The Effect of Service Quality on Corporate Reputation and Service Purchase Decisions at Fun Creative Organizer in Pekanbaru City

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Article Info

ABSTRACT

This study aims to determine the effect of service quality on corporate reputation and service purchase decisions at Fun Creative Organizer in Pekanbaru City. The population in this study consists of all clients who have used the services of Fun Creative Organizer within the past year. The research utilized a proportional stratified random sampling method with a total of 100 respondents, including 70 individual clients and 30 institutional or organizational clients. The data were analyzed using the Structural Equation Modelling–Partial Least Squares (SEM-PLS) technique with SmartPLS version 4.1.1.4. The results reveal that service quality has a positive and significant effect on both corporate reputation and purchase decisions. Furthermore, corporate reputation significantly mediates the relationship between service quality and purchase decisions. These findings emphasize the importance of maintaining superior service quality to strengthen reputation and enhance client purchase decisions in the competitive event management industry.
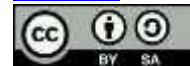
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1. INTRODUCTION

The service industry has experienced tremendous development in the last decade, driven by rapid changes in consumer behavior, technology adoption, and increasing expectations for superior experiences. Within this context, event organizers (EOs) play a strategic role as service providers who design, plan, and execute events that reflect clients' identities, goals, and reputations.

In Indonesia, the MICE (Meetings, Incentives, Conventions, Exhibitions) industry contributes significantly to the national economy, accounting for billions of rupiah in annual turnover and creating thousands of employment opportunities. According to Muarif et al. (2024), the MICE sector in Indonesia has shown an average growth rate of 14% per year since 2016, with Pekanbaru being one of the regional centers for business events and creative industries.

Fun Creative Organizer, established in 2016, has become one of the leading event service providers in Pekanbaru City. The company specializes in wedding management, corporate gatherings, product launches, and student events. Despite its growth, the company faces intense competition from emerging local organizers

offering similar services at competitive prices.

Based on company data, the number of projects increased steadily from 2016 to 2019 but declined sharply during the COVID-19 pandemic and has since fluctuated. This pattern suggests the need to reassess the company's performance from the perspective of service quality, customer satisfaction, and corporate reputation to regain customer trust and loyalty.

In the service sector, service quality plays a crucial role as a determinant of customer satisfaction and behavioral intentions. Parasuraman, Zeithaml, and Berry in Tjiptono (2023) conceptualized service quality through five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions collectively represent how well a company meets or exceeds customer expectations. When customers perceive service quality as high, it positively affects their emotional connection and confidence in the company, which ultimately influences their purchasing behavior.

Another important aspect of consumer decision-making is corporate reputation, which refers to the collective evaluation of an organization by its stakeholders. A favorable reputation serves as a signal of trustworthiness, credibility, and reliability (Fombrun, 2012). Reputation is built over time through consistent service performance, ethical business practices, and positive word-of-mouth. In the context of service industries such as event organization, reputation functions as an intangible asset that reduces perceived risk and encourages customers to make purchase decisions.

Purchase decisions are the final behavioral outcomes that indicate the effectiveness of marketing strategies and customer relationship management. Kotler and Keller (2022) explain that purchase decisions are influenced by both internal and external factors, including individual preferences, company image, and perceived service value. When a company maintains a strong reputation and delivers consistent service quality, customers are more likely to repeat purchases and recommend the service

to others.

Based on the explanation above, it can be assumed that service quality has both direct and indirect effects on purchase decisions through corporate reputation. Previous studies by Octafilia and Wijaya (2020), Wuysang et al. (2022), and Ardhana et al. (2024) have confirmed that reputation mediates the relationship between service quality and customer loyalty. However, research focusing on event organizers in Indonesia, particularly in secondary cities such as Pekanbaru, remains limited. This gap motivates the current study to explore how service quality impacts reputation and purchase decisions in the specific context of Fun Creative Organizer.

The objectives of this study are:

1. To analyze the effect of service quality on corporate reputation
2. To analyze the effect of service quality on purchase decisions
3. To examine the effect of corporate reputation on purchase decision
4. To determine whether corporate reputation mediates the relationship between service quality and purchase decisions.

The results are expected to contribute both theoretically—by strengthening the conceptual framework of service quality and reputation—and practically—by providing managerial insights for the event management industry in Pekanbaru.

