RESEARCH ARTICLE

CREATING CONSUMER PURCHASE DECISION : ANALYSIS OF BRAND IMAGE, SERVICE QUALITY AND MARKETING COMMUNICATION.
(A Case Study on Mal Artha GadinG/MAG Jakarta)

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Manuscript Info	*Abstract*
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The research aimed to examine and analyze either partial or simultaneuos influence of brand image, service quality and marketing communication on purchase decision of Mal Artha Gading consumers. Of 40.000 populations, 100 samples were obtained, based on Slovin's sampling technique. For data collection, the research relied on questionnaires and interviews. Descriptive and inferential statistics were applied for data analysis. The research findings have revealed that brand image, service quality and marketing communication influence consumer purchase decision simultaneously. Partially, brand image variable gave the greatest and the most significant influence on consumer purchase decision, while service quality did not influence consumer purchase decision very much; marketing communication had a significant impact on consumer purchase decision. The implication is that in order to have consumers make a purchase, the management had better improve its brand image, service quality and marketing communication.

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Introduction:-

Shopping malls in Indonesia have evolved so fast. Starting from Sarinah which is the first mall in Indonesia with about 5,000 m2 width of retail area in 1962 nowadays Jakarta becomes a city with the greatest number of malls and shopping centres in the world. It has 173 shopping centres spreading in 5 areas of its, with 4,232,100 m2 retail area used.

The condition is experienced by Mal Artha Gading, one of malls and shopping centres in Kelapa Gading which has wider total net leasebale area than other shopping centres in Jakarta have. It is 373,228 m2 width in which the shopping centres built have different concept but same catchment area.

Mal Artha Gading is located in Kelapa Gading, precisely beside Cawang – Tanjung Priok toll road. Since it was opened to the public on 27 October 2004, the mall has greatly competed with other malls such as Mal of Indonesia (MOI) built in the first year of Mal Artha Gading operation, Bay Walk Pluit, Kota Kasablanka, Gandaria City and Mal St.Moris Puri which are more modern. The competition continues until the building Mal Kelapa Gading 3.5 and Gading Walk. This makes Mal Artha Gading keep competing with other malls and shopping centres.

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A success measurement of a shopping center is the increasing number of its visitors indicated by the achievement of total visitor numbers targeted by its management. It is experienced by Mal Artha Gading with 38,000 visitors per day, below its target which is 40,000 to 43,000 visitors per day. Table 1 shows data of unachieved daily visitor target of Mal Artha Gading

Table 1:- Average Number of Daily Visitor of Mal Artha Gading from Januaryto May 2015

Visits	Daily	Weekday	Weekend	Total	Target	Dev
Customer	38,000	30,000	53,000	1,150,000	1,250,000	-8%
Cars	8,000	7,000	11,000	240,000	262,500	-9%
Motorcycle	2,500	2,700	3,000	78,000	87,500	-11%

Source : BP. MAG 2015

In 2012 – 2015 the number of visitors decreased; the management tried to find the cause, whether it is internal factors or external factors. In the last three years, the number of its visitors is presented in Table 1.3.

Table 1.3:- Average Number of Monthly Visitor from 2013 to 2014

Years	Average Number of Monthly Visitor	Target	Deviation (%)
2012	1,048,800	1,100,000	-5%
2013	1,037,875	1,150,000	-10%
2014	1,092,500	1,200,000	-9%

Source : BP. MAG 2015

Based on the initial survey conducted in Central Jakarta, South Jakarta, West Jakarta, and East Jakarta, Mal Artha Gading was found less popular than the same level Mal in the same area. Therefore, brand image and marketing communication strategy have important roles. In addition, service quality also takes part in making consumers visit the mall.

In accordance with the introduction above, three identified problems are: 1) unachieved visitor target; 2) unpopularity of Mal Artha Gading; 3) image of Mal Arta Gading identical with a second class mall resulting in low interest of visitors; 4) poor service quality.

