

THE IMPACT OF PRODUCT QUALITY AND SERVICE QUALITY ON PURCHASE DECISIONS: THE MEDIATING ROLE OF BRAND IMAGE

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas produk, kualitas pelayanan, dan citra merek terhadap keputusan pembelian konsumen di Rumah Makan Bebek Goreng Cak Anton Jombang. Rumah Makan Bebek Goreng Cak Anton," sebuah warung pinggir jalan yang terkenal dengan hidangan bebeknya yang lezat. Seiring berjalannya waktu, rumah makan di daerah Cukir ini tetap beroperasi dan menjadi favorit konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan desain survei, di mana data dikumpulkan melalui kuesioner yang disebarkan kepada 170 konsumen. Metode analisis yang digunakan adalah uji Sobel untuk menguji hubungan langsung dan tidak langsung antar variabel. Hasil penelitian menunjukkan bahwa: (i) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian; (ii) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian; (iii) kualitas produk berpengaruh positif dan signifikan terhadap citra merek; (iv) kualitas pelayanan berpengaruh positif dan signifikan terhadap citra merek; (v) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian; (vi) kualitas produk berpengaruh positif dan signifikan terhadap

keputusan pembelian melalui citra merek; dan (vii) kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan pembelian melalui citra merek. Temuan ini memberikan implikasi penting bagi pengelolaan kualitas produk, pelayanan, dan citra merek untuk meningkatkan keputusan pembelian konsumen di industri kuliner.

Kata kunci: Kualitas Produk, Kualitas Pelayanan, Citra Merek, Keputusan Pembelian, Tes Sobel

Abstract

This study investigates the impact of product quality, service quality, and brand image on consumer purchase decisions at Bebek Goreng Cak Anton Restaurant in Jombang. Rumah Makan Bebek Goreng Cak Anton," a roadside eatery known for its delicious duck dishes. Over time, this eatery in the Cukir area has remained operational and a consumer favorite. A quantitative approach employing a survey design was adopted, with data collected through questionnaires distributed to 170 consumers. The analytical method utilized was the Sobel test to evaluate both direct and indirect relationships among the variables. The findings reveal that: (i) product quality exerts a positive and significant influence on purchase decisions; (ii) service quality has a positive and significant impact on purchase decisions; (iii) product quality positively and significantly affects brand image; (iv) service quality positively and significantly affects brand image; (v) brand image has a positive and significant effect on purchase decisions; (vi) product quality influences purchase decisions positively and significantly through brand image; and (vii) service quality influences purchase decisions positively and significantly through brand image. These results have substantial implications for effectively managing product quality, service quality, and brand image to enhance consumer purchase decisions within the culinary industry.

Keywords: Product Quality; Service Quality; Brand Image; Purchasing Decisions; Sobel test.

INTRODUCTION

The Ministry of Industry of the Republic of Indonesia (2024) stated that the culinary industry contributes 34% to the non-oil and gas GDP with exports reaching \$829.66 million (first semester of 2024) (Yahya, 2024). The value of Indonesia's non-oil and gas exports from January to July 2024 reached US\$137.98 billion, with the largest contribution from the processing industry (including food and beverages) (Badan Pusat Statistik Indonesia, t.t.). This has actually been predicted by Bank Indonesia. The Bank Indonesia report (2023) projects a 7% growth driven by digitalization and exports, including the food and beverage or culinary industry (Bank Indonesia, 2023).

