

THE INFLUENCE OF SERVICE QUALITY AND PROMOTION ON CONSUMER PURCHASING DECISIONS AT RUMOH TUHA COFFEE AND ROASTERY BIREUEN

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ABSTRACT

This study aims to analyze the influence of service quality and promotion on purchase decisions at Rumoh Tuha Coffee and Roastery Bireuen. The research subjects are consumers who make purchases at the location. A sample of 90 respondents was taken using Hair's formula. Data analysis was conducted using a multiple linear regression model with SPSS version 25.0 software. The t-test results show that service quality (t-value 6.966 > t-table 1.987; significance 0.000 < 0.05) and promotion (t-value 4.245 > t-table 1.987; significance 0.001 < 0.05) have a significant influence on purchase decisions. The F-test results indicate that the regression model is significant (F-value 207.296 > F-table 3.10; significance 0.000 < 0.05), meaning that service quality and promotion together significantly influence purchase decisions. The R-test results show a strong correlation between the independent and dependent variables (R = 0.909). The R Square test results reveal that 82.7% of the variation in consumer purchase decisions can be explained by service quality and promotion, while the remaining 17.3% is influenced by other variables not examined in this study.

INTRODUCTION

The coffee and roastery industry has experienced rapid growth in recent years, establishing itself as a key sector within the hospitality and food industry. Among the notable players in this field is Rumoh Tuha Coffee and Roastery, which has built a reputation for delivering high-quality coffee and a unique culinary experience. Despite achieving significant success, Rumoh Tuha faces challenges in an increasingly competitive market filled with numerous new entrants and discerning consumers. Understanding the factors that influence consumer purchase decisions is crucial for Rumoh Tuha Coffee and Roastery, as these factors directly impact their growth and profitability. This study aims to provide valuable insights for the management of Rumoh Tuha Coffee and Roastery in formulating more effective policies and strategies. Additionally, the research seeks to contribute to the academic literature on marketing and consumer behavior, particularly within the context of the coffee and roastery industry. The primary challenge faced by Rumoh Tuha is how to maintain and increase market share amidst intense competition. Coffee entrepreneurs are striving to establish businesses by offering unique menus and highlighting their product advantages, hoping to satisfy consumers with competitive prices, strategic locations, and high-quality products. However, Rumoh Tuha's management may

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encounter issues related to service quality and promotion that need to be addressed to meet customer expectations consistently. Purchase decisions are a fundamental aspect of consumer behavior, encompassing the process by which consumers choose products based on their needs, decide what to buy, how much to buy, when to buy, where to buy, how to pay, and why to buy. According to Kotler & Armstrong and Tjiptono, purchase decisions involve recognizing a problem, seeking information, evaluating alternatives, and making a purchase decision. Rumoh Tuha Coffee and Roastery must ensure product quality consistency, streamline purchase procedures, and provide clear information to attract and retain customers. This research aims to assist in planning effective pricing and promotion strategies, increasing sales, maintaining customer loyalty, and competing successfully in the coffee and roastery industry. Based on this context, the study titled "The Influence of Service Quality and Promotion on Consumer Purchase Decisions at Rumoh Tuha Coffee and Roastery Bireuen" is conducted.

METHOD

The research focuses on the influence of pricing and promotion strategies on consumer purchase decisions at Rumoh Tuha Coffee and Roastery. The methods used in this research are descriptive (questionnaire) and verification (data) methods, which attempt to analyze the problem by collecting data, presenting data, analyzing data, and testing to obtain conclusions and suggestions. Data collection is conducted through a survey method, which involves a measurement process to gather information using a questionnaire.

DISCUSSION

Service Quality

It is essential for a company to provide the highest quality of service to maintain and retain customer trust. Customer satisfaction can bring benefits such as creating a harmonious relationship between the company and the customers, leading to repeat purchases and customer loyalty, and generating positive word-of-mouth recommendations that benefit the company. According to Arianto (2018:83), service quality can be defined as focusing on meeting needs and requirements, as well as timeliness to meet customer expectations. Service quality applies to all types of services provided by the company while the clients are engaged with the company. Kotler and Keller (2016:143) state that "quality is the completeness of features of a product or service that has the ability to satisfy a need." Kasmir (2017:47) defines service quality as actions or behaviors by an individual or organization aimed at providing satisfaction to customers or employees. Aria and Atik (2018:16) consider service quality an important component to ensure excellent service quality. Service quality is central to a company because it influences customer satisfaction, which will be achieved if the service quality provided is good. Based on the above definitions, it can be concluded that service quality is an action taken by the company that is intangible but can be felt by consumers. Service quality measurement can be observed from the service received by consumers to meet their needs and expectations.

