



RESEARCH ARTICLE

Impact Of Services And Prices On Consumer Decisions In Mm 46 Way East Lamp

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Abstract

This research is quantitative research using survey methods. The sample technique used is purposive sampling. The total sample in this study is 100 MM46 Way Jepara consumer respondents who have made a purchase transaction. Data processing techniques use validity tests, realism tests, classical assumption tests and hypothesis tests. The software used to analyze the data is SPSS 16.0. The results of this study using the T-Test showed that (1) Quality of Service has a partial influence on a purchase decision with a significance of 0.003. (2) Price has an influence partial on a buying decision with the significance value of 0.038. (3) Quality of the Service, and Price has a simultaneous influence upon a decision of purchase with a significant value of 0.000..

Keyword: Quality of Service, Price, Purchase Decision

Introduction

In the era of globalization and free markets that support the world economy has made success in boosting economic growth especially in the retail sector. Retail stores on both small and large scales have grown worldwide with significant developments including in Indonesia. As is well known, Indonesia has a large market share because of its large population. As can be seen in the modern era, shopping patterns and styles that began to shift from shopping to traditional markets began to move to modern markets.

In the face of increasingly competitive conditions, every modern retail business needs to enhance the strength of its company by bringing about the differences or uniqueness that the company has compared to its competitors in order to be able to attract consumers in making purchases. In keeping with this, retailers are required to always innovate so that consumer purchasing decisions remain awake and increasing. Attracting consumers to make purchases can be done by providing good service, affordable prices and making the atmosphere of the store more comfortable and neat. The research by Denny Aditya Rachman (2017) on the "Influence of Quality of Service and Price on Purchasing Decisions in the House of the Most Holy Dinner" which results show that Quality The service has a positive influence on the purchase decision on the RM Wajan Mas Holy.

Manengal (2021) states that the quality of service is a dynamic state that is closely related to products, services, human resources, as well as processes and environments that can at least meet or exceed the expected quality of the service.

According to Kotler & Armstrong (2018), price is the expenditure of a quantity of customer money in order to obtain the use or benefit or ownership of a good or service. So it can be concluded, price is the amount of money spent by the consumer to obtain the use, benefit or ownership of a good or service.

According to Schiffman and Kanuk (2018) purchasing decisions are choosing from two available alternatives. That is, one must be able to take one choice from the available options. Whereas according to Dessyana (2018) consumer decision-making is a process in selecting one of several alternative options in solving the problems collected by the consumer and realize in real follow-up.

The study of Mohammad Rafi and Agung Budiatmo (2018) on the "Influence of Product Quality, Quality of Service and Price on Purchase Decisions on Consumer Coffee Mom Milk Semarang" which results show that the quality of product, quality of service and price on partial and simultaneous purchasing decisions have a positive and significant influence.

Method

In this case the authors conduct research using a quantitative approach, because this research is presented with numbers. It is in line with the opinion of Arikunto (2006) that the proposal of quantitatinal research is a much demanded approach using numbers, ranging from data collection, interpretation of such data and the appearance of the results.

Population

According to Sugiyono (2019), a population is a region of generalization consisting of objects or subjects that have a certain quantity and characteristics that the researcher assigns to be studied and then drawn conclusions. The population in this study is the MM46 Way Jepara consumer.

Sampling

According to Sugiyono (2019), samples are part of the number and characteristics that the population possesses. As for the sampling technique used by the author in conducting this research, it is non-probability samplings. (2018). The designated sample must be able to represent and describe the existing population.

In this study, questionnaires are used to gather a number of data given to respondents that contain questions or statements related to the variable being studied. According to Sugiyono (2019) Questionnaire is a data collection technique in which respondents fill in a question or statement written and validated with a research instrument.

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In this study, documentation is used to obtain data related to factors that influence consumers in MM 46 Way Jepara in making purchases.

The analysis technique used in this study is the Multiple Linear Regression Model. Multiple linear regression is used to determine the influence of some of these variables, then generally used the basic formula of lineary regression double according to Sugiyono (2011) is :

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Generally, validity is said to be a strong conclusion, inference, or proposition of a research we have done that is close to Sarwono's truth. (2012). A validity test is used to measure the validity or invalidity of a questionnaire.

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{[n(\sum X^2) - (\sum X)^2][n(\sum Y^2) - (\sum Y)^2]}}$$

(1)

The reliability test is actually a tool to measure a questionnaire that is an indicator of a variable or construction, Sugiono (2016).

(2)

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^2}{V_t^2} \right]$$

The normality test is to see whether the residual distribution values are normal or not.

The t test is used to test the significance of the relationship between the variables X and Y, whether the X1 and X2 variables really influence the Y variables separately or partially Ghazali (2005). The formula used is as follows:

$$(3) t = \frac{b}{sb}$$

In this study, the F test is used to determine the degree of determination of the influence of independent variables jointly (simultaneously) on dependent variables, Ghazali (2005).

The formula is:

$$(4) F_{hitung} = \frac{R^2/k}{(1-R^2)/(N-k-1)}$$

The determination coefficient (R²) in essence measures how far the model's ability in describing variable variations is bound by Ghazali (2005).

Results And Discussion

Validity and Reliability Test of Service Quality

Table 1. Results of the lift spread of the Service Quality Test

No Item	r hitung	r tabel	Keterangan
1	0.836	0.3	Valid
2	0.742	0.3	Valid
3	0.658	0.3	Valid
4	0.803	0.3	Valid
5	0.76	0.3	Valid
6	0.672	0.3	Valid
7	0.656	0.3	Valid

Based on the above table it can be seen that all the items of service quality submitted can be said to be valid.

