

THE EFFECT BRAND IMAGE AND SERVICE QUALITY ON CONSUMER DECISION IN LAPSTORE BANDAR LAMPUNG

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Abstract

This paper investigates the influence of brand image and service quality on the purchase intentions of consumers purchasing laptops from Lapstore. The need for analysis in this research lies in the fact that business in laptops is increasingly competitive in this industry where businesses are challenged to create a good brand and great service in an effort to influence the consumer decision making process. Data collection was conducted by conducting a questionnaire-based collection with Lapstore customers who have previously purchased laptops. For our second analysis, multiple linear regression methods were utilized. The results indicate that brand image and quality of service affect positively and significantly spending decisions on laptops in Lapstore either independently or together. This study highlights the necessity of Lapstore to consider brand image and service quality as the critical indicators to determine consumer purchasing intentions.

1. INTRODUCTION

In information and communications technology has changed very much, in so many different ways, society as we know it - especially the education, work, economic, and entertainment fields. One major machine that has enabled these adjustments is the laptop. And now laptop computers have become essentials for students, employers, and even entrepreneurs. The increasing requirements of personal computer devices are indicative of the steady progress of IT market development of Indonesia during the time of rapid digitalization. About 221.5 million internet users were recorded for Indonesia in 2024, which is approximately 79.5% of the Indonesian population (Indonesian Internet Service Providers Association [APJII]). Such high internet penetration shows the growth of demand for digital devices, where laptops are also the main form of information technology access. The current research trend was consistent with recent marketing studies to explore how evolution of digital technology has affected the consumer behaviors for information seeking, alternative evaluation, and purchase decision.

This is also evident in Bandar Lampung, which is the administrative, educational, commercial, and economic center of Lampung Province. The city shows significant economic activity supported by numerous colleges, secondary facilities, vocational training institutions, local government institutions, private companies, and micro-, small-, and medium-sized enterprises that integrate information technology into their daily practices. With the digital transformation in different organizations, laptops have a growing demand not only for educational purposes, but also as part of the professional duties: administrative services, commerce, creative works, and entertainment. Laptops form the backbone of students' engagement in digital learning platforms and how to efficiently execute their assignments for tech-driven education initiatives. Likewise, government bodies and private sector, as well as entrepreneurs, rely on laptops to operate and manage the communication of data, create reports, and other important operational processes. This case highlights the theme that as people live increasingly digital lives, they experience greater product demands with technological dependence.

So Bandar Lampung has seen the growth of laptop and computer retailing businesses as the demand for laptops has grown. Different types of computer stores have different brands, specifications, prices, and services available to meet the many needs of consumers. Along with brick-and-mortar stores, competition has been rising in the e-commerce market, since platforms have user-friendly ways to compare products and prices. And this means that

customers have several options for where they can buy laptops. Rivalry with laptop sellers then becomes intense and companies cannot simply compete on price and quality, they also have to fight to build a brand and excellence of service. This means that firms, in order to attract and retain long-term buyers, need to develop competitive advantages that make their firms not just more memorable than most other private players, but distinctive. Even in such a highly competitive environment, brand reputation and quality of service are critical as they help create the perception of different laptop sellers and affect the attitude toward specific retail types.

Laptops continue to be in high demand owing to progress in technology which can be seen as a major challenge in Bandar Lampung's market setting, Lapstore Bandar Lampung is also facing increasing issues in motivating consumer buying behaviour. As the number of local laptop sellers and online vendors keeps increasing, it also makes them very competitive since today, the customers have more and more choices to buy. Furthermore, current consumers do not necessarily consider only technical specifications and price in the purchase; they value retailer branding and service quality in the entire consumer-retailer relationship. Lapstore in this situation needs to promote an image of its brand in continuous improvement, while still maintaining and enhancing its level of service to ensure it can compete enough to influence consumer selections in the right direction. Moreover, the significance of considering brand image as well as quality of service and how it affects consumer decision-making at Lapstore Bandar Lampung.

With the market becoming competitive, consumers now look for more than product specifications and prices when buying laptops. Moreover, they assess the retailer's image, business's good name in the category, quality of service and convenience of shopping, availability of product information, and trustworthiness, by which they will purchase laptops. Accordingly, consumer purchasing decisions is an interesting domain because, to be fair, each retailer has different marketing influences that differ from the others, creating a field of study. One of the strongest drivers of purchasing decisions like these is brand image. A positive brand image can lead consumers to associate a brand with quality and reliability: it increases their chances of choosing one retailer over another within their specific market. Brand image is what consumers think about (believe) about a brand based on associations they have stored in memory; therefore, a strong positive brand image can significantly affect purchasing behavior. Furthermore, having a purchase decision is a key point in a consumer decision-making process, at which point a person will buy a product or service.

