

The Influence of Brand Image, Service Quality, and Social Media Marketing on Purchase Decision at Restaurant Navy Seals Surabaya

by Sarah Wahyu Darmawan, Sengguruh Nilowardono

Submission date: 11-Apr-2023 02:55PM (UTC-0400)

Submission ID: 2061810319

File name: Sarah,_Sengguruh.pdf (378.32K)

Word count: 3380

Character count: 17414

The Influence of Brand Image, Service Quality, and Social Media Marketing on Purchase Decision at Restaurant Navy Seals Surabaya

Sarah Wahyu Darmawan Geraldine Putri* & Sengguruh Nilowardono

Faculty of Economics and Business, Narotama University, Surabaya, Indonesia

Abstract

Restaurant Navy Seals Surabaya has many determinants in purchasing decisions, these factors are Brand Image, Service Quality, Social Media Marketing. And these factors will be examined statistically which aims to determine how much influence. The variables used are four, namely Brand Image (X1), Service Quality (X2), Social Media Marketing (X3), and Purchase Decision (Y). Data collection was obtained from distributing questionnaires to customers of Restaurant Navy Seals Surabaya. The results show that the Brand Image variable (X1), Service Quality (X2), and Social Media Marketing (X3) simultaneously and partially have a significant effect on Purchase Decision (Y). This research is a quantitative study with a sample of 160 respondents. The analysis technique used is multiple linear regression analysis. Based on this research, Restaurant Navy Seals Surabaya can maintain Brand Image, Service Quality, and Social Media Marketing, so that customers survive and faithfully buy at the place.

9

Keywords: Brand Image; Service Quality; Social Media Marketing; Purchase Decision

1. Introduction

11

The development of technology and industry has an impact on human life, especially in the business world today. Also, the large number of businesses that have sprung up, both small and large companies have had an impact on the intense competition between companies, especially competition from similar companies. This causes companies that apply the marketing concept need to look at consumer behavior and the factors that influence their purchasing decisions in the marketing efforts of a product made. In the marketing concept, one way to achieve company goals is to know the needs and desires of consumers or target markets and provide satisfaction that is expected to be more effective and efficient than competitors.

The growing development of modern society is often associated with increasingly high mobility and busy work activities and results in more and more male and female workers spending time outdoors. This causes most people to do not have time to be able to process their food so they tend to prefer to look for fast food because it is considered more simple. In addition to meeting their needs, they can also find places to eat that have a calm and comfortable atmosphere and different tastes.

The development of the culinary world, especially in the city of Surabaya, has experienced significant development. Culinary is not only limited to meeting the primary needs of humans but more than that, the culinary world has now become part of the lifestyle of the people. The development of restaurants and cafes today has been characterized by various kinds of competition in all fields. Seeing these conditions causes restaurant and cafe businessmen increasingly demanded to have the right strategy in meeting the sales volume target. Given the increasingly dynamic development of technology, humans are demanded quickly and precisely to act so that they are not competitive. Winning the competition can be done by displaying the best brand image with satisfying service quality and can be accepted by different consumer tastes.

* Corresponding author.

E-mail address: sarahgeraldine629@gmail.com (Sarah Wahyu Darmawan Geraldine Putri)

2



Restaurant Navy Seals is a fast food restaurant that serves Mexican-style food located in the Gubeng area precisely on Jalan Sulawesi 16-18 Surabaya. The establishment of this restaurant used to be the Army-Navy Restaurant brand and then changed to the Navy Seals to date. The Navy Seals symbol is in the form of a Burger and the middle of the picture is written: "Navy Seals" which means the main dish is Burger. Navy Seals Restaurant also provides food with other Mexican special menus including, Quesadillas, Burritos, Pizza. The theme taken from this restaurant is carrying concepts such as inside ships and their interiors and uniforms used by employees also using a typical sailor theme. The food order rule differs from other fast-food restaurants, where customers are welcome to sit at a table with an existing table number, then the waiters approach and ask for orders ordered.

