

THE INFLUENCE OF PROMOTION AND SERVICE QUALITY TOWARD CONSUMER PURCHASE DECISIONS OF LESTARI JAYA BROILERS CHICKEN STORE

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DOI: <https://doi.org/10.37178/ca-c.23.1.213>

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Abstract

Bandung City has large consumption of broiler chickens and based on reporting from Central Statistics Agency, consumption was 728,968 of broiler chickens in 2019. Lestari Jaya is a shops that sell boiler chicken in Bandung. Unfortunately, there was a decline of selling that can be seen from data from January to June 2020 period before the pandemic as many as 38,494 broiler chickens, and the same period in 2021 only 23,137 broiler chickens. There was a decrease 15,357 broiler chickens or 39.89%. The purposes of this study were to know and analyze promotion, service quality, purchase decision and the influence of promotion toward purchasing decisions and the influence of service quality toward purchase decisions. Quantitative methods with descriptive and verificative approaches were used to answer the research questions. Data were collected from 97 respondents. The results showed that information and knowledge about promotion is still not understood. The quality of service that has been carried out is very good. The promotion variable had no significant influence toward purchasing

decisions, while the service quality variable had a significant influence toward purchasing decisions.

Keywords : Promotion, Service Quality, Purchase Decisions, Quantitative.

Introduction

Bandung city is has been known as creative city and one of creative industry that is developing is culinary. Chicken becomes raw materials that are needed by entrepreneurs in culinary business. Besides that, family consumptions on chickens, especially broilers chicken are getting higher. Reporting from Central Statistics Agency, it was recorded that in 2019 the consumption was 728,968 broilers chicken and it is classified as a large consumption in a year.

One of shop in Bandung city that sell broilers chicken is Lestari Jaya which has been running at the Cihaurgeulis market since 2002. The target consumers are restaurant because the distribution is quite large. Others are families that consume broilers chicken every day. Those two consumers have been major buyers in Lestari Jaya shop.

Data of sales in Lestari Jaya Shop from January - June 2020 period recorded 38,494 pcs. But, sales data in January - June 2021 period are only 23,137 pcs. So that the sale of broilers chicken in the period January - June 2020-2021 declined[1].

This condition is supposed to be related to the promotion and quality of service that had been executed by Lestari Jaya. Promotion activity carried out by Lestari Jaya uses social media whatsapp. Promotions are various ways that companies do to inform, persuade, and influence consumers both directly about a product[2, 3]. The right promotion will increase consumer buying interest. Likewise, pricing is in accordance with the targeted market segmentation and target.

In addition, in terms of service quality Lestari Jaya uses offline sales services, with this offline sales transaction system, buyers make purchases by coming to the store Lestari Jaya. According to [4] service can be interpreted as an act or act of a person or organization to provide satisfaction to customers or fellow employees. Lestari Jaya has carried out order delivery services directly to consumers' locations or to consumers' homes. Meanwhile, consumers need a renewal in service, where this service is carried out to provide added value to customer satisfaction in making purchasing decisions. So that the quality of service is one of the factors to increase sales.

Now days, most people prefer to stay at home and make purchases of daily necessities including broilers chicken online to avoid crowds in the market that can cause exposure to Covid-19, and also see the times. which is modern, most sellers do promotions for their products in digital marketing to be able to cover a wide market.

The objectives of this research are to know and analyze promotion, services quality, and purchase decision by customers of Lestari Jaya store. Then, to know and analyze the influence of promotion and service quality toward consumer purchase decisions of lestari jaya broilers chicken store.

Research question are how is the response of customers on promotion, service quality and purchase decision, how is the influence of promotion toward purchase decision, how is the influence of service quality toward purchase decision.

Literature Review

[5, 6], promotion is a way of communication carried out by companies to consumers or the target market, intending to convey information about the product/company so that they want to buy. Promotion is one part of a series of marketing activities for an item. According to [5], promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. According to [7], promotion is one of the elements in a company's marketing mix used to inform, persuade, and remind about the company's products.

[7], promotion indicators include; promotional message is a measure of how well the promotional message is carried out and delivered to the market, promotional media is the media used by companies in carrying out promotions, promotion time is the length of promotion carried out by the company.

[8] the allocation of promotions will generally differ between the final consumer market and the business market. The order of priority for allocating promotional mix elements to the final consumer market is; Sales promotion, Advertising, Personal selling, Public relations.

[9], defining service quality is a consumer assessment of the level of service received with the level of service expected if the service received or perceived is as expected. The service quality is perceived as good and satisfactory. According to [9], service is any action or activity that one party can offer to another, essentially intangible and does not result in any ownership. According to [10] states that "Service quality is expected level of excellence and control over the level of excellence to fulfill customer desires."

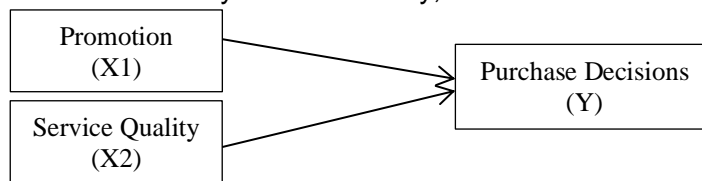
[8, 11, 12], there are five dominant factors or determinants of service quality. These five dominant factors are; Tangible, Empathy, Responsiveness, Reliability, Assurance.

