

# The Influence of Service Quality on Purchasing Decisions at CV Indo Surya Abadi

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## Abstract

CV. Indo Surya Abadi is a company engaged in the marketing of building materials. Over time, the company experienced a decline in sales due to a decrease in consumer purchasing decisions. The decline in consumer purchasing decisions for goods offered by companies can be seen from the decrease in the number of consumers who purchase company goods every year. The purpose of this research is to determine the influence of service quality on purchasing decisions at CV. Indo Surya Abadi. The method used in this research is descriptive method, this type of research is quantitative data, primary data obtained through questionnaires. The research population that will be used in this research is all consumers who make purchases from the company, totaling 14,559 consumers. Because the population used is 158 consumers, the population will be reduced using the Slovin sampling technique with a confidence level of 90% and an error rate of 10%, where 99 samples are obtained. The analysis technique used is simple linear analysis and statistical tests, namely t-test (partial) using SPSS (statistical package for the social sciences) software. The test results show that Service Quality has a significant effect on Purchasing Decisions at CV. Indo Surya Abadi

**Keyword:** Service Quality, Purchase Decision

## 1. INTRODUCTION

### 1.1 Background of The Study

In the current era of globalization, everything is running and developing rapidly. The rapid pace of economic growth today is accompanied by many companies being founded to achieve their respective goals and in general the purpose of establishing a company is to gain profit or gain. This of course makes the existing competition even tighter, especially in business sectors that operate in similar fields.

Companies should realize that with competition it is very difficult for companies to develop and advance the company (Yuliana et al., 2020). To face increasingly tight competitive conditions, of course the company's marketing activities are the main determinant in maintaining the company's existence. Marketing has become a very important and crucial thing for many leading companies.

In the face of new competitors, companies must rethink their business models. Even market leaders realize that they cannot relax and must change. Marketing is closely related to identifying and meeting the needs of people and society. One of the shortest definitions of marketing is satisfying a need profitably (Willianson et al., 2021). With marketing intelligence, interpersonal or social needs are transformed into viable, profit-generating business opportunities. A company is a process carried out by individuals or groups in offering goods or services to the wider community. This marketing is of course not only to bring profits to the company, but also to maintain the existence of the company.

CV. Indo Surya Abadi is a company engaged in the marketing of building materials. Over time, the company experienced a decline in sales due to a decrease in consumer purchasing decisions. The decline in consumer purchasing decisions for goods offered by companies can be seen from the number of consumers who make purchases of company goods which are decreasing every year and for some consumers it is also seen that they never return to make repeat purchases when company employees offer their goods to consumers. This of course has a negative impact on company sales. There are various things that are thought to have influenced this decline, such as service quality and product quality. Purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process. Purchasing decisions can be influenced by several things, including product quality and service quality.

Service quality is the result of a comparison between buyer expectations and actual service performance and is also one of the most important elements that buyers consider when purchasing an item. The problem phenomenon that occurs is that the quality of service provided by the company is still not good, making buyers feel disappointed, such as sales who are difficult to contact with buyers or sales who are slow to respond to messages sent by buyers. Some buyers also complained that the employees could not communicate well so they

seemed impolite in offering goods or seemed to prefer making sales rather than building relationships with their buyers.

### 1.2 Previous Research

Previous research is one of the references for researchers in conducting research so that researchers can enrich the theory used in studying the research carried out. However, the researcher raised several studies as references in enriching the study material in this research. In this research, there are several previous studies which will be used as references to support this research, such as according (Gerung et al., 2017) with the research title The Influence of Product Quality, Price and Promotion on the Decision to Purchase a Nissan X-Trail Car at PT. Wahana Wirawan Manado which shows research results that both partially and simultaneously product quality, price and promotion have a positive and significant effect on purchasing decisions. Meanwhile, other research conducted by (Ndoen et al., 2020) with the research title The Influence of Product Quality on the Daihatsu Sirion Car Purchasing Decision shows the research results that both partially and simultaneously Product Quality has a positive and significant effect on Purchasing Decisions. Another research conducted by (Santosa, 2019) with the title The Influence of Service Quality, Product Quality, Store Atmosphere, and E-WOM on the Purchasing Decision Process (Survey of Zenbu House of Mozaru Paris Van Java Bandung Consumers) which shows that the research results are partially good and simultaneously Service Quality, product quality, store atmosphere, and electronic word of mouth have a positive and significant effect on Purchasing Decisions.

