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MORALITY BEFORE KNOWLEDGE

Marketing management strategies for msmes: Examining the role of service quality, product quality, and price in shaping brand image

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ABSTRACT

Background: The success of a company is closely related to effective marketing management. One of the key elements in marketing is brand image, which is shaped by service quality, product quality, and price. This study aims to determine the influence of service quality, product quality, and price on brand image, both partially and simultaneously. **Methods**: This research employs a quantitative approach using primary data collected through questionnaires. The sampling technique used is non-probability sampling with a purposive sampling approach. A total of 100 respondents were selected based on Cochran's formula, due to the unknown size of the population. The data were analyzed using multiple linear regression. **Findings:** The results of this research indicate that there is a positive and significant influence of service quality on the brand image, there is a positive and significant influence of product quality on the brand image, there is a positive and significant influence of price on the brand image, there is a positive and significant influence of service quality, product quality, and price on the brand image. **Conclusion**: In conclusion, service quality, product quality, and price have a positive and significant effect on brand image, both individually and simultaneously. These findings offer important implications for the development of marketing strategies, particularly for small and medium enterprises (SMEs). **Novelty/Originality of this article:** The novelty of this research lies in the simultaneous analysis of the three variables' influence on brand image within the context of a local home industry. The focus on SMEs using a quantitative approach makes this study both unique and relevant for designing effective marketing strategies for small business actors.

KEYWORDS: brand image; price; product quality; service quality.

1. Introduction

The food and beverage industry in Indonesia currently presents both new opportunities and challenges, as a company's market segment can expand widely, resulting in increasingly intense business competition (Ernestivita & Kumar, 2025; Rosadi & Nursyamsiah, 2024). Indonesia's economy is largely driven by rising household consumption, and one of the fastest-growing industries is the food and beverage sector. The growth in sales is fueled by increasing personal income and greater spending on food and beverages, particularly due to the expanding middle-class consumer base. The food and beverage industry in Indonesia experienced a growth of 2.54 percent from 2020 to 2021, reaching IDR 775.1 trillion. According to the Central Bureau of Statistics/*Badan Pusat*

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Statistik (BPS), the Gross Domestic Product (GDP) of the national food and beverage industry at current prices/*Atas Dasar Harga Berlaku* (ADHB) was recorded at IDR 1.12 quadrillion in 2021 (Dewi, 2022).

One food sector that requires special attention is the bread industry. Bread is a food product made from wheat flour and baked in various forms. It is one of the most popular food items in Indonesia. Bread falls into the category of consumer goods, which refers to products purchased for direct consumption by individuals or households (Mogaji & Nguyen, 2022; Olson et al., 2021). In Indonesia, there are many large companies producing bread, and the bread market in the country offers significant potential for business actors. The demand for bread continues to rise, even though it is not the main staple food for most Indonesians. Today, bread has become the third most consumed staple food in Indonesia, after rice and noodles.

According to data from Euromonitor, the market potential of the bread and cake business in Indonesia was projected to reach IDR 20.5 trillion annually by 2020, with an average annual sales growth rate of 10% during the 2014–2020 period. The bread and cake industry in Indonesia is dominated by small and medium enterprises (SMEs), which account for 60% of the market, followed by large manufacturers at 20%, and the remaining share is held by artisan bread companies. Changes and developments in society have led to a growing preference for practicality in various aspects of life, including food choices. People often feel bored with their daily food consumption and seek to try something different by creating or consuming new products (Rahmawati, 2015).

The bread industry is part of the processed food sector that utilizes wheat flour as its main ingredient in the production process. Bread is a popular bakery product among the public. In Indonesia, bread was initially consumed primarily by the upper-middle class as a breakfast option or a snack during busy hours. However, it is now consumed by people from all social classes and has become a staple food, commonly eaten for breakfast or as a light snack. Moreover, bread is increasingly being used for large-scale events, such as celebrations and gatherings, where it is served as part of the menu. Bread products are considered practical and nutritious. In addition, bread comes in a variety of shapes, flavors, and textures. Its widespread popularity across all segments of society has made the bread industry in Indonesia increasingly promising.

According to the Indonesian Bakery Entrepreneurs Association/*Asosiasi Pengusaha Bakery* (APEBI), the bread industry in Indonesia has experienced annual growth of between 10% and 15% (Septyan, 2022). With the rising consumption of bakery products, the bakery business holds strong potential both now and in the future. Many companies are competing to attract consumers from their competitors with the goal of maintaining and enhancing their corporate image (Alam & Islam, 2021; Le, 2023; Oktaviani, 2014). A brand is a sign or symbol that provides identity to a specific good or service, which can be in the form of words, images, or a combination of both (Mogaji & Nguyen, 2022; Olson et al., 2021). A brand can create a company's image. When a company is able to strengthen its brand position in the minds of consumers, it gains a competitive edge in the market.

Image or brand image is closely related to the reputation of a brand or company. Image refers to the consumer's perception of the quality associated with a brand or company. Corporate image is defined as the perception of an organization reflected in the memory of customers (Indrasari, 2019). Brand image can be defined as a perception that arises in the consumer's mind when recalling a particular brand of a product (Srivastava et al., 2022; Yu et al., 2023). To successfully acquire and retain customers, every company must make every effort to present its products with a positive brand image in the eyes of consumers. The role of image is crucial for a company, as a good corporate image will generate positive and beneficial effects, while a poor image will result in negative and detrimental consequences for the company. According to Kayakuş et al. (2024), brand image refers to the perceived value of a company in the eyes of customers, encompassing its reputation, corporate image, customer satisfaction, and customer loyalty to the company's products or services.

From an Islamic perspective, a brand is a good name or identity owned by an individual or a company. Building a brand into a trustworthy name must be based on Islamic principles

and must not contradict Shariah guidelines. For example, the positive image held by the Prophet Muhammad (peace be upon him), who was known as *Al-Amin*—meaning "the trustworthy one"—illustrates the importance of integrity and trust in building a reputable brand. Therefore, creating a positive brand image is essential for a company in order to establish a trustworthy perception among consumers (Kayawati & Kurnia, 2021), as reflected in *Surah Al-Ahzab*/33:21.

لَّقَدْ كَانَ لَكُمْ فِي رَسُولِ ٱللَّهِ أُسْوَةٌ حَسَنَةٌ لِّمَن كَانَ يَرْجُواْ ٱللَّهَ وَٱلْيَوْمَ ٱلْآخِرَ
وَذَكَرَ ٱللَّهَ كَثِيرًا ﴿٢١﴾

"Indeed, in the Messenger of Allah you have an excellent example for whoever has hope in Allah and the Last Day, and remembers Allah often".

