

The Influence Of Service Quality, Personal Selling, And Customer Satisfaction On Customer Purchasing Decisions At PT. Hokinda Citralestari

Pengaruh Kualitas Pelayanan, Penjualan Personal, Dan Kepuasan Pelanggan Terhadap Keputusan Pembelian Pelanggan Pada PT. Hokinda Citralestari

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ABSTRACT

PT Hokinda Citralestari is currently experiencing several phenomena where customer purchasing decisions on products offered by the company continue to decline from year to year. This has an impact on the development of the company because the number of sales of the company's products continues to decline. This is known to be caused by service quality, personal selling and customer satisfaction. Research time February 2022. Researchers took a population in this study of 238 customers who made purchases at the company. The sampling technique to be used is to use the Slovin formula with a tolerance level of 5% where with the calculations carried out, 149 samples were obtained. Service Quality has a positive and significant impact on Purchasing Decisions at PT Hokinda Citralestari. Personal Selling has a positive and significant impact on Purchasing Decisions at PT. Hokinda Citralestari. Customer Satisfaction has a positive and significant impact on Purchasing Decisions at PT Hokinda Citralestari. Simultaneously Service Quality, Personal Selling and Customer Satisfaction have a significant impact on Purchasing Decisions at PT. Hokinda Citralestari.

Keywords: Service Quality, Personal Selling, Customer Satisfaction, Purchasing Decision

ABSTRAK

PT. Hokinda Citralestari saat ini sedang mengalami beberapa fenomena dimana keputusan pembelian pelanggan pada produk yang ditawarkan oleh perusahaan terus mengalami penurunan dari tahun ke tahunnya. Hal tersebut berdampak pada perkembangan perusahaan karena jumlah penjualan produk perusahaan terus mengalami penurunan. Hal tersebut diketahui diakibatkan oleh kualitas pelayanan, penjualan personal dan kepuasan pelanggan. Waktu penelitian bulan Februari 2022. Peneliti mengambil populasi dalam penelitian ini sebanyak 238 pelanggan yang melakukan pembelian pada perusahaan. Teknik penentuan sampel yang akan digunakan adalah dengan menggunakan rumus Slovin dengan tingkat toleransi 5% dimana dengan perhitungan yang dilakukan, didapatkan sebanyak 149 sampel. Kualitas Pelayanan mempunyai dampak positif dan signifikan terhadap Keputusan Pembelian pada PT. Hokinda Citralestari. Penjualan Personal mempunyai dampak positif dan signifikan terhadap Keputusan Pembelian pada PT. Hokinda Citralestari. Kepuasan Pelanggan mempunyai dampak positif dan signifikan terhadap Keputusan Pembelian pada PT. Hokinda Citralestari. Secara serempak Kualitas Pelayanan, Penjualan Personal dan Kepuasan Pelanggan mempunyai dampak signifikan terhadap Keputusan Pembelian pada PT. Hokinda Citralestari.

Kata Kunci: Kualitas Pelayanan, Penjualan Personal, Kepuasan Pelanggan, Keputusan Pembelian

1. Introduction

The increasingly high competition between companies and the increasing need for means of transportation bring opportunities for four-wheeled automotive companies which are really needed by many of the general public as a more efficient and dynamic means of daily transportation. Currently, many motorbike brands have emerged with various models, designs and quite competitive prices. For companies operating in the automotive sector, this condition is an opportunity to dominate market share in the transportation sector (Januardin and Saribu, 2022). PT. Hokinda Citrawisata operates in the household equipment industry.

Currently, the company is experiencing several phenomena where customer purchasing decisions for the products offered by the company continue to decline from year to year. This has an impact on the company's development because the number of sales of the company's products continues to decline.

Service quality is how far the difference is between reality and customer expectations for the services obtained. If the perceived service matches the expected service, then the quality of the service will be perceived as positive or good. If the perceived service exceeds expectations, then the service quality is perceived as ideal quality (Waruwu, et al. 2022). The quality of service provided by the company is not good, such as employees who are less responsive to customer requests or the employee's reliability in providing services makes customers feel disappointed so that in the end decided not to make a repurchase. Personal sales activities carried out by company employees are still ineffective in getting potential customers who can continue to make repeat orders. It is also known that the company has not been able to get many new customers to buy its products because the only customers who make purchases are old customers. Customer satisfaction continues to decline from time to time because some customers feel disappointed with the company, where there are customers who often provide criticism or suggestions to the company to make improvements to things that make them disappointed, but the company doesn't seem to really care about this. Based on the background above, it can be seen that the importance of service quality, personal selling, and customer satisfaction on customer purchasing decisions ultimately made the author interested in conducting research entitled: "The Influence of Service Quality, Personal Selling, and Customer Satisfaction on Customer Purchasing Decisions at PT. Hokinda Citralestari."

