

The Influence Of Brand Image, Service Quality, And Price On Purchase Decision At Nail Studio In Manado

Kareninan Anatasya Liliana Owu¹, Marjam Mangantar², Lawren Julio Rumokoy³

^{1,2,3} Faculty Economics and Business, Sam Ratulangi University, Manado, Indonesia

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ABSTRAK

Saat ini kecantikan kuku semakin bervariasi, tidak hanya merawat kuku tetapi kecantikan kuku juga sudah mengarah pada menghias kuku atau memperbaiki kondisi kuku bahkan bisa menutupi ketidaksempurnaan pada kuku wanita. Penelitian ini dilakukan untuk menguji secara empiris apakah citra merek, harga, dan kualitas layanan dapat digunakan untuk mengetahui pengaruh masing-masing variabel terhadap keputusan konsumen. penulis menggunakan metode penulisan kuantitatif dengan pendekatan deskriptif untuk mendeskripsikan bagaimana variabel Brand Image, variabel Service Quality, dan variabel Price secara simultan dan parsial mempengaruhi keputusan pelanggan menggunakan jasa Nail Studio. populasi dalam penelitian ini adalah seluruh konsumen yang menggunakan jasa kecantikan dalam hal ini nail art di Luna Bee Nail Studio dan Hello Gorgeous Manado. Penelitian ini mengumpulkan sebanyak 100 responden untuk diolah datanya. Berdasarkan hasil pengolahan data diperoleh beberapa kesimpulan bahwa variabel citra merek (X1) yang digunakan dalam penelitian ini secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) pada Luna Bee dan Hello Gorgeous Nail Art Manado. Variabel Kualitas Pelayanan (X2) yang digunakan dalam penelitian ini secara parsial tidak berpengaruh terhadap Keputusan Pembelian (Y) pada Luna Bee dan Hello Gorgeous Nail Art Manado. Variabel Harga (X3) yang digunakan dalam penelitian ini secara parsial berpengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) pada Luna Bee dan Hello Gorgeous Nail Art Manado.

ABSTRACT

Nowadays nail beauty is increasingly varied, not only caring for nails but nail beauty has also led to decorating nails or improving nail conditions and can even cover imperfections in women's nails. This research was conducted to test empirically whether brand image, price, and service quality can be used to determine the effect of each variable on consumer decisions. the author uses a quantitative writing method with a descriptive approach to describe how the Brand Image variable, Service Quality variable, and Price variable simultaneously and partially influence the customer's decision to use Nail Studio services. the population in this study were all consumers who use beauty services, in this case nail art at Luna Bee Nail Studio and Hello Gorgeous Manado. This study collected as many as 100 respondents for data processing. Based on the results of data processing, several conclusions were the brand image variable (X1) used in this study partially has a positive and significant effect on Purchase Decision (Y) at Luna Bee and Hello Gorgeous Nail Art Manado. The Service Quality variable (X2) used in this study partially has no effect on Purchase Decision (Y) at Luna Bee and Hello Gorgeous Nail Art Manado. The variable Price (X3) used in this study partially has a positive and significant effect on Purchase Decision (Y) at Luna Bee and Hello Gorgeous Nail Art Manado.



Corresponding Author:

Kareninan Anatasya Liliana Owu

Faculty Economics and Business, Sam Ratulangi University,
Manado, Indonesia
Email: kareninaant@gmail.com

1. PENDAHULUAN

Economic, technological and cultural developments in today's era give rise to growing human needs, not only limited to basic needs, food needs, but also personal needs, for example facial or body care or what can be called self-care. The point of taking care of yourself is not for others but yourself so that you look healthier and well cared for. Especially in today's era, where the development is increasing rapidly, there are more and more consumers who want healthier and more well-groomed bodies and faces and make our self-confidence even better. Currently, many women are starting to be aware of their appearance [1]. Not only in clothes, but facial beauty is also a top priority in a woman's appearance. Apart from using cosmetics, to support the beauty of the face, women also perform maintenance, whether done simply by themselves or using the services of a beauty service such as salon. This encourages the increasing number of beauty services. Each beauty service strives to create a positive brand image in the minds of consumers.

