

The Influence of Customer Service and Product Quality on Purchasing Decisions Motorcycle

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ABSTRACT

This study aims to analyze the influence of customer service and product quality on purchasing decisions. Customer service and product quality are two crucial factors that influence customer satisfaction and loyalty, which ultimately impact purchasing decisions. This study uses a quantitative method with a survey approach to collect data from 125 respondents who are consumers of a well-known retail company in a big city. The instrument used in this study was a questionnaire to measure respondents' perceptions of customer service, product quality, and purchasing decisions. The collected data were analyzed using multiple linear regression to determine the relationship between the independent variables (customer service and product quality) and the dependent variable (purchase decisions). The results of the study indicate that both customer service and product quality have a positive and significant influence on purchasing decisions. Specifically, product quality has a more dominant influence than customer service in influencing purchasing decisions. This shows that although good customer service and product quality remain the main factors that encourage consumers to make purchases. This study provides practical implications for company management to pay more attention to and improve the quality of their products and continue to provide excellent customer service. Thus, companies can increase customer satisfaction and loyalty, which will ultimately increase sales and profits.

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1. INTRODUCTION

In the era of globalization and increasingly tight competition, the success of a company is not only determined by the quality of the products offered, but also by the customer service provided (Yuliana & Maskur, 2022). Customer service and product quality are two key factors that greatly influence consumer purchasing decisions (Salsabila í et al., 2022). High product quality will provide satisfaction to customer, while good customer service will create a positive experience that can increase customer loyalty (Ani et al., 2021). Customer service covers various aspects, from the speed of response to complaints or questions, the friendliness and professionalism of staff, to the ease of access to information and problem solving (Br Marbun et al., 2022) . Research shows that customer tend to be more loyal and make repeat purchases if they feel well treated by the company. Therefore,

effective customer service not only attracts new customers but also retains existing customers (Ristanto et al., 2021).

Meanwhile, product quality refers to the extent to which the product meets or exceeds consumer expectations. This includes aspects such as reliability, durability, and product performance (Cesariana et al., 2022.). Customer who are satisfied with the quality of the products they buy tend to give positive reviews and recommend the product to others, which in turn can increase the company's sales and market share (Manggala & Adirinekso, 2022). Product quality not only reflects the product's ability to meet or exceed consumer expectations, but also includes aspects such as reliability, durability, performance, and aesthetics (Salsabila í et al., 2022). High product quality can create consumer satisfaction and loyalty which in turn can increase the company's sales and market share. In the context of increasingly tight business competition, companies are required to always improve the quality of the products they offer (Sopiyan, 2022). This is because customer are increasingly smart and critical in choosing the products they will buy (Ibrahim & Thawil, 2019). They are not only looking for products that can meet their functional needs, but also products that can provide added value and positive experiences. Therefore, superior product quality is one of the important strategies for companies to win the competition in the market (Yuliana & Maskur, 2022).

Consumer purchasing decisions are complex processes that are influenced by various factors, both internal and external. Internal factors include consumer needs and wants, while external factors include advertising, promotions, and opinions from friends and family (Intan Aghitsni & Busyra, 2022.). Among these factors, customer service and product quality are often the main determinants in purchasing decisions. Consumer purchasing decisions are the result of a complex process that involves various factors, both internal and external (Intan Aghitsni & Busyra, 2022.). Among these factors, product quality is often a key element that greatly influences consumer decisions (Lestari et al., 2022) .

This study aims to analyze the influence of customer service and product quality on purchasing decisions. By understanding the relationship between these two variables and purchasing decisions, companies can design more effective strategies to increase customer satisfaction and loyalty. Thus, this study is expected to provide a deeper understanding of the importance of customer service and product quality in influencing purchasing decisions.

2. RESEARCH METHODS

Data Collection

This study uses quantitative methods. Data collection was carried out by distributing questionnaires created through Google Forms which were distributed to respondents. The location of the study was at the ABP Motor Dealer in Bekasi City, West Java. The number of respondents was 125 peoples who were customers of the ABP Motor Dealer.

