

Analysis of the Effect of Service Quality and Brand Image on Purchasing Decisions: Case Study of K-24 Pharmacy

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ABSTRACT

Objective: This study aims to determine the effect of service quality and brand image on purchasing decisions for K-24 pharmacies in Surabaya. **Method:** The type of research used in this study is quantitative. In particular, sampling techniques are often used to collect random data with data analysis instruments studied, which have quantitative statistical objectives to test hypotheses. **Results:** The effect of service quality variables on purchasing decisions has a t-value of 2.706 and a significant value of 0.009. This means that the service quality variable has a significant influence on the purchasing decision variable. The influence of the brand image variable on purchasing decisions has a t-value of 3.847 and a calculated value of 0.000. This means that the brand image variable has a significant influence on the purchasing decision variable. Based on the research results, it shows that the service quality variable has a significant influence on the purchasing decision variable. Then, the brand image variable has a significant influence on the purchasing decision variable. **Novelty:** Based on the research results above, the authors conclude that the service quality variable (X1) and the brand image variable (X2) have a simultaneous influence on the purchasing decision variable (Y).

INTRODUCTION

The spread of COVID-19 in Indonesia has had a huge impact on the entire Indonesian society. The coronavirus has paralyzed economic activity, especially in non-essential sectors such as food. Example: Education, Tourism and other non-essential sectors. Systemically non-essential sectors have been severely impacted. When the government implemented a work-from-home policy to limit contact, many businesses closed. As a result, many companies have temporarily shut down, especially those in the non-essential sectors that have to laying off employees due to the impact of Covid-19. Various efforts have been made by the government to tackle the spread of the Covid-19 Virus and minimize the impact that occurs due to the spread of Covid-19 through social distancing policies and large-scale social restrictions (PSBB) to prevent the spread of the Covid-19 Virus from becoming more widespread.

The development of the pharmaceutical business during the Covid-19 pandemic rose significantly compared to other businesses in the sector. During the Covid-19 pandemic, many people needed vitamins, medicines, masks, tools health and hand Sanitizer. According to data from the Indonesian Ministry of Industry, 2021 the growth of the chemical and pharmaceutical industry group reached 9.39% in 2020 compared to the previous year of 8.48% in 2019. During the Covid-19 pandemic the pharmaceutical industry grew compared to other industries. The growth of the pharmaceutical industry cannot be separated from the many needs of people who need medicines during the Covid-19 pandemic to protect themselves and cure themselves from the Covid-19 virus.

The high demand for health goods during the Covid-19 pandemic has resulted an increase in people's purchasing power for medicines to protect themselves and cure themselves from the Covid-19 virus. The increase in people's purchasing power for needsmedicine resulted in limited stock of goods and until there was a scarcity of stock of goods which ultimately resulted in an increase in the selling price of goods.

During the Covid-19 pandemic, the quality of service is needed by pharmaceutical business players, especially pharmacies. Many people feel disappointed with the problem of limited drug stocks, scarcity of drug stocks and a very significant increase in drug prices. The best quality of service will make consumers buy the company's products, so that a brand image will be created that is attached to the minds of consumers. Consumers will trust and will be more loyal to the company if it has a brand image that is attached to the minds of consumers. Brand image is built on service quality that satisfies consumers and makes them decide to buy product or service. Service quality is a measure of an organization or individual to ensure customer satisfaction, increase consumer confidence, and encourage consumers to buy a product or service (Kasmir, 2017).

This research focuses on the service quality of Apotek K-24 in Surabaya on During the Covid-19 pandemic, there were cases of scarcity of stock of medicines, limited stock of goods and a very significant price increase during the Covid-19 pandemic. In addition, this research focuses on the service strategy of Apotek K-24 Surabaya during the Covid-19 pandemic which distinguishes Apotek K24 Surabaya from other pharmacies that make consumers decide to buy medicines, multivitamins, masks, medical devices and hand sanitizers.

RESEARCH METHOD

General The type of research used in this research is using quantitative method. In this study, the population is a network of customers of Apotek K-24 Surabaya, including Apotek K-24 Bendul Merisi, Apotek K-24 Ngaggel, Apotek K-24 Rungkut Madya, Apotek K-24 Karah, Apotek K-24 Menganti and Apotek K-24 Balongsari who will make purchases and who have purchased pharmaceutical products. medicines.

