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THE INFLUENCE OF MARKETING MIX AND SERVICE QUALITY ON HOME PURCHASING DECISIONS THROUGH CORPORATE IMAGE

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Abstract:

This study aims to analyze the effect of marketing mix and service quality on purchasing decisions with corporate image as a mediating variable, a case study on housing consumers of PT. Aneka Wijaya Putra in Malili, East Luwu Regency. Marketing mix and service quality are key factors believed to be able to influence consumer purchasing decisions, while corporate image is identified as an important element that can strengthen or weaken the influence of both factors. This study uses a quantitative method with a survey approach, where data is collected through questionnaires distributed to housing consumers of PT. Aneka Wijaya Putra with the determination of the number of samples using the MoE formula so that 96 samples are obtained. The data obtained are analyzed using inferential analysis techniques to test the direct and indirect effects between the research variables. The results show that marketing mix and service quality directly affect corporate image and purchasing decisions. Corporate image does not have a significant effect on purchasing decisions. Marketing mix has a positive but not significant effect on purchasing decisions through corporate image. Conversely, service quality shows a positive and significant effect on purchasing decisions through corporate image. These findings indicate that although marketing mix strategies are important, superior service quality is more dominant in forming a positive corporate image, which ultimately drives consumer purchasing decisions.

Keywords:

Marketing Mix; Service Quality; Corporate Image; Purchase Decision

Introduction

Basic human needs are elements that are needed by humans to maintain physiological and psychological balance, which aims to maintain life and health. In Maslow's hierarchy (Kotler & Armstrong, 2023) physiological needs are met then the need for security and protection will arise. The need for security and protection includes physical needs such as protection and freedom from threats such as war, disease, riots, natural disasters, wild animals and thieves, and humans will also experience psychological disorders. One of the containers or places where humans can feel safe and protected is home.

Malili as one of the sub-districts which is also the capital of East Luwu Regency which is 565 km from Makassar City in 2022 has a population of 43,910 people, with the increasing population density it has an impact on the demand for housing products. The government in this case is trying to increase the number and build as much housing as possible and open up opportunities as wide as possible for citizens and private companies to play a role in providing housing and settlement products. This opportunity is utilized well by developers who focus on selling housing products. Competition in this business is very complex, so a mature strategy is needed in marketing this housing product.

PT. Aneka Wijaya Putra in Malili, as one of the housing developers, strives to meet this demand by offering products that not only meet consumer needs, but also provide added value in terms of service quality. In facing increasingly tight competition, understanding the factors that influence consumer purchasing decisions becomes very important. The marketing mix of service quality are two main aspects that are often identified as determinants of purchasing decisions. However, corporate image also plays an important role in mediating the influence of these two factors on purchasing decisions.

The marketing mix is a set of controllable variables that a company can use to influence consumers from a particular market segment targeted by the company (Kotler & Armstrong, 2023) popularized a classification of four elements of marketing mix tools known as the Four P's, namely product, price, place/distribution, promotion. Therefore, a company's marketing manager must analyze these four things correctly so that they can increase the company's sales volume.

A good image is the most important thing and is prioritized as a reference or basis for determining choices made by consumers in making purchases. A good image is one of the effective ways to attract consumers. According to Febriyantoro, (2020) Image is the sum of the images, impressions, and beliefs that a person has about an object. A positive corporate image provides benefits for producers to be better known to consumers.

The sharp competitive conditions encourage companies to implement various service strategies to capture market share. This situation requires companies to understand and implement marketing that is oriented towards customer needs and desires, without ignoring the company's goals. One strategy that can be done to win the competition is to provide the best quality of

service to its customers. By providing the best quality of service to its customers, it is intended to provide added value so that it can satisfy customers as stated by (Soebandhi et al., 2020)

PT. Aneka Wijaya Putra as one of the housing providers in Malili, East Luwu Regency with the Ninda Kenzu Housing, certainly pays close attention to the marketing mix system of the housing marketing concept they build, of course this is something interesting to analyze the marketing mix strategy, corporate image and quality of service provided so that it can influence consumer decisions in deciding to take housing. Although PT. Aneka Wijaya Putra has offered various housing products with structured marketing strategies and quality services, there are complaints from consumers regarding the discrepancy between marketing promises and realization in the field. This raises the question of whether corporate image can strengthen or weaken the influence of the marketing mix and service quality on purchasing decisions. Consumers tend to be more careful in making decisions, especially with the abundance of information and reviews that can influence their perceptions of the company and the products offered.

Several previous studies have shown that marketing mix and service quality directly affect purchasing decisions. However, there are different views regarding the role of corporate image as a mediating variable. Some studies state that corporate image has an important role in mediating the influence of marketing mix and service quality, while others find that the direct influence of both factors is more dominant without the need for mediation of corporate image. This GAP theory indicates the need for further research to understand how corporate image mediates the relationship between marketing mix, service quality, and purchasing decisions, especially in the context of the housing industry.