Service quality aside from the value of a brand, a good service quality is also one of the very important consumer purchase factors. Great service makes or breaks a product by making it, well, good for you, easy to use, a warm, friendly, timely customer service experience (professional attention). Service quality is paramount in the domain of laptop retail services, mainly because customers generally want extensive product details, personalised information regarding specifications, tailored to their needs, and strong after-sales support. Thus, higher quality service delivery may be one of the most important factors deciding customers to buy from a store to buy laptops. The quality of service can be judged by five primary dimensions - Tangible, Reliability, Responsiveness, Assurance, and Empathy. Improvement in perceived quality on all these dimensions leads to a stronger purchase intention on the part of the consumer. Moreover, high quality service may contribute to higher customer satisfaction and loyalty something people will pay attention to, both directly and indirectly – two critical elements which are crucial to purchase behavior.

Lapstore Bandar Lampung is a retailer of laptops and computer accessories in Bandar Lampung. Lapstore is facing significant competition from various other retailers that have similar offerings, as the above observations indicate. Hence a need to consider what drives individuals to shop at Lapstore instead of other competitors for their laptop purchases. Whether these are influenced by Lapstore's brand reputation, the quality of service it provides, or a blend of both aspects are the key findings. It is essential to know them, because the purchasing habits of consumers are an important indicator of marketing strategies of a company. A product/service's purchase decisions represent customers' evaluation of the products/services on offer, and therefore good transaction behaviour at a given store constitutes successful marketing strategies.

From an academic standpoint, they emphasize studying the effects of brand image as well as service quality on consumer buying decisions as this line of study is essential to the fields of marketing and consumer behavior especially the retail sector of information technology. Operationally, this research might help Lapstore Bandar Lampung in developing more effective marketing programs in order to increase competitiveness, acquire new customers and secure customers' loyalty. In addition, this research is pertinent in the emerging market of the digital economy as it pushes businesses to develop their service offerings and brand identities.

Research findings in the past have been found that show that brand image and quality of service are related to consumer buying behaviour. A study carried out by Saputra and Ratnawili (2023) in PT Blogger Komputer Bengkulu conducted among Acer laptop buyers found that both brand image and service quality have a significant positive effect on buying choices. Additionally, Udhiyantik et al. (2022) found a strong positive relationship between brand image and laptop purchases. Also, respectively Suryantari and Respati (2022) revealed that both service quality and brand image positively affect consumers' purchasing decisions. These results suggest these two features play a significant role in influencing consumers' buying behaviour.

But, the research still has a number of gaps. First, previous researches focused mostly on a specific laptop brand such as Acer, Asus, Lenovo, or Toshiba, and not on retail purchase decisions. Second, since many of those studies have been carried out with the students and consumers outside of Lampung Province, the results are probably misfit and do not accurately represent consumer behaviour of Bandar Lampung. Thirdly, there is a lack of research on this topic; how brand image and service quality both affect buying decisions among people who have bought the laptops from Lapstore Bandar Lampung. Accordingly, conducting this study is crucial to provide more accurate empirical information, which can describe the actual market at hand.

The results of this study represent not only their analysis of a single retailer or industry. As opposed to many previous research studies where brand image and service quality in different consumer products and services domains have been investigated, the current study focuses on the laptop retail sector—a domain that is generally considered high involvement in the making of purchasing decisions and demands more detailed measurement and information accumulation. From a product features and pricing perspective, consumers decide more than the product features, also considering the reputation of the retailer and the overall service experience. As a result, this research strengthens the current literature by providing empirically evidenced approaches to the influence of brand image and service quality on purchasing behaviors, especially in the laptop retail industry, to ascertain which influence is more crucial for a consumer decision making process.

Thus, the uniqueness of this study can be explained with respect to the research subject, geographical focus, and the traits of its respondents. This analysis examines the purchase behavior of consumers when acquiring laptops from Lapstore Bandar Lampung, focusing on the consumer brand image and service quality and how this will impact their purchasing decision. In theory, this research aims to broaden the knowledge of consumer behavior in that context within the laptop retail sector. Practically speaking, we expect the results to provide meaningful insights to Lapstore Bandar Lampung for their marketing strategies to be executed to enhance their competitive position in the marketplace.

