

# Analysis Of Brand Equity And E-Servqual On Purchase Decisions At Shopee

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**Abstract:** The purpose of this study is to assess and analyze the effect of brand equity and esservqual on purchasing decisions at Shopee. The method used in this research is quantitative with a descriptive approach. The population in this study were students of the Management Study Program, Faculty of Economics, class of 2019 who had transacted at Shopee. A total of 104 respondents were included in the sample. Several linear regressions have been applied to the analysis tool. The results of this study indicate that brand equity and esservqual play an important role in shopping decisions at Shopee. The contribution of this research is to make a reference for future researchers when conducting research related to brand equity and eserqual.

**Keywords:** Brand equity, Eserqual, Purchase Decision, Shopee

## INTRODUCTION

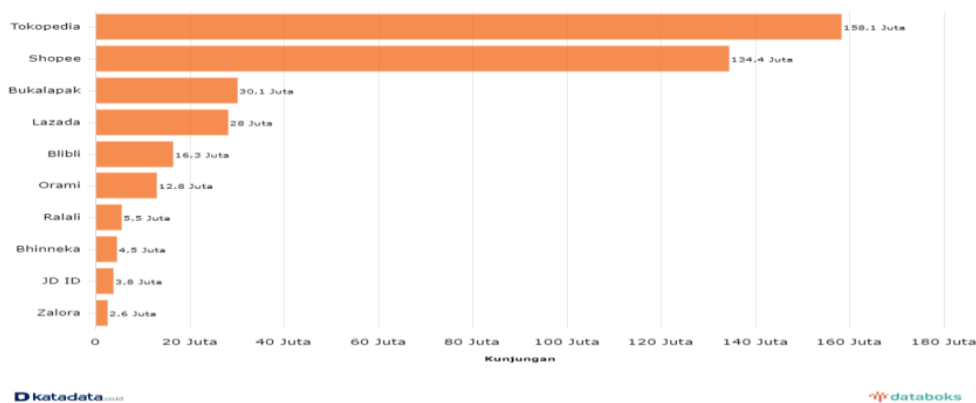
The increasing internet and smartphone penetration in Southeast Asia, including Indonesia, has forced all industries and activities to move online, including shopping. According to [1] in today's digital era when online transactions are widely used by the public, e-commerce companies are competing to win the competition and focus on customer satisfaction. e-commerce first emerged in 1994 and, for the purposes of promotion and advertising, electronic banners are posted on websites.

E-commerce also cannot be separated from brand equity or rand equity, because the value of an item or service provided to a company or their customers is increased or reduced by brand equity, i.e. intangible assets and liabilities associated with brands, its name and symbol that rise or fall in value [2]. [3] who explained that. The resulting conclusions are as follows in the light of data analysis and debate on research results. The importance of a brand equity factor is that it has important influence in buying decisions, and so the better an online retailer's brand shares are compared to its competitors, the more likely they will be to buy.

Doing business online or internet-based business will not be separated from service quality, namely in online business, one of which is called E-service quality, which constitutes an extension of the web site's capacity to facilitate online shopping, buying and distribution activities efficiently and effectively by providing internet network users with a service. Marketers need to understand the dynamics of the consumer decision-making process, where internal and external factors influence consumer decisions. Decision making is defined as the selection of alternatives to solve a problem, where the time and effort required to complete the process varies across buying situations (Setianingsih & Nursaidah, 2023).[4] in his research results said that of the five e-service quality indicators, Decision making on purchases is heavily influenced by the information quality indicator.

In Indonesia, there are many large e-commerce websites which make it more difficult to compete in the Indonesian market. A table of the number of Indonesian visitors to internet commerce, including merchants, is given below:

Figure 1.1 Number of visitors to e-commerce sites in Indonesia in 2022



Source: iPrice

From the picture above, Shopee is in position 2 with a total of 134.4 million site visitors, still below e-commerce that has existed for a long time before Shopee was established in Indonesia, such as Tokopedia with a total of 158.1 million visitors, Shoopee with a total 134.4 million visitors, Bukalapak 30,1 million, Lazada 28,2 million, Blibli 17,6 million, Orami 13,8 million, Ralali 5.5 million, Bhineka 4.5 million, JD. ID with 3.8 million unique visitors and Zalora with 2.6 million.

