

The Influence of Musical Instrument Quality, Interior Design, Service Quality, and Location on Leasing Decisions: R.A.P Studio Musik Case Study

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Abstract

Purpose: This study aims to analyze the influence of the quality of musical instruments, interior design, service quality, and location on consumers' decisions to rent at R.A.P. Music Studios.

Methodology: This research is quantitative, using questionnaires as a research instrument. Samples were taken by the non-probability accidental sampling method. Data analysis for validity test using Pearson product moment test, Reliability test using Alpha Cronbach's, Normality test using Kolmogorov-Smirnov, Multicollinearity test using regression by looking at tolerance value, Heteroskedasticity test using Glejser test, Linearity test using linear regression test, T test is used to see the differences between variables and F test is used to see the contribution of the influence of independent variables on dependent variables. All data testing uses the SPSS application version 24.0.

Findings: The findings in this study are that the quality of musical instruments, interior design, service quality, and location have a positive effect both jointly and between indicators on consumers' decision to use rental at R.A.P music studios.

Originality: This study focuses on supporting factors such as the quality of musical instruments, interior design, service quality, and location on rental decisions at the R.A.P music studio.

Research limitations: This study has not included intervening variables that influence the independent variables on rental decisions at R.A.P. Music Studio.

Practical implications: Companies engaged in music studio rentals can consider the variables in this study to be used as evaluation material and improve company performance.

Keyword: Quality of musical instruments, Interior Design, Quality of Service, Location, Music Studio

UBMJ
UPY Business and
Management Journal

Introduction

In this increasingly modern era, competition for business people is getting tighter, in order to compete with competitors, business people must have innovations and characteristics in order to compete with their competitors. Today, music is not only an art form, but also a business. The music industry has become an attractive object for economists because of the massive development of the music industry, especially due to the arrival of the digital era (Zheng, 2022). One of the businesses that needs a lot of innovation is music studio rental. Musicians behave as

consumers who want to get satisfaction in using a music studio. The decision by musicians to use studio rental services is, of course, influenced by various factors, one of which is the quality of the musical instrument itself (Schmid, 2017). Consumer behavior is the process of a customer making decisions to buy, use, and consume the goods and services purchased, as well as the factors that affect the purchase and use of the product (Roy, 2022).

In this case, we put musicians or people who enjoy playing music as the main consumers. A businessman or marketer must understand the overall theory and practice of consumer behavior. Consumer behavior is the underlying thing for consumers to make decisions to purchase goods or services (Jisana, 2014). In this study, the main focus is business actors in the rental service sector, so there is one of the main benchmarks that consumers consider to choose rental services is the quality of the product and the quality of the services provided (Prasetyo & Darmawan, 2024). A product is something that can be offered to consumers to attract attention, use or consumption that can meet consumer satisfaction (Nilowardono et al., 2024). In this case, when viewed from the focus of the product aspect, the most important product of the music studio is music equipment and sound synthesis as support. In addition, interior design conditions can also influence consumers' decisions to make purchases (eka et al., 2022). With an attractive interior design, it is expected to affect the psychology of consumers, especially on the comfort and shopping experience when buying goods or services. Creating an enjoyable shopping experience will increase satisfaction and time spent in stores or shopping place (Lie et al., 2021).

Another study stated that location has a great influence on customer satisfaction (Amiruddin & Nurdin, 2021). Location is where a company or business place operates to produce goods and services related to the economy. Location also has a significant influence on consumers' decision to purchase goods and services, especially in the context of a safe and comfortable environment situation (Fitriana et al., 2023).

The variables of service quality and location have a significant influence on customer rental decisions. Optimal service quality can increase customer satisfaction, while strategic locations provide accessibility and added value for customers (Mella & hulu, 2023). Interior design can also influence customer decisions to use a product. Interior design functions to add aesthetics, develop psychological perspectives and increase customer comfort (Ardana & Kerdiati, 2021). Various kinds of indicators that can influence consumers' decisions to use goods and services, This research wants to see and evaluate consumer decisions, namely consumer decisions to rent music studio rental services, especially at R.A.P Studio in Yogyakarta. The hope of this study is to be able to see what factors can influence consumers' decision to rent a music studio at R.A.P Studio so that it can be used as a consideration and evaluation to develop the economic potential of the business.

