

## The Effect Of Promotion And Quality Service On Purchase Decisions At Gamedia World Karawang

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### ABSTRACT

The purpose of this study is to determine how much influence the promotion has on consumer purchasing decisions at the Gamedia World Bookstore, Karawang. To find out how the influence of service quality on consumer purchasing decisions at the Gamedia World Bookstore, Karawang. This study uses a quantitative method with a verification approach. The sample used in this study was 85 respondents. With the data analysis technique, the verification test was carried out with Path Analysis (path analysis) with partial hypothesis testing. The result of this research is that there is a strong and significant correlation between promotion and service quality of 0.664. There is a partial effect between Promi on purchasing decisions and service quality on purchasing decisions.

**Keywords :** Promotion, Service Quality, Purchase Decision

## PRELIMINARY

In product marketing activities, both goods and services, one element that must be considered is promotion. Promotion is one of the important aspects in marketing management and is often said to be an advanced process because promotion can lead to a series of further activities from the company. Choosing the right promotion strategy will make it easier for companies to market their products.

Gramedia store uses a promotional mix strategy, namely: : check l an an , sales promotion, publicity and personal selling. Each part in the promotion mix has various characteristics so that they can complement and support each other when all components of the mix itself are implemented.

The promotional mix activities carried out by the Gramedia store are advertising activities, in the form of installing banners, posters and making bookstore name boards as well as promoting products through social media. The second is sales promotion activities, this activity is carried out by giving discounts on certain products and holding events such as book launching which presents book authors directly. The third promotion mix is publicity activities, in this case the Gramedia store becomes a sponsor for certain activities, such as celebrations for national holidays. The last is personal selling, this activity is carried out by direct or face-to-face communication with consumers. In carrying out personal selling activities, Gramedia Store uses internal and external sales personnel, namely salespeople, Gramedia employees and assistance from publishers who work with Gramedia and outgoing salespeople.

In addition to promotion, product purchase decisions are also determined by service quality. Service quality is one of the important things and is often said to be a further process of customer satisfaction. Service activities carried out by the company by employees are part of services that are adjusted to predetermined service standards. Service quality in the concept of excellent service is an action given by the company through its employees to create and maintain good and harmonious relationships with customers.

The retail industry is a business entity engaged in the sale of goods or services, which continues to change along with technological developments, the development of the business world and of course the needs of the community. Gramedia World Karawang Bookstore is one of the many retail industry businesses. Gramedia Bookstore cooperates with publishers in providing various kinds of books that are needed by customers.

Based on the description above and observations made by researchers on the factors that influence customer satisfaction at Gramedia World Karawang Bookstore, there are several problems encountered, namely the lack of effective promotion carried out by the management of Gramedia World Karawang Store and the lack of employee response when customers ask for help and lack of response to complaints and suggestions given by customers.

Based on the problems above, the researchers need to conduct a study with the title "INFLUENCE OF PROMOTION AND QUALITY OF SERVICE ON PURCHASE DECISIONS IN GRAMEDIA WORLD KARAWANG"

## **THEORITICAL REVIEW**

### **Promotion**

According to Swastha and Irawan (2000) one-way promotion or persuasion is made to direct a person or organization to actions that create exchanges in marketers. The forms and activities of the promotion are able to inform the public that the benefits are able to encourage sales. As stated by Kotler (2007), promotion is a part of communication that consists of company messages designed to stimulate awareness of, interest in, and purchase of its various products and services. For operate activity promotion with ok , there a number of used and usual elements \_ called mix promotion . Swastha and Irawan (2000) stated that mix promotion as combination the best strategy from variables advertising , personal selling and tools another promotion for reach sales program objectives . Promotion done with combine a number of element known promotion \_ with promotion mix.

### **Service quality**

Simamora (2001) argues that service is any activity or benefit offered by a party that is essentially intangible and does not result in any ownership. The production of services may or may not be related to physical products. The level of service provided is closely related to the resources owned by retail companies to support efforts to provide the best service to consumers. Retail Service together with other elements of the retail marketing mix have an equally strategic function in meeting the needs of shoppers in shopping and in supporting sales success in the retail business.

