

PURCHASING DECISION MODELS THROUGH CUSTOMER SATISFACTION: ANALYSIS OF SERVICE QUALITY AND PRICES IN THE CITY OF PADANG

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Abstract. *This study aims to determine how big the influence of service quality and price on purchasing decisions with customer satisfaction as an intervening variable. The research variables are Service Quality, Price, Purchase Decision, and Customer Satisfaction. The analytical method used is Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS). To test the hypothesis, the Path Coefficient is used, which is a test carried out to see the direct effect and the Indirect Effect is a test that aims to see the indirect effect. The findings from this research show that service quality has an impact on purchasing decisions, while price does not have a significant impact on purchasing decisions. And lastly, it was proven that the intervening variable was able to mediate the independent variable.*

Keywords: *Customer satisfaction, Purchase Decision, Price, Service Quality.*

Abstrak. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh kualitas pelayanan dan harga terhadap keputusan pembelian dengan kepuasan konsumen sebagai variabel intervening. Variabel penelitian adalah Kualitas Pelayanan, Harga, Keputusan Pembelian, dan Kepuasan Pelanggan. Metode analisis yang digunakan adalah Analisis Structural Equation Modeling (SEM) dengan Partial Least Square (PLS). Untuk menguji hipotesis digunakan Path Coefficient yaitu pengujian yang dilakukan untuk melihat pengaruh langsung dan Indirect Effect yaitu pengujian yang bertujuan untuk melihat pengaruh tidak langsung. Temuan dari penelitian ini menunjukkan bahwa kualitas pelayanan berpengaruh terhadap keputusan pembelian, sedangkan harga tidak berpengaruh signifikan terhadap keputusan pembelian. Dan terakhir terbukti bahwa variabel intervening mampu memediasi variabel independen.

Kata Kunci: Kepuasan Pelanggan, Keputusan Pembelian, Harga, Kualitas Layanan.

Introduction

Marketing management is a scientific discipline that has an important meaning in the business world because the advancement of technology in various fields requires every person or company institution to always compete to achieve the stated goal of obtaining maximum profit with minimal expenditure. The number of facilities and infrastructure for efforts to improve marketing aimed at satisfying consumers. The development of technology in the era of globalization in the current industrial revolution opens up opportunities to open various forms of business, one of which is in the field of equipment or machine parts. Moreover, nowadays, on average, everyone has a vehicle to fulfill their needs and facilitate their activities. Not only public transportation but also used to repair household appliances and also for necessary equipment used by heavy machines. With this business, consumers can buy what they want without having to go directly to a central company. An entrepreneur always competes to meet customer needs in the best possible way by retaining and protecting consumers.

Purchasing decisions are decisions taken by consumers to purchase a product that begins with recognizing needs, obtaining information, and assessing and comparing several existing purchasing alternatives. Factors that can influence purchasing decisions are service quality and price which can be seen in location, culture, politics, technology, and promotion. And the way of communication between employees and consumers (Fiona, Susetyo, Meilyandra, & Putri, 2022). Service quality is a tool as a measure of how well the level of service provided can meet customer expectations. (Pramono, 2019) states that service quality is the main key in a business to be able to attract and retain consumers, this is to maintain the good name of the store in the eyes of consumers. Forms of service that can be provided such as, smiling and asking what products are desired by consumers, besides receiving complaints from consumers about the goods purchased, and explaining about the product.

(Mishra, 2020) Explains that price is a process where customers interpret the value of prices and attributes it to the expected goods or services. Each store has different prices, this is the main attraction for consumers in choosing prices. Consumers choose the cheapest price from other stores.

