

# Service Quality and Promotion Impact on Purchasing Decisions and Consumer Satisfaction in Using Aqua Bottled Water by PT Tirta Investama in Gebang Purworejo District

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## ABSTRACT

This research aims to determine the influence of service quality and promotion on purchasing decisions which have an impact on consumer satisfaction in using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area. The method used is explanatory research with a sample of 96 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research are that service quality has a significant positive effect on purchasing decisions by 29.1%, the hypothesis test shows a significance of  $0.000 < 0.05$ . Promotion has a significant positive effect on purchasing decisions by 46.2%, hypothesis testing obtained a significance of  $0.000 < 0.05$ . Service quality and promotion simultaneously have a significant positive effect on purchasing decisions by 49.6%, the hypothesis test obtained a significance of  $0.000 < 0.05$ . Purchasing decisions have a significant positive effect on consumer satisfaction of 30.1%, hypothesis testing obtained a significance of  $0.000 < 0.05$ .

## 1. INTRODUCTION

The need for drinking water continues to increase along with population growth. There are more and more companies working on the Bottled Drinking Water (AMDK) business and continue to expand to expand the market network for their products. The public's need for drinking water is very high, but the availability of water that is suitable for drinking in the sense of quality and guaranteed from a health perspective is increasingly difficult for the public to obtain. Currently, especially in big cities, it can no longer be separated from AMDK.

The bottled drinking water industry (AMDK) has emerged as a major beverage industry almost throughout the world. Initially, bottled water was a type of commercial drink in western Europe where the consumption of bottled water has become a habit of the people there and now bottled water can be found even in remote areas. in this world.

Bottled drinking water is currently one of the instant products on the market offering various advantages and benefits. So currently many people prefer more natural beverage products because of the demands of their needs, and in addition because people are busy so they prefer instant products.

The Bottled Drinking Water (AMDK) industry is experiencing increasingly rapid development due to the increasing consumption of AMDK every year in Indonesia, the cause is the increasing population growth in line with the increasingly modern lifestyle patterns of Indonesian society and the increasingly complex level of needs which causes people choose something practical to fulfill their life needs. The growth of the bottled drinking water (AMDK) industry is not only played by large-scale companies, but performance growth does not include drinking water depot entrepreneurs who are mostly played by local actors (Ministry of Industry). Various brands of mineral water are widely known by the public, especially Aqua and Vit which are produced by PT Tirta Investama.

PT Tirta Investama is a company engaged in the distribution of bottled drinking water (AQUA and VIT) which has been established for 15 years, and has 14 depots divided into the Jakarta, Tangerang and Banten areas. And has become an international standard distributor company by obtaining ISO 9001: 2008 certificate by SGS certification. Products distributed include Aqua, Vit, Mizone and Vit Levite. Aqua, as one of the largest and first drinking water producers in Indonesia, is still the market leader in the bottled drinking water business in Indonesia (AMDK). However, Aqua does not want its consumers to switch to other products. Therefore, the demand to always be the best must become the organization's commitment so that drinking water users remain loyal to always consuming Aqua drinking water.

In order to reach consumers, there are many strategies that can be used to develop products, namely by means of promotion. Promotion is one element of a company's marketing mix. Promotion is also a one-way flow of information or persuasion created to direct a person or organization to action that creates exchange in marketing. In promoting products in the business world, one of the most important things is marketing strategy. Marketing strategy is the main weapon in running a business. If the marketing strategy is successful, then overall business activities can run smoothly according to the plans that have been designed. Not only that, in order to reach consumers, many production companies use strategies through distributors or intermediaries who can distribute products from producers to retailers or consumers.

Apart from that, providing good service to consumers is certainly a consideration factor for those who decide, for example, to become loyal consumers. This identifies that product quality will make consumers satisfied. Consumer satisfaction is a consumer's willingness to continue purchasing from a company in the long term and recommend the product to friends and colleagues, including references, desires and future intentions. Business actors can pay attention to these things so they can compete to attract consumers. Consumer satisfaction can be interpreted as consumer loyalty to a service or goods that consumers use. There are many strategies that can be used in the business world, including carrying out promotions or influencing and attracting consumer interest and serving consumers well, which are the most important things in a business that can be used so that consumers are satisfied with the product.

