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THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY ON CONSUMER SATISFACTION WITH PURCHASING DECISIONS AS INTERVENING VARIABLES AT ALFAMIDI DIPONEGORO TELUK DALAM-NIAS SELATAN

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ABSTRACT

Consumer satisfaction is a person's feelings after consuming a product or service and compared to their expectations. Consumer satisfaction can be influenced by Service Quality, Product Quality and Purchasing Decisions. The research objective was to determine the direct and indirect effects of service quality, product quality and purchasing decisions on consumer satisfaction. This research was conducted on Alfamidi consumers, Jl. Diponegoro, Teluk Dalam, South Nias Regency. The data analysis technique used is path analysis. The population is Alfamidi Diponegoro consumers and the sample is part of the population using a probability sampling design with simple random sampling technique. The sample size is 119 people.
Based on the analysis of the sub-structural equation model 1, it is evident that service quality and product quality influence consumer purchasing decisions. In sub-structural equation 2, it is proven that service quality, product quality and consumer purchasing decisions have an effect on consumer satisfaction.

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1. INTRODUCTION

The development of modern shopping places has shifted people's shopping habits. Now, people often shop at hypermarkets, supermarkets and minimarkets. The fact that customer satisfaction is a top priority, this can be seen from the service standards that consumers feel are carried out consistently. In addition to the advantages of service, various promotional programs, product prices and guaranteed supply of quality goods as well as convenience for consumers in making choices affect consumer satisfaction.

Service quality is a dynamic state of products, services, human resources and the environment.

Product quality is a product capability that is able to meet every consumer need in accordance with the needs and desires of consumers.

Purchasing decision is a consumer decision-making process for purchases that combines knowledge to choose two or more available product alternatives.

Consumer satisfaction is what consumers feel because the products/services they consume match or exceed their expectations.

Consumer satisfaction can be influenced by service quality, product quality and purchasing decisions so that researchers are interested in knowing more about how big the influence is, both the direct and indirect influence.

For small towns and peripheral cities, the development of the number of minimarkets is very rapid. The South Nias area is no exception, especially in several cities, the number of Alfamidi minimarkets is increasing day by day. This is heavily influenced by changes in people's lifestyles that tend to like shopping at modern retail. Based on data from Beritasatu.com, in 2022 Alfamidi will add as many as 200 outlets throughout Indonesia, especially outside Java (www.beritasatu.com) [1]. The most recent addition to the number of outlets in South Nias that just opened was Alfamidi Diponegoro, Teluk Dalam. A simple modern concept, providing basic needs products, easily accessible is a factor in consumer satisfaction that supports the increasing number of Alfamidi outlets in every city, including in South Nias.

Based on this, researchers are interested in knowing the effect of Service Quality, Product Quality on Consumer Satisfaction which is mediated by Purchasing Decisions..

2. LITERATURE REVIEW

Service Quality

According to Kotler and Keller (2016), service quality is the ability of a service in deliver performance that matches or exceeds customer expectations.

The concept of quality is a measure of the perfection of a product or service consisting of design and conformity, design quality is a specific function of a product or service, conformity quality is a measure of how much the degree of conformity between a product or service and predetermined quality requirements or specifications, Service quality is a measure of how well the level of service provided is able to match customer expectations (Tjiptono: 2015).

According to Zeithaml et al (2018) concluded, service quality is built based on a comparison between customer perceptions of the services they actually receive (perceived value) and the services that are actually expected (expected service)

Quality Product

According to (Schiffman and Kanuk 2019) that product quality is the ability of a company to provide identity or features to each product so that consumers can recognize the product.

According to Kotler and Keller (2016) that product quality is a product's ability to perform its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole

Purchasing Decision

According to Kotler and Armstrong (2016), purchasing decisions are components of consumer behavior, where consumer behavior is a study of what a person or group looks like in determining, buying, consuming, and what products, ideas or experiences are to satisfy

Purchasing decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available (Schiffman and Kanuk 2015).