2. Literature Review

According to Sudarso (2019:57), service quality is the result of a comparison between consumer expectations and actual service performance and is also one of the most important elements that consumers consider when purchasing a product. Meanwhile, according to Mutiawati, et al (2019:7), Service Quality is the ability of service providers to serve users of the goods or services.

According to Sholihin (2019:227), personal selling is the process of introducing and building understanding of a product to potential buyers through direct or face-to-face communication. Meanwhile, according to Firmansyah (2020:63), personal selling is the most effective tool at advanced stages of the purchasing process, especially for building preferences, beliefs and encouraging consumer action.

According to Djunaidi (2020:31), consumer satisfaction is the result of a perceived comparison between product performance and the suitability of the consumer's expectations after making a purchase. If the product meets or exceeds consumer expectations, then the consumer will feel satisfied and vice versa, if the consumer does not meet expectations, then consumers are not satisfied. Meanwhile, according to Indahningwati (2019:4), consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance or results of a product that is being considered with the expected performance or results.

According to Firmansyah (2018:27), purchasing decisions are problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in purchasing by first going through the stages of the decision-making process. Meanwhile, according to Rossanty, et al (2018:19), in a purchasing case, consumers can make several sub-decisions, including brand, supplier, quantity, implementation time and payment method. For complex products, long

consideration will be required before deciding to purchase, whereas for simple products such as daily necessities, consumers tend to make it easier to decide to purchase.

The following is the framework of thinking that will be used in this research, namely:

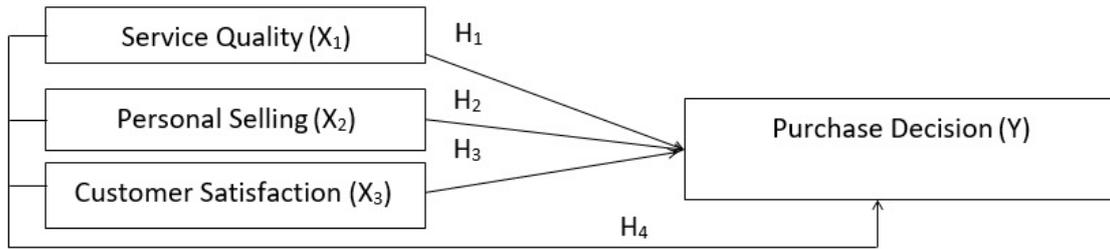


Figure 1. Conceptual Framework

Based on the results of previous research and the conceptual framework, the hypothesis in this research is:

- H1: Service quality has an impact on customer purchasing decisions at PT. Hokinda Citralestari.
- H2: Personal selling has an impact on customer purchasing decisions at PT. Hokinda Citralestari.
- H3: Customer satisfaction has an impact on customer purchasing decisions at PT. Hokinda Citralestari.
- H4: Service quality, personal selling and customer satisfaction have an impact on customer purchasing decisions at PT. Hokinda Citralestari.

3. Research Methodology

This research approach is based on a quantitative approach because this research has a clear and orderly flow. This type of research is a type of quantitative descriptive research. The nature of this research is descriptive explanatory. Researchers took the population in this study as 238 customers who made purchases from the company. The sample determination technique that will be used is to use the Slovin formula with a tolerance level of 5% where with the calculations carried out, 149 samples were obtained. In this research, data collection related to the problems studied by researchers was carried out using questionnaires and documentation. Types of data in quantitative research. Data sources primary and secondary data. Primary data in this research includes interviews with PT employees. Hokinda Citra Lestari and the results of filling out the questionnaire distributed to customers of PT. Hokinda Citra Lestari.

4. Result and Discussion

Normality Test

The normality test can be done in 2 ways, namely with a histogram graph and a normal probability plot of regression:

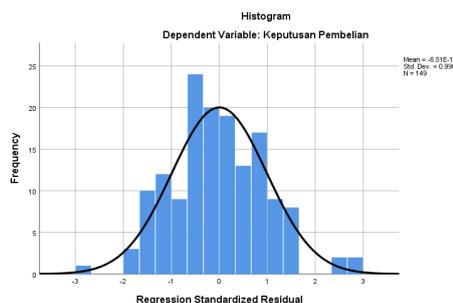


Figure 2. Histogram Graphic

Based on the figure above, it can be seen that the line forms a bell, not to the left or right. This shows that the data is normally distributed and meets the assumptions of normality.

