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ARTICLE

The Influences of Brand Image, Product Quality, Service Quality and Price Perception on the Purchase Decision of D'most Interior Products and Services

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Abstract

This study aims to analyze the influence of brand image, product quality, service quality, and price perception on product and service purchasing decisions at D'Most Interior, a company that plays an important role in the interior design industry. This study uses a quantitative descriptive approach with data collected through questionnaires to 92 D'Most Interior consumers as samples, taken using the total sampling technique. Conducted from September to October 2024, the analysis was carried out using validity, reliability, classical assumptions, hypotheses, and multiple linear regression tests with SPSS version 27. The results of the study indicate that brand image, product quality, service quality, and price perception simultaneously have a positive and significant effect on purchasing decisions, but partially, only brand image and service quality have a significant effect, while product quality and price perception do not have a significant effect.

Keywords: Brand Image, Product Quality, Service Quality, Price Perception, Purchase Decision, D'Most Interior.

Introduction

Background

Along with the development of civilization, human needs for self-actualization through a comfortable and aesthetic environment are increasing, one of which is through the right interior design. Interior design not only provides space for activity and creativity, but also affects mood and increases productivity. With a design that suits one's identity, a person can feel appreciation and self-actualization in their living space (Onem & Hasirci, 2020). The need for interior design is reflected in the global economy which is projected to grow significantly, from USD 137.93 billion in 2024 to USD 177.13 billion in 2029 with a CAGR of 5.13%, especially in the Asia-Pacific region dominated by China, Japan, and India (Mordor Intelligence, 2024). The industry is also projected to grow 20% with revenues of around $ 10 billion annually, and the job market is expected to increase 4% between 2018-2028 (Foyr, 2024). In Indonesia, the development of interior design is supported by the richness of local culture combined with modern style, with companies such as Metric Id, Kubus Design, and Jen Furniture & Interior Design as the main choices of consumers. In North Sulawesi, D'Most Interior is popular among the people of Manado.

D'Most Interior is an interior design and construction company that has been experienced since 2008 in the field of architectural and interior contractors, with its main office at Jl. Adenium No.1 Dendengan, as well as additional offices and workshops in Surabaya. D'Most Interior provides various services covering important aspects of interior design. In addition to interior space design which includes room layout and lighting, they also prioritize additional elements such as optimal air circulation for occupant comfort. Furniture design is also a focus in creating an elegant and functional atmosphere, while kitchen set design emphasizes the practicality of the kitchen in daily activities. With expertise in iron construction design, roofs, frames, and ceilings, D'Most Interior creates a fully integrated space including safe electrical installation design, wallpaper installation for an artistic touch, and canopy design to complement outdoor needs that fulfill the feelings of worth and self-actualization of each customer. Appreciation and self-actualization are the peak of the hierarchy of human needs according to Abraham Maslow (Ayuningtyas, 2024).

D'Most's exclusivity sets it apart from other interior design companies, as reflected in the last 3 years. In 2022 with a 100% increase from 2021, in 2023, there was an increase of 44 transactions compared to the previous year with a percentage of 37.5%. This illustrates that the number of transactions for purchasing D'Most Interior products and services has increased significantly in the last three years. With the number of transactions continuing to increase in the last three years, the company will strive to maintain and increase sales by conducting further research. One of the reasons for the increase in the number of product purchase transactions is the increase in purchasing decisions made by consumers. According to Apriani & Bahrun (2021), Anjani et al. (2024), and Dzikra (2020), purchasing decisions are influenced by several factors including brand image, product quality, service quality and price perception.

Brand image is very important for D'Most Interior in increasing purchasing decisions and maintaining stable sales growth. A strong brand image allows D'Most to set premium prices, maintain sales stability, and continue to develop new products by leveraging the positive image of old products (Apriani & Bahrun, 2021).

Product quality plays an important role in increasing purchasing decisions and maintaining sales stability (Apriani & Bahrun, 2021). Indrasari (2019) stated that product

quality is the main indicator for competing in the industry. Quality service increases customer satisfaction, trust, and loyalty. Anggraeni's research (2020) shows that service quality has an impact on purchasing decisions. Improving service will maintain D'Most's sales stability.