Based on the Statista report, revenue in the Beauty & Personal Care market in Indonesia will reach US\$7.23 billion or Rp.111.83 trillion (at an exchange rate of 1 dollar of Rp.15,467.5) in 2022. The market is expected to grow annually by 5.81% (CAGR or growth rate per year from 2022-2027). In detail, the largest market segment is the personal care segment with a market volume of US\$3.18 billion in 2022. Followed by Skin Care at US\$2.05 billion, cosmetics at US\$1.61 billion, and fragrances at US\$39 million. This research will discuss one type of beauty service industry, which is nail service at nail studio in Manado. According to Tasik & Lengkon [2] Manado, from 2010 to 2014, population of Manado city had grown 8% annually. While the birth rate could explain 0.5 to 1 percentage points. North Sulawesi especially Manado city is experiencing a rapid economic development in these past years. According to Badan Pusat Statistik Provinsi Sulawesi Utara, The economy of North Sulawesi in the third quarter of 2017 grew up to 6.49 percent. North Sulawesi's minimum wage has been set at Rp 2,824,286. North Sulawesi's nominal of minimum wage is the third largest minimum wage in Indonesia and the largest in Sulawesi Island [3].

Nail service now has become a popular fashion trend among women, especially nail gel or nail extension services. Many celebrities and social media influencers show off attractive and creative nail designs to support their appearance for special occasion or daily use, therefore so many people want to try them. Some examples of designs that can be requested such as cartoons, 3d flowers or attaching accessories. Consumers are the main point of the success or failure of a business, therefore, purchasing decisions have an important role in the success of a company. The increasing competition between the nail industry with one another encourages

the company's struggle to build a positive brand image for consumers so that it can be formed and embedded in consumers in order to obtain positive consumer perceptions or views of a company's brand that can improve purchasing decisions. According to Kotler and Keller [4], there are several consumer processes in deciding to make a purchase consisting of recognizing problems, seeking information, evaluating alternatives, deciding to make purchases, and post-purchase behavior. There are many factors that influence purchasing decisions. In research conducted by Foster [5], states that brand image has an influence on purchasing decisions. Furthermore Andreti, et al. [6] stated that price, promotion and service quality affect purchasing decisions.

According to Sangadji and Brand imageiah a positive brand image will provide benefits for producers to be better known by consumers. In other words, a good image will create a good perception in the minds of consumers and will determine their choice to buy the product. Likewise, if the brand image is negative, it will lead to negative perceptions on the part of consumers and tend to be more considered when buying products. According to Tjiptono, brand image or brand description is a description of consumer associations and beliefs about certain brands. This image or association represents a perception that can [7]. Research conducted by Djatmiko, et al. [8] and Foster [5], show that brand image has an influence on consumer purchasing decisions for a product but the results of research by Sengkey, et al. [9] showed that brand image has no influence on consumer purchasing decisions for a product.

If the Brand Image already exists in the consumer's mind, the consumer will look for other factors in making a decision, one of which is service quality. Consumers will pay attention to the quality of service before deciding to buy a product. According to Parasuraman in Rambat Lupiyoadi [10] suggests that service quality is how far the difference is between reality and customer expectations for the service they receive or obtain. As the party receiving the service, the customer as an assessor of the level of service quality of a company. Nasution [11] argues that service quality is an overall assessment of the excellence of a service. If the resulting assessment is a positive assessment, then the quality of this service will have a positive impact on purchasing decisions. If the company have a good service quality the customers will feels happy and satisfied since their needs and want that they try to achieve through the company's service are meet with their expectation [2].

Therefore, service quality must start from consumer needs and end with customer satisfaction and perceptions of service quality. And companies need to design services that will be provided effectively and efficiently to add business value. In addition, customers will also recommend products to other consumers. The recommendations were conveyed by relatives, even someone who accidentally met somewhere. Recommendations are one way that congregations can consider before making a purchase decision. The results of research from Firdausy and Idawati [12], and Arslan & Zaman [13], show that there is an influence of service quality on consumer purchasing decisions for a product but research conducted by Mambu shows that there is no effect of service quality on consumer purchasing decisions to a product.

