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Brand Equity and Service Quality: Purchase Decisions in Post-Pandemic Laptop Retail Industry

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Abstract

Purpose: Understanding the determinants of purchase decisions is critical in the competitive post-pandemic electronics retail market. Laptops require retailers to differentiate themselves through brand strength and service excellence. This study examines how the brand equity and service quality of Republic Laptop Bandung affect consumers' purchasing decisions.

Research Methodology: This quantitative associative study involved 124 respondents selected using purposive sampling. The Yamane formula was used to calculate the sample size with 5% accuracy. Multiple linear regression, path analysis, the F-test, and validity-reliability tests using SPSS version 25 were used to examine the data gathered via questionnaires.

Results: Brand equity (β = 0.300; t-count = 3.721) and service quality (β = 0.333; t-count = 4.122) significantly influence purchase decisions. Simultaneously, both variables significantly influence decisions (F-count = 18.482) with adjusted R^2 = 0.233. Other elements, including pricing, promotions, and store ambiance, affect more than three-quarters of judgements.

Conclusions: Purchase decisions are heavily influenced by brand equity and excellent service. Strengthening perceived quality, brand awareness, staff responsiveness, and empathy is essential.

Limitations: This study is limited to 124 customers from a single branch and only two independent variables.

Contributions: This study extends contemporary consumer behavior theory by integrating Customer-Based Brand Equity (CBBE) and SERVQUAL frameworks to explain purchasing decisions. Practically, it provides insights for improving brand awareness, perceived quality, and customer service in electronics retail.

Keywords: *Brand Equity, Consumer Behavior, Electronics Retail, Purchasing Decisions, Quality of Service*

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1. Introduction

Digital transformation in business and economic systems has been greatly expedited by advancements in Information and Communication Technologies (ICTs) (Shishmanova, Aleksandrova, & Petkova, 2022). Among the most essential technological devices is the laptop, which has evolved from a luxury item into a primary necessity for education, business, and daily activities (Ketut, Putu, Putra, Anam, Istianti, & Pandin, 2019). According to Canalys (2020), global PC shipments increased by 12.7%

year-over-year in Q3 2020, reaching approximately 79.2 million units, marking one of the strongest growth periods in the past ten years.

In Indonesia, the demand for laptops also surged significantly during the pandemic. According to APJII (2022), in 2021, 77.02% of Indonesians had access to the internet, indicating the country's increasing reliance on digital connectivity throughout the pandemic. Dihni (2022) reported that searches for electronic products on e-commerce platforms increased by 110% in 2021 compared to 2019, with webcam searches surging by 1,572%, indicating sustained consumer reliance on digital devices to support hybrid work and online activities.

In Bandung City, the electronics retail sector has become increasingly competitive. Republic Laptop, a multi-brand electronics retailer offering various laptop brands and models, is one of the key players. However, based on a pre-survey conducted on 20 consumers who visited the store, several issues were identified regarding purchasing decisions. As many as 55% of respondents stated that they did not make purchases due to a lack of product variety, 60% indicated that product availability was not guaranteed, and 70% admitted that they did not consider Republic Laptop as their primary choice when intending to buy a laptop. These results show that Republic Laptop customers' purchase choices are subpar.

There is still a contextual vacuum in our knowledge of how brand equity and service quality affect consumer choices in the retail electronics industry, especially in post-pandemic Indonesia, despite a wealth of studies on these topics. Most existing studies have focused on the food and beverage industries or specific product categories such as fashion footwear (Angelica, & Tj, 2025; Usman, & Zuhurifa, 2021). Limited research has examined how these factors operate in multi-brand electronics retail stores that offer various laptop brands and models. This gap is significant because consumer behavior in electronics purchasing involves unique characteristics, including high involvement, technical complexity, and post-purchase service expectations that differ from other product categories.

Purchase decisions across a range of industries have been demonstrated to be greatly influenced by brand equity, which is defined as the added value endowed to goods and services reflected in consumer perceptions, preferences, and behaviors (Angelica and Tj, 2025; Datta, Ailawadi, & Van, 2017; Erislan, 2025; Tasci, 2021). The SERVQUAL aspects of tangibles, dependability, responsiveness, assurance, and empathy are also used to quantify service quality Mrabet, Benachenhou, and Khalil (2022) and have been found to positively affect consumer decisions (Tarigan, Rusdi, & Munthe, 2025; Usman and Zuhurifa, 2021). However, the combined influence of these two variables on purchasing decisions in the post-pandemic electronics retail context remains underexplored. This study addresses this gap by examining both variables simultaneously at Republic Laptop Bandung.

In light of the foregoing context, the following research topics are addressed in this study: Does brand equity partially influence purchase decisions at Republic Laptop Bandung? Does service quality partially influence the purchase decisions at Republic Laptop Bandung? Do brand equity and service quality simultaneously influence purchase decisions at Republic Laptop Bandung?

Thus, the objectives of this study are to: examine the partial impact of brand equity on purchase decisions; examine the partial impact of service quality on purchase decisions; and examine the simultaneous impact of service quality and brand equity on purchase decisions at Republic Laptop Bandung.

