

THE EFFECT OF SERVICE QUALITY AND PRICE ON PURCHASE DECISIONS AT D'CREPES PONDOK INDAH MALL SOUTH JAKARTA

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Article History

Received : September
Revised : September
Accepted : October
Published : October

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Cite This Article:

DOI:

<https://doi.org/10.56127/ijml.v3i3.1676>

Abstract: This study aims to analyze the effect of service quality and price on consumer purchase decisions at D'Crepes Pondok Indah Mall, South Jakarta. The research employs a quantitative method with an associative approach, where service quality and price serve as independent variables, and purchase decisions act as the dependent variable. Data was collected through questionnaires distributed to 100 respondents. The findings indicate that both service quality and price significantly influence consumer purchase decisions, both partially and simultaneously. Simple linear regression analysis reveals that service quality has a strong impact on purchase decisions, while price also exerts a considerable influence. Additionally, multiple linear regression confirms that service quality and price together have a very strong correlation with purchase decisions, accounting for 76.4% of the variation in consumer behavior. This research emphasizes the importance of providing high-quality service and setting appropriate prices to improve consumer purchase decisions. However, the study acknowledges several limitations, including the restricted number of variables analyzed and the sole use of questionnaires for data collection. Further studies are recommended to explore additional factors such as location, promotion, and brand image, and to expand the sample size for broader insights.

Keywords: Service Quality, Price, Purchasing Decision

INTRODUCTION

The development of the business world in Indonesia is currently growing rapidly and has penetrated all circles, not only among the elderly but business trends have also penetrated among young people. There are many types of businesses including service businesses, agriculture, industry, and culinary. With the many types of businesses in Indonesia, competition is getting tighter, companies are required to make changes and create the latest, more creative innovations, so that consumers are interested in the products offered and all consumer desires can be fulfilled. The food and beverage business or culinary business is a business that is currently being loved by many entrepreneurs. The food and beverage business is a promising business. This business not only provides food and beverages from Indonesia but currently there are many food and beverage businesses from abroad. For example, from America, Japan, China, Korea and others.

The food and beverage industry is projected to remain one of the mainstay sectors supporting the growth of manufacturing and the national economy next year. The important role of this strategic sector can be seen from its consistent and significant contribution to the gross domestic product (GDP) of the non-oil and gas industry and the increase in investment realization (Kemenperin.go.id, 2019). The culinary business is currently increasing and becoming a trend among the community, ranging from small, medium to large-scale culinary businesses.

The current economic development is growing very rapidly, leading to very tight business competition, especially in companies that have the same products. Companies are required to have their own advantages to attract consumers so that they can maintain their existing market share. One of the companies that is growing very rapidly at this time is a fast food company. It is undeniable that seeing the social and cultural developments of society that are increasingly advanced and modern, so that many people like things that are instant. Many people choose instant food because they can save their time without having to make it first. One of the fast foods that is developing at this time is crepes.

Consumer decisions to determine to make food purchases at D'Crepes Pondok Indah Mall South Jakarta which has product advantages in taste and size can affect consumer interest in buying the product, and the price set by D'Crepes Pondok Indah Mall South Jakarta is in accordance with the quality of the product. In addition to product quality, there are other factors that influence. Customers choose product prices that suit their purchasing power and also compare the prices and uniqueness of each product. Other purchasing decisions can also be affected by the quality of service provided by D'crepes Pondok Indah Mall employees, because good service will make consumers feel comfortable and can increase consumer buying interest in addition to good service quality can also build consumer trust in the product. On the other hand, price is also a very important thing and must be considered by business people, price will greatly influence consumers in deciding their purchases, this must be realized because consumers tend to be sensitive when talking about price, but if the quality of the product, the quality of service is also good then the price that must be paid by consumers is equivalent. From the results of the observations and interviews that the author conducted, the first result that the author attached was sales data for the past five years, namely from 2019 to 2024 as follows:

Table 1. Sales Data of D'crepes Pondok Indah Mall for the Period 2019-2024

| Year | Target | Realization | % | Information |
|------|---------------|---------------|------|---------------------|
| 2019 | 1,750,000,000 | 1,876,500,000 | 107% | Achieve the target |
| 2020 | 1,750,000,000 | 1,737,000,000 | 99% | Not Reaching Target |
| 2021 | 1,500,000,000 | 1,319,250,000 | 88% | Not Reaching Target |
| 2022 | 1,300,000,000 | 1,278,090,000 | 98% | Not Reaching Target |
| 2023 | 1,500,000,000 | 1,688,700,000 | 113% | Achieve the target |

Source: D'crepes Pondok Indah Mall 2024

In the table above, it can be seen that the revenue in 2020 to 2021 of D'Crepes Pondok Indah Mall experienced a decline which caused the target set by the company to not be achieved, although if we look back at the revenue each year, there is only a little left to achieve the target, then it increases again in 2022 and in that year the target can be achieved. Where this is likely related to the pandemic that is currently occurring in several countries including Indonesia. So that it has an impact on consumer activities and business actors. However, the decline and increase in income are still relatively stable, because they are not too significant. Although for business actors this can reduce profits, overall business actors can still make a profit and can still compete with competitors. In addition to the financial data above, the author will also attach consumer data for the past year, namely in 2023 as follows.

Table 2. Number of Consumers for the period January – December 2023

| MONTH | Number of Consumers |
|-----------|---------------------|
| January | 3.210 |
| February | 3,200 |
| March | 3,098 |
| April | 2,974 |
| May | 3.214 |
| June | 3.301 |
| July | 3.209 |
| August | 2,992 |
| September | 2,969 |
| October | 3.286 |
| November | 3.217 |
| December | 3.356 |
| Total | 38,026 |

Source: D'crepes Pondok Indah Mall 2024

Based on the data above, it can be seen that the number of visitors who make purchase transactions at D'crepes Pondok Indah Mall fluctuates or is still being monitored as up and down. The highest number of visitors was in December, namely 3,356 consumers who made purchases at D'cepes Pondok Indah Mall. While the lowest purchase transactions occurred in April, namely 2,974 purchase transactions. Based on these data, there is a phenomenon of decreasing customer satisfaction with D'crepes Pondok Indah Mall which is caused by two factors, namely the quality of service felt by customers or visitors is not optimal, because employees sometimes make mistakes such as giving toppings on crepes not according to the measurements,

because there are many buyers so employees have to rush to make the crepes so that they can be given to consumers on time, so that consumers do not wait too long to receive the crepes.

Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain their survival, to develop and to gain profits as expected so that the company's business runs smoothly and gets positive attitudes from consumers, then marketing activities must be able to fulfill the desires of consumers, then marketing activities must be able to fulfill the desires of consumers. Thus the task of a marketer is to research consumer needs that are always changing and influence the company to adjust the combination of production results in the form of goods and services with the needs required.

The service provided by the company meets customer demand, then customers will feel satisfied and if the service is below the expected level, customers will feel less or dissatisfied so that it affects the decision to purchase the product. Customers who are dissatisfied with the quality of the product or service provided and are not comparable to the price, will automatically tell others as a complaint about their dissatisfaction (Gilbert et al., 2016). Therefore, measuring satisfaction with the service and products provided by D'Crepes Pondok Indah Mall South Jakarta to consumers must always be done to find out and plan better strategies in the future and further improve the quality of its services in order to meet the desires and needs of consumers and to minimize problems. Hereby the author will attach the results of the pre-survey conducted by the author during observation and interviews. There were 30 consumers who filled out the questionnaire statement of the quality of service provided by D'crepes Pondok Indah Mall to consumers. As a reference for the author to be able to continue this research.

