
THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND PRICE ON THE DECISION TO USE OREO BARBERSHOP JEMBER SERVICES

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Abstract: Current developments are changing the pattern of people's lives, including the business world. Business activities must be able to adapt to the times in order to develop and win market competition. Conditions of competition that are increasingly tight and competitive with various strategies and innovations in efforts to offer quality products must remain a concern for business people. Competition means that business people must have a good marketing approach and strategy for the products and services they offer so that consumers can easily find the advantages of products or services in the midst of globalization and the rapid dissemination of information which indirectly has an impact on competition for players. business itself. Therefore, companies must have a good strategy in business activities so they can win market competition. This research aims to determine the influence of brand image, service quality and price on usage decisions. This research uses multiple linear regression testing. Sampling in this study used purposive sampling with the criteria that consumers had used Oreo Barbershop services at least once with a sample of 180 respondents. The results of the partial test (t test) show that brand image has no significant effect on usage decisions and service quality and price have a significant effect on usage decisions.

Keywords: Brand Image, Service Quality, Price and Usage Decision

INTRODUCTION

The increase in the number of creative economy actors will continue to increase along with the popularity of business models that are popular with the public and especially the younger generation, such as the barber shop *business*. *Barbershops* can be categorized as one of 17 sub-sectors of the creative economy in Indonesia which operates in the service sector by offering various hair treatments. Apart from that, *barbershops* sell various hair care products such as pomade, hair powder and others at competitive prices so that *barbershops* become a place to improve the appearance of the younger generation. Reporting from the ukmindonesia.id site, even though currently there are 5,000 *barbershop brands* spread throughout Indonesia, *barbershop business opportunities* are still open. A large number of residents are consumers of the barbershop business with a haircut every month to two weeks, of course *the barbershop* will always be busy with visitors. The population of Indonesia in 2020 was 270.20 million people. This is a promising market share (Supadilah, 2022) . The development of a *barbershop* business must have sales value or use value in the market by considering the company's *brand image* so that it is easily identifiable and easily differentiated from its competitors. *Brand image* is very important because it can influence consumers and the success of a brand in the market. A positive image of a brand can increase consumer trust and preference because of *brand image* contain impression or consumer perception of something brands such as products, services,

layout of business premises and even company taglines. The barbershop business must build a basic brand image in the minds of consumers with quality and satisfying products and services so that there is great potential for consumers decided to use the barbershop and even recommended it to others. Brand image is what consumers think or feel when they hear or see the name of a brand or in essence what consumers have learned about brand (Kolinug et al., 2022) . That opinion The same explained that brand image describes extrinsic properties, which means things that can be seen or assessed even before consumers or people use a product or service, including how the brand can meet the social and psychological needs of consumers (Phillip Kotler & Keller, 2016) . Meanwhile, research on brand image conducted by (Crismonita & Prihatini, 2020) shows that the popular brand image and can be trusted to have a positive influence on usage decisions.

The running of business activities cannot be separated from efforts to always provide the best quality to the company's consumers. The quality of products or services is the main foundation for a company to be accepted in the market. Service quality is an important actor in building trust, increasing satisfaction and strengthening products and services company services in the eyes of consumers so that later consumers will easily make decisions about using the *barbershop business*. Product or service quality is something that consumers expect from services by providing a comparison between the company's service to consumers and the services provided (Kumrotin & Susanti, 2021) . The same opinion explained that service quality is a model that describes consumer conditions in the form of expectations for service from past experiences, promotions from word of mouth and advertising by comparing the service they expect with what they expect they accept or feel (Phillip Kotler & Keller, 2016) . As for study Regarding the quality of service carried out by (Wahyuni & Waloejo, 2020) shows that good service quality and in accordance with customer needs will have a positive influence on usage decisions.

Acceptance of a product and service must also consider the selling price, when the company's selling price can be reached according to the target market for consumers will with easy determine use product and service company. Price is the value that consumers must pay to be able to enjoy the company's products and services. Consumers will hope that the value they have spent must match the quality they get so that consumer satisfaction can be achieved. In a business context, price functions as an important and important marketing element factor main Which influence decision use consumer. Price is the amount of money someone has to pay to be able to use a product. (Shafitri et al., 2021) . Another opinion explains that price is the value exchange consumers who use of a product or service its value determined by the buyer and seller through bargaining, or set by the seller at the same price to all buyers (Phillip Kotler & Keller, 2016) . Meanwhile, research on prices conducted by (Oktavia *et al.* , 2022) shows that prices that are competitive and affordable for consumers will have a positive influence on usage decisions.