Hypothesis Testing Model

In this study, hypothesis testing will be conducted between variables. The research variables are divided into two types, namely independent variables and dependent variables. The independent variable is a free variable that will affect the dependent variable (the variable that is influenced). While the dependent variable is a bound variable or a variable that is influenced by the independent variable. Independent variables (X) consist of Customer Service (X1) and Product Quality (X2). While the dependent variable (Y) Purchase Decision. The hypothesis testing model in this study can be seen in Figure 1.

From Figure 1. We can formulate the hypothesis of this study, namely:

H1: Customer Service influences purchasing decisions.

H2: Product Quality influences purchasing decisions.

H3: Customer Service and product quality influence purchasing decisions

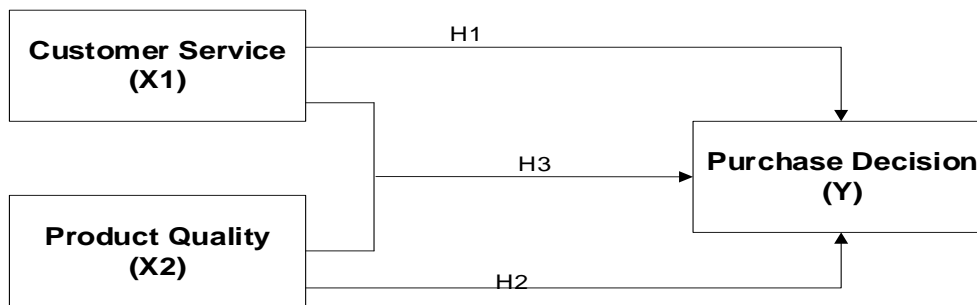


Figure 1. Hypothesis Testing Model of Customer Service and Product Quality on Purchasing Decisions

Data Analysis Method

After the questionnaire data was collected, the data obtained were tested for validity and reliability. Validity testing in this study was carried out using factor analysis. Because this validity test shows how well the results obtained from using a measure are in accordance with the theory used to define a construct. The level of instrument validity is seen from the high and low load scores on each research item on the construct referred to by the items. In testing construct validity using factor analysis, with an estimate of standardized loading must be 0.5 or more, and ideally 0.7 or more. Reliability in this study was measured using Cronbach's coefficient alpha. In this measurement, an instrument is declared good if the reliability coefficient is close to 1.0. Instrument reliability is considered weak when alpha is less than 0.60 and acceptable when alpha is in the range of 0.70 and is considered good when alpha is above 0.80.

For hypothesis testing, the multiple linear regression analysis method is used to determine the effect of independent variables and dependent variables. In the multiple linear regression analysis test, it is determined by the test results that have a significant level (Sig.) below 0.05. With a significance below 0.05, it shows that the results of the hypothesis being tested have an accuracy level above 95%.

3. RESEARCH RESULTS

Demographic Data

The following table shows 125 people who are customers of the ABP Motor Dealer sample in this study based on gender, age and types of customer. Table 1 shows that the majority of respondents in this study were men 65.6% and women 34.4%. If we look at age, most of the respondents (40%) were aged 31 - 40 years, 32% were over 40 years old, 24% were 20 - 30 years old and 4% were under 20 years old. Of the types of customers, it is known that 76% are repeat order customers and 24% are new customers.

Table 1. Respondent Data

Gender	Amount	Percentage
Man	82	65.6%
Woman	43	34.4%
Amount	125	100%
Age	Amount	Percentage
Under 20 years old	5	4%
Age 20 years-30 years	30	24%
Age 31 years-40 years	50	40%
Over the age of 40 years	40	32%
Amount	125	100%
Types of Customer	Amount	Percentage
New Customers	30	24%
Repeat Order Customers	95	76%
Amount	125	100%

Validity and Reliability Test Results

The results of the validity test in this study show that the results of the data validity test on the variables studied, namely Customer service, (X1), Product Quality (X2) and Purchase Decisions (Y) are declared valid because the r count is more than 0.300. Likewise, the data reliability test results show that the reliability test results show that each variable has a Cronbach's alpha value above 0.70. So that customer service, product quality and purchasing decisions are declared reliable.