Customer Satisfaction

According to Tjiptono (2015) Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of the performance (results) of a product with their expectations. According to Lovelock and Wirtz (2011) "Satisfaction is an attitude that is decided based on the experience gained

Hypotesis

Consumer satisfaction can be influenced by Service Quality, Product Quality, through Purchasing Decisions

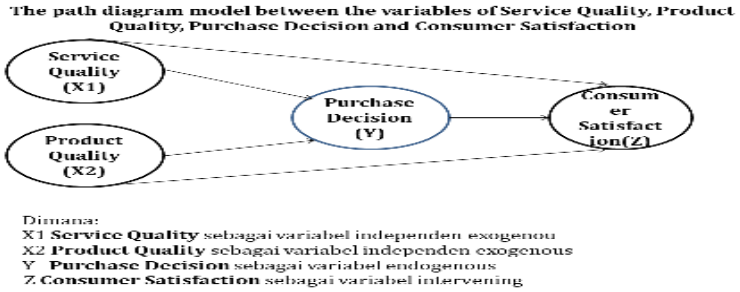

Figure 1. Hypotesis

3. METHOD

3.1 Type and Data Source

The type of data used is quantitative data, while the data source is a primary data source that the researcher himself attempted through a questionnaire technique which was distributed to the

respondents. Primary data is data collected by researchers directly from the first source (Suliyanto, 2018).

3.2 Data Collection Techniques

The data collection technique used is a questionnaire technique. According Sugiyono (2016) revealed that "questionnaire is a data collection technique where participants /respondents fill in questions or statements then after being filled in completely returned to the researcher".

3.3 Population and Sample

According to Sugiyono (2018) Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population is all consumers of PT. Alfamidi Diponegoro Telukdalam. The sample used in this study was 119 consumers of Alfamidi Diponegoro Teluk Dalam. The sample design used is probability sampling using a sampling technique, namely simple random sampling, namely simple random sampling. Respondents have characteristics, namely consumers who have shopped at Alfamidi Diponegoro Telukdalam within the last three months.

3.4 Analysis Method

This type of research is a quantitative path analysis approach (path analysis) combination model. The type of research used is quantitative research. Sugiyono (2016) revealed that quantitative methods can be interpreted as research methods based on the philosophy of positivism used to research in certain populations or samples, data collection using research instruments, quantitative / statistical data analysis.

"Path analysis is a technique for analyzing causal relationships that occur in multiple regression if the independent variables affect the dependent variable not only directly but also indirectly". (Sarwono, 2012). According to Ghozali (2018), states that path analysis is an extension of multiple linear analysis or path analysis is also called an the use of regression analysis to assess the quality relationship between variables that been predetermined by theory. . The data collection technique is through distributing questionnaires to respondents. The technique of analyzing the data is path analysis (path analysis) of the mediation model and using IBM SPSS 25 Software.

4. RESULT AND DISCUSSION

4.1 General Description and Respondent Profile

The general description of the respondents is all consumers of Alfamidi Diponegoro Telukdalam South Nias with a total sample of 119 people consisting of men and women aged 18-65 years with work backgrounds as Civil Servants, Private Employees, Housewives and Students.

Structural Equation:

The path diagram in this study has two structural equations, namely:

Y = PY X1 + PY X2+ e1 (equation of sub structure 1)

Z = PZ X1 + PZ X2+ PZ Y+ e2 (equation of sub structure 2)

Calculation of Sub- Structure I

The Effect of Service Quality and Product Quality Independent Exogenous Variables Combined on Purchasing Decision Endogenous Variable

The influence of the independent exogenous variables on service quality and product quality combined on the endogenous variables on purchasing decisions can be seen in the Model Summary table, especially the R square number in table 1

Table 1 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.995[a]	.990	.990	.21705	2.005

a. Predictors: (Constant), ProductQuality_X2, ServiceQuality_X1

b. Dependent Variable: PurchasingDecision_Y

The value of R Square (R^2) in table 1 is 0.990 or 99%. This figure has the meaning of the magnitude of the influence of the independent exogenous variables of service quality and product quality combined on the endogenous variable of purchasing decisions. While the magnitude of other factors outside this study amounted to 1- 0.990 = 001 or 1%.

The Effect of Service Quality and Product Quality Independent Exogenous Variables Partially on Purchasing Decision Endogenous Variables

The magnitude of the influence of the exogenous independent variables Service Quality and Product Quality on the endogenous variable Purchasing Decisions can be seen from the value of Beta or Standardized Coefficient in table 2. Meanwhile, the t value is used to test the hypothesis.

The Effect of Service Quality and Product Quality Independent Exogenous Variables Partially on Purchasing Decision Endogenous Variables

The magnitude of the influence of the exogenous independent variables Service Quality and Product Quality on the endogenous variable Purchasing Decisions can be seen from the value of Beta or Standardized Coefficient in table 2. Meanwhile, the t value is used to test the hypothesis.

