
THE EFFECT OF SERVICE QUALITY AND PROMOTION ON CONSUMER PURCHASE DECISIONS AT PT. SUMBER ALFARIA TRIJAYA, TBK (ALFAMART) BINTARO UTAMA BRANCH, SOUTH TANGERANG CITY

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ABSTRACT

This study aims to determine the effect of service quality and promotion on consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City. The method used is explanatory research with analysis techniques using statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this study show that service quality has a significant effect on consumer purchasing decisions by 52.0%, the hypothesis test obtained $t_{count} > t_{table}$ or $(10.302 > 1.984)$. Promotion has a significant effect on consumer purchasing decisions by 45.9%, the hypothesis test obtained $t_{count} > t_{table}$ or $(9.112 > 1.984)$. Service quality and promotion simultaneously have a significant effect on consumer purchasing decisions with the regression equation $Y = 5.903 + 0.480X_1 + 0.378X_2$ and a contribution of 63.4%, the hypothesis test obtained $F_{count} > F_{table}$ or $(83.904 > 2.700)$.

Keywords: Service Quality, Promotion, Consumer Purchasing Decisions.

INTRODUCTION

Basically, the purpose of establishing a company is to seek maximum profit. The success of a company in achieving that goal can be influenced by the company's ability to provide quality service and carry out appropriate promotional activities so as to overcome challenges from competitors, especially in the marketing sector. Thus, to attract consumers to make purchases, the company must be able to implement an appropriate marketing strategy in accordance with the market conditions faced. The success of a marketing strategy that is in accordance with the market conditions faced. The success of a marketing strategy is influenced by several factors, namely market research and analysis, product decisions, pricing, promotion and distribution.

In order to improve and manage competitive business competition, the government through the Regulation of the Minister of Trade of the Republic of Indonesia Number: 56/M-DAG/PER 9//2014 has made regulations regarding the implementation that retail businesses (mini markets) or modern shops must have more than 150 outlets or stalls and provide at least 80% domestic goods.

With services that can meet consumer expectations in the retail industry sector, each industry player has almost the same concept and strategy, namely trying to attract consumers with various service advantages. With the condition of market opportunities that are still open, the company has the opportunity to maximize these advantages in order to compete in meeting the needs of its consumers.

In facing the competition in the retail industry, some strategies used and have been implemented by Alfamart currently include choosing a location that reaches the community, price and product promotions, opening some Alfamart outlets within 24 hours, easy non-cash payments, membership card facilities and implementing other strategies. The determination of these strategies are some of Alfamart's competitive strategies and can be used as a competitive strategy by Alfamart. Alfamart focuses its business on providing basic necessities and daily needs with a sales area of no more than 250 m². Alfamart's target

market can be grouped according to three perspectives, namely Geographic: residential areas, public facilities, office buildings. Demographic: housewives, children, middle economic class (SES B&C = middle and lower economy). Psychographic: convenience, friendly service.

At present, the retail industry has very good growth. However, due to the increasing competition, if continuous mistakes are made, it will slow down or even decrease the rate of business growth. The competitive market of PT Sumber Alfaria Trijaya (Alfamart) Bintaro Utama, South Tangerang City, remains guided by high quality standards as part of its brand equity. good brand image because the company has been determined to maximize service in maintaining its market share since its inception.

With the opening of market opportunities in developing and optimizing its sales, PT Sumber Alfaria Trijaya (Alfamart) Bintaro Utama, South Tangerang City, has not been able to maximize it to the best of its ability.

Purchasing decision is a process where consumers recognize their problems, seek information about a particular product or brand and evaluate each alternative well to solve their problems, which then leads to a purchasing decision. Purchasing decisions also have a very important role because they can increase profits for companies in improving the products they market. Consumers usually need to consider and calculate alternatives to a product before making a purchasing decision.

Based on a survey conducted regarding sales conditions, it is described that Alfamart Bintaro Utama Branch, South Tangerang City must improve sales conditions by paying attention to the services and promotions carried out considering that consumers are very concerned with information. The following is data on the number of consumers (buyers) at Alfamart Bintaro Utama Branch, South Tangerang City during the 2020-2024 period, as follows:

Table 1: Data on the Number of Consumers at Alfamart, Bintaro Utama Branch, South Tangerang City, 2020-2024

Year	Number of Consumers		Percentage	Information
	Target	Realization		
2020	120,200	94,540	78.7%	Target not achieved
2021	120,380	92,835	77.1%	Target not achieved
2022	120,561	99,750	82.7%	Target not achieved
2023	120,742	96,835	80.2%	Target not achieved
2024	120,923	96,285	79.6%	Target not achieved

Source: Alfamart Main Branch, Bintaro, South Tangerang City, 2024

Based on the table above, it shows that from 2020 to 2024, the number of consumers of Alfamart, Bintaro Utama Branch, South Tangerang City, fluctuated with a downward trend and did not reach the specified target.