The data collection techniques in this study were questionnaires / surveys, observation and documentation. The data analysis technique consists of; 1) validity test, 2) reliability test, 3) normality test, 4) multicollinearity test, 5) heteroscedasticity test, 6) multiple linear regression analysis, 7) coefficient of determination test, 8) F test, and 9) T test.

RESULTS AND DISCUSSION

Results

Table 1. Service Quality.

X1.1	Pearson Correlation	.477**
	Sig. (2-tailed)	0,000
	N	75

X1.2	Pearson Correlation	.608**
	Sig. (2-tailed)	0,000
	N	75
X1.3	Pearson Correlation	.457**
	Sig. (2-tailed)	0,000
	N	75
X1.4	Pearson Correlation	.385**
	Sig. (2-tailed)	0,001
	N	75
X1.5	Pearson Correlation	.539**
	Sig. (2-tailed)	0,000
	N	75
X1.6	Pearson Correlation	.665**
	Sig. (2-tailed)	0,000
	N	75
X1.7	Pearson Correlation	.701**
	Sig. (2-tailed)	0,000
	N	75
X1.8	Pearson Correlation	.644**
	Sig. (2-tailed)	0,000
	N	75
X1.9	Pearson Correlation	.499**
	Sig. (2-tailed)	0,000
	N	75
X1.10	Pearson Correlation	.497**
	Sig. (2-tailed)	0,000
	N	75
X1.11	Pearson Correlation	.473**
	Sig. (2-tailed)	0,000
	N	75
X1.12	Pearson Correlation	.562**
	Sig. (2-tailed)	0,000
	N	75
X1.13	Pearson Correlation	.497**
	Sig. (2-tailed)	0,000
	N	75
X1.14	Pearson Correlation	.498**
	Sig. (2-tailed)	0,000
	N	75
X1.15	Pearson Correlation	.489**
	Sig. (2-tailed)	0,000
	N	75

Source: SPSS research output, processed 2024

Tabel 2. Brand Image.

X2.1	Pearson Correlation	.694 ^{**}
	Sig. (2-tailed)	0,000
	N	75
X2.2	Pearson Correlation	.475 ^{**}
	Sig. (2-tailed)	0,000
	N	75
X2.3	Pearson Correlation	.603 ^{**}
	Sig. (2-tailed)	0,000
	N	75
X2.4	Pearson Correlation	.520 ^{**}
	Sig. (2-tailed)	0,000
	N	75
X2.5	Pearson Correlation	.656 ^{**}
	Sig. (2-tailed)	0,000
	N	75
X2.6	Pearson Correlation	.363 ^{**}
	Sig. (2-tailed)	0,001
	N	75
X2.7	Pearson Correlation	.448 ^{**}
	Sig. (2-tailed)	0,000
	N	75
X2.8	Pearson Correlation	.536 ^{**}
	Sig. (2-tailed)	0,000
	N	75
Total_X2	Pearson Correlation	1
	Sig. (2-tailed)	
	N	75

Source: SPSS research output, processed 2024

Tabel 3. Purchase Decision.

Y.1	Pearson Correlation	.629 ^{**}
	Sig. (2-tailed)	0,000
	N	75
Y.2	Pearson Correlation	.669 ^{**}
	Sig. (2-tailed)	0,000
	N	75
Y.3	Pearson Correlation	.622 ^{**}
	Sig. (2-tailed)	0,000
	N	75
Y.4	Pearson Correlation	.481 ^{**}
	Sig. (2-tailed)	0,000
	N	75
Y.5	Pearson Correlation	.693 ^{**}
	Sig. (2-tailed)	0,000
	N	75
Y.6	Pearson Correlation	.658 ^{**}

	Sig. (2-tailed)	0,000
	N	75
Y.7	Pearson Correlation	.729**
	Sig. (2-tailed)	0,000
	N	75
Y.8	Pearson Correlation	.655**
	Sig. (2-tailed)	0,000
	N	75

Source: SPSS research output, processed 2024

Table 4. Validity Test Results.

