

THE INFLUENCE OF SERVICE QUALITY AND PROMOTIONS ON PURCHASING DECISIONS AT GRAND BOWLING SERPONG BRANCH

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Abstract: This research explores the impact of service quality and promotions on consumer purchasing decisions at Grand Bowling, both partially and simultaneously. The research method used is a quantitative associative approach. The sample was selected using a saturated sampling method using the Slovin formula, which resulted in a sample of 99 respondents. The data collection tool used was a questionnaire, while data analysis was carried out through simple and multiple regression analysis. The research results show that service quality and promotions positively and significantly influence purchasing decisions. This is proven through a multiple linear regression model, which produces the equation $Y = 4.488 + 0.535X_1 + 0.757X_2$. Overall, service quality and promotion simultaneously have a positive and significant effect on purchasing decisions, as shown by the results of the F test with a significance of $0.000 < 0.050$. These findings confirm that the quality of service and promotions influences consumer purchasing decisions at Grand Bowling.

Keywords: Service Quality, Promotion, Purchasing Decisions

INTRODUCTION

Sports are the activities closest to humans. So, someone needs to pay attention to the need for exercise. Sports have now also developed to cover all aspects of life, from lifestyle, recreation, and health to sporting achievements. In terms of health, diligent exercise will also cause the body to stay fit so that performance will not decrease during daily activities. Apart from that, a person will not be susceptible to diseases by exercising diligently. The importance of exercise has now begun to be realized by modern humans; many people carry out various sporting activities with the intention of recreation or to achieve achievement.

Nowadays, many companies organize recreational and entertainment activities in the form of performing arts businesses, game arenas, sports arenas, and other activities aimed at tourism. One of the activities is playing bowling or rolling balls, which is a type of game and sport where the activity is simply rolling a bowling ball using one hand until it hits ten triangular pins. If all the pins are knocked down in one roll (throw), then it is called a "Strike". If the pins are not knocked down at once, then one more chance is given to knock down the remaining pins.

PT Sapta Persada Jagatnusa is a company that operates in the field of tourism services for bowling sports arenas under the name Grand Bowling, by South Tangerang City Regional Regulation No. 5 of 2012 concerning the Implementation of Tourism in the South Tangerang Region, Chapter 1, Article 1 paragraph 9: Tourism is all activities related to tourism and is multidisciplinary which arises as a manifestation of the needs of each person and country as well as interactions between tourists and local communities, fellow tourists, Government, Regional Government and Entrepreneurs. The continuity of the business providing bowling alley services is very dependent on the existence and loyalty of its customers. On the other hand, customer loyalty will always demand a balance of superior service that is increasingly satisfying.

Purchasing decisions are actions taken by consumers to buy a product. Everyone's purchasing decision-making is the same, but the purchasing decision-making process is different. Several factors influence purchasing decisions: price, service quality, and product quality. Service quality is a significant factor, especially for companies operating in the service sector. The application of service quality as a characteristic of product appearance or performance is part of the company's strategy to achieve sustainable excellence, both as a market leader and as a strategy to continue growing. With good quality service in a

company, it will create satisfaction for its consumers. After consumers are satisfied with their product or service, they will compare the services provided.

From pre-survey data at PT. Sapta Persada Jagatnusa shows that the quality of service is still not good. Customers still feel uncomfortable with the existing service quality conditions; this has the potential to affect customer perceptions and experiences when visiting or using Grand Bowling facilities. Suppose customers feel that the service does not meet their expectations or is less than satisfactory. In that case, they will likely look for other alternatives or even not make another purchase at Grand Bowling. Thus, it becomes essential for Grand Bowling to improve the quality of their services to ensure customer satisfaction.

In addition, based on field data, in 2020 and 2021, the company experienced a significant decline in revenue due to COVID-19, especially from April 2020 to January 2022. The significant decline in revenue experienced by the company in 2020 and 2021 can be directly attributed to the impact of the COVID-19 pandemic that has hit the world, including the tourism and entertainment industry such as Grand Bowling. Since April 2020, when the pandemic peaked, and social restrictions and business closures were imposed to control the spread of the virus, Grand Bowling and businesses like it have faced severe challenges. Travel restrictions, closure of entertainment venues, and social distancing policies have decreased the number of customers visiting Grand Bowling. In addition, the economic uncertainty caused by the pandemic has made consumers more careful about spending their money on recreation and entertainment. This causes a reduction in the frequency of visits to Grand Bowling and directly impacts company revenue.