Consumer satisfaction is determined, among other things, by good service quality and promotions carried out in the form of accurate information delivered. Guaranteeing product density is a top priority for every company currently in existence, especially as a benchmark for the company's competitive advantage. By fulfilling the needs and desires of consumers, the consumer will feel satisfied, and when a consumer feels satisfied, he will return to consume the product or service that makes them satisfied. In other words, by providing satisfaction to consumers, the company has created loyalty for its consumers. Every business actor in every business category is required to be sensitive to every change that occurs and to place an orientation towards consumer satisfaction as the main goal.

Service quality or service quality is centered on efforts to fulfill consumer needs and desires as well as the accuracy of delivery to match consumer expectations. Service quality is an important factor to re-examine because it is a basic thing that consumers need. Quality of service is very necessary by providing and fulfilling facilities and responses according to consumer wishes, therefore service quality can also influence consumer satisfaction. If the perceived service is as expected then the quality of the service is perceived as good and satisfactory. If the service received exceeds consumer expectations, then the service quality is perceived as ideal quality. Conversely, if the service received is lower than expected, then the quality of the service is perceived as poor. Thus, whether the service quality is good or not depends on the service provider's ability to consistently meet consumer expectations.

In an effort to achieve consumer satisfaction so that they are satisfied with their purchases, PT Tirta Investama as the Aqua brand bottled water distributor in Gebang Purworejo provides promotions so that it can influence consumer satisfaction. Promotion has a very important role in the development of a company. With promotion, companies can communicate products to consumers, such as the advantages of the product and benefits that consumers can know, so that promotion is an important aspect in marketing management to influence and attract consumers in selling products.

In recent years, there has been a phenomenon of declining sales, so management needs to carry out various strategies to overcome this problem, such as improving service quality and making breakthroughs in promotions. This is what prompted the author to find out more about the influence of

service quality and sales promotion of bottled drinking water products (Aqua) on consumer satisfaction at PT Tirta Investama in Gebang Purworejo District in an effort to retain consumers so they can make repeat purchases and consumers' willingness to continue buying the product. from PT Tirta Investama.

Based on the explanation above, the author is interested in conducting further research with the title "The Influence of Service Quality and Promotion on Consumer Purchasing Decisions Which Impact Consumer Satisfaction Using Aqua Bottled Water Produced by PT Tirta Investama in the Gebang Purworejo District Area".

### **1. Formulation of the problem**

- a. Is there an influence of service quality on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area?
- b. Is there an influence of promotions on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area?
- c. Is there an influence of service quality and promotion simultaneously on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area?
- d. Is there an influence on purchasing decisions on consumer satisfaction using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area?

### **2. Research purposes**

- a. To determine the influence of service quality on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.
- b. To determine the effect of promotions on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.
- c. To determine the effect of service quality and promotion simultaneously on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.

To determine the effect of purchasing decisions on consumer satisfaction using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.

## **2. LITERATURE REVIEW**

### **a. Service Quality**

According to Tjiptono (2019) states that "service quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires". Indicators used include: Tangible, Empathy, Quick response, Reliability, Certainty.

### **b. Promotion**

According to Kotler and Keller (2019), "Promotion is a special mixture of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing objectives." Indicators used include: Advertising, Sales promotion, Personal selling, Publicity, Direct marketing.

### **c. Buying decision**

According to Kotler and Armstrong (2019), "purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires." Indicators used include: Problem recognition, Information search process, Alternative evaluation, Purchase decision, Post-purchase behavior.

### **d. Consumer Satisfaction**

According to Winkle (2014), "consumer satisfaction with quality products and services plays an important role in shaping consumer satisfaction, besides that it is closely related to creating profits for the company". The indicators used include: Cognitive (knowledge), Affective (emotions), Conative (actions).