Question Item	Correlation Value	Probability	Information	
Kualitas Pelayanan (X1)	X1.1	0,477	0.000 < 0,05	Valid
	X1.2	0,608	0.000 < 0,05	Valid
	X1.3	0,457	0.000 < 0,05	Valid
	X1.4	0,385	0.000 < 0,05	Valid
	X1.5	0,539	0.000 < 0,05	Valid
	X1.6	0,665	0.000 < 0,05	Valid
	X1.7	0,701	0.000 < 0,05	Valid
	X1.8	0,644	0.000 < 0,05	Valid
	X1.9	0,499	0.000 < 0,05	Valid
	X1.10	0,497	0.000 < 0,05	Valid
	X1.11	0,473	0.000 < 0,05	Valid
	X1.12	0,562	0.000 < 0,05	Valid
	X1.13	0,497	0.000 < 0,05	Valid
	X1.14	0,498	0.000 < 0,05	Valid
	X1.15	0,489	0.000 < 0,05	Valid
Citra Merek (X2)	X2.1	0,694	0.000 < 0,05	Valid
	X2.2	0,475	0.000 < 0,05	Valid
	X2.3	0,603	0.000 < 0,05	Valid
	X2.4	0,520	0.000 < 0,05	Valid
	X2.5	0,656	0.000 < 0,05	Valid
	X2.6	0,363	0.000 < 0,05	Valid
	X2.7	0,448	0.000 < 0,05	Valid
	X2.8	0,536	0.000 < 0,05	Valid
Keputusan Pembelian (Y)	Y1	0,629	0.000 < 0,05	Valid
	Y2	0,669	0.000 < 0,05	Valid
	Y3	0,622	0.000 < 0,05	Valid
	Y4	0,481	0.000 < 0,05	Valid
	Y5	0,693	0.000 < 0,05	Valid
	Y6	0,658	0.000 < 0,05	Valid
	Y7	0,729	0.000 < 0,05	Valid
	Y8	0,655	0.000 < 0,05	Valid

Source: SPSS research output, processed 2024

Referring to table 4 above, it can be concluded that from the results of the item validity test submitted to the respondents it is stated that it has a Valid value.

Reliability Test

The technique used in this study is Cornbach Alpha (α), a construct or variable that is considered reliable if it provides a Cornbach alpha value > 0.60 .

Table 5. Service Quality.

Cronbach's Alpha	N of Items
.821	15

Source: SPSS research output, processed 2024

Referring to table 5 The reliability test for variable X1 Service Quality has a Cornbach Alpha value of 0.821, it can be concluded that it is greater than 0.60, indicating that variable X1 Service Quality is reliable.

Table 6. Brand Image.

Cronbach's Alpha	N of Items
.660	8

Source: SPSS research output, processed 2024

Referring to table 6 The reliability test of the X2 Brand Image variable has a Cornbach Alpha value of 0.660, it can be concluded that it is greater than 0.60, indicating that the X2 Brand Image variable is reliable.

Table 7. Purchase Decision

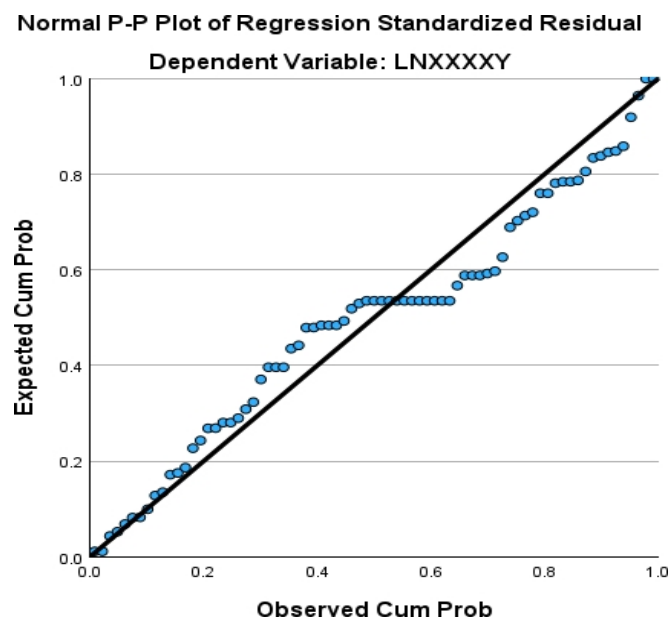
Cronbach's Alpha	N of Items
.793	8

Source: SPSS research output, processed 2024

Refer to table 7 Variable reliability test Y Decision Purchase has a Cornbach Alpha value of 0.793, it can be concluded that it is greater than 0.60, indicating that variable Y Purchasing Decisions are reliable