2. Literature Review

2.1. Brand Image

Brand Image is a representation of the overall perception of the brand and is formed from information and experience of the brand. According to Setiadi (2003), namely: "The image of the brand relates to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand will be more likely to make a purchase". The indicator used to measure Brand Image is an indicator mentioned by Aaker (1997), the explanation of each indicator is as follows:

- Recognition
- Reputation
- Affinity

2.2. Service Quality

According to Kotler (2002) that Service Quality is an action or activity that can be offered by a party to another party which is intangible and does not result in ownership. Subsequent developments, Kotler (1997) identified 5 dimensions of service quality known as SERVQUAL (Service Quality) consisting of:

- Tangibles
- Reliability
- Responsiveness
- Assurance
- Empathy

2.3. Social Media Marketing

Chris Heuer, a social media expert in Engage's book (Solis, 2010), Social Media Marketing is a type of internet marketing model to achieve marketing goals by participating in various social media networks. Social media marketing tools generally include BBS, microblogging, blogs, SNS, images, videos, and so on. According to Chris Heuer, a social media expert in Engage's book (Solis, 2010), there are four Cs in the use of social media, namely:

- Context
- Communication
- Collaboration
- Connection

2.4. Purchase Decision

Buchari Alma (2011) argues that purchasing decisions are a consumer decision that is influenced by financial economy, technology, politics, culture, products, prices, location, promotion, physical evidence, people and process, thus forming an attitude for consumers to process all information and conclusions in the form of a response that

appears what products will be purchased. The Purchase Decision indicator according to Kotler and Keller which is translated by Tjiptono (2012) explains that consumer decisions to purchase a product include six sub-decisions as follows:

- Product Choice
- Brand Choice
- Time of Purchases
- Number of Purchases

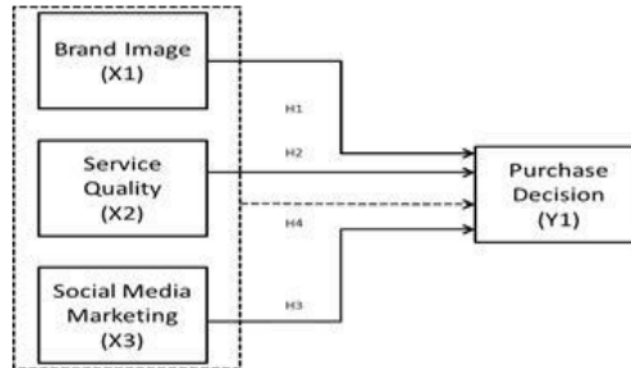


Fig. 1. Conceptual Framework

- 10
- H1: Brand Image partially has a significant effect on consumer purchasing decisions.
 - H2: Service Quality partially has a significant effect on consumer purchasing decisions.
 - H3: Social Media Marketing partially has a significant effect on consumer purchasing decisions.
 - H4: Brand Image, Service Quality, and Social Media Marketing simultaneously have a significant effect on consumer purchasing decisions.

3. Methods

3.1. Types of Research

This research approach uses a quantitative approach. According to Sugiyono (2013), the quantitative method is a study that uses samples and numerical data or data in the form of numbers to examine certain populations or samples, sampling techniques are generally done randomly, data collection uses research instruments, quantitative/statistical analysis to test what has been set.

16

3.2. Population and Samples

The population in this study were consumers of Restaurant Navy Seals Surabaya. To determine the sample in this study the writer based (Hair, et.al., 2014) whose sample size depends on the number of all indicators multiplied by at least 5 to a maximum of 10, for the appropriate sample size between 100 to 200. In this study, there were 16 indicators, the minimum limit of respondents to research this is $16 \times 5 = 80$, while the maximum limit is $16 \times 10 = 160$.

3

3.3. Data Analysis Techniques

In this study using multiple linear regression analysis to determine how much influence the independent variable (independent) on the dependent variable (dependent) on changes from each increase or decrease in the independent

variable that will affect the dependent variable (Sugiyono, 2013). Multiple linear regression analysis is used to analyze the influence of independent variables (brand image, service quality, and social media marketing) on the dependent variable, namely purchase decision.

The mathematical formulas of multiple linear regression used in this study are:

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

Description:

Y	=	Purchase Decision
a	=	Constant
b ₁ , b ₂ , b ₃	=	Regression coefficient
X ₁	=	Brand Image
X ₂	=	Service Quality
X ₃	=	Social Media Marketing
e	=	Error

3.4. Reliability and Validity Test

Reliability shows consistency and stability of a score (scale of measurement). An instrument is declared reliable if the reliability coefficient is at least 0.6 (Arikunto, 2013). An instrument is said to be valid if it is able to uncover data from variables that are properly examined. Usually the minimum requirement to be considered fulfilling the requirements is if $r_{count} > r_{table}$ (Ghozali, 2005).

3.5. Correlation Coefficient (R) and Determination Coefficient (R²)

Correlation coefficient (R) is used to determine the relationship between independent variables (X) to the dependent variable (Y) together. The coefficient of determination (R²) basically measures how far the ability of the model in explaining variations in independent variables (Ghozali, 2005).

