

**THE INFLUENCE OF SERVICE QUALITY AND PROMOTION ON
CONSUMER PURCHASE DECISIONS OF CARDINAL JEANS
(Case Study at the Yogya Mall Keuntungan Department Store)**

Evan Pahruri¹, Gian Fitralisma², Nur Afridah³

Fakultas Ekonomi dan Bisnis, Universitas Muhadi Setiabudi Brebes Jalan P.
Diponegoro KM.2 Wanasari Brebes.Telp.(0283) 6199000- Fak. (0283) 6199001,
Indonesia

E-mail : dimasevan081@gmail.com, gianfiralisma@umus.ac.id,
nurafridah0373@gmail.com

Abstract

This study aims to determine the effect of service quality and promotion on consumer purchasing decisions of cardinal jeans (Studi Toserba Yogya Mall Keuntungan). The population in this study were 1652 consumers. The criteria used as samples in this study are consumers who buy cardinal jeans using the slovin formula, so the number of samples is 100 respondents. This type of research is quantitative research. The data collection technique used to analyze is by distributing questionnaires in the form of questionnaires to consumers, the research was carried out using SPSS Version 25.0. The results were analyzed to determine the validity and reliability test, determination test, classical assumption test, multiple linear regression and multiple correlation, f test and t test and coefficient of determination test. Based on the results of this study, it shows that the quality of service and promotion of the purchasing decision of cardinal jeans at the department store of Yogyakarta Mall Keuntungan has a significant influence on the sales of cardinal jeans at the department store Yogya Mall Keuntungan.

Keywords: Service Quality, Promotion, Purchase Decision

INTRODUCTION

The development of the retail business has an impact on all retail businesses in various fields, one of which is retail in the fashion sector. In Brebes district itself, the impact of retail development is very much affected, many retailers in Brebes such as Yogya Mall are currently complaining about the lack of consumers. Fashion continues to change along with fashion trends at any given time. The general definition of a fashion trend is the popularity of certain fashion products at a certain time. An example of a fashion trend phenomenon that often occurs is that a new fashion product becomes a current fashion trend and the next time the old fashion trend can become a trend again. Therefore, fashion entrepreneurs are required to be careful and sensitive to existing fashion trends so that the products sold remain in accordance with current fashion trends.

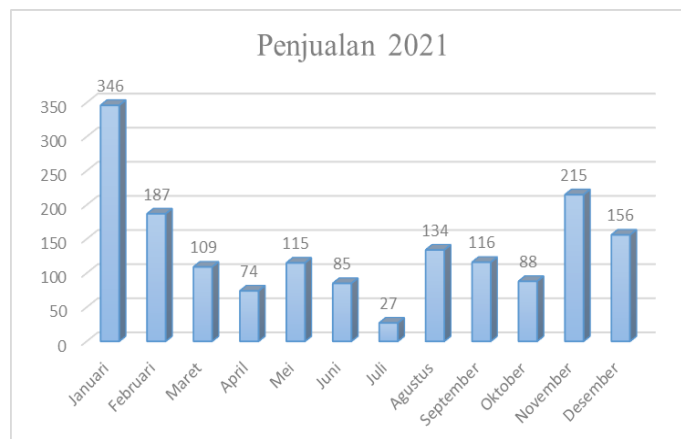
This marketing activity must give a good impression in the eyes of consumers, where the company must provide quality service and good promotions in the eyes of consumers so that it can give confidence to consumers and the emergence of consumer purchasing decisions. Below is the price data for Cardinal Brand Jeans at Yogya Mall Keuntungan. For code B72C01 trousers Rp. 229,900 - Rp. 449,900, B73C01 shirt Rp. 159,900 - Rp. 217.900, B67A01 jacket Rp. 407. 900 - Rp. 517.900, and B68F01 shorts Rp. 229,900 - Rp. 309,900.

Based on the price list above, below is the data that can show the ups and downs of sales of the Cardinal brand at the Toserba Yogya Mall Keuntungan for the past year, starting from January to December 2021 with a predetermined target of 300 pcs per

month. In January of 346 pcs, February of 187 pcs, March of 109 pcs, April of 74 pcs, May of 115 pcs, June of 85 pcs, July of 27 pcs, August of 134 pcs, September of 116 pcs, October of 88 pcs, November was 215 pcs, and in December was 156 pcs.