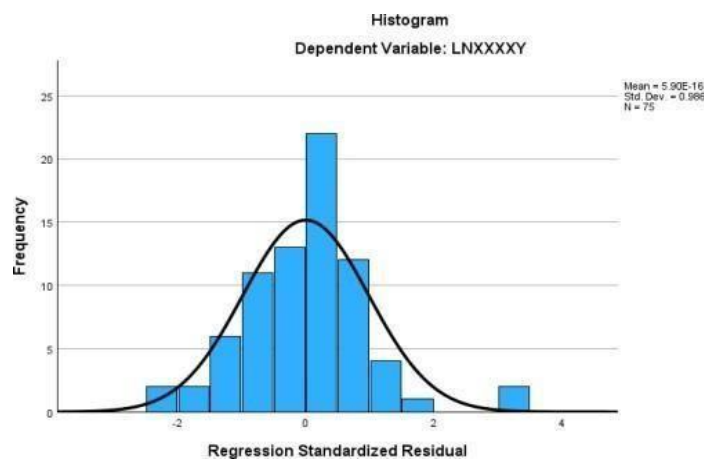
Normality Test

In testing normality, it can be analyzed from the distribution of data that spreads on the diagonal line, the more the data follows the diagonal data, it can be concluded that the regression has good normality assumptions.



Source: SPSS research output, processed 2024.

Figure 1. Normality test result.



Source: SPSS research output, processed 2024

Figure 2. SPSS data 2024.

Table 8. SPSS 2024.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			75
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.09297986	
Most Extreme Differences	Absolute	.122	
	Positive	.122	
	Negative	-.105	
Test Statistic			.122
Asymp. Sig. (2-tailed) ^c			.008
Monte Carlo Sig. (2-tailed) ^d	Sig.	.007	
	99% Confidence Interval	Lower Bound	.005
		Upper Bound	.009

Source: SPSS research output, processed 2024

Based on Figure 1 above, it can be concluded that the data follows the diagnostic line and it can be concluded that the independent variable and the dependent variable are normally distributed. In the normality test the authors use Kolmogorov-smirnov test approach in table 8. to strengthen the results of the normality test whether it is well distributed or not. In the Kolmogorov-smirnov test, the data can be said to be normally distributed if the significant value is greater than 0.05. Conversely, if the significant value is smaller than 0.05, it can be concluded that the data is not normally distributed (Sugiyono, 2018). From the Kolmogorov-smirnov test table, it can be concluded that the Kolmogorov-smirnov test result is 0.7, which means that the value is greater than 0.05.

Multicollinearity Test

In multicollinearity testing, it is measured by the VIF (Variance Inflation Factor) value of the independent variable value with the tolerance value. If the Tolerance value < 0.1 or equal to > 10 then there is a multicollinearity problem. If the Tolerance value > 0.1 or the same as $VIF < 10$ then there is no multicollinearity problem.

Table 9. Multicollinearity test result.

Model	Coefficients ^a		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error				Tolerance	VIF
1 (Constant)	.126	.285		.443	.659		
Kualitas Pelayanan	.825	.332	.285	2.481	.015	.507	1.971
Citra Merek	.541	.126	.492	4.289	$< .001$	.507	1.971

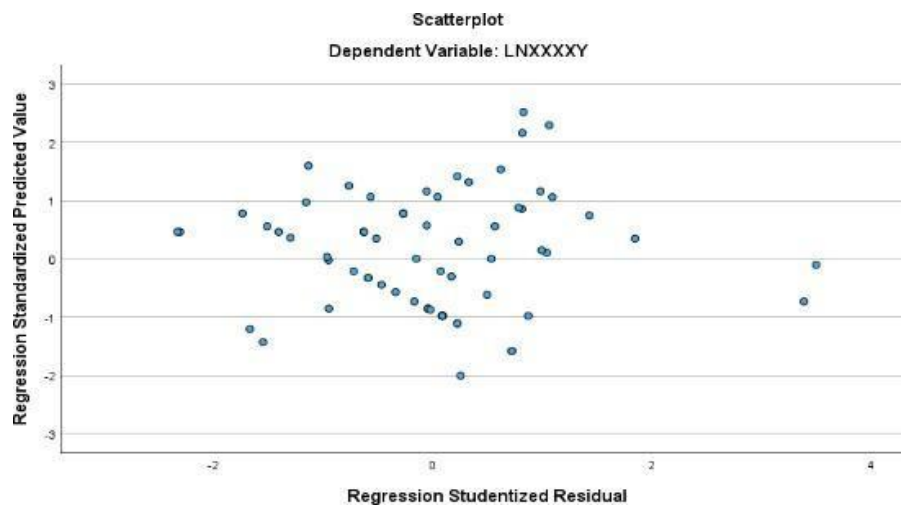
a. Dependent Variable: Keputusan Pembelian

