Service Quality and Its Impact towards Purchasing Decision

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Abstract

Purpose – This study aims to determine whether service quality can influence purchasing decisions at CV Surya Mas. **Methodology/approach -** This research uses quantitative research. The sampling method is Non probability with insidential sampling technique with a sampling of 35 customers who made purchases at CV Surya Mas. **Findings -** The effect of service quality on customer purchasing decisions can be seen from the basis of decision making in this research using the T test. Where the hypothesis results in the T test there is t_{count} value on the service quality variable $4.257 > t_{table}$ 1.696, so it can be concluded that there is an influence of the service quality variable on the purchasing decision variable.

Keywords: Quality, Service Quality, Purchasing Decision.

INTRODUCTION

The development of technology and human knowledge makes the times more advanced and developed. The development of technology and knowledge has a positive impact and influence on many aspects of human life. One aspect of the field of human life that is affected by technology today is the aspect of the business world. Lots of businesses are easily found in various places in one area. Both online and in-person businesses, thus making competition in business increasingly fierce, both in international and national markets. A company is said to be successful in competition if buyers can make purchasing decisions for a company (Hidayah et al., 2024; Iskamto & Zumarnis, 2024; Nonis et al., 2024). According to (Septiani Patmala et al., 2021) said that purchasing decisions are an important process in influencing marketers through marketing strategies. To make purchasing decisions, a successful marketing strategy will require an understanding of customer behavior, because customer actions affect the sustainability of the company which becomes an institution to try to meet customer wants and needs (Ghazali et al., 2023; Sudarto, 2022; Susriyanti et al., 2023).According to (Septiani Patmala et al., 2021) said that service quality is the extent to which the company's ability to provide everything that buyers expect to fulfill their needs. Service quality is the main concern of customers when making decisions. According to Iskamto (2020) stating that service quality is an absolute key for a company where the higher the quality provided, the higher the satisfaction obtained by customers, the higher a decision will be.

One of the companies affected by business competition is CV Surya Mas. CV Surya Mas is a company that sells staples such as rice, oil and various basic necessities. Based on the description above, some of these studies focus on evaluating service quality. Research that discusses service quality is still very limited. For this reason, this study intends to evaluate the quality of service at CV Surya Mas. The purpose of this study is to analyze and prove the existence of an influence of service quality on purchasing

decisions. The results of research conducted by (Widagda N.A.S, 2018) provides an explanation that service quality has a significant effect on purchasing decisions. Other research results in research (Aryandi, 2020) states that service quality has a positive and significant effect on purchasing decisions. Based on this description, it is suspected that there is a positive relationship between the quality of service and purchasing decisions.

LITERATURE REVIEW
Service Quality

Definition of Service Quality
According to (Muazidah L, 2022) explains that service quality is a comparison between customer expectations about all the advantages or features of the service and what the customer has received. According to (Mukti et al., 2021) said that service quality is a measure of how good the level of service provided is in accordance with consumer expectations.

Dimension of Service Quality
According to (Mukti et al., 2021) revealed 5 indicators of service quality:
1.   Tangible, namely in the form of physical appearance, equipment and various good communication materials.
2.   Empaty, namely the willingness of employees and entrepreneurs to care more about giving personal attention to visitors.
3.   Responsiveness, which is the willingness of employees and entrepreneurs to help consumers and provide services quickly and hear and address consumer complaints.
4.   Reliability, which is the ability to provide services as promised, reliable, accurate and consistent.
5.   Assurance, which is the ability of employees to generate confidence and trust in the promises that have been made to consumers.

Factors Affecting Service Quality
There are factors that can affect service quality. Related to this, according to (Thabroni, 2022), factors that affect service quality are as follows:
1)   Total labor; the number of workers in a company.
2)   Quality of labor; includes the knowledge and skills possessed by the workforce.
3)   Employee motivation; a drive possessed by employees to carry out an activity or work.
4)   Leadership; the process of influencing individuals, usually carried out by superiors to subordinates so that they can act in accordance with the will of the superiors in order to achieve company goals.
5)   Organizational culture; a system in a company that is adopted by all members of the organization and becomes a differentiator between one organization and another.
6)   Employee welfare; fulfillment of employee needs by a company.
7)   The work environment and other factors include the facilities and infrastructure used, technology, room and building layout, product quality and others.

Purchasing Decision
1. Definition of Purchasing Decision
According to said that purchasing decisions are a process where consumers recognize their problems, seek information about products or brands and evaluate whether each alternative can solve their problems, which then leads to a purchase decision. According to Kotler (Mukti et al., 2021) purchasing decisions are decisions made by consumers to purchase a product that begins with the recognition of needs, obtaining information, assessing and comparing several existing purchase alternatives.

Proses Tahap Keputusan Pembelian Dimension of Purchasing Decision
According to (Mukti et al., 2021), there are 5 stages of the process in purchasing decisions, including:

1) Need Recognition; the buying process begins when the buyer recognizes a problem or need - these needs can be triggered by internal or external stimuli.