The Food and Beverage Provisioning Sector became the highest contributor to growth in East Java in the fourth quarter of 2023 with significant improvement, driven by domestic demand and business expansion (Kominfo Pemprov Jatim, 2024). Micro, small, and medium culinary enterprises (UMKM) contributed 59.18% to East Java's GDP (Rp1,747.991 trillion) in 2023, up from 58.36% in 2022 (Biro Adpim Prov Jatim, 2024). East Java ranks second nationally with 791,600 food and beverage businesses (2023), after West Java. Labor Absorption: The culinary sector absorbs 9.8 million workers in East Java, with a dominance in cafes/restaurants (4.9 million) and eateries (3.3 million) (Prasetyo, 2025). Its classification is as follows: Restaurants/eateries account for 24.75% of the total national businesses, street food operations 14.55%, and catering services 3.48%. Restaurants that make up 24.75% of the total national culinary businesses consist of traditional food stalls, modern restaurants, and coffee shops. In the 2024 trend, many restaurants in Surabaya and Malang are adopting the hybrid concept (food + entertainment), which is then being followed by other regions. For mobile businesses or street food, many vendors have switched to digital platforms like GoFood or GrabFood. Meanwhile, Catering Services (Jasa Boga) have experienced a 12% increase since the pandemic (demand for healthy and halal catering) because people have shifted to digital platforms (Badan

Pusat Statistik Indonesia, 2024). East Java contributes 18-20% of the total culinary businesses in Indonesia. More dominant in the street food category compared to other provinces.

The development of duck-based culinary in Indonesia has shown significant growth, both in terms of popularity and innovations in preparation methods. Duck meat has become one of the most favored food ingredients in the country. Overall, this trend reflects not only changes in societal food preferences but also a considerable business potential, with numerous innovations and variations offered in preparation and presentation. According to data from the Central Bureau of Statistics, duck meat production in Indonesia, particularly in East Java, reached nearly 10,000 tons in 2020, highlighting the high demand for duck meat that can be utilized in various types of Nusantara cuisine.

The culinary sector in Jombang Regency continues to evolve, with the growth of small and medium enterprises increasing to 13,128 in 2023, a 44.80% rise compared to 2022's figure of 9,061 or 29.64% (Source: jombangkab.go.id). The competitive landscape has become increasingly intense, especially for small and medium business entrepreneurs in Cukir Village, Jombang. Among these is "Rumah Makan Bebek Goreng Cak Anton," a roadside eatery known for its delicious duck dishes. Over time, this eatery in the Cukir area has remained operational and a consumer favorite. According to Mariana et al., (2021) product quality is a key indicator for any company, as it significantly influences consumers. The higher the product quality, the greater the consumer interest in choosing or purchasing the product. Product quality refers to a product's ability to deliver outcomes or performance that meet or exceed customer expectations.

In product development, the concept of quality is crucial. As stated by Kotler et al., (2018), "Product quality is the characteristic of a product or service that bears on its ability to satisfy stated or implied customer needs." This means that product quality refers to a product's characteristics that enable it to meet customer needs. Quality directly impacts the performance of products and services,

closely tied to customer value and satisfaction. Although product quality is often considered by consumers when deciding to purchase a specific product, it reflects the product's offering aspects that provide benefits or advantages to customers. Quality is a prerequisite for ensuring product value meets customer expectations.

Another factor affecting purchasing decisions is service quality. Service quality refers to the superiority of a product or service. It is also a critical consideration in retail, ensuring customers feel comfortable with the service provided. Service quality represents the level of excellence expected and managed to meet customer needs. Thus, service quality is an added value to the product, benefiting consumers. Customers feel more secure when the product offers better service (Haqiqi & Khuzaini, 2020).

Previous research (Viando et al., 2023) found that service quality and product quality influence purchasing decisions through brand image as an intervening variable, focusing on Vamo apparel brand in Yogyakarta.

According to (Novalia & Muhtarom, 2020) "Brand image represents consumers' associations and beliefs about a particular brand." Brand image reflects consumers' perceptions and beliefs as mirrored in their associations and memories. A good brand image consistently represents a product that consumers perceive as meeting their desires.

There are at least 6 previous studies written by earlier researchers, related to the influence of product and service quality. First, the research conducted by Viando et al., which examined the influence of service quality and product quality on purchasing decisions through brand image as an intervening variable on the Vamo brand in Yogyakarta in 2023, found that service and product quality have a positive and significant effect on brand image, service quality has a positive and significant effect on purchasing decisions, product quality does not affect purchasing decisions, and brand image has a positive and significant effect on purchasing decisions.

