

The Effect of Location, Product Quality, and Perceived Price in Increasing Purchase Decision through Brand Image as the Mediator

Pengaruh Lokasi, Kualitas Produk, dan Persepsi Harga dalam Meningkatkan Keputusan Pembelian melalui Citra Merek sebagai Mediator

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Abstract

The purpose of this research is to assess the impact of location, product quality, and price perception on purchasing decisions with brand image as a mediating variable at Tom Sushi. The population that the focus of this study is the visitors Tom Sushi selected as a source of relevant data. The study took a total sample of 260 individuals, using an accidental sampling approach as a selection methodology. Analytical approach utilizing PLS-SEM through SmartPLS 3.0 program. The findings show that location positively influences purchasing decisions and brand image. In addition, product quality also has a positive impact on purchasing decisions and brand image. On the other hand, price perception also has a positive influence on purchasing decisions and brand image. Although brand image does not have a positive and significant impact on purchasing decisions, it is recommended that brand image be used as a variable antecedent to purchasing decisions in subsequent studies.

Keywords: Location, Product Quality, Price Perception, Brand Image, Purchase Decision.

Abstrak

Tujuan dari penelitian ini guna menilai dampak lokasi, kualitas produk, dan persepsi harga terhadap keputusan pembelian dengan brand image sebagai variabel mediasi di Tom Sushi. Populasi yang menjadi fokus penelitian ini adalah para pengunjung Tom Sushi yang dipilih sebagai sumber data yang relevan. Penelitian ini mengambil sampel total 260 individu, menggunakan pendekatan pengambilan sampel yang tidak disengaja sebagai metodologi seleksi. Pendekatan analitis memanfaatkan PLS-SEM melalui program SmartPLS 3.0. Temuan tersebut menunjukkan bahwa lokasi secara positif memengaruhi keputusan pembelian dan brand image. Selain itu, kualitas produk juga berdampak positif pada keputusan pembelian dan citra merek. Di sisi lain, persepsi harga turut memberikan pengaruh positif pada keputusan pembelian dan citra merek. Kendati brand image tidak berdampak positif dan signifikan pada keputusan pembelian, disarankan agar brand image dijadikan sebagai variabel anteseden terhadap keputusan pembelian pada penelitian selanjutnya.

Kata kunci: Lokasi, Kualitas Produk, Persepsi Harga, Citra Merek, Keputusan Pembelian.

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Introduction

In this era of globalization, cultural exchanges between the world and Indonesia, as well as culinary exchanges, are also part of it. In this case, the culinary industry in Indonesia is growing rapidly,

especially in shopping centres and commercial areas. As public interest in Japanese food has increased, Japanese culinary entrepreneurs are now competing with each other. In this increasingly competitive environment, entrepreneurs are encouraged to develop their products creatively and innovatively. Brand image is one aspect that influences customer impressions of a particular brand compared to several other brands of the same type of goods (Sukma et al., 2024). A strong brand can build a positive impression, which will remain in the customer's mind. Brand image is how the brand is perceived through a collection of connections that consumers associate with the brand name in their memory (Ir et al., 2024). When a brand's image is embedded in the customer's mind, a sense of buying the product will arise (Alzate et al., 2022).

Moreover, according to Kotler & Armstrong (Kotler et al., 2018a), when it comes to consumer purchases, the decision-making process involves selecting the brand they prefer. Nonetheless, two factors potentially affected the intent to purchase and the final decision-making process. In this process, consumers determine whether a product or service can meet their needs and wants, whether they have enough money to get the product or service, and whether the quality of the product or service is comparable to what is offered. Therefore, location, product quality, and price perception can measure consumer decision-making before purchasing. Choosing the right location is an essential strategy for businesses to increase visibility and accessibility for customers. Location is a determinant of costs and revenues, so it often has power in a company's business strategy's success (or failure) (Shams et al., 2024). Shopping centers are considered strategic locations because they attract many visitors with various needs, including seeking culinary experiences. Throughout the literature we studied, few studies have used brand image as mediator to support strategic location in purchase decisions. Thus, this study contributes to the body of marketing knowledge, especially in the hospitality industry.