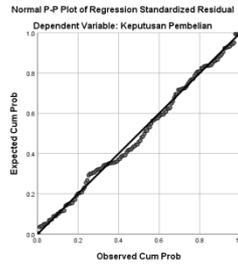


Figure 3. Normal Probability Plot of Regression Graphic

Based on the figure above, it can be seen that the data (points) are spread around the diagonal line and follow the diagonal line. So from this figure it can be concluded that the residuals of the regression model are normally distributed. One normality test is to use Kolmogorov Smirnov with the following criteria:

1. If the value of Asymp. Sig. > 0.05, data is normally distributed.
2. If the value of Asymp. Sig. < 0.05, data is not normally distributed.

**Table 1
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		149
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.11282282
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.043
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Processed data, 2023

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significance value is greater than 0.05, namely 0.077, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

The multicollinearity test is used to see the relationship between independent variables so that the simple linear regression test does not use the multicollinearity test because the simple regression test only has one independent variable. The basis for decision making in the multicollinearity test is:

1. Multicollinearity does not occur if the tolerance value is greater than 0.1 and the VIF (Variance Inflation Factor) value is smaller than 10.
2. Multicollinearity occurs if the tolerance value is smaller than 0.1 and the VIF (Variance Inflation Factor) value is greater than or equal to 10.

Table 2. Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9.364	2.437		3.842	.000		
Kualitas Pelayanan	.308	.044	.477	7.009	.000	.971	1.030
Penjualan Personal	.171	.073	.158	2.343	.020	.987	1.013
Kepuasan Pelanggan	.172	.055	.213	3.129	.002	.975	1.025

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2023

Based on the table above, it can be seen that all variables have a tolerance value of more than 0.1 and a VIF value of less than 10, which can be concluded that there were no problems found in the multicollinearity test.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another observation. The measurement method uses a Scatterplot where if there is a certain pattern, such as points that form a certain regular pattern, then heteroscedasticity is identified and vice versa if there is no clear pattern, and the points are spread above and below the number 0 on the Y axis , then heteroscedasticity does not occur.

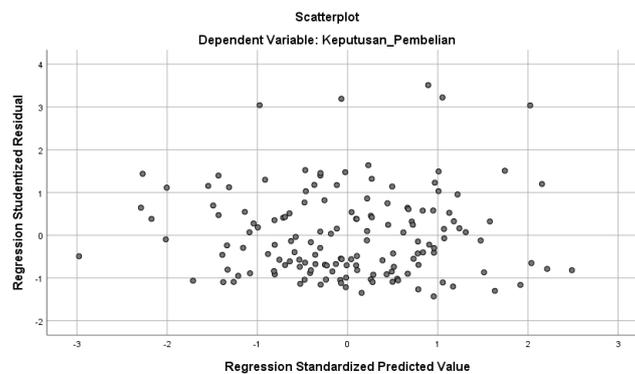


Figure 3. Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the points are spread randomly and do not form a clear pattern and spread both above and below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on input from the independent variable.

Multiple Linear Regression Analysis

Based on the number of independent variables, regression is divided into 2, namely simple linear regression and multiple linear regression. Simple linear regression only consists of one independent variable and one dependent variable, while multiple linear regression consists of 2 or more independent variables and one dependent variable.

Table 4. Multiple Linear Regression Analysis Test

Model	Coefficients ^a			t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta			Tolerance	VIF
1 (Constant)	9.364	2.437		3.842	.000		
Kualitas Pelayanan	.308	.044	.477	7.009	.000	.971	1.030
Penjualan Personal	.171	.073	.158	2.343	.020	.987	1.013
Kepuasan Pelanggan	.172	.055	.213	3.129	.002	.975	1.025

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2023

1. Constant (a) = 9.364. This means that if the independent variables, namely Service Quality (X1), Personal Sales (X2), and Customer Satisfaction (X3) have a value of 0 then the Purchase Decision (Y) is 9.364.
2. If there is an increase in Service Quality, Purchasing Decisions will increase by 30.8%.
3. If there is an increase in Personal Sales, Purchase Decisions will increase by 17.1%.
4. If there is an increase in Customer Satisfaction, Purchasing Decisions will increase by 17.2%.

