

Improve Consumer Purchasing Decisions Through Quality of Service, Promotion And Quality of Information At PT. Ng Tech Supplies

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Abstract.

The main objective of this research is to analyze the influence of service quality, promotion and information quality on customer purchasing decisions at PT. Ng Tech Supplies. This research is causal research (cause-effect research) . The population and sample in this study were 164 regular customers during January 2019 to July 2019 period. The sampling technique that the researcher used in this study was the simple random sampling technique. So that the sample in this study was 116 respondents. The results showed that partially service quality and information quality variables had a significant effect on customer purchasing decisions at PT. Ng Tech Supplies. Meanwhile, promotion has no effect on customer purchasing decisions at PT. Ng Tech Supplies.

Keywords: Service, Promotion, Information, Purchase Decision

1. INTRODUCTION

The development of information technology changes the marketing model in various companies, both manufacturing services, services and trade [1]. This situation makes consumers have many alternative choices of products with various brands to choose [2]. Of course, every consumer is going to look for products in certain brands at competitive prices but with good performance [3]. For companies that are able to see this great opportunity, it will be a big chance in maximizing the company's profitability [4]. Many companies make better appearance of the web site they have. This opportunity is not only to attract customers in the country but also to reach people abroad [5].

The purchase decision of a consumer certainly has an important meaning for the progress of the company [6]. Decision making is as an activity to understand how a consumer performs some stages before determining which product or service to choose [7]. In understanding these, the company will be able to formulate various strategic steps in order to increase customer interest.

The decision to determine which product or service has advantages over other brands will be easy for consumers who have felt satisfaction of the performance from particular product or service [8]. Customers will make repeat purchases when the product or service is able to meet their expectation [9]. So that the benefits of consumer

purchasing decisions becomes a problem solver. We assume that consumers have goals to be achieved or met. Consumers make decisions about which behavior they want to do to achieve their goals, and thus solve the problem [10].

Service quality is one of the variables that influence a customer's purchasing decision [11]. Good or bad service quality is a reflection of the company's image in the eyes of consumers [12]. All companies will certainly continue to provide the best service to their customers [13]. With the hope that customer satisfaction will help the performance of the marketing team [14]. So that the cost of marketing will be more efficient and will increase the company's profitability [15]. Finally, the company will be able to compete with other companies in increasing its market share.

The concept of quality is considered as a measure of the perfection of a product or service which consists of design quality and conformance quality [16]. Furthermore, service is any activity and benefit that can be provided by a party to another party which is basically intangible and does not necessarily result in ownership of something [17]. The quality of this service can be measured through physical evidence, reliability, responsiveness, assurance and empathy [18]. For companies that are able to respond to all complaints that are felt as a result of the lack of service they received and lack of solution to any problems they face will have an impact on the fulfillment of customer satisfaction [19][20][21].

Promotion is a marketing mechanism that focuses on communication of marketing campaign by targeting customers persuasively to facilitate the production of transactions or deliveries between companies and consumers to purchase the necessary activities [22]. Promotion is basically marketing communication, which means marketing activities that aim to disseminate information, influence or persuade and / or remind targeted companies and products so that they are willing to accept, buy, and be loyal to the company which is offered by the company [23]. With promotion, the company wants to build communication to its customers about the products or services the company has [24]. The promotion is often displayed through advertisements with attractive words, it is not uncommon for consumers to be easily tempted and will consume the product [25].

Companies can also choose from the existing promotional mix according to the company's capacity. Advertising, personal selling, sales principles, public relations and direct marketing are elements of the promotional mix [17]. From the existing promotional mix, the company will do evaluation which part is most appropriate one to be used in each targeted market segment [26]. So that the purpose of promotional activities, especially seeking customer attention, increasing customer interest and developing customer curiosity about the company's products or services can be achieved [9].

A good promotion will be able to increase the grade of customer satisfaction [27]. Customer satisfaction will be obtained when the promises in promotion can be exist in the reality [28]. Customers will also complain when the promotions are not as

promised by the marketer [29]. The use of social media for promotion in transparency era must be done well [30]. Do not let the promise/ promotion in social media is different with the performance of the products or services produced by the company [31]. The results of previous studies indicate that promotion has a significant impact in influencing the sense of satisfaction of a customer [32][33][34]. Because in general, the satisfaction of a customer will influence the achievement of the company's sales targets [35][36].