2. LITERATURE REVIEW

2.1 Theoretical and Conceptual Background

Theory of Planned Behaviour (TPB)

The Theory of Planned Behavior (TPB) was an enhancement of the Theory of Reasoned Action (TRA), developed in 1991 by Icek Ajzen. This paradigm posits that intentions are the major influence on behavior and there are three main elements such as attitude towards the behavior, subjective norm, and perceived control over the behavior that determine behaviour.

Ajzen (1991) points out that when an individual has a positive attitude toward a particular behavior, they encounter more support in the immediate society and have a higher chance to perform the desired behavior. This strong intention, in turn, raises the probability of actually doing the behavior. The TPB captures three key constructs: Attitude Toward Behavior, which represents individuals' positive or negative attitudes toward particular behaviors; Subjective Norm, which indicates the perceived social pressure on individuals by their significant others related to engagement in or avoidance of the behaviors; and Perceived Behavioral Control, which describes how easy or challenging individuals perceive it to perform the behaviors, given their available resources and skills.

When applied to consumer purchasing decisions, TPB asserts that consumers tend to proceed with purchases when they maintain a constructive outlook towards products, receive affirmation from influential figures in their lives, and feel confident about having adequate resources and capabilities for making such purchases. Consequently, TPB has become instrumental in elucidating consumer behavior within various marketing research studies focused on purchase decision-making.

In relation to the retailing of laptops in consumer buying contexts, brand image, together with service quality, is an important fact that shapes consumer attitude towards retailers. These factors increase consumer perceptions of trustworthiness and overall value proposition. While a strong brand image may enhance consumer confidence and higher-quality service increases customer satisfaction during purchasing operations, this thereby mitigates the uncertainties surrounding purchasing experiences. Such affirmative assessments greatly influence consumers' intentions ultimately leading them towards making buying decisions. Thus, when viewed through the theoretical lens, TPB effectively illustrates how factors like brand perception combined with service excellence influence purchasing choices within laptop retail sectors.

Theory Consumer Decision (Teori Prilaku Konsumen)

Consumer behavior refers to the series of processes and actions that individuals, groups, or organizations engage in while searching for, selecting, purchasing, using, and evaluating products, services, concepts, or experiences. The primary aim of these activities is to satisfy a range of needs and wants that are carefully considered during the decision-making process associated with buying.

Consumer behaviour impacts the choices we make with regard to the allocation of resources, such as time, money, effort, and energy. It begins when individuals identify a need or want, take the steps to obtain the product or service they need, consume the product or service, and ultimately display behaviors after purchasing an item or

service that can result in either satisfaction or dissatisfaction. Consumer behavior is one of the most complex issues for marketers because of the numerous components that influence decision-making, and the interplay between these factors. As a result, consumer behavior is seen as a complex and multifaceted phenomenon shaped by psychological, social, cultural, and personal elements that impact purchasing decisions. Understanding these factors better, businesses can take action on marketing strategies that are well-suited for fulfilling consumers' needs and expectations.

Purchase Decision

The process of making a purchase decision involves consumers in the selection, assessment, and choice to acquire a product or service that meets their needs and desires. This decision-making does not happen randomly; instead, it follows several stages shaped by both internal factors (like personal preferences) and external influences (such as social pressures).

As noted by Philip Kotler and Kevin Lane Keller (2016), this stage marks when consumers finalize their buying choices after progressing through phases such as recognizing a need, searching for information, and assessing various options. In a similar vein, Leon G. Schiffman and Joseph L. Wisenblit (2019) define a purchase decision as the process of selecting one choice from several available alternatives for consumers.

Research indicators related to purchase decisions commonly referenced include: confidence in buying the product; purchasing habit; willingness to recommend it to others; and intention for repeat purchases (Kotler & Keller, 2016).

Brand Image

Brand image is an asset all organizations have to offer as it influences the view consumers have of its goods and services. This is how perception is built up via interactions, marketing programs, and overall engagement with the brand. A favorable brand image is more likely to attract consumers who will select and purchase it out of a range of potential competitors. With reference to Kotler and Keller, a brand image is defined as the perceptions and beliefs of the consumer towards a particular brand and is influenced by the memories they have of previous encounters. It provides a lens for understanding the perception of a brand based on earlier experiences and the information users may have gathered about it. Moreover, Keller defines three key metrics to evaluate brand image which are: Strength of Brand Association, Favorability of Brand Association, and Uniqueness of Brand Association.