2. LITERATURE REVIEW

2.1 Service Quality

Service quality is a fundamental aspect that determines customer satisfaction and behavioral intentions in the service industry. Parasuraman, Zeithaml, and Berry in Tjiptono (2023) define service quality as the difference between customer expectations and perceptions of actual performance. The SERVQUAL model identifies five key dimensions—tangibles, reliability, responsiveness, assurance, and empathy—that together form the overall evaluation of service performance. When these dimensions are well-implemented, customers are more

likely to experience satisfaction and loyalty.

Several studies have demonstrated that service quality positively affects customer trust and purchase intentions. Octafilia and Wijaya (2020) found that service quality improved customer confidence and decision-making in event services. Similarly, Wuysang et al. (2022) revealed that responsiveness and reliability were dominant factors affecting client repurchase intentions. For Fun Creative Organizer, consistency in service delivery and responsiveness in problem-solving are crucial to sustaining competitive advantage.

2.2 Corporate Reputation

Corporate reputation refers to stakeholders' collective perception of a company's integrity, reliability, and performance. Fombrun (2012) defines reputation as a perceptual representation of a company's past actions and future prospects. A positive reputation acts as a signal of trust, reducing perceived risks and encouraging client loyalty (Yudhistira, 2021).

Previous research shows that reputation mediates the effect of service quality on customer behavior, as a good reputation enhances perceived credibility and long-term commitment (Ardhana et al., 2024). In the EO industry, where clients rely heavily on referrals, maintaining a strong reputation is essential for building trust and sustaining client relationships.

2.3 Purchase Decision

Purchase decision-making is the psychological process through which consumers select products or services that best meet their needs (Kotler & Keller, 2022). The process involves recognizing needs, searching for information, evaluating alternatives, and making a final choice. In service industries, decisions are influenced by perceived quality and company reputation.

Studies by Widodo and Pratama (2021) and Rahman et al. (2023) indicate that both service quality and corporate reputation significantly determine customer purchase behavior, especially in high-involvement services such as event management.

3. METHODS

This research employed a quantitative explanatory approach to analyze the causal relationship between service quality, corporate reputation, and purchase decisions among clients of Fun Creative Organizer in Pekanbaru City. The quantitative design was chosen to allow objective measurement and hypothesis testing based on established theories such as the SERVQUAL model, Signaling Theory, and Expectation–Confirmation Theory.

The study involved clients who had used Fun Creative Organizer's services within the past year. Sampling was conducted using proportional stratified random sampling to represent both individual and institutional clients, resulting in 100 respondents. Data were collected through questionnaires distributed both online and offline between June and August 2025. The instrument consisted of items related to service quality, corporate reputation, and purchase decision, measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

Indicators of service quality were adapted from Parasuraman et al. as cited in Tjiptono (2023), covering tangibles, reliability, responsiveness, assurance, and empathy. Corporate reputation indicators followed Fombrun (2012), focusing on credibility, trust, and consistency, while purchase decision indicators referred to Kotler and Keller (2022), emphasizing need recognition, evaluation, and post-purchase evaluation. A preliminary test was conducted to ensure clarity and consistency, resulting in satisfactory reliability scores.

Data were analyzed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS) through SmartPLS version 4.1.1.4. The analysis included evaluation of measurement validity and reliability, followed by assessment of the structural model to determine the relationships between constructs. Convergent and discriminant validity, composite reliability, and internal consistency were tested to ensure the robustness of the model.

The mediating role of corporate reputation was examined through the bootstrapping method to evaluate indirect effects. Ethical considerations were observed throughout the study, ensuring voluntary participation and confidentiality of respondent data. Overall, this method provides a systematic framework for understanding how service quality shapes reputation and purchase decisions in the event management industry.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

This study involved 100 respondents who had used the services of Fun Creative Organizer in Pekanbaru City. The respondents consisted of 70% individual clients and 30% institutional clients, reflecting the company's dual focus on personal and corporate event services.

Among the individual clients, the majority were female (62%) and male (38%), with an age range dominated by 26–35 years old (54%), followed by 18–25 years (28%), and above 35 years (18%). Most individual clients had a bachelor's degree (65%), while others completed high school (20%) or held postgraduate qualifications (15%). This demographic shows that the company primarily serves educated young adults who are active in organizing weddings, birthdays, and social events.