### **Buying decision**

In every transaction between a seller and a buyer, it is hoped that a decision will be made to buy an item or service. Every decision involves alternatives. Marketers are usually interested in consumer behavior. Consumer decisions are preferences for brands that are in the collection of choices and consumers' intentions to buy the most preferred brand (Kotler, 2005). In buying a product or service, a consumer must go through several stages or processes in the purchase decision. According to Mowen and Minor (2002), consumer decisions are all processes that consumers go through in recognizing problems, finding solutions, evaluating alternatives, and choosing among their purchasing options.

### **Hypothesis**

A hypothesis is a proposition or assumption that may be true, and is often used as a basis for making decisions, problems or the basis for further research (Sugiyono, 2004:134). The hypotheses used in this study are:

H1 : Promotions conducted by Gramedia World Karawang Bookstore have an effect on purchasing decisions.

H2 : Quality Service take effect positive to decision shop purchases \_ Book Gramedia World Karawang

## RESEARCH METHODS

This research method uses quantitative methods with descriptive and verification approaches. The population in this study is data from customers of the Gramedia World Karawang bookstore for the period from June to November 2020 as many as 587 people. With a sample of 85 people taken from the determination of the slovin formula with the formula:

$$n = N / (1 + (N \times e^2))$$

$$n = 587 / (1 + (587 \times 0.1^2))$$

$$n = 587 / (1 + 5.87)$$

$$n = 587 / 6.87$$

$$n = 85,4$$

result 85.4 rounded to 85

The sampling technique used was purposive sampling, in which the writer used his own judgment in a deliberate way in selecting members of the population who could provide the information needed by the author (Sugiyono, 2001).

The data analysis technique used is verification test with Path Analysis (path analysis) with partial hypothesis testing.

## RESULTS AND DISCUSSION

### Correlation between independent variables

Table 1

Correlation between Promotional Variables (X1) and Service Quality (X2) on Purchase Decisions (Y)

		Correlations		
		x1	x2	y
x1	Pearson Correlation	1	.627 **	.664 **
	Sig. (2-tailed)		.000	.000
	N	106	106	106
x2	Pearson Correlation	.627 **	1	.603 **

	Sig. (2-tailed)	.000		.000
	N	106	106	106
y	Pearson Correlation	.664 **	.603 **	1
	Sig. (2-tailed)	.000	.000	
	N	106	106	106

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

Source: SPSS 26. 2021 Data Processing Results

Based on the correlation coefficient  $r$  where the value of  $r$  is at 0.664, it means that the level of the correlation coefficient relationship between variable X and variable Y has a STRONG relationship.

**Path Analysis**

**Table 2**  
**Coefficient Track**

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	7.373	1955		3.772	.000
	Promotion	.670	.134	.439	5.014	.000
	Service quality	.492	.117	.368	4.203	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 26. 2021 Data Processing Results

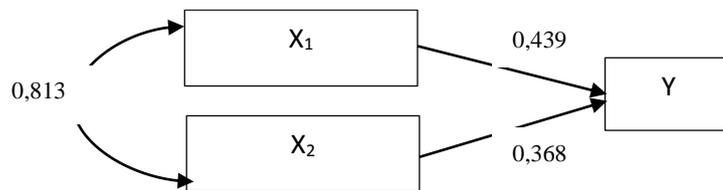


Figure 1

Influence Jump X1 and X2 against Y

Source : Data Processing Results , 2021

## Coefficient of Determination

**Table 2**  
**Coefficient determination (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.535	.526	2,974

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

Source : SPSS 26 Data Processing Results , 2021

Based on Table 2 , shows that coefficient determination (R<sup>2</sup>) is 0.535 or 53.5%, then Purchase Decision variable (Y) can be applied by variable Promotion (X1) and Quality Service (X2) or could interpreted Promotion (X1) and Quality Service (X2) has contribution to the Purchase Decision (Y) of 53.5% while the rest 46.5% is contribution from other factors that are not investigated that affect the Purchase Decision (Y).

