



The Effect of Promotion and Quality of Service on Consumer Purchase Decisions of Carpet Products in PT. Belindo International Carpet in Cikupa Tangerang

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Article Info

Article History:

Received: 24 March 2022

Revised: 28 March 2022

Published: March 2022

e-ISSN: 2623-2324

p-ISSN: 2654-2528

DOI: 10.5281/zenodo.6401977

Abstract:

This study aims to determine the effect of promotion and service quality on purchasing decisions at PT. Belindo International Carpet in Cikupa Tangerang. The method used is explanatory research with analytical techniques using statistical analysis with regression, correlation, determination and hypothesis testing. The results of this study that promotion has a significant effect on purchasing decisions by 44.8%, hypothesis testing is obtained t count $>$ t table or $(8,914 > 1,984)$. Service quality has a significant effect on purchasing decisions by 36.9%, hypothesis testing is obtained t count $>$ t table or $(7.571 > 1.984)$. Promotion and service quality simultaneously have a significant effect on purchasing decisions with the regression equation $Y = 10.849 + 0.422X_1 + 0.316X_2$ and the contribution of the influence is 52.5%, hypothesis testing is obtained F count $>$ F table or $(53.644 > 2,700)$.

Keywords: Promotion, Service Quality, Purchase Decision

INTRODUCTION

The development of developments and competition in the business world is getting sharper which brings rapid changes that require companies to respond to changes that occur. Along with the times, consumers / people today use a lot of carpet mats in their homes for the comfort and beauty of their interiors. Therefore, carpets are in great demand by many people, both residential and in offices.

PT. Belindo Internasional Karpel is a company engaged in the textile sector which is currently able to be exported abroad. However, there are also products that are in demand by the public. This is due to the increasingly fierce competition, so the company faces the problem

of how the company can increase sales distribution for all products produced accompanied by an increase in sales.

With a current production capacity of more than 5 million square meters per year and using only the latest machines from the best suppliers in the world, PT. Belindo International Carpet is poised to be a leader in innovative carpet weaving. The company's founders have more than 60 years of combined knitting and international sales experience, and the factory is backed by a strong local management team that ensures quality control is adhered to to the most stringent standards. Distribution channel at PT. Belindo International Carpet Cikupa Tangerang is divided into 2 parts, retail and wholesales which include; Warehouse, distributor agent, distributor.

Currently PT. Belindo Internasional Karpet has several consumers, be it distributors, agents, retailers, stores that provide various kinds of carpets. In supporting the success of a product and service is through the use of promotional tools more effectively. According to Kotler and Keller (2019: 263), "Promotion is a special ingredient of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing goals. The success of a company's marketing concept if the company can better meet consumer needs, this shows that the company has entered the era of competition. Promotion is faced with various kinds of activities that companies can do to communicate the advantages of the product in order to persuade potential buyers. Therefore, marketing managers must choose the right and integrated form of promotion in order to produce a domino effect so as to increase sales.

Maximum sales achievement is one of the company's benchmarks. The decrease in consumers who buy can be expected as a result of promotional activities that are still not optimal. Likewise, the service aspect is also something that must be a concern, considering that poor service will certainly make consumers reluctant to make purchases. According to Tjiptono (2019: 59) states that "Service quality is the level of excellence expected and control over the level of excellence to meet customer desires".

PT. Belindo Internasional Carpet in an effort to improve service, the company creates service standards by providing the best, proactive, and optimal service so as to create an impression of excellence. Real conditions that often occur at PT. Belindo Internasional Carpet at this time, it is still often found that the vehicle parking is not adequate, especially if there are many holidays that do not get a place to park. Then the long delivery service time is not on time, there are production and warehouse employees who sometimes do not understand the importance of cooperation in supporting smooth delivery, employees often find that they do not understand the types of products and services.

To find out whether service achievement is good or there is still something that needs to be improved, to obtain data the author distributed pre-research questionnaires to 30 consumers which based on the data showed that there were several aspects that had not been fully achieved by employees of PT. Belindo International Carpet Cikupa Tangerang.

There are still many consumers who do not get the right treatment, sometimes it becomes a recurring problem. This can result in decreased consumer desire to return to PT. Belindo Internasional Carpet, so many choose to go to other stores. This of course must be corrected immediately so that the company is able to achieve the profit it wants to achieve. With intensive and effective promotional activities as well as optimal service within the company, it is hoped that it will be able to maintain and increase consumers from year to year.

