

The Influence of Service Quality, Brand Image, and Customer Satisfaction on Purchase Intention at Global Art Tanjungpinang

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Abstrak

Penelitian ini merinci upaya yang lebih mendalam dalam mengeksplorasi dan mendalami dampak kualitas layanan, citra merek, dan kepuasan pelanggan terhadap minat beli di Global Art Tanjungpinang. Dalam konteks yang lebih luas, penelitian ini mengambil sorotan pada pesatnya perkembangan pendidikan di Indonesia, yang disertai dengan kemunculan lembaga-lembaga pendidikan non-formal sebagai penunjuk kemajuan sektor tersebut. Metode deskriptif kuantitatif diterapkan dengan melibatkan 150 responden, yaitu tamu atau pengunjung Global Art Tanjungpinang, yang dipilih secara hati-hati melalui purposive sampling. Temuan menarik studi ini menggambarkan citra merek dan kepuasan pelanggan memiliki dampak positif signifikan terhadap minat beli, sebaliknya, kualitas layanan memberikan pengaruh negatif. Implikasinya, temuan ini tidak hanya menyediakan pemahaman mendalam tentang dinamika di Global Art Tanjungpinang, tetapi juga memberikan dasar strategis untuk pengembangan dan peningkatan layanan di lembaga pendidikan non-formal, menghadapi tantangan persaingan yang ketat dan mengantisipasi kebutuhan pasar yang semakin kompleks. Dengan demikian, penelitian ini memberikan pandangan holistik yang dapat memberikan sumbangan berharga bagi pemangku kepentingan di dunia pendidikan.

Kata Kunci: Kualitas Pelayanan, Citra Merek, Kepuasan Pelanggan, Minat Beli.

Abstract

This research delves deeper into exploring and understanding the impact of service quality, brand image, and customer satisfaction on purchasing interest at Global Art Tanjungpinang. In a broader context, the study sheds light on the rapid development of education in Indonesia, accompanied by the emergence of non-formal educational institutions as indicators of sector progress. The research employs a quantitative descriptive method involving 150 carefully selected respondents, guests or visitors of Global Art Tanjungpinang, through purposive sampling. The intriguing findings of the research demonstrate brand image and customer satisfaction have a significant positive impact on purchasing interest, while service quality exerts a negative influence. The implications go beyond providing an in-depth understanding of the dynamics at Global Art Tanjungpinang, serving as a strategic foundation for the development and enhancement of services in non-formal education institutions. This becomes

crucial in navigating intense competition and anticipating the needs of an increasingly complex market. Thus, the research offers a holistic perspective that can contribute valuable insights for stakeholders in the education sector.

Keywords: Service Quality, Brand Image, Customer Satisfaction, Purchase Intention.

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INTRODUCTION

Quoted from <https://www.bps.go.id/> (2023), the years 2022 to 2023 witnessed positive developments in the non-formal education sector in Indonesia. Participation in non-formal education showed a significant increase across various age groups. The increase is particularly notable in the 7-12 age group, rising from 99.12% in 2022 to 99.24% in 2023. This reflects societal awareness of the importance of education beyond the formal scope for additional competency development.

Education in Indonesia is rapidly evolving with the emergence of non-formal educational institutions (Ahmad et al. 2023). This is a response to the high demands and competition in the field of education (Nugroho, Pahmi, & Surya 2020). Global Art Tanjungpinang is an example of a non-formal institution in the field of arts that assists learners in developing creativity. They offer four classes (Junior, Basic, Foundation, Intermediate) based on the age and abilities of the learners. Admission to the classes is based on potential and talent assessments. The data on the number of students reflects the success of the institution in providing creative and tailored non-formal education to meet the needs of learners.

Table 1. 1 Number of Students at Global Art Tanjungpinang 2019-2023

Year	Number of Students
2019	80
2020	95
2021	90
2022	86
2023	82

Source: Global Art Tanjungpinang, 2023.

Focusing on the data in the table, there is a declining trend in the number of students at Global Art Tanjungpinang from one year to the next. Additionally, it is noteworthy that only 2 to 3 new students register each month, a fact reflected in the visitation and registration statistics of Global Art Tanjungpinang in 2023.