Consumer interest in deciding to buy a product is due to the perceived satisfaction with the services provided and also the price that suits consumers. Companies need to maintain consumer feelings by providing good service and attractive prices from other companies, to retain consumers and also the company's image in the eyes of consumers. (Rideng, Budiarta, & Sukandia, 2020)

(Al-azzam & Al-mizeed, 2021) Customer satisfaction is a level where the needs, desires, and expectations of customers can be fulfilled which will result in repeat purchases or continued loyalty. (Kanwel et al., 2019) three factors influence consumer behavior. Environmental relations consist of culture, social class, family, and situation. The main basis of consumer behavior is to understand the environmental influences that shape and inhibit individuals in making their consumption decisions. Individual differences and influences consist of consumer resources, motivation, and involvement, knowledge, attitudes, personality, lifestyle, and demographics. Psychological processes, consist of processing information, learning, and changing attitudes and behavior. A very important factor that can influence purchasing decisions is the price factor.

After developing pricing structures and strategies, companies often face situations where they have to make price changes or respond to price changes made by competitors (Xue & Deng, 2020). The following is data on the level of sales of one of the stores in the city of Padang.

Table 1.1 : Total Sales

No.	Month	Item 1	Item 2	Item 3	Total	Percentage
1	January	233pcs	145pcs	152pcs	530pcs	-
2	February	224pcs	132pcs	126pcs	482pcs	-9%
3	March	213pcs	115pcs	103pcs	431pcs	-11%
4	April	218pcs	130pcs	117pcs	465pcs	-7%
5	May	174pcs	76pcs	74pcs	324pcs	-43%
6	June	128pcs	66pcs	59pcs	253pcs	-28%

Source: One of the Shops in Padang City

From the data above, it can be seen about the sales recap that occurred for 6, namely in February there was a decrease of 9%, then in March it decreased again by 11%, but in April there was a decrease of only 7%, but in May there was a significant decrease. so drastically that is equal to 43%, and in June decreased by 28%. The decline in the above transactions was due to the economic instability at that time. The table above describes the sales transactions that occurred from January to June which did not run as usual. The data above is due to quality factors of service and also the effect of price on customer satisfaction for purchase decision interest.

This is in line with research (Barry, 2016) entitled the effect of service quality and price on purchasing decisions (a case study at the Kudus Mas Restaurant Restaurant) which show that service quality and price variables have a positive effect on purchasing decisions as evidenced by regression coefficient.

In the research (Khamis, 2017) entitled the effect of price reception and product quality on consumer purchasing decisions with dimensions of consumer satisfaction. shows that price perception has a positive and significant effect on consumer satisfaction. Price perception does not have a positive and significant effect on consumer purchasing decisions.

In the research (Kao, 2015)entitled the effect of price perception, product quality, brand image, and after-sales service on purchasing decisions and their impact on customer satisfaction. The results showed that the variables of price perception, product quality, brand image, and after-sales service partially and simultaneously had a significant and positive influence on purchasing decisions.

The research (Tellis, 2019)entitled The effect of service quality, price, promotion, and brand image on customer satisfaction through purchasing decisions, it shows that it has a positive effect simultaneously.In the research (Giaccone, 2019) entitled Analysis of the Effect of Product Quality, Price Perception and Service Quality on Purchase Decisions with Brand Image as an Intervening Variable, the results show that all variables in the study have a positive and significant impact so that Madina Furniture can focus on improving product quality, price perception, service quality and store brand image in improving purchasing decisions.

LITERATUR REVIEW

Management comes from the word "to manage" which means to regulate. Etymologically, the word management comes from the English language, namely "management", which has the root word manage or managiare which means to train horses in stepping on their feet. There are three meanings to the word management, namely mind, action, and attitude. Management is a distinct process consisting of planning, organizing, executing, and controlling which is performed to define and accomplish predetermined objectives using human and other resources.

The purchase decision is decision is the selection of an action from two or more choices. A consumer who wants to make a choice then he must have a choice(Sánchez-Teba, 2020).On the other hand, purchasing decisions are as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. which means that purchasing decisions are part of

consumer behavior consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires(Sotiriadis, 2017).

