EFFECT OF SERVICE QUALITY TO PURCHASING DECISION THROUGH BRAND TRUST AND BRAND IMAGE
(Study in Gracia Skin Clinic at Semarang City)

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ABSTRACT

This study was conducted to determine how service quality influenced consumer's purchasing decisions, through brand image and brand trust on Gracia Skin Clinic Semarang.The result then used to take the company's policy in the future so that it can continue to survive in the increasingly fierce competition.

The research data was collected from 100 customers Gracia Skin Clinic Semarang. This study used nonr probability techniques. The data in this study using Structural Equation Model in AMOS program after the previous validity test, realiability test and Confirmatory Factor Analysis testaims to find out whether the research model is fit or need to be modified.

There are five hypotheses were tested in this study, and only three accepted hypotheses. There are : brand trust has a positive effect on purchasing decision, service quality has a positive effect on purchasing decisions and service quality has a positive effect on brand trust. The most positive effect belongs to service quality on the brand trust.

Keywords : Purchasing Decisions, Service Quality, Brand Trust, Brand Image

1.   PRELIMINARY

Service Quality is one of the factor that holds an important influence in the survival of a company. Consumers who are an important asset for a company are now increasingly critical in assessing the service quality provided by a company. Generally consumers expect services that meet their expectation criteria, such as fast, precise and friendly service. According to research conducted Imam Santoso (2016) service quality has an effect on consumer purchasing decision. To maintain its existence, the company needs to strengthen their service quality.

Service Quality also affects consumer confidence and corporate image. If a company does not pay good attention to the service quality they provide and does not seem to appreciate the consumer, this will cause disappointment and mistrust of consumers of the company, which impact on the image of the company going forward. Heesup Han (2014) conducted research on the services provided by the airline crew and its impact on consumer confidence to use the airline. In this research, proving that good service quality impacts consumer confidence on the airline so that consumers have a tendency to keep using the airline For the next trip.In line with research conducted by Heesup Han, Mamahit (2015)

conducted research on the relationship between brand image, brand trust and purchasing decisions. From the research is known the existence of relationship between brand image and brand trust to purchase decision.

Gracia Skin Clinic is one of the leading beauty clinics in Semarang City. The origin of the establishment of this clinic began in 1994, where Dr. Lewie Suryaatmadja, SpKK (K) as the owner of Gracia Skin Clinic started the practice of Skin Specialist. As time passes and the number of positive responses from his patients, on August 18, 2002 stood the Skin Specialist Clinic under the name Gracia Skin Clinic, located on Jl. Pandanaran I, Semarang.In table 1.1 below we can see the market growth of Gracia Skin Clinic during 2014-2016.

Table 1.1
Gracia Skin Clinic Market Growth during 2014-2016

Month	2014		2015		2016	
January	789		682		655	
February	780	-1,14%	642	-5,87%	621	-5,19%
March	547	8,59%	689	7,32%	666	7,25%
April	821	-3,07%	663	-3,77%	660	-0,90%
May	807	-1,71%	671	1,21%	645	-2,27%
June	806	-0,12%	697	3,87%	667	3,41%
July	629	-21,96%	656	-5,88%	541	-18,89%
August	717	13,99%	638	-2,74%	586	8,32%
September	662	-7,67%	616	-3,45%		
October	692	4,53%	648	5,19%		
November	675	-2,46%	608	-6,17%		
December	729	8,00%	654	7,57%		
Total	8954		7864		5041	
Average	746		655		630	

From the data above is known that the growth of Gracia Skin Clinic in 2014-2015 decreased by 12.17%, in 2014 the number of patient visits reached 8954 but in 2015 only a total of 7864 patients. For the year 2016, until August is known the number of visits reached 5041 patients, but this can not be used as a benchmark to know its growth from 2015. The number of visitors each month also fluctuated, where in certain months known decreased number of patient visits . Significant decline occurred in July 2014 at 21.96% and July 2016 of 18.89%. The decrease in the number of patient visits can be caused by increasingly intelligent consumers and the emergence of similar beauty clinics to create a high level of competition.

