

## THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON THE PURCHASE DECISION OF BAKMI DUA SAUDARA

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### ABSTRACT

This research aims to partially and simultaneously determine the influence of promotion and service quality on purchasing decisions. The object of this research is consumers of Bakmi Dua Saudara, located in Gunung Sindur District, Bogor Regency. The sample formulation was based on the Slovin formula, namely 71 respondents. This research method is Multiple Regression Analysis with SPSS version 26. The results of this research are that partial promotion has a significant effect on purchasing decisions. Service quality partially has a significant effect on purchasing decisions. Promotion and service quality significantly affect purchasing decisions; the coefficient of determination value is 37.6, with 37.6% of the variation in purchasing decisions being explained by promotion and service quality together; other factors influence the remainder.

**Keywords:** Promotion, Service Quality, Purchasing Decisions

### 1. INTRODUCTION

In this era of globalization, competition in the business world is getting more challenging due to creative and innovative inspiration, which encourages business actors to optimize their performance to compete with their competitors. Business actors must understand the needs and desires of their consumers. Therefore, they must have the right marketing strategy to survive business competition and satisfy their consumers. With the increasing number of businesses today, many entrepreneurs are interested in the food business. Consumer needs for practical food in this modern era vary and continue to increase in number and type. This encourages entrepreneurs in the food sector, especially in the noodle sector, to compete to introduce their products. Promotion is one of the variables in the marketing mix that is very important for an industry to market its products or services.

According to Philip Kotler and Armstrong (2017:92), promotion is a unique combination of individual advertising, sales promotion and public relations that the industry uses to achieve its advertising and marketing goals. Various brands of noodles are widespread on the market, leaving consumers with many product options. This is a challenge for entrepreneurs in the food sector, especially noodles, to attract consumers' attention to choose their products. Promotional activities carried out by Bakmi Dua Saudara Bogor include:

1. Carrying out advertising via WhatsApp and Facebook media, which is tried for the first time
2. Getting cashback if you meet the maximum purchase target within a specific period
3. Consistently distributing brochures to customers at the start of carrying out promotions
4. Putting up banners

So that consumers can recognize the existence of the Bakmi Dua Saudara Factory. This strategy is used to create faster assumptions from customers because promotions are carried out to influence customers to make immediate purchasing decisions and gain satisfaction with what the company provides.

Furthermore, the increasing number of noodle-making businesses in the Bogor area requires business actors to create good performance to increase their business's profitability and ensure that business continuity is always maintained. Internal and external aspects can influence business sustainability. Internal aspects include service quality, price, taste and condition of the existing noodle factory. Apart from that, external aspects also influence profitability and purchasing decisions, such as the existence of competitors and the rise of competition between noodle factories. Service quality is one aspect that can differentiate one noodle factory from another because it can encourage customers to establish strong relationships with employees and the company in the form of service. This means that service quality is determined by the company's ability to fulfil needs and customer expectations.

According to Lahindah in Nurfadila (2017: 150), service quality is an activity that offers services experienced by consumers who have used or experienced the service. Inadequate service quality can cause customer dissatisfaction, impacting customers and potential customers who might choose competitors. Therefore, paying attention to customer needs is essential so that they feel satisfied with the services provided. Once customers are satisfied with the product or service they receive, they tend to make repeat purchases and recommend it to others. Therefore, service is

essential for companies in maintaining and winning competition, and it aims to meet customer needs and expectations.

The Bakmi Dua Saudara factory is experiencing problems in service; where researchers suspect that incompatibility and lack of responsiveness are factors in the poor quality of service at the Bakmi Dua Saudara factory, which is one aspect of the decline in sales at the Bakmi Dua Saudara factory. With the large number of noodle entrepreneurs in Bogor, immigrants from various regions compete to set up noodle businesses. This is due to many competitors selling the same products as the Bakmi Dua Saudara Factory. After seeing the many competitors that exist, the Bakmi Dua Saudara Factory must be able to compete with other noodle product businesses around the city of Bogor.

From field data, despite the large number of factories located in areas across the city of Bogor, and because the Bakmi Dua Saudara Factory's competitors offer the same product quality, the Bakmi Dua Saudara Factory must work hard to create new strategic policies in selling its products and services, facing intense competition. Tight with competitors who can provide greater profits to customers and can compete with its competitors. This can be seen from consumer purchasing decisions towards the Bakmi Dua Saudara Factory, which experienced shrinking sales. Field data also shows that at the beginning of 2018, the Bakmi Dua Saudara Factory achieved its first income from IDR. 919,800,000, and in the following year, income increased for two consecutive years until 2020 by Rp. 1,656,900,000 due to promotions carried out by the Bakmi Dua Saudara Factory that year. However, in the following year, the Bakmi Dua Saudara Factory experienced very drastic shrinkage.