3.6. Hypothesis Testing

Test F To find out whether the independent variable has a significant effect or not on the dependent variable.

Test T To see whether the independent variable partially affects the dependent variable.

3.7. Classical Assumption Test

Multicollinearity Test, Testing this assumption to show the existence of a linear relationship between the independent variables in the regression model and to show the presence or absence of a high degree of colinearity among the independent variables.

Heterocedasticity Test, This test aims to find out whether in the regression model variance inequalities occur from one residual to another observation.

Normality Test, This test is conducted to see whether the residual or residual variable regression model has a normal distribution or not.

4. Result and Discussions

4.1. Reliability Test

Table 1. TestResult Reliability

Reliability Statistics	
Cronbach's Alpha	N of Items
0.905	16

Source: SPSS Output Data

The data of this study have cronbach's alpha 0.905 and are above 0.60, so the data of this study can be declared reliable and reliable.

4.2. Validity Test

Table 2. Test Result Validity

No.	Indicator/Variable	Correlation	r_{table}	Information
<i>Brand Image</i>				
1.	X1.1	0.546	0.1305	Valid
2.	X1.2	0.658	0.1305	Valid
3.	X1.3	0.518	0.1305	Valid
<i>Service Quality</i>				
1.	X2.1	0.635	0.1305	Valid
2.	X2.2	0.548	0.1305	Valid
3.	X2.3	0.540	0.1305	Valid
4.	X2.4	0.531	0.1305	Valid
5.	X2.5	0.471	0.1305	Valid
<i>Social Media Marketing</i>				
1.	X3.1	0.570	0.1305	Valid
2.	X3.2	0.631	0.1305	Valid
3.	X3.3	0.633	0.1305	Valid
4.	X3.4	0.639	0.1305	Valid
<i>Purchase Decision</i>				
1.	Y.1	0.534	0.1305	Valid
2.	Y.2	0.624	0.1305	Valid
3.	Y.3	0.660	0.1305	Valid
4.	Y.4	0.527	0.1305	Valid

The results (table 2) showed that all indicators used to measure the variable brand image (X1), service quality (X2), and social media marketing (X3), and purchase decision (Y) used in this study had correlation coefficients or r_{count} s greater than $r_{table} = 0.1305$ (r_{table} value for $n = 160$). So, that all these indicators are valid.

4.3. Correlation Coefficient (R) and Determination Coefficient (R^2)

Based on table 3, the coefficient of $R > 0.5$ is equal to 0.688. This means that brand image (X1), service quality (X2), and social media marketing (X3) variables have a significant effect on purchase decision (Y).

The Adjusted R Square result is 0.464 which indicates that the brand image (X1) variable, service quality (X2), social media marketing (X3), has an effect of 46.4% on purchase decision (Y). And the remaining 53.6% is influenced by other variables not examined in this study.

Table 3. Test Results Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.688 ^a	0.474	0.464	0.50022

Predictors: (Constant), X3, X2, X1

4.4. Multiple Regression Linier

Regression equation models based on table 4 that can be written from these results in the form of standard form regression equations are as follows :

$$YR = 1.004 + 0.437 X1 + 0.213X2 + 0.153 X3 + e$$

$$YR_{max} = 0.9875+ 0.437 X1 + 0.213X2 + 0.153 X3$$

$$YR_{min} = 0.437 X1 + 0.213X2 + 0.153 X3 - 0.9875$$

Table 4. Result Multiple Regression Linier

Variable	B	t _{count}	t _{table}	Sig
Constant	1.004			
<i>Brand Image</i>	0.437	5.737	1.975	0.000
<i>Service Quality</i>	0.213	3.032	1.975	0.003
<i>Social Media Marketing</i>	0.153	2.097	1.975	0.038
			R	0.688
			Rsquare	0.474
			R adjusted	0.464
			F hitung	46.845
			F tabel	2.004
			Sig	0.000
			df	159
			SEE	0.500

4.5. Hypothesis Test

4.5.1. F Test (Simultant)

Table 5. The result of F test (Simultant)

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	35.165	3	11.722	46.845	0.000 ^a
Residual	39.035	156	0.250		
Total	74.200	159			

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Based on the data in table 5, it is known that obtained Fcount = 46.845 while the Ftable value is obtained at 2.66. And a significant value of 0.000 < 0.05 so that it can be concluded Brand Image (X1), Service Quality (X2) and Social Media Marketing (X3) simultaneously have a positive and significant effect on Purchase Decision (Y) at the Restaurant Navy Seals Surabaya.