Brand image is one of the most important factors influencing purchasers; it plays a crucial role in making the decision to purchase. When they are well-respected, the positive brand perception generates the impression of reliability and credibility in retailers' ability to deliver quality goods and services reducing their perceived risk profile in order to support or enhance purchasing. When consumers have favorable views of a brand, they feel much more confidence in their buying decisions as well as are more willing to purchase the product. Thus, a strong brand identity may not only promote consumer preference but also increase perceived value, which in turn affects purchase behavior.

Service Quality

Quality of service is a crucial factor that greatly influences the ability of an enterprise to satisfy customer needs and expectations. It demonstrates an organisation's capacity to provide excellent services, which drives customer satisfaction and establishes lasting relationships with customers. Parasuraman, Zeithaml, and Berry define service quality as the degree of excellence that customers anticipate, along with the management of those standards to fulfill their desires. Above all it depends on how well the services delivered are aligned with customer expectations. The SERVQUAL model is widely used to evaluate the quality of service and has five dimensions: Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

Service Quality impacts purchasing decisions on a fundamental level; service quality affects a consumer's view of the shopping experience and the value they attribute to a retailer. Such high-quality service, including responsiveness, reliability, assurance, empathy, and professionalism, can enhance customer satisfaction during purchase. Trust and confidence in purchase decisions increase when a customer receives prompt attention and accurate information during the shopping experience with a retailer. It ultimately enhances overall perceptions, reduces uncertainty, and motivates buying.

2.2 Empirical Review and Hypothesis

The Influence of Brand Image on Buying Choices

Brand image significantly influences consumer purchasing decisions. A positive brand image cultivates perceptions of quality, builds trust, and boosts consumer confidence when choosing products or services. Consequently, numerous studies have been undertaken to investigate the impact of brand image on buying behaviors across different product categories.

According to Saputra and Ratnawili (2023), the brand image plays a critical role in determining the purchase decisions of Acer laptops at PT Blogger Komputer Bengkulu. Brands with a strong brand image have a better likelihood to have an uptick in consumers' purchase intentions. Consumer confidence in products is greatly enhanced by a strong brand reputation. Likewise, Udhiyantik, Parlyna, and Hidayat (2022) also found a positive and significant correlation between brand image and laptop purchase: customers prefer brands with good reputation because of its

reassurance as well as reducing the perceived risks they see as their purchase comes with. Secondly, the studies conducted by Limbong et al. (2024) found that brand image of a business can have substantial impact on students' purchase of Asus laptops, which implies that the marketing and branding can help to increase trust and purchase intention. Moreover, Amin and Cahyaningrum (2025) reinforced that conclusion with Acer laptops, highlighting the necessity of companies to have strong brands as potential consumers will typically gravitate toward products with a strong reputation as they have high expectations and they expect high-quality products effectively fulfilling their needs.

In summary, the integration of established theoretical models with empirical data from previous research demonstrates a significant relationship between brand image and consumer purchasing behavior. As the positivity associated with a product or service's branding rises, so too does consumer trust, which in turn influences their purchasing decisions this effect can also be observed in reverse.

H1: Brand image has a positive and significant effect on consumer purchasing decisions

The Effect of Brand Image on Purchasing Decisions

Service quality plays a vital role in influencing consumer buying choices. When organizations provide exceptional service, it enhances customer satisfaction, builds trust, and cultivates long-lasting relationships with clients. In the current competitive market environment, companies are required to deliver services that not only fulfill but also exceed customer expectations to stimulate purchases.

Previous studies have indicated that service quality is positively associated with consumer purchasing decision-making. For example, Saputra and Ratnawili (2023) found that service quality significantly affects buying behavior of Acer laptops at PT Blogger Komputer Bengkulu. Promptness, responsiveness, friendliness, and professionalism in service are the key features that should be in place when consumers make a decision on purchase, leading to more customer confidence. This leads to stronger purchases. These findings are in line with studies which have demonstrated that perceived service quality is associated with purchasing intention. Therefore, service quality is directly responsible for affecting purchasing behaviour by generating a positive outcome along with satisfaction and trust of the consumer towards the organization (Saputra & Ratnawili, 2023).

