

The Influence Of Services On Purchase Decisions Of Consumers Minimarket In Tamalate, Makassar City

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ABSTRACT

This study examines the effect of minimarket services on consumer purchasing decisions. This study aims to determine how the influence of service on purchasing decisions on minimarket consumers in Tamalate sub-district, Makassar city. This research uses quantitative research methods. Data collection techniques used were observation and questionnaires. The sample used in this study was 100 respondents from the results using the minimarket consumer slovin formula. The data obtained from the research results were processed using data analysis and using descriptive applications and inferential statistical analysis. The results showed that the indicators used in each of these variables indicate where the service is in the good category. For indicators on the purchasing decision variables are in the good category. Based on the results of the T-test analysis through the SPSS.25 program, Tcount is 6206 and Ttable is 1.984, meaning Tcount is greater than Ttable because $Tcount > Ttable$, then there is a significant influence between services on purchasing decisions. And from the calculation of the determinant coefficient, the R square value is 0.282, which means that the influence of service (X) on purchasing decisions is 28.2 percent, meaning that 28.2 percent of purchasing decisions are influenced by services, while the remaining 71.8 percent is influenced by other factors.

Keywords: Service, minimarket, Purchase Decisions.

INTRODUCTION

In the era of globalization as it is today, there are more and more products or services in a retail business due to the openness of the operating system, there is competition between producers to be able to meet consumer needs and provide maximum satisfaction to consumers, because basically the purpose of a retail business is to create a sense of satisfaction for consumers in terms of meeting the needs of goods/services. The existence of good service within a company, will create satisfaction for its consumers, after consumers are satisfied with the products or services they receive, consumers will compare them with the services provided. If consumers feel really satisfied, they will repurchase and recommend others to buy in the same place. Therefore, companies must start thinking about the importance of more mature customer service through service quality.

Various kinds of decisions regarding shopping activities often have to be made by consumers every day. Consumer-oriented companies should always think about what customers need, what they want, because this will influence their decision to buy the company's goods and services that buyers need. Every consumer makes various decisions about the search, purchase, use of various products and brands at any given period. Various kinds of decisions regarding life activities often have to be made by every consumer on a daily basis (Sumarwan, 2003). A decision is a choice of action from two or more alternative choices.

The process or stages of consumer shopping begins when a customer recognizes an unsatisfied need. seek information about how to meet that need by evaluating various alternative sources of merchandise, after evaluating the merchandise offered by the company, the consumer can decide on a purchase or visit another company to gather more information. Finally, consumers or customers make purchasing decisions, use the product and then decide whether the product satisfies their needs (Christina Widya Utami, 2008).

Consumer purchasing decisions buy the most preferred brand from various alternatives. The purchase decision is an important process that is influenced by marketers through marketing strategies. Successful marketing decisions require an understanding of consumer behavior in making purchasing decisions, because behavior affects the company's life as an institution that seeks to meet their needs and desires.

Good service will determine consumer attitudes in assessing, deciding as well as giving an impression on the services provided, because often satisfied consumers will tend to be more loyal to the company. Customer satisfaction with the company's services will be very important to maintain the company's position in the market and create company effectiveness and efficiency. Service quality is meant to meet consumer expectations, while consumer expectations are not always the same. Over time, consumer expectations of service quality will be different and will continue to grow.

Table 1

Number of Minimarkets in Tamalate District

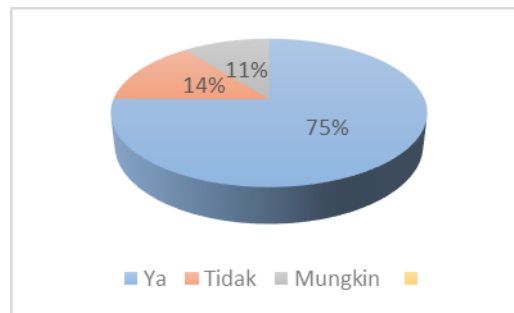
| No | Kelurahan | Alfamart | Indomart |
|-------|-----------------|----------|----------|
| 1. | Barombong | 3 unit | 3 unit |
| 2. | Tanjung Merdeka | 5 unit | 5 unit |
| 3. | Maccini Sombala | 5 unit | 5 unit |
| 4. | Balang Baru | 3 unit | 4 unit |
| 5. | Jongaya | 3 unit | 3 unit |
| 6. | Bungaya | 1 unit | 2 unit |
| 7. | Pa'baeng-baeng | 1 unit | 3 unit |
| 8. | Mannuruki | 2 unit | 2 unit |
| 9. | Parang Tambung | 3 unit | 3 unit |
| 10. | Mangasa | 2 unit | 2 unit |
| Total | | 28 unit | 32 unit |
| | | 60 unit | |

(Source :Buku Pedoman Tamalate from Supriadi (2020))

The data in Table 1.2 shows that the number of minimarkets in the Tamalate sub- district is as many as 60 minimarket units, making people free in deciding to make a purchase, and most minimarkets are close to people's homes so they prefer to buy and don't take much time because some consumers don't want to. hassle in shopping but there are also consumers who do not like the services that minimarkets offer because the payment queue is too long, the price on the label does not match the purchase receipt.