2) Information Search; consumers who are aroused by needs will be encouraged to seek more information.

3) Evaluation of Alternatives; the most recent model views the consumer evaluation process as a cognitive-temporal process.

4) Purchase Decision; in evaluating alternatives, consumers form preferences for brands in the choice set.

5) Postpurchase Behavior; after consuming a product, consumers will experience a certain level of satisfaction or dissatisfaction.

Factors Affecting Purchasing Decision

According to (Riadi, 2020), There are several factors that influence purchasing decisions made by a consumer, as follows:

1) Cultural factors, have the deepest and most extensive influence, culture is also a determinant of the most basic willingness or behavior, for example social class, sub-culture and culture.

2) Social Factors, social life will not be separated from humans, it is because of the social environment that greatly influences a person in behaving as a consumer. These social factors are: family, social status, groups and roles.

3) Personal Factors, purchasing decisions are also influenced by personal characteristics. These characteristics can include: age, and stage of the life cycle, occupation, economic situation, lifestyle, and the personality and self-concept of the buyer.

4) Psychological Factors, influencing a person in choosing is a psychological factor and the four main factors, namely learning beliefs, motivation, attitudes and perceptions.

METHOD

In this study the authors used quantitative research methods and the type of research used was associative research. The population in this study are all people who make purchases or customers at CV Surya Mas. The method used in sampling is non probability with insidential sampling technique. According to (Sugiyono, 2019), Insidential sampling is a sampling technique based on chance, namely anyone who is insidential or happens to meet the researcher can be used as a sample, if it is seen that the person who happened to be met is suitable as a data source. The number of samples in this study were 35 respondents. With experience when making purchases, so that the questionnaire data is filled in by consumers when visiting CV Surya Mas.

In collecting this data, the researcher uses data collection techniques by providing a questionnaire (questionnaire), namely by distributing questionnaire sheets or questionnaires containing several questions that the author made to the subject of the author's research. Where the subjects in the author's research are customers of CV Surya Mas as the author's respondents. In this study, the authors used a Likert scale as a variable measurement scale. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for compiling instrument items which can be in the form of statements or questions. (Sugiyono, 2018). The answers to each instrument item using a Likert scale and the value of each answer are as follows: 1: strongly disagree, 2: disagree, 3: undecided, 4: agree and 5: strongly agree. Previously, a quantity test will be carried out in the form of a validity test, reliability test, normality test, coefficient of determination test. (R^2) simple linear regression test and T test.

RESULT

Characteristics of Respondents

Below are the characteristics of respondents based on gender, age and occupation, as follows:

Table 1. Respondent Characteristics

Description	Amount	Percentage%
Gender		
Man	18	51%
Women	17	49%
Age		
21-25 years old	9	26%
26-30 years old	16	46%
>31 years old	10	28%
Occupation		
Entreneurship	22	63%
Private Employee	13	37%
Total	35	100%

1. **Validity Test Result**

   In determining the validity test, the authors used SPSS 25 with the Bivariate Correlate formula. The r_{table} value with N = 35 and a significance level of 5% is 0.334. Questionnaire items are declared valid if $r_{count} > 0.334$.

Table 2. Validity Test Result

Variables	Item	r_{count}	r_{table}	Validity
Service Quality (X)	Item 1	0.565	0.334	Valid
	Item 2	0.794	0.334	Valid
	Item 3	0.631	0.334	Valid
	Item 4	0.687	0.334	Valid
	Item 5	0.552	0.334	Valid
	Item 6	0.699	0.334	Valid
	Item 7	0.647	0.334	Valid
	Item 8	0.557	0.334	Valid
	Item 9	0.493	0.334	Valid
	Item 10	0.643	0.334	Valid
Purchasing Decision (Y)	Item 1	0.637	0.334	Valid
	Item 2	0.707	0.334	Valid
	Item 3	0.731	0.334	Valid
	Item 4	0.710	0.334	Valid
	Item 5	0.551	0.334	Valid
	Item 6	0.646	0.334	Valid
	Item 7	0.572	0.334	Valid
	Item 8	0.716	0.334	Valid
	Item 9	0.509	0.334	Valid
	Item 10	0.539	0.334	Valid

Source: Data processed using SPSS 25

From table 2, it can be read that the Pearson Correlation r_{count} of all items of the Service Quality and Purchasing Decision variable instruments is greater than 0.334 for N = 35 (5% level of significance) so that all items are declared valid.

2. **Reliability Test Results**

   In this study, the authors used SPSS 25 to test reliability with the Cronbach's Alpha formula. The instrument is declared reliable when the Cronbach's Alpha coefficient value > 0.6.