Hypotheses

The Quality of Musical Instruments Affects Consumers' Decision to Rent

The quality and completeness of musical instruments are important factors that influence consumer decisions in choosing a music studio. Consumers tend to choose studios that provide complete facilities and quality musical instruments to support their musical activities (Kristianto & Suganda, 2024). The quality of the tool is very strongly related to the hopes or expectations of customers, so if a tool meets customer expectations, it can increase customer satisfaction. (Muqarrabin et al., 2022).

The quality of musical instruments supported by well-known musical instrument brands can make consumers feel proud and provide an impressive experience when using the musical instrument (Ramadhani et al., 2021). Previous research shows that product quality can affect consumer decisions to rent or use the services of a business product (Prasetyo & Darmawan, 2024). So in this study hypothesizes that the quality of musical instrument products can affect consumer decisions to rent at R.A.P Study.

H1: The quality of musical instruments influences the decision to rent a music studio

Interior Design Affects Consumers' Decision to Rent

This study also hypothesizes that interior design affects consumers' decisions to rent at Studio Musik R.A.P. Interior design can provide an experience for customers. Interior design can provide an experience and comfort for customers, so if customers have experience and feel comfortable using a product, it can increase the use of the product or rent (Sanjaya, 2022). Interior design aspects can create a psychological atmosphere and visual presentation that can influence visitors and visitors' decisions in purchasing the goods or services offered (Juliana et al., 2020). Given that theories and results of previous research show that interior design has a positive effect on influencing consumers to buy services or goods (Ardana & Kerdiati, 2021).

H2: Interior design influences the decision to rent a music studio

Service Quality Affects Consumers' Decision to Rent

Service quality is a way for companies to improve quality through processes, products, and services to meet customer needs. So that service quality can have an impact on consumer satisfaction because consumer needs can be considered and met (Jeni et al., 2023). Service quality is not a tangible object, but its effects can be directly felt by consumers because service quality is based on the principle of fulfilling the needs desired by consumers (Andika et al., 2022). (Service quality is one of the indicators that can influence consumers to make purchases of goods or services (Mella & hulu, 2023). Other research shows that service quality influences consumer decisions to use a product or service (Normansya & Solihin, 2023).

H3: Service quality influences the decision to rent a music studio

Location Affects Consumers' Decision to Rent

A strategic location can have a big impact on consumer purchasing decisions (Pertwi et al., 2025). Location is very important in determining consumer purchasing decisions because if the location used is strategic, it will make it easier for consumers to come and buy the products offered by the company (Febriansyah et al., 2022). Location can automatically attract consumers to make purchasing or rental decisions, as they perceive it as convenient to reach and access their needs (Hakim, 2019). In Theory and previous research results, it is stated that location has a role in influencing consumers to use services or goods (Amiruddin & Nurdin, 2021).

H4: Location influences the decision to rent a music studio

Research Methods

The method used in this study is a quantitative method. This method is used to see the influence of various indicators on consumer decisions in renting at R.A.P Studio. So quantitative data is used to conclude multiple indicators to see their impact on consumer decisions in renting. The subjects in this study were musicians or rental users at R.A.P Studio. The subjects came from various backgrounds such as school students, students, workers and different age groups who all use rental services at R.A.P Studio. While the objects in this study are the quality of musical instruments, interior design, service quality, location, and rental decisions.

Data analysis for validity test using Pearson product moment test, Reliability test using Alpha Cronbach's this test is used to see the level of validity of an instrument used for data collection, Normality test using Kolmogorov-Smirnov This test is used to see whether the data is normally distributed or not, Multicollinearity test using regression by looking at tolerance value This test is used to see whether or not there is a relationship between variables, Heteroskedasticity test using Glejser test, Linearity test using linear regression test, T test is used

to see the differences between variables and F test is used to see the contribution of the influence of independent variables on dependent variables. All data testing uses the SPSS application version 24.0.

Research Sample

The sample from this study is visitors to R.A.P Studio Music. Samples were taken using the non-probability accidental sampling method, which is sampling with considerations according to the needs of the data and information sought and formulated by the researcher. The samples were selected according to the criteria determined in this study. The Sample Criteria in this study are:

1. Tenants who visit from July 3, 2024, to October 3, 2024
2. At least 15 years old
3. Can play musical instruments

Calculation of sample count using Cochran's formula. From the results of the calculation of the Cochran formula, a score of 96 was obtained. So in this study, the minimum sample size used is 96 people, and to make it easier, in this study, the number of samples was rounded to 100 people to be more effective. The 100 people were obtained from members or consumers who rented at R.A.P Studio Music.