This study aims to analyze the influence of marketing mix, service quality on home purchasing decisions at PT. Aneka Wijaya Putra. And explain the role of corporate image in mediating the influence of marketing mix and service quality on home purchasing decisions at PT. Aneka Wijaya Putra. With this study, it is expected to provide contributions both academically and practically in understanding the dynamics of consumer purchasing decisions in the housing sector. Based on this background, the researcher is interested in conducting research with the title "The Influence of Marketing Mix and Service Quality on Home Purchasing Decisions through Corporate Image as an Intervening Variable (Study on Housing Consumers of PT. Aneka Wijaya Putra Malili Luwu Timur)

Literature Review

Marketing Mix

Marketing Mix is a marketing activity that is carried out in an integrated manner. This means that this activity is carried out simultaneously between the elements in the Marketing Mix itself. (Kotler & Armstrong, 2023). Each element cannot run alone without the support of other elements. Marketing mix is the marketing components utilized by management in sales activities. In addition, marketing mix is the framework of a marketing decision variable in each company.

Hailu et al., (2021) put forward the concept of traditional marketing mix consisting of 4Ps, namely product, place, price, and promotion. Meanwhile, for service marketing, expanded service marketing is needed with the addition of non-traditional elements, namely people, physical evidence, and process, so that it becomes seven elements (7P). These seven marketing

mix variables are interrelated and influence each other, which are used by companies to pursue their marketing goals, which are none other than to meet consumer needs and desires.

Kotler & Armstrong, (2023) emphasizes the importance of additional elements in the 7P marketing mix for services marketing, where direct interaction with consumers becomes more important. Gwak & Nam, (2021) highlights that human and process factors are critical to success in providing quality services, which ultimately influences consumer perceptions of the value of those services. Pramesty et al., (2022) argue that physical evidence plays an important role in influencing consumer perceptions of services, especially in situations where service quality is difficult to measure before purchase.

By understanding the concept of the 7P marketing mix and the relevant indicators, based on the explanation above, this study uses the marketing mix indicators proposed by Kotler & Armstrong, (2023) namely: product, price, place, promotion. The selection of indicators from the marketing mix is in accordance with the needs of the research conducted on the research object, it is expected to provide deeper insight into how each element of the marketing mix contributes to consumer purchasing decisions, especially in the context of service marketing.

Service Quality

Service quality is a concept that refers to how well the service provided by an organization meets or exceeds customer expectations. Service quality is one of the key factors influencing customer satisfaction and loyalty, and can be a source of competitive advantage for companies, especially in the service industry.

Cho et al., (2022) defines service quality as the gap between customer expectations and their perceptions of the performance they receive. These researchers also introduced the SERVQUAL model that assesses service quality based on five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. Wowiling et al., (2019) explains that service quality is the totality of features and characteristics of a service that bear on its ability to satisfy stated or implied needs. They emphasize that service quality can be managed by matching customer perceptions of the service received with their expectations before the service is delivered.

Aggasy et al., (2023) stated that service quality is considered as the level of service excellence provided by the company in meeting customer needs and expectations. They emphasize the importance of service quality in building long-term relationships with customers. Based on several opinions, it can be concluded that service quality is an activity carried out by an agency or company to meet the needs of the community as expected based on predetermined procedures.

Service quality is the level of expected excellence and control over that level of excellence to meet customer desires. Rita et al., (2019) defines service as the behavior of sellers to buyers by providing satisfaction to consumers, so that consumers feel appreciated and get goods or services according to their wishes. Service in this case is interpreted as a service or service delivered by the service owner in the form of convenience, speed, relationships, abilities and friendliness which are shown through attitudes and characteristics in providing services for purchasing decisions.

Service quality can be measured through various indicators that reflect the main aspects of the service provided to customers. Based on the SERVQUAL model introduced, the indicators that will be used in this study will refer to the indicators proposed by Cho et al., (2022) which consists of: Tangible, Reliability, Responsiveness, Assurance, and Empathy.

Company Image

Corporate image is the perception or view that the public, especially consumers, have of a company. (Ali et al., 2021). This image is formed based on interactions, experiences, and communications received from the company, as well as how the company positions itself in the market. Corporate image is one of the most valuable intangible assets, because it can influence consumer perceptions of the products and services offered, as well as their loyalty to the company.

Thamrin & Harwani, (2022) states that corporate image is the overall impression formed in the public mind through corporate communication, products produced, and organizational behavior. Corporate image reflects the reputation and identity of the company in the eyes of consumers. Chen et al., (2021) Mentioning that corporate image is a collection of beliefs, ideas, and impressions that consumers have about a company. This image is influenced by direct experience with products and services, as well as information received from the media, advertising, and other communications.