When shopping at Minimarkets, you must have experienced problems in the shopping process, maybe because of slow transactions or because payment applications often have errors, poor service waiting too long and not

being responsive to consumers. From the initial observations made, minimarket consumers also often have problems when shopping, it can be seen in the following picture: Have you ever had service problems when shopping at minimarkets? 30 respondents



The main thing that becomes the main problem of minimarket consumers in Tamalate District, Makassar City is when doing the shopping process, whether the services provided by the minimarket are as expected by consumers so as to provide convenience to Alfamart and Indomart consumers in making shopping decisions. Especially with the results of initial observations of Alfamart and Indomart consumers that they had problems when shopping at minimarkets, resulting in a lack of comfort in service to interest in making these purchasing decisions. For this reason, respondents or the people of Tamalate District, Makassar City feel uncomfortable with the services provided by minimarkets.

Based on this statement, the researchers are interested in conducting a deeper study with a research entitled "The Influence of Services on Consumer Purchase Decisions at Minimarkets in Tamalate District, Makassar City".

RESEARCH METHODS

The research approach used is a quantitative approach. According to Sugiyono, (2012) quantitative data can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. The type of research used is descriptive quantitative research. Descriptive research method is according to Sugiyono (2012) descriptive research approach to determine the existence of independent variables, either only on one or more variables. Through this approach, it is expected to know the effect of service on the

decision to give. And according to Emory in Sugiyono (2012) explains that descriptive research is a popular research in the business field.

The population in this study is 16,000 total consumers in Tamalate District, Makassar City. with Sampling using the Probability Sampling technique where the sampling is done randomly. The sample in this study were 100 respondents.

Data collection techniques used are observation, and questionnaires (questionnaire). The data that has been obtained from the research results are processed using data analysis and using the SPSS 25 software application which consists of validity test, reliability test, descriptive statistical analysis, simple linear regression analysis, T test, product moment correlation analysis, and coefficient of determination analysis.

RESEARCH RESULT

The description of the data in this study is to provide an overview or explanation of the research that has been carried out in the field. To obtain data on the subject of the study, the researcher used an instrument in the form of a questionnaire (questionnaire). The questionnaire consists of 22 questions in the form of statements with five alternative answers. With details of the number of questions for the service variable (X) there are 11 questions and for the purchasing decision variable (Y) there are 11 questions. The questionnaire with 22 questions was recapitulated or tabulated to determine the value of the questionnaire based on the frequency of respondents' answers and the percentage of respondents' answers to each question. Research questionnaires were distributed to 100 minimarket consumers in Tamalate District, Makassar City who had been selected as research samples.

Respondents' response data regarding minimarket services on consumer purchasing decisions in Tamalate District, Makassar City. The service variable is in the good category with a percentage of 73.85 percent with the first indicator being physical evidence in the good category with a percentage level of (76.47) percent, the second indicator namely reliability showing the level of achievement of scores in the good category with a percentage level (76.6) percent, the third indicator, namely responsiveness, shows the level of achievement of a score (68.1) percent in the good category, the fourth indicator, namely insurance, shows

the level of achievement of the score (74.9) in the good category, and the fifth indicator, namely empathy in the good category with a percentage level (71,6) percent.

In respondents' responses to consumer purchasing decisions for minimarkets in Tamalate District, Makassar City, it was found that purchasing decisions were in the good category with a percentage of 70.18 percent with the first indicator, namely stability in a product showing the level of achievement of a score (70.8) percent in good category, the second indicator is the habit of buying products with a percentage of (80.8) percent in the good category, the third indicator, namely providing recommendations to others, shows the level of score achievement (67.6) percent in the good category, and the fourth indicator, re-purchasing, shows the level of achievement of the score. of (65.6) percent with good category.

The results of the research were collected for both the dependent variable (Y) and the independent variable (X) which were then processed using a simple linear regression test, it can be said that the analysis of the regression equation calculation obtained a value of $a = 22.668$ and $b = 0.392X$ so that the regression equation is $Y = a + bX$, $Y = 22.668 + 0.392X$. Based on the results of the T-test analysis, Tcount is 6.206 and Ttable (0.025:98) is obtained at 1.984, which means Tcount is greater than Ttable because $Tcount > Ttable$, then H_0 is rejected and H_a is accepted. So that indirectly the results of data management in this study with a hypothesis that says "there is a significant influence between services on purchasing decisions" is declared accepted. And based on the results of the determinant coefficient (r^2) of 0.282, which means the influence of the independent variable (X) on the dependent variable (Y) or means the influence of service (X) on purchasing decisions by 28.2 percent, meaning that as many as 28.2 percent of purchasing decisions are influenced service while the rest is influenced by other factors not found in this study.

Based on the results of a simple linear regression test, it shows that there is a positive and significant effect, this means that the proposed hypothesis is accepted. This study shows that service plays an important role in increasing purchasing decisions for minimarket consumers in Tamalate District, Makassar City.

CONCLUSION

Based on the results of the research analysis and discussion that has been explained, it can be concluded that the level of service to minimarket consumers in Tamalate District, Makassar City is in a good category, where consumers who are the majority respondents choose to agree on the statement formulated in five indicators on the service variable, which can be viewed from the aspect of physical evidence, reliability, responsiveness, assurance, and empathy. The level of purchasing decisions on minimarket consumers in Tamalate District, Makassar City is included in the good category, where the minimarket consumers as the majority of respondents choose to agree with the statement formulated in the four indicators of purchasing decision variables, which can be viewed from the aspect of stability in a product, habits in buying products, make recommendations to others, and make repeat purchases. The service variable has a sufficient influence on purchasing decisions. The influence of service (X) on purchasing decisions (Y) is 28.2 percent, meaning that 28.2 percent of purchasing decisions (Y) are influenced by service (X) while the remaining 71.8 percent is influenced by other factors that have not been studied in this study. this.

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