Location

According to Lupiyoadi (2013), location refers to the place where a company establishes its headquarters and conducts its business operations or activities. Location is essential for business success considerations as it plays a significant role in marketing efforts (Kapitsinis, 2025). Furthermore, Tjiptono (2017a) argues that seven (7) location indicators include Access, Visibility, Traffic, Large parking lots, Expansion, Environment, and Competition.

The purchase decision is a consideration stage, during which the customer forms options among the available labels in the preference mix and may also create a desire to purchase the label that the consumer favors (Kotler & Keller, 2016). Purchasing decisions are the final choice that consumers make after considering all the alternatives that exist (Rele et al., 2024a). Based on the explanation above, it can be concluded that Location is an essential factor affecting the success of a business because it can fulfil the wants and needs of customers, thus encouraging the desire to buy. Rifai & Tuti (2022), in previous studies, found that purchasing decisions are influenced by Location.

According to Sääksjärvi & Samiee (2011), a brand image is a set of images stored in customers' minds, which form their impressions and views of the brand. Brand image is a collection of diverse associations in customer perceptions regarding what a brand represents, as well as the promises offered and memorable experiences by the brand (García-Pérez & Castillo-Ortiz, 2024). A company's accessible location and positive image can boost customer visits and purchases. This is supported by prior study conducted by Saputra (2017), indicating that brand image is affected by location. Kelvinia et al., (2021) discovered that purchase choices are affected by location. In light of this reasoning, the authors propose the following hypothesis:

H1 : Location has an impact on brand image

H2 : Location has an impact on purchasing decisions

H3 : Location indirectly influences purchasing decisions through brand image

Product Quality

Product quality pertains to the characteristics of a product or service that define its ability to satisfy customer needs, whether those needs are clearly stated or implied (Kotler & Armstrong, 2012). Product quality encompasses the tangible characteristics inherent in a product, including aspects such as size, color, taste, and smell (Schiffman et al., 2016; Wasik et al., 2023). Furthermore, Vaclavik & Christian (2008a) argues that there are three (3) indicators of product quality, including: Appearance, texture and flavor.

A purchase decision is an action taken when a person chooses the best option from a selection of alternatives to resolve a problem (Firmansyah, 2018). The purchase decision is a unification process that utilizes knowledge to evaluate various behavioral alternatives and establish the most suitable option (Arif & Yani, 2023). Good product quality will influence customers to make purchases according to their preferences. Previous research conducted by Yuliana & Tuti (2024) suggests that the quality of a product affects purchasing decisions.

According to Firmansyah (2019), A product's brand image is the mental picture that consumers associate with the name of the product. Brand image refers to customers' perceptions and impressions of a brand (Jain, 2017). A product or service known for its exceptional quality and positive image can encourage customers to choose it without the need to compare it with other alternatives. This finding is supported by earlier studies conducted by Cahayani & Sutar (2020), which suggests that brand image is influenced by product quality. Previous research conducted by Ariella (2018) came to the conclusion that product quality impacts buying trends. The writers postulate the following premise in light of the foregoing:

H4 : Product quality has an impact on brand image

H5 : Product quality has an impact on purchasing decisions

H6 : Product quality indirectly influences purchasing decisions through brand image

Price Perception

Price perception is a description of the value that customers understand and that is meaningful to them (Peter & Olson, 2010). Perception is the process by which an individual picks, organizes, and interprets information to develop a coherent view of the world (Rangkuti, 2009). Furthermore Kotler et al., (2018a) argue that there are four (4) indicators of price perception, including: Affordability of Price, Price commensurate with product quality, Price competitiveness, dan Price match with benefits.