Source: SPSS research output, processed 2024

From the results of table 9 It can be seen that the VIF value of the service quality variable (X1) is 1.971 and the VIF value of the brand image variable (X2) is 1.971. This means that each dependent variable VIF value is smaller than the value of 10. Likewise, the Tolerance value of the service quality variable (X1) is 0.507 and the Tolerance value of the brand image variable (X2) is 0.507. This means that each dependent variable is greater than the value of 0.1. It can be concluded that the multicollinearity test results do not experience multicollinearity symptoms as evidenced by the VIF value being smaller than the value of 10 and the Tolerance value being smaller than 0.1.

Heteroscedasticity Test

In the heteroscedasticity test, if there is a certain pattern, such as dots that form a regular pattern, it can be concluded that heteroscedasticity occurs. If there is no clear pattern and the dots are irregular, then there is no heteroscedasticity.



Source: SPSS research output, processed 2024

Figure 3. Heteroscedasticity Test Result.

In multiple linear regression test model 2 variable multiple regression is formulated. Where Y is the dependent variable and X1 and X2 are independent variables.

Table 10. Multiple linear regression test.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,304	2,638		0,873	0,385
	Kualitas Pelayanan	0,195	0,072	0,320	2,706	0,009
	Citra Merek	0,533	0,139	0,455	3,847	0,000
a. Dependent Variable: Keputusan Pembelian						

Source: SPSS research output, processed 2024

Table 10 can be assessed and analyzed as follows:

$$Y = a + b_1.x_1 + b_2.x_2$$

1. Constant = 2,304
2. Service quality = 0,195
3. Brand image = 0,533

In the results of the above analysis, the effect of the independent variable and the dependent variable can be concluded that:

1. a = Has a value of 2.304 indicating that if the service quality variable (X1) and the brand image variable (X2) do not change. If the independent variable does not change, the purchase decision has a value of 2.304.
2. b1 = Has a value of 0.195, which means that the service quality variable has a positive influence on the purchasing decision variable, so that each unit of service quality variable affects the purchasing decision by 0.195.

3. b_2 = Has a value of 0.533, which means that the brand image variable has a positive influence on the purchasing decision variable, so that each unit of service quality variable affects the purchasing decision by 0.533.

Coefficient Test

Table 11. SPSS 2024.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.520	.507	1,63461
a. Predictors: (Constant), Brand Image, Service Quality				

Source: SPSS research output, processed 2024

Based on table 11 data above, the Adjusted R Square value is 0.507, which means that the independent variables of service quality and brand image have an influence with a percentage of 50.7% on purchasing decisions. So it can be concluded that the effect of service quality and brand image on purchasing decision variables has a value of 50.7% and while the remaining 49.3% is influenced by other variables not examined in this study.

F test

In the provisions of the F test, namely as follows (Ghozali, 2018):

1. If the significant value of $F < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. All independent variables have a significant influence on the dependent variable.
2. If the significant value of $F > 0.05$, it can be concluded that H_0 is accepted and H_1 . All independent variables does not have a significant influence on the dependent variable.

Table 12. SPSS (2024).

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	208,366	2	104,183	38,991	<,001 ^b
	Residual	192,381	72	2,672		
	Total	400,747	74			
a. Dependent Variable: Keputusan Pembelian						
b. Predictors: (Constant), Citra Merek, Kualitas Pelayanan						

Source: SPSS research output, processed 2024

Based on table 12 above, it is known that the results of the f test value are 38.991 and a significant value of < 0.05 is smaller than 0.05. This means that the independent variables of service quality and brand image have a significant influence on the dependent variable of purchasing decisions.