Corporate image is a representation of the overall perception of a brand and is formed from information and past experiences with the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase. Brands can be described with certain characteristics such as humans, the more positive the description, the stronger the corporate image and the more opportunities for the brand to grow.

Company image can be measured through various indicators that reflect how society, especially consumers, view the company. From the explanations above, this study uses several indicators of company image that were put forward by Erjansola et al., (2021) namely: Reputation, Consumer Perception, Trust, Recognition, Excellence and Emotional Appeal.

Purchase Decision

Purchasing decisions are the process consumers go through in determining their choice to buy a product or service. This process involves a series of steps that include recognizing needs, searching for information, evaluating alternatives, deciding to buy, and post-purchase behavior. Purchasing decisions are greatly influenced by various factors, including internal factors such as perception, motivation, and attitude, as well as external factors such as social, cultural, and market influences.

Kotler & Armstrong, (2023) explains that purchasing decisions are consumer actions in choosing and buying products after going through an evaluation process involving various choices. They emphasize that purchasing decisions are influenced by consumer perceptions of the brand, available information, and previous experiences. Qotrunnada & Gunanto Marsasi, (2023) states that purchasing decisions are the end result of the consumer decision-making process that is influenced by psychological, social, and cultural factors. This process involves evaluating the various alternatives available before finally choosing a product or service.

Purchasing decisions are complex processes involving various internal and external factors that influence consumer choices. They also emphasize the importance of understanding post-purchase behavior to ensure consumer satisfaction and loyalty. Purchasing decisions are not just about choosing a product, but also about how consumers evaluate their choices based on their experiences and available information. This process is heavily influenced by cultural, social, and individual factors. Purchasing decisions are the result of the interaction between consumer cognition and affect.

Purchasing decisions can be measured through various indicators that reflect the process and results of decisions taken by consumers. In this study, several indicators of purchasing decisions were used as stated by Mishra & Ashfaq, (2023) namely: Need Recognition, Information Search, Evaluation of Alternatives, Decision, and Post-Purchase Behavior.

Hypothesis Development

Relationship between Marketing Mix and Corporate Image and Purchasing Decisions

There is a close relationship between marketing mix and corporate image, Malelak et al., (2021) stated that by developing a good marketing mix strategy, the company can build a good corporate image. The relationship between marketing mix and purchasing decisions is very close, by implementing a good marketing mix, the company will be able to develop, determine prices, promote and distribute its products better, so that new opportunities can be identified that come from unfulfilled consumer needs in order to make purchasing decisions for the product. Based on research conducted Marusic, (2019) found that the marketing mix influences purchasing decisions. Research Ofosu-boateng & Agyei, (2020) found that the marketing mix has a positive effect on sales levels. Based on the relationship between the variables above, the following hypothesis is formulated:

H1: Marketing Mix has a Positive and Significant Influence on Corporate Image

H4: Marketing Mix has a Positive and Significant Influence on Purchasing Decisions

Relationship between Service Quality and Corporate Image and Purchasing Decisions

Service quality is the key to success for most companies engaged in the service sector. Good service quality will affect the company's image. If the service quality is good and according to customer desires, the company's image will be even better. The results of research conducted by Grobelna, (2021) explains that the quality of service from a company provided to customers has a positive impact or has a significant effect on the company's image. This shows that good service quality can improve the company's image. Kotler & Armstrong, (2023) revealed that businesses with high-quality service, managed to set higher prices, grow faster, and generate large profits. The results of the study Fida et al., (2020) shows that the existence of quality service will encourage consumer purchasing decisions. In addition, quality service can also encourage consumers to establish strong ties with the company. Based on the relationship of the variables above, the following hypothesis is formulated:

H2: Service Quality has a Positive and Significant Influence on Corporate Image

H5: Service Quality has a Positive and Significant Influence on Purchasing Decisions

Relationship between Corporate Image and Purchasing Decisions

A strong corporate image gives consumers hope that the costs sacrificed by consumers are commensurate with the benefits received by consumers, so that the corporate image will influence purchasing decisions. (Megadewi, 2017). Based on research Makrides et al., (2020) found that corporate image has a positive and significant influence on purchasing decisions.