The findings of this study are expected to make both theoretical and practical contributions. Theoretically, this study enriches the marketing literature on consumer behavior, particularly in understanding how brand equity and service quality function in the electronics retail sector in the post-pandemic period. Practically, the results provide actionable insights for Republic Laptop management to strengthen their brand positioning and improve service delivery. Furthermore, other

electronics retailers in Bandung can use these findings as a benchmark to enhance their competitive advantages.

2. Literature Review and Hypotheses Development

2.1 Theoretical Foundation

2.1.1 Consumer Behavior Theory

The study of how people, groups, and organizations choose, purchase, use, and discard products, services, concepts, or experiences to fulfil their wants and aspirations is known as consumer behavior (Karemani & Memeti, 2023). The Engel-Blackwell-Miniard (EBM) model is one of the most comprehensive frameworks for understanding consumer decision-making processes. Problem identification, information search, alternative evaluation, purchase choice, and post-buy evaluation are the five sequential steps identified by this methodology (Ansari, Dadhich, & Ajmera, 2025). In the context of electronic goods purchasing, consumers typically go through these stages, particularly the evaluation of alternatives where brand-related factors and service quality perceptions play crucial roles.

2.1.2 Brand Equity

In addition to the prices, market share, and profitability that a brand demands, brand equity is the extra value endowed to goods and services and is represented by how people feel, think, and behave toward the brand (Datta et al., 2017). According to Paschina (2025), brand equity is a multifaceted concept comprising four main components: brand awareness, brand associations, perceived quality, and brand loyalty.

Brand awareness is a crucial element in marketing, influencing purchase decisions and product usage experiences; however, the underlying cognitive processes in the brain that shape this awareness remain not fully understood (Zhang, 2020). Anything associated with a brand in memory, such as features of a product, advantages for customers, and the brand as a whole, is known as a brand association (Wu, Do, Nguyen, Anridho, & Vu, 2020). Customers' assessment of a product's general excellence or superiority is known as perceived quality (Das Guru & Paulssen, 2020). Brand loyalty is a strong commitment to continuously purchase a favored product in the future, leading to recurring same-brand purchases in spite of external factors (Cardoso et al., 2022).

Recent research has reaffirmed the importance of brand equity in a variety of situations. For instance, Thuy, Anh, and Binh (2022) found that brand equity significantly influences consumer decisions in the mobile phone retail sector. Similarly, Thanh, Hieu, and Lan (2026) demonstrated that brand equity dimensions have differential effects on purchase intention across product categories.

2.1.3 Service Quality

The attributes of a product or service that affect its capacity to meet explicit or implicit needs are referred to as service quality (Syahnadin et al., 2025). The SERVQUAL model, which defines five characteristics, is the most commonly used approach for assessing service quality (Mrabet et al., 2022). The appearance of actual buildings, machinery, staff, and communication materials are referred to as tangibles. The capacity to deliver the promised service consistently and precisely is known as reliability. Employees' expertise, politeness, and capacity to inspire confidence and trust are all considered aspects of assurance. The ability to assist clients and deliver timely service is known as responsiveness. Empathy is the kind, customized care given to clients.

In the context of laptop retail services, each SERVQUAL dimension is relevant. Tangibles relate to the store's physical appearance, including clean and organized display areas, modern store layout, and professional staff attire, which shape consumers' first impressions of Republic Laptop's credibility (Sikder, Rana, & Polas, 2021). Reliability reflects a store's ability to deliver accurate product information, ensure stock availability as promised, and consistently provide warranties or after-sales services. Responsiveness indicates the willingness of the sales staff to promptly assist customers in comparing laptop specifications, answering technical questions, and expediting purchase transactions.

Assurance encompasses the staff's product knowledge and expertise, which is critical for building trust when customers make high-involvement electronic purchases involving significant financial commitment. Empathy refers to the individualized attention staff provide, such as understanding customer needs based on their usage purposes such as, gaming, business, and education) and offering tailored recommendations (Mrabet et al., 2022; Parasuraman, Zeithaml, & Berry, 1988).

Although SERVQUAL was originally designed to predict customer satisfaction, recent studies have established a direct link between service quality dimensions and purchase decisions. According to Ali, Zainal, and Ilhamalimy (2022), positive perceptions of service quality reduce consumer uncertainty and perceived risk, particularly in high-involvement purchases such as laptops, thereby increasing the likelihood of purchasing. Consumers who experience reliable, responsive, and empathetic service during the information search and alternative evaluation stages are more inclined to make a purchase decision at the same retailer (Nayma, Ratul, & Rahman, 2023). Thus, by influencing customers' overall perception of the retailer, service quality not only increases customer happiness but also directly influences buying behavior.