Table 2 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.029	.251		-.116	.908
	Service Quality _X1	.503	.154	.498	3.261	.001
	Quality Product_X2	.499	.154	.497	3.251	.002

a. Dependent Variable: Purchasing Decision_Y

The Influence of Exogenous Variables of Service Quality with Endogenous Variables of Purchasing Decisions

The t value from the IBM SPSS calculation results shows that the exogenous influence of service quality with the endogenous variable of purchasing decisions is 3.261 while the t table value is at a significance level of 0.05 and with Degrees of Freedom (DK) = n-2 or 119-2 = 117, then the t table number is 1.6585

The results of calculations with IBM SPSS with t research 3.261> t table of 1.6582 Thus the decision is that H0 is rejected and H1 is accepted. This means that there is influence of the exogenous variable of service quality with the endogenous variable of purchasing decisions

The magnitude of the influence of the exogenous independent variable of service quality on the endogenous variable of purchasing decisions can be seen from the Beta coefficient value of 0.498 or if it is made into a percent, it becomes 49.8%. This effect is significant because the significance/probability value of the calculation results listed in the Sig column is 0.002 <0.05

Effect of Exogenous Variables of Product Quality and Endogenous Variables on Purchasing Decisions

The t value of research from the results of IBM SPSS calculations shows that the influence of the exogenous independent variable Product Quality with the endogenous variable Purchasing Decision is 3.251 while the value of t table is at a significance level of 0.05 and with Degrees of Freedom (DK) = n-2 or 119-2 = 117 , then the t table number is 1.6585.

The results of calculations with IBM SPSS with t research 3.251> t table of 1.6585 Thus the decision is that H0 is rejected and H1 is accepted. This means that there is an influence of the exogenous variable Product Quality on the endogenous variable of Purchase Decision. The magnitude of the influence of the exogenous independent variable Product Quality on the endogenous variable of Purchasing Decisions can be seen from the Beta coefficient value of 0.497 or if it is made in percent it becomes 49.7%. This effect is significant because the significance/probability value of the calculation results listed in the Sig column is 0.000 <0.05.

Data Analysis

Validity Test

According Ghozali (2016) validity is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. So the validity test wants to measure whether the questionnaire statements we have made can really measure what we want to measure.

Reliability Test

revealed that reliability is actually a tool for measuring a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time, (Ghozali,2016).

Research Result Validity For Sub Structure

Regression Model Feasibility

Test the feasibility of the model by using the F research value in table 3 and then by using the probability/significance value

Table 3 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	526.031	2	263.016	5582.973	.000[b]
	Residual	5.465	116	.047		
	Total	531.496	118			

a. Dependent Variable: Purchasing Decision_Y
b. Predictors: (Constant), ProductQuality_X2, ServiceQuality_X1

Based on the results of calculations with IBM SPSS (table 3), the F research is 5582.97 > F table is 3.08. Thus HO is rejected and H1 is accepted. This means that there is an influence of exogenous independent variables on Service Quality and Product Quality on Purchasing Decisions.

While the significant value indicates a probability/significance number of 0.000 <0.05, thus H0 is rejected and H1 is accepted. This means that there is an influence of exogenous independent variables on Service Quality and Product Quality on Purchasing Decisions.

The conclusion is by looking at the F research and by looking at the probability/significance value, the regression model is feasible and correct.

The accuracy of the predictor used

To test the accuracy of the predictor (exogenous variable), you can use the standard deviation number and the standard error of estimate.

Table 4 Descriptive Statistics

	Mean	Std. Deviation	N
PurchasingDecision_Y	26.3109	2.12231	119
ServiceQuality_X1	26.2941	2.10469	119
ProductQuality_X2	26.2941	2.11273	119

Table 5 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.995[a]	.990	.990	.21705	2.005

a. Predictors: (Constant),ProductQuality_X2, ServiceQuality_X1
b. Dependent Variable: PurchasingDecision_Y

Based on the calculation results in tables 4 and 5, the standard error of estimate is 0.21705 < standard deviation of 2.1046 (service quality variable) and 2.11273 (product quality variable). The conclusion is that the two exogenous variables used as predictors are correct

Regression Coefficient Feasibility Test

Based on table 2, the regression coefficient for Service Quality is 0.001, which is significant because the sig value is below 0.05. The product quality coefficient of 0.002 is significant because the sig value is below 0.05.