Data Collection Techniques

The data collection technique in this study is using questionnaires. The questionnaire was used to get responses from consumers who aimed to obtain information on objective questions related to the variables in this study.

Data Analysis Methods

Validity and reliability tests were used to test the validity of the instrument in the form of questionnaires made in this study. The normality test is used to see whether the data is normally distributed or not. The Multicollinearity test is used to test the correlation between variables. The Heteroscedasticity test is used to determine whether there is an unevenness of residual variance between one observation and another in the regression model. The use of regression analysis tools to determine the influence of independent variables, namely musical instrument quality (X1), interior design (X2), service quality (X3), and location (X4) on dependent variables, namely consumer rental decisions (Y). The t-test is used to determine how much a partially free variable affects the bound variable. Data processing using SPSS application version 24.0.

Results and Discussion

Instrument Test

The validity of the instrument test is used to see the level of validity of the instrument used in this study. The following are the results of the instrument test validity:

Table 1. Validity Test Result

Variable	Indicators	r Count	r Table (N=20, sig 5%)	Information
Quality Music Equipmet	1	0,696	0,444	valid
	2	0,822		valid
	3	0,832		valid
	4	0,712		valid
	5	0,808		Valid
	6	0,715		valid
	7	0,617		valid
	8	0,804		valid
	9	0,649		valid
Desain Interiors	1	0,762	0,444	valid
	2	0,760		valid
	3	0,738		valid
	4	0,655		valid
	5	0,761		valid
	6	0,826		valid
	7	0,671		valid
	8	0,746		valid
	9	0,826		valid
Quality of Service	1	0,785	0,444	valid
	2	0,832		valid
	3	0,941		valid
	4	0,890		valid
	5	0,943		valid
	6	0,754		valid
	7	0,929		valid
	8	0,894		valid
	9	0,822		valid
	10	0,644		valid
Location	1	0,891	0,444	valid
	2	0,790		valid
	3	0,769		valid
	4	0,677		valid
	5	0,600		valid
	6	0,674		valid
	7	0,845		valid
	8	0,634		valid
Rental Decissions	1	0,458	0,444	valid
	2	0,788		valid
	3	0,745		valid
	4	0,734		valid
	5	0,834		valid
	6	0,902		valid
	7	0,747		valid

Source: (Data processed, 2024)

Based on the results of the instrument validity test, it shows that all calculated r values are greater than the r table, which is 0.444. This can be interpreted that all indicators that are used as instruments for data collection are valid.

Realibility Test Result

Reliability tests are used to determine the level of reliability of an instrument for data collection. The following are the results of the reliability test:

Table 2. Reliability Test Result

Variable	Koef. Alpha Cronbach	Limit Koef. Alpha Cronbach	Information
Quality Music Equipmet (X1)	0,895	0,60	Reliabel
Desain Interiors (X2)	0,899	0,60	Reliabel
Quality of Service (X3)	0,955	0,60	Reliabel
Location (X4)	0,870	0,60	Reliabel
Rental Decissions (Y)	0,863	0,60	Reliabel

Source: (Data processed, 2024)

Based on the table above, it can be seen that the alpha value for Musical Instrument Quality, Interior Design, Service Quality, Location, and Rental Decision is more than 0.60 each. This indicates that the value of r is calculated to be greater than that of the r-table, so it can be concluded that the question items are reliable.

Normality Test

Normality tests are performed to see if the data is distributed normally or there is no extreme data. The following are the results of the normality test:

Table 3. Normality Test Result

	x1	x2	x3	x4	y	
N	100	100	100	100	100	
Normal Parameters ^a	Mean	36.5000	36.0200	41.3100	30.4000	28.6000
	Std. Deviation	5.05625	5.55592	5.60969	4.75246	4.01764
Most Extreme Differences	Absolute	.103	.101	.085	.088	.129
	Positive	.061	.101	.082	.088	.129
	Negative	-.103	-.099	-.085	-.050	-.121
Uji Z	1.034	1.007	.847	.882	1.294	
Asymp. Sig. (2-tailed)	.236	.262	.470	.418	.070	

Source: (Data processed, 2024)

Based on the table above, it can be seen that the significance value of the results of the Kolmogorov-Smirnov test is 0.236 for the Musical Instrument Quality variable (X1), 0.262 for the Interior Design variable (X2), 0.470 for the Service Quality variable (X3), 0.418 for the Location variable (X4), and 0.070 for the Rental Decision variable (Y) greater than 0.05, then the residual value is normally distributed or in other words meets the assumption of normality.

