

THE INFLUENCE OF BRAND IMAGE, AND SERVICE QUALITY TOWARD CONSUMER PURCHASE INTENTION OF BLUE BIRD TAXI MANADO

PENGARUH CITRA MEREK, DAN KUALITAS LAYANAN TERHADAP MINAT BELI KONSUMEN TAXI BLUE BIRD MANADO

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Abstract : A company must do more than make good services, they have to inform consumers about the quality of service and carefully position their service quality in consumers' mind. Recently the marketer weapons that include brand image and service quality are proved as effective moves by top companies to deliver their purpose as a main preference to all consumers. The purpose of this study was to find out whether there is significance influence between brand image, and service quality toward consumer purchase intention of Blue Bird Taxi Manado. The method of this research is purposive analysis and the data is obtained from questionnaire that distributed to the user of Blue Bird Taxi in Manado. The analysis methods are multiple regression analysis, statistical f test, statistical t test and test of the classical assumption. The sample of this research is 100 from user of Blue Bird Taxi in Manado. Based on the research that has been conducted, the result showed that Brand Image and Service Quality have a positive influence on consumer purchase intention. However, Service quality is showed not significantly on consumer purchase intention. The company should improve the quality of service as their marketing tools.

Keywords: *brand image, service quality, consumer purchase intention.*

Abstrak : *Sebuah perusahaan harus melakukan lebih dari membuat layanan yang baik, mereka harus memberikan konsumen tentang arti kualitas layanan dan secara hati-hati memposisikan layanan mereka dalam pikiran konsumen. Baru-baru ini senjata pemasaran yang meliputi citra merek dan kualitas layanan yang terbukti efektif oleh perusahaan atas untuk menyampaikan tujuan mereka sebagai acuan preferensi utama untuk semua konsumen. Tujuan dari penelitian ini adalah untuk mengetahui apakah ada pengaruh signifikan antara citra merek dan kualitas layanan pada niat beli konsumen Blue Bird Taxi di Manado. Metode penelitian ini adalah analisis purposive dan data yang diperoleh dari kuesioner yang dibagikan kepada konsumen dari Blue Bird Taksi di Manado. Metode analisis adalah analisis regresi, statistik f, uji t statistik dan uji asumsi klasik. Sampel dari penelitian ini adalah 100 dari konsumen Blue Bird Taksi. Berdasarkan penelitian yang telah dilakukan, hasilnya menunjukkan bahwa citra merek dan kualitas layanan memiliki pengaruh positif pada niat beli konsumen. Namun, Kualitas layanan menunjukkan pengaruh yang tidak signifikan pada Niat beli konsumen. Perusahaan harus meningkatkan kualitas layanan sebagai alat pemasaran mereka.*

Kata kunci: *citra merek, kualitas layanan, niat beli konsumen*

INTRODUCTION

Research Background

Transportation is a work that can facilitate people do activity either work or entertainment. Transportation is very well known by the public good clear that people who are economically limited ability even to people with the economy exceeding. Transportation has many types ranging from land, sea and even air for example: cars, bikes, motorcycles, ships, and aircraft. Another thing which is also important to the needs of transportation is the need of comfort and security. In general, people who perform the movement with the aim of varying requires a means of supporting the movement in the form of private transport (cars, motorcycles) as well as public transport, the number of groups that are still dependent on public transport is not matched by the provision of adequate public transport, particularly in terms of transport capacity. As a result, nearly all public transport available crowded occupied by passengers. This causes the passengers tried to choose other public transport alternatives that are more comfortable, effective and efficient though at considerable cost.

It shows the importance of transportation for the community as a support to perform activities that would require a lot of time. Transportation is right for us is very important because if we use the services of transportations efficient and appropriate to support the activities of our daily lives for it. From the experience shows that for the provision of a quality service / certain services will lead to a different assessment of every consumer, because it depends on how the consumer expect the quality of services / service it.

Taxis are public transport using cars to transport passengers. Taxis have a maximum capacity of 4 passengers with one driver, who is ready to deliver anywhere in accordance with the wishes of the passengers. Therefore a taxi transportation service often called exclusive, because taxis can provide privacy side more than the other public transportation that's way people always use taxi as their public transportation in their daily activity. In Manado taxis is the one of the supporting infrastructure is in general looking for a vehicle that will be used at an important time when we are in a position that we is the difficulty in getting public transportation to move from one place to another.

