



Effect of Service Quality and Promotion on Purchase Decisions at Alfamart Driyorejo

Nuning Nurna Dewi

Fakultas ekonomi dan Bisnis
Universitas Maarif Hasyim Latief Sidoarjo Jl. Raya Ngelom Megare No.30, Ngelom, Kec. Taman,
Kabupaten Sidoarjo, Jawa Timur

Email: nuning@dosen.umaha.ac.id

ARTICLE INFO

Article history:

Received: 12/07/2020

Revised: 22/08/2020

Accepted: 01/11/2020

Keywords:

*quality of service, promotions,
purchasing decisions*

ABSTRACT

At this time, the development of the times is felt to be very rapid, starting from a social, economic, political, cultural perspective, even consumption behavior in our society, in terms of consumer decisions to shop, it has shifted, the development of shopping centers is currently affecting the increasing number of places Modern shopping can be seen from the many competition in minimarkets and the mushrooming of the existence of minimarkets itself. Thus, it can be ascertained that the market wants to give the best to consumers by always trying to be able to meet the needs of its consumers. Quality of service and promotion is the main mission for a minimarket where the main objective is the consumer's decision to make a purchase transaction, where the existing purchases will bring profit to the producer. This study aims to identify and explain the factors that influence purchasing decisions at Alfamart Driyorejo. There are 2 variables used in this study, namely: the quality of the service and promotion. This research method uses quantitative methods with a population and sample of consumers Alfamart Driyorejo. The sample in this study were 100 respondents and the data were collected by distributing questionnaires. From the results of multiple linear regression analysis test data, the following results obtained $Y = 0.392 + 0.133X_2 + 0.509X_3 + e$, partial hypothesis testing for service quality variables obtained $t_{count} < t_{table}$, namely $0.133 < 2.699$ and for promotional variables obtained $t_{count} < t_{table}$ is $0.509 < 2.699$ The results of hypothesis testing show that the variable service quality and promotion partially has a positive and significant effect on purchasing decisions, simultaneously the quality of service and promotion also has a positive and significant effect on purchasing decisions at Alfamart Driyorejo.

Copyright © 2020 Jurnal Mantik.
All rights reserved.

1. Introduction

At this time, the development of the times is felt to be very fast starting from a social, economic, political, cultural perspective, even consumption behavior in our society, the aspect of consumer decisions to shop has also experienced a shift, the development of shopping centers is currently affecting the increasing number of places. Modern shopping can be seen from the many competition in minimarkets and the mushrooming of the existence of minimarkets itself. Thus, it can be ascertained that the market wants to give the best to consumers by always trying to be able to meet the needs of its consumers. Quality of service and promotion is the main mission for a minimarket where the main objective is the consumer's decision to make a purchase transaction, where the existing purchases will bring profit to the producer.

The more companies offering goods and services, the consumers have many choices, thus the greater the bargaining power of consumers. Therefore, the company must know what the needs and wants of consumers are, then try to fulfill those wants and needs. The marketing results of a company can be used. as a tool for advancing and retreating a company. This study chooses Alfamart as the research object because the increasing number of minimarkets that grow in the community causes intense competition in the minimarket market in Indonesia. It also exposes consumers to various minimarket choices. So that minimarket producers feel the need to know the willingness and needs of consumers in order to provide maximum service. One way is to identify the effect of service quality and promotion on purchasing decisions at the Alfamart dearah driyorejo minimarket.



Formulation of the problem. The problem formulations that we can describe are as follows:

- a. Does service quality significantly influence purchasing decisions at Alfamart Driyorejo?
- b. Does promotion have a significant effect on purchasing decisions at Alfamart Driyorejo?
- c. Does the quality of service and promotion simultaneously have a significant effect on purchasing decisions at Alfamart Driyorejo?