[8, 11]), some factors influence a service, namely expected service and perceived service. If the service received follows what is expected, then the service is said to be good or positive. If the perceived service exceeds the expected service, then the service quality is perceived as an ideal quality. On the other hand, if the perceived service is worse than the expected service, the service quality is perceived as harmful or destructive. Therefore, whether or not the quality of service depends on its ability and nature to meet customer expectations consistently.

[13, 14] defines that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experiences satisfy needs and consumer desires. Kotler & Armstrong (2016:188) stated that purchasing decisions have the following dimensions: product choice, brand choice, dealer choice, time of purchase, amount of purchase, payment method [13, 14] purchasing decisions are as follows: Buying decision process all the experiences in learning, choosing, using, and even disposing of a product. This means that purchasing decisions are experiences in learning, selecting, using, and even disposing of products.

The dimensions and indicators of purchasing decisions, according to [15, 16], explain that consumer decisions to purchase a product include five sub-decisions as follows; Consumer product choices, Buyer's choice of brand, Buyer's dealer choice, Time of purchase, Number of Consumer purchases.

To facilitate the analysis in this study, the research model is as follows:



- a. Promotion influence purchase decision of Lestari Jaya broilers chicken.
- b. Service quality influence affect the purchase decision of Lestari Jaya broilers chicken.

Research Methodology

This study uses quantitative methods with descriptive and verificative approaches. The primary data used in this study were collected questioners from customers of Jaya Lestari broiler business. Besides, observation and interview to owner of Lestari Jaya. This research uses probability sampling technique with a simple random sampling method. The sample in this study is 97 respondents. The data collection technique

used in this research is a list of questions (questionnaires) related to the indicators used. Multiple regression is used to analyze.

Result and Discussion

Respondents amounted to 97 consumers consisting of 41 men and 56 women. Lestari Jaya is a family business in the field of selling broilers chicken. Lestari Jaya has been selling broilers chicken since 2002 at the Cihaurgeulis market. Consumer response:

Table 1

Promotion

No	Dimension and indicator	Mean
1	Advertising	3.72
a	Advertising Knowledge	3.78
b	Promotion knowledge	3.65
2	Promotion message	3.95
a	Information quality	3.97
b	Informative message	4.03
c	Interesting promotion	3.86
	Total average	3.86

Promotion is responded good by respondents and it indicates by 3.86. Based on observation to Lestari Jaya shop, these consumers has been familiar with condition of promotional activity by using WhatsApp. They more focus on promotion message regarding to availability of chicken and price of chicken. It can be seen table above that consumers are prefer to promotion message than advertising.

In the dimension of advertising, respondents see advertising knowledge is good as well as promotion knowledge. Informative message is the highest respond by consumers in the dimension of promotion message. Meanwhile, the lowest is interesting promotion and it indicates, they see the message is not interested.

Table 2

Service Quality

No	Dimension and indicator	Mean
1	Reliability	4.01
a	One time service	4.04
b	Sincerity in Serving	4.02
2	Responsive	4,02
a	Speed in service	3.97
b	Good attitude	4.05

3	Assurance	4.04
a	Comfortable feeling	3.97
b	Polite attitude	4.11
4	Emphaty	3.88
a	Individual service	3.93
b	Personal attention	3.82
5	Tangible	3.90
a	Neat Appearance	3.96
b	Adequate facilities	3,85
	Total Avarage	3.97

Service quality is responded good by respondents and it indicates by 3,97. Based on observation of Lestari Jaya shop, consumers like the services offered by delivering chicken pieces directly to consumers' homes. They focus more on assuring how sellers interact with consumers and the polite attitude shown by Lestari Jaya sellers. It can be seen in the table above that consumers prefer assurance rather than responsiveness, reliability, tangible and responsive.

In the assurance dimension, the polite attitude of the seller is as good as the convenience of consumer communication. At the Responsive level, the mood of the seller to help consumers is as good as the speed of service. The dimensions of reliability, on time service as well as sincerity in serving consumers. Then the tangible dimension, the appearance of a neat seller as well as adequate physical facilities. Meanwhile, the lowest service quality dimension is empathy, in this case, it shows that respondents see the kindness that sellers pay less attention to serving individually.

Table 3

Purchase Decisions

No	Dimension and indicator	Mean
1	Product choice	4.09
a	Broilers Chicken Quality	4.21
b	Broilers Chicken Variant	3.97
2	Brand Choice	3.93
a	High competitiveness in the market	3.89
b	Commutative quality	3.97
3	Dealer Choice	4.03
a	Relatively cheaper price	3.97
b	Delivery service	4.09
4	Purchase time	3.77

a	Market operating hours	4.09
b	Flexible payment times	3.77
5	Purchase amount	4.15
a	Provide a lot of broilers chicken	4.12
b	No minimum purchase	4.19
	total average	4.03

Purchase decisions is responded good by respondents and it indicates by 4,03. Based on observation of Lestari Jaya shop, consumers decided to buy the lestari jaya broilers chicken. It can be seen in the table above that consumers prefer the purchase amount because there is no limit to the number of purchases of broilers chicken provided by serving consumers without a minimum purchase.