Price perception plays an important role for interior design companies like D'Most Interior in improving purchasing decisions and maintaining sales stability and growth. Consumers assess prices based on taste, comfort, and the suitability between the costs incurred and the goods or services received (Rifa'i et al., 2020).

From the background discussed above and seeing that there has been no previous similar research conducted at the interior design and construction company D'Most Interior, in addition, although there are often complaints about products, services and prices, there has been an increase in sales transactions in the last three years, this makes researchers interested in conducting research with the theme "The Influence of Brand Image, Product Quality, Service Quality and Price Perception on Purchase Decisions for D'Most Interior Products and Services".

Research purposes
1. Analyzing the influence of brand image, product quality, service quality and price perception simultaneously on purchasing decisions for D'Most Interior products and services.
2. Analyzing the partial influence of brand image on purchasing decisions for D'Most Interior products and services
3. Analyzing the partial influence of product quality on purchasing decisions for D'Most Interior products and services
4. Analyzing the influence of service quality partially on purchasing decisions for D'Most Interior products and services.
5. Analyzing the influence of price perception partially on purchasing decisions for D'Most Interior products and services.

LITERATURE REVIEW
Marketing Management
Kristina & Widyaningrum (2019), explains management as a step to achieve previously planned goals through coordination of all resources with effective planning, organizing, directing and assigning workforce and supervision. Marketing management includes the process of planning, organizing, controlling, and directing all activities related to marketing goods or services to achieve certain business goals. In this context, the goal of marketing management is to meet consumer needs and wants while optimizing company profits (Nada, 2024).

Marketing Mix
According to Kotler & Armstrong (2023), companies use tactical marketing tools such as product, price, place, and promotion to produce the desired response in the target market. Companies do everything in the marketing mix to engage consumers and provide value to customers.

Buying decision
According to Kotler & Armstrong (2020), consumer purchasing decisions are an integral part of a complex purchasing process. It involves recognizing needs, searching for information, evaluating alternatives, and post-purchase experiences that influence consumer perceptions and satisfaction. The importance of understanding this cycle is to

identify the factors that influence consumer purchasing decisions as a whole. Purchasing decisions are behaviors in which consumers search for, provide, use, evaluate, and spend on a product or service, which is expected to meet their needs (Dayanti et al., 2021).

Purchase Decision Indicators

According to Dayanti et al (2021), there are 4 main indicators used to measure consumer purchasing decisions: The stability of a product, habits in purchasing products, giving recommendations to other people and making repeat purchases.

Brand image

Brand image reflects how a brand is viewed by consumers and can influence their perception of the quality and reliability of the products or services offered (Pandiangan, 2021). This impression is formed from various factors such as product quality, customer experience, and marketing communications carried out by the company. Brand image can also be interpreted as a collection of statements, ideas, impressions, and perceptions held by the community or group towards a brand (Huda, 2020). According to Anggraeni (2020), there are four important indicators in assessing brand image: Recognition, Reputation, Affinity and Loyalty.

Product quality

Utami & Ellywati, (2021) explained that product quality refers to the ability of a product to perform its function well, including the durability, reliability, and accuracy of the product. Product quality is also explained as the value contained in meeting consumer needs and desires. (Aprilia & Tukidi, 2021). According to Manihuruk (2023), product quality has several indicators, namely: Performance, Durability, Features, Reliability, Aesthetics, and Perceived Quality.

Quality of Service

Manengal (2021), states that service quality is a dynamic state that is closely related to products, services, human resources, and processes and the environment, which must at least meet or even exceed service quality expectations. Dzikra (2020) states that service quality is a strategic system that involves all work units, from leaders to employees, to meet the expected consumer needs. According to Putri (2020), service quality is a service provided to customers in accordance with standards that have been set as guidelines.According to Zalelawati (2023), one of the indicators of service quality in the CARTER model, which is a refinement of SERVQUAL to measure service quality, is as follows: Compliance, Assurance, Reliability, Tangibles, Empathy, Responsiveness.