Table 3. Reliability Test Results

No	Variables	Criteria	Cronbach's Alpha	Information
1	Service Quality	0.6	0.826	Reliable
2	Purchasing Decision	0.6	0.833	Reliable

Source: Data processed using SPSS 25

From table 3, it can be read that the Cronbach's Alpha correlation coefficient of all service quality and purchasing decision variable instruments is greater than 0.6 so that the instrument is declared reliable.
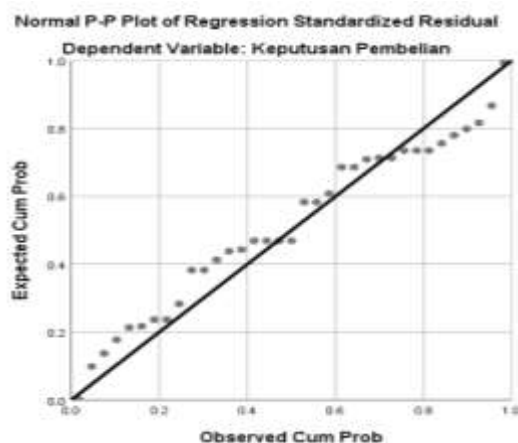
3. Normality Test

The normality test aims to determine whether the residual value is normally distributed or not. In this study, the authors used SPSS 25 to determine the results of the normality test with the Kolmogorov-Smirnov formula, which can be based on decision making, namely if the significance value > 0.05, then the residual value is normally distributed.

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Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	35
Asymp. Sig. (2-tailed)	.197

Source: Data processed using SPSS 25

Based on table 4, the results of the normality test using the Kolmogorov-Smirnov test, it is known that the significance value is $0.197 > 0.05$, it can be concluded that the residual value is normally distributed.

Figure 1. P-Plot Normality Test
Source: Data processed using SPSS 25

Based on the results of the P-Plot normality test in Figure 1, the points spread around the diagonal line and follow the diagonal line, so it can be said that the research data is normally distributed.

4. Determination Coefficient Test

The coefficient of determination aims to measure how much influence the independent variable has on the dependent variable. The value of the coefficient of determination ranges from zero to one and a value close to one, meaning that the independent variable provides almost all the information

needed to predict the variation in the dependent variable. In this study, the authors used SPSS 25 to determine the results of the coefficient of determination test (R^2).

Table 5. Determination Coefficient Test Results

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595[a]	.354	.335	2.83538

Source: Data processed using SPSS 25

Based on table 5 the results of the coefficient of determination test using SPSS 25, it can be seen that the coefficient value of R Square (R^2) amounting to 0.354 or 35.4%. This shows that 35.4% of purchasing decision variables can be explained by the service quality variable simultaneously and the remaining 64.6% is explained by other variables that are not mentioned in this study.

5. Simple Linear Regression Test

In this study, the authors used SPSS 25 to determine the results of the simple linear regression test.

Table 6. Simple Linear Regression Test Result

		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	18.755	6.458		2.904	.007
	Service Quality	.593	.139	.595	4.257	.000

Source: Data processed using SPSS 25

Based on the results of the simple linear regression test using SPSS 25 in table 6, the authors get a simple linear regression equation as follows:

$$Y = a + bX \ (Y = 18.755 + 0.593X)$$

The simple linear regression equation can be described as follows:
1. The constant value obtained is 18.755, which means that if the service quality variable is 0 (constant), then the value of the decision variable is 18.755.
2. The constant value of bX of 0.593 is positive, thus indicating that the service quality increases by 1 value, the purchasing decision will increase by 0.593.

6. Partial Test Result (T Test)

T test aims to determine whether or not there is a partial influence that provides independent variables on the dependent variable. In this study, the authors used SPSS 25 to determine the results of the Partial test (T test) with the terms of decision making if the value or $t_{count} > t_{table}$, then there is an influence of variable X on variable Y. With the calculation of t_{table} using the formula:

$$t_{table} = (a \ (n-k-1)$$
$$= (5\% \ (35-3-1)$$
$$= (0.05:31)$$
$$= 1.696$$

Based on table 6 of the T test results using SPSS 25, it can be seen that the probability of significance of the two variables is 0 <0.05, the t_{count} value of the Service Quality variable (X) is 4.257 > t_{table} 1.696 so it can be concluded that there is an influence between the Service Quality variable (X) on the Purchasing Decision variable (Y).

DISCUSSION

Effect of Service Quality on Purchasing Decisions

Based on the results of the tests carried out, it can be concluded that the service quality variable has a positive and significant influence on purchasing decisions. Which can be seen through the T test where the t_{count} value of the service quality variable (X) 4.257 > t_{table}.696 service quality variables have an influence on purchasing decisions at CV Surya Mas.

CONCLUSION

Based on the results of the tests carried out, it can be concluded that the service quality variable has a positive and significant influence on purchasing decisions. Which can be seen through the F test and T test where the value of f_{count} 54.439 > f_{table} 3.20, and the value of t_{count} variable service quality (X) 7.378 > t_{table} 1.679 service quality variables have an influence on purchasing decisions at CV Surya Mas, Tanjung Morawa. In the service quality variable, it is hoped that CV Surya Mas, Tanjung Morawa can provide goods delivery facilities to buyers who have made repeated purchases and can also serve buyers quickly, precisely and efficiently, and can provide a good response to buyers.

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