For institutional clients, 40% came from private companies, 33% from educational institutions, and 27% from government agencies. Most of these institutions used Fun Creative Organizer's services for seminars, conferences, product launches, and corporate gatherings. Institutional clients tend to prioritize service reliability, professional image, and communication effectiveness when selecting an event organizer.

Regarding the frequency of service use, 58% of respondents were repeat clients, while 42% were first-time users, indicating a high level of customer retention and satisfaction. Based on the type of event, 45% of clients hired the organizer for weddings, 25% for corporate or institutional events, 20% for student or campus events, and 10% for private celebrations.

Overall, the respondent profile demonstrates that Fun Creative Organizer's customer base is diverse, comprising both individual and institutional clients who value creativity, professionalism, and reliability in event services. This composition provides a strong empirical foundation for analyzing how service quality and corporate reputation influence purchasing decisions.

4.2 Evaluation of Measurement Model

The evaluation of the measurement model aims to assess the validity and reliability of the indicators used to measure each construct in this study, namely service quality, corporate reputation, and purchase decision. The measurement model was evaluated through Convergent Validity (Factor Loadings and Average Variance Extracted), Discriminant Validity (Fornell-Larcker Criterion, Heterotrait-Monotrait and Cross-loading), Composite Reliability, and Cronbach's Alpha. The results of the tests are as follows:.

4.3 Evaluation of Measurement Model

According to Ghozali and Latan (2021), convergent validity is used to test the correlation between reflective indicators in measuring a construct. Meanwhile, Prasetyo and Miftahul Jannah (2021) explain that convergent validity indicates the extent to which the measurement results of a concept are positively correlated with the measurement of another concept. Testing is carried out using two indicators, namely the loading factor and average variance extracted (AVE), with validity criteria if the loading factor is > 0.70 and AVE > 0.50 (Abdillah & Jogiyanto, 2020).

Tabel 1. Loading Factor Result

	Service Quality	Purchase Decision	Corporate Reputation
X.1	0,776		
X.2	0,767		
X.3	0,734		
X.4	0,749		
X.5	0,790		
X.6	0,703		
X.7	0,707		
X.8	0,795		
X.9	0,833		
X.10	0,855		
Y.1		0,824	
Y.2		0,891	
Y.3		0,741	
Y.4		0,836	
Y.5		0,914	
Z.1			0,851
Z.2			0,868
Z.3			0,847
Z.4			0,751
Z.5			0,817
Z.6			0,744

Source: Research Processed Data, 2025

The results show that all indicators have loading factor values greater than 0.70. Thus, each indicator is considered valid and capable of accurately measuring itscorresponding construct.

Tabel 2. *Average Variance Extracted(AVE)*

Variable	Average Variance Extracted (AVE)	Keterangan
Service Quality	0,596	**Valid**
Purchase Decision	0,711	**Valid**
Corporate Reputation	0,663	**Valid**

Source: Research Processed Data, 2025

As shown in Table 5.15, the AVE values of all research variables exceed the threshold of 0.50. Hence, it can be concluded that all constructs are valid and meet the established criteria for convergent validity testing.

4.3.1 Discriminant Validity

According to Prasetyo and Miftahul Jannah (2021), *discriminant validity* refers to the degree to which the measurement results of one concept differ from those of other concepts that are theoretically distinct. More specifically, discriminant validity is used to ensure that each latent variable or construct is unique and clearly distinguishable from other constructs in the model. There are three common methods used to assess discriminant validity, namely the Fornell–Larcker criterion tes, heterotrait-monotrait *ratio*and the cross-loading test. The results of the analysis are presented as follows:

Table 3. Fornell-Lacker Criterion Result

Variable	Service Quality	Purchase Decision	Corporate Reputation
Service Quality	**0,772**		
Purchase Decision	0,812	**0,843**	
Corporate Reputation	0,803	0,814	**0,818**

Source: Research Processed Data, 2025

As shown in Table 3, the square root of the AVE values along the diagonal is higher than the correlations between each construct and other constructs. This indicates that each construct possesses good discriminant validity.

Table 4. Heterotrait-monotrait

	Heterotrait-monotrait ratio (HTMT)
Service Quality <-> Purchase Decision (Y)	0,877
Service Quality <-> Corporate Reputation (X)	0,871
Corporate Reputation <-> Purchase Decision (Y)	0,890

Source: Research Processed Data, 2025

As shown in Table 4, all variables have HTMT values less than 0.90. Thus, it can be concluded that the results of the Heterotrait–Monotrait (HTMT) analysis confirm that all constructs exhibit good discriminant validity.