According to M. Ismail Yusanto, as cited in Alfian & Marpaung (2017), the Prophet Muhammad provided an example of how to build a positive image through ethical business practices. He demonstrated this by ensuring that his appearance and conduct in trade did not deceive customers, particularly in terms of quantity and quality. According to Schiffman and Kanuk, as cited in Indrasari (2019), there are several factors that shape brand image, namely; service, which relates to the producer's responsibility in serving customers; quality and excellence, which refer to the quality of the products offered under a specific brand; and price, which involves the fluctuations or the amount of money spent by consumers that can influence the long-term perception of a brand.

According to Kotler & Keller (2018), quality is defined as a set of characteristics and attributes of a product or service that influence its ability to satisfy stated or implied needs. Furthermore, Tjiptono (2017) explains that service quality refers to the extent to which the provided service meets customer expectations. Customers evaluate the perceived quality of products and services based on the expectations they form in their imagination. They are increasingly aware of their specific needs and tend to shift toward providers who can better serve those needs. Service quality applies to all types of services offered by a company while customers are engaging with the business. The relationship between service quality and brand image is that as the level of service quality improves, the brand image held in the minds of consumers also becomes more positive. Based on the research findings of Agussalim & Ali (2017), it is concluded that service quality has an influence on brand image. In addition to service quality, product quality is also a contributing factor.

The product is an essential component for a company, as without a product, a business would have no meaningful presence in the market. According to Daga (2017), a product is anything that can be offered to the market for attention, acquisition, use, or consumption to satisfy a want or need. Product quality refers to a product's ability to perform its functions, which includes durability, reliability, precision, ease of use, and ease of repair. Daga (2017) also state that quality is the characteristic of a product or service that supports its ability to satisfy customer needs. Product quality is a key element in a market offering. It plays a vital role in strengthening the brand image formed in the minds of consumers. The relationship between product quality and brand image lies in the fact that the higher the quality offered, the stronger the brand image in the eyes of consumers—since consumers feel that the product meets their needs. Anandia & Santoso (2015) explains that product quality significantly influences brand image. In addition to service quality and product quality, another factor that contributes to the formation of brand image is price.

According to Mogaji & Nguyen (2022) and Olson et al. (2021), price is the value of a good expressed in monetary terms. Price is the only flexible element in the marketing mix, as it can change at any time. Price represents value to consumers, especially when they find it difficult to evaluate the quality of complex products that are expected to meet their needs

and desires. Reasonable pricing—neither too high nor too low—helps enhance a product's brand image. Pricing must be done carefully, as poor pricing decisions can lead to undesirable consequences. Unethical pricing practices may also discourage buyers and damage a company's reputation. The relationship between price and brand image lies in the idea that the more appropriate the price is perceived by the consumer, the stronger the brand image will be. The findings from Arjuna & Ilmi (2020) indicate that price has a significant effect on brand image.

Tegal Regency is one of the administrative regions in Central Java Province, with Slawi as its capital. Geographically, it lies between 108°57'6" to 109°21'30" East Longitude and 6°50'41" to 7°15'30" South Latitude. Located in the northwestern coastal area of Central Java, Tegal Regency occupies a strategic position at the intersection of transportation routes such as Semarang–Cirebon–Jakarta and Jakarta–Tegal–Cilacap, and is supported by port facilities in Tegal City as well as access to toll roads. The boundaries of Tegal Regency are: to the north, Tegal City and the Java Sea; to the east, Pemalang Regency; to the west, Brebes Regency; and to the south, Brebes and Banyumas Regencies. Tegal Regency covers an area of 87,879 hectares and consists of 18 districts, 281 villages, and 6 urban wards. The legal basis for this administrative division is Law Number 13 of 1950 concerning the formation of regencies within the Province of Central Java.

One of the local home industries in the bakery sector located in Tegal Regency. This local home industry is an original local brand from Tegal Regency, established on October 10, 2004. It is considered one of the oldest bakeries in the region, having existed before many other bakeries. The local home industry employs 20 workers and produces both modern and traditional cakes. Despite having a relatively large number of employees, currently operates only one main store and one branch. In 2018, the company attempted to open another branch, but it was short-lived and was closed in 2019. Based on an interview with the owner, operates daily from 08:00 AM to 09:00 PM. The bakery offers a wide variety of 51 different products with diverse pricing.

Based on the data above, it can be seen that the prices range from IDR 4,000 to IDR 11,000. According to interviews with one of customers, the prices of the bread products are considered affordable. On average, this is able to produce approximately 1,000 pieces per day. However, this number is not fixed and depends on the volume of customer orders. The sales data products are presented in Table 1 below.

Table 1. Sales data for January-June 2022

No	Month	Total Product Sales
1	January	32,280
2	February	31,550
3	March	46,250
4	April	32,580
5	May	48,670
6	June	45,770

The local home industries offers a delivery service for customers who place large orders and provides additional bonuses such as glasses, bowls, and umbrellas for every purchase in multiples of IDR 500,000. The staff of this local home industry serve customers in a friendly manner and assist them in selecting bread that suits their preferences and needs. The bakery displays a variety of bread and cakes on shelves within the outlet and is equipped with additional facilities such as a restroom and a waiting area for visitors. Based on interviews with consumers, the bread served has a delicious taste and soft texture, and it is always fresh as it is produced daily. The prices offered are also considered affordable by customers.

The variables of service quality, product quality, price, and brand image were selected for this study due to the importance of building a strong brand image in the eyes of consumers. These factors play a crucial role in shaping a company's brand image. Service quality, product quality, and price are key factors influencing consumer perception of a

brand or business. Based on the background described above, the research problems can be formulated as follows: first, is there an influence of service quality on brand image in the bakery home?. Second, is there an influence of product quality on brand image in the bakery home industry?. Third, is there an influence of price on brand image in the bakery home industry?.

2. Methods

The type of research used in this study is quantitative research. According to Margono (2014), quantitative research is a process of discovering knowledge using numerical data as a tool to obtain information about what is being studied. Therefore, in this context, quantitative research refers to data or information in the form of numbers and involves the use of statistical analysis. The purpose of this study is to examine the influence of service quality, product quality, and price on brand image. The research was carried out from October to May 2023.

2.1 Population and sample of the research

According to Sugiyono (2019), a population is a generalization area consisting of objects or subjects that possess certain characteristics and quantities defined by the researcher to be studied and from which conclusions can be drawn. Furthermore, Martono (2018) explains that a population refers to the entirety of objects or subjects within a research area that meet specific criteria related to the research problem, or all individuals within the research location. Based on an interview with the owner of this bakery, the population in this study comprises consumers of this bakery, although the exact number is unknown.