### e. RESEARCH METHODS

In the opinion of Sugiyono (2018) "a research model is a synthesis that reflects the relationship between the variables studied and is a guide for solving research problems and formulating hypotheses in the form of flowcharts equipped with qualitative explanations." In this research, the research model created is as follows:

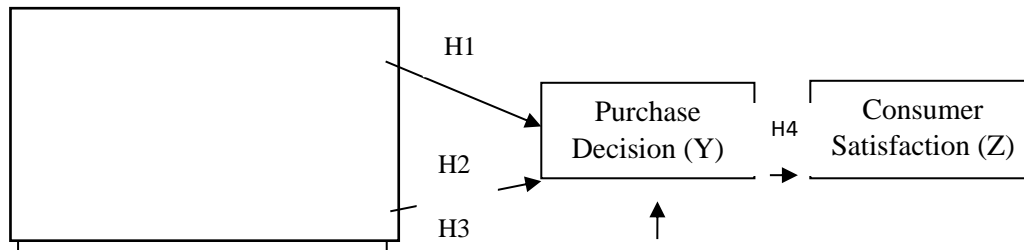


Figure 1. Research Model Paradigm

### Research Hypothesis

According to Sugiyono (2018) "hypotheses are temporary answers to problems, because they are temporary, they need to be proven true through collected empirical data." The hypothesis formulation proposed is as follows:

- H1: There is a significant influence of service quality on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.
- H2: There is a significant influence of promotion on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.
- H3: There is a significant influence of service quality and promotion simultaneously on consumer purchasing decisions using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.
- H4: There is a significant influence on purchasing decisions on consumer satisfaction. Consumers using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District Area.

### 3. METODE

#### Population

The population in this study are consumers who use Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District area, the exact number of which is not known.

#### Sample

The sampling technique in this research was to use the Rao Purba formula, and after carrying out calculations a sample of 96 respondents was obtained. Thus, the sample in this study was 96 consumer respondents using Aqua bottled water produced by PT Tirta Investama in the Gebang Purworejo District area.

#### Types of research

The type of research used is associative, where the aim is to find out the connections between

#### Data Analysis Techniques

In analyzing the data, instrument tests, classical assumption tests, regression, coefficient of determination and hypothesis testing were used.

#### a. Instrument Test

On This test uses validity and reliability tests.

- 1) Validity Test.

The validity test is intended to determine the quality of data regarding the suitability between what is to be measured and the measurement results. To carry out a validity test, the 2-tailed significance value is seen compared to 0.05 with the following conditions:

- (a) If the 2-tailed significance value is  $< 0.05$ , then the instrument is valid,
- (b) If the 2-tailed significance value is  $> 0.05$ , then the instrument is invalid,

## 2) Reliability Test.

A reliability test is a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are carried out repeatedly. A good instrument will not be tendentious in directing respondents to choose certain answers. The test criteria are as follows:

- (a) If Cronbach's alpha  $> 0.600$ , then the instrument is reliable.
- (b) If Cronbach's alpha  $< 0.600$ , then the instrument is not reliable.

## b. Classical Assumption Test

The classical assumption test is intended to determine the quality of data. In this research, the classical assumption tests used include: Normality Test, Multicollinearity Test, Autocorrelation Test, and Heteroscedasticity Test. The results are as follows:

### 1) Normality Test

The normality test is used to test whether in a regression model, the dependent variable, independent variable, or both have a normal distribution or not. The normality test uses the Kolmogorov-Smirnov test, with the following conditions:

- (a) If the significance value is  $< 0.05$ , then the data is not normally distributed.
- (b) If the significance value is  $> 0.05$ , then the data is normally distributed.

### 2) Multicollinearity Test

This multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables. In this research, the tolerance limit and its opposite, the variance inflation factor (VIF), are used with the following conditions:

- (a) If the tolerance value is  $< 1$  and the Variance Inflation Factor (VIF) value is  $< 1$ , then multicollinearity does not occur.
- (b) If the tolerance value is  $> 1$  and the Variance Inflation Factor (VIF) value is  $> 1$ , then multicollinearity occurs.