In addition to the phenomena which have been explained, this research was supported by the findings stated in international journals involving: 1) Ong and Sugiharto (2012) , Evelina, Handoyo, and Listyorini (2012), and Nurlisa and Sofiyah (2010), suggesting that brand image, service quality and promotion positively and significantly influence purchase decision; 2) Kusumah Ridwan (2011) and Tristania Widianti (2008) revealing thatservice quality has significant impact on purchase decision; 3) Zikmund, William G. (2003), in Hapzi Ali (2012), finding that service quality positively and significantly influencebrand image.

Based on the problems, this research aims to analyze the influence of:
1) Brand image on purchase decision;
2) Service quality on purchase decision;
3) Marketing Communication on purchase decision, and
4) Brand image, service quality, and marketing communication simultaneously on purchase decision

Literature Review:-
Brand Image:-
Ditcher (1985) defines image as an illustration that in detail explains of the entire entity impression of object owned by society. Kotler and Amstrong (2001:225) state that brand image refers to a set of consumer believe in a certain brand. Brand image can be defined as a perception about brand as reflected by the brand association held in consumer memory(Keller, 1998:93).

In this research the context of image measured is the image of a shopping centre. A study on image of a shopping centre reveals that communication and consumers' shopping experience in a shopping centre and consuming goods or service experience influence their purchase interest. Communication among consumers known as word-of-mouth

communication, promotion and communication in media influence customer perception (Zeithmal and Bitner, 1996).

In according to the theories, this research analyzed brand image variable using theory proposed by Chang and Tu (2005) that is considered to be relevant for studying a shopping centre with four available dimensions which are facility, service, activity, and convenience.

Service Quality:-
Quality is a dynamic condition that has impacts on products, service, human being, process, and environtment that meets or exceeds the expectations (Tjiptono, 2001). Thus service quality can be defined as an effort to meet the need and desire or consumer and its delivery directness in balancing the consumer expectation (Tjiptono, 2001).

Parasuraman, et.all (1998) concludes that there are five dimensions of service quality, which are: 1. tangibles, 2. reliability, 3. assurance, and 4. Empathy. According to Kotler and Keller (2008:156), there are some dimensions of quality in the context service quality which can be used as reference; they include responsiveness, reliability, empathy dan assurance serta tangibility.

Based on the theories, this research analyzed service quality variable using theory by Parasuraman (2001) that is considered to be relevant for studying a shopping centre with five available dimensions which are tangibility, reliability, responsiveness, assurance, and emphaty.

Marketing Communication:-
Mahmud Machfoedz (2010:16) states taht marketing communication refers to all elements of marketing that have value and communicate the value to consumer and stakeholder of a company. Kotler andKevin Lane Keller (2007:204) suggest that marketing communication is a mean used by a company to inform, persuade, and remind consumer either directly or indirectly about products and brands that they sell.

Furthermore, Prisgunanto (2006:8) state that marketing communication refer to all promotion elements of marketing-mix involving any form of communication between organization and its target audience for marketing performance. In accordance, it is concluded that marketing communicatioon is an effort of a company to send its message about the existence of its products in market to the consumer and stakeholder

Based on the theories, this research analyzed marketing communication variable using theory by Prisgunanto (2006) that is considered to be relevant for studying a shopping centre with eight available dimensions which are direct marketing, sales promotion, marketing public relation, personal selling, advertising, publicity, event/sponsorship, and interactive marketing.

Purchase Decision:-
Phillip Kotler (2005:204) suggests five stages of purchase decision process, which are need recognition, information search, alternative evaluation, purchase decision, and post purchase behavior. This model emphasizes that process starts before the purchase and has further impacts after the purchase.
Kotler (2006:l29)mentions five types of decision which customers make, which are product options, brands, distributor choices, time of purchase, and number of purchase. Consumers can take purchase decision on the number of purchase to make in a time. In addition, Kotler (2012:166) states that purchase decision is a process consisting of five stages passed by a consumer before making decision to purchase and after making a purchase.

Based on the theories, this research analyzed purchase decision variable using a theory by Philip Kotler (2005) that is considered to be relevant for studying a shopping centre with five available dimensions, which are need recognition, information search, alternative evaluation, purchase decision, and post purchase behavior.