Research purposes. The objectives to be achieved in this research are:

- a. To determine the magnitude of the influence of service quality on purchasing decisions at Alfamart Driyorejo
- b. To determine the magnitude of the influence of promotion on purchasing decisions at Alfamart Driyorejo
- c. To determine the magnitude of the influence of service quality and promotion on purchasing decisions at Alfamart Driyorejo

2. Theoretical Review

2.1 Definition of Marketing

In a general sense, marketing can be defined as a social and managerial process in which individuals and groups get what they need and want by creating, offering, and exchanging products of value with other parties (Philip Kotler, 2005).). According to Phillip Kotler, Definition of Marketing is a social and managerial process in which individuals and groups get their needs and wants by creating, offering and exchanging something of value with each other, the American Marketing Association (AMA) also explains the notion of marketing cited by Kotler and Keller (2007) translated by Benyamin Molan is as follows: "An organizational function and a set of processes for creating, communicating, and delivering value to customers and managing customer relationships in a way that benefits the organization and its shareholders".

2.2 Consumer behavior

Consumer behavior is the behavior of consumers, where they can illustrate the search to buy, use, evaluate and improve a product and their service. The focus of consumer behavior is how individuals make decisions to use their available resources to consume an item. Schiffman and Kanuk (2008: 6) explain that consumer behavior is the process that a person goes through in searching, buying, using, evaluating and acting after consumption of products and services, or ideas that are expected to meet their needs.

Basically, consumer behavior is generally divided into 2, namely rational and irrational consumer behavior. What is meant by rational consumer behavior is the act of consumer behavior in the purchase of goods and services that prioritizes consumer aspects in general, such as the level of urgent needs, primary / primary needs, and the usability of the product itself to the buying consumer. Meanwhile, irrational consumer behavior is consumer behavior that is easily persuaded by the lure of discounts or marketing of a product without prioritizing needs or interests. For clarity, here are some characteristics that form the basis of the differences between rational consumer behavior and irrational consumer behavior.

2.3 Service quality

Quality of service is all forms of activities carried out by the company to meet consumer expectations. Service in this case is defined as services or services delivered by service owners in the form of ease, speed, relationship, ability and hospitality addressed through attitudes and characteristics in providing services for customer satisfaction. The definition of service quality can be interpreted as an effort to meet consumer needs and desires. as well as the accuracy of its delivery in balancing consumer expectations (Tjiptono, 2007). Service quality can be identified by comparing consumers' perceptions of the real service they receive / get with the service they actually expect / want for the service attributes of a company.

If the service received or perceived (perceived service) is as expected, then the service quality is perceived as good and satisfying, if the service received exceeds consumer expectations, then the service quality is perceived to be very good and quality. Conversely, if the service received is lower / less than what has been expected, then the quality of the service is perceived to be very, very bad.

2.4 Promotion

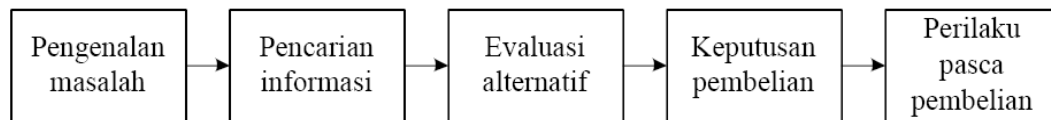
Promotion comes from the English word promote, which means "increase" or "develop". This understanding, if used in the field of sales, means a tool to increase sales turnover. The definition of promotion can be viewed differently in terms of producers and consumers. For producers, promotion is an activity to inform products or services, persuade consumers to buy and remind consumers not to forget about the product. Meanwhile, for consumers, the meaning of promotion is communication between producers and consumers. Promotional activities are a way for companies (goods / services) to increase the sales volume of their products. Meanwhile, the definition of promotion according to Buchari Alma (2006: 179) is: "Promotion is a type of communication that provides explanation and convinces potential consumers about

goods and services with the aim of gaining attention, educating, reminding and convincing potential consumers".

2.5 Buying decision

Schiffman-Kanuk (2007) states that a decision as a selection of two or more alternative options, in other words the availability of more than one choice is a must in decision making.