A sample is a small group that is observed and is part of the population, in such a way that the sample has the same characteristics and traits as the population (Fathoni, 2017). Furthermore, according to (Sugiyono, 2019), a sample is a part of the population that has the same quantity and characteristics to represent the population. Since the population in this study is not known exactly, the sample in this study will use Cochran's formula (Sugiyono, 2019), as shown in equation below.

$$n = \frac{z^2 pq}{e^2} \quad \text{(Eq. 1)}$$

N represents the required sample size, Z denotes the value from the standard normal distribution corresponding to a 5% significance level, which is 1.96. p refers to the probability of success, set at 50% or 0.5, while q represents the probability of failure, also 50% or 0.5. e indicates the maximum allowable margin of error. The confidence level used in this study is 95%, with a corresponding Z value of 1.96 and a maximum tolerable error rate of 10%. The sample size for this study is determined as follows:

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.1)^2}$$

$$n = 96.04 \ (is\ rounded\ up\ to\ 97) \quad \text{(Eq. 2)}$$

Based on the calculation, a total sample of 97 was obtained. Therefore, the sample in this study consists of 97 respondents (n=97). However, to facilitate the research process, the researcher decided to take a sample of 100 respondents.

There are various techniques for sampling in research. Sampling technique refers to the method used to determine which part of the population will be included as a sample in the study. According to Sugiyono (2019), this study employs a non-probability sampling technique using purposive sampling. Non-probability sampling is a technique that does not

provide equal opportunity for each member of the population to be selected as a sample. Purposive sampling, on the other hand, is a technique used to determine the sample based on specific considerations or criteria. The criteria for sample selection in this study are individuals who have purchased products from this bakery home industry at least once.

2.2 Variables and indicators of the research

A variable is an attribute, value, or characteristic of an object, individual, or activity that exhibits certain variations among different instances and has been determined by the researcher for investigation and conclusion. Researchers are always concerned with what is referred to as variables. Research variables are attributes, characteristics, or values of individuals, objects, or activities that show variation and are designated by the researcher to be studied and from which conclusions will be drawn (Sugiyono, 2019). Researchers identify variables to be processed into the necessary information and subsequently analyzed for conclusions. The variables in this study consist of independent variables and a dependent variable.

The research variables in this study are as follows independent Variables (X), according to Sugiyono (2019), an independent variable is a variable that influences or causes changes in the dependent variable. The independent variables in this study are Service Quality (X1), Product Quality (X2), and Price (X3). Dependent Variable (Y): Sugiyono (2019) explains that the dependent variable is a variable that is affected by or results from the influence of the independent variables. The dependent variable in this study is Brand Image (Y). Indicators are used to help researchers develop appropriate measurement tools that align with the essence of the defined concept of a variable. Therefore, researchers must incorporate a process of measurement tools that will be used to quantify the phenomena or variables being studied.

Table 2. Variables and indicators in the study

Variable	Definition	Indicator
Service Quality	Service Quality is a comparison between the service perceived (perception) of customers and the quality expected by customers (Jasfar, 2015).	1. Tangibel 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy
Product Quality	Product quality is a characteristic of products and services that support its capabilities (Daga, 2017)	1. Performance 2. Durability 3. Conformance 4. Features 5. Reliability 6. Aesthetics 7. Quality Impression
Price	Price is the value of a good or service that is measured by the amount of money spent by the buyer to obtain the goods or services (Indrasari, 2019)	1. Price affordability 2. Price competitiveness 3. Price conformity with the quality of the product or service 4. Price compatibility with benefits.
Brand Image	Brand image is a perception that appears in the mind of consumers when remembering a brand of a certain product (Daga, 2017)	1. Image Maker 2. User's Image 3. Product Image

2.3 Data collection of the research

The data sources used in this study are primary data and secondary data. Primary data refers to information obtained directly by the researcher from the source. In this study, primary data was collected through the distribution of questionnaires or surveys. A

questionnaire is a data collection method in which respondents are asked to answer a series of questions (Sugiyono, 2019).

Secondary data refers to various information that already exists and has been intentionally collected by the researcher to supplement the data needed for the study. The secondary data in this research includes information obtained from various references such as books, journals, or other relevant sources related to the impact of service quality, product quality, and price on brand image. The data obtained from bakery in Adiwerna, Tegal includes the product price list, the number of employees, and sales data from January 2022 to June 2022.

To collect information and data in this study, the researcher used methods such as interviews and questionnaires. Interviews, as described by Sugiyono (2019), are a data collection technique conducted by asking and listening to answers related to the research problem. The researcher conducted face-to-face interviews with both consumers and the managers. This method allowed for direct interaction and the opportunity to gather in-depth insights from both parties.

In addition to interviews, questionnaires were used as a method of data collection, where respondents were asked to answer a series of questions (Sugiyono, 2019). The questionnaires could be in the form of closed or open-ended questions. This approach was achieved by using open-ended questions that helped the researcher gather detailed responses. This study distributed the questionnaires to respondents to obtain data regarding service quality, product quality, price, and brand image. These indicators served as reference points for developing the statements. A likert scale was used to measure the variables, often using a five-point survey rating scale, as seen in the table below.

Table 3. Likert scale

Information	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Next, documentation refers to records of past events. Documentation typically includes written materials, images, or monumental works of human figures. According to Sugiyono (2019), documentation is a method used to gather data and information in the form of books, archives, documents, written numbers, and images such as reports and notes that can support the research. In this study, the researcher collects data in the form of records, archives, and other materials related to statements on the variables of service quality, product quality, and price as they pertain to the brand image.

2.4 Data analysis of the research

First, the validity test of the Instrumen, to test the validity of the research questionnaire items, the Product Moment correlation formula proposed by Pearson, as cited in Arikunto (2018), is used. The formula is as follows:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X^2)\}\{N\sum Y^2 - (\sum Y^2)\}}} \quad \text{(Eq. 3)}$$

In this formula, rxy represents the correlation coefficient between variable X and variable Y, where X refers to the item score, and Y is the total score. To compute this, several components are considered, ∑X represents the sum of item scores, $\sum Y$ is the sum of the total scores, and $\sum XY$ indicates the sum of the products of item scores and total scores. Additionally, $\sum X2$ is the sum of the squared item scores, and $\sum Y2$ is the sum of the squared total scores. Finally, N represents the number of subjects or respondents involved in the

study. These components are crucial for determining the validity of the instrument by calculating the correlation between individual questionnaire items and the overall score. Based on the calculation, the correlation coefficient for each item will be obtained. If rxy > rtable, then the questionnaire item is considered valid. Conversely, if rxy < rtable, the questionnaire item is considered invalid.

