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The Influence of Service Quality and Promotion on the Decision to Visit the Eight Alam Sutera Market South Tangerang City

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Abstract : This study aims to determine the effect of service quality tangible (physical evidence), reliability (reliability), responsiveness (response), assurance (guarantee) , empathy (empathy) and promotion either partially or simultaneously on the decision to visit Pasar 8 Alam Sutera. This research uses quantitative associative method with hypothesis testing. Associative research method is research that aims to determine the relationship between two or more variables and determine their effect. The population in this study were visitors to Pasar 8 Alam Sutera with a total population of 1,705,471 and a sample of 100 visitors. This data collection technique is done by using a questionnaire. This study proves that the Service Quality variable obtains a t_{count} (3.946) t_{table} (1.663), and a sig value of 0.1 or (0.000) (0.1) then H_{01} rejected and H_{a1} is accepted, meaning that there is a significant effect of Quality of Service on Decisions to Visit 8 Alam Sutera Market. In the promotion variable, the value of t_{count} (4.042) t_{table} (1.660) and sig value of 0.1 or (0.000) (0.1) means that H_{02} rejected and H_{a2} is accepted, meaning that there is a significant effect of Promotion on Visiting Decisions. And in this study proves that f_{count} (86,169) f_{table} (2,358) and sig value 0.1 or (0.000) (0,1) then H_{03} rejected and H_{a3} accepted, meaning that Service Quality and Promotion have a positive and significant effect on Visiting Decision. The effect of Service Quality (X1) and Promotion (X2) Variables on Visiting Decisions (Y) was 64.0% and the remaining 36.0% was influenced by other variables that were not studied such as competitor competition factors, the covid-19 pandemic, government regulations and others.

Keywords: Service Quality, Promotion, Visitor Decision

INTRODUCTION

In Indonesian society, they are known as traditional markets and modern markets. In *terminology* economics The term appears when there is a phenomenon in various countries, especially in developing countries, including Indonesia. Traditional markets are places where sellers and buyers meet and are marked by direct seller-buyer transactions. The building usually consists of stalls or outlets, grounded and roofless. Meanwhile, in terms of the goods traded, modern markets are actually not much different from traditional markets, but modern markets are located in buildings, lined with ceramics, consisting of neatly arranged stalls, kiosks and shophouses.



Service quality is the most effective weapon used by company leaders to compete in trade or service businesses. Leaders of trading companies today are trying to make super service quality as an effort to gain consumer loyalty. At Pasar 8 Alam Sutera, it consists of stalls selling vegetables, fruit, meat, stalls and shophouses selling groceries, clothing and food that can support the daily needs of the residents of Alam Sutera and its surroundings. Market Management 8 provides services to visitors with facilities such as *trolley*, information center, adequate parking space, ATMs (Automatic Teller Machines), public toilets, prayer rooms, temperature checks and security patrols that go around all the time.

Promotion is the most important thing in the *marketing*. Because promotion is basically offering products or services that we want to buy or choose by consumers. "Promotion is any form of communication that is used to inform (*inform*), persuade (*to persuade*), or remind people about products produced by organizations, individuals, and households" (Firmansyah, MA, & SE, M. (2020)the

attention of visitors, both residents of Alam Sutera and its surroundings, Pasar 8 holds promotions every month with various interesting programs such as hockey shopping, Pasar 8 sundries and other shopping programs with prizes. Consumer *decision making* is an integration process which combines knowledge to evaluate two or more alternative behaviors, and chooses one of them. The result of this integration process is a choice that is presented *cognitively* as a desire to behave.

The number of visits to the market has fluctuated in the past year. This is due to several factors such as quality the service at Pasar 8 is still not optimal, there is the promotion is less than optimal due *pandemic*, and government regulations to limit the number of visitors.

Table 1. Data on the Number of Market Visitors 8 Years 2017 – 2021

Period	Number Visitor
Januari 2016 - Januari 2017	2.974.120
Februari 2017 - Februari 2018	3.791.510
Maret 2018 - Maret 2019	3.372.190
April 2019 - April 2020	2.823.859
Mei 2020 - Mei 2021	1.705.471

Source: Research data, 2022

From the descriptions above, it can be seen that visitors to Market 8 have relatively high complaints, so even though Market 8 has complete facilities, the quality of service must be improved and improved so that visitors feel satisfied and feel comfortable shopping at Market 8. Based on this, the author wants to do research with the title "The Effect of Service Quality and Promotion on the Decision to Visit the 8 Alam Sutera Market"

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Management is a tool to achieve the desired goal. Good management and facilitate the realization of organizational goals. The term management contains three meanings, namely; first, management as a process, second, management as a collectivity of people who carry out management activities, and third, management as an art (art) and as a science.