## LITERATUR REVIEW

The literature review in this study uses marketing theory starting from marketing mix, marketing management, marketing strategy. Marketing shall be an organisational activity and a set of procedures for the purposes of establishing, communicating or delivering value to customers as well as busines relationship management in a way that benefits both organisations and their stakeholder. In his book, [5] defines the marketing mix, which is a series of variables that company can monitor and manipulate consumer reactions to its target market, which are factors or activitiies at the core of the marketing system in order for it to affect customers responses. [6] said that nowadays companies have revolutionized the mechanism for managing consumer portfolios, marketing is carried out by all parts of the company, these companies are responsible for the vision, mission and strategic planning of the company. Marketing management is the process of setting marketing objectives within the organization. A marketing strategy consists of a set of guiding principles that are the basis for management to attain commercial and market objectives on its target market, including decisions in relation to marketing mix, distribution composition and allocation. [7] Marketing strategy is a management that accelerates problem solving in the marketing field and makes strategic decisions.

## METHOD

### Research design

The quantitative reserch in this studi is descriptive.

### Identification of Research Variables

Two types of variables have been used for this study: independent variables and dependent variables. The dependent variable is X1 brand equity and X2 eservice quality. Independent variable purchase decision.

### Variable Operational Definitions

The operational definition in this study is: 1. Brand Equity (X1) consist of brand awareness, brand association, perception of quality, and brand loyalty. Meanwhile e-serqual consist of reliability, responsiveness, privacy/security , information quality/benefit, ease of use/ usability,and web design (site design). Purchase decision consist of the Shopee app on smartphones is easy to use, prices and quality of goods on Shopee compete with other e-commerce and consumers feel safe doing transactions at Shopee.

### Data Type

The study is based on two types of data, primary and secondary. Primary data was obtained from distribouting question to students of the Muhammadiyah University of Jember faculty of Management Economics class of 2019 who used the Shoopee application and had made transactions on the Shopee

application. Secondary data used in this study is about shopee competition with other e-commerce in Indonesia obtained from research other.

### Sampling technique

#### 1. Population

This population is present in this study aimed at consumers of students from the Faculty of Economics, Management Study Program class of 2019 who have transacted at Shopee. This population was chosen because of its diversity and is very dynamic, responsive and sensitive to changes.

#### 2. Samples

[8] suggests guidelines for sample size depending The number of samples of indicators multiplied by 5 to 10 in relation to the number of indicators used for all latent variables, The formula shall be the following:

$N = \text{Number of Indicators} \times 5 \text{ to } 10$

Information:  $n$  : Number of Samples,  $N = 14 \times 8 = 112$  respondents

From these calculations it was determined that 112 respondents were the research sample. The reason that the researcher has been using Ferdinand's opinion is because the target population is too large and the number is not limited.

### Data collection technique

The collection of data or information in this studi uses a questionnaire. The measurement scale for all indicators for each variable uses a Likert (labeled) scale, where the contents are a series of questions that are formulated according to the variables being studied, namely brand equity and e-service quality

### Data analysis technique

#### Data Instrument Test

##### Validity test

In order to determine whether an instrument is effective in measuring the concept that should be monitored, a validity test shall be carried out.

Product moment formula:

$$r = \frac{n(\sum XY) - (\sum X \sum Y)}{\sqrt{n \sum X^2 - (\sum X)^2} (n \sum Y^2 - (\sum Y)^2)}$$

Information:  $R = r$  count,  $X =$  Scores on the  $i$ -item,  $Y =$  Total score obtained by each respondent,  $n =$  Many respondents

#### Reliability Test

[9] "Reliability refers to an assurance that for a data collection instrument it can be relied upon enough, because the tool is reliable. If it is said that a variable is reliable: result  $\alpha > 0.60 =$  reliable and results  $\alpha < 0.60 =$  unreliable

### Multiple Linear Regression Analysis

A multiscale regression analysis has been applied to this study as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :  $Y =$  Purchase Decision,  $a =$  constant,  $b_1 =$  coefficient for Brand Equity variable,  $b_2 =$  coefficient for E-Servqual variable,  $X_1 =$  Brand Equity,  $X_2 =$  E-Servqual, and  $e =$  error

#### Classic assumption test

##### 1. Multicollinearity Test

Multicollinearity tests have been carried out in order to determine if the regression model can detect a correlation of these individual variables [9].

