THE INFLUENCE OF PROMOTIONS, CUSTOMER SATISFACTION AND SERVICE QUALITY ON PURCHASE DECISIONS AT ALFAMART BIREUEN DISTRICT

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Abstract

This research aims to determine the effect of promotions on purchasing decisions among Alfamart consumers in Bireuen. The influence of customer satisfaction on purchasing decisions for Alfamart consumers in Bireuen. The influence of service quality on purchasing decisions for Alfamart consumers in Bireuen and the influence of promotions, customer satisfaction and service quality on purchasing decisions for Alfamart consumers in Bireuen. The sample that will be used in this research is 100 consumers. The research method in this thesis uses quantitative methods with a descriptive approach. The data analysis tool used is multiple regression. The research results show that Promotion does not have a positive and significant effect on Purchasing Decisions at Alfamart Bireuen, Customer Satisfaction has a positive and significant effect on Purchasing Decisions at Alfamart Bireuen. Service Quality has a positive and significant effect on Purchasing Decisions at Alfamart Bireuen. Meanwhile, the results of simultaneous testing showed that the Promotion Variables (X1), Customer Satisfaction (X2) and Service Quality (X3) had a significant effect on Purchasing Decisions (Y) at Alfamart Bireuen

Keywords: *Promotion, Customer Satisfaction, Service Quality, Purchasing Decisions*

INTRODUCTION

The development of the modern retail industry in Indonesia has resulted in increasingly intense competition between various brands and stores. In this situation, Alfamart stands out as one of the modern retailers in Indonesia. Alfamart has many branches in various regions, offering various products and services to customers. However, with increasingly fierce competition, it is necessary to understand the factors that influence customer purchasing decisions at Alfamart, especially Alfamart Bireuen Jl. Medan - Banda Aceh. Promotion is one of the factors that influences customer purchasing decisions. In achieving successful sales, promotions become an important marketing tool. This research will explore the impact of promotions carried out by Alfamart, such as discounts, coupons and gifts, on consumer purchasing decisions. Effective promotions can increase consumer interest and desire to buy products from Alfamart. In addition, successful promotions can attract customers' attention and increase their awareness of the products or services offered by Alfamart Bireuen Jl. Medan - Banda Aceh. With good promotions, customer interest and higher purchasing intentions are created. Therefore, research regarding the influence of promotions on customer purchasing decisions at Alfamart Bireuen Jl. Medan - Banda Aceh has a high relevance to do. Apart from promotions, a factor that influences purchasing decisions is customer satisfaction. Clarity in assessing company performance is indicated by the level of customer satisfaction. Consumers who are satisfied tend to have a positive attitude towards the company and the products they buy. Apart from that, service quality also determines customer satisfaction. Quality service can improve the customer experience and encourage them to make another purchase in the future. There are several problems related to customer satisfaction, such as dissatisfaction due to slow or unresponsive service. Long queues, limited product availability, or cashier inattention can reduce customer satisfaction. Another problem is the lack of knowledge and skills of employees in providing good service. If employees do not have adequate training or do not understand customer needs, they may not be able to provide satisfactory solutions. Apart from that, technological problems can also be a barrier to providing good service. If the cashier system or payment system is damaged or disrupted, consumers may feel frustrated and choose to shop elsewhere.

