THE INFLUENCE OF CELEBRITY ENDORSEMENT, BRAND IMAGE, AND SERVICE QUALITY ON PURCHASING DECISIONS AT GURLBUCKET STORE

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ABSTRACT

The development of the fashion industry in Indonesia, especially women's fashion, tends to be caused by changes in fashion trends which have led to the emergence of the ready-to-wear concept, namely fast fashion. With this potential, extensive business opportunities are created in the women's fashion sector. This research was conducted at the Gurlbucket Shop located on Jl. Raya Padang Luwih No. 193, Dalung, North Kuta, Badung. The purpose of this research is to test and explain the influence of celebrity endorsement, brand image, and service quality on product purchasing decisions at the Gurlbucket Store. The sample in this study was 126 respondents. Data collection was carried out by distributing questionnaires directly delivered to the location and given directly to respondents. The collected data was analyzed using the classic assumption test, multiple linear regression analysis, determination test (Adjusted R2) and model feasibility test (F-test). The results of this research show that celebrity endorsement has a positive and significant influence on purchasing decisions, brand image has a positive and significant influence on purchasing decisions and service quality has a positive and significant influence on purchasing decisions at the Gurlbucket Store. The implications of this research can be material for consideration and input for the Gurlbucket Store in maintaining purchasing decisions by considering the variables celebrity endorsement, brand image and service quality.

Keywords: Celebrity Endorsement, Brand Image, Service Quality, Product Purchasing Decisions

INTRODUCTION

The creative industry in Indonesia is developing very rapidly, this industry which focuses on the creation of goods, services, expertise, talent and creativity as intellectual property is an inseparable part of the creative economy. One of the subsectors of the creative industry is the fashion sector, namely creative businesses related to clothing design, footwear, accessories, clothing production, as well as consultation and distribution of fashion products (Dewi et al., 2023).

The development of the fashion industry in Indonesia, especially women's fashion, tends to be due to changes in fashion trends that occur in a short period of time, resulting in the emergence of the ready to wear concept, namely fast fashion, and this is no exception in Indonesia. Entering the 2020s, the women's fashion industry in Indonesia is increasingly mature, what's more, there is rapid digital transformation due to the use of social media and e-commerce platforms. The development of the digital world has also given rise to many entrepreneurs in the fashion sector, so that many start-up companies are operating in the fashion sector by developing e-commerce. The owner of Gurlbucket has utilized this huge opportunity in the fashion industry in Indonesia.

Gurlbucket is one of the most popular women's fashion stores in Bali which was founded in 2019 (Djuhud, 2022). This shop offers various kinds of women's fashion such as clothes, dresses, trousers, jackets and other women's accessories. Gurlbucket has succeeded in becoming a popular brand among young people, and recently Gurlbucket itself has even been able to build several branch stores in the Bali area. Competition data for women's fashion stores in Bali as seen from the number of followers on Instagram social media is presented as follows.

Table 1. Number of Instagram Social Media Followers at Women's Fashion Stores in Bali in 2023 as of July 2024

No	Store Name	Social Media Accounts	Number of Followers (People)
1	Aijo Store.id	Instagram	723,000
2	Gurlbucket	Instagram	408,000
3	Fashionable Fashion	Instagram	181,000
4	Ve_Fashionbali	Instagram	151,000
5	Georgios Women	Instagram	141,000

Source: Instagram (Data processed, 2024)

Based on Table 1, it can be explained that the Gurlbucket Store is in second place after Aijo Store.id with a total of 408,000 Instagram social media followers. This means that the more followers you have on Instagram social media, the more consumers will pay attention to the products being offered, so this will increase sales. Gurlbucket itself has various strategies to always increase sales, such as doing celebrity endorsements and creating social media marketing. This shows that consumer purchasing decisions for Gurlbucket products are increasing over time.

Purchasing decisions are a person's attitude to buy or use a product in the form of goods or services that they believe will satisfy them and their willingness to bear the risks that may arise (Thomas et al., 2024). Consumer purchasing decisions in fashion are influenced by information available to the public from various sources such as advertisements, magazines, celebrities, friends, family and bloggers (Ikbal, 2022). Purchasing decisions will be made using the principle of balancing the positive side with the negative side of a brand (compensatory

decision rule) or looking for the best solution from the consumer's perspective (non-compensatory decision rule) which after consumption will be re-evaluated.