Table 5. Cross Loading Result

Item	Service Quality	Purchase Decision	Corporate Reputation
X.1	**0,776**	0,666	0,645
X.2	**0,767**	0,668	0,731
X.3	**0,734**	0,527	0,565
X.4	**0,749**	0,579	0,642
X.5	**0,790**	0,812	0,621
X.6	**0,703**	0,491	0,497
X.7	**0,707**	0,488	0,544
X.8	**0,795**	0,542	0,534
X.9	**0,833**	0,705	0,644
X.10	**0,855**	0,694	0,719
Y.1	0,622	**0,824**	0,713
Y.2	0,752	**0,891**	0,713
Y.3	0,643	**0,741**	0,669
Y.4	0,640	**0,836**	0,632
Y.5	0,754	**0,914**	0,716
Z.1	0,755	0,700	**0,851**
Z.2	0,697	0,731	**0,868**
Z.3	0,655	0,693	**0,847**
Z.4	0,601	0,629	**0,751**
Z.5	0,628	0,658	**0,817**

| Z.6 | 0,571 | 0,571 | **0,744** |

Source: Research Processed Data, 2025

As shown in Table 5.18, the loading values of each indicator on its corresponding construct are higher than their cross-loadings with other constructs. This indicates that all constructs or latent variables have achieved good discriminant validity, demonstrating that each indicator represents its construct better than others.

4.3.2 Composite Reliability

Composite Reliability is an index used to indicate the extent to which a measurement instrument is consistent and reliable. According to Sholihin and Ratmono (2021), to meet the criteria for composite reliability testing, the value must be greater than 0.70 for a construct to be considered higly reliable. The results of the tests are as follows :

Table 6. *Composite Reliability Result*

Variable	Composite Reliability	Nilai Kritis	Keterangan
Service Quality	0,930	0,7	Reliabel
Purchase Decision	0,901	0,7	Reliabel
Corporate Reputation	0,903	0,7	Reliabel

Source: Research Processed Data, 2025

As shown in Table 6 , all constructs have composite reliability values exceeding 0.70. Hence, it can be concluded that each construct is reliable and meets the required reliability criteria.

Table 7. *Cronbach's Alpha Result*

Variable	Cronbach's Alpha	Nilai Kritis	Keterangan
Service Quality	0,925	0,7	Reliabel
Purchase Decision	0,897	0,7	Reliabel
Corporate Reputation	0,898	0,7	Reliabel

Source: Research Processed Data, 2025

As shown in Table 7, all constructs have values exceeding 0.70, indicating that they are reliable. The results of the reliability analysis, assessed through both Composite Reliability and Cronbach's Alpha, confirm that all constructs possess high internal consistency and meet the established reliability standards.
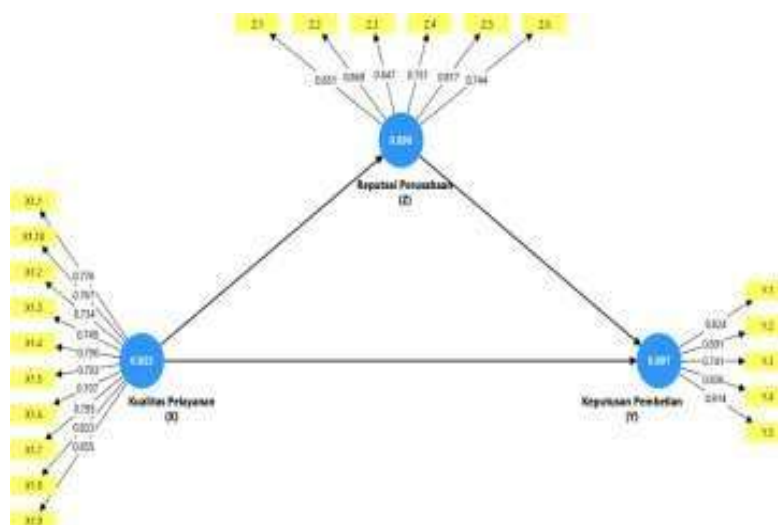
Figure 1.Outer Model (Loading Factor & Cronbach's Alpha)