Price is also a consideration for consumers before deciding to buy a product whether the price will be in accordance with consumer expectations or expectations, known as perceived price. One of the competitors for beauty service providers who provide Home services for people who want to use Nail Art services using via Whatsapp chat and via telephone for consumers who want to order Nail Art services and consult about the choice of models provided

for Nail Art. Beauty service providers themselves are aimed at the entire female population, from female students to workers who already have an income. Competitors offer four types of Nail Art models with prices, Nail Art Gel is offered at IDR 50,000, Nail Art Glow In The Dark is offered at IDR 65,000, Nail Art Printing is offered at IDR 90,000, Nail Art Remover is offered at IDR 20,000, and for additional design motifs on Nail Art it is offered at 2 prices IDR 25,000. Competitors also use digital nail printer machines and offer home service services, so that consumers are comfortable using home service services.

Kim, et al stated that price perception is a view in comparing the price of one vendor with another vendor. Before deciding to buy a product, consumers will compare product prices from one company to another. Product prices that are considered reasonable or reasonable will encourage consumer decisions to buy these products [14]. The results of research conducted by Firdausy and Idawati [12] and Djatmiko, et al. [8] showed that there is an influence of price perceptions on consumer purchasing decisions for a product but the results of and Leow and Husin show that there is no effect of perceived price on consumer purchasing decisions for a product.

The differences of customer needs makes brand image, service quality and price will be considered by customers when choosing a place to do nail service. These three variables play a very important role for customers in the decision-making process. Luna bee and Hello Gorgeous as an object for this research is a company that focuses its business on nail service at nail studio that specifically designed for nail and hand care. They provide services such as manicure, pedicure, nail art, and other nail treatments to customers. Based on the varied needs of customers, this study aims to determine the most important factors in influencing consumer purchasing decisions and in the end can help develop beauty services in need, including in this case Luna Bee and Hello Gorgeous

2. METODE

2.1 Research Approach

In this discussion, the author uses a quantitative writing method with a descriptive approach to describe how the Brand Image variable, Service Quality variable, and Price variable simultaneously and partially influence the customer's decision to use Nail Studio services. Quantitative writing is a method used to answer writing questions related to numerical data and statistical procedures [15].

2.2 Data Collection Method

To obtain complete data, in this writing there are several data collection techniques, namely questionnaire, observation, and literature review. Questionnaire is a data collection technique by giving a set of written statements to respondents to answer [16]. The questionnaire in this writing contains statements compiled based on related theories. Observation is a complex process, a process composed of various biological and psychological [17]. Observations in this writing were carried out by the writer at Luna Bee Nail Studio and Hello GorgeousIt Manado. Namely how to collect data by using books and studying the literature related to this writing [16].

2.3 Operational Definition of Research Variables

2.3.1 Purchase Decision

Consumer buying behavior is often initiated and influenced by stimuli in the form of promotions, advertisements, or other marketing strategies that enter their minds, which are then processed within themselves which will then produce a purchase decision. Purchasing decisions are choosing from two or more alternative purchase decision choices, meaning that someone can make a decision, alternative choices must be available. Purchasing decision indicators according to Soewito in the journal Ansary are divided into four, namely: perceived needs, pre-purchasing activities, buying behavior, and post-purchasing behavior.

2.3.2 Brand Image

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. Brand image refers to a memory scheme for a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and marketer characteristics or characteristics of the manufacturer of the brand. According to Kotler [4] indicators of a brand are: name, logo, symbol, design, slogan and packaging. Some of the criteria that must be considered in selecting brand elements are, (1) Easy to remember, meaning that the selected brand elements should be easily remembered, and mentioned/pronounced. The symbol, logo, name used should be attractive, unique so that it attracts people's attention to be remembered and consumed, (2) Has meaning, meaning that brand elements should contain a meaning as well as an explanation/description of the product. It is hoped that this meaning can influence consumers to consume the product, (3) Interesting and funny, meaning that another approach to attracting consumers' attention is with a variety of brand elements that are unique, funny, selecting elements that are rich in visualization and imagination. In this case, what is highlighted is an interesting and funny design.