T test

In the T test, it is done by testing the significance value in the Coefficients table. The dependent variable on the independent variable and tested the level of significance $\alpha =$

0.05 means the likelihood of the truth of the result of overturning the conclusion has a probability of 95% or an error rate of 5%. If the probability of t is less than 0.05, the independent variable is influenced by the dependent variable (Ghozali, 2018).

1. If the significant value of $T < 0.05$, it can be concluded that H_0 is rejected and H_1 is accepted. All independent variables have a significant influence on the dependent variable.
2. If the significant value of $T > 0.05$, it can be concluded that H_0 is accepted and H_1 . All independent variables do not have a significant influence on the dependent variable.

Table 13. SPSS (2024).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,304	2,638		0,873	0,385
	Kualitas Pelayanan	0,195	0,072	0,320	2,706	0,009
	Citra Merek	0,533	0,139	0,455	3,847	0,000
a. Dependent Variable: Keputusan Pembelian						

Source: SPSS research output, processed 2024

Discussion

1. The variable effect of service quality on purchasing decisions has a t value of 2.706 and a significant value of 0.009. This means that the service quality variable has a significant influence on the purchasing decision variable. Service quality is an important component that must be treated with excellent service quality. Service quality is a major issue for companies because it affects customer satisfaction and there is customer satisfaction if the quality of service provided is good (Mulyapradana & Lazulfa, 2018) In this study, the authors found that the value of the quality of service of Apotek K-24 Surabaya is very good, namely employees provide very friendly service when serving consumers. Who buy In addition to the good quality of service, Apotek K-24 Surabaya is open 24 hours where people can buy medicine at any time and Apotek K-24 provides a money-back guarantee if its employees forget to give sales receipts to consumers. Based on previous research Roza Maya Sari (2022) states that service quality and brand image affect Lazada's E-Commerce purchasing decisions in Medan City.
2. The influence of the brand image variable on purchasing decisions has a t value of 3.847 and a calculated value of 0.000. This means that the brand image variable has a significant influence on the purchasing decision variable. If the image embedded in a product is good, then consumers will buy the product. A positive image will be a strength for the brand used by the product (Junita, 2015) In this study the authors

obtained the results of the brand image value of Apotek K-24 Surabaya. Many people are satisfied with Apotek K-24 operating 24 hours which is very good for the brand image of Apotek K-24. In addition, the good factor of the brand image of Apotek K-24 provides order and delivery services to consumers' homes which makes consumers increasingly assess the brand image of Apotek K-24 as very good compared to other pharmacies. Based on the results of research by Lola Aviola (2021), it is stated that brand image has a positive and significant effect on purchasing decisions of Shoppe customers in Medan City.

CONCLUSION

Fundamental Finding : The study revealed that both service quality and brand image significantly influence purchasing decisions. This conclusion was supported by statistical analysis using SPSS, where the service quality variable demonstrated a significant effect with a p-value of 0.009, and the brand image variable showed an even stronger influence with a p-value of 0.000. Furthermore, the combined effect of service quality and brand image on purchasing decisions was confirmed by an Adjusted R Square value of 0.507, indicating that these two factors together account for approximately 50.7% of the variance in consumer purchasing behavior. **Implication :** These findings underscore the critical role that service quality and brand image play in shaping consumer decisions. For businesses, this implies that strategic investments in improving customer service and cultivating a strong, positive brand image are likely to result in higher customer acquisition and retention rates. Marketers and managers should therefore prioritize these variables in order to influence consumer behavior effectively and gain a competitive advantage in the market. **Limitation :** Despite the significant results, the study is limited by the scope of its variables and context. It only examines service quality and brand image, excluding other potentially influential factors such as price, personal preferences, and external economic conditions. Additionally, the research may be limited to a specific demographic or geographic sample, which could affect the generalizability of the findings to a broader population. **Future Research :** To build upon the insights of this study, future research should consider incorporating additional variables that might influence purchasing decisions, such as customer loyalty, marketing strategies, or socio-cultural influences. Moreover, expanding the sample to include diverse consumer segments or conducting comparative studies across different industries could provide a more comprehensive understanding of the factors that drive purchasing behavior.

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