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Customer purchasing decisions are significantly influenced by service quality. It cannot be ignored that service quality is an important factor. When shopping at Alfamart, consumers will choose it if they get good service, such as a fast and efficient transaction process, available products, and ease of interacting with store staff. The influence of Alfamart service quality on consumer purchasing decisions is very important. Aspects that include service quality include speed, accuracy of information, friendliness of staff, and product availability. When customers feel that Alfamart Bireuen Jl. Medan - Banda Aceh provides high quality service, they will feel more satisfied and more likely to make a purchase there. Therefore, understanding the influence of service quality on customer purchasing decisions at Alfamart Bireuen Jl. Medan - Banda Aceh becomes important. Purchasing decisions are a key aspect of consumer behavior that greatly influences the success of a business. Understanding the factors that influence consumer purchasing decisions is important for companies in planning effective marketing strategies. One example of a well-known retailer in Indonesia is Alfamart, which has developed a network of minimarket stores throughout the country. The phenomenon that occurred at Alfamart Bireuen Jl. Medan - Banda Aceh, namely the lack of effective promotional strategies causes low consumer enthusiasm for the products or special offers available. So far, promotions have been carried out at Alfamart Bireuen Jl. Medan - Banda Aceh is still inadequate, which causes consumers not to know about the existence of new products or discounts that can influence their purchasing decisions. Apart from that, low customer satisfaction is caused by an unsatisfactory shopping experience, one of which is the lack of friendliness of the staff and poor product arrangement. Low customer satisfaction can create a negative image compared to competing retailers, thereby influencing consumer purchasing decisions. The low quality of service is caused by the slow payment process due to the fact that not all cashier desks are open (for example, only one cash register is running while there are two cash registers nearby), which can reduce consumer perceptions of Alfamart Bireuen Jl. Medan - Banda Aceh as a reliable place to shop.

RESEARCH METHOD
Location and Object of Research

The objects studied were promotions, customer satisfaction, service quality and purchasing decisions for Alfamart Bireuen customers. The location of this research was Alfamart Bireuen Jl. Medan - Banda Aceh

Population and Sample

Population, according to Sugiyono (2022) refers to a general area consisting of objects/subjects with special qualities and characteristics selected by researchers for study and analysis purposes. Through population, researchers can obtain relevant information and data for their research. The sampling method used in this research is non-probability, namely convenience sampling. According to Hartono (2017) sampling using the convenience sampling method is a sampling process carried out by selecting samples freely by the researcher. This method was chosen to make it easier to carry out the thesis because the population who makes purchases at Alfamart Bireuen Jl. Medan - Banda Aceh. Additionally, it is difficult to create a true sampling frame because consumer lists are difficult to obtain. This is important because the selection of sample units using this method can be done by taking anyone the researcher can find. Therefore, if there is no further selection in the process, the results obtained can create uncertainty in decision making. According to Hair et al., (2014), the minimum sample size in a study is 5-10 times the number of indicators contained in the research model. In this case, there are a total of 20 indicators in the research model. Therefore, the calculation of the number of samples in this study can be explained as follows: (20 x 5) = 100 samples. So the sample that will be used in this research is 100 consumers who made purchases at Alfamart Bireuen Jl. Medan - Banda Aceh.

Validity Test

Validity is a measure that shows the levels of validity or authenticity of an instrument (Sugiyono, 2022). An instrument is said to be valid if it is able to measure what is desired and can reveal data from the variables studied accurately. The level of validity of an instrument shows the extent to which the data collected does not deviate from the description of the intended validity.

Reliability Test

Reliability shows that an instrument is trustworthy enough to be used as a data collection tool. Reliability is a measure that shows the consistency of the measuring instrument in measuring the same symptoms on other occasions, meaning a measure that shows stability in measuring, which means the questionnaire is consistent when used to measure concepts or constructs from one condition to another. The SPSS program uses the Cronbach Alpha method, where a questionnaire is said to be reliable if the Cronbach Alpha value is greater than 0.60 (Sugiyono, 2022).

Data Analysis Methods

This study uses multiple linear regression with the following equation model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:
α : Constant
β : Regression Coefficient
Y : kepututusan pembelian
X_1 : promosi
X_2 : kepuasan pelanggan
X_3 : kualitas layanan
e : Error Term

Hypothesis Test
1. Partial Test (t Test)

Partial hypothesis testing uses the t-test. Ghozali (2018) states that the t statistical test basically describes the extent of the influence of individual explanatory/independent variables in explaining the dependent variable. Ghozali (2018) explains that the t test is carried out by comparing the probability of significance with a predetermined threshold value:

1. If the significance probability number is > 0.05 then H1, H2, and H3 are rejected and H0 is accepted.

2. If the significance probability number is <0.05 then H1, H2, and H3 are accepted and H0 is rejected

2. Simultaneous Test (F Test)

Simultaneously, hypothesis testing is carried out using the F-test. According to Ghozali (2018), the F statistical test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent/dependent variable.