One factor that can influence purchasing decisions is celebrity endorsement. Celebrity endorsement is one of the marketing promotion strategies that can be carried out by companies to communicate their products well and convince consumers, namely by using the services of celebrities by providing endorsements (Aryani, 2023). When a brand uses celebrity services, the brand will be better known and consumer trust in a brand can be immediately formed because the celebrity already has experience and expertise in a particular field. In fact, 53 percent of consumers purchase products after seeing posts from influencers (niagahoster.co.id). Celebrities have influence, talent and popularity so that they help smooth marketing activities. The influence possessed by celebrities will create an emotional connection with consumers, so that consumer attraction will be built towards the products being promoted, thus increasing a consumer's purchasing decisions. The better the celebrity endorsement made by the company, the more purchasing decisions it can make (Manggalania and Soesanto, 2021).

Based on the research results of Wachyuni and Priyambodo (2023) and Chotim et al. (2022) stated that celebrity endorsements have a positive effect on purchasing decisions. Anas' (2020) research results also state that celebrity endorsements have a positive effect on purchasing decisions. This means that the better the celebrity endorsement made by a company, the purchasing decisions will also increase. This is different from research conducted by Ngesti (2021) which states that celebrity endorsements have no influence on purchasing decisions, as well as research by Inggasari and Hartati (2022) which states that celebrity endorsements have no influence on purchasing decisions.

Apart from celebrity endorsements, a factor that can influence purchasing decisions is brand image. Brand image plays an important role in purchasing decisions where the company must have a good image to generate buying interest in consumers and lead to purchasing decisions (Kusuma and Sukaatmadja, 2023). Brand image is a characteristic, name, term, design, or combination that displays the identity of a product, whether goods or services, and can differentiate the product from other competing products (Iswara and Santika, 2019). Brand image is the impression of a brand that appears in the minds of customers. The placement of a brand in the minds of customers must be done so that the brand image is created to be more positive for customers (Wahyuningsih and Sukaatmadja, 2020). Building a strong brand image is very important for companies in influencing consumers to always remember and differentiate from competitors (Kuncoro and Windyasari, 2021). Using a certain type of branded product can increase self-recognition/prestige for consumers who use it. Consumers who have a positive image of a brand are more likely to make purchases (Atmaja et al., 2020). Apart from that, according to Atmaja et al. (2020) the better the brand image attached to the product, the consumer assumes that a product with a trusted brand image gives a greater sense of pride when the consumer uses the product purchased, thereby increasing purchasing decisions.

This is also supported by research conducted by Havidz and Mahaputra (2020) and research by Sterie (2019) which states that brand image has a positive influence on purchasing decisions. The research results of Solihin et al. (2021) also stated that brand image has a positive influence on purchasing decisions. This means that the better the brand image a company has, the purchasing decisions will increase. In contrast to research conducted by Ghadani et al. (2022) which states that brand image has a negative effect on purchasing decisions. This means that the better the brand image a company has, the less it will increase purchasing decisions.

To improve consumer purchasing decisions, companies must also pay attention to the service quality provided to consumers. If a company is able to provide good service, directly or

indirectly, its service image will spread widely because the satisfaction felt by its customers will be conveyed from one customer to another in a chain, so that it can attract more customers (Suryantari and Respati, 2022) . According to Gajewska et al. (2020) service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service quality applies to all types of services provided by the company while the client is at the company.

The Gurlbucket store has received poor reviews in providing services such as unfriendly attitudes and lack of ethics in serving consumers. The bigger the company, the better the service quality provided. Therefore, efforts need to be made to improve service quality at the Gurlbucket Store. If employees continue to provide poor service quality, it will have an impact on consumer purchasing decisions (Source: Google Review Gurlbucket (2023)).
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Service quality is a central point for companies because it influences purchasing decisions and purchasing decisions will arise if the quality of service provided to consumers is good. It can be concluded that service quality is an action carried out by the company in the form of something that is intangible but can be felt by consumers. The better the quality of service provided, the more a consumer's purchasing decisions will increase.