Blue bird taxi is present in several major cities in Indonesia, among others, is the city of Manado. Blue bird taxi is one of the transportation services that maintaining the quality of service to consumers. Blue bird taxi was already here in Manado since December 18, 2008 makes the need for the taxis has increased. So that the emerging new transport services that always put quality services to consumers. Brand image and quality of service that is provided from Blue bird taxi as a means of transport is starting to affect consumer purchasing intention in using this service. Besides taxi is also a means of public transport that can be used from low economic communities to medium economic. In Manado as incomes start to rise, more luxurious lifestyle most of people or community began to end use taxi for as their transportation. Besides taxi is also a means of public transport that can be used from low economic communities to medium economic. In Manado as incomes start to rise, more luxurious lifestyle most of people or community began to end use taxi for as their transportation.

Research Objective

1. To know the influence of brand image and service quality on consumer purchase intention of Blue bird Taxi in Manado simultaneously.
2. To know the influence of brand image on consumer purchase intention of Blue Bird Taxi In Manado partially.
3. To know the influence service on consumer purchase intention of Blue Bird Taxi In Manado partially.

THEORETICAL REVIEW

Consumer Purchase Intention

Kotler & Keller (2008: 235) defined the purchase decision process occurs in five stages. The first stage is the introduction of the issue by the consumer will be a requirement. The second stage is the search for information by the consumer to know the products or services that can meet the third wish. Evaluation is an alternative step of the brands that can meet the needs of consumers. The fourth stage is the decision to purchase one of the products from the evaluation of alternatives intends to make consumers and make a purchase, the last stage is the behavior after purchase, ie after consuming the product the consumer will be satisfied or, satisfied and have a great opportunity to make consumers re-purchase at a later time. Engel et al., (1994: 141), give

opinions different In making stage purchasing decisions of consumers past the first stage is awareness of the needs, then search the information, then evaluate alternative before the purchase, then make a purchase, consumption and final outcome of satisfaction or dissatisfaction in second end of the theory states that consumers who experience satisfaction or fulfillment of the expectations of the consumers the opportunity to re-purchase the higher.

Brand Image

As for consumers, the brand serves as a source of product identification, determination of responsibility on the manufacturer or distributor particular, risk reduction, suppression of internal and external search costs, appointments and special bond with manufacturers, tool projecting symbolic self-image, the signal quality. According to Palmer (2001: 184) brand is important in guiding buyers when choosing between competing services, but look similar. Furthermore, Palmer (2001: 184) asserts that the brand is always used by companies to present evidence in the form of a fixed standard and is especially important for companies that do not have the opportunity to develop relationships with customers continuously. According to Kotler (2004: 460), brand is a name, term, sign, symbols, designs, or a combination of these things, which are intended to identify the goods or services of a person or group of sellers and to differentiate them from competitors' products.

Service Quality

Quality of service is an expected level of excellence and control of excellence to meet customer desires (Tjiptono, 2007: 22). Quality of service is affected by two things: the services perceived (perceived service) and services expected (expected service). Furthermore according to (Tjiptono, 2007: 22) says that, if the service received or perceived (perceived service) in line with expectations, the quality of service perceived good and satisfactory, but if it exceeds customer expectations then become an ideal service quality