Based on the data above, it shows the sales trend of cardinal fashion products at the Yogya Keuntungan Department Store, in the last 2021 there was a significant increase and decrease in sales volume. which can be seen in the graphic diagram below:

Figure 1 Sales Graph 2021



Source: Toserba Yogya Mall Keuntungan 2022

From Figure 1, it can be seen that the sales of Cardinal Jeans at the Toserba Yogya Mall Keunggulan have increased and decreased significantly. Therefore, in this study, we took the variable of service quality (X1) promotion (X2) due to a decrease in sales volume.

Service quality is a measure of how well the services provided are able to meet customer expectations [1]. Promotion is a way how companies attract the attention of their potential customers to use the company's products or services [2]. The purchase decision is the buyer's decision about which brand to buy [3].

Based on the background of this problem, the researcher is very interested in making the title Influence of service quality and promotion on purchasing decisions of cardinal jeans (Case Study of the Yogya Mall Keuntungan Department Store) The formulation of the problem, among others: (1) Does the quality of service affect the purchasing decision of cardinal jeans at the department store Yogya Mall Liability? (2) Does promotion affect the purchasing decision of cardinal jeans at the Toserba Yogya Mall Keuntungan? (3) Does the quality of service and promotion affect the purchasing decision of cardinal jeans at the Toserba Yogya Mall Keuntungan?

LITERATURE REVIEW

The definition of Service Quality is centered on efforts to fulfill customer needs and desires as well as the accuracy of delivery to balance customer expectations [4]. The quality of service in a company also So in this study it is necessary to add a service quality variable to see its effect on purchasing decisions. Here are five main indicators of service quality, namely: [5]. Physical Evidence or Tangibles, Reliability or Reliability, Assurance or Assurance, Empathy or Empathy and Responsiveness or Responsiveness.

Promotion is a company's effort to influence by persuading (persuasive communication) prospective buyers, through the use of all elements of marketing reference [6]. Promotion is an effort made by a seller in communicating to his target consumers to influence consumer attitudes by sharing information, ideas and feelings [7]. The following are indicators of promotion including: Promotional Message, Promotional Media, Promotion Time, and Promotion Frequency.

Purchasing decisions are a process where consumers understand the problem of looking for information or a particular brand of a product and then evaluate how well each alternative can solve the problem which then leads to a purchase decision [8]. Consumer decision is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them [9]. In this study, the dimensions used by the author to measure purchasing decisions by using indicators or determinants of purchasing decisions are indicators of purchasing decisions, [10] namely: As needed, has benefits, accuracy in buying products, repeat purchases.

Conceptual Framework

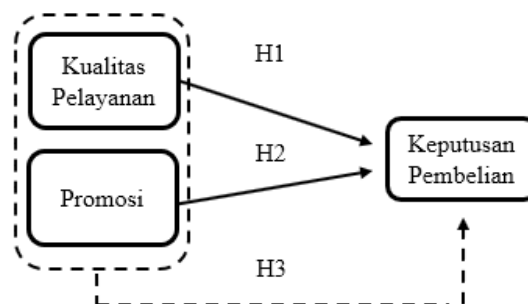


Figure 2 Research Methods

Hypotheses

The hypotheses in this study are as follows:

- H1 : It is suspected that service quality partially influences purchasing decisions.
- H2 : It is suspected that promotion partially influences purchasing decisions.
- H3 : It is suspected that service quality and promotion simultaneously affect purchasing decisions.

METHODS

The location of the research is the consumer product of the Dua Naga Emas Sohun Company. 191, Dukuh Tengah, Dukuh Tengah, Kec.Keanggungan, Brebes Regency, Central Java 52263. By using quantitative research methods based on theories, which are used to examine populations and samples, this technique is usually taken randomly and will be analyzed to test pre-determined assumptions. In this study, the population, namely consumer purchases of cardinal jeans at the yogya mall ketanggungan department store in 2021, amounted to 1652, with a reduced sample using the slovin formula, 100

respondents. The variables used are Service Quality (X1), Promotion (X2) and Purchase Decision (Y). Data collection techniques were carried out by two methods, namely as follows: The procedures for data collection methods by interviewing and distributing questionnaires to cardinal jeans consumers at the Yogya Mall Keanggunan Department Store.