Table 3. Pre-survey of Service Quality at D'crepes Pondok Indah Mall

| NO | QUESTION | YES | No | TOTAL |
|----|--|-----|----|-------|
| 1 | Tangible | | | |
| | The condition of the D'crepes outlet at Pondok Indah Mall is neat and clean. | 2 | 18 | 20 |
| 2 | Empathy | | | |
| | D'crepes Pondok Indah Mall employees are ready to receive complaints from consumers. Responsiveness | 6 | 14 | 20 |
| 3 | Responsiveness | | | |
| | Cafe employees are responsive in serving customers | 5 | 15 | 20 |
| 4 | Reliability | | | |
| | Orders received by consumers on time | 3 | 17 | 20 |
| 5 | Assurance | | | |
| | Employees assure consumers that the taste of D'crepes Pondok Indah Mall food will be in accordance with consumer expectations. | 8 | 12 | 20 |

Source: D'crepes Pondok Indah Mall 2024

Judging from the Pre-survey table above, the quality of D'crepes Pondok Indah Mall's service is still not optimal, where the employees have implemented the Standard SOP provided by the Company to serve consumers. However, sometimes there is also less than satisfactory service such as the provision of toppings on crepes which are sometimes less or even more because employees are in a hurry to make their crepes, if there are many buyers. However, the rest of the employees are very good because they can provide information about promo and bundling programs that are being held by D'crepes Pondok Indah Mall. And the employees also kindly serve criticism and suggestions from consumers.

On the other hand, price is also no less important in the culinary business. Price is used as a tool to help sales, on the other hand it is also used to build a long-term image of a product. Price must be able to persuade consumers to behave in such a way that it can provide benefits to the company. Hurriyati (in Nadya, 2019) stated that price has an important role in the decision-making process, namely the role of price allocation is to help buyers decide how to obtain the highest benefits or utilities expected based on their purchasing power. It can be concluded that price is the value of the currency given to a product or service according to the quality and benefits provided by being influenced by psychological factors and other factors that affect the price itself. The high and low prices offered to consumers are one of the considerations that will influence the decision to purchase a product.

Price is the value of a product in the form of money that must be sacrificed or spent by consumers to get the desired product, while for producers or traders, prices can generate income or as income for the producer. Price is also the only element of the marketing mix that generates income, all other elements only represent prices. Price is one of the most flexible elements of the marketing mix. Unlike product characteristics and distribution channel commitments, prices can change quickly. and sellers through the bargaining process, so

that a certain price agreement occurs. with a high price level and will compare it with other places. In measuring or assessing prices, there are several indicators that need to be considered to assess a price, namely price affordability, price competitiveness, price suitability with quality and discounts.

Table 4. Price Competition with Competitors

| No. | Menu | Outlet | | |
|-----|---------------------|-----------|-----------|-----------------|
| | | D'crepes | O'crepes | Crepe signature |
| 1 | Burger | Rp.26,000 | Rp.20,500 | Rp.29,000 |
| 2 | Smoked Beef | Rp.21,000 | Rp.16,000 | Rp.27,000 |
| 3 | Chili Doc | Rp.21,000 | Rp.16,000 | Rp.27,000 |
| 4 | Banana choco cheese | Rp.18,000 | Rp.14,000 | Rp.22,500 |
| 5 | Choco cheese | Rp.17,000 | Rp.13,000 | Rp.22,500 |

Source: Data processed by researchers 2024

Based on table 4 above, there is a significant price difference between D'Crepes and the other two competitors, The prices offered by D'crepes can compete competitively because the price difference affects the taste of the crepes. The prices are compared based on the similarity of the flavor variants offered at each outlet where D'Crepes has a price that is between the other two competitors in each variant. This phenomenon allows occurs so that people make adjustments in terms of their own purchases and purchasing power. This must be considered by the company to understand the desires of the community or consumers, especially at D'Crepes Pondok Indah Mall, South Jakarta, for that the question arises whether price and quality of service affect purchasing decisions. Based on the background of the problem, the researcher is interested in conducting research with the title "The Influence of Service Quality and Price on Purchasing Decisions at D'Crepes Pondok Indah Mall, South Jakarta".

RESEARCH METHODOLOGY

This study aims to analyze the effect of service quality and price on purchasing decisions of consumers at D'Crepes Pondok Indah Mall, South Jakarta. The method used is quantitative with an associative approach to see the relationship between independent variables (service quality and price) and dependent variables (purchase decisions). Service quality is measured based on the SERVQUAL model, while price is measured through indicators of affordability, price suitability with product quality, competitiveness, and benefits.