METHOD

Variable Independent

Independent or independent variables are variables that influence or are the cause of changes or emergence of the dependent (dependent) variable. (Sugiyono, 2019) . Variable independent Which used is *a brand image*, quality service and price.

Dependent Variable

The dependent or bound variable is a variable that is influenced or is a consequence, because of the existence of an independent (free) variable (Sugiyono, 2019). The dependent variable used is the usage decision.

Research design

The research design functions to describe an overview of ongoing research methods and this research uses an *explanatory analysis method* with descriptive and casual steps, which means that descriptive research is research in the form of explanations of variables and data results and casual means to test possible causal relationships between variables. Research methods are a scientific way to obtain data with specific purposes and uses (Sugiyono, 2019).

Population

Population is a generalized area consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied And then taken the conclusion (Sugiyono, 2019). Population study are consumers of Oreo *Barbershop* Jember.

Samples

The sample is part of the number and characteristics of the population (Sugiyono, 2019). Size amount sample based from statement (Supranto, 2016) which state that a good sample size can be determined by multiplying the number of questions in the questionnaire 5 until 10. There is question so sample that will used is $36 \times 5 = 180$ respondents. The number of samples that will be used is 180 respondents.

Technique Taking Sample

The sampling method in this research used *purposive sampling* by distributing questionnaires using *Google Form*. The *purposive sampling* method was used to determine the sample from the research population based on characteristics namely consumers or customer man with average age minimum 18 years old with characteristics or criteria, namely consumers or customer Have used the services of Oreo *Barbershop* Jember at least once.

Technique Collection Data

Literature Study

Library studies function as reference material in the research process so that it runs well, the data sources are theoretical studies, scientific literature and scientific journals.

Questionnaire

Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer (Sugiyono, 2019). The criteria for questionnaire answer scores use an ordinal scale with the number 1 until with 5 ones each represent criteria certain, For more he explained are as follows:

- | | | |
|------------------|-------|-------------------|
| 1. Very No Agree | (STS) | : given score 1 |
| 2. No Agree | (TS) | : given a score 2 |
| 3. Disagree | (KS) | : given a score 3 |
| 4. Agree | (S) | : given a score 4 |
| 5. Very Agree | (SS) | : given a score 5 |

Test Instrument Data

Study This use program *Statistics Package for Social Sciences* (SPSS). Method test statistics data Which used in this research is as follows:

Test Validity

Validity test is a test used to show how effective the measuring instrument used in measurement is. If the instrument can reveal something that the questionnaire will measure, then the questionnaire is considered

valid (Ghozali, 2018) . Test validity in research This uses *Pearson's product moment coefficient* with test criteria:

1. If $r_{count} > r_{table}$ then questionnaire stated valid
2. If otherwise $r_{count} \leq r_{table}$ so questionnaire said invalid

Test Reliability

Reliability testing is used to measure the consistency of the questionnaire in use over and over again so it can be trusted or not. The tool for measuring a questionnaire which is an indicator of a variable can use a reliability test (Ghozali, 2018) . The reliability test in this research uses *Cronbach alpha* (α), with test criteria:

1. If coefficient *cronbach alpha* > 0.7 so questionnaire can trusted And reliable
2. If coefficient *cronbach alpha* ≤ 0.7 , so questionnaire No can trusted And reliable

Test Assumption Classic

The classical assumption test is carried out to check The quality of the data resulting from the regression estimation carried out avoids inappropriate assumptions or deviations.

Normality Test

The normality test is used to test whether in the regression model, confounding or residual variables have a normal distribution (Ghozali, 2018) . This research uses the *Kolmogorov Smirnov method* with a *Monte Carlo approach* and with testing criteria, namely:

1. If significance value > 0.05 so residuals normally distributed
2. If mark significance < 0.05 so residual value No normally distributed

Multicollinearity Test

Multicollinearity aims to test whether in the regression model a correlation is found between the independent variables (Ghozali, 2018) . Whether multicollinearity exists or not can be determined in the following way:

