

THE INFLUENCE OF SERVICE QUALITY AND PROMOTION ON CONSUMER PURCHASING DECISIONS

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ABSTRACT

This research aims to investigate the impact of Service Quality and Promotion on Consumer Purchasing Decisions at Mister Donut PIK Avenue Mall Jakarta, both partially and simultaneously. The method used was quantitative, with a random sampling technique involving 100 respondents. Data analysis was carried out through multiple regression analysis. The research results show that Service Quality has a significant influence on Purchasing Decisions, and promotion also has a significant influence on Purchasing Decisions. Simultaneously, Service Quality and Promotion significantly influence Purchasing Decisions with the regression equation $Y = 6.974 + 0.344 X_1 + 0.500 X_2$. The correlation coefficient shows a strong relationship, with a determination value of 81.8%, indicating the contribution of the influence of this variable, while other factors influence 18.2%.

Keywords: Service Quality, Promotion, Purchasing Decisions

1. INTRODUCTION

The economic situation in the current era of globalization makes business competition increasingly sharp, both in the domestic and global markets. Even though customers still exist, their purchasing power is increasingly limited; as a result, customers become increasingly critical in purchasing the products they need. This situation encourages companies to work more professionally to remain competitive and survive. Every company must attract customers by offering quality products and good service. A company will be successful if it prioritizes customer satisfaction.

Mister Donut is a fast food franchise founded in the United States in 1956 and now headquartered in Japan, with more than 1,300 stores in operation. This franchise sells food and drinks such as doughnuts, coffee, muffins and various cakes. In Indonesia, Mister Donuts operates under the operational management of the Indomaret minimarket franchise, a subsidiary of the Salim Group. This outlet started its business in Indonesia in 2015, with details of 15 Flagship Shops and 1,500 Mister Donuts in Indomaret outlets. Mister Donut outlets can be found through flagship shops or satellite shops, which are opened in busy centres or public gathering places such as malls and shop-in-shops and are placed in every Indomaret outlet. The food and drinks sold at Mister Donut in Indonesia have received halal certification. As part of Mister Donut Indonesia, Mister Donut PIK Avenue Mall Jakarta continuously strives to improve service quality in all fields. Our responsibility and commitment are to prioritize the best quality and service that Mister Donut PIK Avenue Mall strives to provide the best doughnut offerings.

Of the marketing strategies mentioned above, service quality and promotion are essential and influence purchasing decisions made by consumers. According to Mangkunegara (2015:43), Purchasing decisions are a consumer behaviour process. According to consumer behaviour, it is a performance framework representing consumers' beliefs when making purchasing decisions. In purchasing decisions, you should buy the product or brand you like most. Promotions and prices can increase and influence consumers regarding the value of a product being distributed on the market. Promotional activities can encourage and direct consumers to make purchasing decisions so that sales will increase according to the expected goals. So that a company can combine promotions and prices effectively, before determining the steps for these activities, a good plan should be carried out by taking into account all supporting factors related to promotions and prices as well as other activities so that what is carried out can run well. Of course, this must be adjusted to market share and the surrounding environment so that it is by the plans made.

Based on field data, it can be concluded that the service provided by Mister Donut at PIK Avenue Mall Jakarta has yet to reach the optimal level. Most customers complained about slow service at the cashier, lack of attention and friendliness when paying, and long queues because only one cashier was operating. Apart from that, the lack of thoroughness in checking the products sold means that customers often find damaged products or toppings that need fresh ones. From observations, promotional policies do not receive enough attention, their implementation is insufficient, and they are not optimal, which impacts consumer purchasing decisions and fluctuating sales results. This condition can be a problem for companies amidst intense competition from similar competitors. Therefore, efforts are needed to optimize the promotions that are carried out.

Data from the field also shows that sales at Mister Donut PIK Avenue Mall in 2019-2022 did not reach the set target. Sales in 2019 reached 83.58% of the target; in 2020, only reached 55.91%, and in 2021 only reached 33.94%. This shows the need to improve sales strategies to achieve optimal results. Facing these conditions, companies need to plan and anticipate existing situations to maintain and increase sales results. Limited promotional scope, competition from similar competitors, and limited promotional media can influence consumer purchasing decisions. Therefore, sales promotion activities are a strategic step in increasing people's interest and purchasing power.