### 1.3 Literature Review

According (Irawan et al., 2022), Service Quality is the ability of the service provider to serve users of the goods or services, while according (Santosa, 2019), Service Quality is how consumers respond to the services they consume or experience. Service Quality is the result of a comparison between customer expectations and actual service performance and is also one of the most important elements that are taken into consideration by customers when purchasing a product (Febriyana et al., 2022; Martono et al., 2021; Putri et al., 2022; Setyawati et al., 2022), whereas according (Martono et al., 2021), Service Quality is a form of consumer assessment of the level of service received and the expected level of service. According (Tjiptono & Chandra, 2019), Service Quality is a comparison between the level of service delivered by the company compared to consumer expectations which is realized through fulfilling consumer needs and desires as well as the accuracy of delivery in matching or exceeding consumer expectations. Based on the opinions of the experts above, it can be concluded that Service Quality is a dynamic condition related to products, services, people, processes and the environment where the quality assessment is determined at the time the public service is provided.

Based on (Firmansyah, 2020), Purchasing Decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process. Furthermore, the opinion (Evelyn et al., 2022), states that Purchasing Decisions are a continuum consisting of 2 dimensions, namely dimensions that indicate the involvement of buyers in purchasing decisions and dimensions that indicate the amount of information buyers need to be able to make decisions by searching for information. and consider alternatives. Based on the opinion (Angkasa et al., 2021), the Purchase Decision is the next stage after there is an intention or desire to buy, but the purchase decision is not the same as the actual purchase.

According (Arwin et al., 2022) where the Purchase Decision is one of the stages of the entire mental process and other physical activities that occur in the purchasing process at a certain period and time as well as fulfilling certain needs, in other words a series of stages taken by a person. According (Tanaka et al., 2022), the Purchase Decision is a final action carried out by the buyer as a form of response to the buyer's needs through a series of evaluation processes of several existing alternatives. Based on the opinions of the experts above, the researcher concluded that the Purchase Decision is an activity that includes the entire process that the buyer must go through starting from the problem recognition stage, information search, evaluation stage up to the decision stage to make a purchase.

## 2. RESEARCH METHODS

### 2.1 Research Design

In this research, the research method that will be used is the associative quantitative method, where associative quantitative is research that aims to determine the influence or relationship between two or more variables. while associative is research to determine whether there is a relationship between several variables. To analyze quantitative data from each variable using the ideal score, while for associative analysis using the classical assumption test method, linear regression analysis and coefficient of determination. There are 2 variables used, namely Service Quality (X) as the independent variable and Purchase Decision (Y) as the dependent variable. The research population that will be used in this research is all consumers who make purchases from the company,

totaling 14,559 consumers. Because the entire population of only 14,559 consumers will be used as a sample, the sampling technique that will be used is the Slovin technique with a confidence level of 90% and an error rate of 10% where 99 research samples were obtained.

## 2.2 Data analysis method

### 2.2.1 Normality Test

According to (Siregar, 2017), the normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression. The following is the basis for decision making, if the data spreads around the diagonal line and follows the direction of the diagonal line, then the histogram graph and normal probability plot of regression show a normal distribution pattern, then the regression model meets the assumption of normality. If the data is spread far across the diagonal line and/or does not follow the direction of the diagonal line, the normal probability plot of regression histogram graph does not show a normal distribution pattern, then the regression model does not meet the normality assumption. According to (Siregar, 2017), one of the normality tests is to use Kolmogorov Smirnov with the criterion that the value of Asymp. Sig. > 0.05, then the data is normally distributed. If the value of Asymp. Sig. < 0.05, then the data is not normally distributed.

### 2.2.2 Correlation Test

According to (Siregar, 2017) The correlation test is a statistical method used to measure the extent of the relationship between two or more variables. The results are expressed in correlation coefficients, which range from -1 to 1, with a value of 0 indicating no relationship. SPSS correlation test is a way of testing correlation using SPSS software which is popular among researchers.

