

Service Quality on Purchasing Decisions at Minimarket 212 Mart, Tampan District

Rico Sandy Napitupulu¹ Almasdi Syahza² Mujiono³

Economic Education Study Program, Department of Social Sciences Education, Faculty of
Teacher Training and Education, Universitas Riau, Pekanbaru City, Riau Province,
Indonesia^{1,2,3}

Email: rico.sandy4853@student.unri.ac.id¹ almasdi.syahza@lecturer.unri.ac.id²
mujionobocahbagus.fkipunri@gmail.com³

Abstract

This study aims to determine the effect of service quality on purchasing decisions at Minimarket 212 Mart, Tampan District. The method used in this study is a quantitative descriptive method with a total sample of 90 people. The data collection instrument used in this study was a questionnaire using a Likert scale. The data analysis technique used is simple linear regression. The results of this study obtained indicate that service quality has a positive and significant effect on purchasing decisions with the regression equation $Y = 7.633 + 0.196$ and contributes 39.8% and the rest is influenced by other factors not examined.

Keywords: Service Quality, Purchase Decision



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INTRODUCTION

The process of development of the business world that is increasingly rapid today has led to increasingly fierce market competition. With this market competition, a business organization (company) is required to be able to take the right steps in order to adapt to changes in a very dynamic business climate. Indonesian people have various social classes, religions, educational backgrounds, occupations and incomes. So that in dealing with the current conditions there will be lots of answers which of course differ from one to another depending on the factor of need. Humans will still try to buy their necessities of life even with a decrease in purchasing power. It is impossible for consumers to leave the market atmosphere, because the market is a place to buy and sell goods, both basic needs and other complementary needs.

Companies must be able to market products or services appropriately so that consumers can determine purchasing decisions for the products or services offered by the company. According to Kotler and Keller (2014) Purchasing decisions are an activity to buy a number of goods and services, which are selected based on the information obtained about the product, and as soon as a need and desire arises, this activity becomes information for further purchases. Alma (2013) suggests that purchasing decisions are consumer decisions that are influenced by economics, finance, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes. So as to form an attitude in consumers to process all information and draw conclusions in the form of a response that appears what product will be purchased. Purchasing decision is a factor that greatly influences the productivity of a company, because the higher the level of purchasing decisions for a product offered by the company, it will affect the sustainability of the company. The following is the number of 212 Mart Pekanbaru Minimarket customers November 2020 – October 2021.

Table1. Number of 212 Mart Pekanbaru Minimarket Customers November 2020 – October 2021

No.	Month	Number of Customers	Percentage Increase/Decrease
1	November	8.096	
2	December	7.811	-3,52
3	January	8.333	6,68
4	February	7.446	-10,64
5	March	8.772	17,81
6	April	8.365	-4,64
7	May	7.101	-15,11
8	June	7.915	11,46
9	July	7.765	-1,89
10	August	8.155	5,02
11	September	7.756	-4,89
12	October	7.354	-5,18

Source: Minimarket 212 Mart Pekanbaru in 2021

Based on Table 1, it shows that the number of 212 Mart Minimarket customers during the November 2020 – October 2021 period experienced fluctuations which had a tendency towards decline. The data is an effective call that comes and then buys. In March there was a significant increase in the number of subscribers, namely 8,772 customers from February with 7,446 subscribers, but decreased in the following month to 8,365. From the data presented in Table 1, it can be concluded that the services and systems carried out by the management of Minimarket 212 Mart Pekanbaru are still not optimal, this can be caused by the impact of service quality which may be unsatisfactory for customers. Thus, management must be able to give confidence to loyal customers of Minimarket 212 Mart, so they will make purchases again by evaluating how the quality of service provided to customers of Minimarket 212 Mart can increase sales volume in the future. Based on the results of observations and interviews with the Minimarket 212 Mart the independent variables studied, namely the service quality variable, were considered to study its effect on consumer purchasing decisions of the Minimarket 212 Mart in making purchases.

Purchasing decisions are decisions made by consumers about the type of product, decisions about brands, decisions about the amount of purchases and decisions about payment methods. When consumers have made a purchase decision at Minimarket 212 Mart, it will increase Minimarket 212 Mart sales. There are several factors that influence consumer purchasing decisions, one of which is service quality influencing purchasing decisions. Service quality is a level of ability (ability) of the company in providing everything that is the customer's expectations in meeting their needs. Service can also be defined as something that is invisible and easily lost. This variable is very important because a service that satisfies consumers will have an impact on purchasing decisions which will ultimately increase sales. The existing phenomena and theories need to be examined more deeply because service quality is a top priority for consumers in spending, especially for the community in meeting their daily basic needs. So based on the background of the reasons above, the researcher is interested in raising the above conditions in a study entitled "The Influence of Service Quality on Purchase Decisions at Minimarket 212 Mart, Tampan District".