Price Perception

According to Tonce (2020), price perception is explained as the consumer's view based on their own considerations, not those determined by marketers. The lower limit of the price tends to be set by consumers, where lower prices are considered low quality, and the upper limit of the price is considered excessive or not worth buying. The appropriate price for a product is often known by various customers, while others can only estimate the price based on their last purchase. According to Tedy (2020), price indicators include the following aspects: Price Affordability, Price Suitability with Product Quality, Price Suitability with Benefits, and Price Competitiveness.

Previous Research

The Greatest Showman (2023)This study aims to analyze the effect of price, product quality and digital marketing on consumer decisions to use interior design services at the Ratu Interior company. The results of the study indicate that price has a positive and significant effect on purchasing decisions, product quality has no significant effect on purchasing decisions, and digital marketing has a positive and significant effect on purchasing decisions.

Pratiwi, Juliati, & Sa'diyah (2022) This study aims to test and analyze the influence of brand image, product quality, and price on purchasing decisions. The results of the study indicate that brand image, product quality, and price have a positive and significant influence on purchasing decisions, with product quality as the dominant factor influencing interest and purchasing decisions.

Steven, Purba, Budiono, Adirinekso (2021), This study aims to reveal the impact of product quality variables, brand image, and price perception on purchasing decisions for Adidas running shoes. The research method used is a survey with quantitative analysis through a questionnaire for data collection. The results of the study indicate that product quality has a positive and significant impact on purchasing decisions, brand image also has a positive and significant influence on purchasing decisions, and price perception has a positive and significant impact on purchasing decisions. Product quality, brand image, and price perception simultaneously have a positive and significant effect on purchasing decisions for Adidas running shoes in Jakarta.

Priskilla, Hardini, Digdowiseiso (2023), This study aims to analyze the effect of product quality, price perception, and brand image on purchasing decisions for Yakult drinks in East Jakarta. The results of multiple linear regression analysis show that the variables Product Quality (X1), Price Perception (X2), and Brand Image (X3) have a positive and significant effect on Purchasing Decisions for Yakult drinks in East Jakarta. The positive and significant effect between product quality, price perception, and brand image shows that the higher the level of product quality, price perception, and brand image, the higher the decision to buy Yakult drinks in East Jakarta.

Research Model
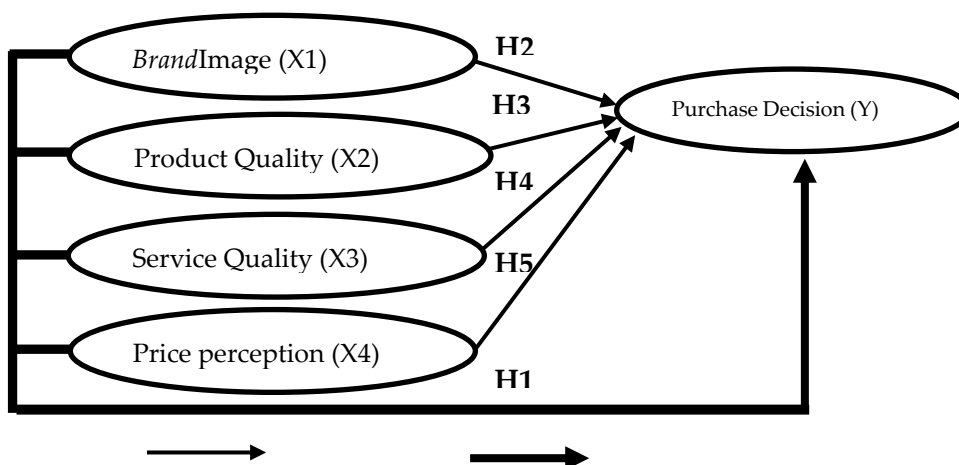
Description: Partial ; Simultaneous

Figure 1. Research Mode

Source: Literature Reviews, 2024

Hypothesis

H1: It is suspected that there is a simultaneous influence between brand image, product quality, service quality, and price perception on purchasing decisions for D'Most Interior products and services.

H2: It is suspected that there is a partial influence of brand image on the purchasing

decision of D'Most Interior products and services.