This proves that corporate image indicates a strong relationship to purchasing decisions, with the achievement of optimal customer satisfaction levels, it encourages the creation of purchasing decisions, so that the better the corporate image in the minds of consumers, the more purchasing decisions will increase. Prayoga & Suseno, (2020) stated that a well-managed corporate image will influence the purchasing decision process. A positive corporate image provides benefits for producers to be better known to consumers. In other words, consumers will determine their choice to buy products that have a good image. Based on the relationship between the variables above, the following hypothesis is formulated:

H3: Corporate Image Has a Positive and Significant Influence on Purchasing Decisions

Relationship between Marketing Mix and Service Quality to Purchasing Decisions through Corporate Image

Corporate image is the consumer's perception of the overall characteristics of the company that influence purchasing decisions. Previous research shows that corporate image plays a significant mediating variable in the relationship between marketing mix, service quality, and purchasing decisions. According to research conducted by Thamrin & Harwani, (2022), a positive corporate image can strengthen the influence of the marketing mix and service quality on purchasing decisions. Consumers tend to trust and have stronger beliefs in companies that have a positive image, which ultimately increases purchasing decisions. Another study by Chen et al., (2021) shows that corporate image not only mediates the relationship between service quality and purchasing decisions, but also strengthens the impact of the marketing mix on purchasing decisions. A strong corporate image creates trust and loyalty, which ultimately increases the effectiveness of the company's marketing and service strategies. Based on the relationship between the variables above, the following hypothesis is formulated:

H6: Marketing Mix has a Positive and Significant Influence on Purchasing Decisions through Corporate Image

H7: Service Quality has a Positive and Significant Influence on Purchasing Decisions through Corporate Image

Based on the results of the research literature review and the relationship between variables based on the relationship between research variables, the conceptual framework in this study can be described as in the image below.

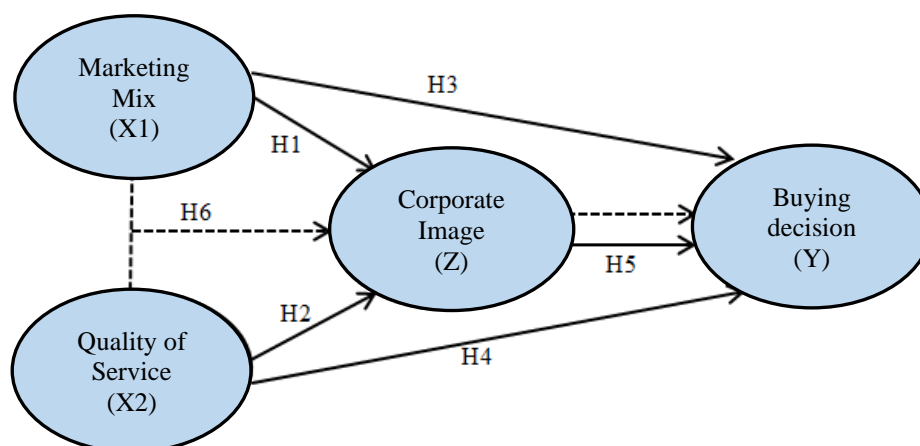


Figure 1.
Conceptual Framework Research

Methodology

Research Design

The type of research conducted is explanatory research using a quantitative approach, which uses data in the form of numbers as a tool to analyze information about what is wanted to be known. The variables in this study consist of marketing mix (X1), service quality (X2), company image (Z) and purchasing decisions (Y).

Research Location and Population

This research was conducted in Malili, East Luwu Regency with the research population of housing consumers of PT. Aneka Wijaya Putra. The determination of the number of samples uses the MoE formula which suggests taking samples where the population is large, so that the number of samples obtained is 96.

Data Collection Methods

The data used are primary data and secondary data, primary data is collected through observation, interviews and distributing questionnaires to respondents. While secondary data is collected through literature studies and documentation related to the research conducted.

Data Analysis Techniques

The collected data will be analyzed using descriptive and inferential statistics. Descriptive analysis is used to provide an overview of the characteristics of respondents and the distribution of their responses to the variables studied. Inferential analysis is carried out using the help of SEM Amos software, which is very effective for analyzing complex relationships between many variables.

Data Analysis

The data analysis used in this study is the Structural Equation Model (SEM). However, several stages of analysis will be carried out to form the best model. After being carried out and meeting the SEM assumption requirements, a test is carried out. To determine the magnitude of the influence between research variables, data processing is carried out. The results of SEM analysis as a step in testing the hypothesis are as follows:

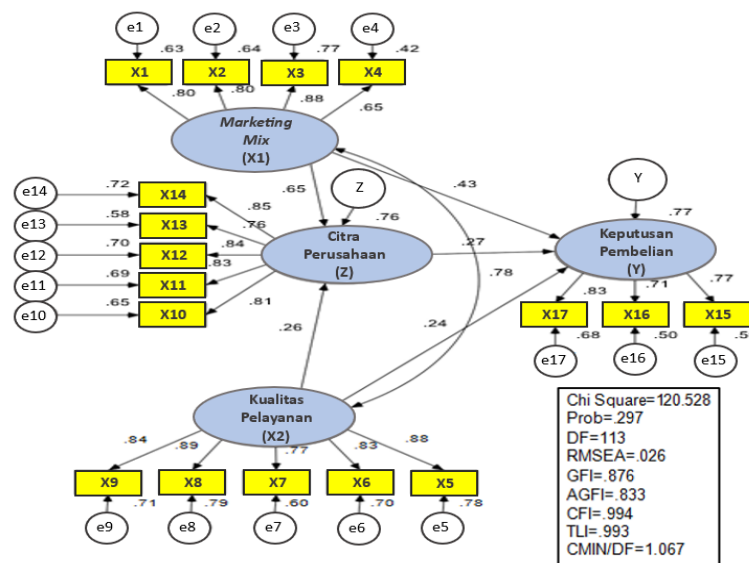


Figure 2: Full Model-Structural Equation Model (SEM), 2024

The test of the model's suitability shows that this model is in accordance with the data or fits the data used in the study as shown in the following table:

Table 1: SEM Model Feasibility Evaluation

Goodness of Fit Index	Cut-off Value	Results Analysis	Model Evaluation
Chi – Square	$\leq 138,811$	120,528	Good
Probability	≥ 0.05	0.297	Good
RMSEA	≤ 0.08	0.026	Good
GFI	≥ 0.90	0.876	Marginal
AGFI	≥ 0.90	0.833	Marginal
TLI	≥ 0.95	0.993	Good
CFI	≥ 0.95	0.994	Good
Chi square / df	≥ 2.00	1,067	Good

Source: Data Primer processed Model-Structural Equation Model (SEM), 2024

The results of the data processing analysis show that all constructs used to form a research model, in the full model SEM analysis process have met the established goodness of fit criteria. The probability value in this analysis shows a value above the significance limit, which is 0.297 ($p > 0.05$). This value indicates that there is no difference between the predicted covariance matrix and the estimated covariance matrix. Other goodness of fit measures also show good conditions even though the GFI and AGFI have not reached a value of 0.90

Hypothesis Testing

To determine the magnitude of the influence between research variables, data processing is carried out. The results of SEM analysis as a step in testing the hypothesis are as follows:

Table 2: Results of Testing the Relationship of Variables

			Estimate	SE	CR	P
Corporate Image	<---	Quality_of_Service	.223	.107	2,064	.039
Corporate Image	<---	Marketing_Mix	.718	.156	4,540	***
Decision_Purchase	<---	Marketing_Mix	.486	.209	2,086	.037
Decision_Purchase	<---	Corporate Image	.265	.176	1,454	.146
Decision_Purchase	<---	Quality_of_Service	.537	.112	2,582	.003

Source: Data Primer processed Model-Structural Equation Model (SEM), 2024

This analysis is needed to determine the magnitude of the influence of exogenous variables on endogenous variables as a whole. This analysis is also conducted to determine the indirect influence between exogenous variables on endogenous variables. The magnitude of the influence of each exogenous variable on the endogenous variable as a whole is shown in table 3 below:

Table 3: Indirect Effect of Research Variables

	Marketing Mix	Quality of Service	Corporate Image	Buying decision
Corporate Image	.000	.000	.000	.000
Purchase Decision	.156	.035	.000	.000

Source: Data Primer processed Model-Structural Equation Model (SEM), 2024

Hypothesis 1: The Influence of Marketing Mix on Corporate Image

The estimated parameter of the relationship between marketing mix and corporate image was obtained at 0.718. Testing the relationship between the two variables showed CR value = 4,540 with probability = 0.000 ($p < 0.05$). So, it can be concluded that the higher the level of marketing mix, the higher the company's image in consumer perception. Thus, there is a positive and significant correlation between marketing mix and company image, so the first hypothesis in this study is accepted.

Hypothesis 2: The Effect of Service Quality on Corporate Image

The estimated parameter of the relationship between service quality and corporate image is obtained at 0.223. Testing the relationship between the two variables shows a CR value of 2.064 with a probability of 0.039 ($p < 0.05$). So, it can be concluded that service quality has a positive and significant effect on corporate image. Thus, there is a positive correlation between service quality and corporate image, so that the second hypothesis in this study is accepted.

Hypothesis 3: The Influence of Corporate Image on Purchasing Decisions

The estimated parameter of the relationship between corporate image and purchasing decisions is obtained at 0.265. Testing the relationship between the two variables shows a CR value of 1.454 with a probability of 0.146 ($p > 0.05$). So, it can be concluded that corporate image has a positive but insignificant effect on purchasing decisions. Thus, the third hypothesis in this study is rejected.

