

ANALYSIS OF THE RELATIONSHIP OF PRODUCT QUALITY, SERVICE QUALITY, PRICES AND PROMOTIONS ON BUYING DECISION (STUDY AT NINE WALI MEDAN SHOPS)

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Abstract

This research aims to determine and analyze the influence of product quality, service quality, price and promotion on purchasing decisions. The research location is Sembilan Wali Bookstore, Medan. The research method in this research is descriptive with a quantitative approach. The sample for this research is 100 consumers. The data analysis technique uses multiple linear regression analysis which is processed with the help of SPSS version 25 software. The results of the research show that Product Quality partially has a significant effect on the Purchasing Decision variable with a t value of $>$ from t table, namely $2,411 > 1,660$ and $\text{sig} < \alpha$, namely $0.002 < 0.05$. Service Quality partially has a significant effect on the Purchasing Decision variable with a value of tcount $>$ from ttable, namely $3.105 > 1.660$ and $\text{sig} < \alpha$, namely $0.003 < 0.05$. Price partially has a significant effect on the Purchasing Decision variable with a value of tcount $>$ from ttable, namely $2,283 > 1,660$ and $\text{sig} < \alpha$, namely $0.020 < 0.05$. Partial promotion does not have a significant effect on the Purchasing Decision variable with a value of tcount $>$ ttable, namely $1.433 < 1.660$ and $\text{sig} > \alpha$, namely $0.066 > 0.05$. Product Quality, Service Quality, Price and Promotion simultaneously have a significant effect on the Purchasing Decision variable with a value of Fcount $>$ from Ftable, namely $3,439 > 2,306$, while $\text{sig} < \alpha$, namely $0.011 < 0.05$. The contribution of the influence of the independent variable to the dependent variable is 35.6% and the remainder is influenced by other variables outside this research.

Keywords: *Product Quality, Service Quality, Price, Promotion and Purchasing Decisions*

1. INTRODUCTION

The Sembilan Wali Medan Store initially only focused on selling religious book products, but now its product range has grown, namely office equipment, sports equipment, accessories and other technology products. This shop has been operating for several years and offers a wide range of products at competitive prices. However, in recent years, the store has experienced a significant decline in the number of customers and sales. This shows a change in consumer preferences and behavior. As in Table 1.1 below:

Table Number of Customers and Sales Volume from 2017-2021

Year	Number of Customers	Sales Volume
2017	29,924	3,558,754,096
2018	32,518	4,620,273,542
2019	31,111	4,950,523,159
2020	22,267	4,049,773,881
2021	19,272	4,051,341,715

Source: Nine Guardians Store, 2022

Based on Table it can be seen that there has been a decline in sales over the last three years, especially from 2019-2021. Where in 2017 there were 29,924 buyers with sales of Rp. 3,558,754,096, then in 2018 there was an increase, namely 32,518 customers with sales of Rp. 4,620,273,542, in 2019 the number of customers began to decline to 31,111 with sales of IDR 4,950,523,159 and in 2020 there were 22,267 customers with sales of IDR 4,049,773,881 while in 2021 the number of customers was 19,272 people with sales of IDR 4,051,341,715. So this should be of greater concern to the management of the Sembilan Wali Medan Shop.

The Covid-19 pandemic phenomenon that occurred from late 2020 to 2022 meant that customers could not come to visit offline bookstores. The Covid-19 pandemic has had a serious impact on many businesses, including offline bookstores. Restrictions on activities, closure of non-essential businesses, and the overall economic downturn have accelerated the challenges faced by offline bookstores. Covid-19 has also brought a change in the reading habits of Indonesian people to E-books and online platforms for buying and reading books. This change caused a decrease in demand for physical books and a decrease in offline bookstore sales. The busyness of the Sembilan Wali Shop can be seen from the number of visitors during holidays, especially when the holiday season arrives. However, it is necessary to pay closer attention to whether all the visitors who come will definitely make purchases there or whether the visitors are just window shopping, considering that currently the Sembilan Wali Shop is not only a place to shop but also a means to read books and a means of refreshing for today's society.