H3: It is suspected that there is a partial influence of product quality on purchasing decisions for D'Most Interior products and services.

H4: It is suspected that there is a partial influence of service quality on purchasing decisions for D'Most Interior products and services.

H5: It is suspected that there is a partial influence of price perception on purchasing decisions for D'Most Interior products and services..

RESEARCH METHODS

Research methods

The type of research used in this study is a descriptive study with a quantitative approach. According to Sugiyono (2019), descriptive research is conducted to determine the existence of independent variable values, either one or more variables (independent), without comparing or connecting with other variables. This means that descriptive research aims to provide an overview or description of a condition or phenomenon as it is.

Research Object and Time

This research was conducted at D'Most Interior, a design and construction services company located in Manado city. The time of this research was carried out September - October 2024.

Method of collecting data

Researchers use data collection techniques through questionnaires to obtain data relevant to the problems in the organization. The data used in this study are primary data, namely raw data collected directly by researchers from respondents using questionnaires. Respondents answer these questions using a Likert scale in the form of a checklist on a google form.

Population and Research Sample

Population is defined as all subjects studied with characteristics that are considered the same so that the results of the study can be generalized. The population in this study were users of D'Most Interior services from 2021-2023.

According to Sugiyono (2019), saturated sampling is part of NonProbability Sampling, where all members of the population are sampled. This study uses saturated sampling techniques as a sampling method. The number of samples in this study is the entire population who are users of D'Most Interior services during the period 2021-2023, with a total of 92 samples.

Research Instrument Scale

The measurement scale used is the Likert scale. According to Sugiyono (2019), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In this study, the Likert scale used has a range of 1-5, which includes respondents' answers in 5 categories, namely strongly agree (5), Agree (4) Undecided (3), Disagree (2) and Strongly Disagree (1).

Data Analysis Methods

The collected data were analyzed statistically using SPSS version 27, including research instrument testing, classical assumption testing, multiple linear regression, and hypothesis testing. The results of this analysis will be described in the research results

section.

Operational Definition of Variables and Indicators
1. Purchasing decisions are behaviors in which consumers search, provide, use, evaluate, and spend on a product and service, which are expected to meet their needs. Indicators: Consistency in a Product, Habits in Buying Products, Giving Recommendations to Others, Making Repeat Purchases
2. Brand image can also be interpreted as a collection of statements, ideas, impressions, and perceptions held by the community or group towards a brand. Indicators: Recognition, Reputation, Affinity, and Loyalty.
3. Product quality is described as the value contained in meeting consumer needs and desires. Indicators: Performance, Durability, Features, Reliability, Aesthetics, Perceived Quality.
4. Service quality is a dynamic state that is closely related to products, services, human resources, and processes and environments, which must at least meet or even exceed service quality expectations. Indicators: Compliance, Assurance, Reliability, Tangibles, Empathy, Responsiveness.
5. Price perception is explained as the consumer's view based on their own considerations, not those determined by marketers. Indicators: Price Affordability, Price Suitability with Product Quality, Price Suitability with Benefits, Price Competitiveness.

RESEARCH RESULTS AND DISCUSSION
Research result
Validity Test Results

The results of the instrument validity test using SPSS 27 can be seen in the table below:

Table 1. Results of Questionnaire Validity Test

Variables	Indicator	*r Count*	r Table	Sig	Alpha	Status
Purchase Decision (Y)	Y_1	0.759	0.207	0.000	0.05	Valid
	Y_2	0.820	0.207	0.000	0.05	Valid
	Y_3	0.708	0.207	0.000	0.05	Valid
	Y_4	0.745	0.207	0.000	0.05	Valid
	Y_5	0.765	0.207	0.000	0.05	Valid
	Y_6	0.754	0.207	0.000	0.05	Valid
	Y_7	0.838	0.207	0.000	0.05	Valid
	Y_8	0.858	0.207	0.000	0.05	Valid
Brand Image (X1)	X1_1	0.760	0.207	0.000	0.05	Valid
	X1_2	0.819	0.207	0.000	0.05	Valid
	X1_3	0.774	0.207	0.000	0.05	Valid
	X1_4	0.788	0.207	0.000	0.05	Valid
	X1_5	0.775	0.207	0.000	0.05	Valid
	X1_6	0.851	0.207	0.000	0.05	Valid
Product Quality (X2)	X2_1	0.848	0.207	0.000	0.05	Valid
	X2_2	0.842	0.207	0.000	0.05	Valid
	X2_3	0.829	0.207	0.000	0.05	Valid
	X2_4	0.814	0.207	0.000	0.05	Valid
	X2_5	0.878	0.207	0.000	0.05	Valid

