

Effect of Service Quality, Product Quality, Customer Satisfaction as Mediating Variable and Purchasing Decision on Pempek Ny Kamto Majapahit Semarang Restaurant

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ABSTRACT

How the consequences of Service Quality, Product Quality, Consumer Loyalty as a Mediating Variable to Consumer Loyalty to purchasing decisions in Pempek Ny Kamto Majapahit Semarang. Respondents wore non-random sampling illustration methods. This illustration is wearing Purposive Sampling method, minimum once tasted Pempek Ny Kamto Semarang and the last time had arrived at Pempek Ny Kamto Majapahit Semarang. Methods of collecting information by wearing questionnaires and have been tested for validity and reliability. In testing variable Service Quality, Product quality, Consumer satisfaction with research Purchasing Decisions using multiple linear regression analysis. There are also results showing if Quali Service, Product Quality, Consumer Loyalty have a positive and significant influence on purchasing decisions

Keywords: *Service Quality, Product Quality, Consumer Loyalty, Purchasing Decisions.*

INTRODUCTION

Pempek Ny Kamto restaurant and cafeteria are one of the most famous businesses in Semarang. One of the characteristics of the rise of restaurants in every corner of Semarang. As the number of restaurants grows, trade people are trying to win the competition. Therefore, restaurant owners must be able to create in producing their products, taste the food from other Pempek sales, and win the competition.

Industry in working on commercial services to survive, it means to look at the purpose of buyers, this sticks to what business people can do to obtain customers and persuade buyers to buy our products. For those who subscribe, users always think that elements such as quality of service, quality of products, customer loyalty. However, it must be understood that each consumer has a different attitude, because each consumer is not all about this subject can persuade him to carry out the purchase. Only buyers who can be influenced by all the variables available can carry out purchases until the businessman can produce good policies and connection skills and master the needs of users. Product quality is very meaningful in an effort to meet the needs and willingness for real customers. Product Quality has a interest in the user while dealing with a good bond with the product

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provider. Cooperation between industry and supply provided to recognize and strive to recognize demand and hope to improve purchasing decisions.

For Kotler and Keller (2007) Quality service is a variety of methods to inform the service, as well as to confirm consumers directly or indirectly about a product sold. The next aspect that is considered in the purchase decision is promotion, in marketing a product owned by the industry, one aspect of its success is the reason for the customer service strategy that is tried. Because the quality of service is one of the surest methods to market products to be known or known by the public.

Intense competition business effect the level of sales and consumers of Pempek Ny Kamto Semarang which has dropped from its first opening on September 15, 2017 to March 14, 2019.

Table 1. Sales Data Pempek Ny kamto Semarang

Mount	Selling (RP)	Increase/Decrease	Percentage
15 September 2017 – 15 october 2018	Rp. 78.850.000	- Rp. 8.248.000	0,18%
16 October 2017 – 15 November 2018	Rp. 68.995.000	- Rp. 8.220.000	0,25%
16 November 2017 – 15 December 2018	Rp. 77.585.000	- Rp. 8.397.000	0,25%
16 December 2018 – 15 January 2019	Rp. 77.562.000	- Rp. 7.653.500	0,26%
16 January 2019- 15 February 2018	Rp. 38.608.500	- Rp. 6.371.000	0,33%
16 February 2019 – 15 March 2019	Rp. 43.237.500	Rp. 59.889.500	0,64%

Source: Selling Pempek Ny Kamto Majapahit Semarang

Table 1 shows that 15 September 2017 - 15 October 2018 Sales data is Rp. 78.850.000 because the restaurant pempek Ny Kamto Majapahit Semarang has just opened this subject because of the consumer's curiosity towards a very large new subject. In the following month, depreciation was established from October 16, 2017 to November 15, 2018 due to the new competitors in the area approximately 10-kilometers from the distance pempek Ny Pempek Majapahit Semarang restaurant that makes some buyers move to a new place because of a great curiosity. In the month 16 November 2017 – 15 December 2018

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there was a slight depreciation with a difference of Rp. 178. 000, because in November and December together with the rainy period and a long time intertwined, if consumers only want to enjoy pempek can order online Grabfood or Gofood to get attractive promos.