2. RESEARCH METHODS

The research method applied in this study is quantitative with a descriptive and inferential approach. The quantitative approach focuses on collecting and analyzing data in the form of numbers, the descriptive approach is used to describe the characteristics of phenomena without generalizations, and the inferential approach is used to make broader conclusions based on the collected data.

The research was conducted at Mister Donut PIK Avenue Mall Jakarta, PIK Avenue Mall Jl. West Beautiful Beach No. 1, Kamal Muara, Penjaringan, North Jakarta, DKI Jakarta 14470. The research period runs from October 2023 until the completion of the research, with stages carried out according to needs, from preparing the proposal to preparing the final report.

The two variables studied are service quality (X1) and promotion (X2), which are independent variables, and consumer purchasing decisions (Y), which are dependent variables. The research population consisted of visitors to Mister Donut PIK Avenue Mall Jakarta in January-December 2020, with a population of 40,781 people. The sample was selected using the Simple Random Sample technique, with 100 respondents.

Data was collected through two sources, namely primary data and secondary data. Primary data was obtained directly from respondents through surveys and questionnaires, while secondary data was obtained from other sources such as previous reports and related literature. Data collection techniques include direct observation, distributing questionnaires, and literature study. The collected data was processed using multiple linear regression analysis with SPSS 26.00.

3. RESULTS AND DISCUSSION

3.1 Respondent Characteristics

The characteristics of the respondents in this study were that 57% were men, while the remaining 43% were women. In terms of age, most respondents were between 26 to 35 years old, accounting for 50% of the total. Meanwhile, respondents aged 20-25 were the second largest age group with a percentage of 35%. Only a small proportion of respondents were aged between 36 and 45 (7%) and more than 45 (8%). In terms of education, the majority of respondents have a diploma educational background (54%), followed by respondents who have a bachelor's degree (19%) and high school/equivalent (18%). Meanwhile, the number of respondents who have master's degrees (5%) and doctoral degrees (4%) is lower than other education levels.

3.2 Validity and Reliability

Table 1. Validity Test of Service quality Variables

No	Item	Rcount	RTable	Info
1	X1.1	0.905	0.197	Valid
2	X1.2	0.905	0.197	Valid
3	X1.3	0.432	0.197	Valid
4	X1.4	0.904	0.197	Valid
5	X1.5	0.907	0.197	Valid
6	X1.6	0.450	0.197	Valid
7	X1.7	0.905	0.197	Valid
8	X1.8	0.203	0.197	Valid
9	X1.9	0.920	0.197	Valid
10	X1.10	0.920	0.197	Valid

Source: Data processed with SPSS 26 (2023)

Table 2. Validity Test of Promotion Variables

No	Item	Rcount	RTable	Info
1	X2.1	0.555	0.197	Valid
2	X2.2	0.710	0.197	Valid
3	X2.3	0.712	0.197	Valid
4	X2.4	0.576	0.197	Valid
5	X2.5	0.565	0.197	Valid
6	X2.6	0.567	0.197	Valid
7	X2.7	0.322	0.197	Valid
8	X2.8	0.696	0.197	Valid

Source: Data processed with SPSS 26 (2023)

Table 3. Validity Test of Purchasing Decision Variables

No	Item	Rcount	RTable	Info
1	Y.1	0.295	0.197	Valid
2	Y.2	0.604	0.197	Valid
3	Y.3	0.589	0.197	Valid
4	Y.4	0.645	0.197	Valid
5	Y.5	0.312	0.197	Valid
6	Y.6	0.653	0.197	Valid
7	Y.7	0.581	0.197	Valid
8	Y.8	0.673	0.197	Valid
9	Y.9	0.643	0.197	Valid
10	Y.10	0.591	0.197	Valid
11	Y.11	0.397	0.197	
12	Y.12	0.308	0.197	

Source: Data processed with SPSS 26 (2023)