The purchase decision is one of the stages in the buying decision process before post-purchase behavior. In entering the previous purchase decision stage, consumers have been faced with several alternative choices so that consumers will take action to decide to buy products based on the choices specified.

According to Kotler and Armstrong (2018:177) Purchasing decisions are part of consumer behavior consumer behavior, namely the study of how individuals, groups, and

organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

In addition, to build consumer loyalty PT. Belindo Internasional Carpet also designs the room so that it is comfortable and provides other comfort supporting facilities. Not infrequently consumers are loyal to a place because the place is comfortable and quiet to visit.

Based on the information written above, the authors are interested in conducting research with the title, Effect of Promotion and Service Quality on Consumer Purchase Decisions at PT. Belindo International Carpet In Cikupa Tangerang.

LITERATURE REVIEW

A. Promotion

According to Kotler and Keller (2019: 263), "Promotion is a special ingredient of personal advertising, sales promotion and public relations that companies use to achieve their advertising and marketing goals".

B. Service Quality

Menurut Kotler dalam Tjiptono (2019:59) berpendapat "Kualitas pelayanan adalah tingkat keunggulan yang diharapkan dan pengendalian atas tingkat keunggulan tersebut untuk memenuhi keinginan pelanggan".

C. Purchase Decision

According to Kotler and Armstrong (2017: 188), "purchasing decisions are a stage in making purchasing decisions where consumers carry out actual buying activities".

RESEARCH METHOD

The population in this study amounted to 100 respondents PT. Belindo International Carpet in Cikupa Tangerang with a sample of 100 respondents in this study. The type of research used is associative, where the aim is to determine the effect of the independent variables on the dependent variable both partially and simultaneously and in analyzing the data used instrument tests, classical assumption tests, regression, coefficient of determination and hypothesis testing.

RESEARCH RESULTS AND DISCUSSION

1. Descriptive Analysis (Y)

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

Table 1. Results of Descriptive Statistics Analisis Analisis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Promotion (X1)	100	31	48	37.82	3.988
Service Quality (X2)	100	31	46	38.04	3.744
Purchase Decision (Y)	100	32	46	38.82	3.512
Valid N (listwise)	100				

Promotion obtained a minimum variance of 31 and a maximum variance of 48 with a mean score of 3.782 with a standard deviation of 3.988. Service quality obtained a minimum variance of 31 and a maximum variance of 46 with a mean score of 3.804 with a standard deviation of 3.744. Purchase decisions obtained a minimum variance of 32 and a maximum variance of 46 with a mean score of 3.882 with a standard deviation of 3.512.

2. Verification Analysis

This analysis is intended to determine the effect 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 changes. The test results are as follows:

Table 2. Multiple Linear Regression Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.849	2.745		3.953	.000
Promotion (X1)	.422	.075	.479	5.648	.000
Service Quality (X2)	.316	.080	.337	3.977	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the regression equation $Y = 10.849 + 0.422X1 + 0.316X2$ is obtained. From this equation, it is explained as follows:

- 1) A constant of 10,849 means that if there is no promotion and quality of service, then there has been a purchase decision value of 10.849 points.
- 2) Promotion regression coefficient is 0.422, this number is positive, meaning that every time there is an increase in promotion of 0.422, purchasing decisions will also increase by 0.422 points.
- 3) The regression coefficient of service quality is 0.316, this number is positive, meaning that every time there is an increase in service quality of 0.316, the purchasing decision will also increase by 0.316 points.

b. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship of the independent variable to the dependent variable either partially or simultaneously.

Table 3. Partial Correlation Coefficient Test Results

		Promosi (X1)	Kualitas Pelayanan (X2)	Keputusan Pembelian (Y)
Promotion (X1)	Pearson Correlation	1	.565**	.669**
	Sig. (2-tailed)		.000	.000
Service Quality (X2)	Pearson Correlation	.565**	1	.607**
	Sig. (2-tailed)	.000		.000
Purchase Decision (Y)	Pearson Correlation	.669**	.607**	1
	Sig. (2-tailed)	.000	.000	

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

b. Listwise N=100

Based on the test results, the correlation value of the promotion variable is 0.669, meaning that promotion has a strong relationship to purchasing decisions, while the correlation value of the service quality variable is 0.607, meaning that service quality has a strong relationship with purchasing decisions.