The phenomenon that occurs related to the decline in sales and also accompanied by a decrease in the number of consumers described above, based on the author's survey, suspects that there is still less than optimal service quality. Service quality is something that is perceived by consumers. Consumers will assess the quality of a service they feel based on what they describe in their minds. Consumers will switch to other service providers who are better able to understand the specific needs of consumers and provide better service.

Marketing is a business function that deals with consumers. The success of a company is largely determined by its marketing achievements. Marketing is the process of studying consumer needs and wants, and satisfying consumers with quality service. The number of consumers is decreasing, this condition will threaten the survival of the company because with decreasing consumers it will have an impact on reducing the company's turnover. Loyal consumers are an asset for the company, without loyal consumers, the

company's business growth will not run well, faltering and needing continuous cash injections in order to survive and the company's targets can be achieved.

The success of a company's marketing concept if the company can meet consumer needs better, this shows that the company has entered the era of competition. In line with this, efforts that can be made in marketing a product are by carrying out promotional activities including advertising, sales promotion, personal selling, public relations, direct marketing so that prospective consumers are more familiar, understand, and sympathize with the products offered.

Before carrying out promotional activities, the company should make a thorough planning including a promotional mix, including using advertising media such as advertisements in newspapers and magazines, can also utilize tabloids and other written media. Then it can also use publicity activities such as conducting seminars held at Clarion, then in the form of face-to-face sales such as conducting word-of-mouth promotional activities and can also be done in the form of sales promotions.

However, the promotions carried out by the company are still very lacking. The marketing strategy that is done to get some consumers can be said to be less successful because consumers who believe in the products offered and have not been fully accepted by consumers and this affects the number of consumers. This condition will clearly complicate the marketing strategy that will be implemented considering that promotional costs are also an important part in supporting the achievement of overall marketing performance.

The use of promotional tools and media used in carrying out promotional activities has not been fully implemented properly. One example is the use of advertising using electronic media which is still very minimal, promotional sales communication channels are also still lacking, such as discount information that is not targeted at all products. The use of promotional media should also be able to be carried out with collaboration between branches in an effort to socialize every promotional program that may need to be known by the public.

In relation to the phenomena described in the background above, the researcher chose the title "The Influence of Service Quality and Promotion on Consumer Purchasing Decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City".

1. Formulation of the problem

- a. Is there an influence between service quality and consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City?
- b. Is there any influence between promotion and consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City?
- c. Is there a simultaneous influence between service quality and promotion on consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City?

2. Research purposes

- a. To determine the influence of service quality on consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City.
- b. To determine the influence of promotions on consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City.
- c. To determine the simultaneous influence between service quality and promotion on consumer purchasing decisions at PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City.

LITERATURE REVIEW

1. Quality of Service

According to Kotler (2020:59) states that "service quality is the level of expected excellence and control over that level of excellence to meet customer desires". The indicators used include: Tangible, Empathy, Responsiveness, Reliability, Assurance.

2. Promotion

According to Kotler & Keller (2020:263) argues that "promotion is a special mixture of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing goals". The promotion indicators include: Advertising, Sales Promotion, Personal Selling, Publicity, Direct marketing.

3. Consumer Purchasing Decisions

According to Kotler and Armstrong (2020:251) argue that "consumer behavior is an approach to problem adjustment consisting of five stages carried out by consumers. The five stages are problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior". The purchasing decision indicators include the following: Problem recognition, Information search, Alternative evaluation, Purchasing decisions, Post-purchase behavior.

RESEARCH METHODS

1. Population

The population in this study was 100 respondents from PT Sumber Alfaria Trijaya, Tbk (Alfamart) Bintaro Utama Branch, South Tangerang City.

2. Sample

The sample in this study amounted to 100 respondents.

3. Types of research

The type of research used is associative, where the aim is to determine the influence between independent variables on dependent variables, both partially and simultaneously.

4. Data Analysis Methods

In analyzing the data, instrument tests, classical assumption tests, regression, coefficient of determination and hypothesis tests were used.