RESULTS AND DISCUSSION

Validity Test

Criteria for interpreting the validity of the instrument are if $r \text{ count} > r \text{ table}$ then it is valid, $r \text{ table}$ is obtained from the Value Table (Product Moment) of degrees of freedom ($df = n - 2$), n is the number of respondents and significance (error level) which is used is 5%, and the number of initial respondents is 100 people, then the value of $r \text{ table}$ is 0.165. The results of the validity test and reliability test of the service quality and promotion variables on the purchasing decision of cardinal jeans can be seen in table 2 below:

Table 2 Test of Validity and Reliability

Indikator	Pernyataan	Hasil Validitas	Keterangan	Hasil Reliabilitas	Keterangan
Kualitas Pelayanan (X1)	KPL.1	0,687	Valid	0,864	Reliabel
	KPL.2	0,661	Valid		
	KPL.3	0,689	Valid		
	KPL.4	0,797	Valid		
	KPL.5	0,606	Valid		
	KPL.6	0,697	Valid		
	KPL.7	0,683	Valid		
	KPL.8	0,735	Valid		
	KPL.9	0,432	Valid		
	KPL.10	0,742	Valid		
Promosi (X2)	P.1	0,716	Valid	0,827	Reliabel
	P.2	0,602	Valid		
	P.3	0,694	Valid		
	P.4	0,700	Valid		
	P.5	0,678	Valid		
	P.6	0,638	Valid		
	P.7	0,715	Valid		
	P.8	0,647	Valid		
Keputusan Pembelian (Y)	KP.1	0,565	Valid	0,715	Reliabel
	KP.2	0,507	Valid		
	KP.3	0,729	Valid		
	KP.4	0,414	Valid		
	KP.5	0,650	Valid		
	KP.6	0,700	Valid		
	KP.7	0,450	Valid		
	KP.8	0,608	Valid		

Source: SPSS Processing Results 25.0 (2022)

Reliability Test

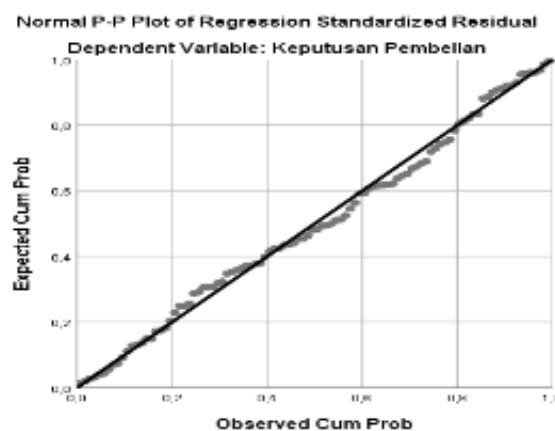
Results The validity of each variable and its indicators has a value > 0.1 , which means that each variable is declared valid, with the condition that it is said to be reliable if the Cronbach alpha value is > 0.6 .

Classical Assumption

Test Normality Test

Figure 3

Normality Test Results



Source: Processing Results SPSS 25.0 (2022)

In Figure 3 it can be seen that the points on the normal graph plot spread around the diagonal line, and the distribution follows the direction of the diagonal line. This graph shows that the regression model is feasible because it has the assumption of normality.

Multicollinearity Test Multicollinearity

There is a strong relationship between the independent variables in the regression model. In this study used the value of variance inflation factor t, the results of the calculations are as follows:

Table 3

Multicollinearity Test Results

Coefficients ^a								
		Unstandardized		Standardized		Collinearity Statistics		
		Coefficients		Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7,031	2,137		3,289	,001		
	Kualitas Pelayanan	,236	,052	,346	4,561	,000	,893	1,119
	Promosi	,474	,070	,514	6,774	,000	,893	1,119

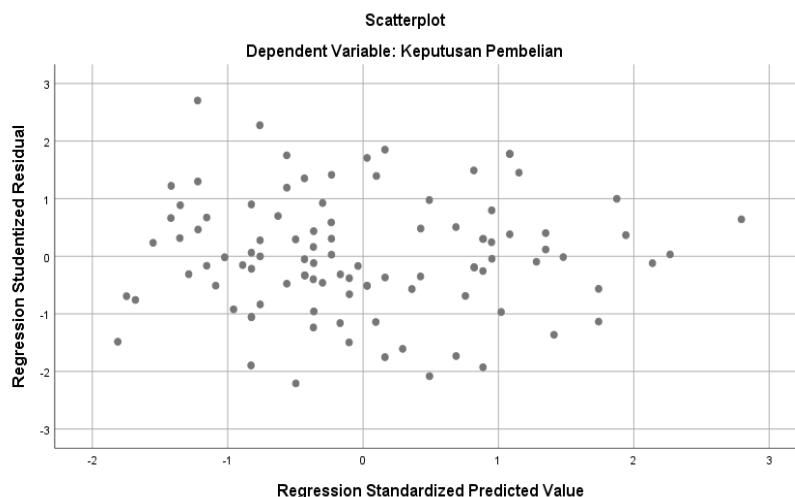
a. Dependent Variable: Keputusan Pembelian

Source: Processing Results SPSS 25.0 (2022)

To find out whether or not multicollinearity occurs, if the VIF value is not more than 10, then the variable is said to be free from the occurrence of multicollinearity. In this study itself has a VIF value of 1.119 so it can be concluded that this study is free of multicollinearity.