### 2.2.3 Simple Linear Regression Analysis

Based on the opinion of (Priyatno, 2017), simple regression analysis is an analysis to determine whether there is a significant influence between the independent variable and the dependent variable. The purpose of using simple regression analysis in this research is to find out how much influence the independent variable has on the dependent variable which can be calculated using the following formula:

$$Y = a + bX + e$$

Information :

- Y = Purchase Decision (dependent variable)
- X = Service Quality (independent variable)
- a = Constant
- b = Regression coefficient
- e = Percentage error (10%)

### 2.2.4 Coefficient of Determination (R<sup>2</sup>)

According to (Priyatno, 2017), an important characteristic of R<sup>2</sup> is that its value is a function that never decreases from the number of independent variables in the model. Therefore, to compare two R<sup>2</sup> from two models, you must take into account the number of independent variables in the model. This can be done using Adjusted R Square. The term adjustment means that the R<sup>2</sup> value has been adjusted to the number of variables (degrees of freedom) in the model. Indeed, this adjusted R<sup>2</sup> will also increase as the number of variables increases, but the increase is relatively small. It is often also recommended that, if there are more than two independent variables, it is best to use Adjusted R Square. The coefficient of determination formula is as follows:

$$KD = r^2 \times 100\%$$

Information:

- KD = Coefficient of Determination Value
- R<sup>2</sup> = Correlation Coefficient Value

### 2.2.5 Hypothesis testing

According to (Sugiyono, 2018), the Z test is a test carried out to determine the relationship between the independent variable and the dependent variable partially. The significant level is 5%. Criteria:

If Zcount > Ztable, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

If Zcount < Ztable H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

Or:

If p < 0.05, H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

If p > 0.05 H<sub>0</sub> is accepted and H<sub>a</sub> is rejected.

### 3. RESULT AND DISCUSSION

#### 3.1 Normality Test

Residual normality testing is used to test whether the value of a residual resulting from regression is normally distributed or not. A good regression model has residuals that are normally distributed. The results of the histogram graph normality test can be seen below as follows:

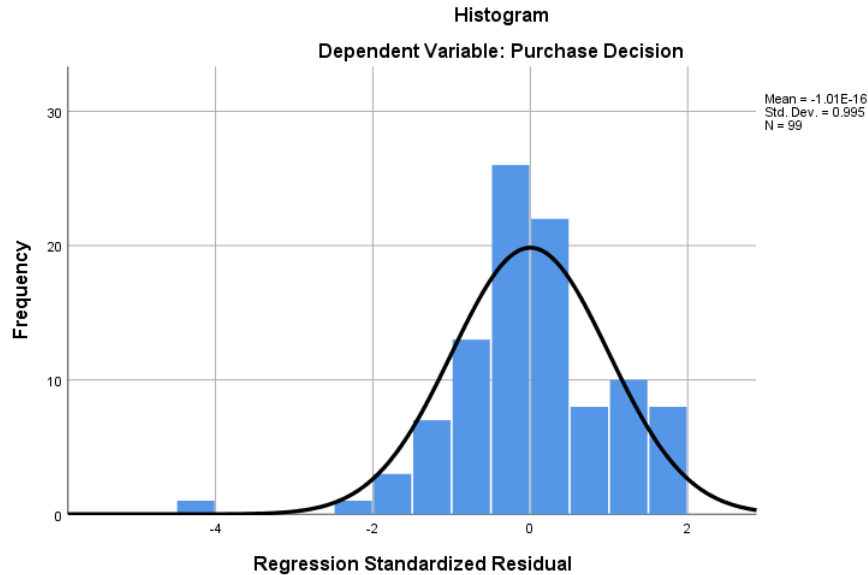
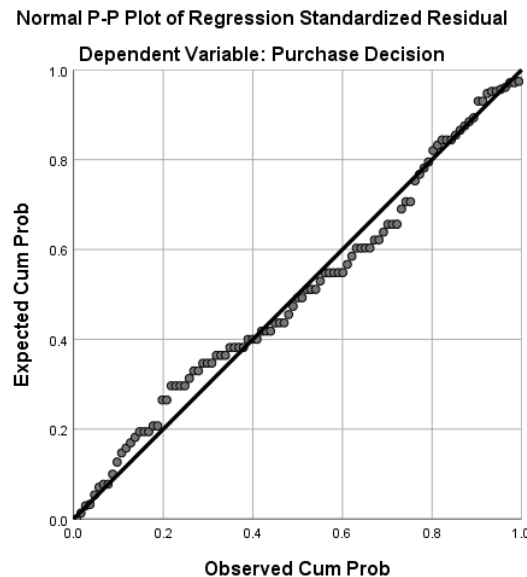


Figure 1. Histogram Graph

From the figure above it can be seen that the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, so the regression meets the assumption of normality.