From the theoretical frameworks and previous empirical research discussed earlier, it is evident that service quality significantly impacts purchasing decisions. When services are improved, customers are more inclined to conduct transactions or make purchases from companies they consider trustworthy. Therefore, it is essential for businesses to prioritize the enhancement of their service offerings as a strategy to boost consumer purchase rates

H2: Service quality has a positive and significant effect on consumer purchasing decisions

The Effect of Brand Image and Service Quality on Purchasing Decisions

Purchasing decision-making is a process in which consumers engage in multiple steps in order to select a product. This process includes identifying requirements, researching information about the issue at hand, evaluating alternatives and making a decision to purchase the product. At stake here are both brand image and service quality which we believe will impact what and how consumers decide to purchase. A positive brand image builds trust and assurance among consumers regarding a particular brand and the probability of purchasing its products increases. Conversely, high-quality service characterized by quickness, friendliness, responsiveness, and dependability improves the purchasing experience and builds consumer confidence in businesses. This means improvements in either brand perception or service quality increase the chance of buying decisions. Accordingly, it is expected that brand image and service quality have significant positive influence on laptop purchase decisions at Lapstore Bandar Lampung.

Previous academic studies show that these two factors are known to strongly influence customer buy-in decisions. An affirmative brand image cultivates customer trust alongside favorable views toward products; meanwhile, high-quality services ensure customers enjoy their shopping experiences thoroughly. Saputra and Ratnawili (2023) showed that such aspects jointly have a strong positive impact on purchase behavior through their research. Analogously, to make this conclusion, Pratama and Hidayat (2022) also noted that strong branding supplemented by outstanding service enhanced consumer confidence during the process of selection before purchase. In light of theoretical frameworks along with previous study results discussed above it becomes evident that both brand image alongside offering high-quality services play pivotal roles in shaping purchasing behaviors among buyers; thus enhancing company reputation correlatively raises prospects for successful sales transactions.

H3: Brand image and service quality simultaneously have a positive and significant effect on consumer purchasing decisions

3. RESEARCH METHODOLOGY

The researcher's study used a quantitative methods approach integrating both description and verification. According to Solimun, Amanu and Fernandes (2018) in Santoso and Madiistriyatno (2021:4) quantitative approaches combine scientific concept with creatives concerning data collection, analysis and result interpretation. Its purpose is to provide facts that aid the conclusion and decision-making. According to Sugiyono (2016:78), a population refers

to the broader context that includes objects or subjects exhibiting particular traits and characteristics identified by the researcher for examination, from which findings can be inferred. The sample of the current investigation is 100 laptop users from Lapstore Bandar Lampung that were characterized to have the above mentioned characteristics. When there is a large population and it is not feasible to study individual subjects under the constraints of time, financial resources or other resources, it is essential to sample from that population.

According to Sugiyono (2016:80), a sample serves as a portion of the population and captures its attributes. Researchers engage in sampling due to limitations concerning time, resources, finances, and the overall population size. The sample size of the present study was determined based on Sugiyono's (2015:87) recommendation for the Slovin formula. The use of the Slovin formula is useful since it allows researchers to calculate an adequate sample size to match the size of the general population, thus showing that the finding can represent general tendency.

Both field study and questionnaire were used for the data collection in the study. Using the Slovin formula, a total of 96 consumers was determined as the sample size. For examination and analysis of collected data, a number of different methods were applied including a quality assessment with version 25 of the Statistical Package for Social Sciences (SPSS). Both validity and reliability were tested for the analysis. In addition, multiple linear regression analysis, multiple correlation analysis, and computation of the coefficient of determination were performed to examine the relationships among the variables.

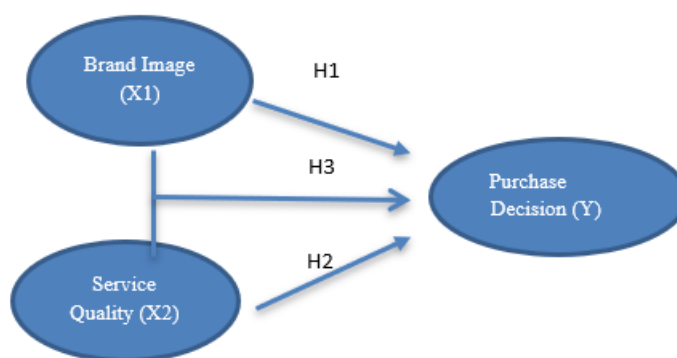


Figure 1. Conceptual Model of the Study
Source: Authors (2026)