Apart from the direct impact of a decrease in customers, the pandemic has also affected Grand Bowling's operations internally. Efforts to comply with health protocols, such as regularly cleaning and disinfecting facilities, limiting visitor capacity, and adopting other measures to keep customers safe and healthy, incur additional costs for companies. However, declining revenues could not cover these additional operational costs, impacting the company's financial health.

The pre-survey data also concluded that the media used for promotion by Grand Bowling could have been more optimal, and the lack of maximum media used for promotion by Grand Bowling could have had a significant impact on customer purchasing decisions. Promotional media that is less effective or less accessible to potential target markets can result in low consumer awareness of the services offered by Grand Bowling. This could reduce consumers' interest in visiting or using Grand Bowling services, which can influence their purchasing decisions. For example, the promotional media used by Grand Bowling is not able to reach the potential target market effectively. In that case, consumers interested in visiting the place may need to learn or consider doing so. As a result, potential revenue from ticket sales or Grand Bowling facilities may be significantly impaired.

Additionally, a lack of proper exposure through promotional media can result in poor perception or understanding of the quality and value offered by Grand Bowling. This can discourage consumers from trying the service or choosing other better-known or more attractive alternatives. Thus, Grand Bowling management needs to increase the effectiveness of their promotional media to increase potential consumers' awareness and interest, which will ultimately positively influence their purchasing decisions. A more targeted and creative promotional strategy can help Grand Bowling reach and attract more potential customers and increase the likelihood of their business success in increasing revenue through ticket and facility sales.

Based on the background above is a basis for considering how service quality and promotion influence purchasing decisions at the Grand Bowling Serpong branch, South Tangerang. By better understanding the influence of service quality, such as cleanliness of facilities, speed of service, and responsiveness to customer needs, as well as the influence of promotions, such as media exposure and effectiveness of promotional messages, this research will provide valuable insights for Grand Bowling management in designing service strategies and more effective promotions. This research can also help Grand Bowling increase its appeal to potential customers and customer satisfaction and ultimately increase their revenue and business sustainability.

RESEARCH METHODS

This research was carried out at Grand Bowling which is located at WTC Matahari Serpong Mall, 5th floor, South Tangerang. The variables in this research were divided into independent variables (Service Quality and Promotion) and dependent variables (Purchase Decisions). Service Quality is measured by indicators such as the ability to deliver promised services in real terms and responses to consumer requests/complaints. Promotions are measured through indicators such as the availability of basic promotions and affordable discounts. Purchasing decisions are measured through product choice, payment method, purchase time, and number of product purchases. This research population consists of consumer data from 2020 to 2022 totaling 9,594. The sample used was 99 respondents, taken using the Slovin sampling technique with an error rate of 10%. Data collection techniques in this research include primary data (through questionnaires and observations) and secondary data (through documentation and literature study). Data

analysis was carried out using statistics to see the influence of the independent variable on the dependent variable. Data analysis was carried out using the parametric multiple linear regression statistical analysis method with the help of SPSS version 26 software.

RESULTS AND DISCUSSION

A. Respondent Characteristics

In this study, respondent characteristics include gender and age. Of the 99 respondents, the majority were women (69.7%), while only 30.3% were men. Thus indicating the dominance of female respondents in the research. Based on age, the majority of respondents (66.7%) were in the 20-30 year age range, followed by respondents aged 31-40 years (10.1%), 41-50 years (15.1%), <20 years (6.1%), and >50 years (2%). Thus, the respondents in this study were dominated by those aged 20-30 years.