A buying decision is an activity in which an individual selects one option from several accessible preferences via a process that integrates information to evaluate more than two alternatives (Marlius & Mutiara, 2022). Purchasing decision is a person's ability to determine a product from various choices and then choose one product from the many options available (Puspita & Rahmawan, 2021). From the explanation above, it can be concluded that price perception is an information from a product or service offered depending on the usefulness obtained by consumers in order to meet consumer needs before deciding to buy an item. Research previously conducted by Zahra & Paludi (2023) suggests that price perceptions have an influence on purchasing decisions.

Based on Mansoor et al., (2025), brand image refers to the mental picture customers have of a product or service, shaped by the meanings they associate with its attributes (Sitorus et al., 2022). When a product or service has an affordable price perceived by customers and has a positive image, customers will decide to buy it without comparing with other alternatives. This is corroborated by previous research by Afwan & Santosa, (2019) it was discovered that brand image is affected by pricing perception. Previous study done by Ena et al., (2020) demonstrated that purchase choices are impacted by price perceptions. In light of the aforementioned reasoning, the authors put forth the following hypothesis:

H7 : Price perception has an impact on brand image

H8 : Price perception has an impact on purchasing decisions

H9 : Price perception indirectly influences purchasing decisions through brand image

Brand Image

Based on Heding et al., (2008), brand image is how customers perceive and interpret a brand. Brand image is strongly influenced by how each individual views the brand and is coupled with positive or negative attitudes or assessments, as well as individual behavioral tendencies towards the brand (Zhang, 2015). Furthermore, Keller (2013a) suggests three (3) metrics of brand image, including brand strength, brand favorability, and brand distinctiveness.

According to Rele et al., (2024b), the purchasing decision is the final choice of consumers after considering all existing alternatives. A purchasing decision is the process by which individuals decide whether to make a purchase and which product or service to select (Zusrony, 2021). When a brand has a strong positive image and consistently maintains it, customers are more likely to trust their choice of a product or service without much consideration of alternative options during the decision-making process. This finding is according to the previous research by (Alfian & Nainggolan, 2022; Sukma et al., 2024).

H10: Purchasing decisions indirectly influences brand image

Purchase Decision

A purchase decision is when an individual selects a company's product or service over those offered by its competitors (Kim & Sung, 2008). Customers typically follow a two-step process for purchase decisions due to limited capacity to evaluate all alternatives (Nordin & Ravald, 2023; Song et al., 2021). The purchase decision is a progression of steps the buyer has gone through before making the purchase (Hanaysha, 2022). Furthermore, Kotler and Keller (2006a) suggest that there are five (5) Indicators of buying choices include Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behavior. The following is a conceptual framework based on the variables studied:

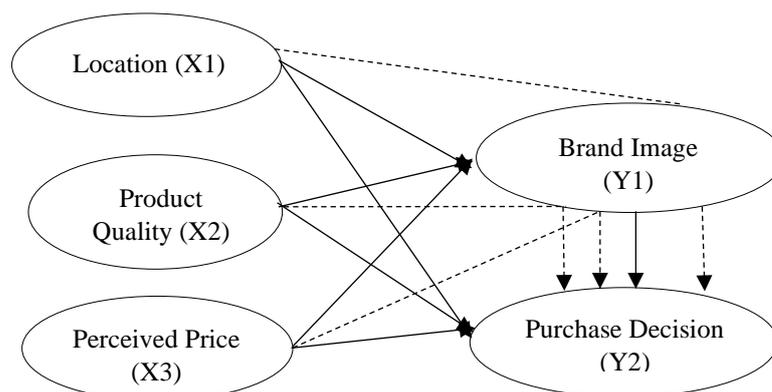


Figure 1. Research framework

Research Methods

This research utilizes quantitative methods. The sample refers to consumers who buy Tom Sushi once or more than once. This quantitative research population consists of Tom Sushi Kasablanka customers, Tom Sushi Plaza Blok M, and Tom Sushi Pondok Indah Mall. The validity and reliability

tests apply to 30 respondents. After being valid and reliable, data was collected using an accidental technique, via a validated Google Form questionnaire, with an unintentional technique to determine the data source of 260 respondents. The survey was held at Tom Sushi Kasablanka, Tom Sushi Plaza Blok M, and Tom Sushi Pondok Indah Mall from November to December 2024. Data analysis uses smart-PLS 3 software. Measurement is carried out using 5 Likert scale options, including STS (Strongly Disagree), TS (Disagree), N (Neutral), S (Agree), and SS (Strongly Agree).

