

The Influence of Service Quality, Product Quality, and Promotion on Purchase Decision at PT. Unikitz Bersatu Group Medan Branch

Steven Pratama Susanto¹, Melkyory Andronicus²

^{1,2}Management Faculty, Universitas Prima Indonesia, Sekip, Medan, 20118, Indonesia

E-mail: Andromelki@gmail.com

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ABSTRACT

This study aims to determine the effect of service quality, product quality, and promotion on purchase decision at PT. Unikitz Bersatu Group Medan Branch. This type of research is explanatory research. The research population that will be used in the study are all consumers who make purchases at the company in 2020, which are 2,319 consumers. Due to the large number of population, the sampling technique will be reduced by using the Slovin formula with an error tolerance level of 10% so that there are 96 respondents. In the study which will be distributed with questionnaires measured by a Likert scale. The data analysis used multiple linear regression analysis and the coefficient of determination as well as simultaneous test and partial test. The results showed that service quality, product quality, and promotion partially or simultaneously have a positive and significant effect on purchase decision at PT. Unikitz Bersatu Group Medan Branch. Based on the results of this study, the implications for management are to further improve service quality, improve a better product quality, improve the promotion.

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1. Introduction

PT. Unikitz Bersatu Group is a private company that has just been established since 2016 which is located at Jalan Williem Iskandar Komp. MMTC Block K No. 3, Medan. The company is known to operate as a manufacturer for stationery products such as pens, HVS paper, duct tape, markers, and various other products. The company is a branch of Jakarta so that the products offered are considered more economical. Since its inception in Medan, the company has received a good response from the community so that it continues to develop, ultimately requiring more human resources in order to compete with other companies, so it is not surprising that the company looks like it has many job openings. This is a good thing for the company because with the increase in the number of employees, it means that the company continues to develop and grow. However, more and more new competitors are emerging by providing various tempting offers to consumers and making consumers have many alternative choices in making purchases so that in the end the company is no longer the main choice of consumers.

The first factor indicated to have an influence on the decline is the quality of service. Service quality is a comparison between the level of service delivered by the company compared to customer expectations which is realized through meeting customer needs and desires and the accuracy of delivery in balancing or exceeding customer expectations. Consumers judge that the quality of service provided is quite bad where employees who never smile to consumers who make deliveries. Employees are also considered to be more concerned with their personal needs first, such as calling and eating or socializing with their co-workers. Consumers have also complained that employee service is very slow, both in the transaction process, administration or when checking the goods to be sent, so that consumers feel annoyed because they have to wait long enough just to deliver goods.

Furthermore, product quality is also thought to reduce purchasing decisions where product quality is anything that has value in the target market where its ability to provide benefits and satisfaction. At present, the quality of the products offered by the company is considered to be still not good, such as the low performance of products that have been purchased by consumers, such as the purchase of several pens that

cannot work according to their functions because the product is old. In addition, not all products in the company are reliable or have a long durability so that damage often occurs again when consumers make purchases. Some of the products provided by the company to consumers are also considered to have packaging that is dull or has been stored for a long time so that it is dusty and does not have good packaging.

Another factor that is indicated to influence the decline in consumer purchasing decisions at the company is promotion or what is commonly referred to as marketing communication where marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. . In this case, the company is considered to have never carried out various promotional activities that can attract consumers. The lack of implementation of the promotion makes the location or information about the company's products less known to consumers, thus making consumers order from other companies.

2. Research Method

2.1 Location and Time

The location of the research is PT. Unikitz Bersatu Group at Jalan Williem Iskandar Komp. MMTC Block K No. 3, Medan. The research time is from February 2020 to September 2020.

2.2 Population and Sample

The research population that will be used in the study are all consumers who make purchases at the company in 2020, which are 2,319 consumers. Due to the large number of population, the sampling technique will be reduced by using the Slovin formula with an error tolerance level of 10% so that there are 96 respondents.

2.3 Data Collection Method

Collecting data through a questionnaire is done by asking questions to parties related to the problem. To assess respondents' responses, the author uses the Likert scale which uses several question items to measure individual behavior by responding to 5 choice points on each question item.

2.4 Validity and Reliability Test

The data obtained needs to be tested for its accuracy and reliability so that the results of data processing can be more precise and accurate. Therefore, it is necessary to know how high the validity and reliability of the measuring instrument (instrument) used.

Based on the research, each variable of the questionnaire item that was tested for validity, all the questionnaires had met the valid criteria and were eligible to be used as a questionnaire in further research. While in reliability test, all variable questionnaire item is reliable and can be used as research instrument.

3. Research and Analysis

3.1 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statistic.