Conceptual Framework:-
Conceptual framework has a fuction to design the influence or relationship between variables, that brand image, service quality, and marketing communication positively and significantly influence consumer purchase decision either partially or simultaneously.

The conceptual framework of this research was formulated based on background of the study, some proposed theories, and some previous researches involving: 1) Ong and Sugiharto (2012) , Evelina, Handoyo, and Listyorini (2012), and Nurlisa and Sofiyah (2010), suggesting that brand image, service quality and promotion positively and significantly influence purchase decision; 2) Kusumah Ridwan (2011) and Tristania Widianti (2008) revealing thatservice quality has significant impact on purchase decision; 3) Zikmund, William G. (2003), in Hapzi Ali (2012), finding that service quality positively and significantly influencebrand image. The conceptual framework of the research is illustrated in Figure 1.

Figure 1:- Conceptual Framework
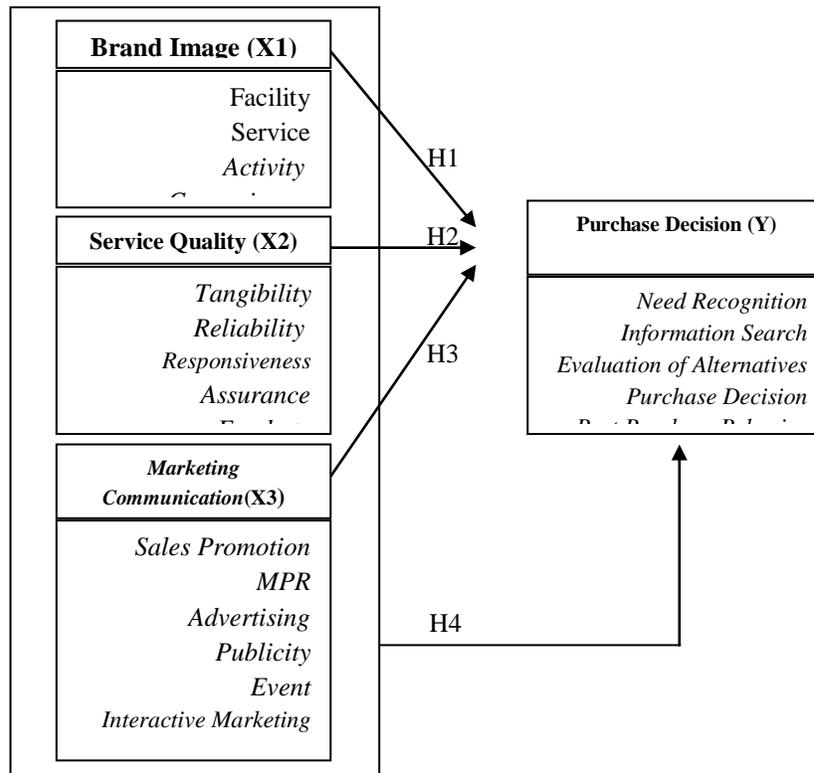
Based on the conceptual framework, the hypotheses of this research are:
1. Brand image positively influences the consumer purchase decision.
2. Service quality positively influences the consumer purchase decision.
3. Marketing communication positively influences the consumer purchase decision.
4. Brand image, service quality, and marketing communicationsimultaneously positively influences the consumer purchase decision.

Methods:-

This research is a quantitative research which analyzes numerical data and processes the data using statistical method (Azwar, 2009a: 5). It employed correlation approach. It examined the correlation of brand image, service quality, and marketing communication and number of Mal Artha gading visitors. Arikunto (2010: 4) explains that correlational research aims to find the relationship between two or more variables without either changing or manipulating the available data.