After doing an interviews with 10 Gracia Skin Clinic patients for the reasons why they choose Gracia Skin Clinic as a skin care venue and whether the services provided were able to meet their expectations, known that there are three main factors behind the reason why respondents choose Gracia Skin Clinic, there are product quality, clinic reputation and service quality. Clinic reputation got the first ranks with 40% percentage, followed by 40% product quality, and service quality of 20%. In addition to the reasons for doing skin care at Gracia Skin Clinic, also asked about the level of satisfaction and whether they will come again and recommend Gracia Skin Clinic on their friends, about 60% of the 10 people who attended the preliminary interview said they were satisfied and would recommend the Gracia

Skin Clinic, but 40% said less satisfied. To keep the business going, And different from competitors. Companies must know exactly what the needs and desires of consumers so as to meet their expectations.

From the preliminary, then got the research question as follows:
1. Does Service Quality Affect Purchasing Decision?
2. Does Service Quality Affect Brand Trust?
3. Does Service Quality Affect Brand Image?
4. Does Brand Trust Affect Purchasing Decision?
5. Does Brand Image Affect Purchasing Decision?

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK
2.1 Literature Review

Consumers show their behavior to find, exchange, use, value and determine products / services that are considered capable of meeting their expectations, this is called Consumer Behavior. In another perspective the behavior is shown, that is how consumers can use their resources to get the products / services they expect .The marketing strategy is developed by analyzing the factors that have an influence on consumer behavior. According to Mowen (2002), "The study of purchasing and exchange processes that include income, use and disposal of products, services and experiences is called consumer behavior." Kotler (2007) points out "consumer behavior including the way people, In choosing, buying, wearing and place in their products, services, ideas and experiences to meet their needs ".

Martin Fishbein and Icek Ajzen developed a theory that looked deeper into the correlations between various performance criteria and one's attitude, subjective desires and norms. The theory known as TRA shows that all individuals consider the consequences of their attitude before they do so, and they do so based on their desires and attitudes toward subjective behaviors and norms. Belief, attitude and intention Aspects in this theory. Components - Theory of Reasoned Action (TRA) include Behavior Belief, Normative Belief, Attitude towards the behavior, Importance Norms, Subjective Norms,Behavioral Intention, and Behavior

A decision to determine the action of two or more alternatives is called the Purchase Decision. According to Peter & Olson (2000) an integration process that combines knowledge to evaluate two or more alternative behaviors and chooses one of them is called a purchasing decision. According to Kotler (1997) The characteristics of decision making including Cultural Factors, Social Factors, Personal Factors and Psychological Factors.

Tjiptono (2001) says that quality is a condition of the products, services, consumers, processes and environments within which there is constantly changing. Service Quality is often defined as the fulfillment of the wishes of customers to meet their expectations. Wyckof in Tjiptono (2005) says that service quality is the level of excellence expected to meet consumer expectations. Expected service and perceived services are the factors that determine the service quality. The action offered by an insignificant but beneficial party is called service (Kotler, 2002). A service may be linked to or apart from a physical product in relation to the needs of the consumer, which may be felt at the time of the transaction, or before and Afterwards.

Brand trust is consumer confidence about the ability of a product to meet the expected value.Delgado in Ferrinadwi (2008) revealed that good attention to the brand is based on the belief that the brand prioritizes the needs of consumers. The opinion of the ability of a brand based on the consumer's point of view based on what they get and the fulfillment of their expectations on the product is called the brand trust. Fulfillment of

expectations that the company can provide services in accordance with the needs of consumers and even exceed consumer expectations is one factor that affects the growth of brand trust itself. There are some ways the company can doing to gain the customer trust:

1.Achieving result

Consumer confidence can be achieved by fulfilling the promises and expectations they give to the company.

