The Effect of Product Quality and Service Quality on Purchasing Decisions Through Corporate Image as Mediation Variable

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ABSTRACT

This research has three main objectives: (1) to test the impact of product and service quality, and corporate image on purchase decision, (2) to examine the effect of product and service quality on corporate image, and (3) to test the mediating role of corporate image on the relationship between product and service quality, and purchase decision. The study was conducted at Timor-Telecom company in Dili, Timor-Leste, with a total of 399 participants, and SMART-PLS 3.0 was used to test the hypotheses. The findings of this study reveal that product quality, service quality, and corporate image have a positive and significant influence on purchase decision. Product and service quality also positively influence corporate image. Moreover, corporate image has a significant media ting effect on the relationship between product and service quality, and customer purchasing decision . The results of this research suggest that companies can enhance their business performance by focusing on improving product and service quality to build apositive corporate image, which, in turn, can increase customer purchasing decisions in the dynamic changes of the telecommuni cation industry environment in Timor-Leste.

Keywords: Product quality, service quality, Corporate image, purchasing decision

1. Introduction

Today, companies face a wide range of challenges related to the dynamic changes in consumer needs and buying beha vior characterized by customer sensitivity to product and service quality, and corporate image. Therefore, companies need to develop their capacity to enhance product and service quality to meet customer demand (Giovanis et al., 2015).

Many empirical studies found that the product quality and corporate image were the basis for customer purchase decisions (Vladimir, 2019; Subehi and Hasiholan, 2022; Waluya et al., 2019), while other studies found an insignificant relationship (Marcal, Saldanha and Amaral, 2020; Megantara and Melinda 2022). This has stimulated companies to enhance their product quality and corporate image, leading to an increase in customer purchasing decisions (Mattalatta, 2020).

Service quality is considered an important factor for a competitive industry (Zameer *et al*., 2015). This has been confirmed by numerous empirical studies showing that service quality has a significant influence on purchase decisions (Ali *et al*. 2018; Prianggoro, 2020; Carvalho, Saldanha and Amaral, 2020; Megantara and Melinda 2022). Nonetheless, studies have also revealed that service quality has an insignificant effect on customer purchasing (Qalati *et al*., 2021).

The previous descriptions have revealed that there are many inconsistent results of previous empirical studies on the relationship between product quality, service quality, corporate image, and customer purchasing decisions. The difference occurred mainly due to the differences in size, types, and environments of the companies, as well as different strategies and measurements for product quality, service quality, corporate image, and customer purchasing decisions. This offers huge opportunities for researchers to undertake further studies on these variables, particularly in emerging markets such as Timor-Leste. The aims of this research are to test (1) the impacts of product and service quality and corporate image on purchasing decisions, (2) the effect of product and service quality on corporate image, (3) the mediating effect of corporate image on the relation between product and service quality and purchasing decisions. This research expects to contribute to the understanding of the factors that affect purchasing decision in a competitive industry environment. By highlighting the importance of product quality, service quality, and corporate image, our study will provide insights for companies to improve their marketing strategies and gain a competitive advantage in the dynamic changes of industry environment and emerging market.

2. Theoretical Frameworks, Research Model and Hypothesis
2.1. Theoretical Framework
2.1.1. Product Quality

Product quality is the totality of features and characteristics of the products that meet customer needs (Wong *et al*., 2011). Product quality is demonstrated by attributes such as durability, reliability, functionality, repairability, and other product features (Toivonen, 2012). It is influenced by the value, delivery, brand, and design of the product (Beneke *et al*., 2013). The concept of product quality has been studied in various approaches, including product, manufacturing, and user-based approaches. Nevertheless, the user-based approach is the one widely used in practice (Sebastianelli and Tamimi, 2002).

Product quality is measured by its range, correctness, and cost-effectiveness, and it is assessed using the following dimensions: (1) Performance, (2) Attributes, (3) Reliability, (4) Compliance, (5) Durability, (6) Serviceability, and (7) Aesthetics, such as models, forms, styles, designs, and perceptions (Forker, *et al*., 2002).