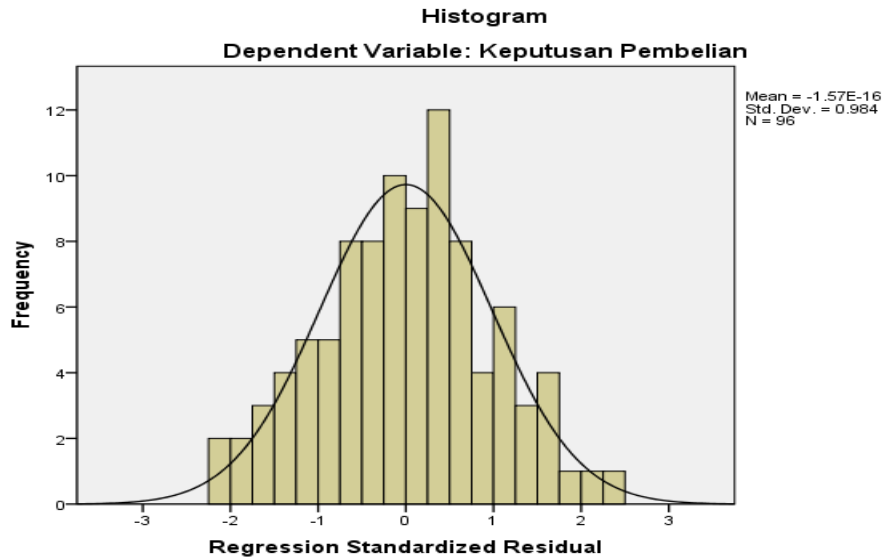


Fig 1 Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.

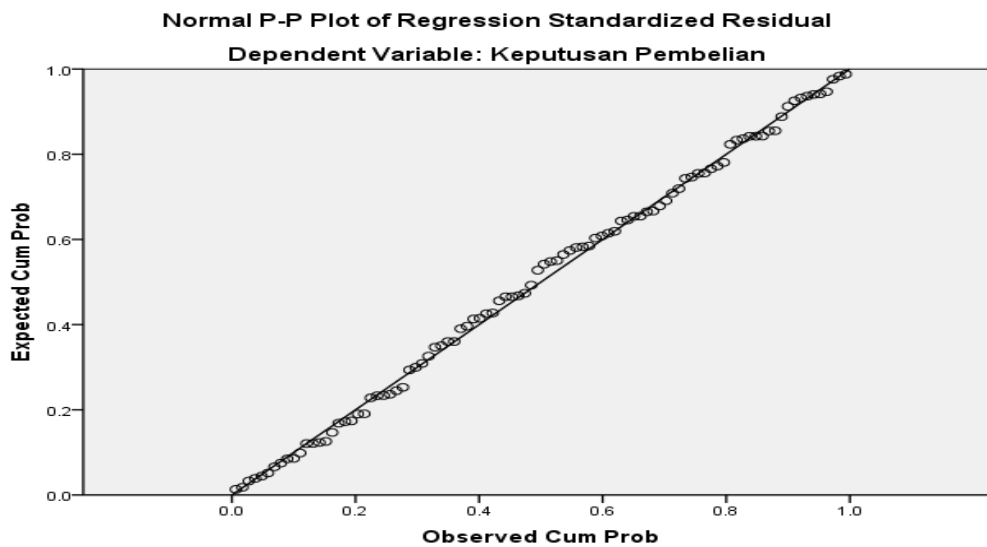


Fig 2 Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spreads around the diagonal line and follows the diagonal line. So from this Fig it is concluded that the regression model residuals are normally distributed.

Table 1
One-Sample Kolmogorov Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.45253481 |

| | | Unstandardized Residual |
|---------------------------------|----------|-------------------------|
| Most Extreme Differences | Absolute | .043 |
| | Positive | .034 |
| | Negative | -.043 |
| Kolmogorov-Smirnov Z | | .418 |
| Asymp. Sig. (2-tailed) | | .995 |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |

Source: Research Result, 2021

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.1, namely 0.995, it can be concluded that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables. The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1.

Table 2
Multicollinearity Test

| Model | | Collinearity Statistics | |
|-------|-----------------|-------------------------|-------|
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Service quality | .610 | 1.639 |
| | Product quality | .697 | 1.434 |
| | Promotion | .838 | 1.193 |

a. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table above show that all the variables have a tolerance value more than 0.1 and VIF value less than 10 which can be concluded that there is no problem found in multicollinearity test.

3.3 Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity.



Fig 3 Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread randomly and do not form a clear pattern and are spread either above or below zero on the Y axis. This means that there is no



heteroscedasticity in the regression model, so the regression model can be used to predict performance based on the input of the independent variable.