Survey method was applied in this research. Of 40.000 populations,100 samples were obtained, based on Slovin's sampling technique (Husein Umar, 2003:120). The populations of this research were visitors who did shopping in Mal Artha Gading. They were assumed to be loyal customer indicated by their visit frequency, at least once a week, and by their age, age of 18-24 years old that tends to try new things (Wood, 2004, in Setyaningrum, 2007: 110)

Quantitative analysis using regression analysis with SPSS 2.33 was applied. Before analyzing the data, test of questionnaire validity and reliability and test of classical assumption were performed (Solimun, 2008). After Path analysis, the data were analyzed using R^2 Test. T Test and F Test with 5% error tolerance were performed to test the hypotheses.

Result & Discussion:-

Reliability test was done to find and measure if the questionnaires used in the research were relevant and if the reliability of the questionnaires was strong as *composite reliability* >0.6. the result is shown in table 4.1.

Table 4.1:- Statistical Reliability of Each Variabel

	Cronbach's Alpha	N of Item
Brand Image	.924	20
Service Quality	.902	20
Marketing Communication	.866	20
Purchase Decision	.831	20

The table shows that all dependent variables and independent variables have cronbach's alpha > 0,6. It indicates that the variables are reliable and can be used in measurement for data collection.

The following is histogram to investigate that the dependent variable, purchase decision, is normally distributed. One of the requirements to continue to the next stage, regression analysis, is that the dependent variable is normally distributed. The result is shown in Figure 2.
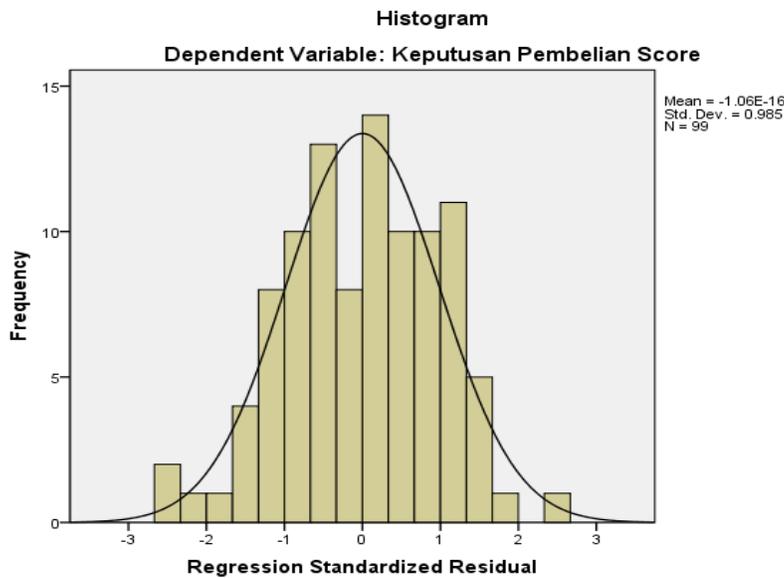

Figure 2:- Histogram

Figure 2 shows that the available data can be used for the next stage that is regression analysis.

Research Findings:-

The Alpha value of the variables of brand image, service quality, marketing communication and purchase decision are 0.924, 0.920, 0.866 and 0.831 respectively. This indicates that reliability of four variables is very strong, which is measured by 20 indicators.

Hypothesis Testing:-

a.   Simple Regression Test of brand image on purchase decision

Brand image variable and purchase decision variable have a relationship (coefficients 7.656> 1.9887 and 0.000 < 0.05) and they have a strong relationship (model summary 0.624) and it can be generalized to the population level (ANOVA table 0.000).

b.   Simple regression test of service quality on purchase decision

Service quality and purchase decision have a relationship (coefficients 5.897 > 1.9887 and 0.00 <0.05), and they have a strong relationship (model summary 0.514) and it can be generalized to the population level (ANOVA 0.000).

c.   Simple regression test of marketing Communication on purchase decision

Service quality and purchase decision have a relationship (coefficients 5.995> 1.9887 and 0.00 <0.05), and they have a strong relationship (model summary 0.520) and it can be generalized to the population level (ANOVA 0.000).