##### 2. Heteroscedasticity Test

Heteroscedasticity tests was carried out whether the confounding variables have the same variables or not.

##### 3. Normality Test

Normality tests are performed in this study on the basis of an average probability graph, which shows a relative distribution of all relevant data. Meanwhile, the real basis for the decision to test the normality of the data is [9] :

**Hypothesis testing**

1. T test

A further test to be performed is the t test, in order to determine which specific coefficients do not correspond to zero. A t statistical test essentially shows how much the individual influence of a single independent variable has an effect on changes in dependent variables [9] :

- a. If the probability number is significant > 0.05, then Ho's accepted, Ha has been rejected.
- b. If the probability number is significant <0.05, then Ho's is rejected, Ha has been accepted.

**RESULTS AND DISCUSSION**

**Validity test**

**Brand Equity Validity Test Results (X1)**

		Correlations				
		x1.1	x1.2	x1.3	x1.4	Total.x1
x1.1	Pearson Correlation	1	.419**	1.000**	.419**	.804**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	112	112	112	112	112
x1.2	Pearson Correlation	.419**	1	.419**	1.000**	.877**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	112	112	112	112	112
x1.3	Pearson Correlation	1.000**	.419**	1	.419**	.804**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	112	112	112	112	112
x1.4	Pearson Correlation	.419**	1.000**	.419**	1	.877**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	112	112	112	112	112
Total.x1	Pearson Correlation	.804**	.877**	.804**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	112	112	112	112	112

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, May 2023

You can see that all items contain values of r, which are greater than the R Table and above the number 0.1840, so every brand equity variable in this study is considered to be valid.

**E-Servqual Validity Test Results (X2)**

		Correlations							
		x2.1	x2.2	x2.3	x2.4	x2.5	x2.6	x2.7	total.x2
x2.1	Pearson Correlation	1	.419**	.370**	.670**	.419**	.370**	.370**	.603**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112
x2.2	Pearson Correlation	.419**	1	.801**	.513**	1.000**	.801**	.801**	.920**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112
x2.3	Pearson Correlation	.370**	.801**	1	.389**	.801**	1.000**	1.000**	.917**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112
x2.4	Pearson Correlation	.670**	.513**	.389**	1	.513**	.389**	.389**	.655**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	112	112	112	112	112	112	112	112
x2.5	Pearson Correlation	.419**	1.000**	.801**	.513**	1	.801**	.801**	.920**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	112	112	112	112	112	112	112	112
x2.6	Pearson Correlation	.370**	.801**	1.000**	.389**	.801**	1	1.000**	.917**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	112	112	112	112	112	112	112	112
x2.7	Pearson Correlation	.370**	.801**	1.000**	.389**	.801**	1.000**	1	.917**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	112	112	112	112	112	112	112	112
total.x2	Pearson Correlation	.603**	.920**	.917**	.655**	.920**	.917**	.917**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	112	112	112	112	112	112	112	112

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, May 2023

You can see that all items contain values of r, which are greater than the R Table and above the number 0.1840, so every e-servqual variable in this study is considered to be valid.

**Purchase Decision Validity Test Results (Y)**

**Correlations**

		y1.1	y1.2	y1.3	total.y
y1.1	Pearson Correlation	1	.419**	.370**	.689**
	Sig. (2-tailed)		.000	.000	.000
	N	112	112	112	112
y1.2	Pearson Correlation	.419**	1	.801**	.910**
	Sig. (2-tailed)	.000		.000	.000
	N	112	112	112	112
y1.3	Pearson Correlation	.370**	.801**	1	.884**
	Sig. (2-tailed)	.000	.000		.000
	N	112	112	112	112
total.y	Pearson Correlation	.689**	.910**	.884**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	112	112	112	112

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data processed, May 2023

You can see that all items contain values of r, which are greater than the R Table and above the number 0.1840, so every purchasing decision variable in this study is considered to be valid.