To be able to compete in the market, every business owner must have a product that is able to satisfy what consumers want and need. The main thing to pay attention to is the quality of the product. Retail businesses can provide added value to their customers by providing quality products, by providing unique products that are not offered by other retail businesses and by providing a complete and quality product range.



Figure Percentage of Product Sales at Sembilan Wali Stores

Source: Nine Guardians Store, 2023

Based on the picture above, it can be explained that the Sembilan Wali Store sells various kinds of products consisting of 28% Korans, 17% Religious and Spiritual books, 15% herbal products, 10% office stationery, 15% children's books, 10% Muslim fashion and 5% other books and 65% of sales are book sales. Sembilan Wali Store always strives to improve consumer purchasing decisions by providing quality products. However, there is a phenomenon where consumers consider that the Sembilan Wali Store sells quality products, but the products available are less complete than other bookstores, apart from that the books sold are mostly Islamic books so that consumers are expected to have more variety. and more diverse. Research conducted (Afwan & Santosa, 2019) suggests that product quality influences purchasing decisions. A company or business owner is said to have good quality if it has a positive impact on the company. Apart from product quality, one of the main ways to maintain a service company is to provide services with higher service quality than competitors consistently and meet customer expectations (Indrasari, 2019). Through this service, business owners can equip their employees by determining what good service standards should be like, and how to implement them in the service.

Several journals became the basis for the author's thoughts regarding the discussion, one of which was research conducted (Kore et al., 2018), stating that service quality influences purchasing decisions. The positive influence of good service will increase consumer purchasing decisions because customers will be loyal and want to make repeat purchases which of course will increase the income received from the products sold. To compete, survive and develop, businesses must be able to meet the needs and desires of their customers by providing the best service quality, so that

customers feel satisfied and appreciated, so that they are satisfied and voluntarily become regular customers.

Another very important factor that can influence purchasing decisions is the price factor (Murnilawati et al., 2019). After developing a pricing structure and strategy, business owners often face situations where they have to make price changes or respond to price changes made by competitors. The prices of certain products at the Sembilan Wali Store are sometimes more expensive when compared to similar products in other places or stores, thus influencing consumer purchasing decisions.

Table 1.2 Comparison of Product Prices with Other Bookstores

No	Bookstore	Minimum Price	Price range
1	Gramedia Bookstore	Rp. 15,000	Rp. 15,000-600,000
2	Nine Guardians Store	Rp. 15,000	Rp. 15,000-2,000,000
3	Karsa Murni Bookstore	Rp. 10,000	Rp. 10,000-400,000
4	Books and Beyond Bookstore	Rp. 12,000	Rp. 12,000-400,000
5	Popular Bookstore	Rp. 10,000	Rp. 10,000-450,000

Based on Table 1.2 above, you can see the difference between product prices from the Sembilan Wali Store and product prices in other bookstores. Products from the Sembilan Wali Store have a price range that tends to be more expensive than the prices of products in other bookstores. Even so, the Sembilan Wali Store always tries to adjust the prices it sells according to the quality of its products. Research conducted (Yusuf et al., 2022) states that price influences purchasing decisions. If a consumer wants a product that is more expensive than usual, they will definitely get a good product at the specified price in the store. However, there are still many consumers who want to buy the products they want but at a cheaper price than usual. The risk is getting a standard or mediocre product.