F test:- Table 4.2. ANOVA

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	2060.479	3	686.826	25.951	.000[a]
Residual	2514.249	95	26.466		
Total	4574.727	98			

a. Predictors: (Constant), Marcom Score, brand image Score, service quality Score

b. Dependent Variable: purchase decision Score

Table 1 shows that the variables of brand image, quality of service and marketing communication simultaneously affect purchase decision variable.

T test:- Table 4.3. T test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tollerance	VIF
1 (Constant)	11.177	4.711		2.373	.020		
Brand image	.390	.093	.513	4.178	.000	.383	2.610
Service uality	.033	.102	-041	.322	.748	.362	2.760
Marcom Score	.194	.060	.291	3.208	.002	.705	1.418

a. Dependent Variable: purchase decision Score

Table 2 shows that: 1) brand image has a positive and significant impact on purchase decision, 2) Service quality does not affect significantly on purchase decision, and 3) marketing communication has a positive and significant impact on purchase decision.

Multiple Regression Modeling:-

Based on multiple regression modeling, there is a relationship between brand image and marketing communication, and purchase decision and they have a strong relationship (model summary 0.671). This data can explain 45% of purchase decision variance and it can be generalized to the population level (table ANOVA 0.000).

Modeling of Regression Equations:-

a.   Brand image has a positive effect on purchase decision. If the variable of brand image increases, assuming marketing communication variable is constant, the purchase decision will also increase.

b.   Marketing communication has a positive effect on purchase decision. If the variable of marketing communication increases, assuming the brand image variables is constant, the purchase decision will also increase.

c.   The variable of brand image has the most significant effect on purchase decision.

Exploration of Correlation Per Dimension:-

a.   Brand image, quality of service, marketing communication and problem identification

The variables of brand image, service quality, marketing communication and problem identification do not have a relationship. It can be seen from the table of Significance, which is greater than 0.05.

b.   Brand image and information search

There is a relationship between brand image and information search (coefficients 2.987 > 1.9887 and 0.04 <0.05), and its relationship is weak (model summary 0.290).

c.   Service quality and information search

It reveals that there is no relationship between the variable of service quality and information search dimension (coefficients 1.792 <1.9887 and 0.76> 0.05) and its relationship is weak (model summary 0.290).

d.   Marketing communication and information search

It reveals that there is a relationship between the variable of marketing communication and information search dimension (coefficients 4.423 > 1.9887 and 0.00 <0.05), and it has a strong relationship (model summary 0.410).

e.   Brand image and alternative evaluation

It shows that there is a relationship between brand image and alternative evaluation dimension (table of coefficients 7.683 > 1.9887 and 0.00 < 0.05) and it has a strong relationship. (model summary 0.613).

f.   Service quality and alternative evaluation

It shows that there is a relationship between service quality and alternative evaluation dimension (coefficients 6.135 > 1.9887 and 0.00 <0.05), and it has a strong relationship (model summary 0.527).

g.   Marketing communication and alternative evaluation

It shows that there is a relationship between marketing communication and alternative evaluation (coefficients 5.115 > 1.9887 and 0.00 < 0.05), and it has a strong relationship (model summary 0.459).

h.   Brand image and purchase execution

It shows that there is a relationship between brand image and purchase execution dimension (coefficients 5.285> 1.9887 and 0.00 <0.05), and it has a strong relationship (model summary 0.471).

i.   Service quality and purchase execution

It shows that there is a relationship between service quality and purchase execution dimension (coefficients 4.277 > 1.9887 and 0.00 <0.05), and it has a weak relationship (model summary 0.397).

j.   Marketing communication and purchase execution

It shows that there is a relationship between service quality and execution purchase dimension (coefficients 3.830> 1.9887 and 0.00 <0.05), and it has a weak relationship (model summary 0.361).

k.   Brand image and purchase satisfaction

It shows that there is a relationship between brand image and purchase satisfaction (coefficients 8.187 > 1.9887 and 0.00 <0.05), and it has a strong relationship (model summary 0.637).

l.   Quality Service and purchase satisfaction

It shows that there is a relationship between service quality and alternative evaluation dimension (coefficients 5.919 >1.9887 and 0.00 < 0.05), and the strength of relationship is sufficient (model summary 0.513).

m.   Marketing Communication and purchase decision

It shows that there is a relationship between the variable of marketing communication and purchase satisfaction dimension (coefficients 4.820 > 1.9887 and 0.00 <0.05), and the strength of relationship is sufficient (model summary 0.438).