There are five stages in buying according to Kotler (2005), namely:



Sumber : Kotler (2005)

Fig 1. Buying decision

2.6 Conceptual Framework

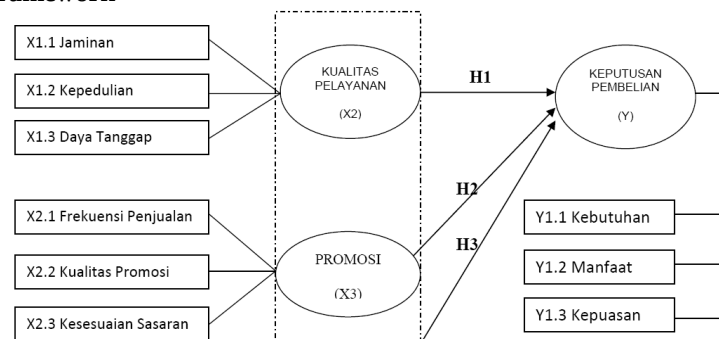


Fig 2. Conceptual Framework

3. Research Methods

3.1 Research design

The method used in this research is descriptive method using a quantitative approach. Data analysis uses multiple linear regression analysis which aims to determine whether or not there is a dependent relationship between independent or independent variables and dependent or dependent variables using the SPSS Statistical Package for Service Solution program) 22.00 for windows and explains the variables of service quality and promotion.

The measurement scale used in this study is to use an interval scale in the form of a Likerts scale method with 5 (five) levels from strongly agree, agree, quite agree, disagree to strongly disagree. As for the data collected by conducting a survey through distributing questionnaires shown to Alfamart customers in Driyorejo Gresik.

a) Population

The target population in this study is Alfamart consumers in Driyorejo Gresik.

b) Sample

The sample used in this study were the people of Driyorejo Village who were visiting Alfamart in Driyorejo Gresik. The respondents in this research are, of course, Alfamart customers in Driyorejo Gresik who fall within the restrictions set by the researcher in order to obtain accurate data.

c) Data analysis method

Data analysis can be interpreted as an effort to manage data into information, so that the characteristics or characteristics of the data can be easily understood and useful for answering problems related to research activities. Thus data analysis techniques can be interpreted as a way to carry out data analysis, both in relation to data descriptions and to make inductions, or to draw conclusions about population characteristics (parameters) based on data obtained from samples.

4. Research Results and Discussion

4.1 Multiple Linear Regression Analysis Test Results

Table 1
Analysis Test Result

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std Error	Beta		
1	(Constant)	.392	.202		1.939	.055
	X1 Kualitas Pelayanan	.133	.066	.118	2.014	.047
	X2 Promosi	.509	.074	.587	6.869	.000

a. Dependent Variable: Y Keputusan Pembelian

Based on the table above (Column Unstandardized Coefficients - B) above, the regression equation can be informed as follows:

$$Y = 0.392 + 0.133 X1 + 0.509 X2 + e$$

4.2 Discussion and Verification of Hypotheses

Based on the statistical test results, it can be seen clearly that partially (individually) all independent variables have an effect on the dependent variable. The effect of the three independent variables is positive and significant. These results are in accordance with the proposed hypothesis. The explanation of each variable effect is explained as follows:

a. H1 Service quality has a significant effect on purchasing decisions at Alfamart Driyorejo Gresik.

The results of hypothesis testing (H1) have proven that there is an influence between service quality variables on purchasing decisions. Through the results of calculations that have been done, the t value is 2.014 with a significance level of 0.047 that is smaller than 0.05, thus H_1 is accepted and H_0 is rejected. This test statistically proves that service quality has a positive and significant effect on purchasing decisions. This means that there is a positive and significant influence between service quality variables on purchasing decisions at Alfamart Driyorejo, thus the initial hypothesis which states "It is suspected that service quality has a significant effect on purchasing decisions at Alfamart Driyorejo Gresik" is correct, according to the results of the table that has been answered. above.

b. H2 Promotion has a significant effect on purchasing decisions at Alfamart Driyorejo Gresik.

The results of hypothesis testing (H3) have proven that there is an influence between promotion and purchasing decisions. Through the results of calculations that have been done, the t value of 6.869 with a significance level of 0.000 is smaller than 0.05, which means that the hypothesis in this study rejects H_0 and accepts H_1 . This test statistically proves that promotion has a positive and significant effect. against purchasing decisions. This means that there is a positive and significant influence between promotional variables on purchasing decisions at Alfamart Driyorejo, thus the initial hypothesis which states "It is suspected that promotion has a significant effect on purchasing decisions at Alfamart Driyorejo Gresik" is correct, according to the results of the table that has been answered above.

c. H3 service quality and promotion have a significant effect simultaneously or collectively on purchasing decisions at Alfamart Driyorejo Gresik.