Product quality has a significant impact on corporate image Wang and Hui, (2003) and customer purchasing decisions. Therefore, many companies strive to improve product quality and features to meet customer demands and (Conti *et al*. 2019; Kaswengi and Lambey-Checchin, 2020), leading to enhanced customer purchasing decisions. Numerous empirical studies have shown that product quality has an important contribution to enhancing customer purchasing decisions (Ã and Chang, 2008; Soeharto *et al*. 2019; Wang and Liu 2021). However, empirical studies have also shown that product quality has no significant impact on purchasing (Marcal, Saldanha and Amaral, 2020; Megantara and Melinda, 2022). This may require further research on product quality and customer purchasing decisions in specific types of industries, particularly in emerging market.

2.1.2. Service Quality

Service quality is considered an important factor for a competitive industry (Zameer *et al*., 2015) because it is related to a corporate strategy to meet customer demands (Wu Chi, *et al.,* 2011*)*. A good service quality will lead to create a positive feeling of customers which in turn enhance corporate image (Chien & Chi, 2019). Therefore, service quality can also increase corporate's competitive advantage (Mannan *et al*., 2019).

Many researchers have developed numerous research scales to measure service quality through a combination of tangible and intangible dimensions (Carranza *et al*., 2018). These dimensions are: (1) tangibility (physical facilities, equipment, and supplies of personnel); (2) reliability (ability to perform the service dependence and accurately); (3) responsiveness (3) responsiveness to the help customers and provide prompt service); (4) assurance (knowledge and courtesy staff and their ability to inspire trust and confidence); and (5) empathy (individualizing and attention to provide its customers) (Parasuraman and Zeithaml, 1991; Prakoso, *et al*., 2017).

Service quality has significant effect on corporate image and purchasing decision. Good service will enhance corporate image, purchasing decision (Aliman and Mohamad, 2016; Djatmiko and Pradana, 2016; Lee and Kim, 2017; Carvalho, Saldanha and Amaral, 2020; Qalati *et al*., 2021), and leading to increase corporate competitive advantages and performance (Svensson, 2004; Saravanan and Rao, 2007; Lee, 2013).

2.1.3. Corporate Image

The purpose of modern companies is to develop their corporate image (Lee *et al*., 2008). Corporate image can be defined as a customer's subjective perception of a brand or company offering a product or service (Song *et al*., 2019). The corporate image refers to the individual identity of a group or organization created to achieve a specific goal (Foster, 2016). This image is the result of how consumers perceive the firm (Grönroos, 1984). Therefore, a good corporate image creates customer trust (Lee *et al*., 2008).

Corporate image is considered a strategic instrument of values and assistance to achieve long-term objectives. It helps build the value and reputation of a company, its products, and services (Flavián *et al*., 2005). The indicators used to develop a company's image are as follows: a) Favorability of brand, which refers to an advantage not possessed by competing companies; b) Strength of brand image, which is the information that the consumer's brain remembers about the brand; c) Uniqueness of brand image, which includes the advantages possessed by a brand (Kotler, 2012).

2.1.4. Purchase Decision

The purchase decision is a critical part of consumer behavior that involves a process of customer activity, including the search for products, selection, purchase, use, evaluation, and disposal of products to meet their needs needs (Rybaczewska *et al*., 2020; Dabhilkar, 2011). The purchase decision is an integrated process that combines two or more factors to assess alternative behaviors and choose one (Cordova *et al*., 2020). According to Kotler (2012), the purchase decision is a process that consumers go through in five stages, namely (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behavior, which begins before the actual purchase is made.

The purchase decision heavily depends on the quality of products and services (Keller, 2006). When a customer decides to make a purchase, they make decisions about the brand, quantity, timing, selling model, payment process, and other details, making it a crucial process for the (Veloutsou, 2015). There are four measures that indicate the purchase decision: (1) buying due to stability and then getting to know the detailed information, (2) buying because it is a favorite brand, (3) buying according to desires and needs, and (4)

buying based on recommendations from friends (Kotler, 2008).

2.2. Conceptual Framework

The purchase decision is influenced by several factors, including corporate image and product quality (Chong, 2021). Additionally, service quality plays a crucial role in purchase decision-making, as it encompasses all aspects of a product's features and satisfies customer needs (Lin, 2016).

This research examined the relationship between product quality, service quality, and corporate image, which significantly influences decision-making in a competitive industry environment. The theoretical foundation of this concept is based on previous studies, including those on product quality (Beneke *et al.* 2013;   Forker *et al.*, 2002), the services quality (Parasuram and Zeithaml, 1991; Prakoso *et al.*, 2017), image corporate (Ene & Özkaya, 2017; Davies *et al.*, 2004; Philip Kotler, 2012) and the decision to purchase (Kotler, 2008).