2.3.3 Service Quality

Service quality is the customer's perception of service superiority which is the accumulation of satisfaction for many customers for many service experiences. Quality service providers are providers who are able to continuously provide satisfying service experiences over a long period of time. According to Parasuraman [18], put forward five dimensions of service quality. The five dimensions are (1) reliability, namely the ability to provide the promised service quickly (accurately) and to be trusted (reliably), including providing services on time, in the same way as meeting the promised schedule and without making mistakes at any time, (2) responsiveness, namely the willingness or desire of employees to help and provide services needed by consumers, (3) assurance, which includes knowledge, ability, friendliness, courtesy, and trustworthy nature of contact personnel to eliminate the doubtful nature of consumers and feel free from danger and risk, (4) empathy (empathy), which includes the attitude of contact personnel and companies to understand the needs and difficulties, consumers, good communication, personal attention, ease of doing communication or relations, (5) tangibles (physical products), availability of physical facilities, equipment and communal facilities cation, and others that can and must exist in the service process.

2.3.4 Price

Price is an element of the marketing mix that can be controlled by the company. Price is the amount of money that must be paid by consumers or buyers to get the product offered by the seller. According to Kotler and Armstrong, in the price variable there are several elements of the main price activities which include price lists, discounts, price discounts, and payment periods

2.4. Landasan Teori

2.4.1 Marketing

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing has a crucial role because it has a marketing position as an intermediary between producer and consumers. Marketing is communicating the value of a product, services, or brand. According to the American marketing association Marketing is the activity, set institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society. This means marketing focuses on making the product available at the right place, at the right time, and reasonable price.

2.4.2 Purchase Decision

According to Shiftman, Kanuk in the journal Ansary [19] purchasing decisions are choosing from two or more alternative purchase decision choices, meaning that someone can make a decision, alternative choices must be available. Consumer buying behavior is often initiated and influenced by stimuli in the form of promotions, advertisements, or other marketing strategies that enter their minds, which are then processed within themselves which will then produce a purchase decision.

Purchasing decision indicators according to Soewito in the journal Ansary are divided into four, namely: perceived needs, pre-purchasing activities, buying behavior, and post-purchasing behavior.

2.4.3 Brand Image

Brand image is a representation of the overall perception of the brand and is formed from information and past experience of the brand. According to Setiadi [20], brand image refers to a memory scheme for a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and marketer characteristics or characteristics of the manufacturer of the brand. According to Kotler indicators of a brand are: name, logo, symbol, design, slogan and packaging. Some of the criteria that must be considered in selecting brand elements are, (1) Easy to remember, meaning that the selected brand elements should be easily remembered, and mentioned/pronounced. The symbol, logo, name used should be attractive, unique so that it attracts people's attention to be remembered and consumed, (2) Has meaning, meaning that brand elements should contain a meaning as well as an explanation/description of the product. It is hoped that this meaning can influence consumers to consume the product, (3) Interesting and funny, meaning that another approach to attracting consumers' attention is with a variety of brand elements that are unique, funny, selecting elements that are rich in visualization and imagination. In this case, what is highlighted is an interesting and funny design. A brand requires an image to communicate to the public, in this case the target market,

about the values contained therein. For a company, image means the public's perception of the company's identity.

2.4.4 Service Quality

Parasuraman in Lupiyoadi suggests that service quality is how far the difference is between reality and customer expectations for the service they receive or obtain. Service quality is the customer's perception of service superiority which is the accumulation of satisfaction for many customers for many service experiences. Quality service providers are providers who are able to continuously provide satisfying service experiences over a long period of time [21]. According to Parasuraman [18], put forward five dimensions of service quality. The five dimensions are (1) reliability, namely the ability to provide the promised service quickly (accurately) and to be trusted (reliably), including providing services on time, in the same way as meeting the promised schedule and without making mistakes at any time, (2) responsiveness, namely the willingness or desire of employees to help and provide services needed by consumers, (3) assurance, which includes knowledge, ability, friendliness, courtesy, and trustworthy nature of contact personnel to eliminate the doubtful nature of consumers and feel free from danger and risk, (4) empathy (empathy), which includes the attitude of contact personnel and companies to understand the needs and difficulties, consumers, good communication, personal attention, ease of doing communication or relations, (5) tangibles (physical products), availability of physical facilities, equipment and communal facilities cation, and others that can and must exist in the service process.