4.4 Evaluation of Structural Model (Inner Model)

The structural model describes the relationships among latent variables within a model based on the underlying theory of the research. These relationships represent the connections between exogenous and endogenous variables. The pattern of these relationships is analyzed using a statistical technique known as path analysis. From this inner model, the magnitude of both direct and indirect effects of exogenous variables on endogenous variables can be determined. The evaluation of the structural model is conducted using R-Square and model fit criteria. The results of the analysis are presented as follows:

Tabel 8. Hasil R-Square

Variable	R-Square	Adjusted R-Square
Purchase Decision	0,737	0,731
Corporate Reputation	0,645	0,642

Source: Research Processed Data, 2025

Based on Table 5.20, the test results show that the R-Square value for the Purchase Decision variable is 0.737 (73.7%), while the remaining 0.263 (26.3%) is influenced by other variables not examined in this study. Meanwhile, the R-Square value for the Corporate Reputation variable is 0.645 (64.5%), with the remaining 0.355 (35.5%) influenced by variables not included in the model. Therefore, it can be concluded that the Purchase Decision variable has a high R-Square value, while the Corporate Reputation variable has a moderate R-Square value.

Table 9. Model Fit Result

	Saturated Model	Estimated Model
SRMR	**0,081**	**0,081**
d_ULS	1,507	1,507
d_G	1,549	1,549
Chi-square	667,456	667,456
NFI	**0,676**	**0,676**

Source: Research Processed Data, 2025

Based on Table 5.21, it can be observed that the resulting Normed Fit Index (NFI) value is 0.676, which, when converted into a percentage, indicates that the research model has a goodness of fit of 67.6%. However, based on the Standardized Root Mean Square Residual (SRMR) value of 0.081, which is less than 0.10, the model can be considered fit. Therefore, it can be concluded that the model fits the data well.
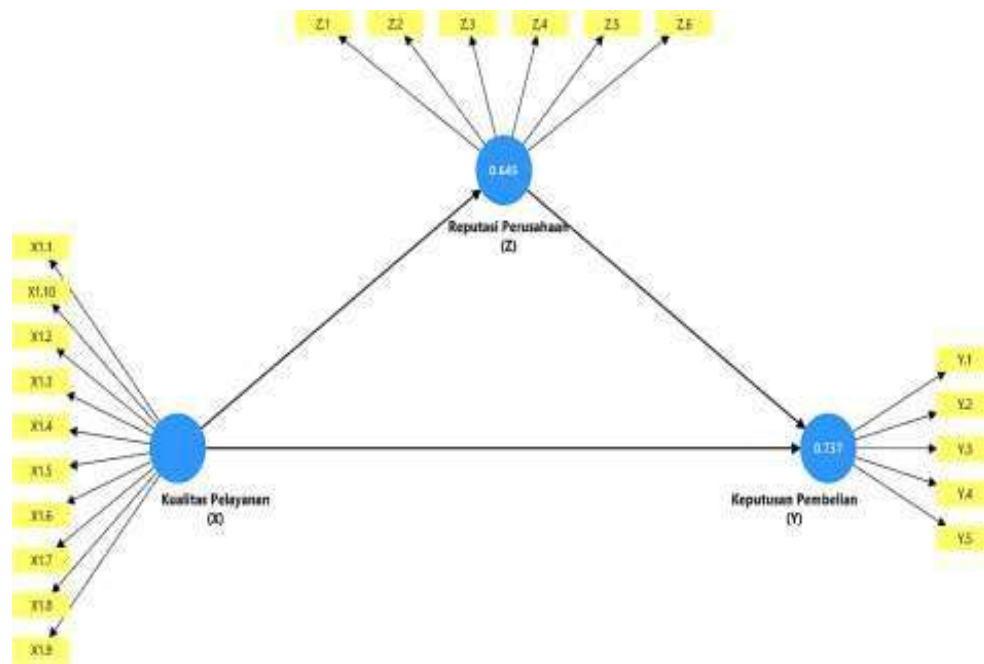
Gambar 2. Inner Model (R-Square)

4.5 Hypothesis Testing

Hypothesis testing is conducted to examine the direction of the relationship between exogenous and endogenous variables. Two types of tests can be performed: the path coefficients test and the t-statistics test. The results of the path coefficients test indicate the significance of the direct relationships between constructs, while the t-statistics test results show the significance of both direct and indirect effects among the constructs.