Our study builds on previous theoretical and empirical research and hypothesizes that product quality, service quality, and corporate image positively affect purchase decision-making. To test this multivariable relationship, we adopted a deductive and positive approach, employing Smart-PLS 3.0. The results of our study suggest that improving product quality, service quality, and corporate image enhances customers' purchase decisions.
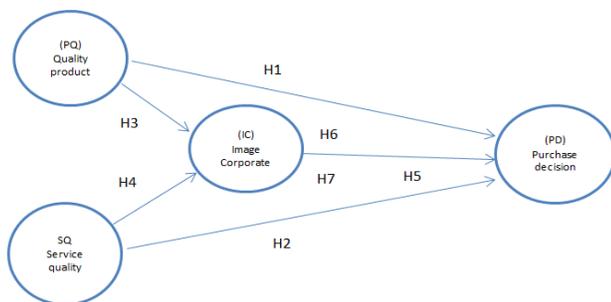
Figure 1. Conceptual Research Model and Hypothesis

2.3. Hypothesis

Product quality is measured by factors such as price, durability, brand, and utility (Beneke *et al.*, 2013). It has a significant impact on customer purchase decisions (Wong *et al.*, 2011). A competitive product, customer behavior, and perception can enhance the interest in purchasing (Craig *et al.*, 2016). Empirical studies have shown that product quality has a positive and significant influence on customer decisions (Chang, 2008; Mattalatta, 2020). Therefore, the hypothesis for this research can be formulated as follows:

H1: There is a positive and significant impact of product quality (PQ) on purchase decisions (PD).

Service quality refers to the level of delivery and control required by the customer (Scheidt, 2019). When good services are provided, customers feel favorable and decide to make a purchase (Maslowska *et al.*, 2017). Some empirical studies have shown that good services provide positive and significant outcomes for purchase decisions (Kim and Jikyeon, 2001). Therefore, the hypothesis for this research can be formulated as follows:

H2 : There is a positive and significant impact of service quality (SQ) on purchase decisions (PD).

Product quality has been the priority management for the last decade, with the presumption that the product quality is the most valued tangible asset of the company (Keller, 2006). The product quality is directly compiled and has a positive and significant impact on the corporate image (Cretu & Brodie, 2007). Some empirical studies also show that product quality has a positive and significant influence on the corporate image (Lin & Ching, 2010). Therefore, the hypothesis for this research can be formulated as follows;

H3: Product quality (PQ) has a positive and significant impact on the corporate image (CI).

The service quality directly influences the corporate image (Gautam, 2011). The physical attributes of the building, equipment, and other attributes, the interaction between the company and the customer build positive relationship between service quality and corporate image (Mai and Cuong, 2021). The empirical studies also show that the service quality has a positive and significant influence on the corporate image (Zameer *et al.* 2015; Chi, 2019). Therefore, the hypothesis for this research can be formulated as follows:

H4: Service quality (SQ) has a positive and significant impact on the corporate image (CI).

Corporate image is a crucial factor that influences purchase decisions, leading to enhance corporate's competitive advantage (Collins-dodd, 2003). Therefore, it is important for companies to understand the decision-making process and identify the conditions that affect a customer's decision to buy (Aliman, 2016). Previous studies have confirmed a positive and significant impact of corporate image on purchase decision (Ene & Özkaya, 2017). Based on these findings, the following hypothesis can be formulated:

H5 : Corporate image (CI) has a positive and significant impact on purchase decision (PD).

A good corporate image can also positively influence purchasing decisions by providing customers with information about the products offered and reducing doubts about their decision to buy (Lin & Ching, 2010). According to Vladimir (2019), the corporate image is one of the

fundamental factors in the relations between product quality and purchase decision. Good product quality will impact to build corporate image, which in turn leading to enhance customer's purchasing decision. Empirical studies have also shown that product quality and corporate image have a significant and positive impact on purchase decision (Subehi *et al*. 2022; Vladimir, 2019). Therefore, the following hypothesis can be formulated:

H6 : Corporate image (CI) has a positive and significant impact on the relationship between product quality (PQ) and customer's purchasing decision (PD).