The population of this study was all consumers of D'Crepes Pondok Indah Mall in 2023, totaling 38,026 people. Using proportional random sampling technique, the sample taken was 100 respondents. Data were collected through a closed questionnaire based on a five-point Likert scale, covering aspects of service quality, price, and purchasing decisions. In addition, the study also used secondary data from documentation and literature studies.

After the data was collected, the analysis was carried out using the SPSS version 26 program, starting from descriptive analysis to instrument testing, such as validity testing with Pearson correlation and reliability testing using Alpha Cronbach. To ensure data quality, a classical assumption test was carried out which included normality, multicollinearity, heteroscedasticity, and autocorrelation tests, all of which were needed for the validity of the regression results.

Multiple linear regression analysis is used to see the effect of service quality and price on purchasing decisions. The results of the analysis will show whether the independent variables have a significant effect on purchasing decisions, either partially (through the t-test) or simultaneously (through the F-test). The results of this test will help in understanding the strength of the relationship between the research variables. This study is expected to provide useful insights for D'Crepes management in developing strategies to improve service quality and appropriate pricing to improve consumer purchasing decisions. These results can be used as a basis for increasing consumer satisfaction and loyalty in the future.

RESULTS AND DISCUSSION

Company profile

D'Crepes is a company engaged in the culinary field, especially in providing crepes with various flavors that can be enjoyed by all groups. Founded in 1996 under the auspices of PT. Jaddi Pastrisindo Gemilang, D'Crepes comes with a trendy outlet concept and affordable prices, making food that was previously only enjoyed by certain groups become more popular in the wider community. With solid cooperation between management and employees, this company continues to grow, as seen from the addition of production units and the increasing number of employees over time.

The monetary crisis in 1997 had an impact on production capacity which only reached half of the previous year's capacity. However, the company managed to survive by increasing capital in 1998, which was then followed by market expansion in the Jakarta and Medan areas. Thanks to this strategy, the company was able to strengthen its position in the market. In the period 1999 to 2002, D'Crepes managed to expand its distribution network by establishing a factory in Surabaya to meet supply needs in the Yogyakarta, Surabaya, and Solo areas. This expansion was continued with market penetration in Sumatra, Java, and Bali in 2003 to 2005.

Currently, D'Crepes has more than 750 employees spread across various regions in Indonesia. The company also has 69 counters and cafes located in major cities such as Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Medan, and Bali. In addition, D'Crepes has warehouses in Jakarta and Surabaya to support the distribution of raw materials to various marketing areas.

In running its operations, D'Crepes has a vision to become a leading provider of crepes in Indonesia, especially among children and students. The company continues to strive to create a variety of products as an alternative snack that is favored by the community. D'Crepes' mission includes efforts to introduce its products with their advantages, maintain the quality of the ingredients to the cleanliness of the product, and create products that follow trends but still maintain the characteristics of the raw materials.

D'Crepes' organizational structure is clearly structured, where each employee has responsibilities according to their respective roles. The Area Manager is responsible for coordination between branches, the Store Manager manages store operations to ensure customer satisfaction, while the Cashier and Crew are tasked with providing the best service to customers, including in terms of product presentation and financial transactions. With a strong and clear structure, D'Crepes continues to be committed to providing a satisfying dining experience for all its customers.

Respondent Characteristics

The characteristics of respondents in this study are divided into four main categories, namely based on gender, age, occupation, and length of subscription. These categories are designed to provide a comprehensive picture of the profile of respondents who participated in this study, as well as allowing researchers to better understand the factors that influence consumer purchasing decisions at D'Crepes Pondok Indah Mall, South Jakarta.

First, in terms of gender, the respondents who participated consisted of 62% female and 38% male. This shows that the majority of D'Crepes Pondok Indah Mall consumers involved in this study are female. This finding is important to provide insight into the demographics of D'Crepes customers, especially in identifying preferences based on gender related to their purchasing decisions.

Second, in terms of age, respondents showed a variety of age ranges that reflect quite significant variations. As many as 50% of respondents were between 20 and 30 years old, making this age group the majority in the study. Meanwhile, 17% of respondents were under 20 years old, 23% were between 31 and 40 years old, and only 10% of respondents were over 41 years old. The dominance of respondents aged 20 to 30 years old indicates that D'Crepes' largest market segment consists of young adult consumers, who are generally of productive age and have relatively high purchasing power.