### 3) Autocorrelation Test

The autocorrelation test is used to determine whether or not there is a deviation from the classic assumption of autocorrelation, namely the existence of correlation between sample members. In this research, the Durbin Watson Test was used.

### 4) Heteroscedasticity Test

The heteroscedasticity test aims to find out whether in the regression model there is inequality of variance from one residual observation to another observation. The Glejser Test is used to predict whether heteroscedasticity is present or not.

## c. Statistical Test

### 1) Linear Regression

Linear regression analysis is a statistical technique used to find regression equations that are useful for predicting the value of the dependent variable based on the values of the independent variables. In this study, multiple linear regression was used.

### 2) Coefficient of Determination

Analysis of the coefficient of determination is intended to determine the magnitude of the influence of the independent variable on the dependent variable, either partially or simultaneously.

### 3) Hypothesis Testing

Hypothesis testing is intended to determine whether a hypothesis should be accepted or rejected. In this research, the t test (Partial) and F test (Simultaneous) were used.

## 4. RESULTS AND DISCUSSION

- From the test results, all service quality variable questionnaire items obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid.
- From the test results, all promotional variable questionnaire items obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid.
- From the test results, all purchase decision variable questionnaire items obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid.
- From the test results, all consumer satisfaction variable questionnaire items obtained a 2-tailed significance value of  $0.000 < 0.05$ , thus the instrument was declared valid.
- From the results of reliability testing, the following results were obtained:

**Table 1.** Reliability Test Results

Variable	Cronbach's Alpha	Alpha Critical Standards	Information
Service Quality (X1)	0.605	0.600	Reliable
Promotion (X2)	0.627	0.600	Reliable
Purchase Decision (Y)	0.603	0.600	Reliable
Consumer Satisfaction (Z)	0.646	0.600	Reliable

Based on the test results above, the overall variables of service quality (X1), promotion (X2), purchasing decisions (Y) and consumer satisfaction (Z) obtained a Cronbach alpha value greater than 0.600. Thus it is declared reliable.

### Classic Assumption Test Results

#### a. Normality Test

The results of the normality test using the Kolmogorov-Smirnov Test are as follows:

**Table 2.** Kolmogorov-Smirnov Normality Test Results

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		96
Normal Parameters <sup>a, b</sup>	Mean	0
	Std. Deviation	2.460978
Most Extreme Differences	Absolute	0.041
	Positive	0.041
	Negative	-0.035
Statistical Tests		0.041
Asymp. Sig. (2-tailed)		,200 <sup>CD</sup>

- Test distribution is Normal.
- Calculated from data.
- Lilliefors Significance Correction.
- This is a lower bound of the true significance.

Based on the test results in the table above, a significance value of 0.200 is obtained, where this value is greater than the value  $\alpha = 0.050$  or  $(0.170 > 0.050)$ . Thus, the assumed distribution of equations in this test is normal.

#### b. Multiconciliarity Test

The multicollinearity test was carried out by looking at the Tolerance Value and Variance Inflation Factor (VIF). The test results are as follows:

**Table 3.** Multicollinearity Test Results with Collinearity Statistics.

<b>Coefficientsa</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	10.07	3,073			
	Service Quality (X1)	0.209	0.083	0.225	0.673	1,486
	Promotion (X2)	0.552	0.09	0.551	0.673	1,486

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the tolerance value for each independent variable is  $0.673 < 1.0$  and the Variance Inflation Factor (VIF) value is  $1.486 < 10$ , thus this regression model does not occur multicollinearity.

### c. Autocorrelation Test

Testing was carried out using the Darbin-Watson test tool (DW test). The test results are as follows:

**Table 4.** Autocorrelation Test Results

<b>Model Summary b</b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,704 <sup>a</sup>	0.496	0.485	2,487	1,797

a. Predictors: (Constant), Promotion (X2), Service Quality (X1)

b. Dependent Variable: Purchase Decision (Y)

The test results in the table above obtained a Durbin-Watson value of 1.797, this value is in the interval 1,550 – 2,460. Thus, the regression model is declared to have no autocorrelation interference.