2.Acting with integrity

Conformity between speech and action, hope and reality can foster the integrity that will underlie consumer confidence in the company.
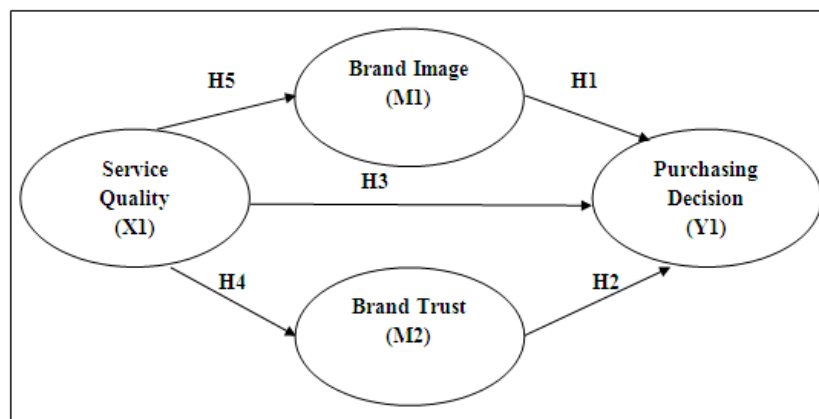
3. Demonsstrate concern

Trust in the company can also be formed premises how to give attention to the consumer if experiencing certain obstacles.

2.2   Theoretical Framework

At figure 2.1 below showing the theoritical framework and hypotheses used in this study

Figure 2.1
Theoritical Framework

Source: Durrani, et al (2015) , Ayesha Riaz, et al (2015) , Gowri, et al (2012) ,Sahney (2013) , Quratul Ain et al (2016) , Khudri et al (2015) , Heesup Han, et al (2015), Sahin et al (2012) , Hussein (2015) and Chuan Chen (2013)

Hypotheses:

H1 :Brand Image has a positive effect on Purchasing Decision

H2 : Brand Trust has a positive effect on Purchasing Decision

H3 : Service Quality has a positive effect on Purchasing Decisions

H4 : Service Quality has a positive effect on Brand Trust

H5 : Service Quality has a positive effect on Brand Image

3.   RESEARCH METHODS
3.1   Data Sources and Samples

This research uses 2 (two) main data sources that is primary data which is obtained directly from the interviewees and secondary data which is the percentage of patients by age and the growth of patients within the last three years. A collection of all elements that have similar characteristics and become the object of the researcher is called the population. (Ferdinand, 2006). Population can also be interpreted as a

scope of a particular group, an event or other who want to be studied (Sekaran, 2006). While Tjiptono (2001) suggests that the population appoints a collection of subjects or objects that have similarities in one or more things and produce a problem in research. In this study the population is a patient of Gracia Skin Clinic. Part of a number of populations used as research objects is referred to as samples. According to Sekaran (2006), the use of samples is believed to facilitate research because it is considered cost-effective, shortens the time period of the research and makes the research more focused. Cooper & Schindler (2006) Argue that sampling in addition to cost-saving also affects the quality of research results and data collection time more quickly. Sampling techniqueused in this study is accidental sampling.

3.2 Operational Definition

This study uses three variables, independent variables (Service Quality) intervening variables (Brand Image and Brand Trust) and the dependent variable (Purchasing Decision).

Table 3.1
Operational Definition and Indicator

Variable	Operational Definition	Indicator
Brand Image	A strong brand must be based on a good image. Image is the trust and perception of a person against a brand that will affect their actions in the future. (Kotler, 2005)	X1 → Professional impression X2 → Modern impression X3 → Company's attention to consumers
Brand Trust	Brand trust is formed by a person's sense of security and comfort towards a brand that arises from their experience or their perception of the brand. (Delgado,2013)	X4 → Brand reliability X5 → Fulfillment of consumers expectation X6 → Brand consistency
Service Quality	Service Quality is an effort to meet the needs of consumers in accordance with expectations. (Tjiptono,2001)	X7 → Company facilities X8 → Speed of services X9 → The accuracy of services X10 → Employee friendliness
Purchasing Decision	Consumers in order to decide on the purchase at least through five processes, namely understanding the problem or needs, extracting information, alternative selection, decision to buy and behavior after purchase. (Kotler,2005)	X11 → Personal confidence to buying X12 → Recommend the product X13 → Repurchase