Providing good services can attract experienced customers who have previously made purchases based on positive experiences with the company's corporate image (Lin, 2016). In addition, quality services and a strong corporate image can attract new customers who are not familiar with the company's transactional experiences (Mai and Cuong, 2021). Empirical studies have shown that service quality and corporate image have a significant positive impact on purchase decision (Andreassen and Lindestad, 1998). Therefore, the following hypothesis can be formulated:

H$_7$: Corporate image (CI) has a significant impact on the relationship between service quality (SQ) and purchase decision (PD).

3. Research Methods

The population for this survey consisted of all customers aged 20 years and above who had purchased internet package products from Timor-Telecom in the capital of Dili over the last three years, from January 2019 to January 2022. The total population of this research was 9,384, and the total sample of 399 selected through simple random methods. All the measuring indicators for the product quality, service quality, corporate image, and the customer purchase decision were developed on the basis of a five Likert-scale, ranging from 1 (Strongly disagree) to 5 (Strongly agree).

Data analysis was carried out using SMART-PLS 3.0, a statistical research tool commonly used in the area of management and strategy, which is well-suited for testing multivariate models and small sample size, and for formative/reflective indicators, as recommended by (Hair *et al*., 2014). The concept model for the study was designed based on theoretical and previous empirical studies, covering variables such as quality products, service quality, corporate image, and purchase decisions.

After developing the concept model, reliability and validity tests were tested according to the model proposed by (Hair *et al*., 2014). The tests included Cronbach's alpha (CA) and composite reliability (CR) to evaluate the internal consistency of the model, while outer loading (OL) and average variance extracted (AVE) for convergent validity test, and Fornell-Larcker Criterion (FLC) and Heterotrait-Monotrait (HTMT) to test discriminated validity as recommended by (Hair *et al*., 2017) and Henseler *et al*. (2015), respectively.

In the hypothesis test, the parameters used were the T-value and the P-value. The relationship between one variable and another was considered significant when the T-value was greater than 1.96, and the P-value was lower than 0.05, as recommended by (Hair *et al*., 2017; Saldanha, 2018).

4. Research Results
4.1. Validity and Reliability

The validity test uses two types: convergent validity and discriminant validity. Testing convergent validity uses two parameters: outer loading (OL) and average variance extracted (AVE). A variable is considered valid for convergent validity when the OL value of its item exceeds 0.7 and the AVE value exceeds 0.5 (Hair *et al*. 2014; Saldanha, 2018).

Figure 1 shows that the OL values of all items in the survey is higher than 0.7, while the AVE values of all items is higher than 0.5 (Table 1). Therefore, all items of variables are valid based on the convergent validity to test the relationship between variables (inner model measurement). The discriminant validity test uses Fornell-Larcker criterion (FL) and Heterotrait-Monotrait (HTMT). An item is considered valid when the root square of AVE value is higher than the root square of AVE value of other items. Table II shows the value of all FL items according to Hair *et al*. (2014), and HTMT values of all items are below than the threshold value of 0.90 Henseler *et al*. (2015), so all variable items in this research are valid to test the relationship between variables (inner model measurement).