On the date of December 16, 2018 - January 15, 2019, there is another depreciation caused in this month customers Mostly just enjoy food and hang out while the restaurant is quiet just to reflect on yourself. On January 16, 2018 – February 15, 2019 and February 16, 2018 – March 15, 2019 sales from month to month decreased as many newcomers who made curious buyers as beautiful areas just for selfi.

Intense competition in each field of business makes each industry in the competition to face an increase or depreciation in its sales. Similarly, pempek Ny Kamto Restaurant, where at this time a lot of restaurants appeared in the zone approximately 10-kilometers from Majapahit. The following include:

Table 2. Restaurants closest to Pempek Ny Kamto

No	Restaurant
1	Burger King
2	Waroeng Kaligarong
3	Super Penyet
4	Mc Donald
5	Waroeng Steak and Shake
6	Hokben
7	Rumah Makan Rahayu
8	gulai Kepala ikan Pak Untung

Source: Traveloka.com

Sourced on the table, it appears that the competitors Pempek Ny Kamto Semarang Restaurant quite a lot and the depreciation of sales can also be caused by the diversity of menus and the quality of the menu offered by Other Restaurants. From the results of previous research there are some research that shows the research gap is in the research tried by Fatmawati, Soliha (2017) and reported that the variable Quality of Service affects positively and significantly on purchasing decisions. but in contrast to krisnawati and Mahmud research (2017) reported that the variable Quality of Service does not affect positively and significantly on purchasing decisions. For research from Vania Senggentang, Silvy L. Mandey, Sileyljeova Moniharapon (2019) and research tried by Anita

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Styaningrum and Asih Niati (2019) reported that Product Quality positively and significantly influenced purchasing decisions.

THEORETICAL BACKGROUND

Service Quality Relationship to Customer Loyalty

Service quality can be recognized by equating consumer perceptions of services that are actually received or obtained with services that are actually expected or desired with service attributes of an industry. The bond between producer and consumer extends far beyond the time of purchase to after-sales service, lasting beyond the period of product ownership. The industry thinks that consumers are kings who must be served well, considering that these consumers want to share profits for the industry so that they can continue to live.

For Zeithaml, Bitner, and Gremler (2009) comment that customer satisfaction is influenced by the quality of service provided by an industry. There are 5 measures of service quality, namely tangible, reliability, responsiveness, assurance, and empathy (p. 111): a) Tangibles, b) Reliability, c) Responsiveness, d) Assurance, e) Empathy

H1: Service quality affects customer satisfaction.

Product Quality Relationship To Consumer Loyalty

Kotler and Armstrong (2004: 283) report product quality as "the ability of a product to perform its purpose. This includes the product's overall durability, reliability, precision, ease of operation and revision, and other valuable attributes". This means that product quality is closely related to the ability of the product to carry out its use, including product totality, reliability, accuracy, ease of operation and revision, and other valuable attributes. So product quality is a set of characteristics and characteristics of goods and services that have the ability to meet needs, which is a combination of descriptions of reliability, robustness, convenience, maintenance and other attributes of a product. The products offered by each business entity will be different and of course have distinctive characteristics that distinguish these products from competing products even though the

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product types are the same so that these products have uniqueness, specificity, excellence in reaching the target market.

In relation to the product, Tjiptono, et al. (2008:68) there are eight dimensions of product quality namely: 1) Performance, 2) Features, 3) Reliability, 4) Conformance, 5) Durability, 6) Serviceability, 7) Aesthetics, 8) Perception of quality

H2 : Product quality affects customer satisfaction

Service Quality Relationship to Purchasing Decisions

Research conducted by (Setyawan, 2016) stated that the quality of service influences purchasing decisions. Another study conducted (Maweyl, 2017) Quality of Service influenced purchasing decisions. From some of the above research can be formed hypotheses as follows:

H3: Quality of Service has a positive and significant effect on Purchasing Decisions

Product Quality Relationship to Purchasing Decisions

Research conducted by (Setyawan, 2016) stated that product quality affects purchasing decisions. Other research conducted (Puspitasari, 2014) Product Quality influences purchasing decisions. According to (Irawan, 2013) menyatakan Product Quality influences the purchase decision. From some of the above research can be formed hypotheses as follows:

H4: Product Quality has a positive and significant impact on purchasing decisions

Consumer Loyalty Relationship to Purchasing Decisions

Measurement of customer satisfaction and dissatisfaction with a product is a significant marker of product loyalty. Loyalty can be referred to as loyalty, which is one's loyalty to an object. Mowen and Minor in Aditya (2008) report loyalty as a condition in which customers have positive behavior towards a brand, are committed to the brand, and vow to continue their purchase in the future.