Next, the reliability of the instrument refers to the definition that the instrument can be considered reliable enough to be used as a data collection tool because the instrument is sound (Arikunto, 2018). The Cronbach's alpha formula for subjective questions can be seen in the equation below, where rxy is the reliability of the instrument, k represents the number of items, S_i^2 is the variance of the scores for an individual item, and S_t^2 is the variance of the total scores

$$r_{11} = \frac{k}{k-1}\left(1 - \frac{\sum pq}{s_i^2}\right) \quad \text{(Eq. 4)}$$

Hypothesis testing with classical assumptions is important for determining multiple regression models in analyzing this study, which includes a normality test should be conducted before hypothesis testing. The purpose of the normality test is to examine whether, in a regression model, the error terms (residuals) follow a normal distribution (Ghozali, 2016). To detect whether the data follow a normal distribution, the One-Sample Kolmogorov-Smirnov method can be used. This is done by checking the significance value of the residuals. If the significance is greater than 0.05, the residuals are considered normally distributed (Priyatno, 2018).

If the data or variables in a study do not follow a normal distribution, a normality test must be performed before statistical analysis. The Kolmogorov-Smirnov test is used to check data normality. This test uses a significance level of 5%. If the significance level is greater than 0.05, the data is considered normally distributed. The Kolmogorov-Smirnov test is also known as a test for differences. The criteria for applying this test are as follows: the data is considered non-normal if the significance is lower than 0.05, indicating a significant difference between the data being tested and the standard normal data. The data is considered normal if the significance is greater than 0.05, meaning there is no significant difference between the data being tested and the standard normal data.

Second, according to Ghozali (2016), the multicollinearity test aims to examine whether there is a correlation among the independent variables in a regression model. A regression model is considered to be good if no correlation exists between the independent variables. Ghozali (2016) also states that multicollinearity can be detected through (1) the tolerance value and its inverse, (2) the Variance Inflation Factor (VIF). If the VIF value is less than 10 and the tolerance value is greater than 0.1, it can be concluded that the regression model does not exhibit multicollinearity issues (Priyatno, 2018).

Third, according to Ghozali (2016), the heteroscedasticity test aims to determine whether there is unequal variance of residuals between observations in a regression model. The variance can also be observed by inspecting the histogram in a scatter plot generated by SPSS. A regression model shows variance symptoms if the scatterplot forms a specific pattern. If there is no clear pattern and the values on the y-axis are distributed above and below 0, heteroscedasticity is not present.

Fourth, autocorrelation test is a statistical analysis conducted to determine whether there is a correlation among the variables in a predictive model over time. Autocorrelation occurs when there is a correlation between observation i and observation i-1. For example, the value of sample 20 is influenced by the value of sample 19. Similarly, the value of sample 19 is influenced by sample 18, and so on. The calculation for autocorrelation assumptions is not performed on all variables, but rather on the residuals only. In this study, autocorrelation is detected using the Durbin-Watson analysis method.

First step in hypothesis test, multiple linear regression analysis is used to determine whether there is an influence between independent and dependent variables. This analysis tests the relationship between the independent variables—service quality (X1), product

quality (X2), and price (X3)—on brand image (Y). The multiple linear regression equation used in this study is as follows Equation 5. The multiple linear regression analysis in this study is calculated using SPSS for Windows Release 26 (Sunyoto, 2016).

$$Y=a + b1X1 +b2X2 + b3X3 \quad \text{(Eq. 5)}$$

Second, the simultaneous test (F-test) essentially indicates whether all independent variables included in the model simultaneously affect the dependent variable (Ghozali, 2016). The criteria for testing the hypothesis of brand image using the F-statistic are, if the significance value of the F-test or the significance level of the coefficients is less than 5% (<0.05), then H_0 is rejected, meaning that service quality, product quality, and price simultaneously affect the brand image. If the significance value of the F-test or the significance level of the coefficients is greater than 5% (>0.05), then H_0 is accepted, meaning that service quality, product quality, and price do not simultaneously affect the brand image.

Third, the partial test (t-test) essentially shows how much each independent variable individually explains the variation in the dependent variable (Ghozali, 2016). To test the hypothesis of brand image using the t-statistic, if t-count < 0.05 or the t-count coefficient is significant at a level less than 5%, H_0 is rejected, meaning that service quality, product quality, and price partially affect the brand image. If t-count > 0.05 or the t-count coefficient is significant at a level less than 5%, H_0 is accepted, meaning that service quality, product quality, and price do not partially affect the brand image.

Fourth, the simultaneous determination coefficient (R^2) essentially measures how well the model explains the variation in the dependent variable (Ghozali, 2016). The coefficient of determination is observed by checking the R^2 value processed using SPSS for Windows Release 26. Last, the Partial Determination Coefficient (r^2) is used to determine the influence of each independent variable. The ratio of the partial determination coefficient must be calculated. The degree of influence of X_1, X_2, and X_3 on Y is determined using SPSS for Windows Release 26. The higher the r^2 value, the greater the influence of the independent variable on the dependent variable. The results of the partial correlation coefficient can be seen by squaring the partial correlation value. The distribution coefficient in this study is used to determine the contribution of service quality, product quality, and price to the brand image at home industry bakery in Adiwerna, Tegal.

3. Results and Discussion

In this study, the respondents are individuals or members of the community who have previously purchased products. The results obtained from questionnaires distributed to 100 respondents provide an overview of the following characteristics. Based on gender, the majority of respondents in this study are female, totaling 75 individuals or approximately 75% of the total respondents. Meanwhile, male respondents account for 25 individuals or around 25% of the total.

Table 4. Characteristics of respondents based on gender in the home industry

Gender	Frequency	Percentage
Male	25	25%
Female	75	75%
Total	100	100%

Based on age, the majority of respondents in this study fall within the age range of 21–29 years, totaling 71 individuals or approximately 71% of the total respondents. On the other hand, respondents aged over 40 years represent the smallest group, with only 7 individuals or around 7% of the total respondents.

Table 5. Characteristics of respondents based on age in the home industry

Age	Frequency	Percentage
<20	9	9%
21-29	71	71%
30-39	13	13%
>40	7	7%
Total	100	100%

Based on the respondents' most recent educational background, the majority had completed senior high school, totaling 53 individuals or approximately 53% of the total respondents. Meanwhile, those with lower educational backgrounds—elementary school and junior high school—each accounted for 2 respondents or 2%. Respondents with a diploma-level education numbered 3 individuals or 3%, while those with a bachelor's degree totaled 40 respondents or 40%.

Table 6. Characteristics of respondents based on the latest education in the home industry

Last Education	Frequency	Percentage
Elementary School	2	2%
Junior High School	2	2%
Senior High School	53	53%
Diploma	3	3%
Bachelor degree	40	40%
Total	100	100%

Based on occupation, the majority of respondents in this study were still students, with a total of 32 respondents or 32%. On the other hand, the smallest group of respondents were entrepreneurs, accounting for only 4 respondents or 4% of the total.