Conceptual Framework

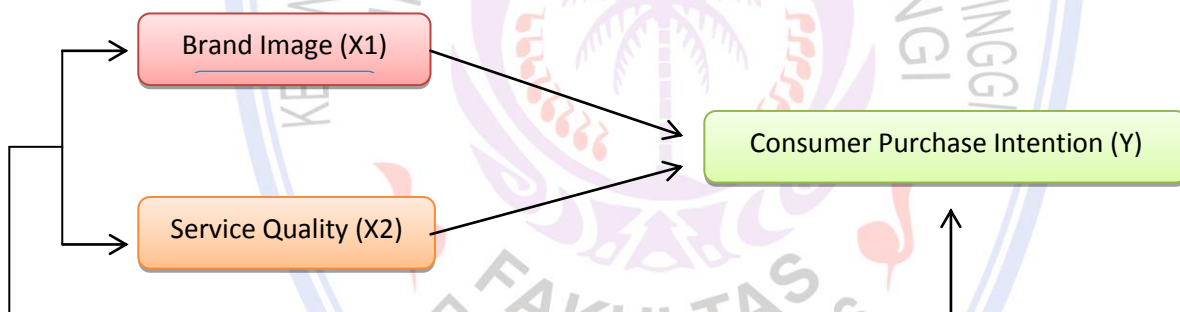


Figure 1. Conceptual Framework

Source: Data Processced 2015

Previous Research

First research conducted by Muhammad Arslan & Rashi Zaman (2014) on the impact of brand image and service quality on consumer purchase intention: a study of retail store in pakistan. concludes is to determine the relationship between brand image, service quality and price on consumer purchase intention The findings of study reveal the positive effect of brand image and service quality on consumer purchase intention. This research using a quantitative research to colect the data and the results is reveal the insignificant relationship between price and consumer purchase intention. The findings also documented that consumers in large retail stores don't bother prices because consumers consider that the stores charge reasonable prices. Most of consumer's purchases depend upon the brand image. And service quality. Normative and informative susceptibility have positive effect on brand image. The recommendations and suggestions are very helpful for managers and operators of large stores. Brand image depends on informative and normative susceptibility.

Second research conducted by Chien-Hsiung (2013) on effects of brand images on purchase intention in catering industry. Concludes that having Functionality, Symbolism, and Experientially in brand image as independent variables and Possibility of Buying, Considered Purchase Product, Recommending Friends for Buying in purchase intention as dependent variables, the casual relationship is explored. The result in this study

is After the data analyses with Regression Analysis and Analysis of Variance, the following results are concluded. (1) Brand image presents partially positive effects on Possibility of Buying in purchase intention. (2) Brand image shows remarkably positive effects on Considered Purchase Product in purchase intention. (3) Brand image reveals partially positive effects on Recommending Friends for Buying in purchase intention. (4) Demographic variables appear partially notable effects on the correlations between brand image and purchase intention.

Third research conducted by Nikhashemi, Haque, Yasmin and Khatibi (2012) on service quality and influencing factor on consumer purchase intention of online ticketing: an empirical study in Iran concludes the objective in this research is considered how price perception and online trust can be utilized in understanding the consumers' purchase intention towards online ticketing. In this research using a quantitative research for collect the data. In addition, another factor which has made this study very sophisticated is the e-service quality aspect which has significant effect on consumer purchase intention behavior to have online purchase. However, further research is needed to examine these factors in Iran with additional samples before generalization can be made. The result in this study has shown that online ticketing can be facilitated through an influential online shopping mechanism. The regression results suggest that online ticketing can provide marketers with powerful communication tools. However, as shown by the result, it is strongly believed that successful online transaction in 21st centuries will depend largely on e-service quality and advertisers' ability to develop either mixed media strategies working in synergy or on an integrated communication plan. In this study, the factors that probably impact on online ticketing were examined. These factors included perceived usability, perceived risk, online trust, price perception and internet knowledge as well as e-service quality. A key finding is that the use of different styles of online ticketing is a strong determinant of a customer's purchase intention towards online ticketing, the availability of different approaches of online ticketing boosts customers' confidence in online activities. Also, the availability of appropriate e-service quality like personalization, web design and web security also significantly contributes in this study.

Fourth conducted research by Shah et al (2011) on The Impact of Brands on Consumer Purchase Intentions. Concludes in this study is to incorporate the core brand image, brand attitude and brand attachment with environmental consequences to testify the impact on the consumer purchase intentions, in this research using a quantitative research to collect the data. Does environmental consequences has some role while formatting purchase intention of the customer or people do not think about it. Either customers want to attach themselves with brand only or they also keep into account the corporate social responsibility index as well. Results show that core brand image and brand attitude has positive impact whereas environmental consequences have negative effect on the purchasing intention of customers. The data collected consists of generalized result due to limitation of data which is non-random.

Fifth research conducted by Pe'rez, Abad, Carrillo & Ferna'dez (2007) on effects of service quality dimensions on behavioral purchase intentions a study in public-sector transport. Concludes in this study in to find the relationship between service quality and behavioral purchase intentions in the public-sector transport industry in Spain. With identifying identifies five distinctive research streams in service quality. An empirical analysis is then carried out in which the SERVPERF scale is adapted to the study of service quality in the public-sector transport industry. The study then examines the relationship between service quality and purchase intention using an aggregated ordered logic model. and the research in this study is the study contributes to studies of preceived service quality and behavioral intentions in public sector content.

Sixth journal conducted by Horsu & Yeboah (2015) on influence of service quality on satisfaction; a study of minicab taxi services in cape coast ghana concludes that analysis result proved that continuous service, comfort, affordability and reliability had a positive and significant effect on customer satisfaction, with safety having positive but insignificant effect. However driver behavior had negative effect on customer satisfaction. The totality of customer satisfaction towards minicab taxi services are however not only influenced by service comfort, safety, reliability, affordability, driver behavior and continuous service. As the analysis suggest these variables contributes only 53% of variances in customer satisfaction, indicating that other variables (47%) influence customer satisfaction.

