

Analysis of the Role of Providing Quality Customer Service and Promotion of Purchasing Decisions

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ABSTRACT

This paper examines the relationship between the quality of service provided by marketing personnel in the field to consumers, sales promotions for these products, and their relationship with the purchasing decisions made by consumers. This paper uses a quantitative method with the help of SPSS data processing tools version 21 and MS Excel. The data used are visitors who come to PT Sumber Alfaria Trijaya Tbk Palosan branch, Magelang, with 97 respondents. While the significance level used is 5%. The conclusion of the study is that there is an influence of service quality and sales promotion on purchasing decisions.

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1. INTRODUCTION

After the COVID-19 pandemic, businesses in various sectors faced severe challenges, as social restrictions, decreased purchasing power, and changes in consumer behavior affected purchasing decisions (Akter et al., 2021). In this context, companies need to understand the role of customer service quality and promotion in influencing purchasing decisions. The pandemic has changed the way consumers interact with companies. Many customers are switching to online services and prefer transactions without physical contact. On the other hand, promotion and marketing efforts must also adapt to this new situation to remain effective (Akter et al., 2021; Ismanto et al., 2022; Suherman et al., 2022).

In the increasingly fierce business competition, companies must focus on providing the best quality service to consumers. Good service quality can meet consumer expectations and build trust in products and companies that provide them. Service quality can be measured through five main dimensions, according to Parasuraman, namely reliability, responsiveness, promise fulfillment, empathy, and tangibles. In addition, promotion is also an essential part of bringing products to market. The promotion informs consumers about the quality and superiority of the products or services offered. Promotion can be done through various methods, including advertising. Advertising provides complex information to consumers to influence their thoughts, feelings, and behavior.

Gofur (2019) states that companies need to fight for service quality so that their products can compete in society and meet the needs of increasingly discerning consumers. Consumers expect good quality services and products with satisfactory service. According to Zeithaml et al (2002), service quality has five primary dimensions, which are ordered based on their relative importance. The first dimension is reliability or reliability, which refers to the ability of a business organization or company to provide timely services as promised. The second dimension is responsiveness or

responsiveness, which includes the ability of employees to help and respond quickly to customer requests. The third dimension is assurance or keeping promises, which involves employee behavior to increase customer trust and provide security. The fourth dimension is empathy, which shows the ability of business organizations to understand customer problems and provide personal attention. Finally, the fifth dimension is physical or tangible evidence, which involves the physical appearance of a business organization or company's facilities, equipment, and employees. According to another opinion, as stated by Putri (2017), service quality is also an important factor in customer purchasing decisions. Good service quality can influence purchasing decisions because customers seek satisfying and trustworthy services. Wahyuni (2019) explains that excellent service exceeds customer expectations and is related to service quality, customer satisfaction, and motivation to repurchase products.

In the context of promotion, according to Alma (2016), promotion has the primary function of providing information, attracting attention, and influencing sales. Promotion is also considered a communication function in a business that provides information and invites consumers. Goutama (2017) said that advertising is an attempt to provide complex information to influence consumers' thoughts, feelings, and behavior.

The promotion aims to attract consumers' attention and interest in the products or services offered (Junita, 2020). Promotions can also provide information about additional benefits or price discounts (Rahmawati et al., 2022). Promotion is also an activity in marketing products to the market (Mintaharja, 2021)

Alma (2016), states that several factors, including available money, the influence of peers, the influence of advertising and other promotions, and the influence of the surrounding environment, influence purchasing decisions. Fandy Tjiptono (2019) explains that purchasing decisions involve identifying problems, seeking information, evaluating alternatives, and making rational buying decisions.

The opinion of Anggriani and Indasari (2018) states that purchasing decisions are conscious, rational, and planned activities. Kottler (2020) states that consumer purchasing decision behavior is an action that leads to purchasing a product or service. Kotler and Keller (2016) say that purchasing decisions involve making decisions from buyers in buying products or services.

The promotion aims to attract consumers' attention and interest in the products or services offered. Promotions can also provide the added advantage of purchasing or reducing prices. The consumer purchase decision is when the consumer recognizes a problem, seeks information about product quality, evaluates alternatives, and makes a purchase decision. In purchasing decisions, consumers are influenced by various factors such as desire, peer influence, advertising, and the surrounding environment. Purchasing decisions are actions taken by consumers consciously and planned, using reason and rationality. Companies need to understand consumer buying decision behavior to direct an effective marketing strategy.