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Customer loyalty is very important for an industry, both services or products (objects) to increase profits for an industry, because if consumers are not loyal to the products of an industry, then it can be determined they will shift to other products, to retain consumers. Loyalty is one way to increase customer loyalty by providing good service, which is expected to make customers return to make transactions.

Customers (customers) are different from consumers, one can be said to be a customer if that person begins to adjust to buying products or services offered by a business entity. This routine can be formed through the umpteenth purchase within a certain period of time, if within a certain period of time there is no repurchase until that person cannot be said to be a customer but as a buyer or consumer.

H5: Consumer Loyalty has an effect and is significant on purchasing decisions

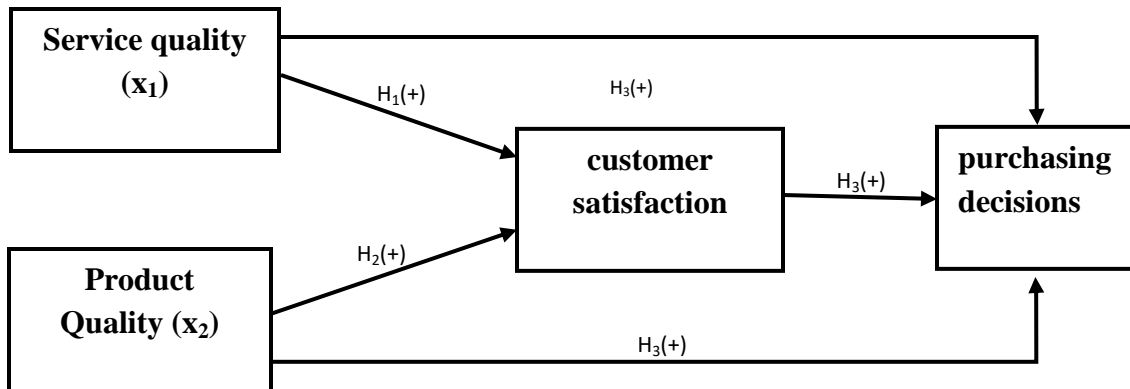


Figure 1. Theoretical Framework

METHOD, DATA AND ANALYSIS

Population and Samples

The population obtained from this research is consumers of food products Pempek Ny Kamto Semarang. Illustration in this research is a consumer buyer Pempek Ny Kamto Majapahit Semarang fits certain criteria. This method of taking illustrations using purposive sampling method which is the understanding is that in the collection of information on respondents using certain criteria for taking illustrations are not random as a consideration,

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as well as illustrations to be taken from consumers of food products Pempek Ny Kamto Majapahit Semarang located at Jalan Majapahit 246 South Semarang. Illustrations in this research were tried on consumers or customers pempek Ny Kamto Majapahit Semarang with the following criteria:

1. Consumers or Intermediate customers.
2. Consumers or customers who have had time to consume Food Products Pempek Ny Kamto Semarang
3. Have had a visit in Pempek Ny Kamto Majapahit Semarang

Definition of Concepts, Operations, and Variable Measurements

Table 3. Definitions of Concepts, Operations, and Variable Measurements

No.	Definition/Indicator Variabel name	Concept Definition	Operational
1	Purchase decision (Y)	Purchasing decisions are a problem-solving approach in the activities to buy goods and services in fulfilling the wants and needs consisting of the introduction of needs and wants, in seeking evaluation information on purchase alternatives, purchasing decisions, behavior after purchase. Private and (Handoko, 2000)	1. Product selection 2. Brand selection 3. Dealer options 4. Number of purchases 5. Time of purchase 6. Payment methods (Kotler and Keller, 2019)
2	Quality Customer Service (X1)	The quality of service is the level of excellence expected and control over the level of excellence to meet the wishes of consumers. If the services or services received or felt as expected, then the quality of services or services is perceived as good and satisfactory. If the services or services received exceed the	1. Reliability 2. Security 3. Communication 4. Responsiveness (Elisabeth 2007)