Table 7. Characteristics of respondents based on occupation in the home industry

Occupation	Frequency	Percentage
Unemployed	8	8%
Civil Servant	17	17%
Private Sector Employee / Non-Civil Servant	21	21%
Laborer	7	7%
Entrepreneur	0	0%
Self-Employed	4	4%
Trader	6	6%
Student / University Student	32	32%
Others	5	5%
Total	100	100%

Validity testing was conducted using SPSS version 26.0. The validity test is used to assess whether a questionnaire is valid or not. A questionnaire is considered valid if the questions within it are able to accurately measure what they are intended to measure. The method used to evaluate the validity of the questionnaire was the Product Moment Correlation. The validity test was administered to 30 non-respondents, or individuals outside the research sample. There were four variables tested for validity: service quality, product quality, price, and brand image. The critical value of r-table for n = 30 at a 5% significance level is 0.361. The results of the validity test are presented as follows Table 8.

Table 8. Results of the validit test of the service quality variable questionnaire

No	Item	R-Count	R-Table	Information
1	Item 1	0.752	0.361	Valid
2	Item 2	0.780	0.361	Valid
3	Item 3	0.752	0.361	Valid
4	Item 4	0.821	0.361	Valid
5	Item 5	0.866	0.361	Valid

Based on the table above, the service quality variable, which is the first independent variable, consists of five question items. The r-count values for these items are 0.752, 0.780, 0.752, 0.821, and 0.866. Since all of these r-count values are greater than the r-table value (0.361), it can be concluded that all items under the service quality variable are valid.

Table 9. Results of the validity test of the product quality variable questionnaire

No	Item	R-Count	R-Table	Information
1	Item 1	0.717	0.361	Valid
2	Item 2	0.839	0.361	Valid
3	Item 3	0.882	0.361	Valid
4	Item 4	0.818	0.361	Valid
5	Item 5	0.887	0.361	Valid

Based on the table above, the product quality variable, which is the second independent variable, consists of five question items. The r-count values for these items are 0.717, 0.839, 0.882, 0.818, and 0.887. Since all of these r-count values are greater than the r-table value (0.361), it can be concluded that all items under the product quality variable are valid.

Table 10. Results of the validity test of the price variable questionnaire

No	Item	R-Count	R-Table	Information
1	Item 1	0.857	0.361	Valid
2	Item 2	0.906	0.361	Valid
3	Item 3	0.863	0.361	Valid
4	Item 4	0.795	0.361	Valid
5	Item 5	0.849	0.361	Valid

Based on the table above, the price variable, which is the third independent variable, consists of five question items. The r-count values for these items are 0.857, 0.906, 0.863, 0.795, and 0.849. Since all r-count values are greater than the r-table value (0.361), it can be concluded that all items under the price variable are valid.

Table 11. Results of the validity test of the brand image variable questionnaire

No	Item	R-Count	R-Table	Information
1	Item 1	0.818	0.361	Valid
2	Item 2	0.762	0.361	Valid
3	Item 3	0.873	0.361	Valid
4	Item 4	0.714	0.361	Valid
5	Item 5	0.477	0.361	Valid

Based on the table above, the brand image variable, which is the dependent variable, consists of five question items. The r-count values for these items are 0.818, 0.762, 0.873, 0.714, and 0.477. Since all r-count values are greater than the r-table value (0.361), it can be concluded that all items under the brand image variable are valid. Reliability testing is used to measure a questionnaire that serves as an indicator of a variable or construct. A questionnaire is considered reliable if a person's responses to the statements are consistent or stable over time. A variable is considered reliable if it produces a Cronbach's Alpha value greater than 0.60.

Table 12. Reliability test results

Variable	Cronbach's Alpha	Role of Thumb	Information
Service Quality	0.853	0.6	Reliebel
Product Quality	0.886	0.6	Reliebel
Price	0.907	0.6	Reliebel
Brand Image	0.788	0.6	Reliebel

Based on tablel 12 above, it shows that the testing was conducted on the variables rather than on each individual item within the variables. The results indicate that the Cronbach's alpha values are greater than 0.6, which means the instrument can be considered reliable.

The data analysis method used in this study is classical assumption testing, multiple regression analysis, and significance testing using SPSS version 26.0. Based on table 13 below, the research results show the data for the service quality variable with a range of 14, a minimum value of 11, a maximum value of 25, a total of 1873, and an average of 18.73. For the product quality variable, the range is 16, with a minimum value of 9, a maximum value of 25, a total of 1834, and an average of 18.34. The price variable has a range of 18, a minimum value of 7, a maximum value of 25, a total of 1795, and an average of 17.95. Finally, the brand image variable has a range of 16, a minimum value of 9, a maximum value of 25, a total of 1934, and an average of 19.34.

Table 13. Description of the research results

Descriptive Statistics							
	N	Range	Minimum	Maximum	Sum	Mean	Std. Deviation
Service Quality (X1)	100	14	11	25	1873	18.73	2.961
Product Quality (X2)	100	16	9	25	1834	18.34	3.147
Price (X3)	100	18	7	25	1795	17.95	3.202
Brand Image (Y)	100	16	9	25	1934	19.34	3.674
Valid N (listwise)	100						

3.3.1. Classical assumption test

A good regression model is one that fulfills the classical assumptions, which include tests for normality, multicollinearity, heteroscedasticity, and autocorrelation prior to hypothesis testing. The following are explanations of the classical assumption tests conducted in this study. Fisrt normality Test, The normality test is used to determine whether there are extreme values that might cause the research results to be non-normally distributed. The statistical test used in this study is the non-parametric Kolmogorov-Smirnov (K-S) test. If the Kolmogorov-Smirnov significance value is greater than 0.05, then the data is considered to be normally distributed. The results of the normality test using the Kolmogorov-Smirnov method are presented in the following Table 14.

Table 14. Normality test

		Service Quality (X1)	Product Quality (X2)	Price (X3)	Brand Image (Y)
N		100	100	100	100
Normal Parameters	Mean	18.73	18.34	17.95	19.34
	Std. Deviation	2.961	3.147	3.202	3.674
Most Extreme Differences	Absolute	0.84	0.079	0.084	0.075
	Positive	0.084	0.063	0.084	0.062
	Negative	-0.073	-0.079	-0.076	-0.075
Test statistic		0.084	0.079	0.084	0.075
Asymp. Sig. (2-tailed)		0.081[c]	0.132[c]	0.080[c]	0.176[c]

Note: a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction

Based on the results of the normality test, the Kolmogorov-Smirnov significance values are as follows: service quality (X1) is 0.081, product quality (X2) is 0.132, price (X3) is 0.080, and brand image (Y) is 0.176. Since the significance values for all variables are greater than 0.05, it can be concluded that the data are normally distributed.

