideration in purchasing decisions is the brand, which is very influential for consumers. A well-known brand has its special features for consumers. Seeing the facts, consumers make many purchasing decisions if the product or service has a well-known brand compared to products or services with standard brands. From

the results of the pre-survey conducted by the researcher, it was concluded that the brand image of one of the expedition companies in Bandung is still not optimal. (Sintiya & Suzanto, 2023; Rachman, Rahman & Sakitri, 2024; Wibowo, Resawati, Dwiyanisa & Megawati, 2022)

Brand image is the perception ingrained in the consumer's mind regarding a specific brand, whether related to products or services. Consequently, brand image is crucial for a company's successful operation.

Implementing an appropriate marketing strategy involves analyzing the brand image of competitors' similar items and their customer base. The company's nearest competitors also fulfill client satisfaction and must remain vigilant of other rivals who might provide innovative solutions to address identical wants.

Purchasing decisions are influenced by Service Quality, which is defined as the emphasis on fulfilling demands and requirements and the promptness of meeting customer expectations. Service quality pertains to all categories of services the organization offers during client interactions.

Researchers' findings from a pre-survey indicated that consumers were dissatisfied with the services offered by a particular adventure company in Bandung. Unaddressed complaints about service quality will adversely impact the company's brand image.

Service quality is a dynamic state intrinsically linked to products, services, human resources,

processes, and environments that can achieve or exceed anticipated service quality. By achieving high service quality, a corporation cultivates a positive public image. The author seeks further understanding based on the facts and data corroborated by the hypotheses proposed by experts and reinforced by the aforementioned publications. This study aims to assess the extent to which pricing and service quality impact the decision to get services from an adventure company in Bandung.

METHOD

This research employs a quantitative methodology to assess the impact of brand image and service quality on purchasing decisions about adventure services. The quantitative technique was used as it enabled researchers to carefully analyze numerical data, examine the relationships between variables, and derive conclusions from empirical evidence that may be generalized. This study encompasses two categories of variables: independent variables (unrestricted) and dependent variables (restricted). The independent variable comprises two indicators: brand image and service quality, whereas the dependent variable in this study is the choice to acquire expedition services.

This study uses primary data collected through questionnaires distributed to 100 respondents who use expedition services. The questionnaire was constructed using indicators

from each dimension and assessed with a five-point Likert scale, ranging from strongly disagree to strongly agree. Data collection was conducted both in person and online to enhance the breadth of respondents.

Prior to further data analysis, validity and reliability assessments were conducted first. The validity test assesses the degree to which the questionnaire instrument accurately measures the intended constructions. An effective instrument will yield pertinent and focused data. This test is conducted by computing the correlation between each item's score and its variables' aggregate score. The reliability test is employed to assess the consistency of the measurement device. The questionnaire is deemed credible if it possesses a Cronbach's Alpha score exceeding 0.70, signifying that the instrument yields consistent results across various administrations. The employed data analysis technique is path analysis. Path analysis is employed to ascertain the extent of the independent variable's direct and indirect effects on the dependent variable. This method uses a path diagram to elucidate the relationships among variables. Each pathway linking the variables will have its coefficient value computed, which is subsequently employed to assess the intensity and direction of the influence between the variables. This path coefficient results from a standardized regression, facilitating a more thorough analysis of the causal relationship

among brand image, service quality, and purchasing decisions for adventure services.

RESULTS and DISCUSSION

Respondent Data refers to information acquired from participants, encompassing their background, which serves to elucidate the findings derived from the research conducted.

The author elucidates the respondent data using descriptive and verification analysis. The questionnaire inquired about the respondent's status, gender, occupation, and income.