The results of the P-P plot analysis test can be seen in the figure below as follows:



Source: Research Results, 2023 (Processed Data)

Figure 2. Normal Probability Plot of Regression

In the figure above you can see that the points approach the diagonal line. This shows that the data is normally distributed and meets the assumptions of normality testing.

The results of the One Sample Kolmogorv-Smirnov test can be seen in the table below:

**Table 1. One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		99
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	4.25061893
Most Extreme Differences	Absolute	.083
	Positive	.070
	Negative	-.083
Test Statistic		.083
Asymp. Sig. (2-tailed)		.086 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Research Results, 2023 (Processed Data)

Pada table di atas, dapat dilihat bahwa hasil pengujian normalitas *Kolmogorov-smirnov* membuktikan bahwa nilai tingkat signifikan yang dihasilkan lebih besar dari 0,05 yaitu sebesar 0,200 maka dapat disimpulkan bahwa pengujian statistik normalitas tergolong berdistribusi normal.

### 3.2 Correlation Test

The following correlation test can be seen in the table below:

**Table 2. Correlations**

		Service Quality	Purchase Decision
Service Quality	Pearson Correlation	1	.705**
	Sig. (2-tailed)		.000
	N	99	99
Purchase Decision	Pearson Correlation	.705**	1
	Sig. (2-tailed)	.000	
	N	99	99

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

Source: Research Results, 2023 (Processed Data)

Based on the table above, it can be seen that the correlation value obtained is 0.684, which indicates that the correlation between Social Media Marketing and Purchasing Decisions is 68.4%.

### 3.3 Simple Linear Regression Analysis

The results for testing simple linear regression analysis can be seen in the table as follows:

**Table 3. Simple Linear Regression Analysis Test Results Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.092	2.734		2.960	.004
	Service Quality	.800	.082	.705	9.802	.000

a. Dependent Variable: Purchase Decision

Source: Research Results, 2023 (Processed Data)

$$\text{Purchase Decision} = 8.092 + 0.800 \text{ Service Quality} + e$$

Based on the equation obtained above, it can be described as follows:

1. The constant ( $\alpha$ ) = 8.092 shows a constant value, if the value of the independent variable (X), namely Service Quality, is 0 then the Purchase Decision is fixed at 8.092.
2. The coefficient This means that for every increase in Service Quality (X) by 1 unit, Purchasing Decisions will increase by 80%.

### 3.4 Hypothesis Test

The results of testing the Service Quality hypothesis on Purchasing Decisions in this research can be seen in the Z test calculation using the formula below:

$$Z = \frac{r}{\sqrt{\frac{1}{n-1}}} = \frac{0,705}{\sqrt{\frac{1}{99-1}}} = \frac{0,705}{0,101} = 6,98$$

From the calculation above, it can be seen that 6.98 is still above 1.96 (Ztable), thus it can be concluded that the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (Ha) is accepted.

### 3.5 Coefficient of Determination Test (R<sup>2</sup>)

The test results using the coefficient of determination can be seen in the table below:

**Table 4. Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 <sup>a</sup>	.498	.492	4.272

a. Predictors: (Constant), Service Quality

b. Dependent Variable: Purchase Decision

Source: Research Results, 2023 (Processed Data)

The Adjusted R Square (R<sup>2</sup>) value or coefficient of determination obtained is 0.705, meaning that the Purchasing Decision variable can be explained by the Service Quality variable of 70.5% while the remaining 29,5% is influenced by other factors originating from outside this research model such as other variables.

## 4. CONCLUSION

Based on the research results and discussion of the research that has been carried out in this research, it can be concluded that the constant ( $\alpha$ ) = 8.092 shows a constant value, if the value of the independent variable (X), namely Service Quality, is 0 then the Purchase Decision is fixed at 8.092. The coefficient This means that for every increase in Service Quality (X) by 1 unit, Purchasing Decisions will increase by 80%. From the calculation of hypothesis test by using Ztest, it can be seen that 6.98 is still above 1.96 (Ztable), thus it can be concluded that the Null Hypothesis (H0) is rejected and the Alternative Hypothesis (Ha) is accepted which means there is an influence of service quality towards purchase decision. The Adjusted R Square (R<sup>2</sup>) value or coefficient of determination obtained is 0.705, meaning that the Purchasing Decision variable can be explained by the Service Quality variable of 70.5% while the remaining 29,5% is influenced by other factors originating from outside this research model such as other variables.

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