By using significance probability figures with the following conditions:

1. If the significance probability number is > 0.05 then H1, H2, and H3 are rejected and H0 is accepted.

2. If the significance probability number is <0.05 then H1, H2, and H3 are accepted and H0 is rejected.

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RESULTS AND DISCUSSION
Test validity

Validity is a measure that shows the levels of validity or authenticity of an instrument. The basis for making a decision whether it is valid or not is as follows:
- If the sig value. (2-tailed) < 0.05 then the questionnaire questions are valid.
- If the sig value. (2-tailed) > 0.05 then the questionnaire question is invalid.

Tabel 1. Validity Test

No	Question Indicators	Sig. (2-tailed)	Information
1	Purchasing decision (Y)		
	1. Y.1	0.000	Valid
	2. Y.2	0.000	Valid
	3. Y.3	0.000	Valid
	4. Y.4	0.000	Valid
	5. Y.5	0.000	Valid
	6. Y.6	0.000	Valid
2	Promotion (X_1)		
	1. X1.1	0.000	Valid
	2. X1.2	0.000	Valid
	3. X1.3	0.000	Valid
	4. X1.4	0.000	Valid
3.	Customer satisfaction (X_2)		
	1. X2.1	0.000	Valid
	2. X2.2	0.000	Valid
	3. X2.3	0.000	Valid
	4. X2.4	0.000	Valid
	5. X2.5	0.000	Valid
4.	Service quality (X_3)		
	1. X3.1	0.000	Valid
	2. X3.2	0.000	Valid
	3. X3.3	0.000	Valid
	4. X3.4	0.000	Valid
	5. X3.5	0.000	Valid
	6. X3.6	0.000	Valid

Source: Primary Data (2023)

From the results of testing the validity of the Product Moment Pearson Correlation, all statement items in the variables Promotion (X1), Customer Satisfaction (X2), Service Quality (X3) and Purchase Decision (Y) were declared valid, this is because testing the validity of the Product Moment Pearson Correlation sig value. (2-tailed) < 0.05.

Reliability Test

Reliability test is used to test whether the instrument used is reliable. The test criteria are that the instrument is said to be reliable if the Cronbach's Alpha value is > 0.60, the following is a table of reliability test results:

Tabel 2. Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.795	4

Source: Primary Data (2023)

From the results of reliability testing by combining 4 variables (Promotion, Customer Satisfaction, Service Quality and Purchasing Decisions). declared reliable or consistent, this is because the Cronbach's Alpha value is > 0.60.

Multiple Linear

Analysis Results The technique used in this study is a multiple linear regression equation, so the calculation results of regression analysis are obtained in the following table: Multiple Linear Regression Test Results

Tabel 3. Multiple Linear Test

	Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.636	1.774		2.049	.043
	Promosi	.130	.099	.106	1.316	.191
	Kepuasan Pelanggan	.432	.099	.399	4.368	.000
	Kualitas Layanan	.410	.110	.335	3.735	.000
a. Dependent Variable: Keputusan Pembelian						

Source: Primary Data (2023)

From the results of the regression test above, a multiple linear regression equation can be prepared as follows: $Y = 3.636 + 0.130X1 + 0.432X2 + 0.410X3$ From this equation it can be interpreted as follows:

1. The constant $\beta 0$ (a) = 3.636 means that if Promotion, Customer Satisfaction and Service Quality are 0, then Purchasing Decisions will increase by 3.636 points.
2. Coefficient β_1 = 0.130, meaning that if the Customer Satisfaction and Service Quality variables remain the same while the Promotion variable is increased by 1 point, the Purchasing Decision variable will increase by 0.130 points.
3. Coefficient β_2 = 0.432, meaning that if the Promotion and Service Quality variables remain constant while the Customer Satisfaction variable is increased by 1 point then the Purchase Decision will increase by 0.432 points.