1. If the tolerance value is > 0.10 then multicollinearity does not occur and conversely if the tolerance value is < 0.10 then multicollinearity occurs.
2. Multicollinearity can also be seen from the VIF (*Variance Inflating Factor*) value. If $VIF < 10$, the level of collinearity can be tolerated and vice versa if $VIF > 10$, the level of collinearity cannot be tolerated

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from one observation to another (Ghozali, 2018) . The heteroscedasticity test uses the *Spearman rho method* by regressing the absolute residual value on all independent variables. If the significance value is $> 5\%$, then all independent variables have an insignificant t value, so it can be said that the research model is free from heteroscedasticity. For example, in research there is heteroscedasticity that can be overcome using *the weight least squares* (wls) method. The method is as below:

1. Get mark predictor moreover formerly Then count mark weight For weighting the value of the dependent variable or independent variable.
2. Weighting done with excavation each variable mark weight.
3. Do test heteroscedasticity return to value results weighting

Analysis Regression Linear Multiple

Multiple linear regression analysis is used to determine the direction and magnitude of the influence variable independent to variable dependent (Ghozali, 2018) . Model The regression equation used is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + \dots + e$$

Information:

- Y : Decision use
- A : Coefficient constant
- b₁, b₂, b₃ : Regression coefficients
- X₁ : *Brand image*
- X₂ : Quality of service
- X₃ : Price
- e : Factor bully outside model (residual)

Hypothesis testing

Hypothesis testing is used to determine the strength and significance of the independent variable on the dependent variable contained in the test. In this research, the hypothesis test uses the t test.

1. Test Significant Partial (Test t)

The t test aims to determine whether the independent variable (X) partially (each variable individually) has a significant effect on the dependent variable (Y) (Ghozali, 2018) . The basis for making t test decisions can be the following test criteria:

- a. If t count > t table and the significance level < α (0.05), then H₀ is rejected and H_a is accepted. This means that the independent variables individually influence the dependent variable.
- b. If t count < t table and the significance level is > α (0.05), then H₀ is accepted and H_a is rejected. This means that the independent variables individually have no effect on the dependent variable.

2. Coefficient Determination (R²)

The coefficient of determination is used to measure how far the model's ability to explain variations in the dependent variable. If the R^{2 result} is close to one, it indicates that the independent variable provides results that provide all the information needed to predict the dependent variable (Ghozali, 2018)

RESULTS AND DISCUSSION

Test Instruments

1 Validity Test

Validity testing can be interpreted as a tool to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if r count > r table, and conversely r count ≤ r table then the questionnaire is said to be invalid. The following are the results of the validity test of this research:

Validity Test Result Data

No	Variable	R Count	R Table 5% (180-2): 178	Criteria
<i>Brand Image</i>				
1	X1.1	0.774	0.1230	Valid
2	X1.2	0.819	0.1230	Valid
3	X1.3	0.729	0.1230	Valid
4	X1.4	0.767	0.1230	Valid
5	X1.5	0.599	0.1230	Valid

6	X1.6	0.720	0.1230	Valid
7	X1.7	0.760	0.1230	Valid
8	X1.8	0.537	0.1230	Valid
9	X1.9	0.787	0.1230	Valid
10	X1.10	0.693	0.1230	Valid

Service Quality

1	X2.1	0.724	0.1230	Valid
2	X2.2	0.782	0.1230	Valid
3	X2,3	0.782	0.1230	Valid
4	X2.4	0.760	0.1230	Valid
5	X2.5	0.766	0.1230	Valid
6	X2.6	0.761	0.1230	Valid
7	X2.7	0.803	0.1230	Valid
8	X2.8	0.798	0.1230	Valid
9	X2.9	0.789	0.1230	Valid
10	X2.10	0.725	0.1230	Valid

Price

1	X3.1	0.489	0.1230	Valid
2	X3.2	0.584	0.1230	Valid
3	X3.3	0.767	0.1230	Valid
4	X3.4	0.778	0.1230	Valid
5	X3.5	0.807	0.1230	Valid
6	X3.6	0.798	0.1230	Valid
7	X3.7	0.743	0.1230	Valid
8	X3.8	0.731	0.1230	Valid

Usage Decisions

1	Y.1	0.828	0.1230	Valid
2	Y.2	0.651	0.1230	Valid
3	Y.3	0.829	0.1230	Valid
4	Y.4	0.788	0.1230	Valid

5	Y.5	0.806	0.1230	Valid
6	Y.6	0.842	0.1230	Valid
7	Y.7	0.821	0.1230	Valid
8	Y.8	0.817	0.1230	Valid

Based on table 4.41, it shows that the correlation between each variable indicator *brand image* (X1), service quality (X2), price (X3) and usage decisions (Y) are valid because the calculated r value is greater than table r and the significance value is less than 0.05.