Furthermore, based on occupation, the majority of respondents (35%) work as private employees. Other respondents consist of self-employed (14%), students (12%), civil servants (11%), and 28% of respondents who are included in the other job categories. This job diversity reflects that D'Crepes products are in demand by various job groups, although private sector workers appear to be more dominant in the D'Crepes customer segment.

Lastly, the length of subscription is also an important factor analyzed in this study. Most respondents have been customers for 1 to 3 years, with a proportion of 35%. Respondents who have been customers for less than 1 year reached 19%, while those who have been customers for 4 to 6 years were 24%, and those who have been customers for more than 7 years were 22%. This data shows that D'Crepes has a fairly loyal customer base, with more than half of the respondents subscribing for more than 3 years, reflecting a long-term relationship between consumers and the products offered.

Overall, the characteristics of these respondents provide a clear demographic picture of D'Crepes Pondok Indah Mall consumers. The majority of consumers are female, aged 20 to 30 years, work as private employees, and have been subscribing for a fairly long period of time. This finding is very useful for companies in formulating more effective marketing strategies, especially in reaching and retaining loyal customers and attracting other potential market segments.

Validity Test

Table 5. Validity Test of Research Variables

| Statement | rhitung | rtable | Decision |
|------------------------------|---------|--------|----------|
| Service Quality (X1) | | | |
| P1 | 0.655 | 0.196 | Valid |
| P2 | 0.902 | 0.196 | Valid |
| P3 | 0.900 | 0.196 | Valid |
| P4 | 0.903 | 0.196 | Valid |
| P5 | 0.930 | 0.196 | Valid |
| P6 | 0.816 | 0.196 | Valid |
| P7 | 0.904 | 0.196 | Valid |
| P8 | 0.847 | 0.196 | Valid |
| P9 | 0.888 | 0.196 | Valid |
| P10 | 0.899 | 0.196 | Valid |
| Price (X2) | | | |
| P1 | 0.819 | 0.196 | Valid |
| P2 | 0.933 | 0.196 | Valid |
| P3 | 0.887 | 0.196 | Valid |
| P5 | 0.889 | 0.196 | Valid |
| P6 | 0.893 | 0.196 | Valid |
| P7 | 0.898 | 0.196 | Valid |
| P8 | 0.895 | 0.196 | Valid |
| Purchase Decision (Y) | | | |
| P1 | 0.907 | 0.196 | Valid |
| P2 | 0.952 | 0.196 | Valid |
| P3 | 0.904 | 0.196 | Valid |
| P4 | 0.951 | 0.196 | Valid |
| P5 | 0.932 | 0.196 | Valid |
| P6 | 0.951 | 0.196 | Valid |
| P7 | 0.926 | 0.196 | Valid |
| P8 | 0.954 | 0.196 | Valid |
| P9 | 0.908 | 0.196 | Valid |
| P10 | 0.938 | 0.196 | Valid |
| P11 | 0.918 | 0.196 | Valid |
| P12 | 0.822 | 0.196 | Valid |

Source: Data processed with SPSS 26 (2024)

Based on the results of the Validity test, it can be seen that the overall r-count value is $>$ r-table 0.196, thus it can be concluded that all statement items in the variables of Service Quality, Price, and Purchasing Decisions are Valid.

Reliability Test

Table 6. Reliability Test Results

| No | Variables | Cronbach Alpha | Decision |
|----|-----------------------|----------------|---------------|
| 1 | Service Quality (X1) | 0.962 | Very Reliable |
| 2 | Price (X2) | 0.961 | Very Reliable |
| 3 | Purchase Decision (Y) | 0.984 | Very Reliable |

Source: SPSS 26 Data Processing Results (2024)

Based on table 6, it can be seen that each variable of service quality, price, and purchasing decision has a Cronbach Alpha value $>$ 0.60, thus the results of the reliability test on all variables are very reliable, so that all questions can be trusted and can be used for further research.