Multikocollinearity Test

The main purpose of this test is to ensure that the regression model built is not affected by intercorrelation between independent variables, which can cause the interpretation of the regression coefficients to be inaccurate

Tabel 4. Multikolinierity Test Result

Variable			Colinearity Statistics	
			Tolerance	VIF
Quality Music Equipmet (X1)			0,264	3,782
Desain Interiors (X2)			0,228	4,394
Quality of Service (X3)			0,218	4,587
Location (X4)			0,416	2,404

Source: (Data processed, 2024)

Table 4 of the data results shows that the musical instrument quality variable (X1) has a tolerance value of 0.264 and VIF of 3.783. The interior design variable (X2) has a tolerance value of 0.228 and a VIF of 4.394. The service quality variable (X3) has a tolerance value of 0.218 and a VIF of 4.587. The location variable (X4) had a tolerance value of 0.416 and a VIF of 2.404. The results of the values from the table show that each independent variable has a tolerance value of ≥ 0.1 and a VIF of less than ≤ 10 . This shows that there is no multicollinearity between independent variables.

Heteroscedasticity Test

The Heterokedasticity test aims to test whether in the regression model there is an inequality of variance from one residual observation to another, and is carried out by regressing the residual absolute values of the model estimated against the explanatory variables.

Tabel 5. Heteroskedasticity Test Result

Coeffisients			
Variabel			Sig.
Quality Music Equipmet (X1)			0,854
Desain Interiors (X2)			0,816
Quality of Service (X3)			0,515
Location (X4)			0,394

Source: (Data processed, 2024)

Based on the table above, it shows that the significance value of all independent variables (X1, X2, X3, X4) is greater than 0.05, then from this result it can be concluded that the regression model does not occur heteroscedasticity.

Linierity Test

The linearity test aims to test whether the regression line between variable X and variable Y forms a linear line or not. The following are the results of the linearity test:

Tabel 6. Linierity Test Result

Variable			F	Sig
Quality Music Equipmet (X1)			1,232	0,252
Desain Interiors (X2)			1,345	0,180
Quality of Service (X3)			0,943	0,535
Location (X4)			1,549	0,092

Source: (Data processed, 2024)

Based on the table above, it shows that the significance value of all independent variables (X1, X2, X3, X4) is greater than 0.05, then it can be concluded that the relationship between the free variable and the bound variable is linear.

Hypothesis Test

The following are the results of hypothesis testing in this study:

Tabel 7. T Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	2.070	1.588		1.303	.196
x1	.158	.078	.199	2.032	.045
x2	.174	.076	.241	2.283	.025
x3	.191	.077	.267	2.474	.015
x4	.217	.066	.256	3.281	.001

Source: (Data processed, 2024)

From table 7, it can be seen that the musical instrument quality variable (X1) shows that the Sig value is $0.045 < 0.05$, this means that the quality of the musical instrument affects the consumer's decision to rent a music studio. The Interior Design variable (X2) shows that the Sig value is $0.025 < 0.05$ which means that interior design has a positive effect on consumers' decision to rent a studio. The service quality variable (X3) shows a Sig value of $0.015 < 0.05$ which means that the quality of service affects the decision of the council to rent a music studio. Meanwhile, the location variable (X4) shows that the value of Sig $0.001 < 0.05$ can be concluded that the location affects the consumer's decision to rent a music studio.

Tabel 8. Simultaneous Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1212.956	4	303.239	74.817	.000 ^a
Residual	385.044	95	4.053		
Total	1598.000	99			

Source: (Data processed, 2024)

From table 8, it shows that the value of Sig $0.000 < 0.05$ or this can be interpreted that the quality of musical instruments, interior design, service quality, and location together affect the consumer's decision to rent a music studio.

Tabel 9. Determination Coefficient Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.759	.749	2.01323

Source: (Data processed, 2024)

From table 9 above, it can be seen that the Adjusted R square value of 0.749 means that the ability of the free variable to affect the bound variable is 74.9% so that the remaining 26.1% of consumers' decisions to rent a music studio are influenced by other variables that are not studied.

Discussion

The Quality of Musical Instruments on Consumers' Decisions to Rent a Music Studio

The results of the study show that the Musical Instrument Quality variable has a positive and significant effect on the decision to rent a music studio. So that the better the quality, the standard of musical instruments, the instrument cables used, and the sound produced, the more consumers will be affected to rent a music studio.