RESEARCH METHOD

Type of Research

This research is causal research with quantitative approach. This research is conducted to analyze the impact of brand image and service quality on consumer purchase intention.

Place and Time of Research

This research is conducted in Manado and the time of research for about two months November until Desember 2015

Population

Population is the entire group of people, events or things of interest that the researcher wishes to investigate. (Sekaran and Bougie 2009). Population is generalized to the object or subject which has a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono 2005: 55). The population in this research is user of Blue Bird taxi

Sample

The sampling technique used the Purposive Sampling Method. The researcher chooses the sample based on who they think would be appropriate for the study. This is used primarily when there is a limited number of people that have expertise in the area being researched and fit with the criteria. The criteria of sample are consumers who at least had an experience once with using a taxi

Data Collection Method

In this research the primary data that will to distribute the questionnaire in order to find the influence of brand image and service quality toward consumer purchase intention of blue bird taxi manado

Data Analysis Method

Validity and Reliability Test

To analyze the validity of questionnaire, Pearson Product Moment is used. An instrument measure valid if that instrument measures what should be measured. Sekaran and Bougie (2010) reliability is a measure indicates the extent to which it is without bias (error free) and hence ensures consistent measurement across time and across the various items in instrument.

Multiple Regression Analysis Model

Multiple regression analysis is similar to the simple regression analysis but it uses more than one independent variable to explain variance in the dependent variable (Sekaran and Bougie, 2010). The starting point of multiple regression analysis is the conceptual model and the hypotheses derived from that model that the researcher has developed in an earlier stage of the research process. (Sekaran and Bougie, 2010). The formula of multiple regression models in this research is shown as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Y = Consumer Purchase intention

X₁ = Brand Image

X₂ = Service Quality

b₁, b₂, = The regression coefficient of each variable

α = Constant

e = Error

RESULT AND DISCUSSION**Validity Test Result****Table 1. Result of Validity Test**

No	Variable/Indicator	r count	r table	Note
Brand Image				
1	1	0.427	0.1966	Valid
2	2	0.548	0.1966	Valid
3	3	0.594	0.1966	Valid
4	4	0.566	0.1966	Valid
5	5	0.559	0.1966	Valid
Service Quality				
1	1	0.580	0.1966	Valid
2	2	0.468	0.1966	Valid
3	3	0.514	0.1966	Valid
4	4	0.473	0.1966	Valid
5	5	0.414	0.1966	Valid
Consumer Purchase Intention				
1	1	0.692	0.1966	Valid
2	2	0.579	0.1966	Valid
3	3	0.568	0.1966	Valid
4	4	0.514	0.1966	Valid
5	5	0.505	0.1966	Valid

Source: Data processed, 2015.

Reliability Test Result**Table 2. Reliability Test Result**

Variable	Cronbach's Alpha	Note
Advertising	0.723	Reliable
Publicity	0.723	Reliable
Consumer purchase intention	0.723	Reliable

Source: Data processed, 2015.

Table 2, the result with the Cronbach's Alpha is more than 0,6 which means the result of the data is reliable.

Multiple Regression Result**Table 3. Multiple regression result****Coefficients^a**

Model	Understandaralized coefficient		Understandarliz ed coefficient	t	Sig.	Collinearity statistics	
	B	Std.error				tolerence	VIF
(constant)	4.812	2.019		2,383	,019		
Brand Image	,713	,081	,691	8,812	,000	,853	1,172
Service quality	.030	,091	,026	,329	,743	,853	1,172

a. Dependent variable : consumer purchase intention

Source: Data processed 2015.

Based on Table 3, the result of multiple regression analysis can be concluded:

The equation of this research is:

$$Y = 4.812 + (0.713) X_1 + (0.030) X_2$$

Constant value is 4.812 means if the independent variables X_1 and X_2 , are zero, the value of dependent variable (Y) is 4.812. The coefficient of brand image (X_1) = 0.713 means that brand image has a positive influence on consumer purchase intention. When brand image of blue bird taxi increase by 1 then consumer purchase intention will increase 0.713. Service quality (X_2) = 0.030 means that service quality has a positive influence on consumer purchase intention. When service quality of blue bird taxi increase by 1 then consumer purchase intention will increase 0.030.