4.2.1 Classical Assumption Test

1. Data Normality Test

Table 7. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

| | | <i>Unstandardized Residual</i> |
|--|-----------------------|--------------------------------|
| N | | 100 |
| <i>Normal Parameters^{a,b}</i> | <i>Mean</i> | 0.0000000 |
| | <i>Std. Deviation</i> | 7.35033287 |
| <i>Most Extreme Differences</i> | <i>Absolute</i> | 0.057 |
| | <i>Positive</i> | 0.057 |
| | <i>Negative</i> | -0.032 |
| <i>Test Statistics</i> | | 0.057 |
| <i>Asymp. Sig. (2-tailed)</i> | | 0.200 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed with SPSS 26 (2024)

Based on Table 7 above, it can be seen that the Asymp. Sig. (2-tailed) value is $0.200 > 0.05$, so it can be stated that the data from the population is normally distributed and can be carried out to the next stage of analysis. Visually, the normal probability plot graph can be seen in the following image:

2. Multicollinearity Test

Table 8. Multicollinearity Test Results
Coefficients^a

| <i>Model</i> | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | <i>t</i> | <i>Sig.</i> | <i>Collinearity Statistics</i> | |
|--------------|---------------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|--------------------------------|------------|
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | | | <i>Tolerance</i> | <i>VIF</i> |
| 1 | <i>(Constant)</i> | 1,411 | 2,373 | | 0,595 | 0,554 | | |
| | <i>Quality of Service</i> | 0,755 | 0,091 | 0,609 | 8,269 | 0,000 | 0,449 | 2,226 |
| | <i>Price</i> | 0,471 | 0,108 | 0,321 | 4,354 | 0,000 | 0,449 | 2,226 |

a. Dependent Variable: Purchasing Decision

Source: SPSS 26 Data Processing Results (2024)

Based on table 8, it can be seen that the tolerance value of the service quality and price variables is $0.449 > 0.10$ and the VIF value of the service quality and price variables is $2.226 < 10$, so it can be concluded that the service quality and price variables do not show symptoms of multicollinearity.

3. Heteroscedasticity Test

Table 9. Heteroscedasticity Test Results
Coefficients^a

| <i>Model</i> | | <i>Unstandardized Coefficients</i> | | <i>Standardized Coefficients</i> | <i>t</i> | <i>Sig.</i> |
|--------------|---------------------------|------------------------------------|-------------------|----------------------------------|----------|-------------|
| | | <i>B</i> | <i>Std. Error</i> | <i>Beta</i> | | |
| 1 | <i>(Constant)</i> | 5,918 | 1,413 | | 4,187 | 0,000 |
| | <i>Quality of Service</i> | -0.036 | 0.054 | -0.101 | -0.669 | 0.505 |
| | <i>Price</i> | 0.042 | 0.064 | 0.098 | 0.650 | 0.517 |

a. Dependent Variable: AbsRes

Source: SPSS 26 Data Processing Results (2024)

Based on table 9, it appears that all independent variables show insignificant results, because the significant value of the service quality and price variables is more than 0.05, so it can be concluded that all independent variables do not experience heteroscedasticity in the error variance.

Autocorrelation Test

Table 10. Autocorrelation Test Results
Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------|----------|-------------------|----------------------------|---------------|
| 1 | .874a | 0.764 | 0.759 | 7,426 | 1,730 |

- a. Predictors: (Constant), Price, Service Quality
 - b. Dependent Variable: Purchase Decision
- Source: SPSS 26 Data Processing Results (2024)

Based on table 10, the autocorrelation test using the Durbin Watson test can be seen that the Durbin Watson value of 1.730 is in the interval 1.55 - 2.46 so it can be concluded that the data in this research variable does not have autocorrelation.