Empirical data support the direct impact of service quality on purchase decisions in various retail scenarios. Usman and Zuhurifa (2021) found that purchasing decisions at Starbucks locations are positively and significantly influenced by service quality, indicating that service excellence influences customer choice beyond simple satisfaction. In the automotive retail sector, Budiman, Sulaeman, and Shahara (2023) confirmed that service quality significantly influences purchasing decisions at Honda dealership. More recently, Tarigan et al. (2025) found that purchasing decisions in the culinary business were significantly and positively impacted by service quality, supporting the idea that service quality is a factor that applies to all industries. In the context of electronics retail, Sin-Bok (2025) demonstrated that service quality in retail stores directly impacts purchase intention through consumer value perception, supporting the relevance of this relationship for laptop retailers such as Republic Laptop Bandung.

2.1.4 Purchase Decision

The phase of the buyer decision-making process in which the customer actually purchases the item is known as the purchase decision (Nirwana, 2023). According to Kotler and Amstrong (2018), choosing a product, brand, dealer, time of the purchase, and mode of payment are some of the sub-decisions that go into making a buy. Purchase decisions are impacted by both individual variations (consumer resources, motivation, knowledge, attitudes) and environmental factors (culture, social class, family, situational circumstances), according to (Datta et al., 2017).

2.2 Previous Research

The relationship between brand equity, service quality, and purchasing decisions in a variety of circumstances has been the subject of numerous studies. Table 1 summarizes the key previous research relevant to this study.

Table 1. An overview of earlier studies

No.	Researcher(s) (Year)	Research Context	Key Findings
1	Thanh et al. (2026)	Life Insurance	Different brand equity dimensions have varying effects on purchase intention
2	Thuy et al. (2022)	Consumer goods	Brand equity influences purchase decision
3	Izogo and Ogba (2015)	Retail sector	All SERVQUAL dimensions affect customer satisfaction
4	Usman and Zuhurifa (2021)	Coffee shop (Starbucks)	Service quality positively affect purchase decisions
5	Angelica and Tj (2025)	Fashion footware	Brand equity significantly influences purchase decisions

No.	Researcher(s) (Year)	Research Context	Key Findings
6	Sikder et al. (2021)	Ride-sharing services (Bangladesh)	Tangibility, responsiveness, empathy, and price fairness significantly affect customer satisfaction
7	Widjaya and Padmoprayitno (2022)	University selection (Jakarta)	Promotion mix and service quality positively affect study decisions; price has a negative effect
8	Nayma et al. (2023)	SMS marketing (Bangladesh)	Informativeness and credibility are the most decisive factors influencing consumer attitudes and purchase decisions
9	Muslim, Mubarok, and Wijaya (2020)	Sneaker buying decisions (Yogyakarta)	Brand image, brand trust, and reference group positively affect buying decisions
10	Handryani and Tj (2026)	Instant seasoning products (Sasa Japanese Curry)	Digital marketing and sales promotion influence purchase decisions through brand awareness mediation

2.3 Hypotheses Development

2.3.1 The Influence of Brand Equity on Purchase Decisions

Brand equity provides added value to products and influences consumers' perceptions, preferences, and behaviors (Datta, Ailawadi, & Van, 2017). Customers are more likely to select a brand over rivals when they have a favorable opinion of it, as evidenced by high awareness, strong associations, positive quality judgements, and loyalty. Halim, Chuah, Zukfily, and Goh (2024) argued that brand equity shapes consumer perceptions about product quality, leading to purchase decisions.

This link is supported by empirical evidence. Angelica and Tj (2025) using PT Buccheri Indonesia as one of the research contexts, discovered that brand equity strongly influences purchase decisions in the competitive fashion footwear market. In a similar vein, Erislan (2025) found that every aspect of brand equity had a substantial impact on customers' decisions to buy, with perceived quality and brand loyalty ranking as the most important elements. Additionally, Usman and Zuhurifa (2021) verified that brand equity influences consumers' decisions to buy at Rawamangun Starbucks locations. The first hypothesis is proposed in light of the theoretical underpinnings and actual data:

> H_1: Brand equity positively and significantly influences the purchase decisions at Republic Laptop Bandung

2.3.2 The Influence of Service Quality on Purchase Decisions

Service quality reflects the overall evaluation of a service's excellence and directly impacts customer satisfaction and behavioral intentions (Syahnadin et al., 2025). In retail contexts, high service quality creates positive customer experiences, encourages repeat purchases, and influences purchase decisions (Sin-Bok, 2025). Previous studies consistently demonstrate this relationship. Purchase decisions at Starbucks locations in Rawamangun are positively and strongly impacted by service quality (Usman & Zuhurifa, 2021). According to Tarigan et al. (2025), purchase decisions in the culinary business are significantly positively impacted by service quality. According to Budiman et al. (2023), at the Pradana Honda Dealer Sawangan Branch, promotions and service quality have a big impact on customers' decisions to buy. Consequently, the following second hypothesis is proposed:

> H_2: Service quality positively and significantly influences purchase decisions at Republic Laptop Bandung

2.3.3 The Simultaneous Influence of Brand Equity and Service Quality on Purchase Decisions

Purchase decisions made by consumers are rarely influenced by a single element. According to Ali et al. (2022), multiple factors including brand-related and service-related factors simultaneously influence consumer choices. The EBM model suggests that during the alternative evaluation stage, consumers simultaneously consider various product and service attributes (Ansari et al., 2025). At Self