3.3   Research Methods

In order to test H1 until H5 in this study used Structural Equation Model (SEM) in AMOS program.This study use two types of variables, there are observation variables and latent variables. The observation variables consists of the numbers obtained from the questionnaire while the latent variable is a variable that is not observed directly.Before the SEM test, first tested the validity, reliabilty and Confirmatory Factor Analysis (CFA) test. The CFA test aims to find out whether the research model is fit or need to be modified. To find out whether the research model is accepted or rejected, the result should be performed on the values of goodness of fit as presented in table 3.2 below

Table 3.2
Indicator of statistical justification in AMOS

Goodness of Fit Index	Cut – off Value
χ^2 – Chi-square	df, $\leq 0,05$
2 Significance Probability	≥ 0.05
3 RMSEA	≤ 0.08
4 GFI	≥ 0.90
5 AGFI	≥ 0.90
6 CMIN/DF	≤ 2.00
7 TLI	≥ 0.95
8 CFI	≥ 0.95

Source : Hair, et. al (1995)

4.   DATA ANALYSIS AND RESULT

This study involved 100 respondents, dominated by women with 81% percentage.41% of respondents aged 25-45 years, 35% under 25 years and the remaining 24% over 45 years. The respondents came from various backgrounds. As many as 48% are employees, 19% students, 23% housewives and 10% those who are entrepreneur. 34% of respondents had monthly income 3-4 million, 25% had monthly income 4-5 million, 23% above 5 million, and others had monthly income below 3 million.

In table 4.1 and 4.2 below we can see the result of endogen and eksogen CFA test

Table 4.1
Regression Weight Eksogen Variable

		Estimate
x1	<--- Service quality	,733
x2	<--- Service quality	,758
x3	<--- Service quality	,680
x4	<--- Service quality	,709

The required loading / lambda factor is 0.40 (Ferdinand, 2006). As shown in the table in the Std.Estimate column each shows the value of 0.733, 0.758, 0.680,

0.709 (above 0.40) so that the indicators of exogenous variables are said to have met unidimensionality and doesn't need to be modified.
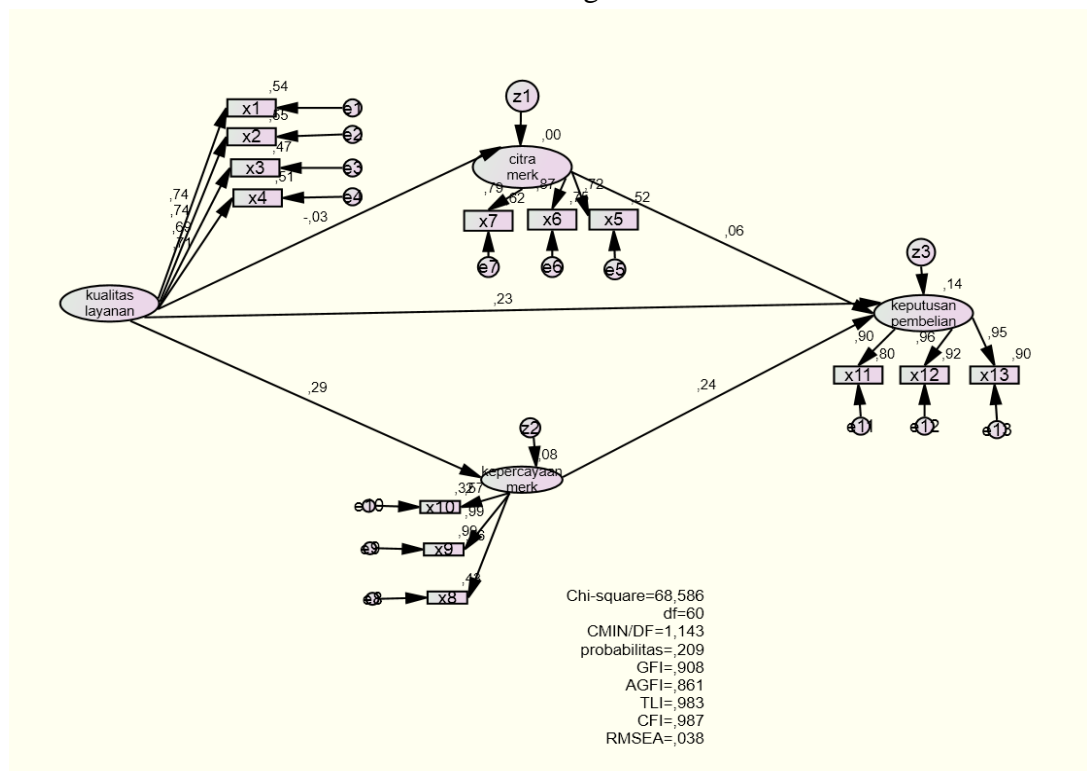
Table 4.2
Regression Weight Endogen Variable