Multiple Linear Regression Test

Table 11. Multiple Linear Regression
Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|-------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1,411 | 2,373 | | 0.595 | 0.554 |
| | Quality of Service | 0.755 | 0.091 | 0.609 | 8,269 | 0,000 |
| | Price | 0.471 | 0.108 | 0.321 | 4,354 | 0,000 |

- a. Dependent Variable: Purchasing Decision
- Source: SPSS 26 Data Processing Results (2024)

Based on the calculation results of the SPSS version 26 computer program, the following results were obtained: $Y = 1.411 + 0.755X_1 + 0.471X_2$

- a. The constant of 1.411 means that if the service quality variable and the price variable have a value of zero or do not increase, the purchasing decision will remain at a value of 1.411.
- b. The regression coefficient of the service quality variable (X1) is 0.755, meaning that if the service quality increases by 1%, then consumer purchasing decisions (Y) will increase by 75.5% assuming that the other independent variables remain the same. It can be seen that a significance level of $0.000 < 0.05$, so H0 is rejected and Ha is accepted, indicating that there is an influence of service quality on purchasing decisions at D'Crepes Pondok Indah Mall, South Jakarta. So the first hypothesis is accepted.
- c. The regression coefficient of the price variable (X2) is 0.471, meaning that if the price increases by 1%, then consumer purchasing decisions (Y) will increase by 47.1% assuming that the other independent variables remain constant. It can be seen a significance of $0.000 < 0.05$, so H0 is rejected and Ha is accepted, indicating that there is an influence of price on purchasing decisions at D'Crepes Pondok Indah Mall, South Jakarta. So the second hypothesis is accepted.

Table 12. Correlation Coefficient
Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1 | 0.874 | 0.764 | 0.759 | 7,426 |

- a. Predictors: (Constant), Price, Service Quality
- Source: SPSS 26 Data Processing Results (2024)

Based on the table, it can be seen that the correlation value of the variables Service Quality (X1) and Price (X2) are 0.874, falling into the interval 0.80 – 1.00, meaning that the level of relationship

between the variables Service Quality (X1) and Price (X2) simultaneously with the Purchasing Decision variable (Y) has a Very Strong relationship level.

Based on table 11, it can be seen that the value of the R Square determination coefficient is 0.764, which means that the service quality and price variables simultaneously contribute to the purchasing decision variable by 76.4%, while the remaining 23.6% is caused by other variables that were not examined in this study.

Table 13. F test count ANOVA

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|---------|-------|
| 1 | Regression | 17280,288 | 2 | 8640,144 | 156,691 | 0,000 |
| | Residual | 5348,712 | 97 | 55,141 | | |
| | Total | 22629,000 | 99 | | | |

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Price, Service Quality

Source: SPSS 26 Data Processing Results (2024)

Based on Table 13, the F count value is $156.691 > F$ table 3.09 with a significance level of $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted, meaning that simultaneously there is an influence of Service Quality and Price on Purchasing Decisions at D'Crepes Pondok Indah Mall, South Jakarta. So the third hypothesis is accepted.

Discussion

The Influence of Service Quality on Purchasing Decisions

There is a significant influence of service quality on purchase decisions. This is evidenced through a simple linear regression equation, showing that when service quality is at zero or does not improve, purchase decisions remain at a certain level. The positive regression coefficient indicates that any increase in service quality will be directly proportional to an increase in purchase decisions. The correlation value of the service quality variable falls within the category of a very strong relationship, indicating that service quality is closely related to purchase decisions. Moreover, service quality contributes greatly to purchase decisions, while the remainder is influenced by other variables not analyzed in this study. The statistical test results also show that the alternative hypothesis is accepted, indicating a significant influence of service quality on purchase decisions at D'Crepes Pondok Indah Mall, South Jakarta.

This finding is supported by previous research, such as Juhaeri's study, which found a positive influence between service quality and the purchase decisions of online motorcycle taxi users. Similarly, studies by Anwar and Lubis, as well as Polla, Mananeke, and Taroreh, both state that service quality positively influences purchase decisions. The results of this study are supported by previous research conducted by Juhaeri (2019), stating that there is a positive influence between service quality and purchasing decisions of online motorcycle taxi users. Research conducted by Anwar & Lubis (2021) which states that there is a positive influence between service quality and purchasing decisions. Also in the research of Polla, Mananeke, & Taroreh (2018) which states that there is a positive influence between service quality and purchasing decisions.