Results and Discussion

Evaluation of Measurement Model (Outer Model)

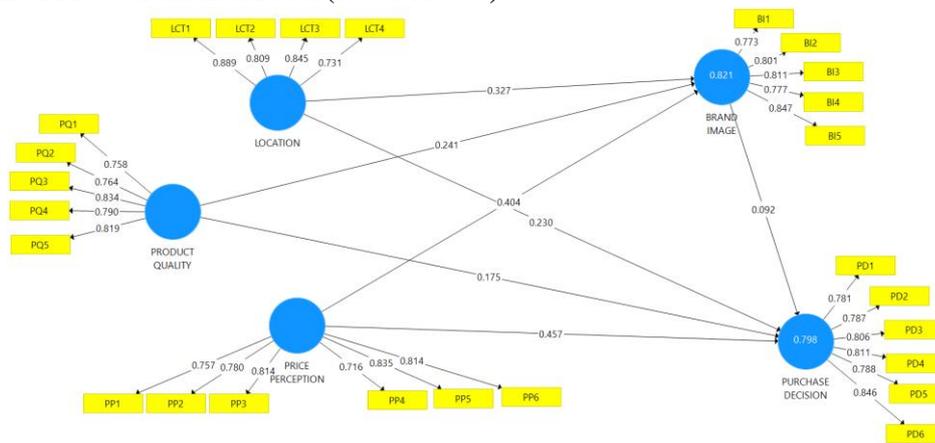


Figure 2. Structural Model

Convergent Validity

Tabel 1. Loading Factor

Variable	Indicator	Item	Loading Factor	Reliability	AVE
Location	Access	T1	0.86	0.91	0.73
	Visibility	T2	0.802		
	Environment	T3	0.48		
	Expansion	T4	0.37		
	Traffic				
Product Quality	Appearance	1	0.78	0.89	0.66
	Texture	2	0.26		
	Flavor	3	0.60		
	Clavik & Christian, 2004	4	0.15		
	5	0.99			
Price Perceptions	Affordable Price			0.18	0.52
	Price commensurate	1	0.70		
	Product quality	2	0.98		
	Price competitive	3	0.45		
	Price match with benefit	4	0.44		
Stler et al., 2018b)	5	0.47			

	5	34		
Brand Image	Strength of brand			
	Favorability of brand			
	Uniqueness of brand			
	(Kotler, 2013b)	1	40	
		2	10	09
Purchase Decisions	Need recognition	3	03	
	Information Search	4	57	
	Evaluation of alternatives		64	
	Purchase decision			
	Post-purchase behaviour			
	(Kotler & Keller, 2006b)	1	96	
	2	05		
	3	37	25	72
	4	32		
	5	99		
	6	48		

Source: Authors, 2025

All data in the table above shows that the loading factor value is > 0.70 ; no data shows a loading factor value < 0.70 . The conclusion is that the loading factor value is considered feasible or valid in this study and suitable for further analysis. In addition, the data for each variable has excellent discriminant validity because the AVE value is between 0.652 and 0.673, which indicates that the value is > 0.50 .

