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The Effect Of Service Quality And Promotion On Property Purchase Decisions At Cv. Indohouse Cikuray Bogor

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Abstract: The purpose of this study was to determine the effect of service quality and promotion on property purchase decisions at CV. Indohouse Cikuray Bogor. The type of research used is associative quantitative research. The method of processing data with multiple regression analysis. The population of 133 people was taken from all consumers of CV. Indohouse Cikuray Bogor. Sampling using the slovin formula, obtained a sample of 100 people. The data was processed using SPSS version 25. The results of the data processing research concluded that the quality of service and promotion had a positive and significant effect on purchasing decisions with the regression equation $Y = 9,780 + 0,423X_1 + 0,291X_2$. These results indicate that the correlation coefficient is 0.603. With a value of $f_{count} > f_{table}$ that is $27.695 > 3.090$ with a significant level of $0.000 < 0.05$. While the quality of service on purchasing decisions with a value of $t_{count} > t_{table}$ that is $6.105 > 1.984$ with a significant value of $0.000 < 0.005$. Then the promotion with a value of $t_{count} > t_{table}$ is $6.270 > 1.984$ with a significant value of $0.000 < 0.005$. So it can be concluded that the quality of service and promotion has a positive and significant influence on purchasing decisions.

Keywords: service quality, promotion, purchase decision

INTRODUCTION

Modern retail businesses, particularly minimarkets, in Indonesia show promising prospects, driven by the growing demand for convenient shopping options. The COVID-19 pandemic accelerated this trend as minimarkets located near residential areas became the preferred choice for consumers reluctant to travel far. Meanwhile, the property business has also grown rapidly, despite a temporary decline in income across various sectors during the pandemic. Properties remain a profitable investment due to their tendency to appreciate and their stability. For instance, Bogor has seen

increased property development, including residential houses, apartments, and shop houses, creating opportunities for property agencies to market and sell these products.

However, despite the rapid development of the property business in Indonesia, including in Bogor, challenges remain in property sales. One key factor influencing purchasing decisions is the service quality provided by property agencies. CV. Indoouse Cikuray, a company operating in the property sector, has experienced fluctuations in sales numbers over the years, indicating a decline in property purchase decisions. This is attributed to several factors, including economic instability caused by the pandemic and the emergence of new property agencies offering attractive deals. Moreover, inadequate service quality, such as delayed responses to consumers and ineffective communication, has impacted consumers' property purchase decisions.

In addition to service quality, promotion plays a crucial role in influencing purchasing decisions. CV. Indoouse Cikuray conducts promotions through social media and brochures but has not fully utilized other media like radio or television, which could reach a wider audience. This indicates that the company's promotional efforts are still insufficient in attracting consumer interest. Based on data showing a high number of consumer complaints in 2021, it is evident that both service quality and promotion need improvement. Therefore, evaluations and enhancements in these two aspects are necessary to boost purchase decisions and maintain the company's competitiveness in the property market.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Kotler (2016:177), purchasing decisions are part of consumer behavior, involving the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Purchasing decisions are significantly influenced by service quality and promotional activities conducted by a company or institution to achieve profitability or corporate goals.

Fandy Tjiptono (2014:268) defines service quality as focusing on efforts to meet consumer needs and desires and delivering them accurately to match consumer expectations. To influence purchasing decisions, employees are required to provide good, friendly, and courteous service. Companies facing intense competition must continuously pay attention to consumer needs and expectations and strive to meet them by delivering better services than their competitors.

Apart from service quality promotion is another crucial factor companies must consider. According to Buchari Alma (2014:179), promotion is a form of marketing communication, an activity that disseminates information, influences/persuades, and reminds the target market about a company and its products to encourage acceptance, purchases, and loyalty. Property companies often promote through advertisements, both in print media (brochures, newspapers, magazines) and electronic media (radio, television, social media).

METHODS

This research employs a quantitative approach, which, according to Sugiyono (2018), is based on positivist philosophy and aims to test hypotheses through quantitative or statistical data analysis. The study is empirical and focuses on examining the influence of service quality and promotion on purchasing decisions. The research was conducted at CV. Indoouse Cikuray Bogor, chosen as the target to

obtain objective data related to the topic (Sugiyono, 2016).

RESULT AND DISCUSSION

Validity Test

The validity test was conducted to determine the validity of the questionnaire. The results indicate that the r-table value for $N=100$ at a 0.05 significance level is 0.197. The analysis shows that all variables' calculated r-values exceed the r-table value, confirming the validity of the test.

Reliability Test

Based on the data processing results, the reliability test shows Cronbach's alpha scores for X1, X2, and Y $\geq 0,60$ indicating that the data is reliable.

Normality Test

Using the Kolmogorov-Smirnov method for one sample, the normality test results show a significance level of $0.200 \gg 0.05$, indicating a normal distribution

Multicollinearity Test

The multicollinearity test results show that all variables (brand image, service quality, promotion, and purchasing decisions) have a VIF $\ll 10$, indicating no multicollinearity issues and reliable results.