4. RESULT AND DISCUSSION

4.1 Result

Statistics Descriptive

Tabel 1. The Result Statistics Descriptive

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Brand Image	100	22.00	50.00	40.44	5.01
Service Quality	100	22.00	50.00	40.39	4.98
Purchasing Decision	100	30.00	50.00	40.09	4.57
Valid N (listwise)	100				

Source: Authors (2026)

Overall, the resulting descriptive statistical method indicates the following: The Brand Image (X1) variable indicates a minimum score of 22, a maximum score of 50, an average score of 40.4400, and a standard deviation of 5.00578 indicating from the insights the researcher obtained from the data collected. For Service Quality (X2), the model also shows this variable has a minimum value of 22 and reaches a maximum value of 50; its average score is 40.3900 and its standard deviation is 4.98260. On the other hand, on Purchasing Decision (Y) the recorded minimum is 30 and maximum is 50; this variable shows an average value of 40.0900 with a standard deviation of 4.56842.

Uji Validitas

Tabel 2. The result Validity Test

Variabel	Item Pertanyaan	r hitung	r tabel	Keterangan
Brand Image (X1)	X1.1	0,764	0,198	Valid
	X1.2	0,851	0,198	Valid
	X1.3	0,687	0,198	Valid
	X1.4	0,534	0,198	Valid
	X1.5	0,741	0,198	Valid

	X1.6	0,842	0,198	Valid
	X1.7	0,788	0,198	Valid
	X1.8	0,853	0,198	Valid
	X1.9	0,566	0,198	Valid
	X1.10	0,679	0,198	Valid
Service Quality (X2)	X2.1	0,723	0,198	Valid
	X2.2	0,568	0,198	Valid
	X2.3	0,889	0,198	Valid
	X2.4	0,513	0,198	Valid
	X2.5	0,64	0,198	Valid
	X2.6	0,716	0,198	Valid
Keputusan Pembelian(Y)	Y1	0,899	0,198	Valid
	Y2	0,688	0,198	Valid
	Y3	0,883	0,198	Valid
	Y4	0,591	0,198	Valid
	Y5	0,585	0,198	Valid

Source: Authors (2026)

All computed r-values (r-count) exceed 1.98. This finding suggests that the association between the two variables examined is statistically significant at a 95% confidence interval (CI) ($\alpha = 0.05$), thereby demonstrating a robust and meaningful relationship between the variables.

Reliability Test

Reliability testing pertains to the degree of consistency in measurement results obtained from the same object (Sugiyono, 2017:130). It is possible to perform reliability testing on all items of a questionnaire at once across various variables; nonetheless, it is more effective to assess the reliability of each variable individually on separate worksheets. This approach helps identify which constructs within the variables lack reliability. A construct is deemed reliable when its Cronbach's Alpha value exceeds 0.60.

Tabel 3. The Result of Reliability Test

Variabel	Alpha Cronbach's	Keterangan
Brand Image	0.745	Reliabel
Service Quality	0.875	Reliabel
Keputusan Pembelian	0.710	Reliabel

Source: Authors (2026)

From the table presented above, it is clear that each item displays a Cronbach's Alpha value greater than 0.6. In particular, the Brand Image variable is at 0.74, Service Quality is at 0.875, and Purchasing Decision is at 0.710. Therefore, the questionnaire items related to all variables are considered reliable and appropriate for use in this research

Normalitas Test

Tabel 4. The Result Normalitas One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,11840897
Most Extreme Differences	Absolute	,095
	Positive	,088
	Negative	-,095
Test Statistic		,095
Asymp. Sig. (2-tailed)		,255 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Authors (2026)

From the table presented above, it is clear that each item displays a Cronbach's Alpha value greater than 0.6. In particular, the Brand Image variable is at 0.74, Service Quality is at 0.875, and Purchasing Decision is at 0.710.

Therefore, the questionnaire items related to all variables are considered reliable and appropriate for use in this research.

