

THE RESEARCH OF SERVICE QUALITY, LOCATION, AND WORD OF MOUTH ON PURCHASE DECISIONS AT SAFIER STORE in TRENGGALEK CITY

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ABSTRACT

This research was conducted to determine how much influence the quality of service, location, and word of mouth at the Safier Store in Trenggalek City, with the formulation of the problem of how service quality, location, and word of mouth can influence purchasing decisions. at the Safier Store in Trenggalek City, and the purpose of this study was to determine the quality of service, location, and word of mouth that could influence purchasing decisions at the Safier Store in Trenggalek City. The population in this study are all people who meet or are in a place that fits the research context and Safier Store consumers, so the population is unknown, then the Jacob Cohen formula is used where consumers are 120 respondents with sampling using Accidental Example. And the test results show that each variable, namely service quality, location, and word of mouth can have a positive and significant effect on purchasing decisions at the Safier Store in Trenggalek City

KEYWORDS: Service Quality, Location, Word Of Mouth, and Purchase Decision



Introduction

Marketing has changed a lot, from traditional marketing which is more product-oriented, now it has evolved to be customer oriented, where business people are more concerned with the wants and needs of their consumers. Thus, marketing activities must now be more planned in accordance with the wishes and needs of consumers. Moreover, the current economic development is very influential on the competition between companies engaged in the same field, for example the retail business. Retail is a business that involves selling goods to consumers in units or retail. Consumers who buy a product in retail are intended for personal use and not for resale (Utami, 2010).

One of the successful retail businesses is the Safier Store located in the small town of Trenggalek. This retail store, which is crowded with people from Trenggalek, was established in 2019 and is located at Jalan Yos Sudarso No 44A Rt.006 Rw.002, Sosutan, Ngantru, Trenggalek District, Trenggalek Regency, East Java. Safier Store itself is widely known by the people of Trenggalek because its target market is millennials, by providing a variety of fashionable and contemporary clothes, which is the main attraction for this store. Not only providing clothes but also providing various kinds of bags, belts, and shoes. The hectic Safier Store has made many other new clothing stores appear, this makes business competition quite clear that business competition is fierce which does not only occur in big cities. Therefore, researchers are interested in choosing Trenggalek City as a place of research.

According to Kotler and Keller (2012), service quality is defined as the company's ability to satisfy the needs and desires of consumers. Based on this definition, service quality is determined by the company's ability to meet the needs and desires in accordance with consumer expectations. Service quality according to Fandhy Tjiptono (2007) in research (Robby Fauji, 2018) with the title of research on the influence of service quality, location and word of mouth on purchasing decisions is the level of excellence expected and its control over the level of excellence to meet customer desires. Consumers will judge the quality of a recommended service based on what they describe in their minds. In addition to services, choosing a strategic location in establishing a business is also very important. Swastha states that location is a place where a business or business activity is carried out. In running a business, choosing a good and strategic location is a very important decision (Arianto and Satrio, 2020). Business actors must choose a strategic location in a place that is close to the crowds and community activities and is easily accessible by consumers. Research conducted by (Heni Gustina, 2018) entitled the effect of price, product completeness and location on purchasing decisions proves that the results of his research have a positive effect on purchasing decisions. With good service quality, strategic location, it will get a positive response to create good information by consumers which leads to word of mouth promotion. Word of mouth is personal communication about products between buyers and the people around them. If consumers spread good opinions about the service, and the location is called

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positive word of mouth, but if consumers spread bad opinions about the service, the location is called negative word of mouth. According to research conducted by (Maria Yulinta Eka and Antonio E.L Nyoko, 2019) companies must build good relationships with consumers to create loyalty and ensure that consumers talk about positive things about the service, as well as the location of the company, thereby attracting interest. new consumers through word of mouth. After consumers get what they want, such as good service, a strategic and easy-to-find store location, good information from the store, a purchase decision occurs. The purchase decision is the final stage where consumers have determined the choice to be purchased and make purchases of the product and consume it (Sunyoto, 2012).