Photo Studio Morii in Kendari, a company in the service sector, Ramadhani, Madjid, and Yusuf (2025) examined the combined effects of brand equity and service quality and discovered that both factors concurrently had a considerable impact on purchase decisions. Thus, the third hypothesis is as follows:

> *H₃:* Brand equity and service quality simultaneously and positively influence purchase decisions at Republic Laptop Bandung

The suggested ideas have a rational basis owing to the Engel-Blackwell-Miniard (EBM) model's integration with theories of brand equity and service quality. The EBM model states that customers make decisions in five steps: problem detection, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Ansari et al., 2025). During the alternative evaluation stage, consumers compare various product and service attributes to make informed choices.

According to brand equity theory, customers' preferences are influenced throughout the evaluation stage by high brand awareness, strong brand associations, perceived quality, and brand loyalty (Datta et al., 2017). Customers are more inclined to select brands that they trust and have positive associations with. This logic directly supports *H₁*, which asserts that purchasing decisions are positively impacted by brand equity.

Similarly, consumers' perceptions of service excellence are shaped by tangibles, dependability, responsiveness, assurance, and empathy, according to service quality theory, as operationalized through SERVQUAL dimensions (Mrabet et al., 2022). Customers evaluate service quality as a crucial distinction between rival retailers during the information search and alternative evaluation phases. *H₂*, which states that service quality has a favorable impact on purchase decisions, is supported by this logical chain.

Additionally, the EBM model acknowledges that purchasing decisions are typically influenced by the concurrent assessment of several characteristics rather than a single aspect (Ansari et al., 2025). Both brand-related and service-related factors operate concurrently in shaping consumer choices. Thus, the integrated theoretical framework logically leads to *H₃*, which suggests that brand equity and service quality jointly influence purchasing decisions.

2.4 Conceptual Framework

Figure 1 depicts the conceptual structure of this study based on the literature review and hypothesis development.

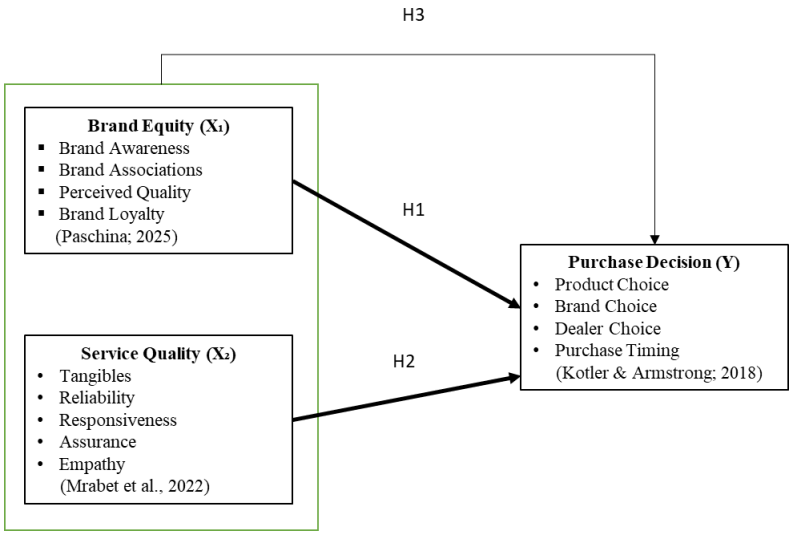


Figure 1. Conceptual framework

This concept demonstrates how brand equity (X_1) and service quality (X_2) are separate variables that are thought to partially and simultaneously affect purchasing decisions (Y).

3. Research Methodology

3.1 Research Design

This study uses associative approaches in conjunction with a quantitative research strategy. The associative technique seeks to examine the relationship and impact between the dependent variable (buying decision) and the independent variables (service quality and brand equity). Questionnaires were the main tool used in this survey-based study to gather data.

3.2 Place and Time of Research

The study was conducted at Republic Laptop, a retail electronics store in Bandung City, West Java, Indonesia. The survey was conducted in 2023 between March and June.

3.3 Population and Sample

All customers who made purchases at Republic Laptop Bandung were included in the study's population. A total of 180 customers made purchases throughout a three-month period, according to the store's purchasing data. A sample is a portion of the population that is representative of the group as a whole. The Yamane formula Adam (2020) was used to calculate the sample size with a precision level of 5% as can be seen in Equation 1.

$$n = N/(N * d^2 + 1) \quad (1)$$

Where:
n = sample size
N = population size (180)|
d = precision level (5% = 0.05)
n = 180 / (180 * (0.05)² + 1)
n = 180 / (180 * 0.0025 + 1)
n = 180 / (0.45 + 1)
n = 180 / 1.45
n = 124.1 (rounded to 124)

A total of 124 responses were collected, according to the computation above. This sample size was considered adequate to provide simple data processing and trustworthy test outcomes. Purposive sampling was employed, and respondents were chosen according to three criteria: (1) they had made at least one purchase at Republic Laptop Bandung; (2) they were at least 17 years old; and (3) they were willing to participate in the study.