	Estimate
x6 <--- Brand image	,868
x7 <--- Brand image	,792
x12 <--- Purchasing decision	,957
x11 <--- Purchasing decision	,894
x8 <--- Brand trust	,566
x9 <--- Brand trust	1,146
x10 <--- Brand trust	,487
x13 <--- Purchasing decision	,953
x5 <--- Brand image	,716

Can be seen in table 4.2 above that the value std. Estimate respectively shows the numbers 0, 868, 0.792, 0.957, 0.894, 0.566, 1.146, 0.487, 0.953, 0.716 which means it has been eligible for research and no modification of the model is required.

After doing the CFA test, next step is to perform Structural Equation Model (SEM) analysis. At this stage the test of conformity and static test, the results can be seen in Figure 4.1 below

Figure 4.1
Path Diagram

In the table below 4.3 presented about the results of feasibility testing Structural Equation Model (SEM)

Table 4.3
SEM Feasibility Test Result

Goodness of Fit Indeks	Cut-off Value	Hasil Analisis	Evaluasi Model
Chi – Square	79,082 < df 60	68,586	Good
Probability	≥ 0.05	0,209	Good
RMSEA	≤ 0.08	0,038	Good
GFI	≥ 0.90	0,908	Good
AGFI	≥ 0.90	0,861	Marginal
TLI	≥ 0.95	0,983	Good
CFI	≥ 0.95	0,987	Good

The level of significance between variables indicated by the probability value (p) and critical ratio (CR) is used in the statistical test of SEM results. This statistical test will be used as a reference in solving the research hypothesis. The results of statistical tests can be seen in table 4.4below:

Table 4.4
Standardized Regression Weight

			Estimate
Brand trust	<---	Service quality	,288
Brand image	<---	Service quality	-,029
Purchasing decision	<---	Service quality	,227
Purchasing decision	<---	Brand trust	,240
Purchasing decision	<---	Brand image	,059
x1	<---	Service quality	,735
x2	<---	Service quality	,745
x3	<---	Service quality	,689
x4	<---	Service quality	,712
x6	<---	Brand image	,868
x7	<---	Brand image	,789
x12	<---	Purchasing decision	,959
x11	<---	Purchasing decision	,896
x8	<---	Brand trust	,658
x9	<---	Brand trust	,994
x10	<---	Brand trust	,568
x13	<---	Purchasing decision	,950
x5	<---	Brand image	,720

The next step is to conduct hypotheses testing. Hypotheses testing is done according to Critical Ratio (CR) value of a causality relationship of SEM test results that can be seen in table 4.5 below

Table 4.5
Regression Weight Structural Equational Model

			Estimate	S.E.	C.R.	P	Label
Brand trust	<---	Service quality	,292	,125	2,333	,020	par_10
Brand image	<---	Service quality	-,033	,135	-,243	,808	par_13
Purchasing decision	<---	Service quality	,532	,270	1,974	,048	par_11
Purchasing decision	<---	Brand trust	,553	,244	2,267	,023	par_12
Purchasing decision	<---	Brand image	,124	,218	,568	,570	par_14