Discussions and Research Analysis:-
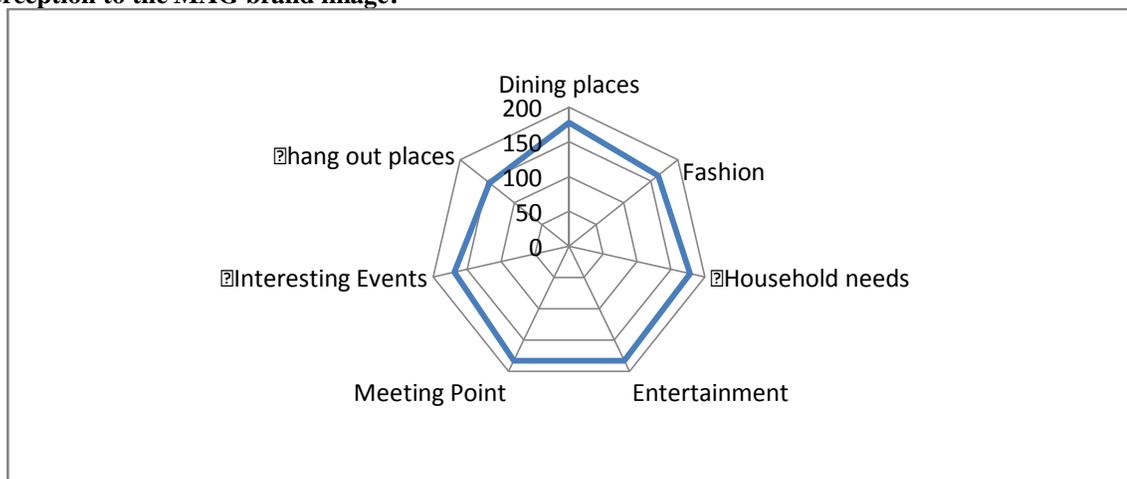**Visitor perception to the MAG brand image:**

Figure 3:- Brand Association of MAG

Based on Figure 3, the perceptions of visitors to the MAG position as a shopping center in North Jakarta are as follows:

a.   For the top position, MAG is a mall with excellent entertainments (183). It is one of strong points where MAG has an "Amazon" children ride, which is considered as the biggest game zone located on the ground floor, first floor and second floor. Other supporting aspects are the provision of NAV Karaoke, Bowling center with 30 Lines, cinema XXI, and others.

b. MAG is in the second place as a meeting point (183) since it is located in a very strategic place, in front of the main road of Yos Sudarso that has an easy direct access to toll road, particularly for private cars. For those who take public transport also can get off just right in front of mall. In addition, MAG provides various coffee shops such as Starbucks, Coffee Bean, Bangi Kopitiam, J'Co Coffee, Choco Corner, and many more.

c. As the third place of visitor perceptions, MAG is a mall providing complete household stores (178). Some of them are ACE Home Center and Informa Furnishing, which are regarded as the biggest equipment and household stores. Furthermore, Home Furnishing is the most complete furnishing items in Jakarta occupying all over the third floor. The presence of Diamond, as the most popular supermarket, equips the shopping needs visited by housewives around Kelapa Gading and the surrounding community.

d. Meanwhile, in the fourth place, MAG is a mall that has a fine dining place 178). This is supported by the availability of a variety of branded restaurants and coffee shops, like; Marugame Udon, Ci Wei, Ta Wan, Red Bean, Warung Tekko, Sate Khas Senayan, Imperial Lamien, XO Suki, Pizza Hut, KFC, A & W, Singapore Tau Fu, Batam Fish Soup, Fiesta Steak, etc. As for the coffee shops, among others are Starbucks, Bangi Kopitiam, Bread Talk, J'Co, Beard Papa, Dunkin Donuts, chattime and Choco Corner.