According to Kotler and Keller (2016) "*marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others*". Marketing is a societal process by which individuals and groups obtain what they need and want to create, offer and freely exchange products and services of value with others.

Initially the concept of the marketing mix was known as the 4Ps (*Product, Price, Place, Promotion*). Then the *marketing* Boom and Bitner added the marketing mix in the service business to 7P. Until now the concept of *marketing mix* is considered to have developed into 7P. The following is a full explanation of each:



1. Product The product referred to here is something that is sold in a business or company. Both goods and services that have use value and are needed by consumers
2. Price Price is the amount of money that must be spent by consumers to obtain goods and services sold
3. Place This Place means the location for carrying out the process of buying and selling products, both goods and services. Companies with conventional businesses must understand very well where the strategic location is. At least one that is easy for consumers to visit
4. Promotion Promotion can be done in various ways. Be it offline for example face to face, or door to door.marketing, online namely through social media, the internet, and many more.
5. Process of these activities are related to the products produced and delivered to consumers. Companies or businesses must prioritize aspects of the process
6. People What is meant by people here is certainly not just consumers. But all human resources are involved, including workers to the business team. Especially for this aspect it is very important to note
7. Physical Evidence The last thing included in the 7P concept is physical evidence evidence , namely all the devices used to support the running of a business

According to Laksana (2019) "promotion is a communication from sellers and buyers originating from the right information that aims to change the attitudes and behavior of buyers, who previously did not know to become familiar so that they become buyers and still remember the product".

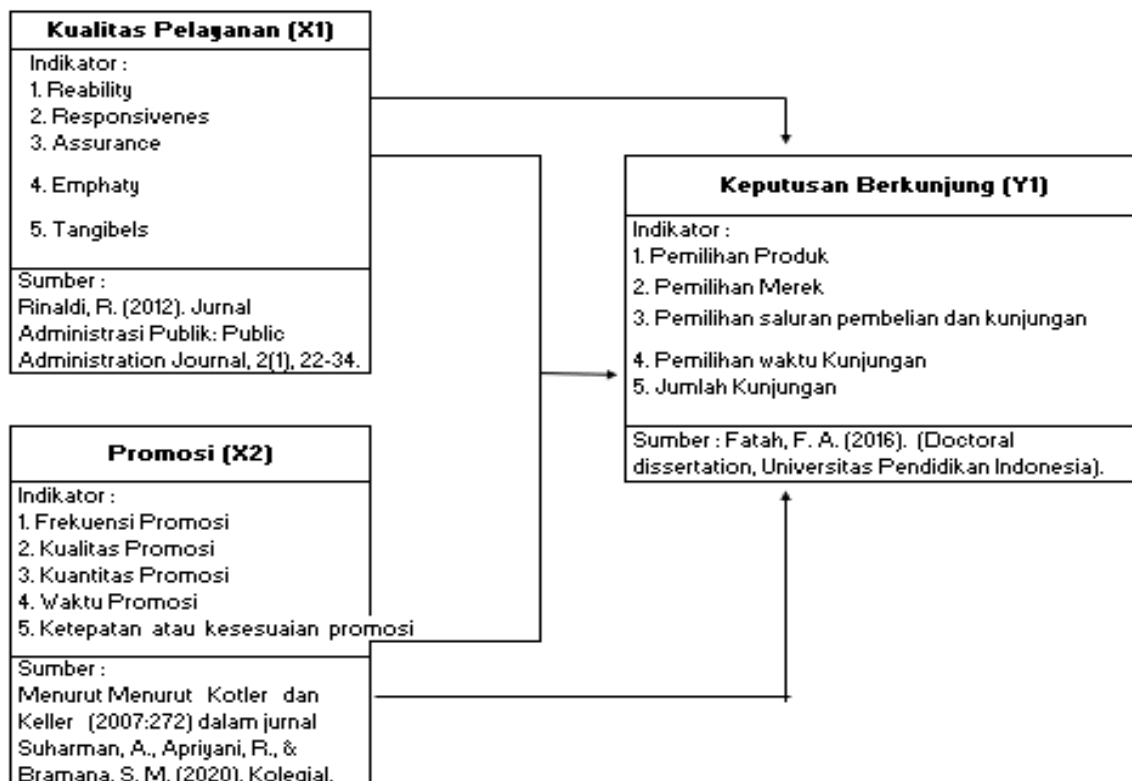


Figure 1. Framework Research

METHODS

This study uses a quantitative associative method with hypothesis testing. research that aims to find out the relationship between two or more variables.