Indicators Of Service Quality

Indicators of service quality according to Kotler, as cited by Arni Purwani and Rahma Wahdiniwati (2017:65), are as follows:

1. **Reliability:** The ability to provide reliable and accurate service.
2. **Responsiveness:** The willingness to assist customers and provide prompt service.
3. **Assurances:** The knowledge and courtesy of employees and their ability to instill confidence in customers.
4. **Empathy:** Individualized attention to customers.
5. **Tangibles:** The appearance of physical facilities, equipment, and other resources.

Promotion

Promotion involves advertising a product or brand, generating sales, and creating brand loyalty. It is one of the four fundamental elements of the marketing mix, which includes the 4Ps: price, product, promotion, and place. Promotion encompasses the communication methods used by marketers to provide information about their products. This information can be both verbal and visual. According to William Shoell (2018, p. 181), promotion is the effort made by marketers to communicate with potential audiences. Communication is a process of sharing ideas, information, or feelings with an audience. Arnold (2017, p. 50) states that effective promotion ultimately results in increased sales. This is based on the assumption that consumers who buy based on habits may not remember much about what they are purchasing. Kotler, Philip, and Armstrong (2018) explain that promotional activities are those that function to convince customers by showcasing products or services to persuade them to make a purchase. Lupiyoadi (2013) further explains that promotional activities are conducted by companies to communicate the benefits of products and to influence consumers' purchasing or service usage according to their needs. Thus, it can be concluded that promotion is a method used by companies to create awareness, disseminate information, and influence buyers both directly and indirectly regarding the goods or services offered, with the hope that consumers will be interested in and willing to purchase the products provided.

Promotion Indicators

According to Kotler and Armstrong (2018, p. 432), there are several measurable indicators, including:

1. **Advertising:** All forms of nonpersonal presentation and promotion paid for by sponsors to present ideas, goods, or services. Advertising is considered as image management aimed at creating and maintaining an image and meaning in the minds of consumers. Promotional forms include broadcast, print, internet, outdoor, and other types.
2. **Sales Promotion:** Short-term incentives to encourage the purchase or sale of a product or service. Forms of sales promotion include discounts, coupons, displays, demonstrations, contests, sweepstakes, and events.
3. **Personal Selling:** Personal presentations by sales staff with the goal of making sales and building relationships with consumers. Forms of personal selling include presentations, trade shows, and incentive programs.

4. **Public Relations:** Building good relationships with various publics of the company to gain favorable publicity, build a good company image, and handle or correct rumors, stories, and events that are unfavorable. Forms of public relations include press releases, sponsorships, special events, and web pages.
5. **Direct Marketing:** Direct interaction with target consumers aimed at obtaining an immediate response and establishing a lasting relationship with them. Forms of direct marketing include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

The selection of promotional indicators should align with the goals of the promotional campaign and broader marketing objectives. Measuring and analyzing these indicators helps companies evaluate the effectiveness of their promotions and make necessary adjustments to improve results and enhance the overall customer experience.

Purchase Decision

A purchase decision is the process by which consumers select and buy products or services that they believe meet their needs or desires. Purchase decisions are influenced by various factors, including product quality, service quality, price, brand, reputation, psychological factors, and personal preferences. According to Kotler and Armstrong (2018) in their textbook "Principles of Marketing," Philip Kotler and Gary Armstrong provide contemporary insights into purchase decisions. They acknowledge the crucial role of factors such as perception, attitude, motivation, culture, and environmental factors in the decision-making process. Solomon, Bamossy, Askegaard, and Hogg (2019), in their textbook "Consumer Behaviour: A European Perspective," offer current perspectives on purchase decisions. They emphasize the importance of understanding social, cultural, psychological, and situational factors that affect consumer purchase decisions. It is important to understand that these factors can interact and vary with each purchase decision. Consumers have different preferences and priorities when choosing products or services. Therefore, organizations need to understand and meet customer needs and expectations to influence purchase decisions.

Purchase Decision Indicators

According to Kotler and Armstrong (2016), the indicators of purchase decisions are as follows:

1. The product meets the desires
2. There is a simple purchasing and payment procedure for consumers.
3. Consumers make repeat purchases of the product. d. The intensity of information search regarding the product.
4. The urgency to buy immediately

RESULT

Normality Test

The normality test in this research uses histogram graphics, normal P-P Plot, and the non-parametric Kolmogorov-Smirnov (K-S) statistic.