B. Validity and Reliability

Table 1. Validity Test of Service Quality Variables

| No. items | r _{count} | r _{table} | Decision |
|-----------|--------------------|--------------------|----------|
| X1.1 | 0.781 | 0.197 | Valid |
| X1.2 | 0.755 | 0.197 | Valid |
| X1.3 | 0.859 | 0.197 | Valid |
| X1.4 | 0.808 | 0.197 | Valid |
| X1.5 | 0.804 | 0.197 | Valid |
| X1.6 | 0.701 | 0.197 | Valid |
| X1.7 | 0.859 | 0.197 | Valid |
| X1.8 | 0.818 | 0.197 | Valid |
| X1.9 | 0.798 | 0.197 | Valid |

Source: Data processed with SPSS 26 (2023)

Table 2. Validity Test of Promotion Variables

| No. items | r _{count} | r _{table} | Decision |
|-----------|--------------------|--------------------|----------|
| X2.1 | 0.798 | 0.197 | Valid |
| X2.2 | 0.701 | 0.197 | Valid |
| X2.3 | 0.767 | 0.197 | Valid |
| X2.4 | 0.656 | 0.197 | Valid |
| X2.5 | 0.764 | 0.197 | Valid |
| X2.6 | 0.754 | 0.197 | Valid |
| X2.7 | 0.791 | 0.197 | Valid |
| X2.8 | 0.658 | 0.197 | Valid |

Source: Data processed with SPSS 26 (2023)

Table 3. Validity Test of Employee Performance Variables

| No. items | r _{count} | r _{table} | Decision |
|-----------|--------------------|--------------------|----------|
| Y.1 | 0.647 | 0.197 | Valid |
| Y.2 | 0.655 | 0.197 | Valid |
| Y.3 | 0.747 | 0.197 | Valid |
| Y.4 | 0.655 | 0.197 | Valid |
| Y.5 | 0.736 | 0.197 | Valid |
| Y.6 | 0.800 | 0.197 | Valid |
| Y.7 | 0.756 | 0.197 | Valid |
| Y.8 | 0.821 | 0.197 | Valid |
| Y.9 | 0.825 | 0.197 | Valid |
| Y.10 | 0.803 | 0.197 | Valid |

| No. items | r _{count} | r _{table} | Decision |
|-----------|--------------------|--------------------|----------|
| Y.11 | 0.689 | 0.197 | Valid |
| Y.12 | 0.802 | 0.197 | Valid |

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 | Cronbach Alpha | Standard Cronbach Alpha | Decision |
|-----------------------|----------------|-------------------------|----------|
| Service Quality (X1) | 0.928 | 0.600 | Reliable |
| Promotion (X2) | 0.874 | 0.600 | Reliable |
| Purchase Decision (Y) | 0.927 | 0.600 | Reliable |

Source: Data processed with SPSS 26 (2023)

Based on the table above, it can be seen that each of the service quality, promotion and purchasing decision variables has a Cronbach Alpha value > 0.60, thus the results of the reliability test on all variables are reliable, so that all question items can be trusted and can be used to further research.

C. Classic Assumption Test

1. Data Normality Test

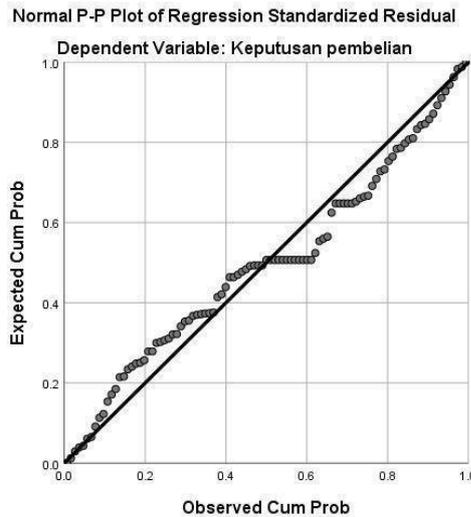


Figure 1. Normality Test

Based on the test results, it shows that all data is normally distributed, the data distribution is around the diagonal line and follows the direction of the diagonal line or histogram graph, so it can be concluded that the regression model meets the normality assumption.