**Reliability Test.**

The reliability tool is a construct or variable measuring instrument used to measure the questionnaire. Correlation results from the data on In the following table, the reliability test is shown:

**Brand Equity Reliability Test Results (X1)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.860	4

Source: Primary data processed, May 2023

The following table shows the data results of the Cronbach's Alpha number analysis = 0.860 of 4 items, the reliability value of 0.860 is a strong moderate value. So that this questionnaire can be said to be consistent (reliable).

Hasil Uji Reliabilitas *E-Servqual* (X2)

**Reliability Statistics**

Cronbach's Alpha	N of Items
.930	7

Source: Primary data processed, May 2023

The following table shows the data results of the Cronbach's Alpha number analysis = 0.930 of 7 items, the reliability value of 0.930 is a perfect moderate value. So that this questionnaire can be said to be perfectly consistent (reliable)

**Purchase Decision Reliability Test Results (Y)**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.779	3

Source: Primary data processed, May 2023

The table above shows the results of the Cronbach's Alpha number analysis = 0.779 of 3 items, the reliability value of 0.779 is a sufficient moderate value. So that this questionnaire can be said to be consistent (sufficient reliability).

**Multicollinearity Test**

Multicollinearity tests to establish whether independent variables or independent variables have a correlation in the regreesion model. For the results of the multicollinearity test, see the table below.

**Multicollinearity Test Results**

Variabel	Tolerance	VIF	Information
Ekuitas Merek	0,150	6,669	No multicollinearity
<i>E-Servqual</i>	0,150	6,669	No multicollinearity

Source: Primary data processed, May 2023

In view of the above table, it can also be established that these variables had a tolerance value exceeding 0.01, namely 0.150 and a VIF value of less than 10, namely 6,669 so that it can be concluded that there is no correlation between variables or multicollinearity does not occur.

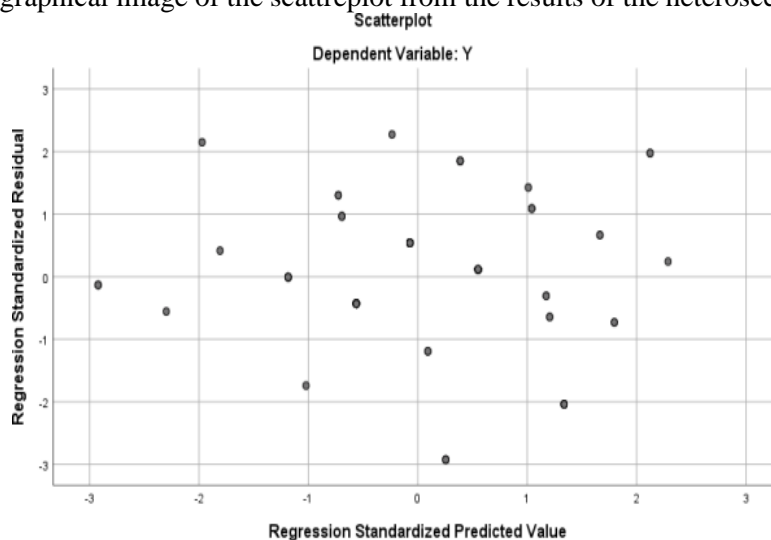
**Heteroscedasticity Test**

Heteroscedasticity tests to determine if there are differences in residual variance between one and another observation within a regression model.

The basis for the analysis is as follows [9] :

- a. If the pattern is a particular one, such as dots that form regular patterns (wavy, widens and then narrows), then identifying heteroscedasticity has been observed..
- b. Similarly, there is no heteroscedasticity if a clear pattern exists and points are spread over and below the numbers 0 on the Y axis.

The following is a graphical image of the scatterplot from the results of the heteroscedasticity test:



**Image of Heteroscedasticity Test Results.**

On the basis of this image, it is possible to see on the axis Y that points are higher and lower than number 0 at random. It may be concluded that the regression model has no heteroscedasticity from this figure. This is in accordance with the statement according to [9] If the pattern does not appear, and those points are spread upwards or downwards from 0 on Y axis, there is no heteroscedasticity.