This decline was caused by the lack of promotions carried out by the Bakmi Dua Saudara Factory and the quality of service, which caused purchasing decisions to decrease in 2021. Thus, the Bakmi Dua Saudara Factory needs to increase sales levels further. The lack of knowledge among residents about the products offered and the poor quality of service has resulted in a lack of optimal good ties between the Bakmi Dua Saudara Factory and consumers, causing consumers to be reluctant to return and resulting in decreased purchasing decisions.

This research is fundamental because businesses face increasingly fierce competition in the current era of globalization. Understanding the factors influencing consumer purchasing decisions is essential, especially in the food industry, such as the noodle business. This research aims to reveal the role of promotion and service quality in shaping consumer purchasing decisions for noodle products, focusing on the Bakmi Dua Saudara Factory in Bogor. The presence of many noodle-making businesses in the Bogor area creates complex challenges for the Bakmi Dua Saudara Factory. They must face fierce competition and understand how promotional strategies and improving service quality can help them survive and grow in a competitive market. In addition, this research is expected to contribute to the development of knowledge in marketing and business management, especially in the context of the food industry. The findings from this research will be an essential reference source for entrepreneurs and other researchers interested in understanding market dynamics and marketing strategies in the food industry.

## **2. RESEARCH METHODS**

This research uses a quantitative descriptive approach to explain the influence of Promotion and Service Quality on Purchasing Decisions. The research was conducted at the Bakmi Factory, which is located on Jl. Berlian III Curug Village Rt.04/05 Kec. Mount Sindur District. Bogor. The research population was Bakmi Dua Saudara buyers from 2016 to 2021, with 250 customers. Meanwhile, the research sample was taken as many as 71 respondents using the random sampling method.

Data was collected through observation and questionnaire methods. Observations were conducted directly at the Bakmi Dua Saudara Factory to obtain relevant information. Meanwhile, the questionnaire contains questions with a Likert scale distributed to respondents to measure the variables studied. The main primary data source comes from questionnaires filled out by respondents. The questionnaire measured respondents' perceptions of promotions, service quality and purchasing decisions. Apart from that, observations were also carried out to obtain direct information from the research site. The collected data was processed using multiple linear regression analysis with SPSS 26.00.

## **3. RESULTS AND DISCUSSION**

### **3.1 Respondent Characteristics**

In this research, 71 respondents were repeat customers at the Bakmi Dua Saudara Factory. Characteristics of respondents in terms of gender: The majority of respondents were men, with 37 people (52%), while were 34 female respondents (48%). This shows that the majority of Bakmi Dua Saudara Factory customers are men. Meanwhile, in terms of age, respondents were divided into four groups. The 15-25-year-old group is 15 people or 21%, 26-35 year-olds are 23 people or 32%, 36-45 year-olds are 24 people or 34%, and those over 45 years old are nine people or

13%. From this data, it can be concluded that the majority of customers are in the age range of 36-45 years. Furthermore, in terms of final education, there are four levels of education: elementary school, middle school, high school and bachelor's degree. Customers with a high school education are the largest, with 40 people or 56%. They were followed by respondents with a junior high school education of 21 people or 30%, elementary school education of 9 people or 13%, and bachelor's education of 1 person or 1%. From the characteristics of these respondents, it can be concluded that most customers at the Bakmi Dua Saudara Factory are men aged 36-45 years with a high school education.

### 3.2 Validity and Reliability

The validity test aims to ensure that the measurement instruments used in research produce accurate and relevant data related to the variables being studied.

**Table 1. Validity Test of Promotion Variables**

No	Item	Rcount	Table	Info
1	X1.1	0.776	0.233	Valid
2	X1.2	0.807	0.233	Valid
3	X1.3	0.799	0.233	Valid
4	X1.4	0.758	0.233	Valid
5	X1.5	0.788	0.233	Valid
6	X1.6	0.793	0.233	Valid
7	X1.7	0.750	0.233	Valid
8	X1.8	0.806	0.233	Valid
9	X1.9	0.804	0.233	Valid

Source: Data processed with SPSS 26 (2023)