Table 3
Glejser Test

| Model | t | Sig. |
|-----------------|--------|------|
| 1 (Constant) | -1.149 | .254 |
| Service quality | -.769 | .444 |
| Product quality | 1.018 | .311 |
| Promotion | 2.420 | .317 |

a. Dependent Variable: Purchase decision
Source: Research Result, 2021

Based on the table above, the level of significance of each variable is greater than 0.05. From the calculation results and the level of significance above, it is not found that there is heteroscedasticity.

3.4 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a significant influence between two or more independent variables on one independent variable.

Table 4
Multiple Linear Regression Analysis Test

| Model | Unstandardized Coefficients | | Standardized Coefficients |
|-----------------|-----------------------------|------------|---------------------------|
| | B | Std. Error | Beta |
| 1 (Constant) | 2.147 | 3.730 | |
| Service quality | .431 | .107 | .392 |
| Product quality | .243 | .097 | .228 |
| Promotion | .253 | .082 | .256 |

a. Dependent Variable: Purchase decision
Source: Research Result, 2021

$$\text{Purchase Decision} = 2,147 + 0,431\text{Service Quality} + 0,243\text{Product Quality} + 0,253\text{Promotion} + e(1)$$

Based on the above equation, then: Constant (a) = 2.147. This means that if the independent variable, namely service quality, product quality, and promotion is 0, then the purchase decision at PT. Unikit Bersatu Group Medan Branch is 2.147. Where if there is an improvement in service quality, there will be an increase in purchase decision by 43,1%. Likewise with product quality where if there is an improvement in the product quality, the purchase decision will increase by 24,3%. If there is an improvement in the promotion, the purchase decision will increase by 25,3%.

3.5 Coefficient Determination

Analysis of determination or also called R Square symbolized by R^2 is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger. Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

Table 4
Coefficient Determination Test

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .688 ^a | .474 | .457 | 2.492 |

a. Predictors: (Constant), Promotion, Product quality, Service quality
b. Dependent Variable: Purchase decision
Source: Research Result, 2021



Based on the table above, the value of the R Square coefficient of determination is 0.457. This shows that the variable ability of service quality, product quality, and promotion explains the effect on purchase decision at PT. Unikitiz Bersatu Group Medan Branch by 45,7%. While the remaining 54,3% is the influence of other independent variables not examined in this study such as price, perception, attitude, behavior, customer satisfaction, loyalty and other factors.

3.6 Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 10%.

The criteria for evaluating the hypothesis in this F test are:

H₀ Accepted if: $F_{count} < F_{table}$

H_a Accepted if: $F_{count} > F_{table}$

Table 5
ANOVA Test

| Model | | F | Sig. |
|-------|------------|--------|-------------------|
| 1 | Regression | 27.607 | .000 ^a |
| | Residual | | |
| | Total | | |

a. Predictors: (Constant), Com petency, Product quality, Service quality

b. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table above, it is found that the value of F_{table} (2.36) and significant $\alpha = 10\%$ (0.1), namely F_{count} (27.607) and sig.a (0.000a). This indicates that the results of the study accept Ha and reject H0. Comparison between F_{count} and F_{table} can prove that simultaneously service quality, product quality, and promotion have a positive and significant effect on consumer purchase decision at PT. Unikitiz Bersatu Group Medan Branch.

3.7 Partially Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.1 and a two-sided test.

The criteria for evaluating the hypothesis in this t test are:

H₀ Accepted if: $t_{count} < t_{table}$

H_a Accepted if: $t_{count} > t_{table}$

Table 6
Coefficient Test

| Model | | t | Sig. |
|-------|-----------------|-------|------|
| 1 | (Constant) | .576 | .566 |
| | Service quality | 4.047 | .000 |
| | Product quality | 2.514 | .014 |
| | Promotion | 3.104 | .003 |

a. Dependent Variable: Purchase decision

Source: Research Result, 2021

Based on the table above, it can be concluded that service quality, product quality, and promotion partially have a positive and significant effect on consumer purchase decision at PT. Unikitiz Bersatu Group Medan Branch which can be seen at the t_{count} is greater than t_{table} (1,661) and the significant is less than 0,1.



4. Conclusion

The conclusions that researchers can draw from the results of this study are as follows:

- a. The results of the t test and the F test state that both partially and simultaneously the variables of service quality, product quality and career development have a positive and significant effect on work performance at PT. Unikitz Bersatu Group Medan Branch.
- b. The results showed that the variables of service quality, product quality and career development explain their effects on work performance at PT. Unikitz Bersatu Group Medan Branch 45,7%. While the remaining 54,3% is the influence of other independent variables not examined in this study such as price, perception, attitude, behavior, customer satisfaction, loyalty and other factors.

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