In research by Mahardika, Adhi Putra, and Yulianto (2018), the test results show a positive and significant influence between promotion variables and purchasing decisions. Research conducted by Nyoto, Wilson Fernando, and Hongdiyanto (2018) also found a positive and significant relationship between service quality and sales promotion, and purchasing decisions. In addition, research by Suriانشa (2021) shows that the promotion variable and the service quality variable can explain 54% of student purchasing decisions together, while the remaining 46% are other variables not included in the research. In research written by Lukman (2021), it is known that the unique characteristics of customers, high prices, and promotions carried out by sellers significantly impact the level of customer satisfaction and purchasing decisions. Research by R. Susanto (2021) also shows that the advertising variable positively and significantly influences purchasing decisions, although the product price variable does not have a significant effect. However, in research conducted by Hayatul (2019), it was found that not all parts of service quality have a significant effect on customer satisfaction. Only service reliability, service assurance, and empathy from those who provide services significantly influence library member satisfaction. Meanwhile, responsiveness and tangibles have a significant influence on customer satisfaction. Research by Sovania (2019) concluded that promotion has a strong relationship and has a strong influence on increasing sales. In another study by Refiyanti (2021), service quality, price, and sales promotion were also identified

as contributing factors in increasing customer satisfaction. The better the quality of service, price, and promotions provided, the more impact on customer satisfaction and triggering continuous purchases.

In this context, analysis of the role of service quality and promotion is fundamental. Good service quality can influence consumer purchasing decisions by building trust and satisfaction. Meanwhile, effective promotion can provide the necessary information and influence consumer interest in products or services. The combination of good service quality and promotion can help companies achieve their marketing goals and win the competition in the market.

2. RESEARCH METHOD

In this paper, the author uses a quantitative writing method. The writing tries to focus on and discuss hypothesis testing, which uses data obtained by the author through questionnaires and then measured statistically. The questionnaires distributed were arranged according to the theory chosen by the authors based on the discussion of the variables in the research title. The responses of all respondents were then assessed or evaluated using the Likert scale method. The research was conducted at the Alfamart mini market, Plaosan branch, Magelang. The number of respondents in this article are visitors who come in one day, namely 96 people, and an error rate of 5%. The collected data is processed using SPSS software (Sugiyono, 2016).

3. RESULTS AND DISCUSSIONS

a. Validity and Reliability Test

The following are the results of the validity and reliability tests of the three research variables using SPSS software.

Table 1. Validity Of Service Quality

ITEM	R _{Count}	R _{Table}	Info
X11	0,683	0,202	Valid
X12	0,646	0,202	Valid
X13	0,641	0,202	Valid
X14	0,758	0,202	Valid
X15	0,765	0,202	Valid
X16	0,768	0,202	Valid
X17	0,739	0,202	Valid
X18	0,751	0,202	Valid
X19	0,658	0,202	Valid
X110	0,643	0,202	Valid

Source: SPSS 24, 2023

Table 2. Validity Of Promotion

ITEM	R _{Count}	R _{Table}	Info
X21	0,763	0,202	Valid
X22	0,740	0,202	Valid
X23	0,742	0,202	Valid
X24	0,725	0,202	Valid
X25	0,65	0,202	Valid
X26	0,564	0,202	Valid

Source: SPSS 24, 2023

Table 3. Validity Of Buying Decision

ITEM	R _{Count}	R _{Table}	Info
Y11	0,641	0,202	Valid
Y12	0,735	0,202	Valid
Y13	0,710	0,202	Valid
Y14	0,764	0,202	Valid
Y15	0,743	0,202	Valid
Y16	0,692	0,202	Valid
Y17	0,542	0,202	Valid
Y18	0,641	0,202	Valid

Source: SPSS 24, 2023

From the table above, it can be seen that in the results of the validity test, all items in the three variables are valid because the results of all items are above the numbers from the r table

Table 4 Reliability Test Results

Variable	Cronbach Alpha	Info
Service Quality	0.886	Reliable
Promotion	0.788	Reliable
Buying Decision	0.820	Reliable

Source: SPSS 24, 2023

Based on the results of data processing with SPSS, all variables are reliable because the Cronbach alpha value is more than 0.6.

b. Classic Assumption Test

1). Normality Test

**Table 5. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.59474431
Most Extreme Differences	Absolute	.085
	Positive	.080
	Negative	-.085
Kolmogorov-Smirnov Z		.844
Asymp. Sig. (2-tailed)		.475

a. Test distribution is Normal.

b. Calculated from data.

Source: SPSS 24, 2023

From the normality test, it was found that the data was normal because the results obtained were 0.475 or above the minimum result limit, which was 0.005, which means that the data obtained from the results of the questionnaire distribution was normal.