Based on this information, the researcher directed this study to the effect of location, service quality and word of mouth on purchasing decisions at the Safier Store in Trenggalek City. 1) To find out whether service quality affects purchasing decisions at the Safier Store in Trenggalek City. 2) To find out whether location influences purchasing decisions at the Safier Store Store in Trenggalek City. 3) To find out whether word of mouth influences purchasing decisions at the Safier Store in Trenggalek City. 4) To find out whether service quality, location, and word of mouth have a simultaneous effect on purchasing decisions at the Safier Store in Trenggalek City.

Method

The type of research that will be used is quantitative research, namely research in which details are presented in a systematic, well-planned and clearly structured manner by collecting various kinds of information that are needed and then proceeding with processing and analyzing to summarize the conditions and problems. The population of this research is Safier Store consumers in Trenggalek City whose number is unknown. Determining the sample in this study is based on Roscoe's theory (1975) in Sugiyono's research (2014) which states that the sample size selected in the study is between thirty to five hundred elements. meet as an alternative population that has been studied using accidental sampling technique. Accidental sampling is used as a sample based on a sudden meeting with the researcher and can be used as a sample if it is deemed appropriate to be a data source, Notoatmodjo (2010). In the research conducted, the researchers determined two types of variables, namely the independent variable and the dependent variable. Independent Variables: Service Quality, Location, and Word-Of-Mouth, while the Dependent Variable, Purchase Decision.

The data collection used in this research is by distributing questionnaires in the form of google forms which have been distributed to respondents with techniques that provide information or questions to consumers or respondents. The method used in this study is a description of the results of the questionnaire answers that have been distributed to consumers at the Safier Store Trenggalek, the results obtained using the descriptive analysis method to summarize the data from the respondents. There are various tests in this study, namely: Data quality test, classical assumption test, influence test, t test and f test in data processing for researchers of

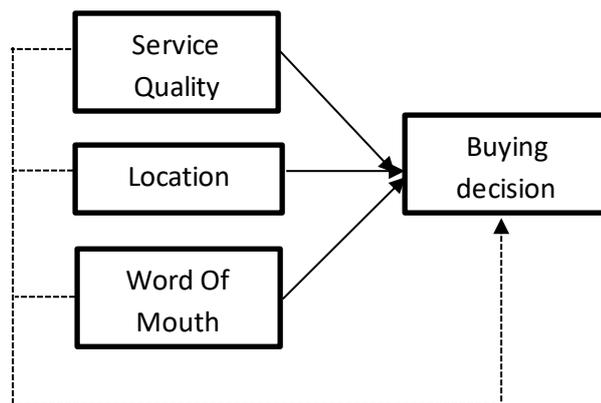
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the IBM SPSS (Statistical Package for Social Sciences) version 22 program, with the aim of knowing whether there are effects and relationships between variables.

Based on research from Eva Sudarningsi & Asron Saputra (2020), Maria Yalinta Ena and Antonio E.L Nyoko (2019), and Anisa Nur azizah (2022) who raised the influence of service quality, location, and word of mouth on purchasing decisions, the researcher said that there is an influence between service quality on purchasing decisions at the safier store. In addition to service quality, location also influences purchasing decisions in accordance with those made by Eva Sudarningsi & Asron Saputra (2020), Maria Yalinta Ena, and Antonio E.L Nyoko (2019). Factors that are of concern to researchers in addition to service quality, and location in purchasing decisions are word-of-mouth factors. Where the influence of careful word of mouth by Robby Fauji (2018) and Heny Herawati (2020) shows that there is an influence on purchasing decisions. This is the background for researchers in conducting research on purchasing decisions at the Safier Store.

Result

Figure 1. Research Model



Hypothesis

H1: It is suspected that the quality of service has a significant and positive effect on purchasing decisions at Safier Trenggalek Store.

H2: It is suspected that location has a positive and significant effect on purchasing decisions at the Safier Store in Trenggalek.