Autocorrelation Test

From the calculation results based on table 5, the Durbin-Watson value is 2.005. This means that there is no autocorrelation in the multiple regression model that has been used

Multicollinearity Test

Multicollinearity does not occur because the correlation between the two exogenous variables Service Quality and Product Quality is 0.998 and below 1

Linearity Test

Based on the picture, it can be concluded that the data has formed a straight line from the lower left to the upper right according to the linearity theory, so it can be concluded that the linearity in the regression model has been fulfilled

Data Normality Test

Based on the figure, it shows that the data used has a tendency to form a bell curve, thus the data is considered normally distributed. The conclusion is that the regression model that has been made meets all the requirements required for the regression model in path analysis so that it is feasible/correct

Calculation of Sub- Structure II

The Influence of Service Quality Independent Exogenous Variables, Product Quality and Purchase Decisions Together on Consumer Satisfaction Endogenous Variables

Table 6 Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	1.000[a]	.999	.999	.06187	2.034

a. Predictors: (Constant), PurchasingDecision_Y, ProductQuality_X2, ServiceQuality_X1
b. Dependent Variable: CustomerSatisfaction_Z

The value of R Square (R^2) in table 6 is 0.999 or 99.9%. This figure means the magnitude of the influence of the independent exogenous variables Service Quality, Product Quality and Purchase Decisions on the endogenous variable Consumer Satisfaction in a combined manner. While the remaining 1- 0.999 = 0.001 or 0.1% is another factor in the model outside the three exogenous independent variables.

The Influence of Exogenous Independent Variables of Service Quality, Product Quality and Partial Purchasing Decisions on Consumer Satisfaction

The magnitude of the influence of the exogenous independent variables on Service Quality, Product Quality and Purchase Decisions on Customer Satisfaction partially can be seen from the Beta value in table 7.

Table 7 Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.100	.071		-1.402	.164
	ServiceQuality_X1	.462	.046	.459	10.069	.000
	ProductQuality_X2	.454	.046	.453	9.932	.000
	PurchasingDecision_Y	.088	.026	.088	3.314	.001

a. Dependent Variable: CustomerSatisfaction_Z

The Effect of Exogenous Variables of Service Quality on Endogenous Variables of Customer Satisfaction

Based on calculations with IBM SPSS, the t research value is 10.069 > t table 1.6585, thus H0 is rejected and H1 is accepted. This means that there is influence of the exogenous variable of Service Quality with the endogenous variable of Customer Satisfaction. From the Beta coefficient value of 0.459 or 45.9%. The effect of this magnitude is significant because the significance/probability value is 0.000 <0.05.

Effect of Exogenous Variables of Product Quality on Endogenous Variables of Consumer Satisfaction

Based on the results of IBM SPSS calculations, the t research value is 9.932 > t table 1.6585, thus H0 is rejected and H1 is accepted. This means that there is an influence of the exogenous variable Product Quality on the endogenous variable Consumer Satisfaction. Beta coefficient value of 0.453 or 45.3%. The effect of this magnitude is significant because the sig value is 0.000 <0.05.

Effect of Purchasing Decision Exogenous Variables on Consumer Satisfaction Endogenous Variables.

The results of calculations with IBM SPSS show that t research is 3.314 > t table 1.6585, thus the decision is that H0 is rejected and H1 is accepted. This means that there is an influence of the independent variable Purchase Decision with the endogenous variable Consumer Satisfaction. The Beta coefficient value is 0.088 or 8.8%. The effect of this magnitude is significant because the significance/probability value is 0.001 <0.05

Correlation Between Exogenous Independent Variables of Service Quality and Product Quality

The correlation coefficient value between the exogenous independent variables of Service Quality and Product Quality is 0.998. A correlation of 0.998 means that the relationship between the independent variables Discounts and Store Atmosphere is very strong and unidirectional. If the variable Service Quality increases, Product Quality will also increase. The influence of this magnitude is significant because the significance number (sig) of the r
esearch is 0.001 > 0.05.