Coefficient β_3 = 0.410, meaning that if the Promotion and Customer Satisfaction variables remain constant while the Service Quality variable is increased by 1 point, the Purchase Decision will increase by 0.410 points.

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Hypothesis Testing

Partial Test (t Test)

Tabel 4. Partial Test (t Test)

	Coefficients[a]		
	Model	t	Sig.
1	(Constant)	2.049	.043
	Promosi	1.316	.191
	Kepuasan Pelanggan	4.368	.000
	Kualitas Layanan	3.735	.000
	a. Dependent Variable: Keputusan Pembelian		

Source: Primary Data (2023)

From the results of individual parameter testing (t statistical test) it can be explained as follows:

1. Promotion Variable with Sig value. 0.191 > 0.05, then H0 (null hypothesis) is accepted, which means that promotion has no significant effect on purchasing decisions.
2. Customer Satisfaction Variable with Sig value. 0.000 < 0.05 then Ha (alternative hypothesis) is accepted, which means that Customer Satisfaction has a significant effect on Purchasing Decisions.

Service Quality Variable with Sig value. 0.000 < 0.05 then Ha (alternative hypothesis) is accepted, which means that Service Quality has a significant effect on Purchasing Decisions.

Simultaneous Test (F Test)

Tabel 5. Simultaneous Test (F Test)

	ANOVA[b]					
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	944.528	3	314.843	31.017	.000[a]
	Residual	974.472	96	10.151		
	Total	1919.000	99			
	a. Predictors: (Constant), Kualitas Layanan, Promosi, Kepuasan Pelanggan					
	b. Dependent Variable: Keputusan Pembelian					

Source: Primary Data (2023)

From the results of simultaneous parameter testing (F statistical test), the Sig value was obtained. 0.000 < 0.05 then Ha (alternative hypothesis) is accepted, which means that Promotion, Customer Satisfaction and Service Quality simultaneously influence Purchasing Decisions.

Coefficient of Determination

Table 6. Coefficient of Determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702[a]	.492	.476	3.186
a. Predictors: (Constant), Kualitas Layanan, Promosi, Kepuasan Pelanggan				

Source: Primary Data (2023)

Based on the table, it shows that the Adjusted R^2 value is 0.476, meaning that if it is a percentage, it is worth 47.6%, while the remaining value is 52.4, which is a variable that was not tested in this study. This shows that Promotion, Customer Satisfaction, and Service Quality influence Purchasing Decisions by 47.6% so that the magnitude of the influence can be interpreted in the medium category.

CONCLUSION
Conclusion

1. Promotion has no positive and significant effect on purchasing decisions at Alfamart Bireuen with a significance value (Sig.) $0.191 > 0.05$, so Ha is rejected and H0 is accepted and the regression coefficient value β_1 is 0.130.
2. Customer satisfaction has a positive and significant effect on purchasing decisions at Alfamart Bireuen with a significance value of $0.000 < 0.05$, so that Ha is accepted and the regression coefficient β_2 is 0.432.
3. Service Quality has a positive and significant effect on Purchasing Decisions at Alfamart Bireuen with a significance value of $0.000 < 0.05$, so that Ha is accepted and the coefficient β_3 is 0.410.
4. Promotion, Customer Satisfaction and Service Quality have a significant effect on Purchasing Decisions at Alfamart Bireuen with a significance value (sig) of $0.000 < 0.05$, so that the alternative hypothesis (Ha) is accepted and the adjusted R^2 value is 47.6%.

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