RESEARCH RESULT

1. Descriptive Analysis

In this test, it is used to find out the minimum and maximum scores, mean scores and standard deviations of each variable. The results are as follows:

Table 2. Results of Descriptive Statistics Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality (X1)	100	28	48	37.54	4.277
Promotion (X2)	100	27	46	37.15	4.379
Consumer Purchasing Decision (Y)	100	29	48	37.95	4.103
Valid N (listwise)	100				

The service quality obtained a minimum variance of 28 and a maximum variance of 48 with a mean score of 3.754 with a standard deviation of 4.277.

Promotion obtained a minimum variance of 27 and a maximum variance of 46 with a mean score of 3.715 with a standard deviation of 4.379.

Consumer purchasing decisions obtained a minimum variance of 29 and a maximum

variance of 48 with a mean score of 3.795 with a standard deviation of 4.103.

2. Verification Analysis.

This analysis is intended to determine the influence of independent variables on dependent variables. The test results are as follows:

a. Multiple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The test results are as follows:

Table 3. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.903	2.487		2.373	.020
Service Quality (X1)	.480	.070	.500	6.809	.000
Promotion (X2)	.378	.069	.403	5.489	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Based on the test results in the table above, the regression equation $Y = 5.903 + 0.480X_1 + 0.378X_2$ is obtained. From the equation it is explained as follows:

- 1) The constant of 5.903 means that if there is no quality of service and promotion, then there is a consumer purchasing decision value of 5.903 points.
- 2) The service quality regression coefficient is 0.480, this figure is positive, meaning that every time there is an increase in service quality of 0.480, consumer purchasing decisions will also increase by 0.480 points.
- 3) The promotion regression coefficient is 0.378, this number is positive, meaning that every time there is an increase in promotion of 0.378, consumer purchasing decisions will also increase by 0.378 points.

b. Correlation Coefficient Analysis

The correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable, both partially and simultaneously. The test results are as follows:

Table 4. Results of Testing the Correlation Coefficient of Service Quality on Consumer Purchasing Decisions

Correlations ^b			
		Service Quality (X1)	Consumer Purchasing Decision (Y)
Service Quality (X1)	Pearson Correlation	1	.721**
	Sig. (2-tailed)		.000
Consumer Purchasing Decision (Y)	Pearson Correlation	.721**	1
	Sig. (2-tailed)	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results, a correlation value of 0.721 was obtained, meaning that service quality has a strong relationship with consumer purchasing decisions.

Table 5. Results of Testing the Promotion Correlation Coefficient on Consumer Purchasing Decisions

Correlations ^b			
		Promotion (X2)	Consumer Purchasing Decision (Y)
Promotion (X2)	Pearson Correlation	1	.677**
	Sig. (2-tailed)		.000
	Pearson Correlation	.677**	1

Consumer Purchasing Decision (Y)	Sig. (2-tailed)	.000
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** Correlation is significant at the 0.01 level (2-tailed).

b. Listwise N=100

Based on the test results, a correlation value of 0.677 was obtained, meaning that promotion has a strong relationship with consumer purchasing decisions.

Table 6. Results of Testing the Correlation Coefficient of Service Quality and Promotion Simultaneously on Consumer Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796a	.634	.626	2,509

a. Predictors: (Constant), Promotion (X2), Service Quality (X1)

Based on the test results, a correlation value of 0.796 was obtained, meaning that service quality and promotion simultaneously have a strong relationship with consumer purchasing decisions.

c. Determination Coefficient Analysis

The determination coefficient analysis is intended to determine the percentage of influence of the independent variable on the dependent variable, both partially and simultaneously. The test results are as follows:

Table 7. Test Results of the Determination Coefficient of Service Quality on Consumer Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721a	.520	.515	2,857

a. Predictors: (Constant), Service Quality (X1)

Based on the test results, a determination value of 0.520 was obtained, meaning that service quality has a 52.0% contribution to consumer purchasing decisions.

Table 8. Results of Testing the Promotion Determination Coefficient on Consumer Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677a	.459	.453	3,034

a. Predictors: (Constant), Promotion (X2)

Based on the test results, a determination value of 0.459 was obtained, meaning that promotion has a 45.9% contribution to consumer purchasing decisions.

Table 9. Test Results of the Determination Coefficient of Service Quality and Promotion on Consumer Purchasing Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796a	.634	.626	2,509

a. Predictors: (Constant), Promotion (X2), Service Quality (X1)

Based on the test results, a determination value of 0.634 was obtained, meaning that service quality and promotion simultaneously have a contribution of 63.4% on consumer purchasing decisions, while the remaining 36.6% is influenced by other factors.

d. Hypothesis Testing

Partial Hypothesis Test (t-Test)

Hypothesis testing with the t-test is used to determine which partial hypotheses are accepted.