Hypothesis 4: The Influence of Marketing Mix on Purchasing Decisions

The estimated parameter of the relationship between marketing mix and purchasing decisions is obtained at 0.486. Testing the relationship between the two variables shows a CR value of 2.086 with a probability of 0.037 ($p < 0.05$). So it can be concluded that marketing mix has a positive and significant effect on purchasing decisions. Thus there is a positive correlation between marketing mix and purchasing decisions, so the fourth hypothesis in this study is accepted.

Hypothesis 5: The Influence of Service Quality on Purchasing Decisions

The estimated parameter of the relationship between service quality and purchasing decisions is obtained at 0.537. Testing the relationship between the two variables shows a CR value of 2.582 with a probability of 0.03 ($p < 0.05$). Therefore, it can be concluded that service quality has a positive and significant effect on purchasing decisions. Thus, service quality has an effect on consumer purchasing decision making, so that the fifth hypothesis in this study is accepted.

Hypothesis 6: The Influence of Marketing Mix on Purchasing Decisions through Corporate Image

The estimated parameter of the relationship between marketing mix and purchasing decisions through corporate image shows a probability value = 0.156 ($p > 0.05$). So, it can be concluded that the influence of marketing mix on purchasing decisions through corporate image has a positive but not significant effect. Thus, the sixth hypothesis in this study is rejected.

Hypothesis 7: The Influence of Service Quality on Purchasing Decisions through Corporate Image

The estimated parameter of the relationship between service quality and purchasing decisions through corporate image shows a probability value = 0.035 ($p > 0.05$). So, it can be concluded that the influence of service quality on purchasing decisions through corporate image has a positive and significant effect. Thus, the seventh hypothesis in this study is accepted.

Discussion***The Influence of Marketing Mix on Corporate Image***

Hypothesis testing conducted shows that there is a positive influence between marketing mix and corporate image. Marketing mix itself according to Kotler & Armstrong, (2023) is a tactical and controllable marketing tool set of product, price, distribution, and promotion that is combined by the company to produce the desired response in the target market. For a company, image is the public's perception of the company's identity.

Corporate image is important because it plays a role in the continuity of a company, which will affect all elements in the company. Corporate image is an impression of an object towards a company that is formed by processing information at all times from various sources of information that are trusted and have influence.

As one of the property providers, especially housing, it is necessary to use the right marketing mix strategy. With the marketing mix, it increases the segmentation and position of the company PT. Aneka Wijaya Putra. The marketing mix that is implemented and developed means that the company can build a better corporate image in the minds of consumers. A strong corporate image and an exposure of the use of the marketing mix strategy gives consumers hope that the costs sacrificed by consumers are comparable to the benefits received by

consumers, so that the corporate image will ultimately influence purchasing decisions so that it is an obligation for every company to have a strong corporate image, because brand image is a very valuable corporate asset.

The results of this study are also in line with the findings of several previous studies which found a consistent relationship between the use of marketing mix strategies and their relationship with improving the company's image.(Singh & Kumar, 2015; Waithaka & Wamalwa, 2020)

The Influence of Service Quality on Corporate Image

The results of testing and data analysis show a positive and significant relationship between the quality of service provided by the company and the company's image. Service quality is the key to success for most companies, good service quality will affect the company's image. If the service quality is good and according to customer desires, the company's image will be even better.

Service quality is a dynamic condition related to products, people or workers, processes and tasks, and the environment that meets or exceeds customer expectations.(Soebandhi et al., 2020). Dynamic conditions in this case mean that over time customer tastes or expectations for a product and service always change so that the quality of the product and service must also change or be adjusted.

A company's image cannot be created like a product or service, but through a process of maintaining and improving services to service users .(Chen et al., 2021). The statement proves that service quality and corporate image are interrelated and important factors. The better the quality of service provided by the company, the more it will improve the image of the company, and vice versa. Companies must form a good image in the eyes of customers and the public in order to maintain the continuity of the company in achieving success in attracting consumers.

This means that a company that has a good image in the long term will encourage customers to form bonds with the company concerned. The results of this study are in line with the findings of other researchers who also found a positive and significant relationship between the quality of service provided by the company and the improvement of the company's image.(Aqsa & Kartini, 2015; Mariutti & Giraldi, 2020).

The Influence of Corporate Image on Purchasing Decisions

The results of testing and data analysis show that there is a positive but insignificant influence between corporate image and consumer decision making in making purchases. Corporate image does not make consumers make decisions to make purchases due to several factors, one of which is the price factor which is the main consideration for consumers.

The company's image itself is the impression or perception of the public towards the company, the impression or perception and consumer trust towards the goods or services produced by the company strengthens the brand and the company can create preferences in consumers to make purchases. (Prayoga & Suseno, 2020). In forming a company image, many factors influence one of which is the use of marketing mix strategies and the provision of quality services offered by the company.