e. For the brand association, MAG lacks interesting events (169) and less complete branded fashions (163). So this issue needs to get more attention if MAG has a willing to improve its brand image.

f. As for the lowest brand association that needs serious attention to improve brand image is that MAG is necessary to make a trendy hang out place for young people (146).
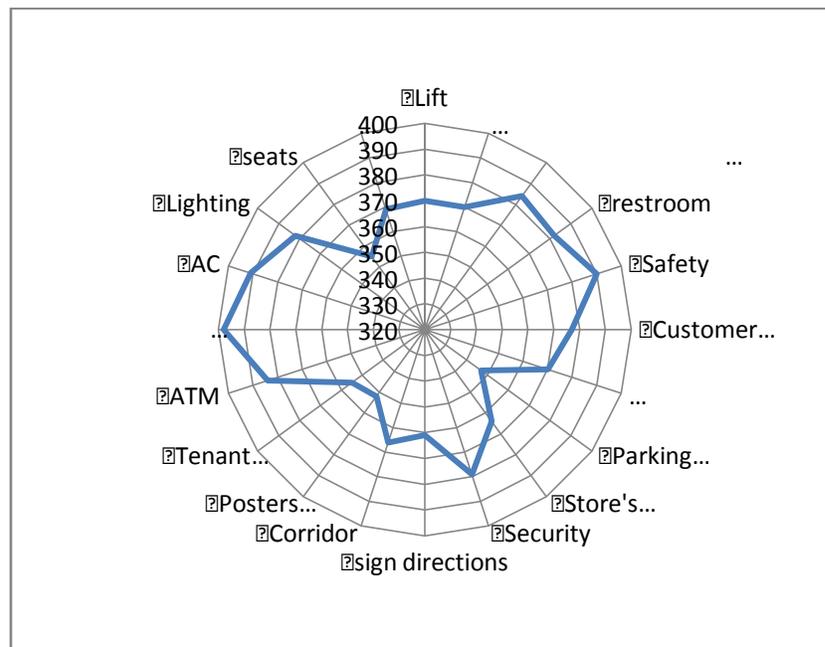
g.

Figure 4:- Perceptual Mapping Image of MAG

Based on Figure 4, it can be revealed that visitors generally have a somewhat good image on MAG in spite of tha fact that there are still some lacking points that need serious attention and improvement to enhance the brand image of MAG.

The analysis on perceptualmapping image:

a. The highest visitor Image is on cleanness (398), which is in line with the research finding that the janitors' quality services rank above average position.

b. The second image is the comfort of mall and excellent security (390). Based on data from the operational department of MAG that crime rate decreases for 16% such as theft, and fraud. However, it still lacks the security officer services to visitors. That's why it needs more attention and improvement.

c. Restrooms' condition (382), lighting (382), escalators' conditions (384), and availability of ATMs (384) rank third.

d. The following points that need to be addressed and improvement are the decoration of the mall (369) that seems monotonous. The elevators (lift capsules) are always full because the location of other elevators (north and south elevators) is quite far from the atrium. Parking space is less convenient due to lack of parking capacity

(370) especially during weekends and holidays. The last one is redemption counter (370) that is located in the distance.

e.   Next, the things that should be a priority for immediate improvements, such as the arrangement of the corridor (366) which seems rather chaotic, low store employees' services (364), and lack of sign directions (361), tenant directory (355) and posters publicizing the events (352).

f.   The last one is the most urgent thing that needs to be done, namely, the less availability of seats (355) inside the mall causing discomfort which affects the image and perception; and less responsive of parking attendant services.