Service quality is something that is perceived by customers. Customers will judge the perceived quality of a service based on what they describe in their minds. This perception can be influenced by, among others, consumer culture(Lugra Agusta Pranawa & Abiyasa, 2019). In addition, it states (Pelsmacker, 2018)that service quality is the level of excellence expected and control over the level of excellence to meet customer desires. If the service or service received or perceived (perceived service) is as expected, the quality of the service or service is perceived to be good and satisfying.

(Giacomarra, 2016)The stated price is the amount of money (plus some products if possible) that is added to get some combination of the product and service. It can also be said that the price is the expected value of the product or service along with the service, which must be issued or paid by consumers to get several products. In addition (Karjaluoto, 2015) put forward the price is the sum of the values that consumers exchange for the benefits of owning or using the product or service. In the past price has been an important factor influencing buyer choice. Price is one of the flexible elements of the marketing mix, unlike product characteristics and distribution channel commitments, prices can change rapidly.

Customer satisfaction can be defined as a condition where the needs, desires, and expectations of customers can be met through the products consumed(Kumar, 2016).Understanding satisfaction is an effort to fulfill something or make something adequate. Satisfaction itself is a picture or feeling of a person or customer about the things he has achieved or obtained. The existence of a sense of satisfaction experienced by the customer will produce a good meaning that the customer will make a repeat purchase (Simonsen, 2016).

Research Methodology

The method of collecting data in this research is through surveys and distributing questionnaires to respondents. The analytical method used is Structural Equation Modeling (SEM) Analysis with Partial Least Square (PLS). To test the hypothesis, the Path Coefficient is used, which is a test carried out to see the direct effect and the Indirect Effect is a test that aims to see the indirect effect.

PLS is a component or variant-based Structural Equation Modeling (SEM) equation, model. PLS is a powerful analytical method because it is not based on many assumptions. This study uses PLS as a data analysis technique with Smart PLS 3.0 Software, the PLS method has its advantages including the data does not have to be normally distributed multivariate (indicators with categorical, ordinal, interval to ratio scales can be used on the same model) and the sample size does not have to be big (Agus, 2016).

Results and Discussion

Convergent validity of the measurement model can be seen from the relationship between the indicator scores and the variable scores. Explaining latent constructs. The loading factor value of 0.5 to more has a fairly strong validation value. The initial value of outer loading for all variables can be seen in the image below. stated that a loading factor of 0.5-0.6 is suitable for the indicator. The results of testing the outer model using the SmartPLS v 3.2.9 analysis tool obtained the outer loading value as follows.