The normality test can also be conducted using the histogram method, which compares the observed data with a distribution that approximates normality. The following is the result of the normality test using the histogram method.

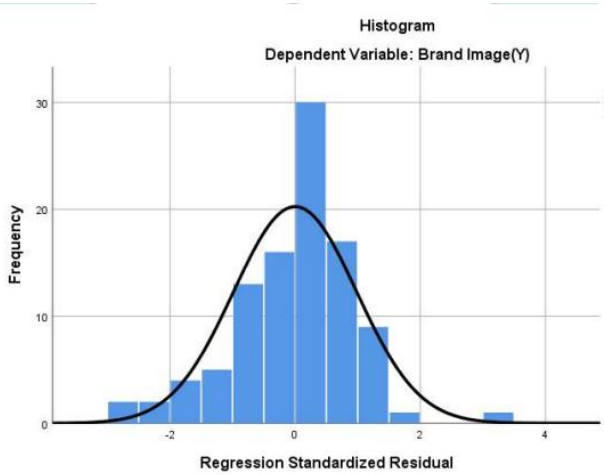

Fig. 1. Normality test histogram chart

Based on the histogram graph Fig. 1 above, it can be observed that the distribution pattern follows a normal curve. Therefore, the regression model meets the assumption of normality. The normality test can also be conducted by examining the Normal Probability Plot (P-P Plot). The Normal P-P Plot is presented in the Figure 2 below.

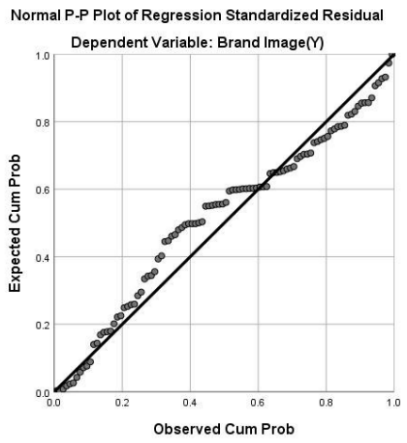

Fig. 2. Normal probability plot

Based on the graph above, it can be observed that the data points are distributed around a straight line forming an upward-sloping diagonal from the bottom left to the top right. This indicates that the assumption of normality has been adequately met. Furthermore, the multicollinearity test aims to examine whether there is any correlation among the independent variables in the regression model. A good regression model should not exhibit multicollinearity between the independent variables. Variables that indicate the presence of multicollinearity can be identified by evaluating the tolerance and Variance Inflation Factor (VIF) values. A regression model is considered free from multicollinearity if it has a VIF value of less than 10 and a tolerance value greater than 0.1 or close to 1.

Based on the Table 15, the results of the multicollinearity test show that the Tolerance values for the variables service quality (X1), product quality (X2), and price (X3) are all greater than 0.10, indicating that there is no correlation among the independent variables. Additionally, the Variance Inflation Factor (VIF) values also demonstrate that none of the independent variables have a VIF value exceeding 10. Therefore, it can be concluded that there is no multicollinearity among the independent variables in the regression model.

Table 15. Multicollinearity test

Model		Collinearity statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality (X1)	0.607	1.648
	Product Quality (X2)	0.415	2.411
	Price (X3)	0.398	2.516

Note: Dependent variable: Brand image (Y)

Next, the Heteroscedasticity Test aims to examine whether there is a variance inequality of the residuals from one observation to another in the regression model. One method to detect the presence or absence of heteroscedasticity is by observing the scatterplot graph. If there is no clear pattern and the data points are randomly scattered above and below the value of 0 on the Y-axis, it can be concluded that heteroscedasticity does not occur.

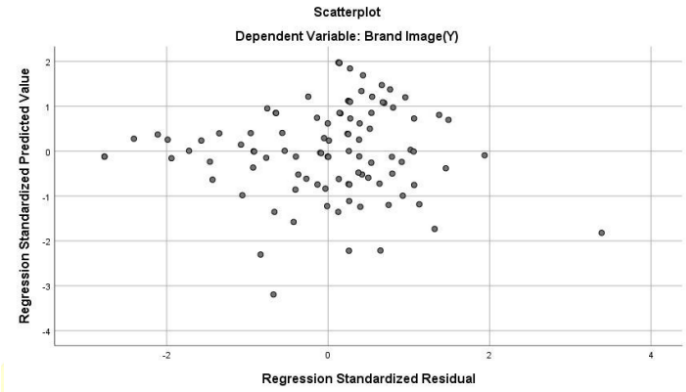

Fig. 3. Scatterplot heteroscedasticity test

Based on the scatterplot results, it is clearly shown that the points are randomly distributed and spread both above and below the value of 0 on the Y-axis. Therefore, it can be concluded that there is no heteroscedasticity in the regression model.

Next, the Autocorrelation Test aims to examine whether there is a correlation in the linear regression model between the residual error in period t and the residual error in the previous period (t-1). In this study, the presence or absence of autocorrelation is detected using the Durbin-Watson Test (Ghozali, 2016). The results of the autocorrelation test are shown in table below.

Table 16. Autocorrelation test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.735a	0.540	0.526	2.530	2.194

Note: a. Predictors: (Constant), Price (X3), service quality (X1), product quality (X2)
b. Dependent Variable: Brand image(Y)

According to the Durbin-Watson test (Ghozali, 2016), the DW value is 2.194. This is compared with the critical values in the Durbin-Watson table using a significance level of 5%, a sample size of 100 (n), and three independent variables (k=3). The statistical result shows that the DW value is greater than the upper bound (dU = 1.7364) and less than (4 - dU = 2.2636), or 1.7364 < 2.194 < 2.2636. Therefore, it can be concluded that there is no indication of either positive or negative autocorrelation in this regression model based on the Durbin-Watson table. This indicates that autocorrelation is not present, thus confirming that the regression model is appropriate for use.

3.3.2. Hypothesis test

First, the Individual Parameter Significance Test (t-test). The t-test essentially shows how far the relationship of each independent/explanatory variable individually explains the variation in the dependent variable.