2. Multicollinearity Test

Table 6. Multicollinearity Test

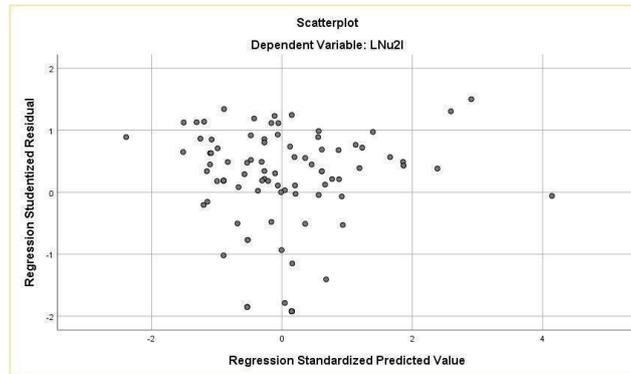
| Variable | Collinearity Statistics | |
|-----------------|-------------------------|-------|
| | Tolerance | VIF |
| Service quality | ,342 | 2,925 |
| Promotion | ,342 | 2,925 |

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Data Processing Results (2023)

Based on the results of the multicollinearity test, a tolerance value of 0.342 and a Variance Inflation Factor (VIF) value of 2.925 were obtained. This shows that the tolerance value is greater than 0.001 and the VIF value is smaller than 10, so this situation proves that multicollinearity does not occur.

3. Heteroscedasticity Test



Source: Primary data processed, 2023

Figure 2. Heteroscedasticity Test

Figure 2 shows that there is no clear or regular pattern and the points are spread above and below the number 0 on the Y axis, so it is stated that heteroscedasticity does not occur.

4. Autocorrelation Test

Table 7. Autocorrelation Test Results

| Model Summary b | | | | | |
|---|-------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,892a | ,796 | ,792 | 3,138 | 1,831 |
| a. Predictors: (Constant), Promotion, Service Quality | | | | | |
| b. Dependent Variable: Purchase Decision | | | | | |

Based on the test results, this regression model does not have autocorrelation, this is proven by the Durbin-Watson value of 1.831 which is between the interval 1,550 - 2,460.

D. Multiple Linear Regression

Table 9. Multiple Linear Regression

| Model | Coefficientsa | | | | |
|--|-----------------------------|------------|---------------------------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | | Sig. |
| | B | Std. Error | Beta | t | |
| 1 (Constant) | 4,488 | 2,369 | | 1,894 | ,061 |
| Service quality | ,535 | ,098 | ,431 | 5,466 | ,000 |
| Promotion | ,757 | ,118 | ,507 | 6,428 | ,000 |
| a. Dependent Variable: Purchase Decision | | | | | |

Based on the table above, multiple regression test calculations show that the regression equation formed is $Y = 4.488 + 0.535X_1 + 0.757X_2$. Based on the multiple linear regression equation above, it can be interpreted as follows:

1. Constant $Y=4.48$ indicates a positive value. This means that if the quality of service and promotions is not constant or the value is 0 (zero), the purchasing decision will change in the same direction, and the value will be positive.
2. $MarkX_1=0.535$ indicates a positive value, meaning there is a change in the same direction, where if the quality of service (X_1) increases by one unit, then the purchasing decision (Y) will also increase with a regression coefficient of 0.535. If the quality of service (X_1) decreases by 0.535, then the purchasing decision (Y) will decrease with the same regression coefficient. Based on the test results

in the table above, the calculated t value > t table or (5,466 > 1.985). This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, there is a significant influence between Service Quality (X1) and purchasing decisions (Y) for Grand Bowling Serpong consumers in South Tangerang.

3. MarkX2= 0.757 indicates a positive value, meaning there is a change in the same direction, where if the promotion (X2) increases by one unit, then the purchasing decision (Y) will also increase with a regression coefficient of 0.757. If promotion (X2) decreases by 0.757, purchasing decisions (Y) will decrease with the same regression coefficient. The calculated t value > t table or (6.428 > 1.985) is obtained based on the test results in the table above. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, H2 is accepted; this significantly influences Promotion (X2) and purchasing decisions (Y) for Grand Bowling Serpong consumers in South Tangerang.