2. Reliability Test Results

Reliability testing can be interpreted as a tool to measure consistently over time. Reliability means a high level of confidence in the data that has been collected and does not change if repeated observations are made. An instrument is said to be reliable if the alpha value is greater than 0.7. The following are the results of the reliability test of this research.

No	Variable	Provision		Criteria
		Cronbach's Alpha	T Alpha standard	
1	Brand Image	0.894	0.7	Reliable
2	Service Quality	0.924	0.7	Reliable
3	Price	0.848	0.7	Reliable
4	Usage Decisions	0.918	0.7	Reliable

Source: Processed primary data, July 2024

Based on table 4.42, it shows that the results of the reliability test for the *brand image variable instrument* (X1), service quality (X2), price (X3) and usage decisions (Y) are reliable because the *Cronbach alpha value* above is greater than 0.7.

3. Normality Test

The normality test can be interpreted as a testing tool to evaluate the distribution of data in a group of data or variables, whether they are well distributed or not. This research uses *statistical tests Kolmogorov-Smirnov* (KS) and decision making if the t value > 0.05 it can be concluded that the data comes from a normally distributed population and if the t value < 0.05 it can be concluded that the data comes from a population that is not normally distributed. The following is the normality test for this research:

No	Variable	Provision		Criteria
		T Count	Sig > 5%	
1	Residuals of variables (X1,X2,X3 and Y)	0.192	0.05	Normal

Source: Processed primary data, July 2024

Based on table 4.43 , it shows that the test results are normality with a *Monte Carlo approach* on the value of the residual *brand image* variable (X1), service quality (X2), price (X3) and usage decisions (Y) is normally distributed because it has a calculated t value greater than 5%.

4. Multicollinearity Test

The Multicollinearity Test can be interpreted as a test tool to measure the regression model if there is a correlation between the independent variables. If there is no correlation between the independent variables then the regression model is good with the criteria of having a tolerance value of more than 0.1 and a VIF value of less than 10 or equal to a VIF value of more than 0.1. Following are the test results multicollinearity of this research:

No	Variable	Tolerance	VIF	Criteria
1	Brand Image	0.383	2,608	No Multicollinearity
2	Service Quality	0.208	4,802	No Multicollinearity
3	Price	0.341	2,930	No Multicollinearity

Source: Processed primary data, July 2024

Based on table 4.44, it shows that the results of the multicollinearity test on the *brand image variable instrument* (X1), service quality (X2) and price (X3) do not have multicollinearity because they have a *tolerance value* of more than 0.1 and a VIF value of less than 10 or the same as a VIF value of more than 0.1.

5. Heteroscedasticity Test

The Heteroscedasticity Test can be interpreted as a tool to test the similarity and inequality of variance from the residuals of one observation to another observation in a regression model. In this study, *the Spearman rho test was used* by regressing the absolute residual value on all independent variables. If there is a significance value of >5%, all independent variables have a calculated t value that is not significant, then it can be said that the research model is free from heteroscedasticity and vice versa if the significance value is <5%, then heteroscedasticity occurs. The following are the results of the heteroscedasticity test of this research:

No	Variable	Provision		Criteria
		T Count	Sig >5%	
1	Brand Image	0.453	0.05	Heteroscedasticity does not occur
2	Service Quality	0.889	0.05	Heteroscedasticity does not occur
3	Price	0.646	0.05	Heteroscedasticity does not occur

Source: Processed primary data, July 2024

Based on table 4.45, it shows that the results of the heteroscedasticity test on the *brand image variable instrument* (X1), service quality (X2) and price (X3) do not occur heteroscedasticity because they have a calculated t value greater than 5%.