The other factor that is considered gives influences to the satisfaction of a customer is the quality of information [37]. Information which has good quality in a company is also one of the important things in making purchasing decisions [38]. The information which is good quality is the clear, accurate and complete information. The quality of information can be used by customers to predict a product they will buy (to make a purchase decision) [39]. Information has a very high value for potential customers who will make a purchase. Without complete information, prospective customers will find it difficult to predict a product that the company is selling. Moreover, prospective customers will be hesitant and unsure about making a purchase at the company [39]. The results of previous studies [40][41][42] state that the quality of information has a significant impact on customer satisfaction. Because with valid information, customers feel confident about the product or service they will choose.

PT. Ng Tech Supplies is a company in supplier manufacturing. Ensuring the good quality of the company is also one of the missions and priorities of PT. Ng Tech Supplies. Management and employees also do their maximum effort to satisfy customers with good service quality. So that the name PT. Ng Tech Supplies will be long lasting for customers or society and the market. Previously, Customer Services at PT. Ng Tech Supplies did not give much attention to customers who come for shopping. When a customer entered the store to shop, customer service was not swift to serve the customer, and left the customer waiting there. This needs to be considered by the company in analyzing customer complaints or responses such as friendliness in service. Realizing the importance of the role of consumers in making purchasing decisions to provide benefits to the company. The company is strongly encouraged to seek ways or ideas that can be done to satisfy customers in making purchasing decisions and can increase sales. Companies are very much needed to carry out a series of ideas and ways to improve the purchasing decisions made by customers.

PT. Ng Tech Supplies was very inactive in doing promotions, which makes the company less well known in the community. PT. Ng Tech Supplies relies solely on the websites they have on the internet. This condition is certainly a problem for companies to market their products to be better known by the public. The other problem is the quality of information available in PT. Ng Tech Supplies was less precise and complete. Some customer complaints for information provided by customer services that do not match with information conveyed in websites. This problem becomes one

of factors of company's profit is decreasing every year. This drastic decrease is a big problem for the company. When the condition is still the same or get worse, it will be difficult for the company to survive or in other words the company may go bankrupt

II. METHODS

The design in this research is causal research (cause-effect). Where the variables in this study consisted of independent variables, namely the quality of service, promotion and quality of information. While the dependent variable consists of the purchase decision variable. The population in this research was 164 regular customers of PT. Ng Tech Supplies during January 2019 to July 2019. The sampling technique that the researchers used in this study was the simple random sampling technique, because the sampling of members of the population was carried out randomly without paying attention to the strata in the population. In taking the sample of this study, the researcher refers to the Slovin theory. In determining the sample in this study, Slovin provided relief from inaccuracy caused by tolerable errors in sampling. The tolerance value given is 5% or equal to 0.05. The formula used is as follows (Sanusi, 2017: 101):

$$n = \frac{N}{1 + N\alpha^2}$$

Information:

- n = sample size
- N = population size
- α = inaccuracy tolerance

Based on the formula that the researcher uses, the number of samples (n) will be obtained by the researcher as follows:

$$\begin{aligned}
 n &= \frac{N}{1 + N\alpha^2} \\
 n &= \frac{164}{1 + 164(0.05)^2} \\
 n &= \frac{164}{1 + 164(0.0025)} \\
 n &= \frac{164}{1 + 0.41} \\
 n &= \frac{164}{1.41} \\
 n &= 116.31
 \end{aligned}$$

The results showed that the number of samples (n) was 116.31, so the researchers rounded it up to 116 samples. So in this study the number of samples that the researcher used was 116 respondents.

Collecting data using a questionnaire with a Likert scale. There are 5 options as the answer of the questionnaires, they are: 1 (Strongly Disagree), 2 (Disagree), 3

(Agree), 4 (Strongly Agree), and 5 (Agree). Data analysis was using multiple linear regression analysis.