Next, Ryananda (2023) analyzed the influence of price perception and product quality on purchasing decisions

through brand image as an intervening variable. This study found that product quality has a positive and significant impact on brand image, and brand image has a positive and significant impact on purchase decisions. Similarly, Kamila and Khasanah (2022) linked price perception and product quality to purchasing decisions through brand image as an intervening variable as well. However, he added a promotional element in his research, resulting in the conclusion that promotion influences purchasing decisions and product quality affects purchasing decisions. Afwan and Santosa (2019) also conducted the same research with the same results. A slight difference was made by Mawardy and Lestari (2023) who added the lifestyle variable to analyze purchasing decisions as an intervening variable.

From all the previous research, the researcher presents a novel aspect, which is analyzing the simultaneous influence of product and service quality on purchasing decisions, linked to the role of brand image in reinforcing the decision. The research does not use intervening variables to examine the relationship between dependent and independent variables, but rather uses moderating variables, which reveal certain conditions or situations that affect the strength or direction of the relationship between the variables. However, this study fills the gap by focusing on food products, particularly duck dishes.

The phenomenon at Rumah Makan Bebek Goreng Cak Anton, which remains a consumer favorite for its signature duck dishes, is influenced by factors such as brand image and service quality..

THEORITICAL REVIEW

Product Quality

Product quality is a combination of characteristics that determine how well a product meets customer needs or evaluates how these characteristics fulfill customer requirements. Product quality encompasses eight elements: performance, durability, conformity to specifications, functionality, reliability, aesthetics, perceived quality, and suitability for purpose (Kahfie et al., 2023). According to

(Viana & Hartati, 2022), one of the factors determining customer satisfaction after purchasing and using a product is product quality. Consumers remain loyal if a company provides high-quality products, which also plays a significant role in purchasing decisions. Product quality reflects how a product performs its function, its durability, reliability, strength, and ease of use (Viando et al., 2023).

In Supporting Evidence, Research Findings that A Nielsen study found that 65% of consumers prioritize quality over price when making purchases. Harvard Business Review reports that companies focusing on product quality achieve 2x higher customer retention (Swait & Sweeney, 2000). In food industries, quality (taste, freshness, safety) is the #1 factor in consumer choices (Petrescu et al., 2020)(source: McKinsey). Implications for Businesses are (1) improve quality control, ensure consistency in raw materials, production, and packaging, (2) leverage Certifications like halal, organic, or safety labels (e.g., BPOM, SNI) boost consumer confidence, (3) collect feedback, use surveys/reviews to refine products, and (4) market quality as a USP: Highlight quality in branding (e.g., "premium ingredients," "handmade")(International Organization for Standardization, 2015). Product quality control can also be a major influence on brand image. as Kotler and Keller state, "Superior product quality creates a systemic positive perception of the brand, from trust to prestige associations (Kotler & Keller, 2022, p. 304)."

The quality of the product plays an important role in the final assessment of the consumer. To a negligible extent, price does not affect consumer behavior. Promotions do not have a significant impact on consumer behavior. Buying habits are greatly influenced by geography (Syafi'ah, 2023, p. 90).

Service Quality

Service quality refers to the level of excellence and control that ensures customer desires are fulfilled (Mariana et al., 2021). It is critical, particularly for businesses offering products and services. Superior service quality supports

customer satisfaction, which is essential for repeat purchases, positive word-of-mouth promotion, and customer loyalty. Factors like attentiveness, friendliness, and effective communication are key to enhancing customer satisfaction (Gusman et al., 2022). According to (Stephani & Nashar, 2020), service quality is considered good or positive when the perceived service matches or exceeds customer expectations.

Beerli said that loyalty has been defined as the frequency of berulang purchases or the relative amount of purchases of merek. When the same brand is frequently purchased again, it may be assumed that loyalty is evident (Klement, 2024, p. 3).