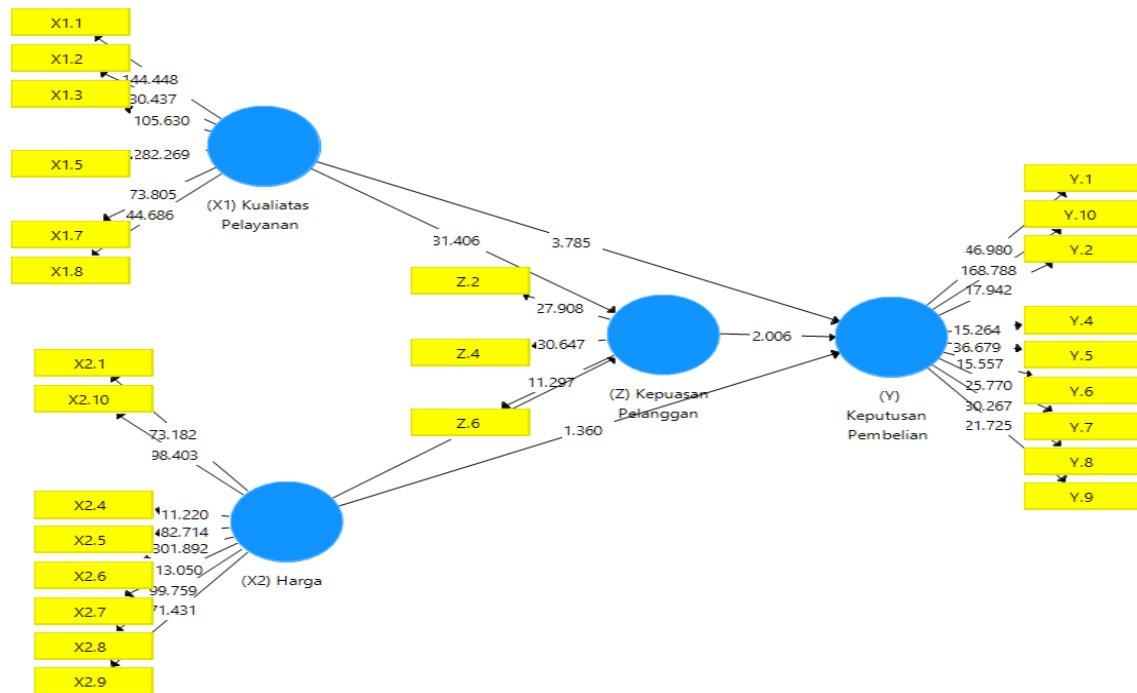


Figure 1
Structural Model

The data processing technique in this study using the SEM method based on Partial Least Square (PLS) 3.0 requires 2 stages for the assessment of a research model, namely the outer model and the inner model (Wilson, 2013). Convergent validity is carried out to determine the ability of the research instrument to measure what it is supposed to measure. The measurement scale for loading factor values and average variance extracted (AVE) is greater than 0.7, in this study using a scale greater than 0.7. If you look at the picture above, the first thing we need to do is to analyze the value of the loading factor of each instrument. Based on Figure 1.1 above, it can be seen that all statement items for all variables have outer loadings values above the value of 0.7. So it can be concluded that all existing items have good or measurable validity to represent all variables.

Furthermore, the Inner Model Measurement in PLS 3.0 was evaluated using R² to see the magnitude of the effect received by endogenous constructs from exogenous constructs. The value of R² is also used to measure the level of variation of changes in exogenous variables to endogenous variables. The coefficient of determination (R²) essentially measures how far the model's ability to explain variations in the dependent variable is. R² result of > 0.67 indicates that the model is categorized as good. The result of R² between 0.33 and 0.67 indicates that the model is categorized as moderate. While the results of R² of < 0.33 indicate that the model is categorized. The following is the R² value of the test results using smart PLS 3.0 :

Table 1.2: Value of R-Square (R²)

Variable	R-Square
Purchasing Decision	0.586
Customer Satisfaction	0.803

Source: Results of smart PLS 3.0

In the table above, it can be seen that the R² value of the Purchase Decision construct is 0.586 or 58.6% which describes the magnitude of the influence it receives from the Purchase

Decision construct from the Service Quality, Price, and Customer Satisfaction constructs. Meanwhile, the value of R2 for the construct of Customer Satisfaction is 0.803 or 80.3%, indicating the magnitude of the influence given by Service Quality and Price in explaining or influencing Customer Satisfaction. So it can be concluded that the value of R2 on the construct of Purchase Decision and Customer Satisfaction is categorized as Moderate because the value of R2 is between 0.33 and 0.67.

Next, Path Coefficient to assess the direct effect, namely the effect of certain exogenous constructs on certain endogenous. In testing the hypothesis, it can be seen that the t-statistical value and the resulting alpha (p-value) value, with the t-table used in this study, is 1.96 and the p-value is 0.07. Doing a two-way test then the limits for rejecting and accepting the proposed hypothesis with the criteria for evaluating the hypothesis. Ha is accepted. H0 is rejected if t-statistics > 1.96 and p-value < 0.07 and H0 is accepted. Ha is rejected if t-statistics < 1.96 and p-value > 0.05. The following is the Path Coefficient value of the test results using smart PLS 3.0:

Table 1.3.Path Coefficient

Connection	Original Sample	Standard Deviation	T- Statistik	P- Value	Information
Service Quality (X1) =>Purchase Decision (Y)	0.508	0.133	3.823	0.000	Significant
Price (X2) => Purchase Decision (Y)	0.103	0.075	1.367	0.172	Not Significant
Service Quality (X1)=>Customer Satisfaction (Z)	0.897	0.031	29.005	0.000	Not Significant
Price (X2)=>Customer Satisfaction (Z)	0.005	0.035	0.144	0.886	Significant
Customer satisfaction (Z)=>Purchase Decision(Y)	0.246	0.119	2.061	0.040	Significant

Source: Results of smart PLS 3.0

Based on the table above, it can be seen that the results of testing the hypothesis of a direct influence of research starting from the first hypothesis to the fifth hypothesis are the direct influence of the construct of Service Quality and Price on Purchase Decisions. As well as the direct influence of Service Quality, Price and Customer Satisfaction on Purchase Decisions. All significant results from the above hypothesis are in line with several previous studies such as : (Autier, 2018; Bernhardt, 2014; Coglianesi, 2017; Elmi, Setyadi, Regiana, & Ali, 2016; Felix, 2017; Kreiss, 2018; Leeflang, 2014; Lin, 2014; Lubis, Rohmatillah, & Rahmatina, 2020; Mackey, 2017; Marine-Roig, 2015; Markopoulos, 2015; Putriansyah et al., 2020; Redmiles, 2016; Tellis, 2019; Verhoef, 2016).

Indirect Effect to assess the indirect effect, namely the effect of certain exogenous constructs on certain endogenous through intervening constructs that are processed using smart PLS 3.0. In testing the hypothesis for the indirect effect, it can be seen that the t-statistical value and alpha value (p-value) are generated, with the t-table used in this study being 1.96 and the p-value being 0.05. Perform a two-way test then limits for rejecting and accepting the proposed hypothesis with the criteria for evaluating the hypothesis. Ha is accepted. H0 is rejected if t-statistics > 1.96 and p-value < 0.05 and H0 is accepted. Ha is rejected if t-statistics < 1.96 and p-value > 0.05. The following is the indirect effect value of the test results using smart PLS 3.0:

Table 1.4: Specific Indirect Effects

Connection	Original Sample	Standard Deviation	T-Statistik	P-Value	Information
Service Quality(X1) =>Customer Satisfaction (Z) =>Purchase Decision	0.221	0.110	2.006	0.045	Significant
Price (X2) =>Customer Satisfaction(Z) =>Purchase Decision(Y)	0.001	0.009	0.141	0.888	Not Significant

Source: Results of smart PLS 3.0

Based on the table above, it can be seen that the results of the indirect influence hypothesis testing of the research start from the sixth hypothesis to the seventh hypothesis which is the indirect effect of the Service Quality construct (X1) on Purchasing Decisions (Y) through Customer Satisfaction (Z). And the indirect effect of Price (X2) on Purchase Decision (Y) through Customer Satisfaction (Z). The following is a discussion of each hypothesis. All significant results from the above hypothesis are in line with several previous studies such as : (Andrews, 2016; Fadli, 2018; Hakim, 2018; Hsiao, 2018; Huibin, 2012; Nilsson, 2014; Oestreicher-Singer, 2013; Pelsmacker, 2018; Rooderkerk, 2011; Stephen, 2016; Tandoc, 2016; Wong, 2012; Wymbbs, 2011; Yanuar M, 2017).

Conclusion

Based on the findings of this study which show that service quality is the most dominant factor and has a significant value in increasing customer purchasing decisions through consumer satisfaction. Of course, with this result, it is recommended that the manager and all authorized parties or management be able to encourage the quality of products and services to do the best, which in turn will improve Purchase Decisions. And the store also needs to pay attention to customer satisfaction to consumers, so that every problem faced by consumers can be handled properly which will greatly assist the store in improving buyer decisions. And to future researchers to involve relevant variables related to Service Quality, Price and Purchase Decisions on Customer Satisfaction. With the hope that the research results are more accurate and have much greater benefit.

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