III. RESULT AND DISCUSSION

Multiple Linear Regression Results

Multiple linear regression model states a form of linear relationship between two or more independent variables and the dependent variable. The equation of multiple linear regression, namely:

Table 1. Multiple Linear Regression Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7.759	1.997		3.885	.000
Quality of Service	.262	.081	.311	3.212	.002
Promotion	.156	.114	.124	1.364	.175
Quality of Information	.306	.065	.403	4.714	.000

a. Dependent Variable: Purchasing Decision

1. The constant value is 7,759, this indicates that if the service quality (X1), promotion (X2) and information quality (X3) value is zero, then Y (purchase decision) value is 7,759.
2. Service quality variable (X1) has a regression coefficient value of 0.262, it means that if other independent variables are fixed or unchanged, then every 1 point or 1% increase in service quality variables will increase purchasing decisions by 0.262. The service quality variable coefficient (X1) is positive, it means there is a positive relationship between service quality (X1) and purchasing decisions (Y), where the increasing value of service quality (X1) will increase purchasing decisions (Y).
3. The promotion variable (X2) has a regression coefficient value of 0.156, it means that if other independent variables are fixed or unchanged, then every 1 point or 1% increase in the promotion variable will increase the purchase decision by 0.156. The promotion variable coefficient (X2) is positive, meaning that there is a positive relationship between promotion (X2) and purchasing decisions (Y), where the increasing value of promotion (X2) will increase purchasing decisions (Y).
4. The information quality variable (X3) has a regression coefficient value of 0.306, it means that if other independent variables are fixed or unchanged, then every 1 point or 1% increase in the information quality variable will increase

the purchase decision by 0.306. The coefficient of the information quality variable (X3) is positive, meaning that there is a positive relationship between the quality of information (X3) and the purchase decision (Y), where the increasing value of the quality of information (X3) will increase the purchase decision (Y).

Determination Coefficient Test Results (R2)

Table 2. Determination Coefficient Test Results (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.740 ^a	.547	.535	4.17606

Predictors: (Constant), Quality of Information, Promotion, Quality of Service

Based on the table above, it can be seen that the adjusted R2 number is 0.535. It means that the percentage of the variable contribution of quality of service (X1), promotion (X2) and quality of information (X3) in the regression model is 53.5% or variations in purchasing decisions (Y) can be explained by variations in service quality (X1), promotion (X2). and information quality (X3) of 53.5% while the remaining 46.5% was explained by other variables not included in the research model.

The Effect of Service Quality (X1) on Purchasing Decisions (Y) at PT. Ng Tech Supplies in Batam City

The results of the test in this study are based on the results of the t test, the t value of service quality is 3,212 > from the t table 1.981 and a significance value of 0.002 more than 0.05, the t-test results are significant, so that Ho is rejected and Ha is accepted. The regression coefficient value of 0.262 is positive. If there is an increase every 0.01 or 1%, it will increase the purchase decision by 0.262 or 26.2%. These results suggest that the results of this study are in line with [43][44][14] which states that the results of service quality tests have a significant effect on purchasing decisions.

The Effect of Promotion (X2) on Purchasing Decisions (Y) at PT. Ng Tech Supplies in Batam City

The results of the testing in this study are based on the results of the t-test, the t value of promotion is 1.364 < from the t table of 1.981 and a significance value of 0.175 is more than 0.05, the t-test result is not significant, so that Ho is accepted and Ha is rejected. The regression coefficient value of 0.156 is positive. If there is an increase every 0.01 or 1%, it will increase the purchase decision by 0.156 or 15.6%. The results of this study are not in line with the results of research [35][36][45] which states that the test results of the promotion have a significant effect on purchasing decisions.

The Influence of Information Quality (X3) on Purchasing Decisions (Y) at PT. Ng Tech Supplies in Batam City

The results of the test in this study are based on the results of the t test, the t value of the information quality is $4.714 >$ from the t table 1.981 and a significance value of 0.000 is more than <0.05 , the t-test result is significant, so that H_0 is rejected and H_a is accepted. The regression coefficient value of 0.306 is positive. If there is an increase every 0.01 or 1%, it will increase the purchase decision by 0.306 or 30.6%. The results of this study are in line with [46][47][48] which states that the quality of information has a significant effect on purchasing decisions.

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