The reliability test uses Cronbach alpha (CA) and composite reliability (CR). An item/indicator is considered reliable when the CA value exceeds 0.7 and CR value exceeds 0.7 (Hair *et al*. 2017; Hair *et al*. 2014; Saldanha, 2018). Table I shows that the CA and CR values of all items are higher than 0.7, so all items in the research model are reliable to test the relationship between variables (inter-model measurement).
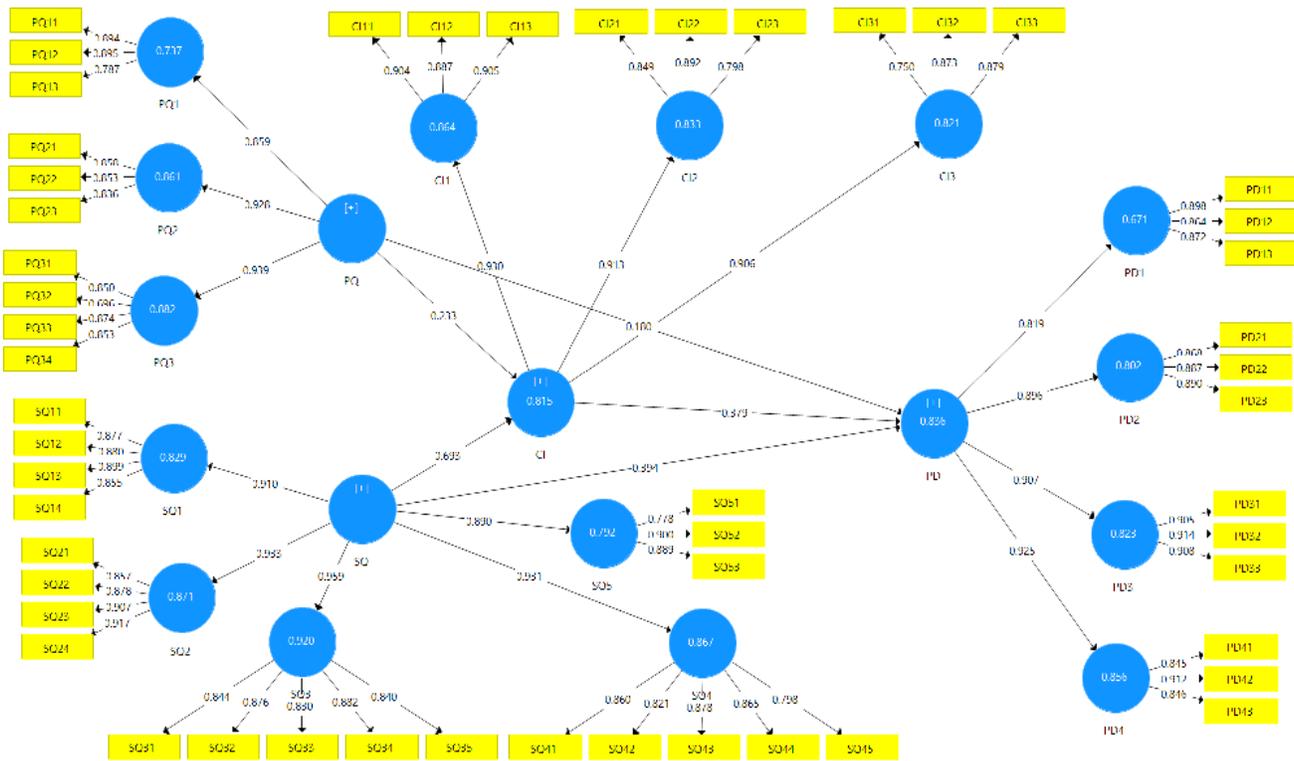
Figure 2. Outer Loading For Convergent

Table I. Value CA, CR and AVE

Item	(CA)	(CR)	(AVE)
CI2	0,802	0,884	0,718
CI3	0,783	0,874	0,699
PD1	0,852	0,910	0,771
PD2	0,857	0,913	0,777
PD3	0,895	0,934	0,826
PD4	0,836	0,902	0,754
PQ1	0,823	0,895	0,740
PQ2	0,807	0,886	0,721
PQ3	0,837	0,892	0,674
SQ1	0,901	0,931	0,771
SQ2	0,912	0,939	0,792
SQ3	0,908	0,931	0,731
SQ4	0,900	0,926	0,714
SQ5	0,818	0,892	0,735

Table II. Fornell-Larcker Criterion for Discriminant Validity

	CI1	CI2	CI3	PD1	PD2	PD3	PD4	PQ1	PQ2	PQ3	SQ1	SQ2	SQ3	SQ4	SQ5
CI1	0,899														
CI2	0,784	0,847													
CI3	0,773	0,738	0,836												
PD1	0,742	0,624	0,711	0,878											
PD2	0,642	0,683	0,750	0,626	0,882										
PD3	0,678	0,696	0,706	0,597	0,827	0,909									
PD4	0,761	0,762	0,684	0,680	0,760	0,815	0,868								
PQ1	0,678	0,641	0,548	0,569	0,492	0,577	0,709	0,860							
PQ2	0,718	0,697	0,664	0,607	0,652	0,643	0,724	0,760	0,849						
PQ3	0,737	0,750	0,731	0,665	0,735	0,729	0,788	0,678	0,808	0,821					
SQ1	0,719	0,755	0,702	0,662	0,651	0,720	0,761	0,663	0,703	0,770	0,878				
SQ2	0,792	0,758	0,711	0,753	0,604	0,658	0,773	0,715	0,719	0,789	0,838	0,890			
SQ3	0,809	0,778	0,789	0,778	0,712	0,756	0,804	0,711	0,753	0,798	0,855	0,902	0,855		
SQ4	0,807	0,727	0,698	0,700	0,710	0,736	0,784	0,689	0,733	0,788	0,787	0,839	0,864	0,845	
SQ5	0,763	0,719	0,739	0,659	0,630	0,640	0,728	0,629	0,681	0,723	0,769	0,774	0,784	0,821	0,857