The results of hypothesis testing (H4) have proven that there is a joint influence between the independent variables (service quality and promotion) on purchasing decisions, this can be seen from the F test or test simultaneously where the value of F_{count} is greater than F_{table} ($137,943 > 2,699$) with a significance value below 0.05, namely 0.000, which means that there is a positive and significant influence between service quality and promotion variables simultaneously on purchasing decisions at Alfamart Driyorejo, thus the initial hypothesis which states "It is suspected that service quality and promotion have a significant effect simultaneously. or together on the purchasing decision at Alfamart Driyorejo Gresik. " is correct, according to the results of the table that has been answered above.

Based on the standardized beta coefficient value for the product quality variable value is 0.118 and the beta coefficient for the service quality variable value is 0.587. This shows that the largest standardized beta coefficient value is in the Promotion variable. Thus the independent variable that has the most dominant influence on purchasing decisions in this study is the promotion variable with a value of 0.587 or the equivalent of 58.7% in this study.

5. Conclusion and Suggestion

From the results of the research and discussion that has been done before, the following conclusions can be drawn in this study:

- a. The results of testing hypothesis 1 have proven that there is an influence between product quality and purchasing decisions. Testing proves that product quality has a positive and significant effect on purchasing decisions. Judging from the calculations that have been made, the coefficient value is 0.133 and the t value is 2.014 with a significance level of the result of 0.047 which is smaller than 0.05, which means that the hypothesis in this study H1 is accepted and H0 is rejected.
- b. The results of testing hypothesis 2 have proven that there is an influence between service quality and purchasing decisions. Testing proves that service quality has a positive and significant effect on purchasing decisions. Judging from the calculations that have been done, the coefficient value of 0.509 and the t value of 6.869 with a significance level of the result of 0.000 is less than 0.05, which means that the hypothesis in this study H1 is accepted and H0 is rejected.
- c. The results of testing hypothesis 3 have proven that there is an influence between service quality and promotion on purchasing decisions. Testing proves that all independent variables (service quality and promotion) have a positive and significant effect on purchasing decisions. Judging from the calculations that have been done, it is obtained that the value of Fcount is greater than Ftable ($137.943 > 2,699$) with a significance value below 0.05, namely 0.000, which means that the hypothesis in this study H1 is accepted and H0 is rejected.
- d. Promotion has the most dominant influence on purchasing decisions. The test proves that the value for the service quality variable is 0.133, while the value for the promotion variable is 0.509, where the highest value is owned by the promotion variable compared to other independent variables, namely 0.509 which is the largest value of the standardized beta coefficient in this study.

Suggestion

In closing the analysis and conclusions on the problems that the author has researched, the suggestions that can be given include:

a. For Alfamart

It is expected to pay more attention to the aspect of service quality because the results of the research on service quality variables show the lowest value or number among other variables, namely the promotion variable, so it requires a review in setting and implementing SOP (Standard Operating Procedure) whether it is in accordance with the needs in the field or has been carried out properly and true, according to what has been previously determined, it can also be done by providing training to SPGs in order to provide good service and satisfying consumers, or it can also be done by adding a rest area so that consumers who are traveling long distances can use it and stop. for a moment to make a purchase transaction and rest in the rest area that has been provided because it will indirectly have an impact on the company's own profits, namely Alfamart. In this study the variables occupy a stable position where consumers feel that they are given by Alfamart is reasonable in accordance with the facilities provided and comfort, while the promotional variables in this study show the highest values, therefore it is hoped that Alfamart can provide more targeted promotions for consumers and of course can also attract buying interest. consumers in order to increase the quantity of shopping, because the better the promotion given, the public interest in shopping at Alfamart is getting higher.

b. For further research

Further research is expected to complement this research because there are still other independent variables outside the independent variables that the researcher uses (service quality and promotion) that affect this study regarding the dependent variable, namely purchasing decision variables. influence purchasing decisions at Alfamart Driyorejo because in this study it shows a percentage value of 80.6% which represents the independent variables (quality of service and promotion) on purchasing decisions, the remaining 19.4% indicates that there are other variables that must be examined and cannot be examined in this study. .