This is also supported by research conducted by Oscar and Keni (2019) and Ali et al. (2020) who stated that service quality has a positive influence on purchasing decisions. The results of research conducted by Akbar et al. (2023) also stated that service quality has a positive influence on purchasing decisions. This means that the better the service quality a company has, the purchasing decisions will also increase. This is different from research conducted by Ramadani (2020) which states that service quality has no influence on purchasing decisions. This means that whether the quality of service provided by the company to consumers is good or bad, it will not influence purchasing decisions.

Based on this and the inconsistency of previous research results, the author is interested in raising a research topic with the title "The Influence of Celebrity Endorsement, Brand Image, and Service Quality on Product Purchase Decisions at Gurlbucket Stores".

RESEARCH METHODS

This type of research is associative research which aims to describe and test the hypothesis of the relationship between two or more variables, namely the relationship between the influence of celebrity endorsement, brand image, service quality on purchasing decisions. The type of research used is causal research with a questionnaire tool given to respondents to obtain the required data. Causal research shows the cause and effect relationship of one of the independent variables influencing the dependent variable.

The population in this study is consumers who shop Gurlbucket, but the number is not limited.This research uses a purposive sampling technique, namely a technique for determining samples by considering certain criteria. The sample in this study was 126 respondents. Data collection was carried out by distributing questionnaires directly delivered to the location and given directly to respondents. The collected data was analyzed using the classic assumption test, multiple linear regression analysis, determination test (Adjusted R2) and model feasibility test (F-test).

RESULTS AND DISCUSSION

Respondent characteristics

Table 2. Characteristics of Respondents

Characteristics	Classification	Number of people)	Percentage (%)
Gender	Man	8	6.3
	Woman	118	93.7
	Amount	126	100
Age	≤21 years	42	33.3
	22-26 years old	68	54.0
	27-31 years old	16	12.7
	Amount	126	100
Last education	SMA / VOCATIONAL SCHOOL	74	58.7
	Diploma	2	1.6
	S1	50	39.7
	Amount	126	100
Work	Student/college student	53	42.1
	Private employees	47	37.3
	Government employees	4	3.2
	Self-employed	22	17.5
	Amount	126	100
Income	< IDR 2,000,000	25	19.8
	IDR 2,000,000 – IDR 3,000,000	56	44.4
	IDR 3,000,000 – IDR 4,000,000	45	35.7
	Amount	126	100

Results of Inferential Statistical Analysis

Test classical assumptions

A regression model is said to be a good model if the model is free from classical statistical assumptions. A multiple linear regression model will theoretically produce appropriate estimator parameter values if it meets the requirements of classical regression assumptions, namely: normality, multicollinearity and heteroscedasticity tests.

1) **Normality test**

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test	
N	126
Statistical Tests	0.070
Asymp. Sig. (2-tailed)	0.200

Source: (Data processed, 2024)

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test shown in Table 3, it shows that the value of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is 0.200 Asymp. Sig. (2-tailed) The Kolmogorov-Smirnov value is greater than the alpha value of 0.05, indicating that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.

2) **Multicollinearity test**

The multicollinearity test aims to test whether the regression model finds a correlation between the independent variables (Ghozali, 2018). If a regression model containing symptoms of multicollinearity is forced to be used, it will produce deviant prediction results. The correlation between independent variables can be seen from a tolerance of more than 0.1 and a VIF of less than 10, so it can be said that there is no multicollinearity. The tolerance values and VIF values are shown in Table 4 below.

Table 4. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Celebrity endorsements	0.840	1,190
Brand image	0.700	1,429
Service quality	0.721	1,388

Source: (Data processed, 2024)

Based on Table 4, it is shown that there are no independent variables that have a tolerance value of less than 0.10 and there are also no independent variables that have a VIF value of more than 10. Therefore, the regression model is free from symptoms of multicollinearity.

3) **Heteroscedasticity test**

According to Ghozali (2018), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. A good regression model is one that does not contain symptoms of heteroscedasticity carried out using the Glejser test (Ghozali, 2018). The regression model is said to not contain symptoms of heteroscedasticity if the significance value is more than 0.05. Table 5 shows the results of statistical calculations using the Glesjer method.

Table 5. Heteroscedasticity Test

Variable	Q	Sig.
Celebrity endorsements	-0.168	0.867
Brand image	-1,219	0.225
Service quality	-0.589	0.557

Source: (Data processed, 2024)

Based on Table 5, it is shown that each variable, namely celebrity endorsement, brand image and service quality, has a significance value greater than 5%. This shows that this research is free from symptoms of heteroscedasticity.