The large number of bookstores in the city of Medan has certainly created increasingly sharp competition between fellow bookstore businesses. Where newcomers to the bookstore business must have added value to achieve success in this business. The existence of competitors who have similar businesses will encourage competition in fighting for market share. Increasingly tight competitive conditions force every business actor to continue to increase the strength of their company, one way is to carry out promotions by bringing out differences or uniqueness that competing companies do not have and can attract consumers to make purchases at the shop. Based on data from Tribunnews.com (2023) where there is data regarding 5 Recommended Bookstores in Medan City, which can be seen in the following table:

Table 1.3 Five Recommended Bookstores in Medan City

No	Bookstore Name	Address
1	Gramedia Bookstore	Jl. Gajah Mada Number 23, Petisah Village, Medan Baru District, Medan City, North Sumatra.
2	Nine Guardians Store	Jl. Iskandar Muda No.105, Babura, Medan Baru, Medan City, North Sumatra.
3	Karsa Murni Bookstore	Jl. Orion, Medan Petisah in Medan City, North Sumatra.
4	Books and Beyond Bookstore	Jl. Gatot Subroto No. 30 Medan Petisah District, Medan City, North Sumatra.
5	Popular Bookstore	Jl. Iskandar Muda No.24-O, Babura, Medan Baru, Medan City, North Sumatra.

Source: (Ardiyansyah, 2022)

Based on Table 1.3 above, it can be seen that there are five popular bookstores in the city of Medan and the Sembilan Wali Medan Store is in 2nd place after the Gramedia Bookstore. So this proves that there is high competition for bookstores in the city of Medan. The increasing number of bookstores means consumers have more choices to get the books they want. These

consumers are spread across all groups, from the lower, middle and even upper classes. Each of these groups has different needs for books, tailored to their needs.

Based on the author's interviews with several consumers, consumers felt that the Sembilan Wali Store did not do enough promotions. Many consumers initially do not know that the business location is a bookstore, making it difficult for consumers to visit due to lack of information. Apart from that, the Sembilan Wali Shop in Medan City only has 1 outlet. Generally, people in the city of Medan only know about the Gramedia Bookstore because it has several branches in various cities, including the city of Medan. Because it tends to be more complete and the place is wider, promotions are needed so that more consumers visit so that consumer purchasing decisions also increase. Given these problems, Toko Sembilan Wali implemented an identical strategy to be able to win the competition among other bookstore retail chains, namely by providing a comfortable store atmosphere, neat and good arrangement of goods, in addition to differentiating Toko Sembilan Wali from other shops. Other books, the management specializes in selling Islamic products such as Islamic books, the Koran, prayer equipment and others so that it will be ingrained in the minds of consumers. If they want to look for Islamic products, they will visit the Sembilan Wali Store.

Research conducted (Cahyaningrum et al., 2023) states that promotions influence purchasing decisions. Promotion reflects activities that communicate product advantages and persuade consumers to buy them. So, this promotion is a component used to provide and influence the market for the company's products. Understanding consumer behavior is not easy, each consumer has different criteria in choosing the products they want. Therefore, every company needs to approach consumers to know and understand consumer behavior, needs and desires in order to drive their business towards progress and increase sales. The increasing progress of a company will have an impact on the survival of its business. In accordance with the description above, it is important to analyze the relationship between product quality, service quality, price and promotion on consumer purchasing decisions at the Sembilan Wali Medan Store. By understanding the factors that influence purchasing decisions, store management can develop appropriate strategies to maintain and increase their market share. However, until now, there has been no research that comprehensively explores the relationship between service quality, product quality, price and promotion on consumer purchasing decisions at the Sembilan Wali Shop in Medan. Therefore, it is important to carry out this research to provide a deeper understanding of how these factors are interconnected and influence consumer purchasing decisions at the store.

Product quality

Product Quality (quality) in a product is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Afwan & Santosa, 2019).

Service quality

Service quality is the total number of characteristics and properties of a product or service that supports its ability to meet needs directly or indirectly (PT Kotler & Armstrong, 2018),

Price

The amount of money needed to obtain a certain combination of goods and services (Putra et al., 2017).