3.4 Research Instrument

A structured questionnaire consisting of 26 items was used as the research instrument, covering three sections: brand equity (8 items), service quality (10 items), and purchase decision (8 items). Each item was measured using a five-point Likert scale, ranging from 1 (“strongly disagree”) to 5 (“strongly agree”).

3.5 Variable Operationalization

The operationalization of the variables, including dimensions, indicators, and measurement scales, is shown in Table 2.

Table 2. Variable operationalization

Variable	Dimension	Indicator	Scale	Source
Brand Equity (X_1)	Brand Awareness	Recognition of Republic Laptop brand	Likert	Paschina (2025)

Variable	Dimension	Indicator	Scale	Source
Brand Equity (X_1)	Brand Awareness	Recall of Republic Laptop as electronics store	Likert	Paschina (2025)
	Brand Associations	Positive attributes associated with Republic Laptop	Likert	
		Strategic location perception	Likert	
	Perceived Quality	Product quality perception	Likert	
		Price level perception	Likert	
	Brand Loyalty	Preference for Republic Laptop	Likert	
		Willingness to recommend	Likert	
Service Quality (X_2)	Tangibles	Physical facilities appearance	Likert	Mrabet et al. (2022)
	Tangibles	Staff appearance	Likert	
	Reliability	Accurate service delivery	Likert	
	Reliability	Timely service	Likert	
	Responsiveness	Staff willingness to help	Likert	
	Responsiveness	Prompt service	Likert	
	Assurance	Staff knowledge about products	Likert	
	Assurance	Staff courtesy and trustworthiness	Likert	
	Empathy	Individual attention to customers	Likert	
	Empathy	Good communication with customers	Likert	
Purchase Decision (Y)	Product Choice	Product variety	Likert	Kotler and Amstrong (2018)
		Product availability	Likert	
	Brand Choice	Brand options available	Likert	
		Alternative product options	Likert	
	Dealer Choice	Store reputation	Likert	
		Store location convenience	Likert	
	Purchase Timing	Purchase frequency	Likert	
		Purchase timing flexibility	Likert	

3.6 Data Collection Technique

Customers who visited and made purchases at Republic Laptop Bandung were given printed questionnaires to complete in order to gather data. The respondents were informed about the goal of the study and were assured that their data would be kept private prior to distribution. Over the course of four weeks, 124 completed questionnaires were gathered and were valid for analysis.

3.7 Data Analysis Technique

3.7.1 Instrument Testing

To ensure that the questionnaire items accurately measured the intended constructs, validity and reliability tests were conducted. The validity of each item was assessed using Pearson's product-moment correlation, in which an item was considered valid when the calculated r-value was greater than the r-table value at a significance level of 0.05 (df = n − 2). Meanwhile, the reliability of the research instrument was evaluated using Cronbach's alpha coefficient. An instrument was considered reliable when its Cronbach's alpha value exceeded 0.70, indicating an acceptable level of internal consistency among the questionnaire items (Yun, Ulang, & Husain, 2023).

3.7.2 Associative Analysis

The impact of brand equity (X_1) and service quality (X_2) on purchase decisions (Y) was ascertained by multiple linear regression analysis. The regression Equation 2 is:

$$Y = a + b1X1 + b2X2 + eY = a + b1X1 + b2X2 + e \quad (2)$$

Where:
Y = Purchase Decision
a = Constant
b_1, b_2 = Regression coefficients
X_1 = Brand Equity
X_2 = Service Quality
e = Error term

Path analysis was used to determine the direct and indirect effects of the independent variables on the dependent variable.

Hypothesis Testing:

1. Partial test (t-test): To assess each independent variable's partial significance (H1 and H2). Criteria: If the t-count > t-table at α = 0.05, then H0 is excluded.
2. Simultaneous Test (F-test): To determine whether all independent variables are significant (H_3). Criteria: If F-count > F-table at α = 0.05, then H_0 is excluded.

   The coefficient of determination (R2) quantifies the extent to which independent factors account for the dependent variable.

3.7.3 Software Used

SPSS (Statistical analyses were performed using Sciences) version 25 for Windows.

4. Results and Discussions

4.1 Instrument Testing Results

4.1.1 Validity Test

Pearson 'sproduct moment correlation was used to assess validity. The r-table value was 0.176 with 124 respondents and α = 0.05. Every questionnaire item had computed r-values > 0.176, ranging from 0.412 to 0.789, demonstrating the validity of every item.

4.1.2 Reliability Test

Cronbach's alpha was used to measure reliability. The reliability test results are shown in Table 3.

Table 3. Reliability test results

Variables	Cronbach Alpha	Critical Value	Criteria
Brand Equity (X_1)	0.842	0.70	Reliable

Variables	Cronbach Alpha	Critical Value	Criteria
Service Quality (X_2)	0.876	0.70	Reliable
Purchase Decision (Y)	0.813	0.70	Reliable

Every variable had a Cronbach's alpha value of > 0.70, demonstrating the consistency and dependability of the research tool.