Multiple linear regression analysis

The multiple linear regression analysis model is used to obtain regression coefficients which will determine whether the hypothesis created will be accepted or rejected. The results of this analysis refer to the results of the influence of the celebrity endorsement variable (X1), the brand image variable (X2) and the service quality variable (X3) on purchasing decisions (Y) at the Gurlbucket Store. The results of the regression analysis using the Statistical Pace of Social Science (SPSS) version 25.0 for Windows can be seen in Table 6 below.

Table 6. Summary of Multiple Linear Regression Analysis Results

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1,793	0.978		1,833	0.069
Celebrity endorsements	0.222	0.054	0.228	4.123	0,000
Brand image	0.585	0.076	0.467	7,724	0,000
Service quality	0.114	0.019	0.350	5,879	0,000

F Statistics	: 89,560
Sig F	: 0,000
Adjusted R^2	: 0.680

Based on Table 6, the multiple linear regression equation can be written as follows.

Y = 1.793+0.222 X1 + 0.585 X2 + 0.114 X3+e

Where :

Y = Purchase decision

X1 = Celebrity endorsement

X2 = brand image

X3 = Service quality

The multiple linear regression equation shows the direction of each independent variable towards the dependent variable. The multiple linear regression equation can be described as follows.

1) The constant value of 1.793 shows that if celebrity endorsement, brand image and service quality are equal to 0 (zero), then the purchase decision at the Gurlbucket Store is worth 1.793
2) The regression coefficient for the celebrity endorsement variable (X1) is 0.222, indicating that celebrity endorsement has a positive influence on purchasing decisions at the Gurlbucket Store, which means that if celebrity endorsement increases, purchasing decisions will increase.
3) The regression coefficient for the brand image variable (X2) is 0.585, indicating that brand image has a positive influence on purchasing decisions at the Gurlbucket Store, which means that if the brand image increases, purchasing decisions will increase.

4) The regression coefficient for the service quality variable (X3) is 0.114, indicating that service quality has a positive influence on purchasing decisions at the Gurlbucket Store, which means that if service quality increases, purchasing decisions will increase.

Determination analysis

The results of the coefficient of determination test (Adjusted R2) measure how much the model is able to explain variations in the dependent variable. The R2 value ranges between 0-1% and if the value is close to 1, the better. Furthermore, the weakness of the R2 test is the bias towards the number of independents included in the model. For each additional variable, the R2 value will increase without considering whether the independent variable has a significant effect on the dependent variable, so it is recommended to use the adjusted R2 value when evaluating (Ghozali, 2018: 179), based on Table 6 it can be seen that the adjusted value r square (= 0.680. The analysis uses the following formula.(r^2)

D = x 100%adjustedr^2

D = 0.680 x 100%

D = 68%

Based on these results, it is known that the coefficient of determination is 68 percent, which means that purchasing decisions at the Gurlbucket Store can be influenced by the variables celebrity endorsement, brand image, service quality by 68 percent, while the remaining 32 percent is influenced by other variables not examined in this research. .

Test results (model feasibility test)

According to Ghozali (2018: 179), the goodness of fit test (model feasibility test) is carried out to measure the accuracy of the sample regression function in estimating the actual value statistically. The goodness of fit model can be measured from the F statistical value. The F test is used to determine whether simultaneously (simultaneously) all independent variables (celebrity endorsement, brand image, service quality variables) have an influence on the dependent variable (purchasing decision. The test criteria, if the value The significance of the F test < 0.05 indicates that this model test is suitable for use in research. Based on table 6, it can be seen that the F value is 89.560 and the significance value is 0.000. This shows that the significance value is 0.000 lower than the alpha (α) value. 0.05 (0.000<0.05). Thus, it can be concluded that simultaneously, the variables celebrity endorsement, brand image, service quality have a significant effect on purchasing decisions at the Gurlbucket Store, so that the regression model fits the observation data and is suitable for use as a tool. analysis to test the influence of the independent variable on the dependent variable.