Table 1. Characteristics of Respondents

No.	Characteristics	Frequency	Presentation
1.	Gender		
	- Female	67	67%
	- Male	33	33%
2.	Age		
	- < 17 years	1	1%
	- 18 – 30 years	65	65%
	- 31 – 40 years	19	19%
	- 41 – 50 years	12	12%
	- > 50 years	3	3%
3.	Type of Job		
	- Student	34	34%
	- Civil Servant	4	4%
	- Private Employee	30	30%
	- Entrepreneur	19	19%
	- Others	13	13%

Table analysis indicates that females constitute most respondents at 67%, whereas males represent 33%. The 18–30 age group has a significant majority at 65%, whereas the subgroup under 17 years is minimal at 1%. The examined population

predominantly comprises people in early adulthood. Students and college students constitute the largest demographic at 34%, followed by private employees at 30%. Civil servants constitute a mere 4%, suggesting that many responders are either in the learning phase or have recently embarked on their professions. This distribution illustrates demographic patterns that may influence respondents' perspectives and actions in a broader context.

Table 2. Validity and Reliability Assessments

No	Variable	No Item	Standard Deviation	Validation Value	Description
1	Brand Image	1	0,30	0,306	Valid
		2	0,30	0,682	Valid
		3	0,30	0,726	Valid
		4	0,30	0,785	Valid
		5	0,30	0,787	Valid
		6	0,30	0,846	Valid
		7	0,30	0,815	Valid
		8	0,30	0,833	Valid
		9	0,30	0,822	Valid
		10	0,30	0,823	Valid
		11	0,30	0,793	Valid
		12	0,30	0,794	Valid
		13	0,30	0,759	Valid
		14	0,30	0,772	Valid
		15	0,30	0,688	Valid
		16	0,30	0,708	Valid
2	Quality of Service	1	0,30	0,685	Valid
		2	0,30	0,694	Valid
		3	0,30	0,718	Valid
		4	0,30	0,784	Valid
		5	0,30	0,826	Valid

		6	0,30	0,878	Valid		
		7	0,30	0,845	Valid		
		8	0,30	0,809	Valid		
		9	0,30	0,808	Valid		
		10	0,30	0,846	Valid		
		11	0,30	0,729	Valid		
		12	0,30	0,850	Valid		
		13	0,30	0,828	Valid		
		14	0,30	0,793	Valid		
		15	0,30	0,833	Valid		
		3	Buying Decision	1	0,30	0,683	Valid
				2	0,30	0,725	Valid
				3	0,30	0,792	Valid
				4	0,30	0,698	Valid
				5	0,30	0,791	Valid
6	0,30			0,835	Valid		
7	0,30			0,736	Valid		
8	0,30			0,823	Valid		
9	0,30			0,812	Valid		
10	0,30			0,742	Valid		
11	0,30			0,632	Valid		
12	0,30	0,738	Valid				
13	0,30	0,594	Valid				
14	0,30	0,645	Valid				
15	0,30	0,585	Valid				
16	0,30	0,697	Valid				

The table above indicates that all components of the study instrument yield valid results. The computation results indicate that all items satisfy the minimum validity requirement of 0.30. This condition indicates that the research instrument is deemed valid, effectively measuring brand image, service quality, and purchasing decisions.

Table 3. Reliability Assessment

Variable	Standard Deviation	Reliability Value	Description
Brand Image	0,70	0,958	Reliable
Quality of Service	0,70	0,966	Reliable
Buying Decision	0,70	0,951	Reliable

The reliability testing results, indicated by the Cronbach Alpha value, revealed that the three variables in this study—brand image, service quality, and purchase decisions—exceeded the threshold of 0.70. The Cronbach Alpha values were 0.958 for brand image, 0.966 for service quality, and 0.951 for purchase decision. The results demonstrate that this study's questionnaire instrument is highly reliable. This condition indicates that each statement item in the questionnaire can reliably assess the same construct across different instances without substantial outcome variations. This condition assures that the obtained data accurately represents the respondents' thoughts and experiences about expedition services, influenced by brand image, service quality, and purchase decisions. This study did a path analysis to assess the size of direct and indirect influences among the examined variables and evaluate dependability. The analysis revealed that the brand image variable significantly influences purchasing decisions for expedition services, with a positive path coefficient indicating that improved consumer perception of the brand image correlates with an increased likelihood of consumers opting to purchase or utilize the service. This condition

suggests that brand image significantly influences consumer trust and favorable judgments regarding the quality and legitimacy of adventure services.