RESEARCH METHODS

This research method uses a quantitative descriptive research method. Quantitative descriptive method is a method used to test certain theories by examining the relationship between variables. These variables are measured based on data consisting of numbers and can be analyzed based on statistical procedures, namely data presented in the form of numbers. This research was conducted at Minimarket 212 Mart, Tampan District. This

research was conducted in November 2021 until completion. The population in this study are all consumers who shop at Minimarket 212 Mart. Syahza (2021) sample is a part that represents the population. To determine the sample size in this study using the formula Hair et al. (2010). The Hair formula is used because the population size is not known with certainty and suggests that the minimum sample size is 5-10 times the indicator variable. So that the number of samples from this study there were 90 people. Data collection techniques in research using a questionnaire questionnaire. The data analysis technique in this study is descriptive analysis.

RESEARCH RESULTS AND DISCUSSION

Service Quality

Table 2. Frequency Distribution of Service Quality to 212 Mart Minimarket Customers in Tampan District

No	Interval	Category	Frequency	Percentage
1	71,4 - 85	Very good	30	33,34%
2	57,9 - 71,4	Good	28	31,11%
3	44,3 - 57,8	Pretty good	19	21,11%
4	30,7 - 44,2	Not good	12	13,33%
5	17 - 30,6	Very Not Good	1	1,11%
Total			90	100%

Based on Table 2 above, it can be seen that the majority of 212 Mart Minimarket customers in Tampan District think that service quality is included in the very good category. This can be seen from the respondents' answers of 33.34%. This means that most customers stated that the quality of the 212 Mart service provided was very good so that it gave effect and benefits to customers to gain customer trust and only 1 person stated that the service quality was very bad.

Buying Decision

Table 3. Frequency Distribution of Purchase Decisions to Customers at Minimarket 212 Mart, Tampan District

No	Interval	Category	Frequency	Percentage
1	21,1 - 25	Very good	31	34,44%
2	17,1 - 21	Good	29	32,22%
3	13,1 - 17	Pretty good	18	20,00%
4	9,1 - 13	Not good	11	12,23%
5	5 - 9	Very Not Good	1	1,11%
Total			90	100%

Based on Table 3, it can be seen that of the 90 respondents in general, namely 31 respondents (34.44%) stated that the purchase decision was included in the very good category, 29 respondents (32.22%) stated it was good, 18 respondents (20.00%) stated it was quite good, 11 respondents (12.23%) stated it was not good and only 1 respondent (1.11%) stated it was very bad. So it can be concluded that the majority of respondents have an interest and willingness to make purchasing decisions at Minimarket 212 Mart. The results of purchasing decisions are supported by 4 indicators, namely product selection, brand selection, number of purchases, and payment methods.

Discussion

Table 4. Simple Regression Coefficient of Service Quality for 212 Mart Minimarket Customers

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	6.041	1.605	3.765	<,001
	Service Quality	.196	.026	7.633	<,001

Based on the results of the study using simple linear regression, information was obtained that service quality (X) had a positive effect on research decisions (Y). In this case the regression coefficient is 0.196. This figure means that for every addition of 1 level of service quality (X), the purchase decision (Y) will increase by 0.196. the regression coefficient value is positive (+), so it can be said that service quality (X) has a positive effect on purchasing decisions (Y). So the regression equation is $Y = 7.633 + 0.196 X$. The results of this study are strengthened and supported by the sig. smaller than the alpha value, namely $0.001 < 0.05$, meaning that service quality has a positive effect on purchasing decisions at Minimarket 212 Mart, Tampan District. The results of calculating the R square value for the coefficient of determination is 0.398 or 39.8% which implies that the effect of service quality (X) on purchasing decisions (Y) is 39.8% while the rest is influenced by other variables not discussed in this study. In this case it shows that service quality is able to increase purchasing decisions. Quality of service in the form of physical evidence, reliability, responsiveness assurance and empathy is considered influential on respondents in answering the questions that have been given by researchers.

The results of this study are supported by other similar studies conducted by Azhari (2017), Mardhotillah (2013) that found that there is an effect of service quality on purchasing decisions. The positive correlation coefficient has a unidirectional relationship. The results of this study are in line with Kurniawan (2013) the better the quality of service provided by a company, the more comfortable consumers will be in communicating with employees so as to generate trust and increase repurchase interest and create a level of customer satisfaction. In this case, Parasuraman (2014) said that if the service received or perceived is as expected, then the quality of service is perceived as good and satisfying. If the service exceeds customer expectations, service quality is perceived as an ideal quality. Conversely, if the service received is lower than expected, then the service quality is perceived as bad. According to Kotler and Keller (2016) customers assess service quality not only based on the results of a service but also must take into account the process of providing the service. Consumer purchasing decisions are seen from the good quality of service within the company, namely services in the form of convenience, speed, hospitality shown through attitudes and characteristics in providing services for customer satisfaction.

CONCLUSION

In this study it can be concluded that the quality of service at the Minimarket 212 Mart in the District of Tampan has a positive effect, as can be seen from the respondents' answers of 33.34%, which is in the very good category so that it provides influence and benefits to customers to gain customer trust. Purchase decisions at the Minimarket 212 Mart, Tampan District are in the very good category. It can be seen from the respondents' answers that it was 34.44% so that most of the respondents had interest and willingness to make purchasing decisions. Service quality contributed 39.8% to purchasing decisions at Minimarket 212 Mart, Tampan District, and the rest was influenced by other variables not examined.

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