Discriminant Validity Test

Tabel 2. Discriminant Validity-Cross Loading

Indikator					
T1	86	55	64	87	75
T2	02	50	49	74	19
T3	49	42	14	60	17
T4	38	30	73	08	34
1	55	78	66	67	43
2	61	26	73	30	20
3	91	60	50	37	46
4	71	15	83	46	38
5	45	99	72	07	82
1	56	84	70	92	02
2	26	03	98	86	84
3	65	97	45	41	98
4	08	27	44	53	17
5	99	38	47	66	56
5	97	62	34	71	26
1	99	40	38	40	01
2	49	98	03	10	62
3	84	61	07	03	74
4	26	22	86	57	64
5	48	64	89	64	82

1	50	24	19	59	96
2	80	61	24	58	05
3	60	56	78	85	37
4	97	93	60	62	32
5	00	03	36	43	99
6	91	80	21	94	48

Source: Authors, 2025

Table 2 shows that there is a cross-loading value more than 0.7 for each indication related to the following variables: location, product quality, perception of pricing, brand image, and purchase decision. All of the indicators used to analyze the variables in this study met the highest standards for discriminant validity, and the results confirmed that the cross-loading thresholds were satisfied.

Tabel 3. *Discriminant Validity-Heterotrait-Monotrait Ratio (HTMT)*

	Brand Image	Purchase Decision	Product Quality	Location	Price Perception
Brand Image					
Purchase Decision	0.958				
Product Quality	0.977	0.940			
Location	0.973	0.926	0.918		
Price Perception	1.006	0.980	0.983	0.915	

Source: Authors, 2025

In the discriminant validity method, the HTMT ratio serves as the third evaluation. According to (Henseler et al., 2016) its value should be < 0.90. However, as shown in Table 3, the threshold value of 0.958 exceeds this limit, thus failing to meet the criteria.

Multicollinearity Test

Tabel 4. *Multicollinearity Test (Outer VIF Values)*

	VIF
LCT1	2.811
LCT2	2.364
LCT3	2.346
LCT4	1.849
PQ1	1.907
PQ2	2.098
PQ3	2.413
PQ4	2.283
PQ5	2.126
PP1	2.170
PP2	2.402
PP3	2.452
PP4	1.834
PP5	2.658
PP6	2.533
BI1	1.874
BI2	2.246
BI3	2.014
BI4	2.717
BI5	2.753
PD1	2.281
PD2	2.445
PD3	2.825
PD4	2.470

PD5	2.766
PD6	2.613

Source: Authors, 2025

The VIF parameter proves no multicollinearity since the value does not exceed 5.0. As shown in Table 4, the VIF value ranges from 1.834 to 2.825.

R-Square

Table 5. *Determination Coefficient Test (R Square)*

	R Square	R Square Adjusted
Brand Image	0.848	0.846
Purchase Decision	0.828	0.795

Source: Authors, 2025

Referring to the data in table 5, the R-squared value for the brand image variable is 0.848. Location, product quality, and price perception together impact brand image by 84.8%, while other variables outside this research account for the remaining 15.2%. The R Square value for the purchase decision variable is 0.828, indicating that location, product quality, and price perception account for 82.8% of the variance in purchasing choices, while other external factors explain the remaining 17.2%.

F-Square

Tabel 6. *F – Square*

	Brand Image	Purchase Decision
Brand Image		0.019
Location	0.175	0.057
Product Quality	0.068	0.033
Price Perception	0.310	0.197
Purchase Decision		

2025

Source:
 Authors,

The F test evaluates the correlation strength between independent and dependent variables using these criteria: > 0.02 indicates a minor influence, > 0.15 indicates a medium effect, and > 0.35 indicates a significant effect. According to Table 6, the impact of variable BI on PD is 0.019, indicating a minimal influence. The impact of PQ on PD is 0.033, indicating a moderate effect. Furthermore, The study's findings reveal several factors that are associated with a strong impact, including LCT on PD, LCT on BI, PQ on PD, PP on PD, and PP on BI. The F Square value indicates that pricing perception has the most substantial influence on brand image in this research. In contrast, brand image has the minimal influence on buying choices.

Prediction Accuracy Test

Table 7. *Prediction Accuracy Test (Q2)*

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand Image	1310.000	590.534	0.549
Location	1048.000	1048.000	
Product Quality	1310.000	1310.000	
Price Perception	1572.000	1572.000	
Purchase Decision	1572.000	719.562	0.542

Source: Authors, 2025

Based on Table 7, The Q² value for the brand image variable is 0.549, while for the purchase decision variable, it's 0.542. Both brand image and purchasing decisions show predictive accuracy because the Q² value is greater than zero.