Table 17. Multiple linear regression analysis results

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std.Error	Beta	t	Sig.
1	(Constant)	1.136	1.777		0.639	0.524
	Service Quality (X1)	0.307	0.110	0.248	2.786	0.006
	Product Quality (X2)	0.349	0.125	0.299	2.784	0.006
	Price (X3)	0.337	0.126	0.293	2.672	0.006

Note: Dependent variable: Brand image (Y)

The results of the Individual Significance Test (t-test) above indicate that the relationships between the independent variables and the dependent variable are as follows, H1, service quality has an effect on brand image. The table shows that the calculated t-value is 2.786, which is greater than the table value of 1.984, and the significance value is 0.006, which is less than 0.05. This indicates that service quality has a positive and significant effect on brand image. Therefore, the first hypothesis is accepted. H2, product quality has an effect on brand image. The table shows that the calculated t-value is 2.784, which is greater than the table value of 1.984, and the significance value is 0.006, which is less than 0.05. This indicates that product quality has a positive and significant effect on brand image. Therefore, the second hypothesis is accepted. H3, price has an effect on brand image. The table shows that the calculated t-value is 2.627, which is greater than the table value of 1.984, and the significance value is 0.009, which is less than 0.05. This indicates that price has a positive and significant effect on brand image. Therefore, the third hypothesis is accepted. Based on Table 17 above, the regression statistical test results can be summarized into the following mathematical equation from this study:

$$Y= 1{,}136 + 0{,}307X1 + 0{,}349X2 + 0{,}337X3\ \varepsilon. \qquad \text{(Eq. 6)}$$

The regression test results, formulated into a mathematical equation, indicate that service quality, product quality, and price can be explained as follows; (1) the constant regression coefficient is 1.136, which means that if all variables—service quality, product quality, and price—are valued at 0, the brand image will be 1.136, (2) the regression coefficient for service quality is 0.307, indicating that for every 1% increase in service quality, the brand image will increase by 0.307, (3) the regression coefficient for product quality is 0.349, indicating that for every 1% increase in product quality, the brand image will increase by 0.349, (4) the regression coefficient for price is 0.337, indicating that for every 1% increase in price, the brand image will increase by 0.337.

Table 18. Results of simultaneous significance tests (statistical test f)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	721.722	3	240.574	37.570	0.000[b]
	Residual	614.718	96	6.403		
	Total	1336.440	99			

Note: a. Dependent Variable: Brand Image (Y)
b. Predictors: (Constant), price (X3), service quality (X1), product quaity (X2)

Second, The Simultaneous Significance Test (F-Test) is a test of the regression coefficients conducted simultaneously, which essentially indicates whether all the independent variables included in the model collectively have a relationship with the

dependent variable. Therefore, the F-Test is used to determine whether a regression model or equation is valid.

Based on the analysis above, the significance value of the multiple regression is 0.000. Since 0.000 < 0.05, it can be concluded that service quality (X1), product quality (X2), and price (X3) collectively (simultaneously) have a significant relationship with brand image (Y). Lastly, Coefficient of Determination (R^2 Test). The coefficient of determination (R^2) essentially measures the extent to which the model can explain the variation in the dependent variable. The R^2 value ranges between zero and one. A small R^2 value indicates that the independent variables have a limited ability to explain the variation in the dependent variable. Conversely, a value approaching one suggests that the independent variables provide nearly all the information needed to predict the variation in the dependent variable.

Table 19. Determination coefficient results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.735[a]	0.540	0.526	2.530

Note: a. Predictors: (Constant), price (X3), service quality (X1), product quality (X2)
b. Dependent Variable: Brand image(Y)

Based on the calculation results in the table, the Adjusted R Square value is 0.540. This indicates that approximately 54.0% of the total variation in brand image around its mean can be explained by the combined influence of service quality, product quality, and price. Meanwhile, the remaining 46.0% is influenced by other factors that were not examined in this study.

3.1 The impact of service quality on brand image

Service quality is a measure or level of excellence or goodness of the services provided by a company or organization to its customers. This includes various aspects such as responsiveness, reliability, communication, competence, empathy, and reliability in meeting customer needs and expectations. Lack of service quality refers to a situation where the service provided by a company or organization does not meet the standards expected or desired by customers. This can be caused by various factors, such as the inability of staff to provide good service, lack of employee training and development, lack of attention to customer needs, or an inefficient system for managing service. Lack of quality service can damage a company's reputation and create a bad image in the eyes of customers. This can lead to a lack of customer trust and confidence in the company.

Service quality has a positive and significant influence on brand image. Good service quality reflects various dimensions of offerings that provide benefits to customers. In the context of service quality, according to Agussalim & Ali (2017), to maintain a competitive advantage in the market, companies must understand the service quality aspects expected by customers in order to differentiate their products from competitors' products. The results of this research are supported by research conducted by, Flavian et al. (2004) and Surapto (2020), that service quality has a partial positive and significant effect on Brand Image. Based on the results of the analysis using SPSS Version 26, it was found that there is a significant influence between service quality and brand image. These results are supported by hypothesis test calculations which show that the calculated t value of 2.786 is greater than the t table value of 1.984, and the significance is 0.006 which is smaller than the specified significance level (0.05). Therefore, it can be concluded that service quality has a significant influence on brand image. These results support the first hypothesis in the study.

Service quality does not only mean providing service or serving customers, but also includes understanding, comprehension and empathy towards customers. Thus, delivering good service can influence customer feelings and strengthen the company's position in customers' minds. When these two elements are present, customer loyalty is also stronger.

To overcome the lack of service quality, companies need to identify existing problems, improve service processes, improve employee training, improve communication with customers, and adopt best practices in providing better service. Focusing on customer satisfaction and continuously improving service quality will help companies gain a competitive advantage and build long-term relationships with customers. Good service quality is very important for the success of a company or organization. This can help build trust, increase customer loyalty, get positive recommendations from customers to others, and strengthen brand image. On the other hand, poor service quality can damage a company's reputation, cause loss of customers, and have a negative impact on the business as a whole.

3.2 The impact of product quality on brand image

Inadequate product quality can be a serious problem for a company. When the products offered do not meet the expectations or standards expected by customers, this can result in customer dissatisfaction and reduce trust in the brand or company. Customers tend to look for other alternatives that provide better quality products. Lack of product quality can have a negative impact on a company's brand image. If the product cannot meet needs or provide expected benefits, customers may have a negative view of the brand. This can have an impact on decreasing customer loyalty, decreasing sales, and financial losses for the company.

Product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs (Kotler & Armstrong, 2018). In developing a product, marketers must first choose a quality level that can support the product's position in the target market. Consumer purchasing behavior, product quality and price have a strong and positive relationship to brand image or brand name Shehzad et al. (2011). Yusmawan's (2014) research results show that product quality has a positive and significant effect on brand image. Based on partial analysis using SPSS Version 26, it was found that the product quality variable has a positive and significant influence on brand image. This can be seen from the calculated t value of 2.784 which exceeds the t table value of 1.984, as well as the significance value of 0.006 which is smaller than 0.05. These results indicate that individual product quality variables have a significant contribution in forming a good brand image. Thus, it can be concluded that improving product quality can have a positive impact on a better brand image.