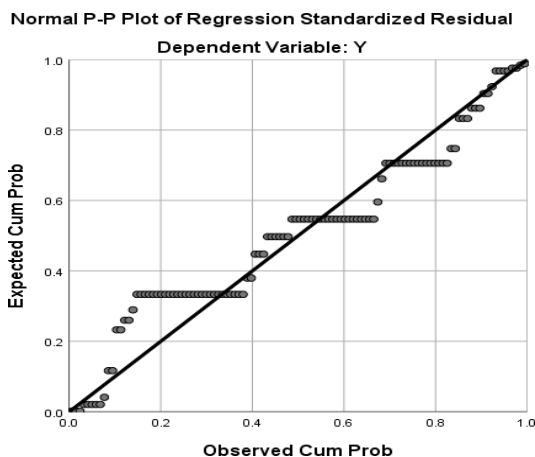
**Normality test**

The research has to be tested by means of a regression model, independently variable, dependent variable or usually distributional in so far as this is possible using the normalisation method.

Meanwhile, the real basis for the decision to test the normality of the data is [9] :

- a. Data varies around and distorts the direction of the Diagonal Line or histogram to reveal a regular distribution, Then the regression model will be compatible with the normality assumption.
- b. Data spreads away from the diagonal and/or follows the direction of the diagonal line or the histogram graph does not show a normal distribution, then the regression model does not meet the assumption of normality.

A picture of the normality test results is presented below.



**Image of Normality Test Results**

According to the previous picture, it is shown that points correspond to an axis line or histogram graph and this indicates normal distribution of data.

**Multiple Linear Regression Test**

The direction of the relationship between a dependant and an independent variable shall also be indicated by multi linear regression analyses used to assess the strength of relationships between two or more variables [9].

**Multiple Linear Regression Analysis Table**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.062	.100		.618	.538
	X1	.253	.017	.342	14.828	.000
	X2	.281	.010	.672	29.169	.000

a. Dependent Variable: Y

Source: Primary data processed, May 2023

Based on the table above, it produces the regression equation as follows:

$$Y=0,062+0,253X1+0,281X2+e$$

The regression equation above can be explained as follows:

1. a = constant of 0.062 states that the variables of brand equity and e-servqual are considered constant, so the purchase decision at Shopee will have a positive effect of 0.062.
2. Brand equity variable (X1) has a positive coefficient direction on purchasing decisions (Y) with a value of 0.253. This means that for every additional brand equity variable of 1, brand equity will increase by 0.253. This shows that by increasing good brand equity will increase purchasing decisions
3. The e-servqual variable (X2) has a positive coefficient direction on purchasing decisions (Y) with a value of 0.281. This means that for each additional brand equity variable of 1, the e-servqual will increase by 0.281. This shows that by increasing good brand equity will increase purchasing decisions.

**T test**

For the purpose of explaining how the influence of one independent variable individually explains the variation of the dependent variable, the t test shall be used [9]. In this study the t test can be seen in table 4.26 below:

**Table of Test Results t**

Variabel	t count	Signification
Ekuitas Merek (X1)	14,828	0,000
<i>E-Servqual</i> (X2)	29,169	0,000

Source: Primary data processed, May 2023

Based on table 4.26 above, the results of the t test can be explained as follows:

1. Variable brand equity (X1) with t count of 14,828 and a significance level of 0.000. If the significance is  $0.001 < 0.05$  then  $H_0$  is rejected and  $H_1$  is accepted. The conclusion is that the brand equity variable (X1) partially has a significant effect on purchasing decisions.
2. The e-servqual variable (X2) with a t count of 29,169 and a significance level of 0.000. If the significance is  $0.001 < 0.05$  then  $H_0$  is rejected and  $H_2$  is accepted. The conclusion is that the e-servqual variable (X2) partially has a significant effect on purchasing decisions.