Table 1. 2 Visitors at Global Art Tanjungpinang

Daftar Tamu Globalart Tanjungpinang		
Month	Number of Visitors	Number of New Students
January	17	3
February	20	2
March	15	1
April	15	0

May	20	3
June	18	2
July	14	2
August	17	7
September	19	3
October	18	2

Source: Global Art Tanjungpinang, 2023

Until October 2023, it is observed that an average of 20 students visit Global Art Tanjungpinang every month. However, the number of new students registering continues to decline, with only 3-4 students per month, and there are even months with no additions. This indication reflects a lack of interest in the Global Art Tanjungpinang learning program. The declining interest is presumed to be related to unsatisfactory service quality, a crucial aspect in educational institutions (Tjiptono, 2017:142). Service quality is measured as a standard for performance services are provided to customers. Poor service quality affects consumer expectations of the Global Art Tanjungpinang brand image, resulting in a decrease in purchasing interest after visits.

This research is essential as it observes the advancement of the non-formal education sector in Indonesia, particularly in Global Art Tanjungpinang. Despite an increase in student participation, internal analysis shows a decrease in new registrations, indicating a lack of interest in the learning program. This issue is associated with service quality affecting consumer expectations and the institution's brand image. The research focuses on the positive connection amongst service quality, brand image, customer satisfaction, and purchasing interest, providing insights into the challenges faced by Global Art Tanjungpinang and contributing to a general understanding of the importance of non-formal education and the factors influencing purchasing interest.

Kotler and Keller (Satria, 2017:47) explain that consumer purchasing interest is formed from past experiences using products or services. Online purchasing intent reflects the condition where someone is willing to participate in online transactions, a key marketing concept indicating consumer tendencies to purchase, often measured through actual purchase actions, and referring to consumer tendencies or plans to purchase a specific product or brand based on their evaluations of various factors, although not always resulting in an actual purchase due to external influences or unexpected circumstances (Sulistyowati and Husda 2023).

Service quality can be measured as the difference between consumer expectations or desires and their perception of the services provided (Wasiman, Slitonga, and Wibowo 2020). Service, or a service, is an action that cannot be physically sensed, aiming to fulfill someone's needs but does not result in ownership of a tangible product (Realize and Sudjono 2023).

Brand image, a result of customer perceptions of a brand, is heavily influenced by the service quality of a company. According to Chalil et al. (2020:9), brand image includes the desired image, psychological meaning, or meaning profile related to a brand.

Service quality and brand image are closely related to customer satisfaction. Customer satisfaction occurs when service quality and brand image align with consumer expectations, triggering purchasing interest (Tan & Wasiman, 2022). Al-naser et al (Suharto & Hoti, 2023:2) define customer satisfaction as a service process that meets consumer expectations. The positive connection amongst service quality, brand image, customer satisfaction, and purchasing interest forms a positive cycle that supports the growth and success of Global Art Tanjungpinang.

Therefore, in this study, the following hypotheses are proposed:

H1: A positive and significant correlation exists among service quality and the intention to purchase.

- H2: A positive and significant correlation exists among brand image and the intention to purchase.
- H3: A positive and significant correlation exists among customer satisfaction and the intention to purchase.
- H4: The intention to purchase is positively and significantly correlated with service quality, brand image, and customer satisfaction simultaneously.

METHODOLOGY

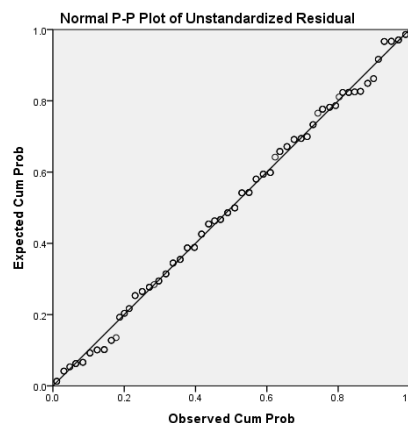
This investigation adopts a quantitative method. Population focused on in the research includes parents and students who have visited Global Art Tanjungpinang or participated in a trial. The research sample was purposively selected with a total of 150 respondents. Data collection was conducted through the distribution of questionnaires using an online survey via Google Forms with a Likert scale. To analyze the data, this research employs a multiple linear regression approach with assistance of SPSS 22.

RESULTS AND DISCUSSION

Normality Test

Ghozali (2018;161) describes the normality test is conducted to assess whether the distribution of the regression model, disturbance variables, or residuals in this study complies with the assumption of a normal distribution. It should be noted that t-tests and F-tests require the assumption that the residual values follow a normal distribution pattern. This step is a critical process in ensuring the validity and accuracy of regression analysis results.