Based on the table data above, all variables obtained a calculated r value > r table (0.197), 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	<i>Cronbatch Alpha</i>	<i>Cronbatch Alpha</i>	Keputusan
Service Quality (X1)	0.722	0.600	Reliable
Promotion (X2)	0.739	0.600	Reliable
Purchase Decision (Y)	0.724	0.600	Reliable

Source: Data processed with SPSS 26 (2023)

Based on the test results in the table above, it shows that the variables service quality (X1), promotion (X2) and purchasing decisions (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

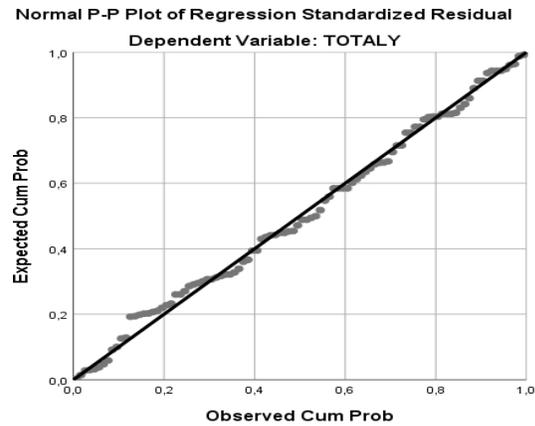


Figure 1. Normality Test

In the picture above you can see that the normal probability plot graph shows a normal graphic pattern. This can be seen from the points that spread around the diagonal line and the distribution follows the diagonal line. Therefore, it can be concluded that the regression model meets the normality assumption.

3.3.2 Multicollinearity Test

Table 5. Multicollinearity Test

Variable	Collinearity Statistics	
	Tolerance	VIF
Service Quality (X1)	0.281	3,565
Promotion (X2)	0.281	3,565

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

Based on the results of the multicollinearity test in the table, the tolerance value for the service quality variable is 0.281 and promotion is 0.281, where both values are less than 1, and the Variance Inflation Factor (VIF) value for the service quality variable is 3,565 and promotion is 3,565, where the value is less. of 10. Thus, this regression model does not have multicollinearity.

3.3.3 Heteroscedasticity Test

Table 6. Heteroscedasticity Test Results Using the Glejser Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,196	1,602		1,995	,049		
	Service Quality (X1)	-,004	,068	-,013	-,066	,948	,281	3,565
	Promotion (X2)	-,025	,101	-,048	-,253	,801	,281	3,565

a. Dependent Variable: RES2
Source: Primary data processed, 2023

Based on the test results in the table above, the Glejser test model on the service quality variable (X1) obtained a probability significance value (Sig.) of 0.948 and promotion (X2) obtained a probability significance value (Sig.) of 0.801 where both are significance values (Sig.) > 0.05. Thus, the regression model on this data does not have heteroscedasticity interference, so this regression model is suitable for use as research data.

3.3.4 Autocorrelation Test

Table 8. Autocorrelation Test Results

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,796a	,633	,626	2,912	1,817
a. Predictors: (Constant), Promotion X2, Service Quality X1					
b. Dependent Variable: Purchase Decision Y					
Source: Primary data processed, 2023					

Based on the test results in the table above, this regression model does not have autocorrelation, this is proven by the Durbin-Watson value of 1,817 which is in the interval 1,550 – 2,460.

3.4 Multiple Linear Regression

Table 9. Multiple Linear Regression

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	11,584	2,622		4,418	,000		
	Service quality	,259	,112	,270	2,324	,022	,281	3,565
	Promotion	,786	,165	,554	4,775	,000	,281	3,565
a. Dependent Variable: Purchase Decision								
Source: Primary data processed, 2023								

Based on the analysis of regression calculations in the table above, the regression equation $Y = 11.584 + 0.259 X1 + 0.786 X2$ can be obtained. From the equation above, it can be concluded as follows:

1. A constant value of 11.584 means that if the service quality (X1) and promotion (X2) variables do not exist, then there is a purchasing decision value (Y) of 11.584 points.
2. Service quality value (X1) 0.259 is interpreted as if the constant remains and there is no change in the promotion variable (X2), then every 1 unit change in the service quality variable (X1) will result in a change in purchasing decisions (Y) of 0.259 points. The significance value of the service quality variable is 0.022, which is less than 0.05 ($0.022 < 0.05$), indicating that service quality significantly affects purchasing decisions.
3. Promotion value (X2) 0.786 is interpreted as if the constant remains and there is no change in the service quality variable (X1), then every 1 unit change in the promotion variable (X2) will result in a change in purchasing decisions (Y) of 0.786 points. The significance value of the promotion variable is 0.000, which is less than 0.05 ($0.000 < 0.05$), indicating that promotion significantly affects purchasing decisions.