Brand Image

Brand image is the impression consumers have of a brand, an essential marketing element that creates distinction and leaves an impression of the advertised product. A strong brand image positively influences purchasing decision (Victor & Yu, 2023). Brand image stems from consumers' personal experiences, and trusted brands drive long-term sales growth (Purwaningsih & Rachman, 2020). Positive brand image is linked to consumer attitudes, including beliefs and preferences towards the brand, which often leads to higher purchasing probability (Lumbantobing et al., 2020).

According to Aaker (1991), this refers to any aspect that is related to one's ingatan about a certain merek, or, to put it another way, any thoughts that arise in relation to one's ingatan about a particular merek. Loyalty is defined by Aaker (1997) as a certain degree of kinship between a customer and a merek. Kepercayaan merek is defined as a positive sentiment that a consumer has toward a certain merek, so that the consumer has a strong desire to purchase a similar merek today or in the future. Customer trust and brands as customer desires rely on a brand and the risks faced by the customer's expectations of the brand would result in favorably characterized outcomes (Ramadhan, 2020, p. 95).

Purchasing Decisions

Kotler et al., (2018) define purchasing decisions as part of the decision-making process where customers actively buy products. This process involves several stages: problem recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior(Hidayat & Utamaningsih, 2023). Factors like superior product quality play a significant role in purchasing success by influencing customer choices and ensuring the product meets quality expectations (Afwan & Santosa, 2019)

The conceptual framework developed in this study, illustrated in Figure 1, predicts the relationship between dependent and independent variables through an intervening variable, forming the basis for the study's hypotheses. This framework integrates various relevant theories from prior research to construct a model applicable to the research context.

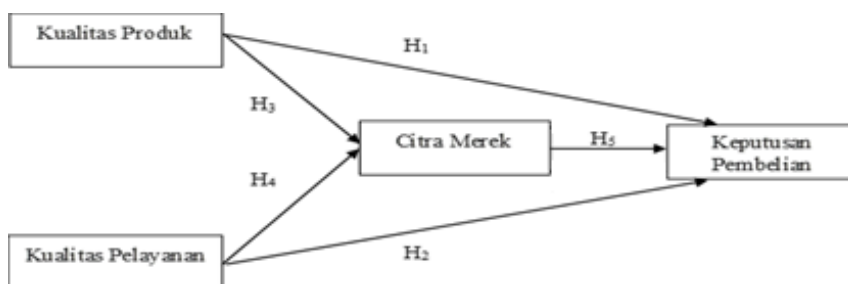


Figure 1. Conceptual Framework of the Study

RESEARCH METHODS

This study employed a quantitative approach using associative research design, as described by(Sugiyono, 2022), which aims to examine the significant relationships between two or more variables in a cause-and-effect manner. Specifically, the study investigates the influence of product quality and service quality (independent variables) on purchase decisions (dependent variable) through brand image (intervening variable). Data were collected via questionnaires and observations, targeting customers of "Rumah Makan Bebek Goreng Cak Anton," located at Jl.

Raya Cukir No. 72, Cukir, Diwek District, Jombang Regency, East Java. A total of 170 respondents were selected using non-probability sampling techniques. Out of 170 respondents, the majority of consumers were over 31 years old (43.5%), consumers aged 26-30 years (34.1%), and consumers aged 17-25 years. Data quality was validated through reliability and validity tests. The analysis included descriptive statistics, classical assumption tests (normality, heteroscedasticity, and multicollinearity), and hypothesis testing via t-tests, determination coefficients (R^2), and Sobel tests.

DATA ANALYSIS RESULTS

The respondents represent the clientele of Rumah Makan Bebek Cak Anton, ranging from private employees, traders, students, to entrepreneurs or business owners. The selection of respondent criteria in such a manner is intended to determine how strong the brand image of Rumah Makan Cak Anton is in their eyes, so they choose it over other restaurants that offer duck dishes.