Figure 4.1 Normality P-Plot Test Results



Source: Data proceed by SPSS version 22

Through the scatterplot in Figure 4.2, it can be noted that the points are dispersed randomly and do not create a distinct pattern beyond the specified threshold of 0 on the Y-axis. From this result, it can be inferred that there is an absence of indication of heteroscedasticity in the regression model, validating appropriateness of using the regression model.

Multicollinearity Test

An effective regression model should not show significant correlation among independent variables, such as Service Quality, Brand Image, and Customer Satisfaction. Detection of multicollinearity can be done by examining the Variance Inflation Factor (VIF) and evaluating the level of correlation among independent variables. If the VIF value surpasses 10 or the tolerance value is less than 0.10, it can be concluded that multicollinearity is present (Ghozali, 2018;110).

Table 4. 2.
Results of Multicollinearity Test

Variable	Collinearity Statistics		Results
	Tolerance	VIF	
X1	0,642	1.557	No Multicollinearity
X2	0,763	1.310	No Multicollinearity
X3	0,746	1.340	No Multicollinearity

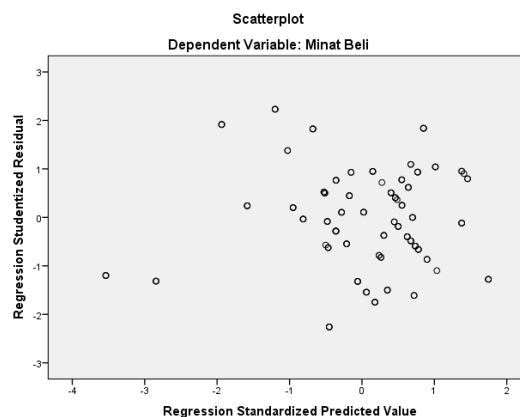
Source: Data proceed by SPSS version 22.

In this analysis, tolerance values were obtained for Service Quality at 0.642 (> 0.1), Brand Image at 0.763 (> 0.1), and Customer Satisfaction at 0.746 (> 0.1). Meanwhile, the VIF values for Service Quality were 1.557 (< 10), Brand Image was 1.310 (< 10), and Customer Satisfaction was 1.340 (< 10). Therefore, it can be determined there is no indication of multicollinearity in this study.

Heteroscedasticity Test

The examination of heteroscedasticity, as outlined by Ghazali (2018:137), aims to evaluate whether there is inequality in the variance between residuals from one observation to another in the regression model of this study.

Figure 4.2 Heteroskedasticity Test Result



Source: Data proceed by SPSS version 22

From the scatterplot results in Figure 4.2, it can be observed that the points are dispersed randomly and do not create a distinct pattern when crossing the 0 on the Y-axis. The conclusion that can drawn is there is no indication of heteroscedasticity in the regression model, so this regression model is considered suitable for apply.

Multiple Linear Regression Analysis

This research employs multiple linear regression analysis to calculate the level of influence of variables such as service quality, brand image, and customer satisfaction on Purchase Intention. The findings from this examination are as follows:

Table 4. 3 Multiple Linear Regression Analysis Test

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.711	1.330		.200
	Kualitas Pelayanan	-.101	.043	-.122	.020
	Citra Merek	.893	.052	.816	.000
	Kepuasan Pelanggan	.246	.048	.247	.000

a. Dependent Variable: Minat Beli

Source: Data proceed by SPSS version 22

Multiple linear regression analyzed the impact of service quality, brand image, and customer satisfaction on purchase intention, yielding a regression equation. The constant (α) at 1.711 suggests an estimated purchase intention of 1.711 when all variables are 0. The regression coefficient for Service Quality (X1) is -0.101, indicating a 0.101 decrease in purchase intention per unit increase in this variable. Conversely, the coefficient for Brand Image (X2) is 0.893, signifying a 0.893 increase in purchase intention per unit increase. Additionally, the coefficient for Customer Satisfaction (X3) is 0.246, illustrating a 0.246 increase in purchase intention per unit increase in satisfaction. These findings enhance understanding of factors influencing purchase intention.