**Table 2. Validity Test of Service Quality Variables**

No	Item	Rcount	Table	Info
1	X2.1	0.533	0.233	Valid
2	X2.2	0.647	0.233	Valid
3	X2.3	0.507	0.233	Valid
4	X2.4	0.653	0.233	Valid
5	X2.5	0.512	0.233	Valid
6	X2.6	0.536	0.233	Valid
7	X2.7	0.555	0.233	Valid
8	X2.8	0.575	0.233	Valid
9	X2.9	0.697	0.233	Valid
10	X2.10	0.590	0.233	Valid
11	X2.11	0.635	0.233	Valid

Source: Data processed with SPSS 26 (2023)

**Table 3. Validity Test of Purchasing Decision Variables**

No	Item	Rcount	Table	Info
1	Y.1	0.411	0.233	Valid
2	Y.2	0.554	0.233	Valid
3	Y.3	0.720	0.233	Valid
4	Y.4	0.663	0.233	Valid
5	Y.5	0.657	0.233	Valid
6	Y.6	0.623	0.233	Valid
7	Y.7	0.602	0.233	Valid
8	Y.8	0.609	0.233	Valid

9	Y.9	0.472	0.233	Valid
10	Y.10	0.563	0.233	Valid

Source: Data processed with SPSS 26 (2023)

Based on the table data above, all variables obtained a calculated r value > r table (0.233), so all questionnaire items are said to be valid. For this reason, the data obtained is suitable for use as research data.

**Table 4. Reliability Test**

Variable	Cronbach Alpha	Cronbach Alpha	Info
Promotion (X1)	0.922	0.600	Reliable
Service Quality (X2)	0.807	0.600	Reliable
Purchase Decision (Y)	0.786	0.600	Reliable

Source: Data processed with SPSS 26 (2023)

Based on the test results in the table above, it shows that the promotion variables (X1), Service Quality (X2), and Purchase Decision (Y) are declared reliable, this is proven by each variable having a Cronbach Alpha value greater than 0.600.

### 3.3 Classic Assumption Test

#### 3.3.1 Data Normality Test

**Table 5. Data Normality Test**

One-Sample Kolmogorov-Smirnov Test		Unstandardized
Normal Q-Q		.71
Normal Parameters <sup>a, b</sup>	Mean	.0000000
	Std. Deviation	2.0000000
	Minimum	.000
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.070
Triangular		.086
Anderson-Darling		.61
Test Statistic		
Asymp. Sig. (2-tailed)		
Exact Sig. (2-tailed)		
Exact Sig. (1-tailed)		
Exact Sig. (1-tailed)		
Exact Sig. (2-tailed)		

Source: Data processed with SPSS 26 (2023)

From the results of the table above, it can be seen that the Kolmogorov-Smirnov significance value shown by the Asymp Sig (2 tailed) information is 0.200 > 0.05, so it can be stated that the residual value is normally distributed.

#### 3.3.2 Multicollinearity Test

**Table 6. Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Promotion	.782	1,279
Service quality	.782	1,279

a. Dependent Variable: Purchase decision  
 Source: SPSS 26 Data Processing Results (2023)

Based on the results of the multicollinearity test in table 6, the VIF value for each independent variable is 1,279, meaning the VIF value is smaller than 10. Thus, it can be concluded that this regression model has no symptoms of multicollinearity among the independent variables.

### 3.3.3 Heteroscedasticity Test

**Table 7. Heteroscedasticity Test Results Using the Glejser Test**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	,050	,2000		,210	,757
	X1	,010	,050	,010	,200	,750
	X2	,044	,072	,002	,607	,546

Source: Primary data processed, 2023

Based on the Glejser test, the significance value obtained for the promotion variable was 0.759 (> 0.05), and the significance value for the service quality variable was 0.546 (> 0.05). Thus, it can be concluded that heteroscedasticity does not occur.

### 3.3.4 Autocorrelation Test

**Table 8. Autocorrelation Test Results**

mmodel Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,613 <sup>a</sup>	,376	,358	3,330	1,709

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Primary data processed, 2023

Based on the test results in the table above, this regression model does not show any autocorrelation. This can be seen from the Durbin-Watson value of 1.709, which is in the interval 1.550 - 2.460.