Corporate image is the overall response of consumers regarding the offering and a number of beliefs, ideas and impressions that a company has. Purchasing decisions are decisions that include a choice between two or more alternative actions that are influenced by several things. With the existence of a corporate image, it can help consumers in identifying the differences in the quality of similar companies in determining the selection to meet their needs, a positive corporate image in the company will form a positive feeling in the minds of consumers towards the products or services of the company and influence purchasing decisions.

However, in some cases and studies, improving a company's image is not seen as an important factor in consumer decision-making to purchase a product or service, such as research conducted by (Chen et al., 2021; Mariutti & Giraldi, 2020) which also found that corporate image did not have a significant effect on purchasing decisions. The results of this study are not in line with several previous studies that found a significant relationship between corporate image and purchasing decisions. (Asnawati et al., 2022; Jahn et al., 2019; Suleman et al., 2021).

The Influence of Marketing Mix on Purchasing Decisions

The results of testing and data analysis show a positive and significant relationship between marketing mix and purchasing decisions. Marketing mix is one of the marketing activities that can support the success or failure of a business run by a company. The influence on purchasing decisions can be known through the marketing mix. The marketing mix variables known as the 4Ps are: product, price, place and promotion (Malelak et al., 2021). These four variables play an important role, because if the four variables are implemented properly and meet the expected targets, they will greatly influence purchasing decisions which will then lead to a sense of satisfaction and repeat purchases for consumers who consume them.

From the explanation above, it can be seen that the relationship between marketing mix and purchasing decisions is very close. By implementing a good marketing mix, the company will be able to develop, determine prices, promote and distribute its products better, so that new opportunities can be identified that come from unfulfilled consumer needs in order to make purchasing decisions for the product.

Factors that influence consumer decisions are factors of the product itself, price, location, and promotion. Of the four marketing mix factors, the main factor that is usually a reference for buyers or consumers in choosing a property is price. Because, price reflects the quality of the product and the location of the residence. However, for the middle to upper class, the price factor is not the main factor. There are several other factors, including location, developer image, security, physical appearance of the property itself, which can also be a determinant and an attraction for consumers to choose according to their wishes.

The results of this study are in line with several previous studies which found a positive relationship between the marketing mix and consumer decision making in making purchases .(Gwak & Nam, 2021) (Waithaka & Wamalwa, 2020). Purchasing decisions are influenced by marketing stimuli contained in the marketing mix. Stimuli in making purchasing decisions can be controlled by the company by implementing a marketing mix that is in accordance with the character of consumer needs and desires, so that the company can achieve its goals in the expected market segment.

The Influence of Service Quality on Purchasing Decisions

The results of the research and data analysis show that there is a positive and significant influence between service quality and purchasing decisions, good service quality will affect consumer purchasing decisions and the results that will be obtained by a company. Good service quality is very important in creating consumer satisfaction, especially in terms of direct evidence, reliability, responsiveness, assurance, empathy.

Service quality is the level of excellence expected and control over the level of excellence to meet consumer desires. If the service received or felt is in accordance with what is expected, then the service quality is perceived as good and satisfying. If the service received exceeds consumer expectations, then the service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad. (Afthanorhan et al., 2019).

Quality service will drive consumer purchasing decisions. In addition, quality service can also encourage consumers to form strong bonds with the company. The results of this study are also in line with previous expert research which also found a positive and significant relationship between service quality and purchasing decisions. (Afthanorhan et al., 2019; Ali et al., 2021; Li & Shang, 2020).

The Influence of Marketing Mix on Purchasing Decisions through Corporate Image

The results of the study indicate that the marketing mix has a positive but insignificant influence on purchasing decisions through corporate image. Although theoretically the marketing mix (which includes product, price, place, and promotion) should influence consumer purchasing decisions, in the context of this study, the influence is not strong enough to increase consumer purchasing decisions.

Even if the marketing mix elements are well designed, the results may not be significant if the product offered does not fully meet consumer expectations. In some cases, consumers may have preferences or needs that are not fully accommodated by the available products, which reduces the positive impact of the marketing mix on purchasing decisions. In addition, the inability of a company to offer competitive prices compared to competitors can reduce the effectiveness of the marketing mix. If consumers feel that the price of the product is not commensurate with the value they receive, they may be reluctant to make a purchase even if other aspects of the marketing mix, such as promotion and place, have been optimized.

The insignificance of the marketing mix influence can also be caused by limited or inefficient distribution channels. Consumers may have difficulty in accessing the product, which ultimately reduces their chances of buying, even if they are interested in the product. Promotions that do not reach the right target market or are not attractive enough to consumers can also cause the marketing mix to have no significant impact. If promotions fail to create awareness or attract consumer interest, this can reduce the influence of the marketing mix on purchasing decisions.