H3: It is suspected that Word of Mouth has a significant effect on purchasing decisions at the Safier Store in Trenggalek

H4: It is suspected that Quality of Service, Location, and Word Of Mouth simultaneously have a significant effect on purchasing decisions at the Safier Store in Trenggalek.

Discussion

Data Quality Test

Table 1. Validity Test Results

Item	R-Count	R-Tabel	Sig. (2-tailed)	A	Conclusion
X1.1	0.696	0.1793	0.000	0.05	Valid
X1.2	0.672	0.1793	0.000	0.05	Valid
X1.3	0.696	0.1793	0.000	0.05	Valid
X1.4	0.720	0.1793	0.000	0.05	Valid
X2.1	0.704	0.1793	0.000	0.05	Valid
X2.2	0.677	0.1793	0.000	0.05	Valid
X2.3	0.711	0.1793	0.000	0.05	Valid
X3.1	0.557	0.1793	0.000	0.05	Valid
X3.2	0.777	0.1793	0.000	0.05	Valid
X3.3	0.764	0.1793	0.000	0.05	Valid
Y.1	0.699	0.1793	0.000	0.05	Valid
Y.2	0.670	0.1793	0.000	0.05	Valid
Y.3	0.708	0.1793	0.000	0.05	Valid

Source: Processed IBM SPSS 22 (2022)

The research instrument can be said to be valid if the value of sig. (2-tailed) for each total variable is less than the research significance level (Sig. (2-tailed) < 0.05). Based on the results of the validity test stating that all items measuring the research variables have an R-count that is greater than the R-Table, as well as the value of Sig.2 ($0.000 < 0.05$ (significant level or), it is stated that the research instrument is a questionnaire that used to measure service quality, location, word of mouth and purchasing decisions at the Safier Store in Trenggalek City. Valid or valid.

Table 2. Reliability Test

Item	Cronbach's Alpha if Item Deleted	Provision	Conclusion
X1	.759	> 0.6	Reliabel
X2	.749	> 0.6	Reliabel
X3	.747	> 0.6	Reliabel
Y	.754	> 0.6	Reliabel

Source: Processed IBM SPSS 22 (2022)

The research instrument can be said to be reliable if the value of Cronbach's Alpha is known to be greater than 0.6. Based on the results of the reliability test, it is known that the Cronbach's Alpha value of each item that measures the research variables is greater than 0.6. This shows that the research instrument is a questionnaire used to measure service quality, location, word of mouth and purchasing decisions at the Safier Store in Trenggalek City. Reliable or Consistent or Reliable.

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Table 3. Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.25982908
Most Extreme Differences	Absolute	.063
	Positive	.063
	Negative	-.051
Test Statistic		.063
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed IBM SPSS 22 (2022)

Based on the Kolmogorov-Smirnov test, a significant Asymp value of 200 is obtained and it can be said that the value is greater than 0.05 ($0.200 > 0.05$) so that the residual value is normal.

Table 4. Multikolinearitas Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1	.638	1.569
X2	.627	1.596
X3	.666	1.502

a. Dependent Variable: Y

From the test results above, it is concluded that there is no multicollinearity between the independent variables because from all the VIF results the independent variable is more than 10 the tolerance value is more than 0.1.

Table 5. Test Heterokedastisitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.084	.640		1.692	.093		
X1	-.051	.040	-.145	-1.268	.207	.638	1.569
X2	-.019	.056	-.040	-.343	.733	.627	1.596
X3	.083	.050	.186	1.658	.100	.666	1.502

a. Dependent Variable: Abs_Res

From the test results above, it shows that the sig value for the variables of Service Quality (X1), Location (X2), and Word Of Mouth (X3) > 0.05 so that it is concluded that there is no symptom of heteroscedasticity