Table 1: Clasification of The respondents

Classification	Frequence	Percentage
Private employee	51	30,0
Businessman	50	29,4
Student	25	14,7
Self-employee	44	25,9
Total	170	100

Source: Processed research data

Validity test was conducted to determine the accuracy and appropriateness of the questionnaire items. Validity refers to the degree of alignment between the data observed in the research object and the data reported by the researcher. Valid data are those that show no discrepancy between the data reported and the actual occurrences in the research object (Ghozali, 2018). The correlation coefficients of all questionnaire items for the research variables were calculated. Based on the results, the Pearson correlation

significance values for all items exceeded the r-table value of 0.361 ($r_{\text{calculated}} > r_{\text{table}}$) (Ghozali, 2021). Thus, it can be concluded that the questionnaire items are valid and can be used as instruments for further research.

Tabel 2: Validity Test

Variabel	Item	R count	R table	Decision
Product Quality	X1.1	0,866	0,361	Valid
	X1.2	0,705	0,361	Valid
	X1.3	0,534	0,361	Valid
	X1.4	0,678	0,361	Valid
Service Quality	X1.5	0,453	0,361	Valid
	X1.6	0,562	0,361	Valid
	X1.7	0,594	0,361	Valid
	X1.8	0,879	0,361	Valid
	X2.1	0,844	0,361	Valid
	X2.2	0,568	0,361	Valid
	X2.3	0,688	0,361	Valid
	X2.4	0,741	0,361	Valid
	X2.5	0,783	0,361	Valid
	X2.6	0,688	0,361	Valid
	X2.7	0,902	0,361	Valid
	X2.8	0,759	0,361	Valid
	X2.9	0,902	0,361	Valid

Brand Image	Z1.1	0,925	0,361	Valid
	Z1.2	0,706	0,361	Valid
	Z1.3	0,651	0,361	Valid
	Z1.4	0,878	0,361	Valid
Purchase Decision	Y1.1	0,937	0,361	Valid
	Y1.2	0,813	0,361	Valid
	Y1.3	0,797	0,361	Valid
	Y1.4	0,830	0,361	Valid
	Y1.5	0,942	0,361	Valid

Source: Processed research data

Table 2: Reliability Test

Variable	Cronbach's Alpha	Items	Decision
Product Quality (X1)	0.883	8	Reliable
Service Quality (X2)	0.936	9	Reliable
Brand Image (Z)	0.874	4	Reliable
Purchase Decision (Y)	0.942	5	Reliable

Source: Processed research data

Partial Test (t-Test)

The t-test is utilized to measure the partial effect of each independent variable on the dependent variable (Ghozali, 2021). Based on the results of the t-test analysis for Equation 1, it was concluded that the variable product quality had a t-value of 3.246 with DF=168, which exceeds the t-table value of 1.974, and a significance level of $0.000 < 0.05$. This indicates that product quality has a positive and significant effect on purchasing decisions. The service quality variable showed a t-value of 6.547, also greater than the t-table value of 1.974, with a significance level of $0.001 < 0.05$, indicating that service quality positively and significantly

affects purchasing decisions. Additionally, the brand image variable had a t-value of 7.443, exceeding the t-table value of 1.974, and a significance level of $0.000 < 0.05$, signifying that brand image positively and significantly influences purchasing decisions.

$$Y = 0.35X_1 + 0.45X_2 + 0.50Z + \epsilon_1$$

For Equation 2, the analysis revealed that the product quality variable had a t-value of 7.833 with $DF=168$, surpassing the t-table value of 1.974, and a significance level of $0.000 < 0.05$, indicating a positive and significant effect of product quality on brand image. Furthermore, the service quality variable had a t-value of 2.480, greater than the t-table value of 1.974, with a significance level of $0.014 < 0.05$, demonstrating that service quality positively and significantly influences brand image.

$$Z = 0.55X_1 + 0.30X_2 + \epsilon_2$$

Determination Coefficient (R^2)

Purchase Decision Model: Adjusted $R^2 = 0.724$, meaning 72.4% of the variance in purchase decisions is explained by product quality, service quality, and brand image. Brand Image Model: Adjusted $R^2 = 0.488$, indicating 48.8% of the variance in brand image is explained by product quality and service quality.