2.4.5 Price

Price is an element of the marketing mix that can be controlled by the company. According to Basu Swastha in the journal Riyono price is the amount of money that must be paid by consumers or buyers to get the product offered by the seller. In certain situations, consumers are very price sensitive, so that prices that are relatively high compared to their competitors can eliminate products from consumer considerations. According to Kotler and Armstrong, in the price variable there are several elements of the main price activities which include price lists, discounts, price discounts, and payment periods. According to Kotler and Armstrong, there are four indicators that characterize prices, namely: price affordability, price compatibility with product quality, price competitiveness, price compatibility with benefits.

2.4.6 Previous Research

Based on the author's analysis of several previous papers, we find the same problem, but with a different focus of discussion. The difference between the previous and current work is as follows. Research conducted by Labesi [22] with the title "The Influence of Brand Image and Service Quality on Pajero Car Purchase Decisions at PT. Makassar Mandiri Putra Utama". The population in this study are consumers who buy Pajero cars at PT. Makassar Mandiri Putra Utama, with a total sample of 46 people. The approach used in this study is a quantitative descriptive analysis approach to determine the extent of its influence on purchasing decisions. The results of hypothesis testing show that brand image and service quality influence simultaneously and partially on the decision to buy a Pajero car at PT. Makassar Mandiri Putra Utama. The current research also discusses the effect of brand image and service quality on purchasing decisions. However, adding the price variable as an independent variable that

influences purchasing decisions.

Research conducted by Adabi [23], with the title "The influence of brand image, service quality and consumer trust on indihome purchasing decisions at witel telkom depok" The results show that simultaneously the variables brand image, service quality, and consumer trust have a significant influence on purchasing decisions. Partially, the brand image variable has a positive and significant influence on purchasing decisions. Partially, the variable of service quality has a positive influence on purchasing decisions. Partially, the variable of consumer trust has a positive influence on purchasing decisions. The current research also discusses the effect of brand image and service quality on purchasing decisions. However, adding the price variable as an independent variable and not using the consumer trust variable that influences purchasing decisions.

Research conducted by Anjani and Siregar entitled "The Influence of Brand Image and Trust on Purchase Decisions for Multivitamin Enervon-C Products During the Covid-19 Pandemic". quantitative method with descriptive and verification approaches. With a sample of 100 respondents obtained by Proportionate Stratified Random Sampling technique. To analyze the data used Likert scale technique and path analysis. Obtained partial influence on Brand Image and Purchase Decision. The current research also discusses the effect of brand image and service quality on purchasing decisions. However, adding service quality and price variables as independent variables and not using consumer trust variables that influence purchasing decisions.

The latest research was conducted by Petricia and Syahputra [24] with the title "The Influence of Product Quality, Price, Promotion and Service Quality on the Purchase Decision Process (study on Bandung Progo Coffee Consumers)". The results showed that product quality had a good value with a score of 75.15%, price had a good value with a score of 75%, promotion had a neutral value with a score of 59.8%, service quality had a good value with a score of 74.8% and the process purchase decision has a good value with a score of 74.5%. Product quality, price, promotion and service quality simultaneously have a positive and significant impact on the purchasing decision process for Progo Coffee Bandung consumers by 55.1%. The current research also discusses the effect of brand image, price, and service quality on purchasing decisions. However, it does not use promotional variables that influence purchasing decisions.

2.4.7 Conceptual Framework

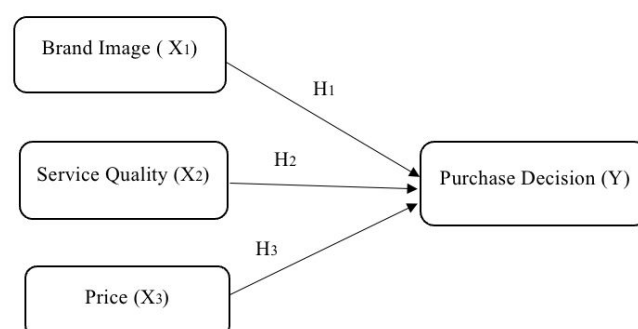


Figure 1. Research Model

3. HASIL DAN PEMBAHASAN

3.1 Validity and Reliability

A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. If $r_{\text{count}} \geq r_{\text{table}}$ (2-tailed test with sig. 0.05) then the instrument or question items have a significant correlation with the total score (declared valid). A questionnaire is said to be reliable if one's answers to statements are consistent or stable from time to time. Ghozali [25] states that reliability is a tool for measuring a questionnaire which is an indicator of a variable or construct.