Table 6. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.025	1.111		2.722	.007		
	X1	.177	.070	.230	2.515	.013	.638	1.569
	X2	.205	.096	.196	2.124	.036	.627	1.596
	X3	.311	.086	.322	3.600	.000	.666	1.502

a. Dependent Variable: Y

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Based on the value of B, a multiple linear regression model can be formed as follows:

$$Y = 3.025 + 0,177X_1 + 0,205X_2 + 0.311X_3 + \epsilon \dots\dots\dots (1)$$

Based on the results of the regression model formed, it can be seen that the regression constant is positive, amounting to 3,025 which means that without X1 (quality of service), X2 (location), X3 (word of mouth) actually consumers who become research respondents already have purchasing decisions. The regression coefficient on X1 (quality of service) is positive at 0.177. This means that the higher the quality of service, the higher the purchase decision. And as for every 1 unit increase in service quality, it will increase purchasing decisions by 0.177 units. The regression coefficient on X2 (location) is positive at 0.205. This means that the higher the strategic location, the higher the purchase decision. And for every 1 increase in the unit price, it will increase the purchase decision by 0.205 units. The regression coefficient on X3 (word of mouth) is positive at 0.311. This means that the higher the word of mouth, the higher the purchase decision. And as for every 1 increase in word of mouth units, it will increase purchasing decisions by 0.311 units.

Table 7. Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.619a	.383	.367	1.27602	1

a.Predictors: (Constant), X3, X1, X2
b.Dependent Variable:Y

Based on Table 3 shows that the R-Square value is 0.383. It shows that 38.3% of purchasing decisions at the Safier Store in Trenggalek City are explained by service quality, location and word of mouth. While the remaining 61.7% is explained by other variables considered in this study.

Table 8. Test F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	117.052	3	39.017	23.963	.000 ^b
	Residual	188.873	116	1.628		
	Total	305.925	119			

Based on data table 4, it can be seen that the calculated F value is 23,963 with a Sig value. of 0.000. While the value of the F-table for the significance value or a = 0.05; df1 = 3; df2 = 116 by 2.68. Because the value of F-count > F-table (23.963 > 2.68) and Sig. < (0.000 < 0.05). This means that the formed regression model meets *goodness of fit model* or the regression model that is formed is feasible and can be used to predict purchasing decisions at the Safier Store in Trenggalek City.

Table 9. Test t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

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1	(Constant)	3.025	1.111	2.722	.007			
	X1	.177	.070	.230	2.515	.013	.638	1.569
	X2	.205	.096	.196	2.124	.036	.627	1.596
	X3	.311	.086	.322	3.600	.000	.666	1.502
a. Dependent Variable: Y								

H1: Service quality variable with t-count result of 2.515 on purchasing decisions (Y) and significant of 0.007. Or indicated by t count $2.515 > t \text{ table} = 1.98063$ with a value of 0.05 so that H_0 is rejected and H_a is accepted or it is concluded that the service quality variable has a positive and significant effect on purchasing decisions.

H2: Variable Location with the results with the results of t count of 2.124 to the purchase decision (Y) and a significant of 0.36. Or indicated by t count $2.124 > t \text{ table} = 1.98063$ with a value of 0.05 so that H_0 is rejected and H_a is accepted or it is concluded that the location variable has a positive and significant effect on purchasing decisions.

H3: Variable *Word Of Mouth* with a t value of 3,600 on purchasing decisions (Y) and a significant value of 0.000 and shown by t count = $3,600 > t \text{ table} = 198063$ with a value of 0.05 so that H_0 is rejected and H_a is accepted or concluded that the variable Word of Mouth has a positive and significant effect on purchasing decisions

Conclusion

From the results and discussion in this study, it can be concluded that Service Quality as a variable (X1), Location as a Variable (X2) and Word Of Mouth as a Variable (X3) are known to have a positive and significant effect on Purchase Decisions as a Variable (Y) on Safier Store in Trenggalek City. Based on the results of this study, the better the quality of service obtained by consumers, the better purchasing decisions, and the more strategic a business is established that makes it easier for consumers to find these locations, it will improve purchasing decisions, and the better promotions and positive information received by consumers means more consumers who make purchasing decisions. And the limitations faced by researchers in this study were when collecting data through questionnaires to respondents because at this stage sometimes respondents did not fill in the link that had been given.

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