2). Multicollinearity Test

Table 6. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service_Quality	.547	1.829
	Promotion	.547	1.829

Source: SPSS 24, 2023

The results of the multicollinearity test showed that there was no multicollinearity. The reason for this can be seen from the test results which are above the tolerance number which is above 0.10 and or the results of the VIF number which are above the limit.

3). Heteroscedasticity Test

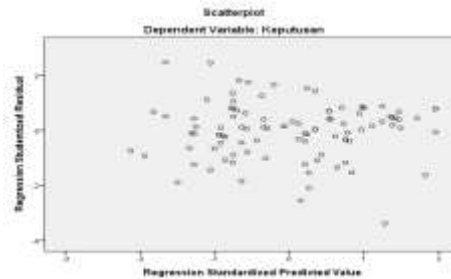


Figure 1. Heteroscedasticity Test Results

From the results of heteroscedasticity, data is generated that there is no doubt about whether the data is accurate, or in this case, there is no heteroscedasticity. From the results, it can be seen that the points spread above and below zero do not gather in one place, are not patterned, and are not wave-shaped.

c. Multiple Regression Testing

Table 7. Multiple Regression Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.272	2.825		1.866	.065
Service_Quality	.368	.089	.419	4.141	.000
Promotion	.452	.141	.323	3.194	.002

a. Predictors: (Constant), Service_Quality, Promotion
b. Dependent Variable: Buying_Decision

Source: SPSS 24, 2023

Based on the test results above, a new equation is obtained, namely $y = 5.272 + 0.368x + 0.452z$, from here we can see that if there are no service and promotion variables, the decision variable is 5.272, and if there is a change in one unit in the service quality variable, it will have an impact on increasing the number by 0.368, and if there is an increase of 1 unit in variable X or promotion, it will increase the value of 0.452.

Table 8. Simultaneous Hypothesis Testing (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1089.707	2	544.853	41.304	.000 ^b
	Residual	1266.374	96	13.191		
	Total	2356.081	98			

a. Dependent Variable: Buying_Decision
b. Predictors: (Constant), Service_Quality, Promotion

Source: SPSS 24, 2023

The F test is used to determine whether all the independent variables simultaneously have an influence on the dependent variable. The simultaneous decision of variables that have a significant effect or cannot be seen from the significance value in the ANOVA table. If the sig. < 0.05 then H_0 is accepted. Besides that, decision making in the f test also uses a comparison of the value of f table. If $f_{count} > f_{table}$ then H_0 is rejected and H_a is accepted, which means that the independent variables simultaneously have an influence on the dependent variable.

d. Discussion

In the above study, the independent variables (service quality and promotion) were tested simultaneously on the dependent variable (purchasing decision) using the F test. The test results showed that there was a significant simultaneous effect between the independent variables and the dependent variable. Based on the results of the ANOVA analysis, an F value of 41,304 was obtained with a significance level (sig.) of 0,000. Sig. Value of less than 0.05 indicates rejection of the null hypothesis (Ho) and acceptance of the alternative hypothesis (Ha), which means that the independent variables simultaneously significantly influence the dependent variable.

The regression equation shows that if there are no service and promotion variables, the value of the decision variable is 5.272. If one unit changes in the service quality variable, it will impact increasing the value of 0.368. Likewise, if one unit increases in the promotion variable, it will increase in value by 0.452.

Thus, the results of this study indicate that service quality and promotion have a significant influence simultaneously on purchasing decisions. The effect of service quality on purchasing decisions is stronger than the effect of promotion. This research makes a significant contribution to understanding the factors influencing purchasing decisions. In business practice, this research can be used to improve service quality and promote effectiveness to influence consumer purchasing decisions.

4. CONCLUSION

Based on this study's results, service quality and promotion variables significantly influence purchasing decisions. The results of the F test indicate that there is a significant simultaneous effect between the independent variables and the dependent variable. The regression equation shows that if there are no service and promotion variables. Thus, the results of this study indicate that service quality and promotion have a significant influence simultaneously on purchasing decisions. The effect of service quality on purchasing decisions is stronger than the effect of promotion. This research significantly contributes to understanding the factors that influence purchasing decisions. In business practice, this research can be used to improve service quality and promotion effectiveness in order to influence consumer purchasing decisions.

Based on the results of this study, some suggestions that can be given is companies need to focus on improving the quality of customer service. This can be done by improving employee training and development, increasing responsiveness to customer needs, and improving communication between customers and the company. Advice that can be given is that companies need to develop effective promotional strategies to influence customer purchasing decisions. This can include social media, creative advertising, and promotional programs that appeal to customers. Future research can involve other factors that also have the potential to influence purchasing decisions, such as price, brand image, and consumer preferences. Understanding these factors can help companies develop more comprehensive strategies to influence purchasing decisions.

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