4.2 Associative Analysis Results

The traditional assumption tests normality, multicollinearity, heteroscedasticity, and autocorrelation were performed before the multiple linear regression analysis. The regression model is legitimate and trustworthy for evaluating hypotheses because the test results verified that all assumptions were met.

4.2.1 Multiple Linear Regression Analysis

The impact of brand equity and service quality on purchasing decisions was investigated using multiple linear regression analyses. Table 4 presents the regression results of the models.

Table 4. Multiple linear regression analysis results

Model	Unstandardized Coefficients	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
Model	B	Std. Error	Beta	T	Sig.
(Constant)	7.121	4.167		1.709	.090
Brand Equity (X_1)	.343	.092	.300	3.721	.000
Service Quality (X_2)	.336	.081	.333	4.122	.000
a.Dependent Variable: Purchase Decision (Y)					

Table 4 indicates that the regression Equation 3 is

$$Y = 7.121 + 0.343X1 + 0.336X2 + e \quad (3)$$

The interpretation is:

1. The purchase decision score would be 7.121 if brand equity and service quality were both zero, according to the constant value of 7.121.
2. If all other factors remain equal, the regression coefficient for brand equity (0.343) shows that purchase decisions increase by 0.343 for every unit increase in brand equity.
3. Assuming that all other factors remain constant, the regression coefficient for service quality (0.336) shows that purchase decisions increase by 0.336 for every unit increase in service quality.

4.2.2 Coefficient of Determination (R^2)

The degree to which the independent variables (brand equity and service quality) account for the variance in the dependent variable (purchase decision) was determined using the coefficient of determination (R^2). Table 5 presents the findings.

Table 5. Coefficient of determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.483[a]	.233	.220	4.03842
a. Predictors: (Constant), Service Quality, Brand Equity b. Dependent Variable: Purchase Decision				

Brand equity and service quality together account for 23.3% of the variation in purchase decisions at Republic Laptop Bandung, according to the R Square value of 0.233. Other variables not covered in this study, such as price, promotion, product quality, and word-of-mouth, account for the remaining

76.7%. After accounting for the number of predictors, the model is still fairly explanatory, as indicated by the Adjusted R Square score of 0.220.

4.3 Hypothesis Testing

4.3.1 Partial Test (t-test) for H_1

H_1: Brand equity positively and significantly influences purchase decisions

According to Table 4, the brand equity t-count is 3.721. The t-table value at $\alpha = 0.05$ is 1.980 with df = n - k - 1 = 124 - 2 - 1 = 121. *H_1* is acceptable because t-count (3.721) > t-table (1.980) and significance (0.000) < 0.05. This indicates that purchasing decisions at Republic Laptop Bandung are positively and significantly influenced by brand equity.

4.3.2 Partial Test (t-test) H_2

H_2: Service quality positively and significantly influences purchase decisions

The t-count for service quality was 4.122, as Table 4 demonstrates. t-table = 1.980 with df = 121. H_2 is accepted because t-count (4.122) > t-table (1.980) and significance (0.000) < 0.05. This indicates that purchasing decisions at Republic Laptop Bandung are positively and significantly influenced by service quality.

4.3.3 Simultaneous Test (F-test) H_3

H_3: Brand equity and service quality simultaneously influence purchase decisions

Table 6 presents the F test results.

Table 6. Simultaneous Test (ANOVA[a])

Model	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	602.845	2	301.423	18.482	.000[b]
	Residual	1973.417	121	16.309		
	Total	2576.262	123			
a. Dependent Variable: Purchase Decisionb. Predictors: (Constant), Service Quality, Brand Equity						

Table 6 indicates that the F-count is 18.482. The F-table value for $\alpha = 0.05$ is 3.07 with $df_1 = 2$ and $df_2 = 121$. H3 is acceptable because the F-count (18.482) > F-table (3.07) and significance (0.000) < 0.05. This indicates that purchasing decisions at Republic Laptop Bandung are positively and significantly impacted by both brand equity and service quality.

4.4 Discussion

4.4.1 The Influence of Brand Equity on Purchase Decisions

The findings demonstrate that brand equity significantly influences purchase decisions at Republic Laptop Bandung ($\beta = 0.300$; t-count = 3.721; $p < 0.05$). This result aligns with Halim et al. (2024), who assert that brand equity shapes consumer perceptions of product quality, leading to purchase decisions. Customers are more inclined to select a brand over its rivals when they have a favorable opinion of it.

Brand awareness, brand associations, perceived quality, and brand loyalty are the four components of brand equity (Paschina, 2025) in the context of laptop retail, perceived quality and brand awareness are very important. Laptops represent high-involvement purchases with significant financial and functional risks; consumers are therefore more likely to rely on perceived quality signals, such as the store's reputation for selling genuine and reliable products, to reduce purchase uncertainty (Erislan, 2025). Furthermore, strong brand awareness ensures that Republic Laptop is considered during the evoked set stage, where consumers mentally shortlist retailers before making a purchase decision. In Bandung's competitive electronics market, where numerous retailers compete for consumer attention, high brand awareness helps Republic Laptop remain top-of-mind, thereby increasing the likelihood of purchase (Halim et al., 2024).