Table 8 Correlations

		CustomerSatisfaction_Z	ServiceQuality_X1	ProductQuality_X2	PurchasingDecision_Y
Pearson Correlation	CustomerSatisfaction_Z	1.000	.999	.999	.995
	ServiceQuality_X1	.999	1.000	.998	.994
	ProductQuality_X2	.999	.998	1.000	.994
	PurchasingDecision_Y	.995	.994	.994	1.000
Sig. (1-tailed)	CustomerSatisfaction_Z	.	.000	.000	.000
	ServiceQuality_X1	.000	.	.000	.000
	ProductQuality_X2	.000	.000	.	.000
	PurchasingDecision_Y	.000	.000	.000	.
N	CustomerSatisfaction_Z	119	119	119	119
	ServiceQuality_X1	119	119	119	119
	ProductQuality_X2	119	119	119	119
	PurchasingDecision_Y	119	119	119	119

Correlation Between Exogenous Independent Variables of Service Quality and Customer Satisfaction

Calculations using the IBM SPSS obtained the correlation coefficient between the exogenous independent variables Service Quality and Customer Satisfaction of 0.999. The correlation of 0.999 means the relationship between the exogenous independent variables Service Quality and Customer Satisfaction is very strong and unidirectional. If the variable Service Quality is increased then Consumer Satisfaction also increases. Then the correlation of the two variables is also significant because the significance number (sig) is 0.000 <0.05.

Correlation Between Exogenous Independent Variables of Product Quality and Consumer

Satisfaction

Based on table 8, it is obtained that the correlation coefficient between the exogenous independent variable Product Quality and the endogenous variable Consumer Satisfaction is 0.999. The correlation of 0.999 means that the relationship between the exogenous independent variable Product Quality and the endogenous variable Consumer Satisfaction is very strong and unidirectional. If product quality increases, consumer satisfaction will increase. The correlation between the two variables is significant because the significance number (sig) is 0.000 <0.05.

Direct Effect

Based on calculations performed using IBM SPSS are as follows:
The influence of Service Quality variables on Purchasing Decisions
X1 to Y = 0.498
Effect of Product Quality variables on Purchasing Decisions
X2 to Y = 0.497
The Effect of Service Quality Variables on Consumer Satisfaction
X1 to Z = 0.459
Effect of Product Quality variables on Consumer Satisfaction
X2 to Z = 0.453
Effect of Purchasing Decision variables on Consumer Satisfaction
Y to Z = 0.088

Indirect Effect

Indirect influence as follows:
The influence of Service Quality variables on Consumer Satisfaction through Purchasing Decisions
PYX1 x PZY = 0.498 x 0.088 = 0.0438
Effect of Product Quality variables on Consumer Satisfaction through Purchasing Decisions
PYX2 x PZY = 0.497 x 0.088 = 0.0437

Total Effect (Total Effect)

The total effect as follows:
Effect of Service Quality on Consumer Satisfaction through Purchasing Decisions
PYX1 + PZY = 0.498+ 0.088 = 0.586
Influence Product Quality on Consumer Satisfaction through Purchasing Decisions
PYX2 + PZY = 0.497 + 0.088 = 0.585
The analysis has two structural equations, namely:
Sub structure 1: Y = 0.498 X1 + 0.497 X2+ e1
Sub structure 2: Z = 0.459 X1 + 0.453 X2+0.088 Y+ e2
Based on the results of the calculation analysis, the following conclusions are obtained:

1. The direct effect of the variable Quality of Service on Consumer Satisfaction is 0.459
2. The direct effect of the product quality variable on consumer satisfaction is 0.453
3. The direct effect of the purchasing decision variable on consumer satisfaction is 0.088
4. The combined influence of Service Quality, Product Quality, Purchase Decision on Consumer Satisfaction is 0.999
5. The influence of other variables outside this model on consumer satisfaction is 0.1
6. The influence of the variable Service Quality on Purchasing Decisions is 0.498
7. The influence of the product quality variable on purchasing decisions is 0.497
8. The combined influence of Service Quality and Product Quality variables on Purchasing Decisions is 0.990
9. The influence of other variables outside the model on purchasing decisions is 0.01

5. CONCLUSION

Based on the description in the analysis of the results and discussion, it can be concluded as follows: The variables of Service Quality, Product Quality and Purchasing Decisions affect Consumer Satisfaction at Alfamidi Diponegoro Teluk Dalam both jointly and partially. Variables of Service Quality

and Product Quality through Purchasing Decisions affect Consumer Satisfaction at Alfamidi Diponegoro Teluk Dalam both jointly and partially

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