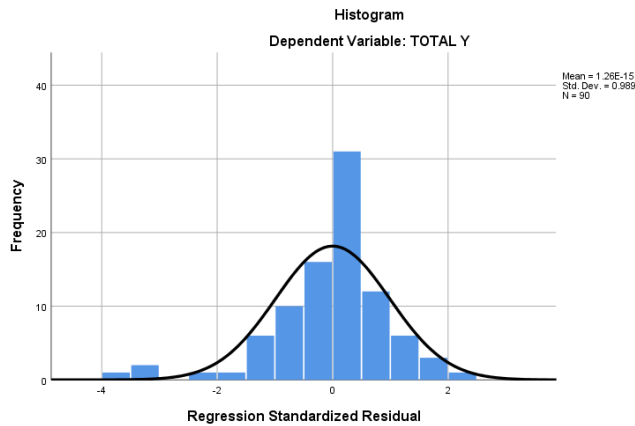


Figure 1. Histogram

Source: Research Results, Data Processed (2024)

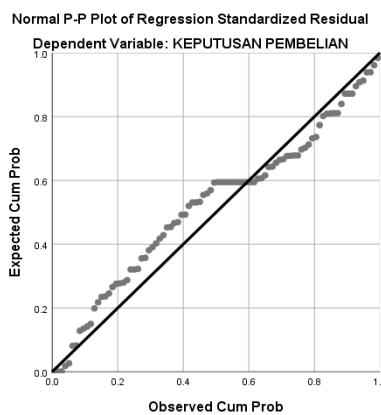


Figure 2. Normal P-P Plot

Source: Research Results, Data Processed (2024)

After examining the results of the Normal P-Plot, it can be concluded that the regression model meets the normality assumption. This is because the points on the Normal P-Plot are close to the diagonal line and spread around it, indicating highly significant results.

Multicollinearity Test

According to Ghozali (2011), multicollinearity is indicated by a Tolerance value <0.10 or a VIF value >10.

Table 1. Multicollinearity Test

Variabel	Collinearity Statistics	
	Tolerance	VIF
Service Quality (X ₁)	0,281	3,553
Promotion (X ₂)	0,281	3,553

Source: Research Results, Data Processed (2024)

In the table, it is explained that the tolerance value for both the service quality variable is $0.281 > 0.10$ and for the promotion variable is $0.281 > 0.10$. Furthermore, the VIF value for the service quality variable is $3.553 < 10$, and for the promotion variable is $3.553 < 10$. Therefore, it can be concluded that there is no multicollinearity in this study.

Heteroscedasticity Test

The heteroscedasticity test in this study uses the scatterplot chart model and the Park test. To examine the scatterplot graph, the researcher uses the predicted independent variable (ZPRED) and its residuals (SPRESID). If a certain pattern is formed, heteroscedasticity occurs, but if the points in the graph are scattered in all directions, heteroscedasticity does not occur. For further clarity, the following is an image of the heteroscedasticity test data processing results: The results of the heteroscedasticity test can be shown in the following figure:

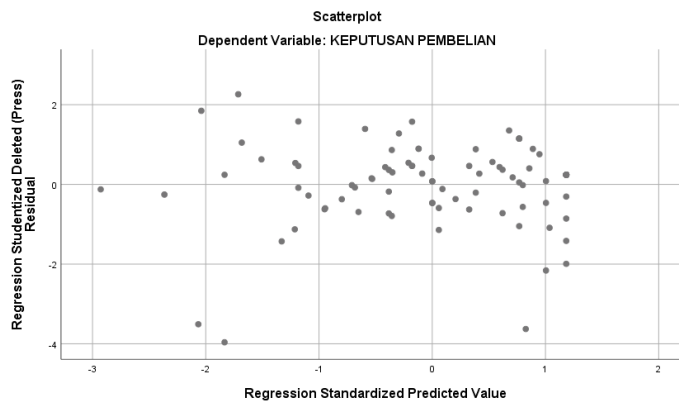


Figure 3. Scatterplot

Source: Research Results, Data Processed (2024)

In the first structural model image, it can be seen that the points are scattered in various directions, both above and below zero on the Y-axis, and do not form a specific pattern. Therefore, it can be concluded that there is no heteroscedasticity in the first structural model regression.

Multiple Linear Regression Analysis

The data analysis used in this research is quantitative analysis with a multiple linear regression equation. Quantitative analysis is used to analyze data obtained from questions requiring statistical calculations, hence it is often referred to as statistical analysis. In this study, the goal is to test the influence of service quality and promotion on purchasing decisions.

Table 2. Multiple Linear Regression Analysis

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

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1	(Constant)	1.052	.944		1.114	.268
	TOTAL X1	.585	.084	.586	6.966	.000
	TOTAL X2	.355	.084	.357	4.245	.000

Source: Research Results, Data Processed (2024)

Multiple Linear Regression Equation Analysis

The regression equation provided is:

$$Y = 1.052 + 0.585X^1 + 0.355X^2$$

Where:

(Y) represents the purchasing decision.