Hji t results (hypothesis testing)

Partial test (t test) is used to test the influence of each independent variable (celebrity endorsement variable, brand image variable, service quality variable) on the dependent variable (purchasing decision).

1) **The influence of the celebrity endorsement variable on purchasing decisions**

To test whether Ho is accepted or rejected, the following steps are used.

a) Hypothesis formulation

Ho: $\beta i = 0$, meaning that the celebrity endorsement variable has no significant effect on purchasing decisions at the Gurlbucket Store

H1: $\beta i > 0$, meaning that the celebrity endorsement variable has a significant effect on purchasing decisions at the Gurlbucket Store

b) real level (α) = 5% = 0.05

c) The size of the t-sig

Based on the results of calculations with the SPSS program, it is known that the tsig value is 0.000

d) Testing/decision making criteria

If the tsig value <0.05 then H0 is rejected

If the tsig value is > 0.05 then H0 is accepted

e) Conclusion

Based on the results of the analysis above, it can be explained that the significance level is 0.000 < 0.05, so H0 is rejected and H1 is accepted, which means that the celebrity endorsement variable has a significant positive effect on purchasing decisions. The coefficient for the celebrity endorsement variable is 0.222, indicating that increasing celebrity endorsement will increase purchasing decisions at Gurlbucket Stores. So the first hypothesis in this research is accepted.

2) **The influence of brand image variables on purchasing decisions**

To test whether H0 is accepted or rejected, the following steps are used.

a) Hypothesis formulation

H0: $\beta_i = 0$, meaning that the brand image variable has no significant effect on purchasing decisions at the Gurlbucket Store

H2: $\beta_i > 0$, meaning that the brand image variable has a significant effect on purchasing decisions at the Gurlbucket Store

b) Real level (α) = 5% = 0.05

c) The size of the t-sig

Based on the results of calculations with the SPSS program, it is known that the tsig value is 0.000.

d) Testing/decision making criteria

If the tsig value <0.05 then H0 is rejected

If the tsig value is > 0.05 then H0 is accepted

e) Conclusion

Based on the results of the analysis above, it can be explained that the significance level is 0.000 < 0.05, so that H0 is rejected and H2 is accepted, which means that the brand image variable has a significant positive effect on purchasing decisions. The brand image variable coefficient is 0.585, indicating that increasing brand image will increase purchasing decisions at the Gurlbucket Store. So the second hypothesis in this research is accepted.

3) **Influence of service quality variables**on purchasing decisions

To test whether H0 is accepted or rejected, the following steps are used.

a) Hypothesis formulation

H0: $\beta_i = 0$, meaning that the service quality variable has no significant effect on purchasing decisions at the Gurlbucket Store

H3: $\beta_i > 0$, meaning that the service quality variable has a significant effect on purchasing decisions at the Gurlbucket Store

b) Real level (α) = 5% = 0.05

c) The size of the t-sig

Based on the results of calculations with the SPSS program, it is known that the tsig value is 0.000.

d) Testing/decision making criteria

If the tsig value <0.05 then H0 is rejected

If the tsig value is > 0.05 then H0 is accepted

e) Conclusion

Based on the results of the analysis above, it can be explained that the significance level is 0.000 < 0.05, so that H0 is rejected and H3 is accepted, which means that the service quality variable has a significant positive effect on purchasing decisions. The coefficient of the service quality variable is 0.114, indicating that increasing service quality will increase purchasing decisions at the Gurlbucket Store. So the third hypothesis in this research is accepted.

Discussion of Research Results

The influence of celebrity endorsement on purchasing decisions

Based on the results of testing the first hypothesis in this research regarding the influence of celebrity endorsements on purchasing decisions, it can be seen that there is a positive and significant influence between celebrity endorsements on purchasing decisions at the Gurlbucket Store. The results of this research show that the better the celebrity endorsement the Gurlbucket Store has, the more purchasing decisions it will make at the Gurlbucket Store. So that the first hypothesis in this research can be proven true.

Celebrity endorsementsOne marketing promotion strategy that can be carried out by companies to communicate their products well and convince consumers is by using the services of celebrities by providing endorsements (Aryani, 2023). When a brand uses celebrity services, the brand will be better known and consumer trust in a brand can be immediately formed because the celebrity already has experience and expertise in a particular field. Celebrities have influence, talent and popularity so that they help smooth marketing activities. The influence possessed by celebrities will create an emotional connection with consumers, so that consumer attraction will be built towards the products being promoted, thereby increasing a consumer's purchasing decisions. The better the celebrity endorsement made by the company, the more purchasing decisions it can make (Manggalania and Soesanto, 2021).