Sobel Test (Mediation Effect)

Product Quality $\rightarrow$ Purchase Decision via Brand Image: Significant mediation effect ($p < 0.05$). Service Quality $\rightarrow$ Purchase Decision via Brand Image: Significant mediation effect ($p < 0.05$).

DISCUSSION

The Effect of Product Quality on Purchase Decisions

Based on the t-test results, the product quality variable yielded a t-value of $3.246 > 1.974$ with a significance value of $0.000 < 0.05$. This confirms that indicating that product quality has a positive and significant effect on purchase decisions. The average consumer responses in Table 4.4 showed the lowest score of 3.66 for item 3 (portion indicator) and the highest score of 3.87 for item 6 (texture indicator). This suggests that while portion sizes are considered adequate,

customers prioritize the superior product quality—especially the soft texture of the duck meat—which holds the highest rating. Consequently, consumers focus more on product quality rather than portion size. These findings are consistent with prior studies by (Hadi et al., 2023), which stated that product quality significantly influences purchase decisions, and further supported by (Viana & Hartati, 2022), who confirmed a positive relationship between product quality and purchase decisions.

Based on the research results, it shows that the Product Quality Variable has a positive and significant effect on Purchase Decisions. With the average consumer response. Which means that although the portion size is not too much, consumers prefer to make the decision to purchase duck at Rumah Makan Cak Anton because the quality of the product is very good, especially in terms of texture, which has the highest rating in the research. This indicates that the duck meat is indeed tender, so consumers do not think too much about the portion but tend to focus more on the quality of the duck meat.

The Effect of Service Quality on Purchase Decisions

The t-test results for service quality showed a t-value of $6.547 > 1.974$ with a significance value of $0.001 < 0.05$, indicating that service quality has a positive and significant effect on purchase decisions. The average consumer responses in Table 4.5 revealed the lowest score of 3.61 for item 2 (employee appearance indicator) and the highest score of 3.92 for item 7 (assurance of food quality indicator). This implies that customers recognize and appreciate the assurance of high-quality food at Bebek Goreng Cak Anton, which reinforces their purchase decisions. Which means that every consumer at Rumah Makan Bebek Cak Anton makes a Purchase Decision where the Service Quality at that place indeed shows recognition with the highest rating in the assurance indicator, so Rumah Makan Bebek Cak Anton truly guarantees that the quality of the food served is very good.

These findings align with previous studies by (Pranoto et al., 2022), (Rijqi & Mulyono, 2023) & (Kahfie et al., 2023),

all of which confirmed a positive impact of service quality on purchase decisions.

The Effect of Product Quality on Brand Image

The t-test results for product quality yielded a t-value of $7.833 > 1.974$ with a significance value of $0.000 < 0.05$, indicating a positive and significant effect of product quality on brand image. Table 4.4 highlights that the lowest score was 3.66 for item 3 (portion indicator) and the highest score was 3.87 for item 6 (texture indicator). Customers associate the soft texture of the duck meat with a strong brand image, underscoring the quality of the product. Although the portion sizes are not too large, consumers prefer to make purchasing decisions based on the duck brand image at Cak Anton Restaurant because the quality of the product is very good, especially in terms of texture, which received the highest rating in this study. This indicates that the duck meat is indeed tender, so consumers do not think too much about the portion size given the good quality image.

This finding is supported by Afwan & Santosa (2019), who demonstrated the influence of product quality on purchase decisions through brand image, and further reinforced by Pranoto et al. (2022).