### 3.4 Multiple Linear Regression

**Table 9. Multiple Linear Regression**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,674	4,444		,200	,002
	Promotion Quality	,365	,104	,070	,240	,001
	Service Quality	,258	,082	,037	,210	,002

a. Dependent Variable: Purchase Decision

Based on the results of the multiple linear regression test in the table above, the following multiple linear regression equation was found:

$$Y=14.674+0.365(X1)+0.258(X2)$$

The interpretation of the multiple linear regression equation above is as follows:

1. The constant value, namely 14.674, indicates a positive value. This means that if Promotion (X1) and Service Quality (X2) do not change or remain the same, then the Purchase Decision (Y) will have a value of 14.674 points.
2. The Promotion Value (X1), namely 0.365, means that if the constant value remains and there is no change in the Service Quality variable (X2), every one unit change in the Promotion variable (X1) will result in a change in the Purchase Decision (Y) of 0.365 points. Based on the t-test results above, it can be concluded that the calculated t value > t table, namely  $3.108 > 1.667$ . Apart from that, the significance value is  $0.003 < 0.05$ . So, it is concluded that Promotion significantly and positively affects Purchasing Decisions.
3. The Service Quality value (X2), namely 0.258, means that if the constant remains and there is no change in the Promotion variable (X1), every one unit change in the Service Quality variable (X2) will result in a change in the Purchase Decision (Y) of 0.258 points. Based on the t-test results above, it can be concluded that the calculated t value > t table, namely  $3.495 > 1.667$ . Apart from that, the significance value is  $0.001 < 0.05$ . So, it is concluded that Service Quality has a significant and positive effect on Purchasing Decisions

**Table 10. Simultaneous Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	454,255	2	227.127	20,480	,000 <sup>b</sup>
	Residual	754,140	68	11,090		
	Total	1208.394	70			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Service Quality, Promotion						

Based on the test results in the table above, the calculated F value > F table is obtained, namely  $(20.480 > 3.130)$ . This is reinforced by the  $\rho$  (rho) value which is less than the significance level of 0.05, or  $(0.000 < 0.05)$ . Thus,  $H_0$  is rejected and  $H_a3$  is accepted. This means that there is a significant simultaneous influence between Promotion and Service Quality on Purchasing Decisions.

**Table 11. Coefficient of Determination**

mmodel Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,613 <sup>a</sup>	,376	,358	3,330	1,709
a. Predictors: (Constant), X2, X1					
b. Dependent Variable: Y					

Based on the test results in the table above, it is known that the correlation coefficient value between promotion and service quality on purchasing decisions is 0.613, which has a positive value. This value is in the interval 0.60 – 0.799, indicating that the two variables have a strong relationship. Furthermore, the R-square value (coefficient of determination) was obtained at 0.376. Thus, it can be concluded that the variables Promotion (X1) and Service Quality (X2) simultaneously influence Purchasing Decisions (Y) by 37.6%, while other factors influence the remaining 62.4%.

#### 4. DISCUSSION

The research results show that promotions significantly and positively affect purchasing decisions. Effective promotions can increase consumer awareness and interest in the products or services. Companies can attract consumer attention and influence purchasing decisions by utilizing the right promotional strategies, such as advertising, discounts or other promotional programs. Apart from that, good promotions can also increase consumer awareness of the company's brand or product. When consumers have better knowledge about the product or service offered, they are more likely to purchase.

Stimulating purchases also has an essential impact on effective promotions. Discounts or special offers can stimulate consumers to make immediate purchases, which can increase sales volume and positively contribute to company revenue. Companies can use several strategies to optimize the influence of this promotion. First, they can identify the

most effective types of promotions through sales data analysis and customer surveys. Then, companies can adapt their promotional programs to various market segments, such as demographics.

The research findings show that service quality significantly and positively influences purchasing decisions. Good service quality can increase customer satisfaction. When customers feel they are treated well and receive satisfactory service, they are likelier to repeat purchases and recommend the product or service to others. In addition, consistent and reliable service quality can help build trust between the company and customers. This makes customers feel more comfortable and confident when purchasing because they believe they will receive good service that meets their expectations.

## 5. CONCLUSION

Findings from the research results show that promotion and service quality significantly and positively affect purchasing decisions. Effective promotions can increase consumer awareness and interest in products or services, while good service quality can increase customer satisfaction and build trust in the company. This impacts increasing sales volume and the company's reputation in the eyes of the public. Appropriate promotional strategies and investment in improving service quality are the keys to influencing consumer purchasing behaviour. Companies can increase customer loyalty, expand market share, and achieve their overall business goals through relevant and effective promotional strategies and efforts to provide high-quality service to customers. Therefore, companies must continuously monitor their promotional performance and service quality and make necessary adjustments and improvements to ensure they remain relevant and effective in influencing consumer purchasing decisions. In this way, they can maintain competitiveness in an increasingly competitive and dynamic market.

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