Promotion

Promotion is an activity that communicates the superiority of a product with the aim of persuading consumers/customers to buy (P. Kotler & Keller, 2016)

Buying decision

Consumer purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Sangadji & Sopiah, 2019)

2. IMPLEMENTATION METHOD

Types and Nature of Research

This research uses a descriptive approach using quantitative methods. Descriptive research is research with the aim of providing a systematic, factual and accurate description of the facts, characteristics and relationships between the phenomena of the object under study and then conclusions can be drawn. A quantitative approach is used because the data that will be used to analyze the relationship between variables is expressed using numbers or a numerical scale (Sugiyono, 2016). Based on the research objectives that have been determined, this type of research is explanatory.

Place and time of research

This research was conducted at the Sembilan Wali Shop which is located at Jl. Jl. Iskandar Muda No. 105, Babura, Kec. Medan Baru, Medan City, North Sumatra 2015. Research was conducted in June 2023 – December 2023.

3. RESULTS AND DISCUSSION

Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,921	11,380		,169	,066
	Product quality	,228	,069	,243	2,411	,002
	Service quality	,257	,083	,300	3,105	,003
	Price	,261	,126	,236	2,283	,020
	Promotion	,145	,104	,142	1,433	,066
a. Dependent Variable: Purchase Decision						

Based on the table above, the results of the multiple linear regression test are in the regression coefficient column. The standard multiple linear regression equation can produce the following results:

$$Y = 1.921 + 0.228X_1 + 0.257X_2 + 0.261X_3 + 0.145X_4 + e$$

It is known that the constant value is 1.921. This value can be interpreted as if Product Quality (X₁), Service Quality (X₂), Price (X₃) and Promotion (X₄) influence the dependent variable Purchasing Decision (Y), then the value of the dependent variable Purchasing Decision is 1.921.

It is known that the regression coefficient value of the Product Quality variable (X₁) is 0.228, which is positive. This means that when Product Quality (X₁) increases by 1 unit, Purchasing Decisions (Y) tend to increase by 0.228.

It is known that the regression coefficient value of the Service Quality variable (X₂) is 0.257, which is positive. This means that when Service Quality (X₂) increases by 1 unit, Purchasing Decisions (Y) tend to increase by 0.257.

It is known that the regression coefficient value of the Price variable (X₃) is 0.261, which is positive. This means that when Price (X₃) increases by 1 unit, Purchase Decisions (Y) tend to increase by 0.261.

It is known that the regression coefficient value of the Promotion variable (X₄) is 0.145, which is positive. This means that when Promotion (X₄) increases by 1 unit, Purchase Decisions (Y) tend to increase by 0.145.

Hypothesis test**a. t Test (Partial)**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,921	11,380		,169	,066
	Product quality	,228	,069	,243	2,411	,002
	Service quality	,257	,083	,300	3,105	,003
	Price	,261	,126	,236	2,283	,020
	Promotion	,145	,104	,142	1,433	,066
a. Dependent Variable: Purchase Decision						

Based on the table above, it can be seen that the tcount value of the Product Quality variable (X1) > from ttable is 2,411 > 1,660 and sig < alpha, namely 0.002 < 0.05, meaning that the Product Quality variable (X1) has a positive and significant effect on the Bookstore Purchase Decision (Y) variable. Nine Guardians of Medan. The calculated value of the Service Quality variable (X2) > from t table is 3.105 > 1.660 and sig < alpha, namely 0.003 < 0.05, meaning that the Service Quality variable (X2) has a positive and significant effect on the Purchasing Decision variable (Y) at Sembilan Wali Medan Bookstore.