In the purchase amount dimension, providing many broilers chicken is as good as serving consumers without a minimum purchase. In the product choice dimension, the quality of the broilers chicken is as good as the chicken variant. The dimension of dealer choice, delivery service is as good as the relatively low price of broilers chicken. Meanwhile, the lowest purchasing decision dimensions are brand choice and purchase time. This case shows that respondents see that the brand choice does not have high competitiveness and quality that can compete with competitors, then considers the purchase time, operating hours are not too adjusted to market service times, and payment times are not flexible.

Hypothesis test:

H0: $\gamma_{1i} = 0$

- a. Promotion does not influence purchase decisions Lestari Jaya broilers chicken.
- b. Promotion influences purchase decisions Lestari Jaya broilers chicken.

H1: $\gamma_{1i} \neq 0$

- a. Service quality does not influence purchase decisions Lestari Jaya broilers chicken.
- b. Service quality influences purchase decisions Lestari Jaya broilers chicken.

Below is result of data analysis and can be seen on the table:

Table 4

Multiple Regression Analysis

Model 1	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	.481	1.564		.307	0.759
Promotion	-.137	.106	-.066	-1.297	.198
Service Quality	.995	0.050	.964	18.896	.000

Based on the table above, the regression model is obtained using Equation (3.1), which is as follows: $= 0.481 - 0.137 + 0.952$

The constant of 0.481 states that if by assuming the absence of promotion and service variables, the results of purchasing decisions will increase. The regression coefficient of -0.137 states promotion has no impact on purchase decision. The regression coefficient of 0.952 states that every 1% increase in service will increase the results of purchasing decisions by 27.754. Alternatively, it can be stated that if the size of the service increases with a fixed promotion, the results of the purchase decision will increase by 0.952.

Based on the hypothesis test, the partially t count for the promotion variable is smaller than the t table, which means H₀ is accepted. It can be said that the promotion variable does not have a significant effect on purchasing decisions for Lestari Jaya broilers chicken with a value of -13.7%. The advertising carried out is not well known by consumers, so consumers do not know about the promotions carried out by Lestari Jaya. In addition, the promotional messages offered by Lestari Jaya are less attractive and informative in determining consumers to buy broilers chicken. The information submitted is not fully conveyed to consumers. The lack of attractive promotions makes consumers not interested in Lestari Jaya broilers chicken.

While the service quality variable, based on the partial hypothesis test, t count is more excellent than t table, which means H₀ is rejected. It can be concluded that the service quality variable has a significant effect on purchasing decisions for Lestari Jaya broilers chicken, with a value of 95.2%. Consumers like the quality of service provided by Lestari Jaya. Lestari Jaya's sincerity in punctuality to serve consumers makes consumers buy broilers chicken. Fast service and the seller's attitude in helping consumers make consumers comfortable to buy at Lestari Jaya. The attitude and communication of the seller are excellent and friendly. They were helping consumers by providing individual service and the seller's attention to consumers who do not understand the types of broilers chicken. Lestari Jaya service standards comply with health protocols.

Compared between the two variables, the quality of service has a more significant influence on purchasing decisions for Lestari Jaya broilers chicken than the promotion variable. According to [16, 17], Service Quality is the totality of features and characteristics of a product or service that can satisfy stated or implied needs.

Conclusion and Recommendation

The promotion has no significant effect on sustainable chicken purchasing decisions, with a value of -13.7%. Service quality has a significant effect on sustainable chicken purchasing decisions, with a value of 95.2%. Assurance is the highest dimension of service quality responded by consumers, and empathy is the lowest dimension. Reliability is a benchmark for punctuality and sincerity in serving consumers, a benchmark for responsiveness in the speed of service provided and the attitude of sellers to help consumers, a benchmark for the appearance of a neat and polite seller, and adequate facilities in selling.

By this research, has some suggestions for the promotion variable are that it is more interesting for consumers to know about advertisements/promotions, create a promotional mix for Lestari Jaya, promotions must be done as well as possible with maximum effort to make consumers interested, the information provided is more explicit but more accessible understood by consumers, the message must be informative and exciting when consumers have a taste to buy Lestari Jaya broilers chicken, further expand the reach of promotions by utilizing other social media. On the service quality variable, Lestari Jaya must be able to maintain the services they provide to consumers, improve service quality to attract more consumers to buy Lestari Jaya broilers chicken, give more individual attention and service to consumers who do not understand the type of broiler chicken, maintain appearance sellers more neatly and politely, improve more adequate facilities.

This study has several limitations, which provide opportunities for further research. First, this study with a minimal sample of 97 respondents needs to be expanded in further research. Second, this study has the remaining 14.7% explained by other variables outside of this study.

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