T-Test

Based on the study results, the t-values for Service Quality, Brand Image, and Customer Satisfaction are 2.347, 5.121, and 17.097, respectively, all exceeding the critical t-table value of 1.665. With significance values below 0.05, H0 is rejected, confirming the significant impact of these variables on Purchase Intention. In conclusion, Service Quality, Brand Image, and Customer Satisfaction significantly influence Purchase Intention.

F-Test

With an F-value of 143.018, which bigger than the F-table (2.677), and a significance level of 0.000 (less than 0.05), H0 is rejected, and Ha is accepted. This indicates that all independent variables, namely Service Quality, Brand Image, and Customer Satisfaction, collectively have a significant effect on the dependent variable, Purchase Intention. This finding reinforces the significant relationship between these variables in the context of this study.

Coefficient of Determination

With an R square value of 0.741, can be concluded variables of service quality, brand image, and customer satisfaction can explain about 74.1% of the variation in the purchase intention variable. This means that most of the influence on purchase intention can be attributed to these three variables. However, approximately 25.9% may be affect by other factors not considered in this research. This indicates the complexity of factors that can affect purchase intention and stimulates further research to understand this variability.

H1: A positive and significant correlation exists between service quality and the intention to purchase.

Influence of Service Quality on Purchase Intention

The findings of this study suggest service quality (X1) has a negative effect on purchase intention (Y), suggesting that purchase intention is not solely determined by service quality. This result aligns with findings reported by Wardani et al. (2022), implying that the connection between service quality and purchase intention is not always positive. The interpretation of this result reflects specific dynamics in the market or industry under study, as well as

differences in consumer perceptions of service quality. Therefore, other factors are likely to take a role in shaping consumer purchase intention in the conditions of this research.

H2: A positive and significant correlation exists between brand image and the intention to purchase.

Influence of Brand Image on Purchase Intention

The analysis findings indicate that the Brand Image variable (X2) has a significant positive influence on purchase intention (Y). This result indicates the more positive Brand Image, the higher purchase intention towards the product. This finding is consistent with last study, as reported Haro et al. (2020), Mehmood & Shafiq (2015), and Saputra et al. (2021). Additionally, this finding supports marketing theory that emphasizes the crucial role of brand image in shaping consumer perceptions of a product. A positive brand image not only enhances consumer trust but also provides a perception of quality and attractiveness that can motivate consumers to make a purchase.

H3: A positive and significant correlation exists between customer satisfaction and the intention to purchase.

Influence of Customer Satisfaction on Purchase Intention

Based on the analysis, it was found that the Customer Satisfaction variable (X3) has a significant influence on purchase intention (Y). This result illustrates that the higher the level of customer satisfaction, the higher the purchase intention towards the product. This finding aligns with previous research, as reported by Wardani et al. (2022) and Mehmood & Shafiq (2015), stating that customer satisfaction has a positive and significant impact on purchase intention. This conclusion can be interpreted as when customers are satisfied with a company's product or service, they are more likely to be interested and engaged in the purchasing process.

H4: The intention to purchase is positively and significantly correlated with service quality, brand image, and customer satisfaction simultaneously.

Influence of service quality, brand image, and customer satisfaction simultaneously to purchase Intention

The interpretation of the research outcomes unveils a robust and interconnected influence of the independent variables, namely Service Quality, Brand Image, and Customer Satisfaction, on the dependent variable, Purchase Intention. This noteworthy revelation signifies the intricate dynamics at play in the studied context, shedding light on the nuanced factors that contribute to consumers' inclination and decision-making processes regarding making a purchase. The significant relationship among these variables offers a comprehensive understanding of the multifaceted nature of consumer behavior within the specific framework of this study.

CONCLUSION

In summary, this research sheds light on the intricate dynamics influencing consumer behavior in the non-formal education sector, focusing on Global Art Tanjungpinang. While Service Quality surprisingly demonstrated a negative impact on Purchase Intention, the study underscores the multifaceted nature of factors shaping consumers' decisions. On a positive note, Brand Image emerged as a powerful driver, emphasizing the critical role of a favorable brand perception in bolstering Purchase Intention. Additionally, the study reaffirmed the

significance of Customer Satisfaction, indicating that contented customers are more likely to exhibit heightened interest in making a purchase. These findings provide valuable insights for organizations operating in the non-formal education industry, urging them to adopt nuanced strategies that consider the unique interplay of Service Quality, Brand Image, and Customer Satisfaction to enhance overall Purchase Intention.

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