Table III. Heterotrait-Monotrait (HTMT)

	CI1	CI2	CI3	PD1	PD2	PD3	PD4	PQ1	PQ2	PQ3	SQ1	SQ2	SQ3	SQ4	SQ5
CI1															
CI2	0,893														
CI3	0,892	0,829													
PD1	0,850	0,744	0,856												
PD2	0,735	0,827	0,815	0,728											
PD3	0,760	0,823	0,837	0,672	0,894										
PD4	0,881	0,830	0,838	0,796	0,897	0,840									
PQ1	0,792	0,788	0,677	0,660	0,587	0,672	0,856								
PQ2	0,851	0,867	0,836	0,722	0,784	0,756	0,882	0,834							
PQ3	0,844	0,811	0,896	0,776	0,873	0,839	0,836	0,799	0,969						
SQ1	0,806	0,888	0,830	0,747	0,741	0,800	0,875	0,764	0,825	0,874					
SQ2	0,883	0,885	0,837	0,846	0,682	0,726	0,883	0,820	0,838	0,890	0,824				
SQ3	0,803	0,811	0,833	0,879	0,806	0,837	0,820	0,820	0,880	0,803	0,846	0,890			
SQ4	0,803	0,851	0,832	0,786	0,807	0,817	0,898	0,795	0,859	0,895	0,874	0,824	0,853		
SQ5	0,893	0,880	0,828	0,773	0,750	0,738	0,869	0,755	0,835	0,865	0,889	0,892	0,806	0,857	

4.2. Hypothesis Test.

In this research, the first hypothesis was conducted to determine whether product quality (PQ) significantly influenced purchase decision (PD). The results of the SMART-PLS 3.0 test indicated that the T value (3.219) was above the minimum standard value of 1.96, and the P value (0.001) was below the permitted threshold value of 0.05 as recommended by Hair *et al. (2014)*, (Table IV). These findings indicated that PQ had a significant influence on PD, thus supporting H$_1$.

The second hypothesis aimed to test the impact of service quality (SQ) on purchasing decision (PD). The results of the SMART-PLS 3.0 test showed that the T value (6.229) was larger than the minimum standard value of 1.96, and the P value (0.000) was lower than the threshold value of 0.05 permitted by Hair *et al.* (2014), (Table IV). These results indicated that SQ had a significant influence on PD, thereby supporting H$_2$.

The third hypothesis tested the influence of SQ on corporate image (CI). The results of the SMART-PLS 3.0 test indicated that the T value (15.438) was above the

minimum standard value of 1.96, and the P value (0.000) was below the maximum threshold value of 0.05 recommended by Hair *et al*. (2014), (Table IV). Therefore, the findings showed that SQ significantly influenced CI, thereby supporting H₃.

The fourth hypothesis aimed to test the impact of PQ on corporate image (CI). The results of the SMART-PLS 3.0 test showed that the T value (5.085) exceeded the minimum standard value of 1.96, and the P value (0.000) was below the maximum threshold value of 0.05 permitted according to Hair *et al*. (2014), (Table 4.2.1). Therefore, the findings indicated that PQ significantly influenced CI, supporting H₄.

The fifth hypothesis aimed to test the impact of CI on PD. The results of the SMART-PLS 3.0 test showed that the T value (7.552) was above the minimum standard value of 1.96, and the P value (0.000) was below the maximum threshold value of 0.05 recommended by Hair *et al*. (2014),

(Table IV). These findings indicated that CI significantly influenced PD, supporting H₅.

The sixth hypothesis aimed to test the role of CI in the relationship between PQ and PD. The results of the SMART-PLS 3.0 test showed that the T value (4.004) exceeded the minimum standard value of 1.96, and the P value (0.000) was below the maximum threshold value of 0.05 recommended by Hair *et al*. (2014), (Table IV). Therefore, the findings indicated that CI significantly influenced the relationship between PQ and PD, supporting H₆.

Finally, the seventh hypothesis aimed to test the impact of CI on the relationship between SQ and PD. The results of the SMART-PLS 3.0 test showed that the T value (7.008) exceeded the minimum standard value of 1.96, and the P value (0.000) was below the maximum threshold value of 0.05 recommended by Hair *et al*. (2014), (Table IV). These findings indicated that CI had a significant impact on the relationship between SQ and PD, thus supporting H₇.