These findings support the results of other studies that state that the quality of musical instruments has a very positive effect on consumers' decisions to purchase goods or services. The quality of musical instrument products in this case is the physical condition, function and nature of the product that can satisfy the taste and needs of consumers (Latief et al., 2022).

The quality of the musical instruments used can be based on well-known musical instrument brands. Consumers can assume that well-known and well-known brands in the market have better quality than brands that are not very well known (Susilo et al., 2021). In other words, to develop an increase in consumers who use rental at R.A.P music studio, the management can use well-known musical instruments, in order to maintain and improve the quality of musical instruments at R.A.P Music Studio.

Interior Design Affects Consumers' Decision to Rent a Music Studio

The results of the study show that the Interior Design variable has a positive and significant effect on studio rental decisions, meaning that the better the design, interior arrangement, lighting, aroma, and temperature, it will affect the music studio rental decision. This is in accordance with the findings of previous research which stated that interior design has a positive effect on consumers' decisions to purchase goods or services (Ramadhan & Ratnawili., 2024).

Interior design affects consumer comfort. Things that affect consumer comfort related to interior design such as circulation flows, room layout, noise, air temperature, and light color selection (Permatasari & Mulyadi, 2022). The company is expected to use the right materials in creating an interior that gives a warm, friendly, and stylish impression, so that it can be used as a communication tool by giving the right impression to customers (Oğuzhan et al., 2022).

From this result, R.A.P can be used as a music studio so that they can pay attention to the interior design. Given that interior design plays a big role in influencing consumer decisions. Interior design needs to be considered in order to provide comfort for consumers to always come back and attract other consumers to rent in R.A.P music studio.

Quality of Service on Consumers' Decision to Rent a Music Studio

The results of the study show that the service quality variable has a positive and significant effect on the decision to visit, meaning that the better the punctuality, ability, skill, knowledge, communication, cleanliness, and neatness of the crew, the more it will affect the consumer's decision to rent a music studio. This is in accordance with the results of previous research which stated that the quality of service has a positive effect on consumers' decision to make a purchase (Prianggoro & Sitio, 2020)

Services as an activity or series of invisible activities that occur as a result of interaction between consumers and entrepreneurs or other things provided by the company to solve consumer problems (Alma, 2013). The quality of service will create the perception that consumers can make decisions to use a service or service (Desembrianita & Ruslin, 2016). Good service quality will create a positive impact from consumers which will have an effect on the company's image (Chien & Chi, 2019). Company image is the subjective perception of customers or consumers of a company that offers products or services (Song et al., 2019).

This is the basis that R.A.P studio can maintain or develop service quality to increase customer satisfaction. The quality of service provided to customers is expected to be able to

make the image of R.A.P studio music better. Because the image of the company is one of the factors to influence consumers in the decision to use services.

Location on Consumers' Decision to Rent a Music Studio

The results of the study show that the Location variable has a positive and significant effect on the decision to visit, meaning that the better the access to the studio, visibility, parking lot, and music studio environment, the more it can influence consumers to rent a music studio. This is supported by findings from previous research that stated that location has a positive effect on consumers' decision to purchase or use services (Chandra & Hakim, 2015).

Location has a positive effect on consumer decisions because it can be caused because location affects the company's operational and marketing processes, so that it can facilitate the distribution of service products from entrepreneurs to consumers (Ananda & Fatchurrohman, 2023). Location selection is one of the important factors in the competition to attract consumers or customers (Theresna, 2014). This basis is the consideration that location determination needs to be considered to improve the distribution of services to consumers.

Location provides an overview related to the ease of access for consumers to purchase goods or services. The easier access to the location is expected to increase consumers' decision to purchase goods or services.

Conclusion

The results of the study show that the quality of musical instruments, interior design, service quality, and location have a positive effect on consumers' decision to use R.A.P music studio rentals. These variables can be used as indicators to develop or improve the performance of the R.A.P studio. The quality of musical instruments in this case is the standard of musical instruments, cables and sounds produced from the sound system. In interior design, you can pay attention to lighting, aroma, and room temperature. The quality of service in this case is punctuality, skill, knowledge, cleanliness, communication and neatness of the crew. Meanwhile, the location can pay attention to access to the studio, visibility, parking lot, and study environment.

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