The Influence of Price on Purchasing Decisions

There is a significant influence of price on purchase decisions, which can be demonstrated through the simple linear regression equation. The constant in this equation indicates that when the price is at zero or does not increase, the purchase decision remains at a certain value. The positive regression coefficient shows that any increase in price is directly proportional to an increase in purchase decisions. The correlation value for the price variable falls within the category of a strong relationship, indicating a close connection between price and purchase decisions. Additionally, price contributes substantially to purchase decisions, while the remaining portion is influenced by other factors not analyzed in this study. The statistical test results also confirm that the alternative hypothesis is accepted, indicating a significant effect of price on purchase decisions at D'Crepes Pondok Indah Mall, South Jakarta, thus confirming the second hypothesis.

The results of this study are supported by previous research conducted by Nurmin Arianto, Lia Asmalah, & Feri Rahmat (2022) There is a positive and significant influence between price and purchasing decisions.

Jasmani's research (2018) states that there is a positive and significant influence between price and purchasing decisions. And Solihin's research (2020) states that there is a positive and significant influence between price and purchasing decisions.

The Influence of Service Quality and Price Simultaneously on Purchasing Decisions

Simultaneously, there is an influence of service quality and price on purchasing decisions. This can be proven by: multiple linear regression equation $Y=1.411+0.755X_1+0.471X_2$, Constant of 1.411 means that if the service quality variable and price variable are zero or do not increase, then the purchasing decision will remain at 1.411. The regression coefficient of the service quality variable (X_1) is 0.755, meaning that if the service quality increases by 1%, then the consumer purchasing decision (Y) will increase by 75.5% assuming that the other Independent variables remain the same. A positive coefficient means that there is a positive influence between service quality and consumer purchasing decisions, the better the service quality, the higher the consumer purchasing decision. The regression coefficient of the price variable (X_2) is 0.471, meaning that if the price increases by 1%, then the consumer purchasing decision (Y) will increase by 47.1% assuming that the other Independent variables remain the same. A positive coefficient means that there is a positive influence between price and consumer purchasing decisions, the better the price set, the higher the consumer purchasing decision. The correlation value of the Service Quality (X_1) and Price (X_2) variables is 0.874, entering the interval of 0.80 - 1.00, meaning that the level of relationship between the Service Quality (X_1) and Price (X_2) variables simultaneously on the Purchase Decision (Y) variable has a Very Strong relationship level. The determination coefficient value of R Square is 0.764, which means that the service quality and price variables simultaneously contribute to the purchase decision variable by 76.4%, while the remaining 23.6% is caused by other variables not examined in this study. The Fcount value is 156.691 > Ftable 3.09 with a significance level of 0.000 < 0.05, thus H_0 is rejected and H_a is accepted, meaning that simultaneously there is an influence of Service Quality and Price on Purchase Decisions at D'Crepes Pondok Indah Mall, South Jakarta. So the third hypothesis is accepted.

The results of this study are supported by previous research conducted by Anugrah & Haryati (2020) simultaneously found that service quality and price had a positive and significant effect on purchasing decisions. Muliani et al.'s (2020) research simultaneously found that service quality and price had a positive and significant effect on purchasing decisions. And research conducted by Saribu (2020) stated that simultaneously service quality and price had a positive and significant effect on purchasing decisions.

CONCLUSION

The study at D'Crepes Pondok Indah Mall, South Jakarta, shows that service quality and price have a significant impact on consumer purchase decisions. The simple linear regression analysis indicates that service quality has a strong influence on purchase decisions, while price also exerts a considerable effect. Overall, the multiple linear regression analysis confirms that both variables have a very strong relationship with purchase decisions, demonstrating that the majority of variations in purchase decisions can be explained by service quality and price. This research highlights the importance of maintaining good service quality and appropriate pricing to drive consumer purchase decisions. However, the study has several limitations, such as the limited number of variables analyzed and the use of questionnaires as the sole method of data collection. Other factors, such as location, promotion, and brand image, may also influence purchase decisions but have not been further analyzed. Additionally, the limited sample size requires further research with a broader scope. Recommendations include improving service quality, adjusting pricing strategies, and increasing product availability to optimize purchase decisions.

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