Hypothesis Test

Tabel 8. *Path Coefficient*

	Origin Samp Samp (O)	Sample Me (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
Price Perception -> Purchase Decision	0.459	0.460	0.076	6.048	0.000	Accepted
Price Perception -> Brand Image	0.473	0.463	0.078	6.043	0.000	Accepted
Location -> Purchase Decision	0.189	0.193	0.077	2.459	0.014	Accepted
Location -> Brand Image	0.286	0.289	0.059	4.858	0.000	Accepted
Product Quality -> Purchase Decision	0.168	0.161	0.074	2.278	0.023	Accepted
Product Quality -> Brand Image	0.218	0.227	0.087	2.506	0.013	Accepted
Brand Image -> Purchase Decision	0.147	0.147	0.088	1.665	0.096	Not Accepted
Price Perception -> Purchase Decision -> Brand Image	0.070	0.068	0.042	1.650	0.100	Not Accepted
Location -> Purchase Decision -> Brand Image	0.042	0.041	0.024	1.721	0.086	Not Accepted
Product Quality -> Purchase Decision -> Brand Image	0.032	0.036	0.029	1.114	0.266	Not Accepted

Source: Authors, 2025

Table 8 shows the data processing results using SmartPLS, which is valuable for evaluating and determining whether the hypothesis should be accepted. The relationship between variables is valid if the t-statistic > 1.96 and p-value < 0.05. In Table 3, the accepted hypotheses are as follows: price perception on purchasing decisions (t = 6.048 and p = 0.000), price perception on brand image (t = 6.043 and p = 0.000), location on purchasing decisions (t = 2.459 and p = 0.014), location to brand image (t = 4.858 and p = 0.000), product quality to purchasing decisions (t = 2.278 and p = 0.023), product quality to brand image (t = 2.506 and p = 0.013). The brand image hypothesis is rejected (t = 1.665, p = 0.096) as well as the indirect effects of price (t = 1.650, p = 0.100), location (t = 1.721, p = 0.086), and product quality (t = 1.114, p = 0.266) on purchasing decisions through brand image, as their t-values are < 1.96 and p-values > 0.05. Unlike previous studies, this research shows brand image plays a more critical role in decision-making, not as a mediator (Sukma et al., 2024).

This study indicates that location positively influences on purchasing decisions. A strategic location that is easily accessible to customers provides comfort and convenience in the purchasing process, which can increase sales. Therefore, choosing the right Location is crucial to making purchasing decisions, as this finding is consistent with previous research conducted by Ardiansyah & Khalid, (2022), which found that Location positively impacts purchasing decisions.

Results show that location also has a positive impact on brand image. A carefully chosen location reflects the values espoused by the brand. Brands located in strategic locations are often perceived as more trustworthy and quality, which, in turn, helps build a better brand image in the eyes

of consumers. Therefore, consumers are likely to buy the product because of the positive image in their minds.

The findings indicate that product quality positively influences purchase choices. Superior items may incentivize consumer purchasing. Consumers often choose high-quality items, since they anticipate these will fulfill their expectations. This study corroborates the earlier research by Pratama & Paludi (2024), indicating that product quality positively influences purchase choices.

The results also show that product quality positively impacts the brand image. Brands that consistently offer high-quality products will be able to build a positive image in the minds of customers. Thus, high-quality products strengthen the brand image's positive value and encourage customers to choose and buy these products. This finding is proven by previous research by Situmorang et al., (2018) who found that product quality positively impacts the brand image.

The study's findings indicate that price perception positively influences purchasing decisions. Customers adjust not only the Price of the product directly but also how the Price is in line with the benefits they receive. If the Price is considered commensurate with the benefits obtained, customers tend to prefer to make purchases. This finding is proven by research conducted by Rinjani & Paludi, (2023) which suggests that price perceptions positively impact purchasing decisions.