Table 10. Path Coefficients Result

Variable	Purchase Decision	Corporate Reputation
Service Quality	0,438	0,803
Corporate Reputation	0,466	

Source: Research Processed Data, 2025

Based on Table 5.22, it can be seen that the variables with direct relationships have positive values (>0). The details are explained as follows:

Table 11. Path Coefficients Result Description

Hipotesis	Keterangan
Service Quality to Purchase Decision	Having a Positive Relationship Direction
Service Quality to Corporate Reputation	Having a Positive Relationship Direction
Corporate Reputation to Purcase Decision	Having a Positive Relationship Direction

Source: Research Processed Data, 2025

Table 12. Direct Effect T-Statistics Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P-values
Service Quality -> Purchase Decision	0,438	0,445	0,090	**4,869**	**0,000**
Service Quality -> Corporate Reputation	0,803	0,807	0,036	**22,133**	**0,000**
Corporate Reputation -> Purchase Decision	0,466	0,461	0,094	**4,940**	**0,000**

Source: Research Processed Data, 2025

Based on Table 5.24, the results of the t-statistics test for variables with direct effects show that all hypotheses have a positive and significant direct influence, as indicated by t-statistics values greater than 1.96 and p-values less than 0.05. The detailed explanation of these results is presented as follows:

Table 13. Descriptin of T-Statistics Result

Hipotesis	Keterangan
Service Quality to Purchase Decision	Signifikan
Service Quality to Corporate Reputation	Signifikan
Corporate Reputation to Purchase Decision	Signifikan

Source: Research Processed Data, 2025

In the t-statistics testing, the specific indirect effects test was also conducted to examine the mediating influence of the intervening variable between the exogenous and endogenous constructs. The researcher employed the bootstrapping method using the specific indirect effects table. According to Hair et al. (2021), the use of the bootstrapping method is recommended because

the Sobel test assumes a normal distribution, which is inconsistent with the non-parametric nature of the PLS-SEM approach. Furthermore, the parametric assumptions of the Sobel test are generally not applicable to indirect effects, as the product of two normally distributed coefficients does not

yield a normal distribution. In addition, the Sobel test requires unstandardized path coefficients as input for its test statistic and lacks sufficient statistical power, particularly when applied to small sample sizes. For these reasons, recent research has discouraged the use of the Sobel test for mediation analysis, especially in PLS-SEM studies. Therefore, instead of using the Sobel test, this study employed the bootstrapping method to obtain the sampling distribution of indirect effects. Moreover, bootstrapping indirect effects provides a higher level of statistical power compared to the Sobel test.

The results obtained from the mediation (intervening) effect testing are as follows:

Table 14. T-Statistics Spesific Indirect Effects Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-values
Service Quality-> Corporate Reputation -> Purchase Decision	0,374	0,371	0,075	**4,978**	**0,000**

Source: Research Processed Data, 2025

Based on Table 5.26, it can be seen that the fourth hypothesis has a positive and

significant direct effect, as indicated by a t-statistics value greater than 1.96 and a p-value

less than 0.05. This means that the fourth hypothesis exhibits a mediation effect (partial mediation). In other words, by involving the mediating variable, the exogenous variable can influence the endogenous variable both directly and indirectly.

The following is a tabulation of the hypothesis testing conclusions, along with explanations and the bootstrapping output based on the test results presented:

Table 15. Description of Hypothesis Testing Results

No.	Hipotesis	Result	Information	Mediation
1	Service Quality to Purchase Decision	Signifikan	Accepted	
2	Service Quality to Corporate Reputation	Signifikan	Accepted	
3	Corporate Reputation to Purchase Decision	Signifikan	Accepted	
4	Service Quality to Purchase Decision on Corporate Reputation	Signifikan	Accepted	*Partial Mediation*
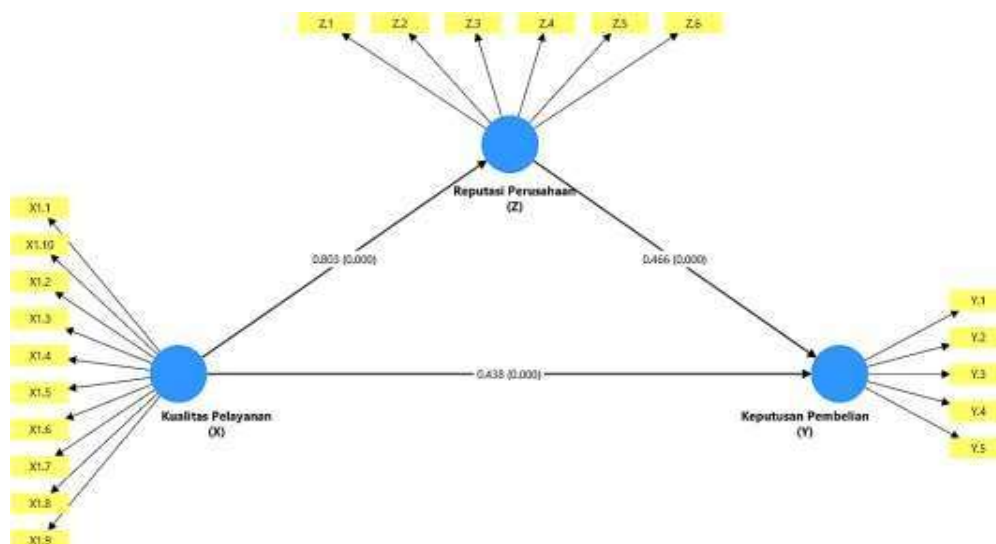
Figure 3: Hipotesis (Path Coefficients dan P-values)

5. DISCUSSION

1. Effect of Service Quality on Corporate Reputation

The results show that service quality has a positive and significant effect on corporate reputation. This finding indicates that the better the quality of services provided by Fun Creative Organizer, the stronger the company's reputation will be perceived by its clients. This aligns with the SERVQUAL model and previous studies by Octafilia and Wijaya (2020), which highlight that consistent and responsive service enhances customer trust and brand credibility.

2. Effect of Service Quality on Purchase Decision

Service quality also has a direct positive and significant impact on purchase decisions. High-quality services, including reliability, assurance, and empathy, encourage customers to make purchase decisions with greater confidence. These findings are consistent with the research of Ardhana et al. (2024),

showing that customers tend to choose services that meet or exceed their expectations.

3. **Effect of Corporate Reputation on Purchase Decision**

Corporate reputation was found to significantly influence purchase decisions. A positive reputation creates a sense of trust and reduces perceived risk among customers. This result supports Signaling Theory (Spence, 1973), which explains that reputation acts as a signal of reliability and quality in markets where customers face information asymmetry.

4. **Mediating Role of Corporate Reputation**

The analysis also confirms that corporate reputation mediates the relationship between service quality and purchase decision. This means that improved service quality enhances reputation, which subsequently leads to stronger purchasing intentions. This mediating relationship aligns with previous findings by Wuysang et al. (2022) and supports the theoretical assumption that reputation serves as a bridge between perceived quality and customer behavior.

6. CONCLUSION

1. Service Quality and Corporate Reputation
   The results confirm that service quality has a positive and significant effect on corporate reputation. This indicates that better service performance—such as reliability, responsiveness, assurance, and empathy—strengthens the company's reputation among clients of Fun Creative Organizer in Pekanbaru City.

2. Service Quality and Purchase Decision
   Service quality also has a positive and significant impact on purchase

decisions. High- quality services enhance customer satisfaction and trust, which in turn encourage clients to decide to use or repurchase the company's services.

3. Corporate Reputation and Purchase Decision
   Corporate reputation significantly influences purchase decisions, demonstrating that a positive image increases customers' confidence and reduces perceived risk when choosing a service provider.

4. Mediating Role of Corporate Reputation
   Corporate reputation acts as a mediating variable between service quality and purchase decisions. This means that improved service quality first enhances the company's reputation, which subsequently drives stronger purchase intentions.

5. Managerial Implications
   The study highlights that Fun Creative Organizer should continue to improve service reliability, staff professionalism, and communication transparency to enhance its reputation and maintain customer loyalty. Consistent service delivery and post-event evaluation are essential strategies for sustaining competitiveness.

6. Theoretical and Practical Contribution
   The findings strengthen the theoretical framework of the SERVQUAL model and Signaling Theory by confirming that perceived service quality indirectly influences purchasing behavior through corporate reputation. Practically, the study offers insight for event management firms seeking to build trust and long-term customer relationships.

7. Future Research
   Future studies are encouraged to expand the model by including other factors such as customer satisfaction, brand image, or trust as

mediating or moderating variables, and to test the framework across different creative industries or regions for broader generalization.

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