6. References

- [1] Augusty, Ferdinand. 2006. Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- [2] Basu Swastha. 2009 Manajemen Penjualan. Yogyakarta : BPFE
- [3] Buchari Alma, 2004, Manajemen Pemasaran Dan Pemasaran Jasa, Bandung: Alfabeta.
- [4] Kotler, Armstrong . 2010. Principles Of Marketing. 13 Edition. New Jersey . Upper Saddle River: Pearson Prentice Hall

- [5] Kotler, P., dan Keller, K.L., (2008), *Manajemen Pemasaran*, Edisi 12 Jilid 2. Alih Bahasa Benamin Molan, Penerbit : PT. Indeks, Jakarta.
- [6] Kotler, P., dan Keller, K.L., (2009), *Manajemen Pemasaran*, PT. Indeks, Jakarta.
- [7] Kotler, Philip. 2005. *Manajemen Pemasaran*, Jilid 1 dan 2. Jakarta: PT. Indeks Kelompok Gramedia.
- [8] Mowen, John, C., dan Minor, M., (2002), *Perilaku Konsumen Jilid 1*, Edisi Kelima (terjemahan), Erlangga, Jakarta
- [9] Philip Kotler and Kevin Lane Keller, Alih Bahasa Benyamin Molan ,2007, *Manajemen Pemasaran*, Edisi Keduabelas, Jilid 1, PT. Indeks.
- [10] Prabowo, P. A. (2020). ANALISA PERILAKU KONSUMEN JASA KATERING UNTUK KEPERLUAN PESTA DI SURABAYA. *JURNAL EKBIS: ANALISIS, PREDIKSI DAN INFORMASI*, 21(1), 69-90.
- [11]
- [12] Raharjani, J., (2005), *Analisa Faktor-Faktor Yang Mempengaruhi Keputusan Pemilihan Pasar Swalayan Sebagai Tempat Berbelanja (Studi Kasus Pada Pasar Swalayan Di Kawasan Seputar Simpang Lima Semarang)*, Jurnal Studi Manajemen dan Organisasi, Vol.2 No.1, Januari 2005
- [13] Roscoe, J.T. 1975. *Fundamental Research Statistic for The Behavior Sciencess*, Second Edition. New York : Holt, Rinehart and Winston.
- [14] Schiffman, L.G., dan Kanuk, L.L., (2007), *Consume Behaviour*, 9th ed Pearson., Prentice Hall, New Jersey.
- [15] Schiffman, L.G., dan Kanuk, L.L., (2008), *Perilaku Konsumen*, Edisi Ketujuh, Penerbit Indeks, Jakarta.
- [16] Sugiyono, (2009), *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Penerbi Alfabeta, Bandung.
- [17] Sugiyono, 2010, *Metode Penelitian Kuantitatif kualitatif & RND*. Bandung : Alfabeta
- [18] Syairozi, M. (2015). *Pengaruh Faktor Eksternal (Inflasi, Bunga) Dan Faktor Internal (Bagi Hasil, Jumlah Bank) Terhadap Deposito Mudharabah Pada Perbankan Syariah Di Indonesia* (Doctoral dissertation, Universitas Brawijaya).
- [19] Syairozi, M. I. (2017). APLIKASI AKAD MUSYARAKAH PADA PEMBIAYAAN UNIT USAHA SYARIAH PT BANK RAKYAT INDONESIA (PERSERO), Tbk. *DARUL 'ULUM ISLAMIC UNIVERSITY*, 111.
- [20] Swastha Basu DH dan Sukotjo, Ibnu. 1998. *Pengantar Bisnis Modern*. Yogyakarta : Liberty Yogyakarta.
- [21] Tjiptono, Fandi. 2007. *Pemasaran Jasa*. Malang : Bayumedia.
- [22] Widiyana, M.E dan Sinaga Bonar. (2010), *Dasar – Dasar Pemasaran*. Bandung : Karya Putri Darwanti.
- [23] Widiastoeti, H., & Sari, C. A. E. (2020). PENERAPAN LAPORAN KEUANGAN BERBASIS SAKEMKM TERHADAP KUALITAS LAPORAN KEUANGAN PADA UMKM KAMPUNG KUE DI RUNGKUT SURABAYA. *JURNAL EKBIS: ANALISIS, PREDIKSI DAN INFORMASI*, 21(1), 1-15.