The results of this study also show that price perception has a positive impact on brand image. Price perception can influence how customers perceive the brand. Therefore, businesses need to be careful in determining prices to align with the brand image they have built. This finding is also evidenced by previous research conducted by the researchers Putra et al., (2024), who discovered that price perception exerts a positive influence on brand image.

In addition, this study also shows that brand image has no impact on purchasing decisions. Well-known brands often do not influence customers' decisions to buy these products. Customers assume that the brand is already embedded in the minds of customers, so they no longer doubt the quality of the product and continue purchasing. So famous is the Japanese food brand Tom Sushi, that buyers no longer need to look for information about the Tom Susi brand. This finding is also supported by Wowor et al., (2021) who found that brand image has no impact on purchasing decisions.

Then this study also shows that the indirect effect on the location variable has no impact on purchasing decisions through brand image. Even though the Location is strategic, a strong brand image can directly influence the customer's decision to buy without considering the location factor of the product. In today's digital age, consumers rely more on brand reputation than geographical convenience. With the rise of e-commerce and online shopping, customers can easily access products from anywhere, so location is no longer a significant factor in the decision-making process. An established brand can create a perception of trust and reliability, thus encouraging customers to make purchases wherever the product is sold. Thus, a strong and positive brand image is shown to play a more crucial role in swaying customer decisions to purchase a product.

In addition, this study revealed that the indirect effect of product quality through brand image does not affect purchasing decisions. This suggests that consumer perceptions and emotional connections with a brand are often more important than objective assessments of product quality. In addition, strong brand storytelling can shape customer preferences to the point where perceived brand value becomes a decisive factor, even when product quality itself is not a major consideration. Although a product may be of high quality, the brand image that has been formed in the minds of customers plays a more dominant role, leading them to make purchasing decisions without much consideration of the quality of the product itself. This finding is diverges from earlier research by Mawardy & Lestari (2023), which found that product quality positively impacts purchasing decisions mediated by brand image.

This finding suggests that the indirect effect of perceived price does not affect purchase choice through brand image. When a brand has built trust, customers are more willing to pay a premium or

ignore price differences in favor of perceived quality and reliability. In many cases, customers interpret premium brands with quality, status, or lifestyle, so they are less sensitive to price differences. While price can influence client impressions, a strong brand image strongly influences purchase choices, regardless of the direct influence of price perception. This study differs from other studies by Wasik et al., (2023) which indicate that pricing perception positively influences purchase choices via brand image.

Conclusion

This research identifies numerous critical factors that influence purchase choices and brand perception, as well as their effects on the firm. The investigation indicated that the location element positively influences purchase choices and brand perception. This shows that if a location is strategically chosen and easily accessible to customers, the decision to buy will increase and have a good impact on the product's brand image. Furthermore, product quality also positively impacts purchasing decisions and brand image. High-quality products can encourage increased purchasing decisions and strengthen the brand image in customers' eyes. In addition, the perception of prices following customer preferences is proven to impact purchasing decisions and brand image positively. This suggests that prices that customers perceive as reasonable can encourage them to make purchase decisions. However, it should be noted that brand image does not directly impact purchasing decisions. This indicates that the brand is already firmly entrenched in customers' minds. In addition, intervening variables such as Location, product quality, and price perception on purchasing decisions through brand image did not significantly impact Tom Sushi.

Based on the results of this study, the authors suggest that Tom Sushi improve the brand image that has been formed in customers' minds to increase purchasing decisions because the brand image is positioned as an antecedent variable, not as a mediator. In addition, further research is recommended to explore additional factors that may have an impact on purchasing decisions and brand image. Future research will also be more accurate if it involves a larger sample size. Although this study has contributed to the science with novelty of the implementation of Strategic Location improving purchasing decisions through the mediation role of brand image, this study still needs further study. Thus, the researcher suggests that in the future a longitudinal study be carried out for the sake of improvements that can be applied in the hospitality industry.

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