RESULT & DISCUSSION

Table 1. Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.800 ^a	.640	.632	3.470	2.178

a. Predictors: (Constant), Promosi, Kualitas Pelayanan
b. Dependent Variable: Keputusan Berkunjung

Source: Research data, 2022

Know *method* is *the* to . effect5% of the total sample $N = 100$ and the number of independent variables $2 (K = 2) = 2,100$, a *dU* value of 1.715 is obtained. The *DW* value of 2.178 is greater than the upper limit (*dU*) which is 1.715 and less than $(4-dU) 4-1.715 = 2.285$ so it can be concluded that there is no autocorrelation.

Table 2. Correlation Test

		Religiusitas	Religiusitas	Agresifitas
Kualitas Pelayanan	Pearson Correlation	1	.815**	.761**
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Promosi	Pearson Correlation	.815**	1	.763**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Keputusan Berkunjung	Pearson Correlation	.761**	.763**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

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

Source: Research data, 2022

Based on the table above, it can be seen that the significant value of religiosity is <0.05 , this indicates that this variable is related or there is a correlation. And it has a positive value, where the higher the religiosity, the higher the aggressiveness or the lower the religiosity, the lower the aggressiveness.

It can be concluded that service quality and promotion have a strong relationship with the decision to visit Pasar 8 Alam Sutera.

Table 3. Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.424	2.679		3.517	.001
	Kualitas Pelayanan	.447	.113	.415	3.946	.000
	Promosi	.450	.111	.425	4.042	.000

a. Dependent Variable: Keputusan Berkunjung

Source: Research data, 2022

It can be concluded that:

1. The constant (*a*) is equal to, stating that the Purchase Decision variable has a value of 9.424 without the Service Quality and Promotion variables.



- The Variable of Service Quality (X_1) has a positive effect on the Visit Decision (Y) with a coefficient value of 0.447 which means that if the Service Quality variable (X_1) increases the unit assuming the Promotion variable (X_2) is constant, then the Visit Decision will increase by 0.447 so that the magnitude of the influence of Service Quality on Visiting Decisions is 4.47%.
- The Promotion variable (X_2) has a positive effect on the Visit Decision (Y) with a coefficient value of 0.450 which means that if the Promotion variable (X_2) increases the unit assuming the Service Quality variable (X_1) is constant, the Visit Decision will increase by 0.450 so that the magnitude of the influence of price on the decision to visit is 45.0%.

Table 4. Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.424	2.679		3.517	.001
	Kualitas Pelayanan	.447	.113	.415	3.946	.000
	Promosi	.450	.111	.425	4.042	.000

a. Dependent Variable: Keputusan Berkunjung

Source: Research data, 2022

The results of the t test with SPSS version 26 processing can be seen in the explanation below:

- Testing the First Hypothesis (Quality of Service)
Based on Table 4.16 above, it can be seen that the variable Quality of Service obtains $t_{count} (3.946) > t_{table} (1.663)$, and sig value < 0.1 or $(0.000) < (0.1)$ then H_{01} rejected and H_{a1} is accepted, meaning that there is a significant influence of Service Quality on Visiting Decisions.
- Testing the Second Hypothesis (Promotion)
Based on Table 4.16 above, it can be seen that the Promotion variable obtains a $t_{count} (4.042) > t_{table} (1.660)$ and a sig value < 0.1 or $(0.000) < (0.1)$ then H_{02} rejected and H_{a2} is accepted, meaning that there is a significant influence from the Promotion on Visiting Decisions.
- Testing the Third Hypothesis/Test on Simultaneous Regression (F)
To test the effect of Service Quality and Promotion jointly on Visiting Decisions, it can be used with the F Statistical Test (F test), using a significance level of 10% (0.1) and the degree freedom with the formula $dk = n - k$, where n is the number of respondents and k is the number of variables studied, with the basis for making decisions using *probability* significance
 - If probability of significance > 0.1 and $f_{count} < f_{table}$ then H_{03} accepted and H_{a3} rejected
 - If probability < 0.1 and $f_{count} > f_{table}$ then H_{03} rejected and H_{a3} accepted

CONCLUSION

From the data obtained and the analysis that has been carried out in this study, it can be concluded that:

- This study proves that the Service Quality variable obtains a $t_{count} (3.946) > t_{table} (1.663)$, and a sig value < 0.1 or $(0.000) < (0.1)$ then H_{01} rejected and H_{a1} is accepted, meaning that there is a significant influence of Service Quality on the Decision to Visit 8 Alam Sutera Market.
- This study proves that the Promotion variable obtains a $t_{count} (4.042) > t_{table} (1.660)$ and a sig value < 0.1 or $(0.000) < (0.1)$ then H_{02} rejected and H_{a2} accepted, meaning that there is a significant influence of Promotion on Visiting Decisions.
- This study proves that $f_{count} (86.169) > f_{table} (2.358)$ and sig value < 0.1 or $(0.000) < (0.1)$ then H_{03} rejected and H_{a3} accepted, meaning that Service Quality and Promotion have a positive effect and significant to Visit Decision.



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