Variables	Indicator	*r Count*	r Table	Sig	Alpha	Status
	X2_6	0.777	0.207	0.000	0.05	Valid
Service Quality (X3)	X3_1	0.848	0.207	0.000	0.05	Valid
	X3_2	0.838	0.207	0.000	0.05	Valid
	X3_3	0.791	0.207	0.000	0.05	Valid
	X3_4	0.862	0.207	0.000	0.05	Valid
	X3_5	0.848	0.207	0.000	0.05	Valid
	X3_6	0.834	0.207	0.000	0.05	Valid
Price Perception (X4)	X4_1	0.927	0.207	0.000	0.05	Valid
	X4_2	0.914	0.207	0.000	0.05	Valid
	X4_3	0.892	0.207	0.000	0.05	Valid
	X4_4	0.924	0.207	0.000	0.05	Valid

Source: Data Processing (2024)

Based on the results of the validity test above, it can be concluded that each statement item from all variables tested in this questionnaire is valid. This is because the correlation value obtained from each item is greater than the r table value of 0.207, and all significance values are below 0.05, thus meeting the requirements for validity.

Reliability Test Results

The results of reliability testing of all variable items are shown in the table below:

Table 2. Reliability Test Results

Variables	*Cronbach's Alpha*	Standard	Information
Purchase Decision (Y)	0.904	0.60	Reliable
Brand Image(X1)	0.880	0.60	Reliable
Product Quality (X2)	0.908	0.60	Reliable
Service Quality (X3)	0.913	0.60	Reliable
Price Perception (X4)	0.934	0.60	Reliable

Source: Data Processing (2024)

Based on the results of the reliability test listed in Table 7, all variables in the instrument show a Cronbach's Alpha value exceeding 0.6. This indicates that each item can be considered reliable and suitable for use in collecting research data.

Normality Test Results

In this study, the results of the normality test can be seen in the presentation of data in histogram graphs, one sample Kolmogorov Smirnoff and normality probability plots below:
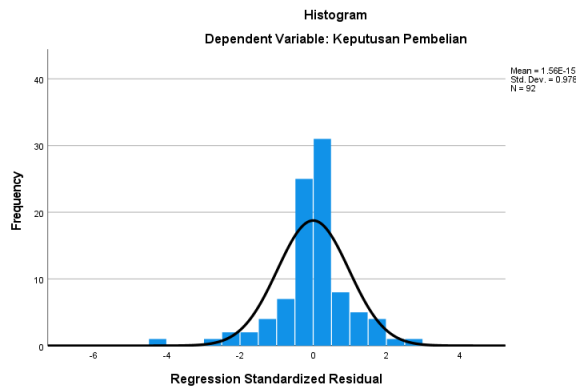
Figure 2. Histogram of Normality Test
Source: SPSS 27 Data Processing (2024)

Based on the display in Figure 2, it can be seen that the results of the normality test using SPSS 27, found a bell-shaped histogram in the middle that was symmetrical, indicating that the data in this study were normally distributed.