Table 10. Simultaneous Test

ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1421.440	2	710,720	83,807	,000b
	Residual	822,600	97	8,480		
	Total	2244.040	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Promotion, Service Quality						

Based on the test results in the table above, the calculated F value $>$ F table or ($83.807 > 2.700$) is obtained. This is also confirmed by the ρ value $<$ Sig.0.05 or ($0.000 < 0.05$). Thus, H_0 is rejected and H_3 is accepted, this shows that there is a significant simultaneous influence between service quality and promotion on purchasing decisions at Mister Donut PIK Avenue Mall Jakarta.

Table 11. Coefficient of Determination

Model Summary b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,796a	,633	,626	2,912	1,817
a. Predictors: (Constant), Promotion X2, Service Quality X1					
b. Dependent Variable: Purchase Decision Y					

Based on the test results, the correlation coefficient value is 0.796, meaning that the service quality and promotion variables have a strong level of relationship to purchasing decisions, the coefficient of determination value is 0.633, so it can be concluded that the service quality and promotion variables have an influence on the purchasing decision variable by 63.3%, while the rest is influenced by other factors.

4. DISCUSSION

The results of the analysis show a significant influence between service quality and purchasing decisions at Mister Donut PIK Avenue Mall Jakarta. These findings confirm that customers value service quality in the purchasing decision-making process. Good service quality also contributes to customer satisfaction and trust in a brand or company. When customers are satisfied with the service provided, they are more likely to make repeat purchases in the future and recommend it to others. This indicates that efforts to improve service quality can positively impact building long-term relationships with customers. Apart from the importance of service quality, the results of this analysis are also supported by valid empirical data and are consistent with theory and previous research. Therefore, the management of Mister Donut PIK Avenue Mall Jakarta can consider several effective strategies. First, they can focus on improving service quality through employee training and implementing higher service standards.

Additionally, continuous customer feedback monitoring is essential to ensure that customer needs and preferences are met. Investing in employee training programs is also a step that can improve interpersonal skills and strengthen relationships between employees and customers. In this way, Mister Donut PIK Avenue Mall Jakarta can strengthen its position in the market, increase customer loyalty and achieve sustainable business growth.

The research results show that promotion significantly influences purchasing decisions at Mister Donut PIK Avenue Mall Jakarta. Research findings show that effective promotions can influence customer perceptions, increase brand awareness, and encourage purchasing actions. In consumer behaviour, exciting and relevant promotions can positively influence interest in trying new products and motivation to purchase. The research results are also consistent with concepts in marketing theory, which emphasize the critical role of promotion in shaping consumer attitudes and behaviour. Thus, the validity of promotional strategies as a critical element in marketing is strengthened.

Mister Donut PIK Avenue Mall Jakarta operates in a competitive food and beverage industry, making effective promotion a vital differentiation factor to attract and maintain market share. Therefore, to increase promotional effectiveness, Mister Donut PIK Avenue Mall Jakarta can strengthen promotional programs through various channels such as social media, print advertisements and direct promotions. In addition, innovation in promotional offers, such as discounts or packages, can attract customer attention. Continuous evaluation of the effectiveness of promotional strategies is also essential to identify areas that need to be optimized and adjusted according to market needs.

5. CONCLUSION

Based on the regression analysis results, there is a significant partial or simultaneous influence between service quality and promotion on purchasing decisions at Mister Donut PIK Avenue Mall Jakarta. These results emphasize the importance of service quality and promotional strategies in shaping customer purchasing behaviour in the competitive food and beverage industry, where efforts to improve service quality and promotional effectiveness are strategic steps that can strengthen market position and achieve sustainable business growth for Mister Donut PIK Avenue Jakarta Mall.

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