6. Multiple Linear Regression Test

The multiple linear regression test can be interpreted as a tool to test the influence and relationship of more than two independent variables on the dependent variable. The following is the regression test for this research

Multiple Linear Test Results Data						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-0.525	1,557		-0.337	0.737
	<i>Brand Image</i>	0.047	0.055	-0.053	-0.854	0.394
	Service Quality	0.483	0.075	0.543	6,442	0,000
	Price	0.439	0.072	0.400	6,069	0,000

Source: Processed primary data, July 2024

Based on table 4.46, it shows that the constant value (α value) is -0.525 and for *brand image* (β value) it is 0.047, service quality (β value) is 0.483 , price (β value) is 0.439 with the following multiple linear regression equation:

$$Y: -0.525 + 0.047 X_1 + 0.483X_2 + 0.439X_3 + e$$

Has the following meaning:

1. *The brand image* coefficient value (X_1) has a positive value, this means that the better *the brand image* that is built and seen by consumers by *Oreo Barbershop* , the higher the level of decision to use it because consumers tend to feel confident and familiar with *the brand. Oreo Barbershop*.
2. The service quality coefficient (X_2) has a positive value, this means the better the service provided by *Oreo Barbershop* , the higher the level of decision to use will be because consumers tend to feel satisfied and confident when the company provides the best service to consumers.
3. The price coefficient value (X_3) has a positive value, this means that the better and more proportional the pricing provided by *Oreo Barbershop* , the higher the level of decision to use because consumers tend to make decisions easily when the price can be reached by all groups so that price becomes the initial factor. consumer decisions to use *Oreo Barbershop products* .
4. The constant value is negative if all independent variables are considered constant at 0, then the decision to use (y) will be negative

7. t test

The t test can be interpreted as a tool to test the influence of each independent variable individually on the dependent variable. The criteria are, if t count > t table and the significance level < α (0.05), then H_0 is rejected and H_1 is accepted. If t count < t table and the significance level is > α (0.05), then H_0 is accepted and H_1 is rejected. The following is the t test for this research:

Data from t test results					
NO	Variable	T Count	T Table (0.025 : 176)	Significance Value	Sig < 5%
1	Brand Image	-0.854	1,973	0.394	0.05
2	Service Quality	6,442	1,973	0,000	0.05
3	Price	6,069	1,973	0,000	0.05

Source: Processed primary data, July 2024

Based on table 4.47 it can be explained as follows:

1. *Brand Image* (X1), shows that the relationship between *brand image* (X1) and the decision to use (Y) is the calculated t value $-0.854 < t$ table value 1.973 and the significance value is $0.394 > 0.05$, so H_0 is accepted and H_1 is rejected. This means that there is no partial influence of *brand image on usage decisions*.
2. Promotion (X2), shows that the relationship between promotion (X2) and the decision to use (Y) is a calculated t value of $6.442 > t$ table value of 1.973 and a significance value of $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted. This means that there is a partial influence of promotion on usage decisions.
3. Price (X3) , shows that the relationship between price (X3) and the decision to use (Y) is the calculated t value of $6.069 > t$ table value of 1.973 and the significance value is $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted. This means that there is a partial influence of price on usage decisions.

8. Coefficient of Termination (R^2)

The coefficient of determination value (R^2) can be interpreted as a tool to determine the magnitude of the influence of the independent variable on the dependent variable. The coefficient of determination value lies between 0 and 1. The following is the coefficient of determination for this research:

Table 4.48
Termination Coefficient Result Data (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0.860	0.739	0.735	3.00591

Source: Processed primary data, July 2024

Based on table 4.48, it shows that the Adjusted R Square value is 0.735, which means that changes or increases in consumer decisions by 73.5% are influenced by the variables *brand image* , service quality and price.

The Influence of Brand Image on Usage Decisions

Based on the results of this research, it is known that *brand image* does not have a significant effect on usage decisions. This shows that *brand image* is not a factor in getting consumers' attention and later deciding to use *Oreo Barbershop products and services* because *the brand* built by the company is not very strong so it is not easy to remember and does not give any perception to consumers and from the consumer's point of view , consumers only focus on the goal of using the company's products and services without paying attention to the company *brand* because it is unfamiliar and not easy to remember and does not provide any perception to consumers . *Brand image* can be defined as a perception that appears in consumers' minds when remembering a brand of a particular product (Tjiptono, 2014) .