The calculated value of the variable Price (X3) > from ttable is 2,283 > 1,660 and sig < alpha, namely 0.020 < 0.05, meaning that the variable Price (X3) has a positive and significant effect on the Purchasing Decision variable (Y) at Sembilan Wali Medan Bookstore. The calculated value of the Promotion variable (X4) > from t table is 1.433 < 1.660 and sig > alpha, namely 0.066 > 0.05, meaning that the Promotion variable (X4) has no positive and insignificant effect on the Purchasing Decision variable (Y) Sembilan Wali Medan Bookstore.

b. TestF (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	257,288	4	64,322	3,439	.011b
	Residual	1776.872	95	18,704		
	Total	2034.160	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Promotion, Price, Service Quality, Product Quality						

Based on the table above, it can be seen that this equation model has a significance level of 0.011 which is smaller than the alpha of 0.05. This means that all independent variables which include Product Quality (X1), Service Quality (X2), Price (X3) and Promotion (X4) are significant explanations for the dependent variable, namely Purchase Decision (Y) at Sembilan Wali Medan Bookstore. The results show Fcount > from Ftable, namely 3,439 > 2,306, while sig. < of alpha, namely 0.011 < 0.05, indicating that simultaneously the variables namely Product Quality (X1), Service Quality (X2), Price (X3) and Promotion (X4) have a positive and significant effect on the Purchasing Decision variable (Y) Sembilan Wali Bookstore Medan.

c. Coefficient of Determination (R-Square)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.356a	.126	,090	4.32480
a. Predictors: (Constant), Promotion, Price, Service Quality, Product Quality				
b. Dependent Variable: Purchase Decision				

Based on the table above, the R² (R Square) figure is 0.356 or 35.6%. This shows that Product Quality (X1), Service Quality (X2), Price (X3) and Promotion (X4) have an influence on the Purchase Decision variable (Y) at Sembilan Wali Medan Bookstore by 35.6%.

DISCUSSION

This research aims to determine the relationship between Product Quality (X1), Service Quality (X2), Price (X3) and Promotion (X4) on Purchasing Decisions (Y) at Sembilan Wali Medan Bookstore, with the following discussion:

1. The Influence of Product Quality on Purchasing Decisions

Based on the results of the analysis, the tcount value data from the Product Quality variable (X1) > from ttable, namely 2,411 > 1,660 and sig < alpha, namely 0.002 < 0.05, the Product Quality variable (X1) has a significant effect on the Purchasing Decision variable (Y) at Sembilan Wali Medan Bookstore. Product quality is one of the most important factors influencing consumer purchasing decisions. Consumers will generally be more inclined to buy high quality products, because they believe that the product will meet their needs and desires. In this research, product quality has a positive and significant effect on purchasing decision variables. This means that the higher the quality of the product, the more likely consumers are to make a purchase.

This research is in line with research conducted (Afwan & Santosa, 2019), stating that product quality influences purchasing decisions. Consumers who want to decide to make a purchase will assess the quality they want and need by looking at a product with good quality to make a purchase.

2. The Influence of Service Quality on Purchasing Decisions

Based on the results of the analysis, the tcount value data from the Service Quality variable (X2) > from ttable, namely 3,105 > 1,660 and sig < alpha, namely 0.003 < 0.05, meaning that the Service Quality variable (X2) has a significant effect on the Purchasing Decision variable (Y) Sembilan Wali Bookstore Medan. Service quality is also an important factor in influencing consumer purchasing decisions. Consumers will generally be more inclined to buy products from companies that provide high-quality service. In this research, service quality also has a positive and significant effect on purchasing decision variables. This means that the higher the quality of service, the more likely consumers are to make a purchase.

This research is in line with research conducted by (Tran et al., 2020), showing that service quality influences consumer purchasing decisions. Service quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires. If the service received or felt is as expected, then the quality of the service is perceived as good and satisfactory.

3. The Influence of Price on Purchasing Decisions

Based on the results of the analysis, the calculated value data for the Price variable (X3) > from ttable is 2,283 > 1,660 and sig < alpha, namely 0.020 < 0.05, meaning that the Price variable (X3) has a significant effect on the Purchasing Decision variable (Y) at Sembilan Wali Medan Bookstore. Price is one of the most important factors influencing consumer purchasing decisions. Consumers will generally be more inclined to buy products that have affordable prices, according to the value they get. In this research, price also has a significant effect on purchasing decision variables. This means that price has a positive influence on consumer purchasing decisions. This means that the more affordable the price, the more likely consumers are to make a purchase.