Testing the reliability of the instrument using the Alpha Cronbach formula. The results of the SPSS showed that the Cronbach's Alpha value of the 3 variables examined in this study was 0.824, 0.959, and 0.840. Based on the theory of Cronbach's Alpha formula, if the value obtained is ≥ 0.700 , then the items is declared reliable. The results of this research items are reliable.

3.2 Ordinal Regression Model

Table 1. Ordinal Regression Results

Parameter Estimates								
		Estimate	Std. Error	Wald	df	Sig.	95% Confidence Interval	
							Lower Bound	Upper Bound
Threshold	[Y = ,00]	22,264	4,326	26,484	1	,000	13,785	30,743
Location	TOTAL_X1	,811	,329	6,070	1	,014	,166	1,457
	TOTAL_X2	,005	,105	,002	1	,962	-,200	,210
	TOTAL_X3	,633	,265	5,708	1	,017	,114	1,152

The following is the result of estimating the ordinal logistic regression model for brand image, service quality, and price variables on purchasing decisions using SPSS 25 software.

From the output above, the logistic regression equation is generated as follows:

$$\text{Logit}(Y_0) = 22,264 + 0,811X_1 + 0,005X_2 + 0,633X_3$$

These results are based on the ordinal regression formula, where the value of 22.264 is the value of the constant variable, when viewed from the output above the constant variable can be seen in the Estimate column and in the Threshold row with a value of 22.264. While the value is the value of the predictor variable, if seen from the output above the predictor variable can be seen in the Estimate column and in the Location row with respective values of 0.811, 0.005 and 0.633. Then the equation as above can be produced.

3.3 Determination Test

Table 2 Determination Test Results

Pseudo R-Square	
Cox and Snell	,478
Nagelkerke	,656
McFadden	,498
Link function: Logit.	

The table above shows the value of Mc Fadden's coefficient of determination of 0.498 while the coefficient of determination of Cox and Snell is 0.478 and the coefficient of determination of Nagelkerke is 0.656 or 65.6%. The Nagelkerke coefficient of 65.6% means that the independent variable aspects of brand image, service quality, and price affect the general satisfaction rating of 65.6%, while 34.4% is influenced by other factors not included in the model test.

3.4 Model Interpretation

If the ordinal logistic regression model has been tested and the model results are good and the significance is real, then the data can be interpreted using the odds ratio test.

1. Odds of brand image aspect ratio (X1) : $\exp(0.811) = 2.250$. This can be interpreted that the opportunity for a person to purchase nail art services on brand image aspect services is 2,250 times compared to someone who does not purchase nail art services.
2. Odds service quality aspect ratio (X2): $\exp(0.005) = 1.005$ This can be interpreted that the chances of a person purchasing nail art services in the service quality aspect are 1.005 times compared to someone who does not purchase nail art services.
3. Odds price aspect ratio (X3) : $\exp(0.633) = 1.883$ This can be interpreted that the chances of a person purchasing nail art services at a service price are 1.883 times compared to someone who does not purchase nail art services

3.5 Discussion

3.5.1 Effect of Brand Image on Purchase Decision

Based on the results on the brand image variable in ordinal regression, it gets a significant value $0,014 < 0,05$ and estimate model of 0,811. From these results it can be concluded that brand image has a positive and significant effect on purchase decisions. Based on interpretation model the opportunity for a person to purchase nail art services on brand image aspect services is 2,250 times compared to someone who does not purchase nail art services.