Table 10. Simultaneous Test

| ANOVAa | | | | | | |
|---|------------|----------------|----|-------------|---------|-------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 3692,250 | 2 | 1846,125 | 187,510 | ,000b |
| | Residual | 945,164 | 96 | 9,845 | | |
| | Total | 4637,414 | 98 | | | |
| a. Dependent Variable: Purchase Decision | | | | | | |
| b. Predictors: (Constant), Service Quality, Promotion | | | | | | |

Based on the table in the test results above, the calculated F value > F table or (187.510 > 2.70) is obtained. This is also reinforced by the ρ value < Sig.0.050 or (0.000 < 0.050). Thus, the third hypothesis which states that there is a positive and significant influence simultaneously between the variables of service quality and promotion on purchasing decisions for consumers of the Grand Bowling Mall WTC Matahari Serpong in South Tangerang can be accepted.

Table 11. Coefficient of Determination

| Model Summary b | | | | | |
|---|-------|----------|-------------------|----------------------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | ,892a | ,796 | ,792 | 3,138 | 1,831 |
| a. Predictors: (Constant), Promotion, Service Quality | | | | | |
| b. Dependent Variable: Purchase Decision | | | | | |

Based on the Adjusted R Square value, it can be seen that the contribution of all independent variables to the dependent variable is 0.792 or 79.2%. This means that the influence of service quality and promotion on purchasing decisions is 79.2%, while 20.8% is influenced by other variables outside the research model.

E. Discussion

Service quality positively and significantly affects consumers' purchasing decisions at the WTC Matahari Serpong Grand Bowling Mall. The results of this research are supported by the results of previous research conducted by Rizky Reza Pahlawan and Wasis Gunadi (2022), with the result that service quality and promotion simultaneously have a positive and significant effect on purchasing decisions for customers of KSP Artha Putra Mandiri, Bekasi. The quality of service a business provides has an essential impact on customer purchasing decisions. In the case of Grand Bowling Mall WTC Matahari Serpong, good service can create a positive experience for customers, increase their satisfaction, and, in turn, encourage them to make repeat purchases or recommend the place to others. Support from previous research adds credence to the current findings, confirming that the relationship between service quality and purchasing decisions is not an isolated phenomenon but a consistent finding in various industries. Thus, this research strengthens that service quality is a critical factor influencing customer perceptions of a brand or business. Customers value businesses that provide friendly, responsive, and high-quality service. Therefore, improving service quality can be a smart strategy for businesses to increase customer loyalty and market share.

Promotions positively and significantly affect consumers' purchasing decisions at the WTC Matahari Serpong Grand Bowling Mall. The results of this research are supported by previous research conducted by

Maria Agatha Sri Widyanti Hastuti and Muhammad Anasrulloh (2020), which found that promotions positively influence purchasing decisions. The finding that promotions positively and significantly influence purchasing decisions for consumers at Grand Bowling Mall WTC Matahari Serpong explains that effective promotions can increase customer awareness about the products or services offered, attract their interest, and ultimately encourage them to make purchases. At Grand Bowling Mall WTC Matahari Serpong, the right promotions, be they discounts, special price packages, or special promotional events, can influence customers' purchasing decisions. This can increase visits to the venue, sales, and, ultimately, business success. The findings of this research reinforce that promotion is an important marketing strategy to attract customer attention, especially in competitive industries such as entertainment and recreation. Effective promotions allow businesses to reach potential customers, introduce them to their products or services, and persuade them to make a purchase.

CONCLUSION

Based on the research results, it can be concluded that service quality and promotions positively and significantly influence purchasing decisions for Grand Bowling Mall WTC Matahari Serpong consumers. Good service quality can create a positive customer experience, increase satisfaction, and encourage them to make repeat purchases or recommend the place to others. Meanwhile, effective promotions can increase customer awareness of the products or services offered, attract interest, and encourage them to purchase. These two factors are essential marketing strategies for increasing customer loyalty and increasing business success. Therefore, to improve business performance and win competition in the market, the management of Grand Bowling Mall WTC Matahari Serpong needs to continue to invest in improving service quality and designing appropriate promotional strategies. Effective.

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