This research is in line with research conducted by (Yusuf et al., 2022), stating that price influences purchasing decisions. If a consumer wants a product that is more expensive than usual, they will definitely get a good product at the specified price in the store. However, there are still many consumers who want to buy the products they want but at a cheaper price than usual.

4. The Effect of Promotions on Purchasing Decisions

Based on the results of the analysis, the t-value data from the Promotion variable (X4) > from ttable is $1.433 < 1.660$ and $\text{sig} > \alpha$, namely $0.066 > 0.05$, meaning that the Promotion variable (X4) has no significant effect on the Purchase Decision variable (Y) Sembilan Wali Bookstore Medan. Based on the results of this research, promotions do not have a significant effect on purchasing decision variables. This means that promotions do not have a positive or negative influence on consumer purchasing decisions. If market conditions are competitive, consumers will be more inclined to compare the price and quality of products from various companies, so promotions will not be an important factor in influencing their purchasing decisions. Some consumers may have a preference not to purchase products that are being promoted. This is because they feel that the product is of lower quality or because they do not want to feel rushed into buying the product. If promotions are not effective in attracting consumer attention or conveying the right message, then promotions will not have a significant effect on consumer purchasing decisions.

This research is not in line with research conducted by (Cahyaningrum et al., 2023), stating that promotions influence purchasing decisions. Promotion reflects activities that communicate the advantages of a product and persuade consumers to buy it. So, this promotion is a component used to provide and influence the market for the company's products. Understanding consumer behavior is not easy, each consumer has different criteria in choosing the products they want.

5. The Influence of Product Quality, Service Quality, Price and Promotion on Purchasing Decisions

Based on the analysis results, the resulting data shows $F_{\text{count}} > F_{\text{table}}$, namely $3,439 > 2,306$, while $\text{sig} < \alpha$, namely $0.011 < 0.05$, meaning that the variables namely Product Quality (X1), Service Quality (X2), Price (X3) and Promotion (X4) have a significant effect on the Purchasing Decision variable (Y) at Sembilan Wali Medan Bookstore. Sembilan Wali Bookstore can improve product quality by screening suppliers and publishers who have a good reputation, and carrying out regular inspections and quality control. Sembilan Wali Bookstore can improve service quality by increasing the friendliness and politeness of employees, increasing employee knowledge and skills, and increasing the speed and accuracy of service. Sembilan Wali Bookstore can set competitive prices by conducting market research to understand the prices of similar products from its competitors, determine prices that are affordable for consumers, and provide added value for consumers. Sembilan Wali Bookstore can increase the effectiveness of promotions by conducting market research to understand consumer needs and wants, determining the right target market, using appropriate and attractive messages, and carrying out promotions consistently.

4. CONCLUSION

Research entitled Analysis of the Relationship between Product Quality (X1), Service Quality (X2), Price (X3) and Promotion (X4) Purchase Decision Variables (Y) at Sembilan Wali Medan Bookstore, produces the following conclusions:

1. Product quality partially has a positive and significant effect on the purchase decision variable at Sembilan Wali Medan Bookstore.
2. Service Quality partially has a positive and significant effect on the Purchase Decision variable at Sembilan Wali Medan Bookstore.
3. Price partially has a positive and significant effect on the purchase decision variable at Sembilan Wali Medan Bookstore.
4. Partial promotion does not have a significant effect on the purchase decision variable for the Sembilan Wali Medan Bookstore.
5. Product Quality, Service Quality, Price and Promotion simultaneously have a significant effect on the Purchase Decision variable at Sembilan Wali Medan Bookstore.

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