The Influence of Customer Service on Purchasing Decisions

Based on the calculation table, it can be explained that customer service has an influence to buying decision with mark significance 0.013 Which more small from 0.05. So that H1 accepted and reject H0. The R Square value is 0.856, so the variation in purchasing decisions influenced by customer service is 85.6 % and the rest influenced by other variables in outside the model study. For test influence customer service to buying decision can seen in Table.2.

Table 2. Test Results of the Effect of Customer service on Purchasing Decisions

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.368 ^a	.856	.398	1,673		
a. Predictors: (Constant), Customer Service						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.674	1.037		3.758	.000
	Layanan Konsumen	.376	.059	.367	3.775	.013

a. Dependent Variables: Purchasing decision

The Influence of Product Quality on Purchasing Decisions

Based on the calculation table, it can be explained that product quality influences purchasing decisions with a significance value of 0.021 which is smaller than 0.05. So H2 is accepted and H0 is rejected. The R Square value is 0.937, so the variation in purchasing decisions that is influenced by product quality is 93.7% and the rest is influenced by other variables outside the research model. To test the influence of product quality on purchasing decisions, see Table 3.

Table 3. Test Results of the Effect of Product Quality on Purchasing Decisions

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.348 ^a	.937	.387	1.642		
a. Predictors: (Constant), Product Quality						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.543	1.139		3.853	.000
	Product Quality	.372	.052	.353	3.876	.021

a. Dependent Variables: Purchasing decision

The Influence of Customer Service and Product Quality on Purchasing Decisions

From the results of calculating the F test statistics in the table above, it shows that the sig. (0.000) < α (0.05) and fcount (73.756) > f table (2.68) then Ho is rejected. Thus it can be concluded that Customer Service and Product Quality simultaneously have a positive and significant effect on purchasing decisions. The test results of the influence of customer service and product quality on purchasing decisions can be seen in the table 4.

Table 4. Test Results of the Effect of Customer Service and Product Quality on Purchasing Decisions

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2631.455	3	877.152	73.756	,000 ^b
	Residual	1289.161	104	12.396		
	Total	3920.617	107			

Discussion

From the research results above, we find that customer service has a very significant influence on purchasing decisions. This research is in accordance with research conducted Ani et al (2021) which states that good customer service increases customer satisfaction. When customers feel appreciated and receive satisfactory service, they tend to make repeat purchases and recommend products or services to others. Other research found Salsabila í et al. (2022) that responsive and helpful customer service increases customer trust in the company. This trust plays an important role in building customer loyalty which ultimately has an impact on repeat purchasing decisions. This shows that customer service is an important factor that influences customer purchasing decisions, including purchasing motorbikes.

The results of this research also show that there is a significant influence between product quality on purchasing decisions. Research Somantri et al. (2022) found that good quality products increase customer satisfaction. When customers are satisfied with the quality of the products they buy, they tend to make repeat purchases and recommend the product to others. Further more research Vivin Tannia & Nyoman Yulianthini (2021) states that high quality products help build customer trust in the brand. This trust plays an important role in customer purchasing decisions, especially in repeat purchases. This shows that product quality is an important factor that influences customer purchasing decisions, including purchasing motorbikes.

The results of this research are in line with research Ibrahim & Thawil (2019) which states that customer service and product quality are important factors that influence consumer purchasing decisions. Responsive, friendly and professional customer service can increase consumer satisfaction and trust, thus encouraging them to make purchases. On the other hand, high product quality can meet consumer needs and expectations, thereby increasing consumer satisfaction and loyalty.

4. CONCLUSION

Good customer service is an important factor in considering purchasing decisions so that to increase sales and purchasing decisions from consumers improving customer service is the main key in business and customer loyalty. This research also shows that product quality is an important factor in a customer's purchasing decision. Good product quality will have an impact on repeat purchases and loyalty from customers in business, it shows that customer service and product quality are key factors that must be held simultaneously in determining purchasing decisions that have a positive impact on increasing sales in business activities. It is hoped that future research will also be carried out on a wider scope with other variables such as loyalty, income and after-sales service as well as other variables, so that we can see what factors influence purchasing decisions apart from customer service and product quality.

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