The effect analysis of brand image, service quality and marketing communication on the stages of purchase decision at MAG.

a.   The purchase decision process begins when a prospective buyer is aware of the need, which is due to internal and external stimuli. At this stage, a brand image, service quality and marketing communication have not had any effect on a potential buyer. This is consistent with the research findings about the correlation of brand image, service quality and marketing communication and the problem identification dimension. It shows that there is no relationship between three variables and the dimension of problem identification.

b.   At this stage, a consumer, who is driven by needs might look for further information. Therefore, the most influential variable for a person to look for information is a marketing communication variable. If we look closely at the correlation matrix table among six dimensions, marketing public relation is the most influential variable to attract visitors in the stage of information search. While the variable of service quality has no effect on the visitor. This might be because the service quality of a mall does not have any effect on a person's need.

c.   At a later stage, a consumer will process all information about the selection of the brand to make the final decision where the consumer will give different weight to each attribute of the product in accordance with his/her interests. In this stage, brand image is the most influencial variable in making alternative choices. Before making decisions, normally the consumer will pay attention thoroughly, efficiently and effectively in selecting the desired product. And the most decisive factors are brand image and today's trend. The service quality ranks second place and marketing communication ranks the last, this is because a person is not too affected by a marketing communication in this stage.

d.   The fourth stage as the evaluation stage is the execution of a purchase where consumers lists brands in the set selection and do purchase intentions. In the execution of the purchase phase, a consumer would select preferred brands. On the other word, brand image becomes the most affecting variable in the execution of purchase. Indeed there are other affecting factors such as attitudes and unforeseen factors. However, in this study, the variable of brand image has the highest impact.

e.   After the purchase of a product, the consumer will experience some degree of satisfaction or disatisfaction. In this stage, brand image becomes the most influential variable on the purchase satisfaction as the goods have been tested and have proven quality. Brands can have a high value due to brand building activity that is not only based on the communication but it is also all sorts of other efforts to strengthen the brand. Of communication, the brand can promise something and can signal something (brand signaling) too.

Conclusion:-

a.   In general brand awareness of Mal Artha Gading is good, and its association has started to appear. This can be seen from the brand image of the mall as the most influential variable on purchase decision of customers. To build a strong brand image MAG provides various facilities, like fashion, entertainment, children playground, meeting point and sport centres; this aims to build an image of MAG as a mall for family. The mall also provides high class service so that an image of high class, sociable, comfortable, and safe mall is created; this will form perception of the society and its visitors toward the mall that it is the main choice to do their shopping dan to fullfill their daily need. Whereas there are some aspects including event, brand fashion add, trendy hangout places among today's young generation, which still need improvement.

b.   Service quality has the lowest influence on purchase decision in Mal Artha Gading. This is a result of the quality of its employees who do not meet the needs of the visitors

c.   Marketing communication applied by the management of Mal Artha Gading influences the improvement of mall awareness of people in Jakarta. This influences the purchase decision of the customers. The research result shows that the use social media, internet infrastructure, and mobile application in Mal Artha Gading is effective in informing activities done in the mall. However, the use of advertising, billboard, and promotion media has not been maximum. As a result, the impact of advertising the events is not significant.

d. Brand image and marketing communication influence the purchase decision simultaneously. Meanwhile, the other variable, service quality, influences partially, and it is not significant.

e. This research is considered to be valuable for the management of MAG since by referring to each influential variable the most important dimension and the less influential indicator can be found. As a result, the management can make a required policy for increasing number of visitors.

f. The strength of this research is that it is able to reveal the most important dimension or indicator to be improved so that the number of visitors can increase. Referring to the finding of the research, some substantial and valuable inputs for further theoretical and practical development can be made.

Recommendation:-

1) To improve the number of visitors, the service quality through the availability of alternative places for eating and meeting point is required. Then to increase its trendy image, regarding its customer buying power, to provide Korean and Japanese restaurant becoming trend and affordable brand is highly recommended.

2) Service quality of front liner needs improvement. Providing a special officers who actively approach the customers needing help can be implemented; this results in a more sociable and friendlier image of the mall.

3) For future research, variables including product quality, customer satisfaction, people, and other processes can be examined and analyzed. Besides, to obtain more accurate results and to reveal more findings, applying other analysis technique such as path analysis is suggested. This research is expected to help retails company and similar companies improve their sells in this fast changing business era.

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