The estimation parameter for testing the effect of brand image on the purchasing decision shows CR value 0.568 with probability 0.570. It is known that the value is not eligible for the acceptance of H1 that is CR value 0.568 smaller than 1.96 and probability 0.570 bigger than 0.05, as well as the effect of service quality on brand image shows CR value of -0243 and with probability of 0.808 Both values obtained are not eligible for H5 acceptance. From these results it can be concluded that there is no positive effect between brand image on purchasing decisions and service quality on brand image. While for testing the influence of brand trust on purchasing decision shows CR value 2,267 and with probability equal to 0,023. Both values obtained are eligible for the acceptance of H2 that is CR value of 2,267 which is greater than 1,96 and probability equal to 0,023 smaller than 0,05 match with that test effect of service quality to purchasing decision (H3) shows CR value equal to 1.974 and with a probability of 0.048 and the test of the effect of service quality on brand trust (H4) shows a CR value of 2.333 and with a probability of 0.020, both are eligible for hypotheses acceptance so it can be concluded to have a positive effect.

5. CONCLUSION
- The estimation parameter for testing the effect of the brand image on the purchase decision is not eligible for H1 acceptance. It can be inferred that the brand image has no positive effect on purchasing decisions. This result is not in accordance with Durrani research in 2015 who found the result that there is a positive effect between brand image and purchasing decision. In line with that research, Ayesha Riaz (2015) through his research also found there is a positive effect between brand image and purchasing decision. But in this study found that brand image has no positive effect on purchasing decision, it can be caused by several things like consumer's prefer to accentuate the service quality or product quality.
- The result of the effect among brand trust on the purchasing decision showed CR 2,267 with probability of 0.023 and qualified for H2 acceptance. Thus can be concluded brand trust has positive effect on purchasing decisions. These results are in line with research conducted by Sahney (2013) through his research Sahney found there is a positive effect between consumer confidence with their intentions and attitudes in making purchases. Trust is one thing that is crucial in relation to consumer behavior. Consumers who have put their trust in a brand will certainly decide to use the brand, and will even tend to use the same brand over and over again and share their experiences with the people closest to them. In a study conducted at Grasia Skin

Clinic, researchers conducted an open interview with respondents and they generally have put a high trust in Gracia Skin Clinic so they feel safe and comfortable in doing the treatment there. High confidence gained by Gracia Skin Clinic is certainly not achieved instantly, most patients claimed to have been long enough to do maintenance there, and never feel the disappointment so they put the trust to always do care on Gracia Skin Clinic.

- Results of H3, effect of service quality to purchasing decision show CR value 1.974 with probability 0.048. It can be concluded that there is a positive effect between service quality and purchasing decision. These results support research conducted by Quratul Ain (2016) through his research proves that good service quality can affect consumers in making purchases. In line with the study, Khudri (2015) also proved that there is a positive effect between the service received by consumers with their decision in making a purchase. Service Quality is known to have a great influence for consumers in making purchases. Consumers always want to be treated well so that they feel valued by the company. If sometime consumers are treated uncomfortably, they are likely to put on disappointment and share their experiences with colleagues or relatives so that it will affect the continuity of the business.

- The test result of H4, effect of service quality to brand trust shows CR value 2,333 with probability 0,020.
so it can be concluded that service quality has positive effect to brand trust. This result supports research conducted by Heesup Han (2015) there is a positive effect between service quality with the consumer's trust to use a particular product / service. The quality of services provided will have a psychological effect for consumers, and will have an impact on their beliefs. Similarly, Sahin (2012) in his research also proves that there is a positive effect between service quality and consumer trust.

5.1 Research Limitation and Future Research Plan

Some research limitations that can be drawn from this research are as follows:

1. The results of this study can not be generalized in other cases outside the object of this study are consumers Gracia Skin Clinic Semarang
2. In this study, respondents were less specific in providing answers to open questionnaire questions. This is due to the lack of time and the unwillingness to provide detailed answers to open questions

The results of this study and the limitations found in the research can be used as a source of ideas for the development of this research in the future, the expansion of research suggested from this research is to add independent variables that influence the purchase decision.Because there are many variables that can influence the purchasing decision outside of service quality, brand image and brand trust. These variables include price, location of sales, promotion system and consumer perception of a service. These things are known to also trigger the cause of consumers to make a purchase. But this research is not used as a variable because the research is more focused on consumer attitudes relating to the service they receive

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