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		<p>expectations of consumers, then the quality of services or services is perceived as ideal quality (Dwitama et al., 2015).</p> <p>The indicators used in measuring the quality of service according to Elisabeth (2007)</p>	
3	Quality Product (X2)	<p>Product quality is understanding of quality centered on consumers so that it can be said that a seller has provided quality when the seller's product or service has met or exceeded the expectations of the consumer. (Tjiptono, 2008)</p>	<ol style="list-style-type: none"> 1. Color 2. Appearance 3. Portion 4. Shape <p>(Fiani and Japariato, 2012)</p>
4	Consumer Loyalty (MEDIATING)	<p>Kotler and Armstrong (2004:283) stated the quality of the product as "the ability of a product to perform its functions. Its includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes". This means that product quality is closely related to the product's ability to perform its functions, including overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes. So product quality is a set of characteristics and characteristics of goods and services that have the ability to meet the needs, which is a combined understanding of</p>	<ol style="list-style-type: none"> 1. Conformity with 1. Performance 2. Features 3. Reliability 4. Conformation 5. Durability <p>(Tjiptono, 2008)</p>

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reliability, robustness, ease, maintenance and other attributes of a product. The products offered by each business entity will be different and certainly have characteristics that distinguish the product from competitors' products even though the type of product is the same so that the product has uniqueness, specialty, excellence in achieving the targeted market

Source: Research Journal

RESULTS

Validity Test and Reliability Test

Validity testers in this research were tried using aspect analysis. If the value of KMO, greater than 0.5, to the illustration in this research is quite feasible and worthy of further analysis. Loading aspects of items has a value greater than 0.4 until it is counted as valid and worth making in further analysis. The results of KMO and Bartlett's Test between variables can be seen in the following table.

Tabel 4. Validity Test Results

No	Variabel	KMO Value	Indicator	Matrix Componen	Information
1	Quality Customer Service (X1)	0,876	Reliability	0,685	Valid
			security	0,705	Valid
			Communication	0,721	Valid
			Taste Responsiveness	0,858	Valid
2	Quality Product (X2)	0,768	Color	0,806	Valid
			Appearance	0,775	Valid
			Portion	0,837	Valid
			Shape	0,803	Valid

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3	Consumer Loyalty (MEDIATING)	0,645	Performance	0,828	Valid
			feature	0,865	Valid
			Realities	0,874	Valid
			Conformation	0,833	Valid
			Durability	0,876	Valid
4	Purchase Decision (Y)	0,765	Competitive prices	0,718	Valid
			Product selection	0,781	Valid
			Brand Selection	0,753	Valid
			Dealer options	0,847	Valid
			Purchase amount	0,596	Valid
			Time of purchase	0,783	Valid
			Payment methods	0,650	Valid

Source: Data processed, 2020.

The results of variable reliability testing Of Service Quality, Product Quality, Consumer Loyalty as a mediating variable against purchasing decisions have an alpha cronbach value of more than 0.60 so that the variable Service Quality, Product Quality, Consumer Loyalty to reliable purchasing decisions.

Table 5 Reliability Test Results

Variable	Cronbach Alpha	Standard Reliable	Information
Quality of Service	0,765	0,80	Reliable
location	0,850	0,80	Reliable
Price Influence	0,780	0,80	Reliable
Purchase Decision	0,930	0,80	Reliable

Source: Data processed, 2020

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the influence of variable relationships of Service Quality, Location, Price Influence, Purchase Decision. Here are the results of the study

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Table 6. Multiple Linear Regression Analysis Results

Model	Beta	Sig	Information
The Effect of Consumer Service Quality on Purchasing Decisions	0,450	0,000	Hypothesis Accepted
Location Influence on Decisions purchase	0,475	0,000	Hypothesis Accepted
The Effect of Price On Decisions purchase	0,540	0,000	Hypothesis Accepted

Fhitung Test= 47,445, Sig = 0,000
Adjusted R Square = 0.677

Source: Data processed, 2020

Coefficient of Determination

The value of Adjusted R Square is 0.667 This is because independent variables are able to contain dependent variables by 66.7% Of the remaining 32.3% of other variables not studied in this research.

Simultaneous Test (Test F)

The F statistical test basically displays whether all independent or independent variables included in the model have a reciprocal effect on the dependent/bound variable. From the test results obtained A value of F calculates 47,655 with a significance of 0.000 smaller than 0.05 ($p < 0.05$), to this point means that the Quality of Products, Promotions and Price Assumptions together affect positively and significantly to the Purchase Decision. Thus, the hypothesis of Product Quality, Promotion and Price Assumption together positively and significantly affects the Purchase Decision is accepted.