4.5.2. T Test (Partial)

Table 6. The result of T Test (Partial)

Coefficients^a

Model	Unstandardized Coefficients ⁸		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.004	0.223		4.496	0.000
X1	0.437	0.076	0.433	5.737	0.000
X2	0.213	0.070	0.224	3.032	0.003
X3	0.153	0.073	0.150	2.097	0.038

a. Dependent Variable: Y

Based on table 6, it is known that the value t_{count} variable brand image (X1) is 5.737, service quality (X2) variable is 3.032 and social media marketing variable (X3) is 2.097.

4.6. Classical Assumption Test

4.6.1. Multikolinearity

Table 7. Multicollinearity Test Results

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 X1	.593	1.687
X2	.618	1.619
X3	.658	1.520

a. Dependent Variable: Y

Source: SPSS 18 Output Data

Based on table 7 it can be seen that the regression model does not experience multicollinearity problems. This can be

seen in the tolerance value of each independent variable greater than 0.1. The VIF calculation results also show that the VIF value of each independent variable is less than 10.

4.6.2. Heteroskedasticity

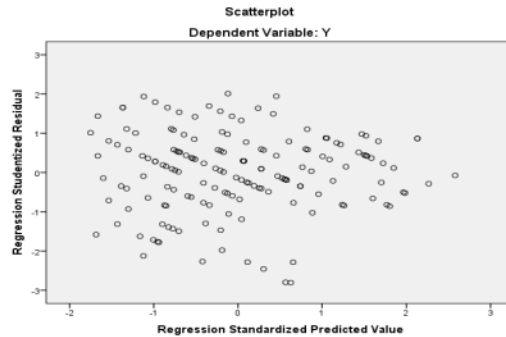


Fig. 2. Heteroskedasticity Result

From the Scatterplot in Figure 2 it can be seen that the points spread randomly, both above and below the zero on the Y axis. It can be concluded that the model in this study fulfills the requirements of homoskedasticity or does not occur symptoms of heteroscedasticity.

4.6.3. Normality

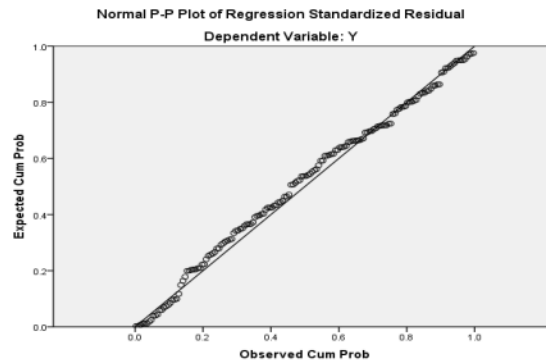


Fig. 3. Normality test result

In figure 3 it can be seen that the standardized normal probability plot of regression graph shows a normal graph pattern. This can be seen from the points that spread around the diagonal line and the diagonal line from the lower left to the top right. Then it can be concluded that the regression model is feasible because it meets the assumptions of normality.

Effect of Brand Image towards Purchase Decision

Based on the test results obtained by the value of tcount for the Self Congruity variable on Purchase Intention shows the value of $t_{count} = 5.737 >$ from ttable 1.975 with a significance of $0.000 < 0.05$ meaning significant. Thus the H1 hypothesis in this study is accepted, this shows that one's Brand Image can influence consumer Purchase Decision at the Restaurant Navy Seals Surabaya.

Effect of Service Quality towards Purchase Decision

Based on the test results obtained by the value of t_{count} for the Service Quality variable on Purchase Decision shows the value of $t_{count} = 3.032 >$ of $t_{table} 1.975$ with a significance of $0.003 < 0.05$ means significant. Thus the H2 hypothesis in this study is accepted, this shows that Service Quality has a significant effect on Purchase Decision at the Restaurant Navy Seals Surabaya.

Effect of Social Media Marketing towards Purchase Decision

Based on the test results obtained the value of t_{count} for the Social Media Marketing variable on Purchase Decision shows the value of $t_{count} = 2.097 >$ from $t_{table} 1.975$ with a significance of $0.038 < 0.05$ meaning significant. Thus the H3 hypothesis in this study is accepted, this shows that Social Media Marketing has a significant effect on Purchase Decision at the Restaurant Navy Seals Surabaya.

Effect of Brand Image, Service Quality, and Social Media Marketing towards Purchase Decision at Restaurant Navy Seals Surabaya

Based on the results of simultaneous hypothesis testing (Test F) of independent variables (free), namely Brand Image, Service Quality, and Social Media Marketing simultaneously influence the dependent variable (bound) Purchase Decision. This is evidenced by the significance value of 0.000 or less than 0.05 and $F_{count} = 46.845$ while the F_{table} value is obtained at 2.66 . Thus $F_{count} 46.845 > F_{table} 2.66$.