Table IV. Direct Effect and Indirect Effect for Hypothesis Test (T and P values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
PQ -> PD	0,180	0,178	0,056	3,219	0,001	Significant
SQ -> PD	0,394	0,401	0,063	6,299	0,000	Significant
SQ -> CI	0,693	0,696	0,045	15,438	0,000	Significant
PQ -> CI	0,233	0,232	0,046	5,085	0,000	Significant
CI -> PD	0,379	0,375	0,050	7,552	0,000	Significant
PQ -> CI>PD	0,088	0,088	0,022	4,004	0,000	Significant
SQ -> CI>PD	0,263	0,261	0,037	7,008	0,000	Significant

5. Discussions

The first objective of this research was to test the impact of product quality (PQ) on purchase decisions (PD). The results of the Smart-PLS 3.0 test show that product quality has a positive and significant impact on the purchase decisions. This means that the higher the product quality, the more likely consumers are to buy it (Saepuloh, 2020). The factor that contributed significantly to the purchase decision was the conformance of the product specification because Timor Telecom ensures the quality of the product according to the quality standards, specifications, and functions based on the customer demands in order to attract customers to buy as suggested by (Beneke *et al*. 2013; Forker *et al*., 2002). Product quality requires continuously innovation to generate high quality and value for the customers at the dynamic competitive business environment (Craig *et al*., 2016). The

study confirms previous empirical research which found that product quality has a positive and significant influence on purchasing decisions (Saepuloh, 2020). However, this study contradicts some empirical research which suggests that the quality of the product has an insignificant influence on the purchasing decisions Hasanah, *et al*. (2021) due to the lack of promotion and customer's lower purchasing ability. To this, customers will be more price sensitivity than product quality sensitivity.

The second objective of this research was to test the impact of service quality on purchase decisions. The results of the Smart-PLS 3.0 test show that service quality has a positive and significant impact on purchase decisions. This means that providing excellent service quality will attract more customers to buy the product (Chandra *et al*., 2019). Providing adequate equipment, personal professionalism, and supporting facilities will lead to enhance service quality to customers. Timor Telecom provides a-24 hour customer's promptly respond service via dial number of 172 which mat

contribute to this significant relationship between service quality and purchasing decision. This study confirms empirical research which suggests that service quality has a positive and significant influence on purchasing decisions (M.sivaram, 2020; Prianggoro, 2020).

The third objective of this research was to examine the impact of product quality on corporate image. The results of the Smart-PLS 3.0 test indicate that product quality has a positive and significant influence on corporate image. This means that the higher the quality of the product, the better the customer's perception of the brand image (Diputra *et al*., 2021). Corporate image helps customers understand and become familiar with the products offered (Lin & Ching Yuh, 2010). Timor Telecom's high-quality products are in line with the customer's needs and technological trends, prompting the company to maintain and continuously design and improve its products. This study confirms empirical studies that suggest that product quality significantly impacts corporate image, and that corporate image increases customer confidence in the quality of the (Yoo and Donthu, 2001).

The fourth objective of this research was to test the effect of service quality on corporate image. The results of the Smart-PLS 3.0 test indicate that service quality has a positive and significant impact on corporate image. This means that delivering services that meet customer needs to a high standard has a direct influence on corporate image (Gautam, 2011). The factors that contribute to the significance relationship between the two variables are reliability and responsiveness, which result from professionalism and information facilities. Timor Telecom's technical staff always addresses customer concerns and promises timely service delivery, which instills confidence in the company's responsibilities. Over the past five years, Timor Telecom has demonstrated professionalism in meeting public needs through a high-quality mobile internet network, providing prompt services during network disruptions, explaining customer questions, and supporting national and community events, which has established the company's profile as the community's and customers' closest company. The study confirms empirical studies that suggest that service quality significantly impacts on corporate image (Zameer *et al*., 2015), some empirical studies also suggest that some dimensions of service quality negatively impact on the corporate image (Su and Teng, 2018).