The influence of product quality on brand image is very significant. Good product quality creates a positive perception among customers and can influence the overall brand image. Good product quality builds customer trust in a brand or company. When products provide consistent quality and meet customer expectations, this creates a strong sense of trust. Customers tend to be more loyal to brands that provide quality products. Good product quality helps build a positive brand reputation. When customers are satisfied with a product and get the promised benefits, they are more likely to leave positive reviews and recommend the brand to others. This contributes to the formation of a good brand image in the eyes of consumers. Superior product quality can be a differentiating factor from competitors in the market. If a product offers added value and advantages that competitors do not, this can help position the brand as a better choice. Superior product quality can create a sustainable competitive advantage. Good product quality can improve the overall customer experience. When a product delivers the expected quality or even exceeds expectations, customers feel satisfied and connect positively with the brand. This impacts the overall impression of the brand and can influence purchasing decisions and customer loyalty. The influence of product quality on brand image is an important factor in building long-term relationships with customers. By providing consistent quality products, companies can improve their brand image, expand market share, and achieve long-term success.

3.2.1 The impact of price on brand image

Price is an important factor that influences consumer perceptions of a product or service. Price can influence brand image directly or indirectly. Directly, a price that is too high can be considered inconsistent with the value provided by consumers, so it can damage the brand image. On the other hand, a price that is too low can give rise to the perception that the product is of low quality. In addition, price can also influence brand image indirectly through factors such as exclusivity, superiority, or status associated with a particular price. A high price can reflect a product or service that is exclusive or has premium quality, thereby improving the brand image among certain consumers. However, it is important to remember that price perception does not only depend on the nominal price itself, but also on the perception of value provided by consumers. Therefore, companies need to pay attention to appropriate pricing strategies, which take into account the value provided by consumers and reflect the desired brand image.

Price refers to the amount of money that consumers must pay to obtain a product or service. According to (Kotler & Armstrong, 2018), price is one of the most flexible components in the marketing mix, because prices can be quickly changed compared to products and distribution channels. Many consumers use price as a quality signal—reflecting conventional wisdom. Consumers don't always remember the actual price of a product. Instead, they encode prices in ways that are meaningful to them. The results of research conducted by Shehzad et al. (2011) Price has a strong and positive relationship with brand image or brand name. From the results of the partial test (t test) using SPSS Version 26, the price variable shows a calculated t value of 2.627, which is greater than the t table of 1.984. Apart from that, the significance value of 0.009 is also smaller than the significance level set at 0.05. This indicates that the price variable has a significant influence on brand image. In the context of this research, price changes can influence consumer perceptions of brand image.

If the price is deemed appropriate or lower than consumer expectations, this can increase a positive brand image. On the other hand, if the price is considered too high or not commensurate with the value provided, this can damage the brand image. Thus, companies need to carefully consider pricing strategies to maintain and improve their brand image. The right price can be an important factor in shaping consumer perceptions and building a desired brand image. From a consumer's perspective, price reflects the amount of money they have to spend to obtain the desired product or service. Price can also be interpreted as the value that must be paid by consumers in exchange with product or service providers. Consumers will evaluate prices based on their perception of the value provided by the product or service. In the consumer's view, price can provide clues about the quality, value, or exclusivity of a brand. Therefore, price perceptions can contribute significantly to brand image or brand reputation in the eyes of consumers.

3.3 The impact of service quality, product quality and price

Service quality is very important for a company, if the quality of service provided by the company does not meet customer expectations, it can result in negative perceptions of the brand. Customers may feel dissatisfied, unappreciated, or inadequately supported, which can harm the brand's overall image. Inconsistencies in the delivery of service quality, product quality and promised prices to customers can damage the brand image. Customers expect reliability and consistency from the brands they choose, so if there are inconsistencies in delivery, customers may be disappointed and doubt the brand's credibility. If a company does not understand customer values and needs well, there can be a mismatch between what the brand offers and what customers expect. This can reduce the relevance and attractiveness of the brand in the eyes of customers. To overcome this problem, companies need to focus on improving service quality, product quality, and prices that are adjusted to customer value.

Kotler & Keller (2018) service quality, product quality and price can contribute significantly to brand image. They explained that customers' perceptions of product quality and price as well as their experience with company services will form a strong brand image. Keller and Lehmann (2001) in the journal "Building Customer-Based Brand Equity: A Blueprint for Developing Strong Brands" stated that service quality, product quality and price have a direct influence on customer perceptions of the brand. Based on the results of the simultaneous test (F Test), significant results were obtained with the number 0.000 which is smaller than the significance level set at 0.05. Therefore, it can be concluded that service quality, product quality and price together (simultaneously) have a positive and significant influence on brand image. These results indicate that the variables of service quality, product quality and price together make a significant contribution in forming brand image. Thus, the hypothesis which states that there is a simultaneous influence of service quality, product quality and price on brand image can be accepted.

In this context, companies need to pay attention to and improve service quality, product quality and pricing strategies comprehensively to build and strengthen their positive brand image. The overall influence of these three variables together can have a significant impact on consumer perceptions of the company brand. Likewise, the coefficient of determination (R2) has a value of 0.540. This value indicates that 54.0% of brand image variations can be explained by service quality, product quality, and price together. Meanwhile, the remaining 46.0% was influenced by other factors not examined in this study. Good service quality can provide a positive experience to customers. Good product quality also has a significant influence on brand image. Prices that are reasonable and commensurate with the value provided by the product or service can reflect the credibility and reliability of the brand. Overall, service quality, product quality and price interact with each other to form a company's brand image.

4. Conclusions

Based on the results of the research and discussion presented in the previous chapters, the following conclusions can be drawn: First, there is a positive and significant effect of service quality on brand image, as indicated by the hypothesis testing results, where the t-calculated value of 2.786 is greater than the t-table value of 1.984, and the regression coefficient significance value is 0.006, which is smaller than $\alpha = 0.05$. Second, there is a positive and significant effect of product quality on brand image, as shown by the t-calculated value of 2.784, which is greater than the t-table value of 1.984, and the significance value of 0.006, which is smaller than $\alpha = 0.05$. Third, there is a positive and significant effect of price on brand image, as indicated by the t-calculated value of 2.627, which is greater than the t-table value of 1.984, and the significance value of 0.009, which is smaller than $\alpha = 0.05$. Finally, there is a simultaneous effect of service quality, product quality, and price on brand image, as demonstrated by the results of the simultaneous test (F-test), which produced a significant result with a value of $0.000 < 0.05$.

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Author Contribution

The author is solely responsible for the entire process of this research and article preparation. The contributions include formulating the research idea, data collection, data analysis, interpretation of the results, writing the manuscript, and final revisions prior to publication.

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