Hypotheses Testing

F-test

Table 4. F-test result

ANOVA ^A					
Model	Sun of squares	Df	Mean square	F	Sig.
Regression	196.026	2	98.015	46.851	.000 ^b
Residual	202.931	97	2.092		
Total	398,960	99			

A. Dependent variable: consumer purchase intention

B. Predictors: (constant), service quality, brand image

Source: Data Processed 2015

Table 4 shows the value of F count 46.851 with 0.00 significant. To find out the value of F table, the calculation is actualized as follows:

$$F \text{ table} = \text{FINV} (0.05, k-1, n-k)$$

$$= \text{FINV} (0.05, 2-1, 100-2)$$

$$= 1.358119$$

F count is larger than f table, then the regression model off f-test can be defined 46.851 is larger than 1.358 which means H_0 is rejected and H_1 is accepted. The regression model can be used to explain that independent variables such as X_1 (Brand Image) and X_2 (Service quality) simultaneously influence the dependent variable which is Y (Consumer Purchase intention).

T-Test

Table 5. T-test Result

Model	Understanderlized coeivicent		Standaralized Coefficients	T	sig
	B	Std .error	Beta		
Constant	4.812	2.018		2.383	
Brand image	.713	.081	.691	8.812	.000
Service quality	.030	.091	.026	.329	.743

Source: Data processed, 2015

The t table using 5% moe ($\alpha = 0.05$). $df(n-3)$ or $100-3 = 97$ and t-table is 1.661. If the t_{count} is greater than t_{table} then the hypothesis is accepted and if the t_{count} is lesser than t_{table} then the hypothesis is rejected.

1. Table 5 shows the result of of Brand image shows that t value 8.812 is more than t table 1.661 means that H_0 is rejected and H_a is accepted. It means that hypothesis H1 Brand Image has a significant influence partially on consumer purchase intention.
2. Table 5 shows that the result of Service quality shows that t value 0.329 is below than t table 1.661 means that H_0 is accepted and H_a is rejected. It means that hypothesis H2 Service quality has not a significant influence partially on consumer purchase intention.

Discussion

The independent variables brand image has simultaneously positive influence on dependent variable consumer purchase intention Blue bird Taxi Manado. The service quality has a positive but not significant influence partially on consumer purchase intention. Brand image as a variable has influence on consumer purchase intention at blue bird taxi in manado because a company as a public transport, the company really depends on brand image. conducted Horsu & Yeboah (2015) on influence of service quality on satisfaction; a study of minicab taxi services in cape coast ghana concludes that analysis result proved that continuous service, comfort, affordability and reliability had a positive and significant effect on customer satisfaction, with safety having positive but insignificant effect. However driver behavior had negative effect on customer satisfaction. The totality of customer satisfaction towards minicab taxi services are however not only influenced by service comfort, safety, reliability, affordability, driver behavior and continuous service. Unfortunately, the company seems to not depend heavily on the quality of service because they just attracting people with the brand that have already have a image in consumer, not improve the quality of service just in the comfort. Taxi in manado must see again what happen in their service for a consumer. if the quality from the company not just stay in the comfort zone they can be increase a benefit product not depend on brand image.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analysis and the discussion in the previous chapter, the conclusions drawn from this research are as follows:

1. Brand image and service quality, as independent variable, have simultaneous and positive influence on consumer purchase intention as dependent variable
2. Brand image has influence positively and significantly on consumer purchase intention of blue bird taxi Manado
3. Service quality influence positively but not significantly on consumer purchase intention of blue bird taxi Manado

Recommendation

Based on the result and the conclusion, the research recommendations are as follows:

- 1) The company should be able to see and figure it out other variables that has an influence on consumer purchase intention, because based on the result of this research it is found that mostly are caused by other factors that not include in this research therefore consumer purchase intention will be maximized.
- 2) It is better for company to improve the Brand image activities because the variables have significant influence on consumer purchase intention. But it is better for company to look again the service quality even the result is not significant because of the possibility of errors in the distribution of service quality.
- 3) Company should maintain the independent variables brand image and service quality because these three variables from this research have simultaneous significant influence on increase in Consumer purchase intention in blue bird taxi Manado therefore the influence on consumer purchase intention will be maximized.

- 4) The company should look for other factors that affect the influence on consumer purchase intention, due to the lack that caused by another factor.
- 5) For the further research, the result of R^2 shows that there is any other variables that have to be considered in this research. Further research should add other variables that can influence the consumer purchase intention so the consumer purchase intention can be maximized.

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