Table 2. Reliability Test Results Analysis Service Quality Items

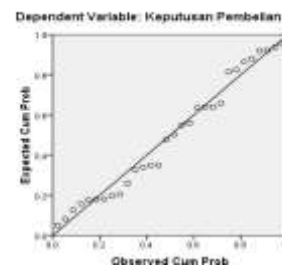
Cronbach's Alpha	N of Items
.843	7

Based on the analysis of known alpha cronboach results (0.843 > 0.6) then the service quality item can be said to be reliable.

Table 3. Validity Test Results Price Items

No Item	r hitung	r tabel	Keterangan
1	0.646	0.3	Valid
2	0.635	0.3	Valid
3	0.742	0.3	Valid
4	0.784	0.3	Valid
5	0.79	0.3	Valid
6	0.568	0.3	Valid

Normal P-P Plot of Regression Standardized Residual



Based on the above table it can be seen that the entire price item submitted can be said to be valid.

Table 4. Price Item Reliability Test Results Analysis

Reliability Statistics

Cronbach's Alpha	N of Items
.782	6

Based on the analysis of known alpha cronboach results (0.782 > 0.6) then the price item can be said to be reliable.

Table 5. Validity Test Analysis Results of Purchase Decision Items

No Item	r hitung	r tabel	Keterangan
1	0.689	0.3	Valid
2	0.714	0.3	Valid
3	0.529	0.3	Valid
4	0.52	0.3	Valid
5	0.726	0.3	Valid

Berdasarkan tabel diatas dapat diketahui bahwa seluruh item Keputusan Pembelian yang diajukan dapat dikatakan valid.

Table 6. Hasil Analisis Uji Reliabilitas Item Keputusan Pembelian Reliability Statistics

Cronbach's Alpha	N of Items
.644	5

Berdasarkan hasil analisis diketahui hasil alpha cronboach (0.644 > 0.6) maka item keputusan pembelian dapat dikatakan reliabel.

Uji Normalitas

In the p-plot curve image above, points are seen spreading around the diagonal line, as well as its spread in the direction of the diagonals. Means of this curve indicates that the regression model is worthy of use because of the normality assumption.

Table 7. Double Linear Regression Analysis

Table 1: Multiple Linear Regression Analysis					
Model	Coefficient s		Standard ized Coefficie nts	t	Sig.
	Unstand ardized Coefficients				
	B	Std.			
	Beta				

		Error			
1	(Constant)	.263	3.354	.078	.938
	Kualitas Pelayanan	.381	.115	.582	.003
	Harga	.349	.159	.331	.038

The table above is the result of data processing on double linear regression analysis which also produces regression equations as follows:

$$Y = 0,263 + 0,381 + 0,349 + e$$

The explanation for the regression equation of the double regression analysis above is: The constant value (α) = 0.263 which means that if the quality of service, price, and against the purchase decision value is 0, then the purchase result will be worth 0.263.

Uji T

		Coefficients ^a		t	Sig.
Model		Unstandardized Coefficients	Standardized Coefficients		
		B	Std. Error	Beta	
1	(Constant)	.263	3.354		.938
	Kualitas Pelayanan	.381	.115	.582	.003
	Harga	.349	.159	.331	.038

a. The t value of the number of service quality variables obtained a significance value of 0.003 which is less than the value of 0.05, which means that the quality of service variable has a partial influence on the purchase decision.

b. The t value counted on the price variable obtained a significance value of 0.038, which is less than 0.05, which means that price variables have a partial influence on the purchase decision.

Table 8. Tabel Anova Uji F

		ANOVA			
		Sum of Squares	Df	Mean Square	F
Model					
1	Regression	67.955	3	22.652	13.412
	Residual	43.912	26	1.689	
	Total	111.867	29		

The above table can be understood that the test results simultaneously have calculations with the sum of Significance values $0,000 < 0,005$. Then Ha3 is accepted which means there is a significant influence between Quality of service, Price simultaneously or jointly – equal to the consumer purchase decision MM 46 Way Jepara.

Table 9. Hasil Uji Koefisien Determinasi

		Model Summary ^b		Adjusted R Square	Std. Error of the Estimate
Model	R	R Square			
1	.779a	.607		.562	1.300

From the test of the determination coefficient data above the size of the value of R Square is 0.607 and is understood that the three free variables, namely, quality of service, price, are able to

explain the bound variable of the decision of purchase. The conclusion is that the quality of the service, the price, is capable of explaining the influence on the purchase decision of 60%. Whereas the remaining 40% is described in other variables not used in this study.

Conclusions And Suggestions

Based on the results of research and discussions presented in previous chapters on the analysis of the quality of service, price versus purchase decision, it can be concluded that:

1. Based on the results of the calculation of the test t through the coefficients table obtained the significance value of the variable X1 of 0.003 which is less than the value of 0.05 which means Ha1 accepted and Ho1 rejected which means the service quality variable has a partial influence on the purchase decision.
2. Based on the results of the calculation of the test t through the coefficients table obtained the significance value of the variable X2 of 0.038 which is less than the value of 0.05 which means Ha2 accepted and H02 rejected which means the price variable has a partial influence on the decision of purchase.
3. While simultaneously, through the anova table is known a significance result of 0,000 that is smaller than 0.05 which means Ha3 accepted that there is an influence on the quality of service, price on the purchase decision.

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