The significant influence of brand equity at Republic Laptop Bandung can be attributed to several contextual factors. First, Republic Laptop positions itself as a multi-brand retailer offering various laptop brands (e.g., ASUS, Acer, Lenovo, HP), allowing consumers to compare products within a single store. This positioning reduces search costs and enhances the store's value proposition, reinforcing positive brand associations (Van Thuy et al., 2022). Second, the store's strategic location in Bandung's central business district increases its visibility and accessibility, contributing to brand awareness among the city's student and professional populations, who constitute the primary laptop consumers. Third, Republic Laptop's consistent marketing communications, including promotions through social media platforms, have strengthened its brand image as a trustworthy electronics retailer. These contextual factors, combined with the store's long-term presence in Bandung, have cumulatively built brand equity that directly translates into consumer purchase decisions.

This conclusion supports the findings of Van et al. (2022), who discovered that brand equity has a major impact on consumer choices in the retail mobile phone industry a product category similar to laptops in terms of high involvement and technical complexity. However, unlike studies conducted in other industries, the present research reveals that in the multi-brand electronics retail context, brand equity operates somewhat differently. Although brand loyalty was found to be the most important factor in fashion footwear, the current study indicates that perceived quality may be more important in laptop retail because customers place a higher value on product authenticity and the dependability of after-sales support than just brand loyalty (Angelica & Tj, 2025; Erislan, 2025). This distinction highlights the importance of industry-specific analyses and cautions against generalizing findings across product categories.

Practically speaking, these results provide Republic Laptop's management with useful information. First, given the importance of perceived quality, the store should strengthen its credibility by emphasizing product authenticity guarantees, official warranties, and transparent pricing. This can be achieved through in-store signage, staff training, and marketing communications that highlight the store's commitment to genuine products. Second, to enhance brand awareness, Republic Laptop should increase its social-media presence and engage with student communities in Bandung a key demographic for laptop purchases. Collaborations with local universities, back-to-school promotions, and online content marketing (e.g., laptop comparison videos) can help position Republic Laptop as a trusted destination. Third, the store should capitalize on positive brand associations by consistently delivering excellent customer experiences, ensuring that every purchase reinforces the store's reputation as a reliable electronics retailer.

4.4.2 The Influence of Service Quality on Purchase Decisions

The results show that service quality significantly influences purchase decisions at Republic Laptop Bandung ($\beta = 0.333$; t-count = 4.122; $p < 0.05$). This finding supports Ali et al. (2022) argument that service quality is a key determinant of customer satisfaction and behavioral intentions. This result corroborates previous studies by Usman and Zuhurifa (2021), who found that service quality positively and significantly affects purchase decisions at Starbucks outlets in Rawamangun. Tarigan et al. (2025) found that service quality has a significant positive effect on purchase decisions in the culinary industry. Budiman et al. (2023) found that promotion and service quality significantly influence purchasing decisions at the Pradana Honda Dealer Sawangan Branch.

The importance of service quality is further corroborated by previous studies. Sikder et al. (2021) found that service quality dimensions particularly tangibility, responsiveness, empathy, and price fairness—significantly affect customer satisfaction in ride-sharing services, demonstrating that service quality is a universal determinant across industries. Widjaya and Padmoprayitno (2022) also demonstrated that service quality positively and significantly influences study decisions in the higher-education context, confirming that service excellence drives positive behavioral outcomes. Nayma et al. (2023) further emphasized that credibility and informativeness in marketing communications, which are closely related to service quality perceptions, significantly influence consumer attitudes and purchase decisions.

4.4.3 The Simultaneous Influence of Brand Equity and Service Quality on Purchase Decisions
Brand equity and service quality have a simultaneous impact on purchase decisions (23.3 %) (R2 = 0.233), with other factors not included in this study accounting for the remaining 76.7%. The F-test confirms that both variables significantly influence purchase decisions (F-count = 18.482 > F-table = 3.07; $p < 0.05$). The remaining 76.7% influence from other factors indicates that variables such as price, promotion, product variety, location convenience, and word-of-mouth also play important roles in shaping purchase decisions (Qi & Kuik, 2022).

This result is in line with the EBM model, which proposes that during the alternative evaluation stage, consumers consider several elements simultaneously. Purchase decisions are complex and influenced by various product and service attributes (Ansari et al., 2025). Previous studies support this simultaneous effect. At Self Photo Studio Morii in Kendari, a company in the service sector, Ramadhani et al. (2025) discovered that purchasing decisions were significantly influenced by both brand equity and service quality.

There is more evidence that several factors may impact purchasing decisions simultaneously. Through brand awareness as a mediating variable, Handryani and Tj (2026) confirmed that digital marketing and sales promotion jointly affect purchase decisions, illustrating how brand-related elements and promotional activities collaborate. Nayma et al. (2023) found that multiple factors—including informativeness, credibility, and irritation—simultaneously affect consumer attitudes and purchase decisions in SMS marketing contexts. Additionally, Widjaya and Padmoprayitno (2022) demonstrated that price, promotion mix, and service quality all have an impact on study decisions, supporting the idea that a variety of marketing and brand-related factors frequently work together to influence purchase decisions rather than a single factor. The validity of the current study's conclusions is strengthened by these consistent findings across a range of businesses and circumstances.