## HYPOTHESIS TEST

### Analysis Regression Variable Promotion (X1) Against Purchase Decision ( Y)

**Table 3**  
**Partial Test Results of promotion variables on purchasing decisions**

Model Summary					Change Statistics				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	
	.664 <sup>a</sup>	.440	.435	3478.761	.440	81.802	1	104	

a. Predictors: (Constant), x1

Source : SPSS 26 Data Processing Results , 2021

Description:

Based on table above \_ with calculation using the SPSS 26 program obtained R Square value shows Mark coefficient determination , that is = 0.440 or 44% means that 44% Purchase Decision influenced or could explained by variable Promotion , the remaining 56% (100%-44 %)= 56% influenced by other factors that are not researched or explained in study this .

Then there is a table of variable coefficients X1 against Y, namely:

**Table 4**  
**Coefficient X Path Against Y**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9387,989	1749,634		5.366	.000
	x1	1.053	.116	.664	9.044	.000

a. Dependent Variable: y

Source : SPSS 26 Data Processing Results , 2021

Description :

Based on the coefficient table the path of x1 with respect to that y show Mark coefficient track Among variable x1 ( Promotion ) to y ( Purchase Decision ) is of 0.664. This thing showing influence direct promotion to decision purchase of 0.664.

**Analysis Regression Variable Quality Service (X2) Against Decision**

**Purchase ( Y)**

**Table 5**  
**Partial Test Results of Service Quality variable on purchasing decisions**

Model Summary					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2

1	.603 <sup>a</sup>	.364	.358	3708.475	.364	59.497	1	104
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a. Predict ors: (Constant), x2

Source : SPSS 26 Data Processing Results , 2021

Description:

Based on the table above with calculations using the SPSS 26 program, the R Square value shows the coefficient of determination, which is = 0.364 or 36.4%, meaning that 36.4% of Purchase Decisions are influenced or can be explained by the Service Quality variable, the remaining 63.6% ( 100%-36.4%) = 63.6% influenced by other factors that were not studied or explained in this study.

Then there is a table of variable coefficients X2 against Y, namely:

**Table 6 X2 Coefficient Against Y**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10648,923	1884210		5.652	.000
	x2	.809	.105	.603	7,713	.000

a. Dependent Variable: y

Source : SPSS 26 Data Processing Results , 2021

Description :

Based on the coefficient table the path x to the y show Mark coefficient track Among variable x2 ( Quality Service ) to y ( Purchase Decision ) is of 0.603. This thing showing influence direct quality service to decision purchase of 0.603.

**CONCLUSION**

The conclusion in this study is that there is a correlation between Promotion (X1) and Service Quality (X2) has a correlation coefficient value of 0.664 which means it has a unidirectional relationship level because the value is positive and has a strong relationship level because it is in the interpretation of 0.60 - 0.799 which show and interpret this value is strong. There is a partial effect of promotion (X1) and service quality (X2) on purchasing decisions (Y). where the effect of promotion on purchasing

decisions has a value of 0.439, this shows a positive influence between promotion and service quality because a good promotion will have an impact on purchasing decisions. then the influence of customer loyalty on purchasing decisions has a value of 0.368. This shows a positive influence between Service Quality on Customer Decisions. Because good service quality will have an impact on purchasing decisions. Promotion variable (X1) has an influence of 0.439 on Purchase Decisions (Y) which is higher than the influence of Service Quality (X2) on Purchase Decisions (Y) which is 0.368 , it can be stated that the Promotion variable (X1) is larger and contributes a lot on the Purchase Decision (Y) compared to the Service Quality variable (X2). It seems that consumers are more interested in the aspects contained in the Promotion at the Gramedia World Karawang Bookstore than the Service Quality aspects at the Gramedia World Karawang Bookstore which makes consumers interested in buying products at the Gramedia World Karawang Bookstore.

### **Suggestion**

Researchers expect further research to examine other variables that have not been studied but affect purchasing decisions at Gramedia World Karawang Bookstores such as customer loyalty. For further research, it is expected to examine other research objects, especially bookstore businesses which are included in the category of Micro, Small and Medium Enterprises (MSMEs).

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