## Hypothesis test

### 1. Hypothesis Testing 1

#### **H1: Does Brand Equity have a positive effect on purchasing decisions at Shopee**

The results of the t test show that the t count of 14,828 of the brand equity variable has a significance value of  $0.001 < 0.05$  (= 5%) then  $H_0$  is rejected and  $H_1$  is accepted. So it can be interpreted that the brand equity variable has a positive effect on purchasing decisions. The results of this study are in accordance with previous research, which was conducted by [10], [11] which stated that the dependent variable (purchasing decision) proved significantly both simultaneously and partially influenced by all independent variables (brand equity). The conclusion is that the superior the brand equity provided by Shopee, the higher the possibility for consumers to shop at Shopee.

### 2. Hypothesis Testing 2

#### **H2: Does E-Servqual have a positive effect on purchasing decisions at Shopee.**

The results of the t test show that t count is 29,169 from the e-servqual variable which has a significance value of  $0.001 < 0.05$  (= 5%) then  $H_0$  is rejected and  $H_1$  is accepted. So it can be interpreted that the e-servqual variable has a positive effect on purchasing decisions. The results of this study are in accordance with previous research, conducted by [12] who stated in his research that saying the e-service quality variable shows a positive and significant effect on buyer decisions. The conclusion is that the superior e-servqual provided by Shopee, the higher the possibility for consumers to shop at Shopee.

## Discussion

Research and analysis that has been carried out by testing 2 hypotheses obtained good results. The results of this test indicate that all hypotheses are accepted, which means that all independent variables, namely brand equity and e-servqual, have a positive effect on the dependent variable, namely purchasing decisions.

### 1. Effect of Brand Equity on Purchasing Decisions

The principle that brand equity has an impact on the choice of purchase is included in the 1st hypothesis. The study demonstrates that brand equity is a positive and important influence on purchasing decisions. This means that if the brand equity formed by Shopee is increased again to attract consumers and become better, then the higher the level of purchasing decisions made by consumers to shop at Shopee. Consequently, the initial hypothesis of this study is found to be valid. Questionnaires were used to reinforce the results obtained with regard to the beneficial and significant effect of brand equity on purchasing decisions. which stated that they did not agree as much as 2.7%, they were neutral as much as 27.7%, they agreed as much as 63.4% and those who answered strongly agreed as much as 6.2% that Shopee always comes to the minds of consumers when they are looking for goods. Other questionnaire statements of respondents who disagreed as much as 5.4%, neutral as much as 38.4%, they agreed as much as 44.6% and those who answered strongly agreed as much as 11.6% said that Shopee is a trusted online store. In line with previous research, the results of this study are as follows [10] said in his research that the dependent variable (purchasing decision) proved to be significantly both simultaneously and partially influenced by all independent variables (brand equity).



## 2. The Effect of E-Servqual on Purchasing Decisions

The second hypothesis states that e-servqual has a positive effect on purchasing decisions. This study proves that e-servqual has a positive and significant effect on purchasing decisions. This means that if the e-servqual formed by Shopee is improved again to serve consumers and become better, the higher the level of purchasing decisions made by consumers to shop at Shopee. In conclusion, it is possible to conclude that the other hypothesis of this study has been accepted. Questionnaires have been used to further reinforce the results of e-servqual's favourable and significant impact on purchasing decisions which stated that they did not agree as much as 2.7%, they were neutral as much as 27.7%, they agreed as many as 63.4% and those who answered strongly agreed as much as 6.2 % that Shopee always confirms the availability of goods. Other questionnaire statements of respondents who disagreed were 3.6%, neutral were 33.9%, agreed were 53.6% and those who answered strongly agreed were 8.9% that Shopee responded quickly. The results of this study are in line with the results of previous research by [13] which, in the analysis that was carried out, e-servqual proved to have a beneficial and significant effect on purchasing decisions at an online shop holder's site.

## CONCLUSION

In this study, researchers have been able to draw conclusions from the data obtained and analysed: 1) brand equity influences purchasing decisions positively and significantly. These findings mean that the better Shopee forms its brand equity, the more attractive consumers are and influences the level of consumer decisions to always shop at Shopee. 2) e-servqual influences purchasing decisions positively and significantly. The results of this finding mean that the better Shopee's service in serving consumers, the effect on increasing the buyer's decision to always shop at Shopee.

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