The Effect of Service Quality on Brand Image

The t-test results for service quality showed a t-value of $2.480 > 1.974$ with a significance value of $0.014 < 0.05$, confirming a positive and significant effect of service quality on brand image. Table 4.5 indicates the lowest score of 3.61 for item 2 (employee appearance indicator) and the highest score of 3.92 for item 7 (assurance of food quality indicator). This demonstrates that the assurance of high-quality food of Cak Anton, significantly contributes to maintaining the trust and brand image established by consumers. which means that every consumer at Rumah Makan Bebek Cak Anton makes a Purchase Decision where the Service Quality at that place indeed shows the highest recognition rating in the guarantee indicator, so Rumah Makan Bebek Cak Anton truly guarantees that the quality of the food served is very good, thus maintaining the trust in the Brand Image that has been built by the consumers. These findings align with previous

studies by (Fransiska & Madiawati, 2022) and (Novalia & Muhtarom, 2020), which also identified a positive relationship between service quality and brand image.

The Effect of Brand Image on Purchase Decisions

The t-test results for brand image revealed a t-value of $7.443 > 1.974$ with a significance value of $0.000 < 0.05$, confirming a positive and significant effect of brand image on purchase decisions. Table 4.6 shows that the lowest score was 3.72 for item 3 (reputation indicator) and the highest score was 3.91 for item 2 (reputation of food quality indicator). This indicates that the restaurant's strong brand image—particularly its reputation for high-quality food—positively influences purchase decisions. Thus, with the results of this analysis test, it is confirmed with evidence that Rumah Makan Bebek Cak Anton has a very good brand image reputation. These findings are supported by previous studies, including (Alfian & Nainggolan, 2022), (Putri & Sari, 2023), and (Muslih et al., 2021), which all confirmed the positive impact of brand image on purchase decisions.

The Effect of Product Quality on Purchase Decisions through Brand Image

The Sobel test results showed a test statistic of 5.685 with one-tailed and two-tailed probabilities of $0.00 < 0.05$, indicating that product quality of Cak Anton's restaurant significantly affects purchase decisions through brand image. These findings align with studies by (Afwan & Santosa, 2019) and Pranoto et al. (2022), both of which demonstrated the mediating role of brand image in the relationship between product quality and purchase decisions. Because the guaranteed quality through brand imaging to consumers has made RM Bebek Cak Anton famous and the main reference for duck in the Jombang area, especially Diwek and Cukir.

The Effect of Service Quality on Purchase Decisions through Brand Image

The Sobel test results in Table 4.18 revealed a test statistic of 2.359, with one-tailed and two-tailed probabilities of 0.00 and $0.01 < 0.05$, confirming that service quality of Cak Anton significantly affects purchase decisions through brand image.

It means that brand image and service quality are aligned in shaping the level of purchase decisions by customers at the restaurant. Practically, the recognition attracts consumers, and good service generates interest in returning to make a purchase. These results are supported by previous studies, including (Sudirman & Herdinata, 2023) and (Anggraini et al., 2020) which highlighted the mediating role of brand image in the relationship between service quality and purchase decisions.

CONCLUSION AND SUGGESTIONS

The findings of this study demonstrate that product quality and service quality have a positive and significant impact on purchase decisions, both directly and indirectly through brand image as a mediating variable. Consumers identified product quality—specifically the soft texture of duck meat—as the primary factor influencing their purchase decisions. Service quality, particularly the assurance of food quality, also played a significant role, although aspects such as employee appearance were rated slightly lower. Moreover, product and service quality were shown to significantly strengthen the brand image, which in turn plays a pivotal role in driving purchase decisions. Therefore, brand image serves as a crucial element linking product and service quality to consumer purchase decisions at Bebek Goreng Cak Anton.

Bebek Goreng Cak Anton should consider offering various portion sizes, such as small, medium, and large, to cater to diverse customer preferences and dietary needs, enhancing customer satisfaction and choice. Additionally, the restaurant can benefit from establishing written guidelines for employee appearance and behavior, ensuring consistent professionalism and a positive dining experience. To further enhance its appeal, leveraging social media and other digital platforms to showcase the uniqueness of its menu and dining atmosphere can strengthen its brand image and attract a wider audience through engaging and targeted online campaigns.

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