5. Conclusions

Based on the result and discussion, we can conclude that:

- (1) Brand Image (X1) has a partial effect on Purchase Decision (Y). Where the significance value of $X1 = 0,000 < 0,05$. This is believed by the Purchase Decision customers who agree because the Restaurant Navy Seals product has a Brand Image effect.
- (2) Service Quality (X2) has a partial effect on Purchase Decision (Y). Where the significance value of $X2 = 0,003 < 0,05$. This is believed by the Purchase Decision of the customers who agree because the Restaurant Navy Seals product has a Service Quality influence ...
- (3) Social Media Marketing (X3) has a partial influence on Purchase Decision (Y). Where the significance value of $X3 = 0,038 < 0,05$. This is believed by the Purchase Decision of the customer who agrees because of the Surabaya Navy Seals product influences of a Purchase Decision.
- (4) Brand Image (X1), Service Quality (X2), and Social Media Marketing (X3) variables simultaneously influence the Purchase Decision (Y) with a significance value smaller than $0,05$, which is equal to $0,000$.

References

- Aaker, David A. (1997). *Managing Brand Equity: Capitalizing on the Value of a Brand*. New York: The Free Press.
- Alma, B. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Penerbit Alfabeta
- Arikunto, S. (2013). *Dasar-dasar Evaluasi Pendidikan*. Jakarta: Bumi Aksara.
- Ghozali, I. (2005). *Aplikasi Analisis Multivariate bagi Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis: Pearson new international edition*. Essex: Pearson Education Limited, 1, 2.
- Kotler, P. (2002). *Manajemen Pemasaran I*. Jakarta: PT Prenhallindo.
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control*. 9th ed. NJ: Prentice Hall, Inc.

- Setiadi, N. J. (2003). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Prenada Media
- Solis, B. (2010). *Engage: The Complete Guide for Brands and Businesses to Build Cultivate and Measure Success on The Web*. New Jersey: John Wiley & Sons.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tjiptono, F. (2012). *Strategi Pemasaran*. Edisi 3. Yogyakarta: Andi

The Influence of Brand Image, Service Quality, and Social Media Marketing on Purchase Decision at Restaurant Navy Seals Surabaya

ORIGINALITY REPORT

16%

SIMILARITY INDEX

13%

INTERNET SOURCES

9%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

1	ijabr.polban.ac.id Internet Source	1%
2	Submitted to Universitas PGRI Semarang Student Paper	1%
3	journal.umg.ac.id Internet Source	1%
4	www.assumptionjournal.au.edu Internet Source	1%
5	saudijournals.com Internet Source	1%
6	econeurasia.com Internet Source	1%
7	jurnal.stiepas.ac.id Internet Source	1%
8	www.united.ac.in Internet Source	1%

9	Andrian Haro, Dinawati Oktaviana, Anugrah Trimulia Dewi, Wan Anisa, Akmaluddin Suangkupon. "The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone", KnE Social Sciences, 2020 Publication	1 %
10	Yudi Irawan Abi. "PENGARUH BRAND IMAGE DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA KFC DI KOTA BENGKULU", Managament Insight: Jurnal Ilmiah Manajemen, 2020 Publication	1 %
11	bajangjournal.com Internet Source	1 %
12	ejournal.unhi.ac.id Internet Source	1 %
13	ijabs.ub.ac.id Internet Source	1 %
14	jcreview.com Internet Source	1 %
15	Submitted to Universitas Terbuka Student Paper	1 %
16	Viktor Eko Transilvanus, Junianto Tjahjo Darsono, Tanto Gatot Sumarsono. "The	1 %

Impact of Workplace Environment, Motivation and Workplace discipline on Employees' Performance of Local Water Supply Utility at Sikka Regency, Indonesia", International Journal of Advances in Scientific Research and Engineering, 2019

Publication

-
- | | | |
|----|--|-----|
| 17 | www.uploadarchief.net
Internet Source | 1 % |
| 18 | journal.umy.ac.id
Internet Source | 1 % |
| 19 | Ekleysia Gracela Tanod, Florencia Arum Sari Pontoh, Gabril Tuyu, Halldila Marianne. "The influence of the crude oil and the gold on energy sector returns", The Contrarian : Finance, Accounting, and Business Research, 2023
Publication | 1 % |
-

Exclude quotes On

Exclude matches < 1%

Exclude bibliography On