Moreover, service quality has demonstrated a substantial impact on purchase decisions. Service quality encompasses delivery speed, clarity of tracking information, cordiality of personnel, and overall satisfaction with the shipping procedure. The path coefficient indicates that an enhancement in service quality will elevate consumers' propensity to reuse the same expedition service. This outcome aligns with other research indicating that elevated service quality fosters customer pleasure and impacts repurchase decisions and customer loyalty.

The analysis results indicate that, among the two independent variables, service quality exerts a more significant influence on purchasing decisions than brand image. While brand image holds significance, consumers' actual experiences with expedition services provided by service quality—exert a more substantial influence on the ultimate purchasing choice. In this context, excursion organizations should prioritize enhancing brand image through promotions or marketing initiatives and continually improving service quality.

The study's findings suggest that a successful approach to influencing purchasing decisions for adventure services involves cultivating a strong brand image and providing exceptional service quality. Expedition organizations that effectively balance these two characteristics will enhance client pleasure and loyalty while promoting sustainable purchase decisions.

The research findings indicate that the Brand Image variable significantly affects the Purchase Decision of services at an adventure company in

Bandung City. The direct impact of brand image on purchasing decisions is 8.0%, whereas the indirect impact via intermediary variables is 14.5%. Consequently, the overall impact of brand image on consumer purchase decisions amounts to 22.5%. This finding reinforces the idea that consumer perceptions of a brand's image in expedition services affect their propensity to utilize the service.

The brand image encapsulates the collective public opinion of a company, encompassing its reputation, ingrained values, and the consistency of services provided. In the highly competitive adventure service business, the brand image serves as a distinguishing characteristic that separates a company from its rivals. Consumers generally trust expedition services with a solid reputation, public acknowledgment, and effective brand communication. Consequently, while its direct impact may be limited, the brand image continues to serve as a crucial basis for cultivating consumer loyalty and generating early interest in the service.

The indirect impact of brand image on purchasing decisions surpasses its direct impact. This condition suggests that brand image exerts a more significant influence when integrated with additional elements, such as service quality. In this context, buyers may initially be attracted to an expedition service due to a favorable brand image; nevertheless, real purchasing decisions are predominantly influenced by their firsthand experience with the quality of service rendered. This condition illustrates a symbiotic relationship between brand impression and actual service experience.

Consequently, a viable strategy for adventure companies is to enhance brand image through continuous marketing communications and align client

experiences with the brand's expectations. If a company markets itself as a swift and dependable expedition service, then every facet of its operations—from delivery speed to customer service—must embody these principles.

This finding aligns with other research indicating that brand image is a primary factor in customer decision-making, particularly in the intangible service industry, such as trips. Due to the intangible nature of services, brand perceptions serve as a mechanism for consumers to evaluate the anticipated quality of service.

This study demonstrates that brand image significantly influences customer purchase decisions directly and indirectly through other variables. Consequently, adventure organizations in Bandung City and similar locales must prioritize brand management as a fundamental approach for attracting and retaining clients in an increasingly competitive market.

The research findings indicate that the Service Quality variable (X2) significantly impacts the Purchase Decision (Y) for expedition services at a specific company in Bandung City. The direct impact of service quality on purchase decisions is 45.5%, with an indirect impact of 14.5%, resulting in a total influence of 60.0%. The results demonstrate that service quality is a pivotal aspect influencing consumer choices regarding selecting a specific expedition service.

The significant impact of service quality on purchasing decisions can be elucidated through several facets that constitute the service dimension, including delivery speed, reliability in goods delivery, the cordiality and professionalism of personnel, a transparent goods tracking system, and the simplicity

of ordering and communication processes. When consumers see that the service rendered meets or exceeds their expectations, they will use it again and endorse it to others. This result affirms that favorable firsthand encounters with the company's services will significantly influence purchasing decisions.