Heteroscedasticity Test

Figure 4
Heteroscedasticity Test Results



Source: SPSS Processing Results 25.0 (2022)

From the scatterplot graph above, it can be seen that the points spread randomly and are spread both above and below zero on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to

use to predict purchasing decisions. based on the independent variables of service quality and promotion.

Hypothesis

Test Partial Test (t-test)

Table 4
Partial Test Results (t-test)

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,031	2,137		3,289	,001
	Kualitas Pelayanan	,236	,052	,346	4,561	,000
	Promosi	,474	,070	,514	6,774	,000
a. Dependent Variable: Keputusan Pembelian						

Source: Processing Results SPSS 25.0 (2022)

Based on the test results above, the regression equation obtained is as follows:

$$Y = a + b_1x_1 + b_2x_2$$

$$Y = 7,031 + 0.236X_1 + 0.474X_2$$

Information:

Y = Purchase Decision

b1 b2 = Regression Coefficient

x1 = Service Quality

x2 = Promotion

The results of hypothesis testing are as follows:

- a. If the value of Sig < then H0 is rejected
- b. If the value of Sig > then H0 is accepted.

1. Product Quality (X1)

In the above results, it shows the effect of the X1 variable on Y with a Sig value of $0.000 < 0.05$. And obtained $t_{table} > t_{arithmetic}$ that is $4,561 > 1,984$ then it can be concluded if the quality of service significantly influence purchasing decisions.

2. Price (X2)

In the above results, it shows the effect of the X1 variable on Y with a Sig value of $0.000 < 0.05$. And obtained $t_{table} > t_{arithmetic}$ that is $6.774 > 1.984$ then it can be concluded if the promotion significantly influence purchasing decisions.

Simultaneous Test (Test f)

Table 5

Simultaneous Test result (Test f)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1278,229	2	639,114	48,622	,000 ^b
	Residual	1275,011	97	13,144		
	Total	2553,240	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Promosi, Kualitas Pelayanan

Source: Processing Results of SPSS 25.0 (2022)

In the table above, the calculated F value obtained is 48.622 with a significance value of 0.000, which is explained below:

1. If the significance value is < 0.05 or $F_{arithmetic} > F_{table}$, there is a simultaneous influence of Variable X1 on Variable Y.
2. If the significance value is > 0.05 or $F_{arithmetic} > F_{table}$ then there is no simultaneous influence of Variable X1 on Variable Y.

Testing the following hypothesis:

In the SPSS output table above, it is known that the significance value of the influence of variables X1 and X2 simultaneously on Y is $0.000 < 0.05$ and the calculated F value is $48.622 > F_{table} 3.09$ so it can be concluded that the variables X1 and X2 are simultaneously on the Y variable.

Coefficient of Determination Test

Table 6
Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.708 ^a	.501	.490	3.62553
a. Predictors: (Constant), Promosi, Kualitas Pelayanan				
b. Dependent Variable: Keputusan Pembelian				

Source: Processing Results SPSS 25.0 (2022)

Based on the SPSS "Model Summary" output table above, it is known that the Adjusted R Square value is 0.501. This figure means that the service quality variable (X1) and promotion (X2) simultaneously affect the purchasing decision (Y) by 50.1%, and the remaining 49.9%.

CONCLUSION

Based on the results of the study, it is known that several conclusions obtained from the results of the study are as follows: Variables of service quality have a significant effect on purchasing decisions of Cardinal Jeans at the Department Store Yogya Mall Keunggulan. This can be proven by the given sig value is smaller than the significance level and the t count value is greater than t table. (1) The promotion variable has a significant effect on the purchasing decision of Cardinal Jeans at the Yogya Mall Keunggulan Department Store. This can be proven by the given sig value is smaller than the significance level and the t count value is greater than t table. (2) Service quality and promotion variables have a simultaneous effect on the purchasing decision of Cardinal Jeans at the Yogya Mall Keunggulan Department Store.