Table 4. Results of Testing the Correlation Coefficient of Promotion and Quality of Service Simultaneously Against Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.515	2.445

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

Based on the test results obtained a correlation value of 0.725, meaning that promotion and service quality simultaneously have a strong relationship with purchasing decisions.

c. Coefficient of Determination Analysis

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

Table 5. Testing Results of Promotion Determination Coefficient on Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.669 ^a	.448	.442	2.623

a. Predictors: (Constant), Promotion (X1)

Based on the test results, the determination value is 0.448, meaning that promotion has an influence contribution of 44.8% on purchasing decisions.

Table 6. Test Results of the Coefficient of Determination of Service Quality on Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.369	.363	2.804

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

Based on the test results, the determination value is 0.369, meaning that the quality of service has an influence contribution of 36.9% on purchasing decisions.

Table 7. Test Results of Promotion Determination Coefficient and Quality of Service on Purchase Decisions

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.515	2.445

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

Based on the test results obtained a determination value of 0.525, meaning that promotion and service quality simultaneously have a contribution of 52.5% influence on purchasing decisions, while the remaining 47.5% is influenced by other factors.

d. Hypothesis testing

e.

Partial hypothesis test (t test)

Hypothesis testing with t test is used to find out which partial hypothesis is accepted.

Table 8. Promotional Hypothesis Test Results on Purchase Decisions

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	16.539	2.513		6.580	.000
	Promotion (X1)	.589	.066	.669	8.914	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t count > t table or (8.914 > 1.984), thus the first hypothesis proposed that there is a significant influence between promotions on purchasing decisions is accepted.

Table 9. Hypothesis Test Results of Service Quality on Purchase Decisions

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	17.147	2.876		5.961	.000
	Service Quality (X2)	.570	.075	.607	7.571	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the test results in the table above, the value of t arithmetic > t table or (7.571 > 1.984), thus the second hypothesis proposed that there is a significant influence between service quality on purchasing decisions is accepted.

Simultaneous Hypothesis Testing (F Test)

Hypothesis testing with the F test is used to determine which simultaneous hypothesis is accepted. The third hypothesis There is a significant influence between promotion and service quality on purchasing decisions.

Table 10. Promotional Hypothesis Test Results and Quality of Service on Purchase Decisions ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	641.118	2	320.559	53.644	.000 ^b
	Residual	579.642	97	5.976		
	Total	1220.760	99			

a. Dependent Variable: Purchase Decision (Y)

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

Based on the test results in the table above, the calculated F value > F table or (53.644 > 2,700), thus the third hypothesis proposed that there is a significant influence between promotion and service quality on purchasing decisions is accepted.

Thus, it can be explained in detail as follows:

1. Effect of Promotion on Purchase Decision

Promotion has a significant effect on purchasing decisions with a correlation of 0.669 or has a strong relationship with a contribution of 44.8%. Testing the hypothesis obtained the value of t arithmetic > t table or (8.914 > 1.984). Thus the first hypothesis proposed that there is a significant effect between promotions on purchasing decisions is accepted.

2. The Influence of Service Quality on Purchase Decisions

Service quality has a significant effect on purchasing decisions with a correlation of 0.607 or has a strong relationship with an influence contribution of 36.9%. Testing the

hypothesis obtained the value of t arithmetic $>$ t table or ($7.571 > 1.984$). Thus the second hypothesis proposed that there is a significant effect between service quality on purchasing decisions is accepted.

3. Effect of Promotion and Quality of Service on Purchase Decisions

Promotion and service quality have a significant effect on purchasing decisions with the regression equation $Y = 10.849 + 0.422X_1 + 0.316X_2$, the correlation value is 0.725 or has a strong relationship with the contribution of 52.5% influence while the remaining 47.5% is influenced by other factors. Hypothesis testing is obtained by the calculated F value $>$ F table or ($53.644 > 2,700$). Thus the third hypothesis proposed that there is a significant effect between promotion and service quality on purchasing decisions is accepted.

CONCLUSION

Based on the results of research using statistical analysis and SPSS assistance, the discussion of the results of this study can be described as follows:

1. Promotion has a significant effect on purchasing decisions with an influence contribution of 44.8%. Hypothesis test obtained value of t count $>$ t table or ($8,914 > 1,984$).
2. Quality of service has a significant effect on purchasing decisions with a contribution of 36.9% influence. Hypothesis test obtained value of t arithmetic $>$ t table or ($7.571 > 1.984$).
3. Promotion and service quality have a significant effect on purchasing decisions with a contribution of 52.5% influence while the remaining 47.5% is influenced by other factors. Hypothesis testing is obtained by the calculated F value $>$ F table or ($53.644 > 2,700$).

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