Corporate image as a weak mediating variable can be another factor why the marketing mix is not significant. If the corporate image is not strong enough or positive in the eyes of consumers, even though the marketing mix is good, it is not enough to drive significant purchasing decisions. Consumers may be more influenced by their perceptions of the company as a whole than by specific elements of the marketing mix.

Several previous studies support this finding, where the marketing mix does not have a significant influence on purchasing decisions through corporate image, including research by Marusic, (2019) in his research found that although there was a positive influence, the relationship was not significant. This was due to uncompetitive prices and limitations in distribution channels that made the product difficult for consumers to access. Research Gwak & Nam, (2021) shows that although the marketing mix influences purchasing decisions, its influence is not significant when corporate image is used as a mediating variable. This study concludes that a weak corporate image among consumers reduces the overall impact of the marketing mix on purchasing decisions.

The Influence of Service Quality on Purchasing Decisions through Corporate Image

The results of the study indicate that service quality has a positive and significant influence on purchasing decisions through corporate image. This finding indicates that the better the quality of service provided by the company, the more likely consumers are to decide to make a purchase, especially when the corporate image as a mediator is also positive.

Good service quality, such as reliability, responsiveness, assurance, empathy, and tangibles, increases customer satisfaction. When customers feel well served and have a pleasant experience, they tend to have a positive perception of the company. This satisfaction triggers purchase intentions and even forms long-term loyalty. Customers who believe in the company's ability to provide good service are more likely to make repeat purchases.

When a company is able to provide service quality that exceeds expectations, the company's image in the eyes of consumers becomes more positive. A company known for good service will be seen as more professional, reliable, and customer satisfaction oriented. This positive image encourages consumers to choose the company's products or services over those of competitors.

Customers who receive satisfactory service tend to share their positive experiences with others, either through word of mouth or online reviews. This positive experience strengthens the company's image among potential consumers, which then increases the likelihood of purchasing decisions by new consumers. If the quality of service meets or even exceeds consumer expectations, then its impact on purchasing decisions will be more significant. Consumers who feel that their expectations are met by the service they receive will have a positive image of the company, thus influencing their decision to purchase the products or services offered.

Several previous studies support this finding, where service quality has a significant influence on purchasing decisions through corporate image, namely, research by Cho et al., (2022) found that service quality has a direct effect on customer satisfaction, which in turn forms a positive corporate image. A good corporate image strengthens the relationship between service quality and customer loyalty, which directly affects purchasing decisions.

Study Grobelna, (2021) concluded that high service quality not only increases customer satisfaction but also strengthens the company's image, which significantly influences customer purchasing decisions. A positive company image, built through good service experiences, is an important factor in consumers' decisions to purchase products or services from the company.

Implication

Theoretical Implications

This study strengthens the theory that corporate image serves as an important mediating variable in the relationship between marketing mix, service quality, and purchase decision. Corporate image can strengthen or weaken the influence of marketing mix and service quality on consumer purchase decision. Integrating these two variables together with corporate image provides a more holistic view of how companies can influence consumer behavior. This theoretical implication emphasizes the importance of a comprehensive approach in marketing studies that incorporates various aspects of marketing mix and service quality. By including corporate image as a mediator, this study extends the traditional purchase decision model.

Practical Implications

Given that corporate image plays a significant mediator role, management needs to focus on managing and strengthening corporate image. This can be done through consistent branding, effective communication with consumers, and active involvement in corporate social responsibility. A strong corporate image will strengthen the impact of the marketing mix and service quality on purchasing decisions. Although the marketing mix may not be directly significant without a strong corporate image, optimizing the marketing mix is still important to support the overall marketing strategy. High service quality has been shown to have a significant influence on purchasing decisions through corporate image. In a competitive market such as the housing industry, service quality can be a key differentiating factor. By focusing on providing services that exceed consumer expectations, companies can differentiate themselves from competitors, increase customer loyalty, and drive more positive purchasing decisions.

Conclusion

The results of the study indicate that the marketing mix has a positive effect on purchasing decisions, but this effect is not significant when corporate image is used as a mediating variable. This indicates that although an effective marketing mix strategy can drive purchasing decisions, its impact is less strong without a positive corporate image in the eyes of consumers. Service quality is proven to have a positive and significant effect on purchasing decisions, both directly and through corporate image. Corporate image is proven to be a strong mediating variable in the relationship between service quality and purchasing decisions. This confirms the importance of corporate image in influencing consumer decisions. Based on these findings, PT. Aneka Wijaya Putra needs to focus not only on marketing mix strategies but also on improving service quality and managing corporate image. Superior service quality, supported by a strong corporate image, will be more effective in driving consumer purchasing decisions, which will ultimately increase the success of housing marketing and sales.

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