(X¹) represents service quality.

(X²) represents promotion.

From this equation, we can draw the following conclusions:

1. Intercept (Constant): The intercept value is 1.052. This means that if both service quality (X¹) and promotion (X²) are at zero, the purchasing decision (Y) would be 1.052.
2. Service Quality Coefficient: The coefficient for service quality (X¹) is 0.585. This indicates that for every one-unit increase in service quality, the purchasing decision (Y) increases by 0.585 units, assuming the promotion remains constant.
3. Promotion Coefficient: The coefficient for promotion (X²) is 0.355. This means that for every one-unit increase in promotion, the purchasing decision (Y) increases by 0.355 units, assuming the service quality remains constant.

In summary, both service quality and promotion positively influence purchasing decisions. The higher the values of service quality and promotion, the higher the purchasing decision, with the respective impacts quantified by the coefficients in the regression equation.

Partial Testing (t-Test)

The t-test is a statistical test used to determine how much an independent variable can explain the variance in a dependent variable on an individual basis. The t-test is performed with a 95% confidence level and a 5% level of significance (α). The degrees of freedom (df) used are calculated as $df = n - k$, where n is the sample size and k is the number of variables.

Table 3. Partial Testing (t-Test)

Model	t _{hitung}	t _{tabel}	Sig.
Service Quality (X ₁)	6.966	1,987	.000
Promotion (X ₂)	4.245	1,987	.000

Source: Research Results, Data Processed (2024)

1. The results of the regression analysis show that hypothesis H1 is accepted. This means that service quality has a partial effect on consumer purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen. This is evidenced by the t-statistic

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being greater than the t-table value at the 5% level ($6.966 > 1.987$) and the significance value being $0.000 < 0.05$.

- The results of the regression analysis show that hypothesis H2 is accepted. This means that promotion has a partial effect on consumer purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen. This is evidenced by the t-statistic being greater than the t-table value at the 5% level ($4.245 > 1.987$) and the significance value being $0.000 < 0.05$.

Simultaneous Testing (F Test)

The F test is a method for testing the null hypothesis involving more than one coefficient. It works by determining whether the fit of a regression equation is significantly improved by including multiple variables, compared to the null hypothesis where these variables do not have a significant effect. The F test is conducted with a confidence level of 95% and a significance level (α) of 5%. The degrees of freedom for the numerator are $df1 = (k-1)$, and the degrees of freedom for the denominator are $df2 = (n-k)$, where (k) represents the number of parameters (coefficients) in the linear regression model and (n) represents the number of observations. The F test is used to evaluate the simultaneous effect of the independent variables (service quality and promotion) on the dependent variable (purchasing decisions).

Table 4. Simultaneous Testing (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1406.067	2	703.033	207.296	.000 ^b
	Residual	295.055	87	3.391		
	Total	1701.122	89			

Source: Research Results, Data Processed (2024)

Based on the table of results, it can be observed that the calculated F value (F hitung) is greater than the table value (F tabel) ($207.296 > 3.10$), and the significance value (sig) is $0.000 < 0.05$. These regression results indicate that hypothesis H3 is accepted. This means that service quality and promotion have a simultaneous effect on the purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen.

CONCLUSION

Based on the research findings and discussions outlined previously, the following conclusions can be drawn: In this study, the variable of service quality has an effect on purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen. This implies that service quality has a positive impact on purchasing decisions. The regression analysis results show that hypothesis H1 is accepted, indicating that service quality has a partial effect on consumer purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen. This is supported by the fact that the t-value is greater than the table value at the 5% level ($6.966 > 1.987$) and the significance value is $0.000 < 0.05$. In this study, the promotion variable has an effect on purchasing decisions at Rumoh Tuha Coffee and Roastery

Bireuen. This implies that promotion has a positive impact on purchasing decisions. The regression analysis results show that hypothesis H2 is accepted, indicating that promotion has a partial effect on consumer purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen. This is supported by the fact that the t-value is greater than the table value at the 5% level ($4.245 > 1.987$) and the significance value is $0.000 < 0.05$. In this study, service quality and promotion have a significant simultaneous effect on purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen. The results from the table show that the F-value is greater than the table value ($207.296 > 3.10$), and the significance value (sig) is $0.000 < 0.05$. This indicates that hypothesis H3 is accepted, meaning that service quality and promotion have a simultaneous effect on purchasing decisions at Rumoh Tuha Coffee and Roastery Bireuen.

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