Besides direct influence, service quality indirectly impacts purchasing decisions, specifically through interaction with brand image or other variables. In this instance, service quality influences consumer views of the brand. When the service is deemed very satisfactory, the company's brand image will be enhanced and more favorable. Consequently, purchasing decisions are shaped by direct service experience and the overarching brand perception derived from service quality. This condition elucidates service quality's substantial 60% impact on purchasing decisions.

This study reinforces the research idea that service quality significantly influences purchasing decisions. This aligns with numerous other studies indicating that outstanding service is the primary factor in fostering customer happiness, loyalty, and repeat purchasing decisions within the service industry. Service quality is an indispensable criterion in the expedition sector, where dispatched products frequently possess significant or urgent value.

Therefore, adventure firms' viable strategy is to enhance service quality persistently. Companies must guarantee that all operational processes, including shipping management systems and customer service, are structured to deliver optimal consumer experience. Enhancements in service velocity, information precision, and responsiveness to client inquiries or grievances can serve as critical differentiators in

capturing consumer loyalty within a competitive expedition market.

This study's results affirm that service quality is a critical strategic factor influencing consumer purchasing decisions regarding expedition services, making it a priority area for companies to develop to attain sustainable competitive advantage.

Based on the results of the research and data processing that has been done, it was found that the variables Brand Image (X1) and Service Quality (X2) have a very significant influence on the Purchase Decision (Y) of expedition services at one of the expedition companies in Bandung City. Quantitatively, the total direct influence of the two variables on the purchase decision is 82.7%, while the indirect influence reaches 17.3%. Thus, combining brand image and service quality contributes substantially to forming consumer decisions in expedition services.

This figure shows that most purchasing decisions are influenced by how consumers assess the quality of service and their perceptions of the company's brand. Service quality is an important element that consumers directly feel, while brand image forms initial expectations of the services to be received. Both works synergistically: brand image creates initial perceptions and beliefs, while service quality forms actual experiences that ultimately strengthen or even change purchasing decisions.

The strong direct influence of 82.7% also shows that the company's marketing strategy, which emphasizes strengthening brand image and improving service quality, is the right and practical approach. Consumers in the expedition service industry tend to choose services based on brand reputation and tangible evidence of service quality. This condition means that if a company can maintain a positive brand

image and consistently provide excellent service, the opportunity to get and retain customers becomes very high.

Meanwhile, the indirect effect of 17.3% indicates the existence of a relationship mechanism between variables, where service quality not only has a direct impact on purchasing decisions but also strengthens brand image. In other words, when consumers feel satisfied with service quality, their perception of the brand will increase, and this, in turn, will further strengthen the decision to use the company's services repeatedly.

These results also support the study's hypothesis that brand image and service quality have an important and complementary role in influencing purchasing decisions. This study aligns with previous studies emphasizing that brand trust and service experience are the leading indicators of consumer decisions in the service industry.

In practice, expedition companies in Bandung and its surroundings need to develop an integrated marketing strategy where strong brand imaging is supported by high-quality service. Branding activities such as promotions, customer testimonials, and digital presence must be accompanied by improving service quality through HR training, transparent tracking systems, and speed and security in shipping goods.

Thus, brand image and service quality are strategic combinations that significantly drive consumer purchasing decisions. Shipping companies that manage these two aspects optimally will have a strong competitive advantage in the market.

The path analysis indicates that all independent variables, Brand Image (X1) and Service Quality (X2), influence the dependent variable, Purchase Decision (Y), regarding services at a specific excursion company in Bandung. The cumulative impact of Brand Image and Service Quality on Purchase Decision is 82.7%, with Brand Image contributing 8.0% and Service Quality accounting for 45.5%. The Service Quality variable significantly influences the Purchase Decision variable, accounting for a total influence of 60.0%.

Brand Image (X1) and Service Quality (X2) factors significantly influence the Purchase Decision of Services (Y). According to the analysis, the service quality variable should be prioritized to enhance the decision to purchase services, as it contributes 60.0%. The Brand Image variable follows with an influence of 22.5%. Therefore, an expedition company in Bandung should focus on Service Quality while enhancing its Brand Image to increase service purchase decisions.

CONCLUSION

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