Coefficient of Determination

The following are the results of the coefficient of determination test which can be seen in the table description below as follows:

Table 5
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.334	2.135

a. Predictors: (Constant), Kepuasan Pelanggan, Penjualan Personal, Kualitas Pelayanan

b. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2023

The value of the Adjusted R Square coefficient of determination is 0.334. This shows that the ability of the variables Service Quality (X1), Personal Sales (X2), and Customer Satisfaction (X3) explains their influence on Purchasing Decisions (Y) by 33.4%. Meanwhile, the remaining 66.6% is the influence of other independent variables not examined in this research.

Simultaneous Hypothesis Test (F Test)

The F statistical test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent variable. The following are the steps in the F statistical test at a 95% confidence level with degrees of freedom $df_1 = (k-1)$ and $df_2 = (n-k)$. Criteria: If $F_{count} > F_{table}$, H_0 is rejected and H_a is accepted, If $F_{count} < F_{table}$ H_0 is accepted and H_a is rejected.

Table 6.
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	351.459	3	117.153	25.712	.000 ^b
	Residual	660.675	145	4.556		
	Total	1012.134	148			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kepuasan Pelanggan, Penjualan Personal, Kualitas Pelayanan

Source: Processed data, 2023

The table above shows that the F_{table} value is (2.69) and is significant $\alpha = 5\%$ (0.05), namely F_{count} (25.712) and sig.a (0.000a). This indicates that the research results accept H_1

and reject H_0 . A comparison between F_{count} and F_{table} can prove that simultaneously Service Quality, Personal Sales and Customer Satisfaction have a positive and significant effect on Purchasing Decisions.

Partial Hypothesis Test (t Test)

The t test is a test carried out to determine the relationship between the independent variable and the dependent variable partially. The significant level is 5%. Criteria: If $t_{count} > t_{table}$, H_0 is rejected and H_a is accepted, If $t_{count} < t_{table}$ H_0 is accepted and H_a is rejected.

Table 7

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.364	2.437		3.842	.000		
	Kualitas Pelayanan	.308	.044	.477	7.009	.000	.971	1.030
	Penjualan Personal	.171	.073	.158	2.343	.020	.987	1.013
	Kepuasan Pelanggan	.172	.055	.213	3.129	.002	.975	1.025

a. Dependent Variable: Keputusan Pembelian

Source: Processed data, 2023

Based on the table above, it can be seen that:

1. The value of t_{count} (7.009) > t_{table} (1.981) with a significance level of $0.004 < 0.05$ so it can be concluded that there is a partially significant positive influence between Service Quality on Purchasing Decisions.
2. The value of t_{count} (2.343) > t_{table} (1.981) with a significance level of $0.001 < 0.05$ so it can be concluded that there is a partially significant positive influence between Personal Selling on Purchasing Decisions.
3. The value of t_{count} (3.129) > t_{table} (1.981) with a significance level of $0.000 < 0.05$ so it can be concluded that there is a partially significant negative influence between Customer Satisfaction on Purchasing Decisions.

5. Conclusion

The conclusions that researchers can draw from the results of this research are as follows:

1. Service Quality has a positive and significant impact on Purchasing Decisions at PT. Hokinda Citralestari.
2. Personal Selling has a positive and significant impact on Purchasing Decisions at PT. Hokinda Citralestari.
3. Customer Satisfaction has a positive and significant impact on Purchasing Decisions at PT. Hokinda Citralestari.
4. Simultaneously Service Quality, Personal Selling and Customer Satisfaction have a significant impact on Purchasing Decisions at PT. Hokinda Citralestari.

Recommendation

The suggestions from the research results are:

1. For Researchers
It is hoped that researchers will continue research to find out other factors that influence purchasing decisions.
2. For Companies

It is hoped that companies will improve consumer purchasing decisions based on the factors of Service Quality, Personal Sales and Customer Satisfaction.

3. For the Faculty of Economics, Prima Indonesia University

It is hoped that the SI Management program at the Faculty of Economics, Prima Indonesia University can use this research as a benchmark and reference for further research related to the variables studied in this research.

4. For Further Researchers

It is hoped that future researchers should include other variables besides Service Quality, Personal Selling, and Customer Satisfaction as predictor variables for purchasing decisions. So that in the future we can obtain more information about the factors that can influence purchasing decisions.

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