Table 3. Results of the Kolmogorov Smirnov Normality Test

		Unstandardized Residual
N		92
Normal Parametersa,b	Mean	0
	Std. Deviation	1
Most Extreme Differences	Absolute	.113
	Positive	.101
	Negative	-.113
Kolmogorov Smirnov		1,086
Asymp. Sig. (2-tailed)		**.189**
Monte Carlo (Sig. 2 Tailed)		.175
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 27 Data Processing (2024)

In the One Sample Kolmogorov-Smirnov test, data is considered normally distributed if the significance value (Asymp. Sig 2 Tailed) is more than 0.05. In this study, the significance value is 0.189, which means that the data can be said to be normally distributed.
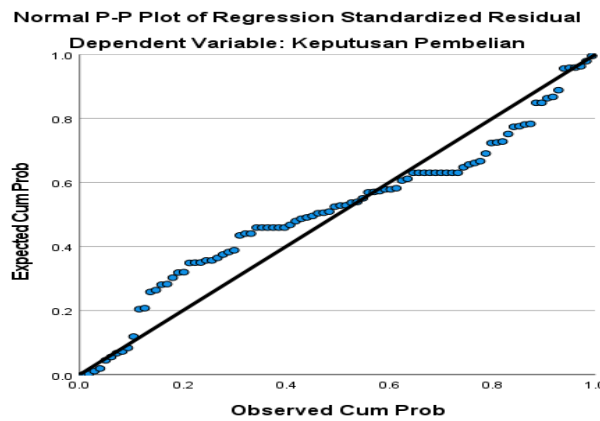
Figure 3. PP Plot Normality Probability Graph
Source: Data Processing (2024)

Normal PP Plot graph in Figure 3, the data distribution follows the direction of the diagonal line, so it can be concluded that the data in this study is normally distributed.

Multicollinearity Test Results
The multicollinearity test, as explained by Ghozali (2021), aims to detect whether there is a correlation between independent variables in the regression model.

Table 4. Results of Output Coefficients

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	0.187	5.356
	Product Quality	0.142	7.045
	Quality of Service	0.193	5.188
	Price Perception	0.305	3.274
a. Dependent Variable: Purchase Decision (Y)			

Source: Data Processing (2024)

Table 4 shows that all VIF values <10, and Tolerance values >0.1, so it can be concluded that there is no multicollinearity phenomenon.

Heteroscedasticity Test Results
Heteroscedasticity is tested to evaluate whether there is a difference in variance between observations in the regression model (Ghozali, 2021). The Gletsjer test is used to detect heteroscedasticity, and a regression model is declared free from multicollinearity if the significance value of the independent variable is more than 0.05 (Sugiyono, 2020). The results of the heteroscedasticity test in this study can be seen in the table below:

Table 5. Heteroscedasticity Results of the Gletsjer Test

Model		Sig
1	(Constant)	0.132

	Brand Image	0.703
	Product Quality	0.758
	Quality of Service	0.671
	Price Perception	0.996
	a. Dependent Variable: ABS_RES	

Source: Data Processing (2024)

Based on table 5, the results of the Glejser test show that the model does not indicate heteroscedasticity because the significance values of all independent variables are above 0.05.

Multiple Linear Regression Model Analysis

Table 6. Regression Model

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	3,819	1,894
	Brand Image	.724	.145
	Product Quality	-.044	.173
	Quality of Service	.408	.157
	Price Perception	.143	.136
a. Dependent Variable: Purchase Decision (Y)			

Source: Processed data (2024)

Based on the results of table 11, it can be seen that the regression equation formed is:
Y = 3.819 + 0.724 X1 − 0.044 X2 + 0.408 X3 + 0.143
From the regression model above, it can be seen that the most influential factor on consumer purchasing decisions is Brand Image (X1) with a coefficient of 0.724, followed by Service Quality (X3) and Price Perception (X4), while Product Quality (X2) is worth -0.044. If all variables are set to zero, consumer purchasing decisions are still estimated to be worth 3.819 (based on the intercept value).