As evidenced by the value of $f_{\text{arithmetik}} > f_{\text{table}}$ and $\text{sig value} < \text{significance level}$, it can be concluded that the service quality and promotion variables simultaneously influence the purchasing decision of Cardinal Jeans at the Yogya Mall Keunggulan Department Store. (3) Variables of service quality and promotion simultaneously influence the purchasing decision of Cardinal Jeans at the Department Store Yogya Mall Keunggulan. As evidenced by the value of $f_{\text{arithmetik}} > f_{\text{table}}$ and $\text{sig value} < \text{significance level}$, it can be concluded that the service quality and promotion variables simultaneously affect the purchasing decision of Cardinal Jeans at the Yogya Mall Keunggulan Department Store.

In this study, the researcher only examined the service quality and promotion variables on the purchasing decisions of Cardinal Jeans consumers. For this reason, it is

hoped that further research can add several other variables that influence consumer purchasing decisions such as product quality, brand image and so on so that this research can be developed to be better and more useful in the future. (1) This study only examines the subject of consumers or buyers of Cardinal Jeans brand products. For this reason, future research is expected to be able to add subjects to other sections or other consumers so that the research results can be generalized to a larger population. (2) For companies, efforts to improve consumer purchasing decisions for Cardinal Jeans at the Toserba Yogya Mall Keuntungan are expected to pay attention to aspects related to service quality and promotion. Based on the results of research, service quality and promotion have a positive and significant influence on consumer purchasing decisions of Cardinal Jeans (3).

REFERENCES

- Irma Rosmayari, "Pengaruh Promosi dan Kualitas Pelayanan terhadap Keputusan Pembelian Kopi pada Mahkota Java Coffee Garut Irma," 2021.
- M. Farhan and M. Ariyanti, "KEPUTUSAN KONSUMEN DALAM MENGGUNAKAN JASA LAYANAN SAAT PANDEMI COVID-19 THE EFFECT OF PROMOTION AND QUALITY OF SERVICES ON CONSUMER DECISIONS IN USING SERVICES DURING THE COVID-19 PANDEMIC (CASE STUDY OF JNE DELIVERY SERVICES)," vol. 8, no. 6, pp. 8033–8048, 2021.
- M. Iqbal, "Jieb : Jurnal Ilmiah Ekonomi Bisnis Analisis Pengaruh Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Pada Merchant Go Food Festival Duta Mall Banjarmasin," pp. 227–237, 2020, [Online]. Available: <http://ejournal.stiepancasetia.ac.id/index.php/jieb>.
- silvya mandey, "Pengaruh Bauran Pemasaran Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Produk Matahari Departmen Store Mega Mall Manado," J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt., vol. 7, no. 1, pp. 431–440, 2019.
- A. Novianto, "Pengaruh Kualitas Pelayanan, Promosi Dan Citra Merek Terhadap Keputusan Pembelian Pada PT Mitra Sintara Di Batam," 2020, [Online]. Available: <http://repository.upbatam.ac.id/501/>.
- K. Agustin and E. Komalasari, "Analisis Pengaruh Promosi Terhadap Keputusan Pembelian Pada Usaha Kecil Dan Menengah (Ukm) Di Rattan Handmade Pekanbaru," vol. 6, no. 2, pp. 97–106, 2020.
- M. jannah & A. Ariyanto, "Pengaruh Promosi dan Kualitas Pelayanan Terhadap Keputusan Pembelian," vol. 4, no. September, pp. 58–69, 2021.
- C. Cesariana, F. Juliansyah, and R. Fitriyani, "Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk Dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran)," J. Manaj. Pendidik. Dan Ilmu Sos., vol. 3, no. 1, pp. 211–224, 2022, [Online]. Available: <https://dinastirev.org/JMPIS/article/view/867>.

- D. S. Haryani, “Pengaruh Periklanan Dan Promosi Penjualan Terhadap Keputusan Pembelian Pada Perumahan Griya Puspandari Asri Tanjungpinang,” *J. Dimens.*, vol. 8, no. 1, pp. 54–70, 2019, doi: 10.33373/dms.v8i1.1827.
- B. Devina and A. Rokhyadi, “Pengaruh promosi dan kualitas pelayanan terhadap keputusan menggunakan jasa leasing yang dimediasi oleh kepuasan konsumen The influence of promotion and service quality on the decision to use leasing services mediated by customer satisfaction,” vol. 11, no. 1, pp. 56–64, 2019.