The fifth objective of this research was to investigate the influence of corporate image on purchase decisions. The Smart-PLS 3.0 test results revealed that corporate image has a positive and significant impact on purchase decisions, indicating that a better brand image leads to higher purchase decisions and vice versa (Purnamawati *et al*., 2022). The three dimensions of corporate image, namely brand favorability, strength of brand image, and uniqueness of brand image contribute equally to the overall significant

relationship between these two variables. Timor Telecom's attractive characteristics help customers recognize and remember the company's name and products when making purchase decisions. The corporate image represents the entire process that consumers compare with the company's attributes (Foster, 2016). Through the advantages of image association, strengthening image association, and unique image forms, Timor Telecom builds trust with all customers and communities, placing the company in the customers' hearts, as demonstrated by the positive and significant research values. The study confirms empirical studies that suggest that a strong corporate image instills consumer confidence in purchasing products (Erdem *et al*., 2006). However, some studies indicate that brand image has no effect on purchasing decisions (Megantara and Melinda 2022).

The sixth objective of this research was to examine how the corporate image influence on the relationship between product quality and customer purchase decisions. The results of the Smart-PLS 3.0 test reveal that the corporate image has a positive and significant impact on the relationship between product quality and purchase decisions. Consumers' confidence in the company is driven by its ability to meet specifications, durability, and innovative design standards (Beneke *et al*., 2013). The attractive characteristics of Timor Telecom's products facilitate customers in recognizing and remembering the company's name and products, which in turn affect purchase decisions. Corporate image is the result of the entire process that consumers compare as the company's attributes (Foster, 2016). Good product quality forms corporate image, which in turn leading to increase customer's purchasing decision. The study confirms an empirical study that stated that product quality attributes and corporate image are the basis for purchase decisions (Subehi *et al*. 2022; Vladimir, 2019).

The seventh objective of this research was to examine the impact of corporate image on the relationship between service quality and purchase decisions. The results of the Smart-PLS 3.0 test indicate that corporate image has a positive and significant effect on the relationship between service quality and customer's purchasing decisions. This can be attributed to the reliability, responsiveness, assurance, empathy, and tangible factors of service quality (Camarero, 2007). The fine and attractive color characteristics of Timor Telecom's company facilitate customers in recognizing and remembering the company's name and products, such as the internal network package, sim card, and mobile phone, thereby enhancing the company's corporate image. Corporate image is the result of the entire process that consumers compare as the company's attributes (Foster, 2016). This study confirms previous empirical research which suggests that service quality, brand image, and promotion play important roles in determining purchase decisions. Other previous research has also shown that both

brand image and service quality have positive effects on purchase decisions (Ali *et al*., 2018).

6. Conclusions and Implications

The study of the market-place and the application of trade require a thorough understanding of several key factors, including the quality of the product or service, corporate image, and purchase decision. These variables are critical in determining the competitiveness and sustainability of a company. To enhance market share, profitability, and sustainability, many empirical studies have been conducted to examine the relationship between these variables. The results consistently demonstrate that the relationships among these variables are positive and significant.

Overall, this research contributes to the understanding of the factors that affect purchase decision-making in a competitive industry environment. By highlighting the importance of product quality, service quality, and corporate image, our study provides insights for companies to improve their marketing strategies and gain a competitive advantage.

7. Limitations and Future Research

The research aimed to examine the influence of product quality, service quality, and corporate image on purchase decisions. The results of the study indicate that product quality and service quality have a significant positive impact on purchase decisions. The research also revealed that corporate image mediate the relationship between product quality, service quality, and purchase decisions. The study tested seven hypotheses, all of which were supported. However, the research has several limitations that need to be addressed in future studies to produce more comprehensive results.

Firstly, the research only used corporate image as a mediating variable between product quality, service quality, and purchase decisions, ignoring other influential factors such as product differentiation, pricing, market orientation, business strategy, and entrepreneurship orientation. Therefore, the these variables should be considered in the future research.

Secondly, the research solely focused on the relationship between product quality, service quality, corporate image, and purchase decisions, without linking to the corporate competitive advantage and performance. Competitive advantage and performance are the ultimate objectives of any business organization, and thus it is essential to explore their relationship further in the forthcoming research.

Thirdly, the research was conducted at Timor Telecom in Timor-Leste, using periodic data. The use of longitudinal data could have provided more insight into the continued dynamic changes in customer attitudes, which are influenced by variables such as product quality, service quality, and corporate image.

Fourthly, the survey employed a data collection tool that entirely depended on the respondents' answers, which may have affected the research's reliability and validity, which may need to have further improvement in the future.

Finally, the research used a 5% margin error sample, which could have influenced the study's outcomes. Therefore, it is crucial to consider a larger sample size in future research to improve the reliability and generalizability of the findings

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