### d. Heteroscedasticity Test

Testing was carried out using the Glejser Test Model test tool. The test results are as follows:

**Table 5.** Heteroscedasticity Test Results with the Glejser Test Model

<b>Coefficientsa</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,155	1,822		1,732	0.087
	Service Quality (X1)	-0.094	0.05	-0.235	-1,893	0.061
	Promotion (X2)	0.062	0.053	0.144	1,159	0.25

a. Dependent Variable: RES2

a. Dependent Variable: RES2

Test results using the Glejser test, after testing, each independent variable obtained a significance value of  $> 0.050$ . Thus, the regression model does not contain heteroscedasticity interference.

### Descriptive Analysis

This test is used to determine the minimum and maximum scores, the highest scores, rating scores and standard deviation of each variable. The results are as follows:

**Table 6.** Results of Descriptive Statistics Analysis

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality (X1)	96	30	46	37.99	3,726
Promotion (X2)	96	31	46	38.11	3,458
Purchase Decision (Y)	96	32	46	39.05	3,465
Consumer Satisfaction (Z)	96	31	50	39.25	3,662
Valid N (listwise)	96				

Service quality obtained a minimum variance of 30 and a maximum variance of 46 with a mean score of 3.799 with a standard deviation of 3.726.

The promotion obtained a minimum variance of 31 and a maximum variance of 46 with a mean score of 3.811 with a standard deviation of 3.448.

Purchasing decisions obtained a minimum variance of 32 and a maximum variance of 46 with a mean score of 3.905 with a standard deviation of 3.465.

Consumer satisfaction obtained a minimum variance of 31 and a maximum variance of 50 with a mean score of 3.662 with a standard deviation of 3.662.

**Quantitative Analysis.**

This analysis is intended to determine the influence of the independent variable on the dependent variable. The test results are as follows:

**a. Multiple Linear Regression Analysis**

This regression test is intended to determine changes in the dependent variable if the independent variable experiences changes. The test results are as follows:

**Table 7.** Results of Multiple Linear Regression Testing for Service Quality and Promotion on Purchasing Decisions

Model		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.07	3,073		3,277	0.001
	Service Quality (X1)	0.209	0.083	0.225	2,501	0.014
	Promotion (X2)	0.552	0.09	0.551	6,138	0

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation is obtained  $Y = 10.070 + 0.209X1 + 0.552X2$ . This equation is explained as follows:

- 1) A constant of 10.070 means that if service quality and promotions are absent, then there is a purchasing decision value of 10.070 points.
- 2) The service quality regression coefficient is 0.209, this figure is positive, meaning that every time there is an increase in service quality by 0.209 points, purchasing decisions will also increase by 0.209 points.
- 3) The promotion regression coefficient is 0.552, this figure is positive, meaning that every time there is an increase in promotions of 0.552 points, purchasing decisions will also increase by 0.552 points.

**Table 8.** Results of Simple Linear Regression Testing on Purchase Decisions on Consumer Satisfaction

Model		Coefficientsa				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,596	3,572		4,646	0
	Purchase Decision (Y)	0.58	0.091	0.549	6,367	0

a. Dependent Variable: Consumer Satisfaction (Z)

Based on the test results in the table above, the regression equation is obtained  $Z = 16.596 + 0.580Y$ . This equation is explained as follows:

- 1) A constant of 16.596 means that if there is no purchase decision, then there is a consumer satisfaction value of 16.596 points.



- 2) The regression coefficient for purchasing decisions is 0.580, this figure is positive, meaning that every time there is an increase in purchasing decisions by 0.580 points, consumer satisfaction will also increase by 0.580 points.

**b. Analysis of the Coefficient of Determination**

Analysis of the coefficient of determination is intended to determine the percentage influence of the independent variable on the dependent variable, either partially or simultaneously. The test results are as follows:

**Table 9.** Results of Testing the Determination Coefficient of Service Quality on Purchasing Decisions

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.540a	.291	.284	2,933

a. Predictors: (Constant), Service Quality (X1)

Based on the test results, a determination value of 0.291 is obtained, meaning that service quality has an influence contribution of 29.1% on purchasing decisions.