Heteroscedasticity Test

The heteroscedasticity test ensures no violations of classical assumptions in linear regression models. The data indicates that the significance scores of the independent variables meet the standardization score of 0.05, confirming no heteroscedasticity

Coefficient of Determination Test

The adjusted R square value is 0.363, indicating that 36.3% of purchasing decisions are influenced by brand image, service quality, and promotion. The remaining 63.7% is explained by other factors not included in this study.

F -Test

The F-test results from IBM SPSS Statistics show that all variables significantly influence purchasing decisions, with a calculated FFF-value of 27.695 $>$ table F-value of 3.090 and a significance value less than 0.05.

T – Test and Regression Analysis

The regression analysis shows that service quality (X1) and promotion (X2) significantly affect purchasing decisions (Y) with the equation: $Y = 9,780 + 0,423X1 + 0,291X2 + e$. The constant value indicates that if the variables Service Quality (X1) and Promotion (X2) are set to 0, the Purchase Decision (Y) at CV. Indohouse Cikuray Bogor is 9.780. The regression coefficient for the Service Quality variable (X1) is 0.319, which means an increase in the Service Quality variable can enhance property purchase decisions. If Service Quality increases by 1 unit, property purchase decisions will increase by 0.423. The regression coefficient for the Promotion variable (X2) is 0.291, indicating that an increase in Promotion can improve property purchase decisions. If Promotion increases by 1 unit, the property purchase decision will increase by 0.291. The T-test results show that the impact analysis of Service Quality (X1) on Purchase Decision (Y) yielded a significant value of $0.001 < 0.05$, indicating that Service Quality (X1) significantly influences Purchase Decision (Y). Thus, H1 is

accepted. The analysis of the impact of Promotion (X2) on Purchase Decision (Y) resulted in a significant value of $0.000 < 0.05$, indicating that Promotion (X2) significantly influences Purchase Decision (Y). Therefore, H2 is accepted.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	894,894	2	447,447	27,695	,000 ^b
	Residual	1567,146	97	16,156		
	Total	2462,040	99			

a. Dependent Variable: Keputusan Pembelian (Y)

b. Predictors: (Constant), Promosi (X2), Kualitas Pelayanan (X1)

Source: Data Processing Results with SPSS 25

Tabel 4. 21 Uji F

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9,780	4,623		2,116	,002
	Kualitas Pelayanan (X1)	,423	,123	,332	3,429	,001
	Promosi (X2)	,291	,080	,354	3,661	,000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Data Processing Results with SPSS 25

Tabel 4. 22 Uji T

The Influence of Service Quality on Property Purchase Decisions.

The first hypothesis posits that the brand image variable has a significant impact on service utilization decisions. The findings of this study indicate that brand image influences service utilization decisions, thereby confirming H1. These results align with previous studies conducted by Halan et al. (2022) and Ruspen & Sugiyanto (2023), which found that brand image affects purchasing decisions. Furthermore, an improved brand image tends to attract greater consumer interest in making purchase decisions. However, Nurhayati (2017) argues that brand image does not have a significant impact on purchasing decisions. For some consumers, a strong brand image does not necessarily prompt them to buy or try the product. Instead, these consumers may prioritize other factors, such as product quality, recommendations from friends, or alignment with their personal preferences.

The Influence of Promotion on Property Purchase Decisions

The second hypothesis states that the service quality variable influences service utilization decisions. This research confirms that service quality affects service utilization decisions, thus validating H2. According to F. Arifin et al. (2017), service quality is a dynamic condition related to products, services, people, processes, and environments that meet expectations. Therefore, the higher the quality of service, the greater the likelihood that consumers will make purchasing decisions. This study aligns with Fabtaghun Haqiqi (2020), who also found that service quality has a significant impact on consumers' purchase decisions. However, in contrast, research by M.Z. Arifin & Azhari (2018) concluded that service quality does not influence purchase decisions.

The Influence of Service Quality and Promotion on Property Purchase Decisions.

The third hypothesis is that service quality and promotion variables have a relevant impact on purchasing decisions. The results of this research show that service quality and promotion have a positive and significant effect on purchasing decisions, with the F test showing the calculated F value (27.695) is greater than the F table (3.090) and the significance is $0.000 < 0.05$, so the alternative hypothesis is accepted. The results of this research are in line with research results from (Krisnawati, 2017; Tika & Hartuti, 2020; Shobayar, 2018) which show a positive influence on purchasing decisions.

CONCLUSIONS

Based on the research results regarding the influence of service quality and promotion on purchasing decisions at CV. Indoouse Cikuray Bogor, it can be concluded that service quality has a positive and significant impact on purchasing decisions. This is evident from the appearance of employees, adequate parking facilities, and the prompt response from the marketing staff. In addition, promotion also has a positive and significant impact, as shown by attractive promotions, communication of price changes, and the offering of new products to consumers. Overall, both service quality and promotion have a positive combined effect on purchasing decisions, as evidenced by the variety of product choices, discounts offered, and the convenience of payment methods provided. These findings are consistent with previous research by Mulyana (2018), Sholihat (2018), Devina (2019), Munarsih (2022), Wibowo (2021), Istighfarin (2021), Krisnawati (2017), and Tika & Hartuti (2020).

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