The results of this research are in line with the research results of Wachyuni and Priyambodo (2023) and Chotim et al. (2022) stated that celebrity endorsements have a positive effect on purchasing decisions. Anas' (2020) research results also state that celebrity endorsements have a positive effect on purchasing decisions. This means that the better the celebrity endorsement made by a company, the purchasing decisions will also increase.

The influence of brand image on purchasing decisions

Based on the results of testing the second hypothesis in this research regarding the influence of brand image on purchasing decisions, it is known that there is a positive and significant influence between brand image on purchasing decisions at the Gurlbucket Store. The results of this research show that the better the brand image of the Gurlbucket Store, the greater the purchasing decisions at the Gurlbucket Store. So that the second hypothesis in this research can be proven true.

Brand image plays an important role in purchasing decisions where the company must have a good image to generate buying interest in consumers and lead to purchasing decisions (Kusuma and Sukaatmadja, 2023). Brand image is a characteristic, name, term, design, or combination that displays the identity of a product, whether goods or services, and can differentiate the product from other competing products (Iswara and Santika, 2019). Building a strong brand image is very important for companies in influencing consumers to always remember and differentiate from competitors (Kuncoro and Windyasari, 2021). Using a certain type of branded product can increase self-recognition/prestige for consumers who use it.

Consumers who have a positive image of a brand are more likely to make purchases (Atmaja et al., 2020). Apart from that, according to Atmaja et al. (2020) the better the brand image attached to the product, the consumer assumes that a product with a trusted brand image gives a greater sense of pride when the consumer uses the product purchased, thereby increasing purchasing decisions..

The results of this research are in line with previous research conducted by Havidz and Mahaputra (2020), Sterie (2019), which stated that brand image has a positive effect on purchasing decisions. The research results of Solihin et al. (2021) also stated that brand image has a positive influence on purchasing decisions. This means that the better the brand image a company has, the purchasing decisions will increase.

The influence of service quality on purchasing decisions

Based on the results of testing the third hypothesis in this research regarding the influence of service quality on purchasing decisions, it is known that there is a positive and significant influence between service quality on purchasing decisions at the Gurlbucket Store. The results of this research show that if the service quality of the Gurlbucket Store is better, it will increase purchasing decisions at the Gurlbucket Store. So that the third hypothesis in this research can be proven true.

To improve consumer purchasing decisions, companies must also pay attention to the service quality provided to consumers. If a company is able to provide good service, directly or indirectly, its service image will spread widely because the satisfaction felt by its customers will be conveyed from one customer to another in a chain, so that it can attract more customers (Suryantari and Respati, 2022) . According to Gajewska et al. (2020) service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service quality is a central point for companies because it influences purchasing decisions and purchasing decisions will arise if the quality of service provided to consumers is good. It can be interpreted that service quality is an action carried out by the company in the form of something that is intangible but can be felt by consumers. The better the quality of service provided, the more a consumer's purchasing decisions will increase.

The results of this research are in line with previous research conducted by Oscar and Keni (2019), Ali et al. (2021), which states that service quality has a positive influence on purchasing decisions. The results of research conducted by Akbar et al. (2023) also stated that service quality has a positive influence on purchasing decisions.

CONCLUSION

Based on the research results, the conclusions relating to the influence of celebrity endorsement, brand image, service quality on purchasing decisions at the Gurlbucket Store in this research are as follows.

1) Celebrity endorsementshas a positive and significant effect on purchasing decisions at the Gurlbucket Store. This means that the better the celebrity endorsement that the Gurlbucket Store has, the more purchasing decisions it will make at the Gurlbucket Store.
2) Brand imagehas a positive and significant effect on purchasing decisions at the Gurlbucket Store. This means that the better the brand image that the Gurlbucket Store has, the more purchasing decisions it will make at the Gurlbucket Store.
3) Service qualitypositive and significant effecton purchasing decisions at the Gurlbucket Store. This means that the better the service quality, the greater the purchasing decision at the Gurlbucket Store.

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