F-Test Results (Simultaneous)
The results of the simultaneous F-test analysis can be seen in the table below:

Table 7. F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1357.377	4	339,344	79.128	.000b
	Residual	373.101	87	4.289		
	Total	1730.478	91			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Price Perception (X4), Service Quality (X3), Brand Image (X1), Product Quality (X2)						
F Table Value (Excel):**2,476**						
Sig Value:**0.05**						

Source: Data processed by SPSS 27 (2024)

The F test shows that the variables Brand Image (X1), Product Quality (X2), Service

Quality (X3), and Price Perception (X4) simultaneously have a significant influence on Purchasing Decisions (Y) on D'Most Interior products and services, with an F-count of 79.128 greater than the F-table of 2.476 and a significance value of 0.000, so that H1 is accepted and the regression model can be relied on to predict purchasing decisions. These results confirm that the regression model used is feasible and reliable for prediction (Ghozali, 2021).

t-Test Results (Partial)

Table 8. T-Test Results (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,819	1,894		2.016	.047
	Brand Image	.724	.145	.576	4.999	.000
	Product Quality	-.044	.173	-.034	-.255	.799
	Quality of Service	.408	.157	.294	2,593	.011
	Price perception	.143	.136	.095	1,054	.295
a. Dependent Variable: Purchase Decision T Table Value (Excel): **1.98761** Sig Value:**0.05**						

Source: Data processed by SPSS 27 (2024)

The t-test (partial) is conducted to test the significance of the regression coefficient of the independent variable. From the table above, it can be concluded as follows:

1. Brand Image (X1): The t-count value of 4.999 > t-table 1.98761 and significance of 0.000 < 0.05 indicates that Brand Image has a positive and significant effect on Purchasing Decisions (Y), so H2 is accepted; the better the Brand Image, the higher the consumer's purchasing tendency.
2. Product Quality (X2): The t-count value of -0.255 < t-table 1.98761 and significance of 0.799 > 0.05 indicate that Product Quality does not have a significant effect on Purchasing Decisions (Y), so H3 is rejected; D'Most Interior product quality does not significantly influence purchasing decisions.
3. Service Quality (X3): The calculated t-value of 2.593 > t-table 1.98761 and the significance of 0.011 < 0.05 indicates that Service Quality has a positive and significant effect on Purchasing Decisions (Y), so H4 is accepted; increasing service quality increases consumer purchasing tendencies.
4. Price Perception (X4): The t-count value of 1.054 < t-table 1.98761 and significance of 0.295 > 0.05 indicate that Price Perception does not have a significant effect on Purchasing Decisions (Y), so H5 is rejected; price perception is not strong enough to influence purchasing decisions in this context.

Correlation Coefficient (R) and Determination Coefficient (R2)

The correlation coefficient and determination coefficient values in this research model can be seen in the model summary in the table below:

Table 9. Results of Correlation and Determination Coefficient Tests

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.902a	.814	.811	1,746
a. Predictors: (Constant), Brand Image, Product Quality, Service Quality, Price Perception				
b. Dependent Variable: Purchase Decision				

Source: Data processed by SPSS 27 (2024)

Based on the analysis results in Table 9 using SPSS version 27, a correlation coefficient (R) of 0.902 was obtained, indicating a very strong relationship (90.2%) between the independent variables (brand image, product quality, service quality, and price perception) with the dependent variable (purchase decision) on D'Most Interior products and services. The R Square (R^2) value of 0.814 indicates that 81.4% of the variation in purchasing decisions can be explained by this model, while the remaining 28.6% is influenced by other factors outside the model. The Adjusted R Square of 0.811 indicates that 81.1% of the variation in purchasing decisions can be explained by the four independent variables, providing an accurate picture of the significant contribution of each variable in increasing purchasing decisions, so that efforts to increase one or more of these variables have the potential to increase purchases of D'Most Interior products and services.

Discussion

The Influence of Brand Image on Purchase Decisions of D'Most Interior Products and Services

This study shows that brand image has a positive and significant effect on consumer purchasing decisions at D'Most Interior, so H2 is accepted. This finding is in line with the research results of Apriani & Bahrun (2021), Fatimah & Soedarmadi (2020), Ekawati (2019), and Setiawan & Surjaatmadja (2021), which also found a positive and significant effect of brand image on purchasing decisions. Brand image is an important aspect in the creative product and service industry such as interior design, because a good brand image increases the likelihood of consumers choosing a company's services. For D'Most Interior, a strong brand image reflects credibility and professionalism, which can increase consumer confidence in the services offered. A good reputation makes consumers feel more confident in the quality of service they will receive. Therefore, maintaining and improving brand image through quality service, an attractive portfolio, and effective brand communication is very important. D'Most Interior has succeeded in building a strong brand image through quality design, satisfactory service, and consistent communication, which strengthens positive perceptions and increases consumer trust in this company.