**Table 10.** Results of Testing the Promotion Determination Coefficient on Purchasing Decisions

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679a	.462	.456	2,556

a. Predictors: (Constant), Promotion (X2)

Based on the test results, it was obtained that the determination value was 0.462, meaning that promotion had an influence contribution of 46.2% on purchasing decisions.

**Table 11.** Simultaneous Test Results of the Determination Coefficient of Service Quality and Promotion on Purchasing Decisions

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704a	.496	.485	2,487

a. Predictors: (Constant), Promotion (X2), Service Quality (X1)

Based on the test results, a determination value of 0.496 was obtained, meaning that service quality and promotion simultaneously contributed 49.6% to purchasing decisions, while the remaining 50.4% was influenced by other factors.

**Table 12.** Results of Testing the Determination Coefficient of Purchasing Decisions on Consumer Satisfaction

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549a	.301	.294	3,077

a. Predictors: (Constant), Purchase Decision (Y)

Based on the test results, a determination value of 0.301 is obtained, meaning that purchasing decisions have an influence contribution of 30.1% on consumer satisfaction.

**c. Hypothesis Testing**

**Partial hypothesis test (t test)**

Hypothesis testing with the t test is used to find out which partial hypothesis is accepted. The test results are as follows:

**Table 13.** Hypothesis Test Results for Service Quality on Purchasing Decisions

**Coefficientsa**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19,984	3,082		6,484	,000
	Service Quality (X1)	,502	,081	,540	6,216	,000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the calculated t value > t table or (6.216 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence of service quality on purchasing decisions is accepted.

**Table 14.** Promotion Hypothesis Test Results on Purchasing Decisions

**Coefficientsa**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,096	2,902		4,512	,000
	Promotion (X2)	,681	,076	,679	8,979	,000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the calculated t value > t table or (8.979 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence of promotion on purchasing decisions is accepted.

**Table 15.** Hypothesis Test Results for Purchasing Decisions on Consumer Satisfaction

**Coefficientsa**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,596	3,572		4,646	,000
	Purchase Decision (Y)	,580	,091	,549	6,367	,000

a. Dependent Variable: Consumer Satisfaction (Z)

Based on the test results in the table above, the calculated t value > t table or (6.367 > 1.986) is obtained, thus the hypothesis proposed that there is a significant influence of purchasing decisions on consumer satisfaction is accepted.

**Simultaneous Hypothesis Test (F Test)**

Simultaneous hypothesis testing with the F test is used to find out which simultaneous hypothesis is accepted.

Third hypothesis: There is a significant influence of service quality and promotion on purchasing decisions.

**Table 16.** Simultaneous Service Quality and Promotion Hypothesis Test Results on Purchasing Decisions

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	565,381	2	282,690	45,694	,000b
	Residual	575,359	93	6,187		
	Total	1140,740	95			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Promotion (X2), Service Quality (X1)

Based on the test results in the table above, the calculated F value > F table or (45.694 > 2.700) is obtained, thus the fourth hypothesis proposed that there is a significant influence of service quality and promotion simultaneously on purchasing decisions is accepted..

## 5. CONCLUSION

- Service quality has a significant positive effect on purchasing decisions with an influence contribution of 29.1% and the hypothesis test obtained a calculated t value > t table or (6.216 > 1.986).
- Promotion has a significant positive effect on purchasing decisions with an influence contribution of 46.2% and the hypothesis test obtained a calculated t value > t table or (8.979 > 1.986).
- Service quality and promotion simultaneously have a significant positive effect on purchasing decisions with an influence contribution of 49.6% while the remaining 50.4% is influenced by other factors. Hypothesis testing obtained a calculated F value > F table or (45.694 > 2.700).

Purchasing decisions have a significant positive effect on consumer satisfaction with an influence contribution of 30.1%. Hypothesis testing obtained t value > t table or (6.367 > 1.986).

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