First hypothesis: There is a significant influence of service quality on consumer purchasing decisions.

Second hypothesis: There is a significant influence of service quality on consumer purchasing decisions.

Table 10. Results of Hypothesis Testing of Service Quality on Consumer Purchasing Decisions

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,981	2,537		4.723	.000
Service Quality (X1)	.692	.067	.721	10,302	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Based on the test results in the table above, the calculated t value is > t table or (10.302 > 1.984), thus the first hypothesis proposed that there is a significant influence between service quality and consumer purchasing decisions is accepted.

Table 11. Results of Promotion Hypothesis Testing on Consumer Purchasing Decisions

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	14,378	2.605		5,520	.000
Promotion (X2)	.634	.070	.677	9.112	.000

a. Dependent Variable: Consumer Purchasing Decision (Y)

Based on the test results in the table above, the calculated t value is > t table or (9.112 > 1.984), thus the second hypothesis proposed that there is a significant influence between promotion and consumer purchasing decisions is accepted.

Simultaneous Hypothesis Test (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypotheses are accepted.

The third hypothesis: There is a significant influence between service quality and promotion simultaneously on consumer purchasing decisions.

Table 12. Results of Hypothesis Testing of Service Quality and Promotion on Consumer Purchasing Decisions

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1056.215	2	528.107	83,904	.000b
	Residual	610,535	97	6.294		
	Total	1666,750	99			

a. Dependent Variable: Consumer Purchasing Decision (Y)

b. Predictors: (Constant), Promotion (X2), Service Quality (X1)

Based on the test results in the table above, the calculated F value is obtained > F table or (83.904 > 2.700), thus the third hypothesis proposed that there is a significant influence between service quality and promotion simultaneously on consumer purchasing decisions is accepted.

DISCUSSION OF RESEARCH RESULTS

1. The Influence of Service Quality on Consumer Purchasing Decisions

Service quality has a significant effect on consumer purchasing decisions with a correlation of 0.721 or has a strong relationship with a contribution of influence of 52.0%. Hypothesis testing obtained a calculated t value > t table or (10.302 > 1.984). Thus, the first hypothesis proposed that there is a significant effect between service quality and

consumer purchasing decisions is accepted.

2. The Influence of Promotion on Consumer Purchasing Decisions

Promotion has a significant effect on consumer purchasing decisions with a correlation of 0.677 or has a strong relationship with an influence contribution of 45.9%. Hypothesis testing obtained a calculated t value > t table or (9.112 > 1.984). Thus, the second hypothesis proposed that there is a significant effect between promotion and consumer purchasing decisions is accepted.

3. The Influence of Service Quality and Promotion on Consumer Purchasing Decisions

Service quality and promotion have a significant effect on consumer purchasing decisions with the regression equation $Y = 5.903 + 0.480X_1 + 0.378X_2$, a correlation value of 0.796 or has a strong relationship with a contribution of influence of 63.4% while the remaining 36.6% is influenced by other factors. Hypothesis testing obtained a calculated F value > F table or (83.904 > 2.700). Thus, the third hypothesis proposed that there is a significant effect between service quality and promotion simultaneously on consumer purchasing decisions is accepted.

CONCLUSION AND SUGGESTIONS

1. Conclusion

- Service quality has a significant effect on consumer purchasing decisions with a contribution of 52.0%. Hypothesis testing obtained a calculated t value > t table or (10.302 > 1.984).
- Promotion has a significant effect on consumer purchasing decisions with a contribution of 45.9%. Hypothesis testing obtained a calculated t value > t table or (9.112 > 1.984).
- Service quality and promotion simultaneously have a significant effect on consumer purchasing decisions with a contribution of 63.4% while the remaining 36.6% is influenced by other factors. Hypothesis testing obtained a calculated F value > F table or (83.904 > 2.700).

2. Suggestion

- Regarding the quality of service, to be even better, Alfamart should design the shelves of goods/products and arrange them well so that there is enough space inside so that visitors are comfortable.
- Regarding promotions, to be even better, Alfamart provides a kind of large writing for product groups so that consumers can read them clearly.
- Regarding consumer purchasing decisions, to be even better, Alfamart should complete the product variants and types of products that consumers often need so that consumers can choose the products they need.

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