The Influence of Product Quality on Purchase Decisions of D'Most Interior Products and Services

This study reveals that product quality does not have a significant influence on consumer purchasing decisions at D'Most Interior, so hypothesis H3 is rejected. This result is in line with the findings of Supriyanto (2023) and Maulana et al. (2022), who also found that product quality does not affect purchasing decisions in this sector. In the interior design industry, consumers prioritize service experience, emotional satisfaction, and aesthetic end results that reflect their personal style, rather than physical product quality. Product quality is considered a basic standard that must be met, but is not the main determining factor. Consumers trust service providers with a strong reputation and brand image, as

well as the ability to innovate, personalize design, and punctuality. The complexity of purchasing decisions in this service involves more aspects of flexibility, the ability of service providers to meet unique consumer preferences, and emotional satisfaction with design results. Thus, physical product quality tends to be less significant than trust, reputation, and emotional involvement in purchasing decisions at D'Most Interior.

The Influence of Service Quality on Purchase Decisions of D'Most Interior Products and Services

The t-test results show that service quality has a significant influence on consumer purchasing decisions at D'Most Interior, so that hypothesis H4 is accepted. This finding is consistent with the research of Kasiono, Tumbel, & Pondaag (2022) and Viando, Ningrum, & Cahyani (2023), which also found a positive and significant influence of service quality on purchasing decisions. In interior design, service quality includes aspects of responsiveness to consumer needs, transparent communication, and the ability to offer creative solutions. In addition, after-sales support, such as after-sales service, strengthens positive consumer perceptions and increases loyalty. Overall, consumers in this sector value a pleasant experience and good communication more than the quality of the physical product alone. The results of this study confirm that service quality is an important element that can increase consumer trust and purchasing decisions at D'Most Interior, as well as being a strategic factor in the company's marketing and operations.

The Influence of Price Perception on Purchase Decisions of D'Most Interior Products and Services

This study found that price perception does not have a significant influence on D'Most Interior consumers' purchasing decisions, so the H5 hypothesis stating that there is a positive and significant influence of price perception on purchasing decisions is rejected. This finding is consistent with the studies of Mendur, Tawas, and Arie (2021) and Sari & Soliha (2021), which also showed that price perception does not affect purchasing decisions. In interior design services, the price factor is often not a primary consideration for consumers who focus more on the quality of service and the final design results. Interior design is very personal, and consumers prioritize aesthetics, creativity, and satisfaction with results that suit their needs and personal style. In fact, some D'Most Interior customers are willing to make full payment in advance before signing the contract, indicating that they prioritize the value of the service received over the price paid. This indicates that in this industry, consumers pay more attention to the quality of the overall experience and results that meet expectations than price, making price perception less influential on purchasing decisions.

CLOSING

Conclusion

1. Brand image, product quality, service quality and price perception simultaneously influence the purchasing decision of D'Most Interior products and services.
2. Brand image has a partial influence on purchasing decisions for D'Most Interior products and services.
3. Product quality does not have a partial effect on purchasing decisions for D'Most Interior products and services.
4. Service quality has a partial influence on purchasing decisions for D'Most Interior products and services.
5. Price perception does not have a partial influence on purchasing decisions for D'Most Interior products and services.

Suggestion

1. Strengthen Brand Image: D'Most Interior needs to maintain and enhance its brand image by promoting a quality portfolio, using consumer testimonials to build trust, and being active on social media to maintain consumer engagement.
2. Improve Service Quality: Improving service quality, including after-sales services such as follow-ups and repairs if necessary, will strengthen customer loyalty and provide a sense of security after the project is completed.
3. Focus on Consumer Experience: Shift the focus to creating memorable experiences during the design process by providing personalized service, understanding consumer style preferences, and providing creative design solutions.

Expanding Future Research: Future research is recommended to expand variables such as design innovation and social media, use diverse research methods, and consider a wider population for more comprehensive and globally relevant results.

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