Linearitas Test

Tabel 5. The Result of Linearitas Test

			Sum of Squares	df	Mean Square	F	Sig.
KEPUTUSAN PEMBELIAN *	Between Groups	(Combined)	410,397	20	20,520	7,279	,000
		Linearity	265,209	1	265,209	94,074	,000
		Deviation from Linearity	145,188	19	7,641	2,711	,190
	Within Groups		211,436	75	2,819		
	Total		621,833	95			

Source: Authors (2026)

According to the calculations based on linearity test results, the following two tables show the linear relationship between the independent variables (X) with the dependent variable (Y). The correlation between Brand Image (X1) and the Purchasing Decision (Y) is presented in the first table and the linearity testing reveals a Deviation from Linearity significance value of 0.190. This also indicates that $\text{Sig} > 0.05$. Likewise in the second table on Service Quality (X2) against Purchasing Decision (Y), the linearity test reveals the Deviation from Linearity of 0.145. This further confirms that $\text{Sig} > 0.05$, therefore, also supports a linear association of the two variables. So we can conclude that the linearity test results validate the support of hypotheses H1 and H2. Hence, both the independent variables Brand Image and Service Quality show a linear relationship with the dependent variable, Purchasing Decision.

Multiple Linear Regression

Tabel 6. The result of Regresi Linier Berganda

Table 1: The result of Regression Analysis						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.649	2.847		4.478	.000
	Brand Image (X1)	.242	.106	.266	2.284	.025
	Service Quality (X2)	.433	.107	.474	4.066	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Results of a data analysis using SPSS 25, 2026

$$Y = 12.749 + 0.242X_1 + 0.434X_2$$

The constant value of 12.649 suggests that even when brand image (X1) and service quality (X2) are both zero, the purchasing decision (Y) will still hold a value of 12.649. The regression coefficient for the brand image variable (X1) is 0.242, which means that a one-unit increase in brand image results in a 0.242 increase in the purchasing decision (Y). Conversely, the regression coefficient for service quality (X2) is 0.434, indicating that a one-unit rise in service quality leads to an increase of 0.434 in the purchasing decision (Y).

t Test (partially)

Tabel 7. The result of t test

Coefficients					
Model	Unstandardized	Coefficients	Standardized	t	Sig.
		Std.Error	Coefficients Beta		
(constant)	12.749	2		4.478	.000
Brand image	.242	.106	.266	2.284	.025
Service Quality	.434	.107	.474	4.066	.000

Source: Results of a data analysis using SPSS 25, 2026

As demonstrated in Table 6, from the t-test for brand image (X1) we found 2.284 which was above the t-table level of 1.660 at a significance level (e.g., $\alpha = 0.05$). Therefore, the null hypothesis (H0) was rejected and the alternative hypothesis (H1) was selected, which means that brand image has substantial influence on purchase behaviour. For service quality (X2), in turn, the t-test returned an outcome of 4.066, again exceeding the t-table value of 1.660. In this context, H0 is rejected and H2 accepted, demonstrating that service quality is very important and affects a consumers' purchase decision to purchase a laptop in Lapstore Lampung. The study further finds that brand image and purchasing decisions have a positive and significant influence in Lapstore Bandar Lampung. What's to say, consumers are very much more likely to buy laptops from retailers with a good name and people who consider reliable or trustworthy as well. In line with consumer behavior theory, a positive brand image decreases perceived risk and increases consumers' confidence when making important buying decisions like buying a laptop.

This finding is consistent with the existing literature that indicates a powerful association between brand image and purchase decisions. If we know that laptops are considered as goods that require careful consideration before being sold and are high-investment products, then consumers will rate the store's reputation and credibility especially in Lapstore Bandar Lampung context. Thus, maintaining a strong brand image can affect consumer purchasing habits.

The results suggest that service quality positively influences consumer purchasing decisions. This means that consumers consider not only the products that retailers offer but also how well the retailers conduct themselves. Better service quality enables customers to trust you, provides positive feedback on their satisfaction, and improves the overall purchasing experience for buyers, encouraging them to decide to buy. This finding aligns with consumer behavior theories that emphasize the importance of service experiences and their impact on consumers' opinions and behavior. Furthermore, this result is consistent with previous studies showing that service quality is a significant driver of purchasing decisions. It is also significant for Lapstore Bandar Lampung because knowledge of the people at the front tables, responsiveness, and reliable customer support are very important, as customers generally want to receive help and information before they buy laptops. Service quality is also a significant element in the decision to buy a laptop. F Test (Simultaneous).