Hypothesis Test (t Test)

The t-statistical test basically shows how far the influence of one explanatory variable or independently describes the change in the dependent variable. If the calculated t value is greater than the table t and the significance value is less than 0.05 ($p < 0.05$), it can be concluded that the variable partially affects the bound variable significantly.

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Variable Quality of Service has a significance level of 0.000. From the results of the t test on the Variable Quality of Service reported that the significance of the t test is smaller than 0.05 and the coefficient of regression has a positive value of 0.450. The results of the research reported that the variable "Quality of Service positively and significantly affects purchasing decisions".

Product Quality Variables have a significance level of 0.000. From the results of the t test on the variable Citra Merk reported that the significance of the test t is smaller than 0.05 and the coefficient of regression has a positive value of 0.475. The results of the research report that the variable "Product Quality positively and significantly affects the Purchase Decision".

Consumer Loyalty Variables have a significance level of 0.000. From the results of the t test on the variable Presumption Price reported that the significance of the test t is smaller than 0.05 and the coefficient of regression has a positive value of 0.540. The results of the research report that the variable "Consumer Loyalty positively and significantly affects purchasing decisions".

DISCUSSION

Effect of Service Quality on Purchasing Decisions

Service Quality is expressed as significant with a significance value of 0.000. This subject means that the Quality of Service has a meaningful role to the Decision of Purchasing respondents at Pempek Ny Kamto Majapahit Semarang. This is supported by the assumption that respondents to pempek service quality is positively valued indicated by the regression coefficient result of 0.450. Based on these results, it shows that the variable Quality of Service positively affects the Decision to Purchase Pempek Ny Kamto Majapahit Semarang.

Effect of Product Quality on Purchasing Decisions

Product Quality Variables are expressed significantly with a significance value of 0.000. This subject means that the quality of the product has a meaningful role to the Decision of Purchasing pempek Ny Kamto Majapahit Semarang. In the regression coefficient result of 0.475 shows that the product quality variable positively affects the Purchase Decision. The analysis shows that the quality of the product positively affects the Purchasing Decision. The influence of the Promotion may be exposed in several aspects. Aspects of recognition or recognition, aspects of the name and Product Quality Strategy as well as aspects of interest from respondents. Pempek Ny Kamto Majapahit Semarang has good product quality in the eyes of consumers who love pempek food.

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The Effect of Consumer Loyalty on Purchasing Decisions

Consumer Loyalty Variables are expressed significantly with a significance value of 0.000. This means that the Consumer Loyalty variable has a meaningful role to play in the Purchase Decision. The regression coefficient of 0.450 shows that the Consumer Loyalty variable positively affects the Purchase Decision.

CONCLUSION

Results shows that Service Quality positively and significantly affects the Purchase Decision. Continue to be good Quality Pelayanan, until the Purchase Decision continues to grow. Product Quality positively and significantly affects the Purchase Decision. Continue to be good Product Quality, until the Purchase Decision continues to grow. Customer Loyalty positively and significantly affects the Purchase Decision. Continue to be good Customer Loyalty, until the Purchase Decision continues to grow. Limitations of this research are 1) Independent variables used in this research consists of only 3 variables are service quality, product quality and consumer loyalty, 2) The result of the coefficient of determination (Adjusted R²) displays a figure of 0.667 meaning that the independent variable used in this research is only 66.7% the remaining 32.3% is presented by other variables. Furthermore, implications of this research are 1) Based on the results of independent variable research Quality of Service significantly affects the Purchasing Decision. It is expected that Pempek Ny Kamto Majapahit distributes the best quality of food pelayanan pemek to consumers and improve services to consumers. 2) Based on the results of independent variable research Product Quality significantly affects purchasing decisions. It is expected that Pempek Ny Kamto Majapahit Semarang should open variants of shapes and menus throughout the outlet so that it can increase sales and brand recognition. 3) Based on the results of independent variable research Consumer Loyalty significantly affects the Purchasing Decision. It is expected that Pempek Ny Kamto Majapahit Semarang should share attractive discount offers at the moment, maintain the quality of employee service to consumers and always maintain the quality of products, to increase customer loyalty and can increase sales of pempek food products.

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