5. Conclusions

5.1 Conclusion

This study aimed to examine the partial and simultaneous effects of service quality and brand equity on purchasing decisions at Republic Laptop Bandung. The findings of the associative analysis led to the following conclusions. Brand equity has a positive and significant effect on purchasing decisions, suggesting that customers are more likely to choose Republic Laptop when they perceive the company as having good brand equity, particularly in terms of perceived quality and brand awareness. For a multi-brand retailer operating in a highly competitive market like Bandung, building and maintaining a strong brand is not merely a marketing exercise but a critical driver of actual consumer choice. Service quality also has a positive and significant effect on purchasing decisions, indicating that consumers value responsive, reliable, and empathetic services when making high-involvement electronic purchases. The slightly higher contribution of service quality than brand equity suggests that personalized customer service and staff expertise may be more critical than brand perceptions in driving immediate purchase decisions. Simultaneously, brand equity and service quality positively and significantly influence purchasing decisions, with both factors accounting for 23.3% of the variance in purchasing decisions based on the adjusted R^2 value of 0.233. The remaining 76.7% may be influenced by other factors, including price competitiveness, promotional activities, product variety, store atmosphere, location convenience, and electronic word-of-mouth (e-WOM).

Theoretically, this study contributes to the marketing literature by demonstrating that the EBM model can be successfully combined with SERVQUAL and brand equity frameworks to explain purchase decisions in the retail electronics setting. The finding that perceived quality appears more dominant than brand loyalty in this context challenges generalizations from other industries and highlights the need for industry-specific analyses. Practically, this research provides actionable insights for Republic Laptop management. The dominance of perceived quality suggests that stores should prioritize product authenticity guarantees, transparent pricing, and reliable after-sales service. The importance of brand awareness indicates that increased social media engagement and community outreach to Bandung's student population can strengthen the store's market position. Furthermore, given the significant role of service quality, continued investment in staff training, particularly in product

knowledge and communication skills, is essential to maintain a competitive advantage. Future studies should also consider additional factors such as price, promotion, product variety, store atmosphere, location convenience, and e-WOM to provide a more comprehensive understanding of consumer purchasing behavior in the retail electronics industry.

5.2 Research Limitations

It is important to recognize the following limitations of this study. First, the study involved only 124 respondents from a single Republic Laptop location in Bandung City, which may limit the generalizability of the findings to other branches or retail electronics outlets in different areas. Second, the study considered only two independent variables, namely brand equity and service quality. The relatively low R^2 value of 23.3% indicates that 76.7% of purchasing decisions may be influenced by other factors not examined in this study, such as price, promotion, product quality, word-of-mouth, store atmosphere, and location convenience.

In addition, the use of incidental sampling may have introduced sampling bias, while the cross-sectional design captures consumer purchasing decisions only at a specific point in time and therefore may not reflect changes in consumer behavior over time. The study was also conducted in the post-pandemic period, when consumer behavior patterns may still have been adjusting, so the findings may differ under more stable economic conditions. Furthermore, this study did not examine the mediating effects of other variables, such as customer satisfaction, which may provide a more comprehensive explanation of the relationship between brand equity, service quality, and purchasing decisions.

5.3 Suggestions and Directions for Future Research

The following recommendations are made in light of the results and limitations. For Republic Laptop Bandung, management should further strengthen brand equity by improving the perceived quality dimension, particularly in terms of price competitiveness, even though brand equity already has a significant effect on purchasing decisions. Since service quality has a slightly higher contribution, staff communication skills should also be enhanced to strengthen the empathy dimension, especially when explaining product specifications to customers. In addition, inventory management should be improved to ensure product availability, as this was identified as an important factor influencing dealer choice.

For future researchers, additional variables such as price, marketing, product quality, store atmosphere, and electronic word-of-mouth (e-WOM) should be incorporated to explain a greater proportion of the variation in purchasing decisions, considering that the current model explains only 23.3%. Future studies should also replicate this research across multiple Republic Laptop branches or other electronics retailers to improve the generalizability of the findings. The use of probability sampling techniques, such as stratified random sampling, is recommended to reduce sampling bias. A longitudinal research design could also be employed to capture changes in purchasing decision patterns over time, particularly as post-pandemic consumer behavior becomes more stable. Furthermore, comparative studies between offline and online electronics retailers may provide deeper insights into contextual differences in the effects of service quality and brand equity.

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Author Contributions

Conceptualization, literature review, study design, data collection, analysis, and preliminary paper writing were all performed by BP. KSA participated in data collection, instrument validation,

manuscript drafting, and revision. YS supervised the academic process, offered methodological guidance and critically reviewed the manuscript. All authors jointly interpreted the results and provided final approval before submission.

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