This shows that the brand image of Nail Art Luna Bee and Hello Gorgeous has an influence on consumer purchasing decisions. Brand image is a consumer's perception or view of a product brand in their minds. This brand image could be the effect of the brand identity that the company formed from the start. According to the researcher's point of view, one of the most prominent strong reasons for the brand image of Nail Art Luna Bee and Hello Gorgeous Manado is the consumer's perspective regarding the uniqueness or characteristics of Nail Art Luna Bee and Hello Gorgeous compared to other nail art services. This is in accordance with the highest mean results of descriptive statistical data on the brand image variable by respondents which refers to the third statement item regarding the uniqueness of brand associations. This statement is also in accordance with Schiffman and Kanuk that brand image is formed by several factors, including product quality, reliable brand character, usability or benefits, price, and branding formed by the brand itself. Meanwhile, the lowest mean result of the descriptive statistic for the brand image variable is in the second question item, namely brand strength compared to similar businesses. This can happen because similar businesses are starting to appear that provide quality that is no less good than Nail Art Luna Bee and Hello Gorgeous. The results of this study are supported by previous research which argues that brand image has a significant effect on purchase decisions. The existence of this influence indicates that with an increase in brand image, the purchase decision will increase.

3.5.2 The Effect of Service Quality On Purchase Decisions

Based on the results of ordinal regression on the service quality variable, it gets a significant value $0,962 > 0,05$ and estimate model of 0,005.. From these results it can be concluded that service quality has no effect on purchase decisions. Based on interpretation model the chances of a person purchasing nail art services in the service quality aspect are 1.005 times compared to someone who does not purchase nail art services.

This does not show that the level of service quality is crucial and significant and can become part of the company's competitive advantage. This can happen because the market for Luna Bee and Hello Gorgeous Nail Art, which is the majority of students, focuses more on price than service, which might be a secondary consideration. Even so, fulfillment of the level of service quality requirements not only affects purchasing decisions but also consumer satisfaction. With the management of human resources, good room infrastructure, it is hoped that consumer expectations can be satisfied from the services they get and can increase purchasing decisions and even consumer loyalty. Although basically, service quality is intangible so it is difficult to control, companies can make various efforts to deal with service quality problems, including knowing what customers want, training human resources who are agile and responsive, and maintaining and providing adequate consumer facilities. Service quality or service quality is considered ideal if it can meet or even exceed consumer expectations or expectations. The results of this study are different from previous research which states that service quality has no significant effect on purchase decisions.

3.5.3 Effect of Price on Purchase Decision

Based on the results of hypothesis testing on the price variable in ordinal regression, it gets a significant value $0,017 < 0,05$ and estimate model of 0,633.. From these results it can be concluded that price has a positive and significant effect on purchase decision. Based on interpretation model the chances of a person purchasing nail art services at a service price are 1.883 times compared to someone who does not purchase nail art services. Price perception is how consumers perceive the value or cost they will incur, whether it is appropriate as a form of sacrifice to get something. This shows that consumer perceptions of price are quite important so that it is very necessary for companies to be able to take strategic policies through pricing that are able to compete in the market. From the results of this positive test, it can be seen that the consumer's perception of price is higher on the affordability factor, price compatibility with benefits as well as service quality and price competitiveness factors can increase purchasing decisions. In determining the price, special considerations are needed to determine the value of the product. The results of this study are supported by the research of Labesi [22] which states that individual price variables influence consumer purchase decisions

4. KESIMPULAN

This research was conducted to test empirically whether brand image, price, and service quality can be used to determine the effect of each variable on consumer decisions. This research discuss about beauty service industry, which is nail service at nail studio. Based on the varied needs of customers, this study aims to determine the most important factors in influencing consumer purchasing decisions and in the end can help develop beauty services in

need, including in this case Luna Bee and Hello Gorgeous. The sample of this research is the Luna Bee Nail Studio and Hello Gorgeous Manado consumers that experienced its services at the time of this research. This study collected as many as 100 respondents for data processing. Based on the results of data processing, several conclusions were obtained as follows:

1. The brand image variable (X1) used in this study partially has a positive and significant effect on Purchase Decision (Y) at Luna Bee and Hello Gorgeous Nail Art Manado.
2. The Service Quality variable (X2) used in this study partially has no effect on Purchase Decision (Y) at Luna Bee and Hello Gorgeous Nail Art Manado.
3. The variable Price (X3) used in this study partially has a positive and significant effect on Purchase Decision (Y) at Luna Bee and Hello Gorgeous Nail Art Manado.

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