The negative and insignificant influence of *brand image* on usage decisions is closely related to the negative assessment of benchmark indicators such as brand identity and personality brand, association

brand, attitude and behavior brand, brand excellence and competence. More clearly, according to the processed data, it shows that the relationship between *brand image* (X1) and the decision to use (Y) is the calculated t value $-0.854 < t \text{ table value } 1.973$ and the significance value is $0.394 > 0.05$, so H0 is accepted and H1 is rejected. This means that there is no influence of *brand image* on usage decisions. The results of this research are not in accordance with previous research which shows the influence of *brand image* on usage decisions by (Wahyuni & Waloejo, 2020), (Ali et al., 2021) and (Djaelani & Darmawan, 2021) which shows that a strong *brand image*, can be easily remembered and understood, the brand message will influence consumers' decisions to use the company's products and services.

The Influence of Service Quality on Usage Decisions

Based on the results of this research, it is known that price has a significant influence on usage decisions. This shows that price is a factor in getting consumers' attention and later deciding to use Oreo *Barbershop products and services* because service quality is a benchmark for service companies in serving their consumers. Oreo *Barbershop* provides maximum service to its customers, from the time the customer arrives until the customer leaves, the form of service is direct service, clean and well-maintained premises and facilities and equipment. All services provided can be easily felt by consumers and they feel satisfied. Service quality can be a benchmark for consumers to use a company's products and services because that is what consumers expect and must be fulfilled. The quality of service provided by Oreo *Barbershop* can influence consumers' decisions to use the company's products and services. Product or service quality refers to the characteristics or attributes possessed by a product that make it suitable or not suitable for use (Phillip Kotler & Keller, 2016)

The influence of service quality on usage decisions is closely related to benchmark indicators such as physical evidence, empathy, reliability, responsiveness and guarantees. More clearly, according to the processed data, it shows that the relationship between service quality (X2) and usage decisions (Y) is the calculated t value of $6.442 > t \text{ table value of } 1.973$ and the significance value is $0.000 < 0.05$, so H0 is rejected and H1 is accepted. This means that there is an influence of service quality on usage decisions. The results of this research are in accordance with previous research by (Wahyuni & Waloejo, 2020), (Ali et al., 2021) and (Djaelani & Darmawan, 2021) which shows that service quality influences usage decisions. This illustrates that when service quality can be perceived well by consumers, it will be a factor in consumers deciding to use the company's products and services.

The Influence of Price on Usage Decisions

Based on the results of this research, it is known that price has a significant influence on usage decisions. This shows that price is a factor in getting consumers' attention and later deciding to use Oreo *Barbershop products and services* because the price from the consumer's perspective is very affordable and in line with *the value* received. Price is the initial factor for consumers to decide to use a service and if consumers feel that the price they pay is commensurate with the quality and benefits they receive, they tend to feel satisfied. Prices that are too high can make products or services unaffordable for some consumers, which can cause consumers to be unwilling to use the company's products and services. Product price is the amount of value that consumers exchange for the benefits of owning and using a product or service that allows the company to earn a reasonable profit by being paid for the customer value it creates (Philip Kotler & Armstrong, 2019)

The influence of price on usage decisions is closely related to indicators that serve as benchmarks such as price affordability, suitability of price to product quality, power competitive price in the market and the suitability of price to benefits. More clearly, according to the processed data, it shows that the relation-

ship between price (X3) and the decision to use (Y) is the calculated t value of 6.069 > t table value of 1.973 and the significance value is 0.000 < 0.05, so H0 is rejected and H1 is accepted. This means that there is an influence of price on usage decisions. The results of this research are in accordance with previous research by (Mahasani & Wahyuningsih, 2021) , (Mulyanto, 2022) and (Oktavia et al., 2022) which shows that price influences usage decisions. This illustrates that when the price is affordable for consumers and when the price is in line with *the value* obtained, it will be the initial factor for consumers to decide to use the company's products and services.

CONCLUSION

Based on the discussion of the research results, the following research conclusions were obtained:

1. *Brand image* (X1) has no influence on the decision to use (Y) *Oreo Barbershop* because consumers do not really pay attention to *the brand* that the company built. Consumers only consider their main purpose for using the company's products and services, namely barbering.
2. Service quality (X2) has an influence on the decision to use (Y) *Oreo Barbershop* because the quality of service, place and facilities felt by consumers can provide a sense of comfort and can satisfy the expectations of *Oreo Barbershop consumers*.

Price (X3) has an influence on the decision to use (Y) *Oreo Barbershop* because when the price can be reached by consumers and is in accordance with *the value* received, it will be the initial factor for using *Oreo Barbershop*.

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