F Test (Simultan)

Tabel 8. The result of F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1018.149	2	509.075	47.117	.000b
	Residual	1048.041	97	10.805		
	Total	2066.190	99			

Source: Results of a data analysis using SPSS 25, 2026

Since the computed F-value was 47.117, it is larger than the F-table value at a significance level of $\alpha = 0.05$. Therefore, H0 is rejected while H3 is accepted, indicating that both brand image and service quality strongly influence consumers' intention to purchase laptops at Lapstore Lampung.

Coefficient Determinasi (R)

Tabel 9. The result of R test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702a	.493	.482	3.28703

Source: Results of a data analysis using SPSS 25, 2026

The R Square of 0.493 indicates that this study explains 49.3% of the variation in purchasing (Y), made by laptop consumers at Bandar Lampung. This suggests that nearly half of the variation is related to the two variables studied in this study. Of the 50.7%, there are still other factors that influence the consumer purchasing decisions, which this time is not covered and is not considered.

4.2 Discussion

Particularly important for a consumer is their image and image.

From the data in the study, it is established the Brand Image (X1) variable has a substantial influence on the Purchasing Decision (Y) variable. The findings imply brand image is an important determinant of purchase decisions. In this way, a favorable brand image correlates with a higher likelihood of customer purchases. Strong brand image enhances consumer trust and perceived quality, so it also provides the value they need to identify and purchase the product instead of competing choices. Hence, consumer purchasing decisions are influenced greatly by brand image.

The Effect of Service Quality on Purchasing Decisions (Partially)

It's clear from the result of the study that the Service Quality (X2) variable significantly influences the Purchasing Decision (Y) variable. Findings: These studies, however, indicate the positive impact of service quality on consumer preferences and perceptions of goods/companies, the latter also enhancing the trust and satisfaction consumers have in these organizations. Prompt, responsive and friendly services that meet consumers needs and expectations motivate and lead consumers to buy a product. Therefore, better service quality raises the likelihood that consumers choose to buy whatever kind of products are provided.

The Effect of Brand Image and Service Quality on Purchasing Decisions (Simultaneously)

With the above study's discovery, the simultaneous test (F-test) proves that both brand image (X1) and service quality (X2) are significant influences for purchase decisions (Y) in its conjunction. Thus, together, these two factors play an important role in affecting consumer buying behavior. Hence, a boost in brand image alongside better-quality services helps to improve the likelihood of purchasing from consumers. So, the results underline the importance of focusing on these to attract the attention of customers, build trust between the user and the company, and motivate the buyers. Accordingly in the case of Lapstore Bandar Lampung, continued promotion of image and quality of service enhancement can be an efficient way to boost consumer purchasing decisions.

5. CONCLUSION

Brand image is recognized as an important positively influencing factor for consumers purchase decision and as a result, the influence of brand image and service quality on Lapstore Bandar Lampung consumers' purchasing decision based on a study was the most relevant one. A larger brand image for Lapstore Bandar Lampung can lead to higher consumer purchase intent. Developing a strong brand image builds trust, increases the perception of product quality, and gives consumers confidence when they select from available products.

Furthermore, the quality of service matters a lot and has a significant impact on purchasing decisions as well as positively influences purchasing. High service quality, when you are prompt, polite, responsive, and considerate in customer care and responsive to the various needs of service users is reflected in customer satisfaction and builds trust. This relationship in turn drives consumer behaviour as that relationship reinforces their purchase. So service quality plays a crucial role in consumer purchasing behavior.

Moreover, brand image and service quality simultaneously have a significant positive impact on purchasing decisions in Lapstore Bandar Lampung. Consequently, a premium brand image coupled with the best services can increase consumer buying behaviors. Hence it is vital that Lapstore Bandar Lampung is able to uphold its brand image and the quality of service it offers as long as it needs to to keep attracting customers, maintaining market competition. According to the study, service quality significantly affects purchasing decisions more than does the brand image, indicating that service quality improvements should be the topmost determinant for consumer purchases at Lapstore Bandar Lampung.

It offers some knowledge by demonstrating how brand image and service quality affect purchasing behaviour. First, Lapstore Bandar Lampung results are not generic to other retail contexts because this was also a one-time study and cannot be generalized elsewhere. Second, this research was confined to brand image and service quality as two significant factors that impact purchasing behaviour but omitting other aspects including pricing strategies, promotions, customer trust and level of satisfaction. This is where future studies might seek to include a wider range of different factors, be conducted with larger and different sample sizes, and in different retailing contexts in order to understand the purchase behavior of the customers in more depth.

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