

Service Quality, Promotions, and Price Breaks All Have An Impact on Consumers Who Purchase Interest (Alfamart dr. Soetomo jl. Dr. Soetomo, Payaman, kec. Nganjuk, Nganjuk District, East Java)

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Abstract

The purpose of this study is to ascertain how consumer interest in buying at Alfamart, Dr. Soetomo Jl., Dr. Soetomo, Payaman, District Nganjuk, Nganjuk Regency, East Java, is influenced by price discounts, promotions, and service quality. Eighty samples from Alfamart Jl. Dr. Soetomo, Payaman, District customers were used. Nganjuk, Regency of Nganjuk, East Java. This study employed a quantitative approach, collecting data through the distribution of questionnaires. This study uses SPSS version 24 for analysis. Statistical analysis is used to process the data, including tests for validity, reliability, classical assumptions, multiple linear regression, hypothesis testing, and coefficient of determination analysis. The analysis's findings indicate that the multiple linear regression test's outcomes are $Y = 6.976 + 0.282 (X1) + 0.370 (X2) + 0.346 (X3)$. Service Quality has a strong and partial positive influence on Purchase Interest, with a significant value of $0.000 < 0.05$ and a value of $t_{count} (3.662) > t_{table} (1.9916)$. Promotion has a strong and partial positive influence on Purchase Interest, as evidenced by a significant value of $0.001 < 0.05$ and a value of $t_{count} (3.507) > t_{table} (1.9916)$. The results of the F test indicate that Service Quality, Promotion, and Price Discounts have a significant and positive effect. Promotion has a partial and significant positive influence on Purchase Interest with a value of $t_{count} (3.424) > t_{table} (1.9916)$ and a significant value of $0.001 < 0.05$. H_0 is rejected and H_a is accepted with a value of $F_{count} 16.548 > F_{table} 2.72$ and a significant value of $0.000 < 0.05$.

INTRODUCTION

The retail sector of minimarkets is concerned with addressing the more

contemporary demands of society. There are multiple minimarkets in almost every location, which means that there are always rivals vying for customers. Because of this, every minimarket will work very hard to please clients in order to gain their loyalty. However, as the minimarket sector expands, it encounters a number of issues from both inside and outside the company. Therefore, in order to anticipate the creation of a competitive environment and to comprehend client expectations and aspirations, firms need to develop service plans. One important factor to take into account is consumer convenience. This affects consumers' desire to purchase. Retail organizations need to be able to provide the correct goods, services, prices, and promotions in order to influence consumer decisions and boost sales volume.

The mission of PT. Sumber Alfaria Trijaya (Alfamart) is to "become a globally operating distribution network owned by the local community, geared toward small-scale business development, consumer welfare, and market competitiveness with the motto Satisfied Shopping, Right Price." As of right now, Alfamart has expanded to the Indonesian islands of Java, Bali, Sumatra, Sulawesi, Aceh, and Kalimantan. Alfamart is committed to providing customers with fast, high-quality, and easily accessible services at all of its locations (<https://alfamart.co.id>).



Figure 1. Company Logo

Alfamart is a tiny market-based retailer with a range of goods for everyday usage. Based on how the retail industry is growing in each city, it may be concluded that it is doing well. One of the minimarkets that uses a franchising system is Alfamart because of how quickly this firm has grown. Alfamart is working harder than ever to address the needs of the community and raise the standard of both goods and services. Increasing the availability and selection of items is one way Alfamart is doing this.

Alfamart's services don't just focus on product quality and employee

standards when it comes to serving customers; they also take into account factors such as store availability, product quality, and adherence to health regulations. In order to better serve customers, Alfamart must constantly pay attention to and consider the products that customers are hesitant to purchase. Good quality work is beneficial to both labs and organizations. There are several factors that affect the quality of the service, such as customer satisfaction, location and time of service, efficiency and care of the staff in providing the service, and so on.

Customers will compare pricing with competitors and assess prices in light of the benefits of the product. An organization's success is also influenced by the caliber of its services. "For every marketing organization, both manufacturing companies and service providers, service quality makes a significant contribution to the formulation of differentiation, positioning and competitive strategy" (Tjiptono and Diana, 2016). Businesspeople use promotion to highlight a product's features and persuade customers to purchase it (Stanto in Jackson Journal: 2014).

Purchase intention is included in buyer behavior and refers to the way they act before making a purchase decision. Consumers who have purchased goods before can determine the value of the goods they are considering. Since acquiring new customers may be easier than retaining old customers, retaining existing customers is much more important to a business than acquiring new customers. According to Kotler & Keller in the journal Yusni (2018), consumer buying interest is the behavior of consumers who want to buy or choose a product based on their experience with choosing, using, or even wanting a product.

FORMULATION OF THE ISSUE

Based on the description above, the researcher formulated the problem as follows:

1. Does service quality have a positive effect on purchasing interest among Alfamart consumers, Dr. Soetomo Jl. Dr. Soetomo, Payaman, District. Nganjuk?
2. Does promotion have a positive effect on purchasing interest among Alfamart consumers, Dr. Soetomo Jl. Dr. Soetomo, Payaman, District. Nganjuk ?

3. Do price discounts have a positive effect on purchasing interest among Alfamart consumers, Dr. Soetomo Jl. Dr. Soetomo, Payaman, District. Nganjuk?
4. Do service quality, promotions, price discounts simultaneously have a positive and significant effect on purchasing interest among Alfamart consumers, Dr. Soetomo Jl. Dr. Soetomo, Payaman, District. Nganjuk?

Marketing Management

According to the American Marketing Association (AMA) quoted by Kotler and Keller (2016:27), namely Marketing is the activity, set of institutions, and processes for creating communicating, delivering and exchanging offerings that have value for customers, silent, partners, and society at large. Marketing is the activities, systems and procedures for producing, communicating, delivering and exchanging products that add value to customers, partners and society as a whole.

Quality of Service

According to Tjiptono (2016) organizations that can meet the six basic criteria that apply to both manufacturing and service companies to build a management style and environment that is profitable for them to improve their quality.

Promotion

Promotion, as defined by Kotler & Keller (in Simamora 2018), is any kind of communication intended to enlighten, convince, and remind the target market about goods made by businesses, people, or homes.

Price Discounts

According to Adinda (2012:29), a price discount is a reduction in the price of a product from the normal price given to customers within a certain period of time, such as buy one get one, big discounts, warehouse clearance, and promotional months.

Purchase Interest

Consumer buying interest, according to Kotler & Keller (Suradi et al., 2014), is the behavior of customers who wish to purchase or select a product based on their prior selection, use, consumption, or even desire for a product. Because consumers base their decisions to purchase a product on interest generated by favorable incentives that entice them to purchase goods or services

in the future, purchase interest is a significant aspect in the business sector (Jalilvand, 2013). From a desire to trial a product or service to a desire to purchase it, consumer buying interest evolves.

Table 1. Previous Research

Name & Year	Research Title	Variable Study	Research result
Yusni, Zenitha, Almunawar (2018)	Influence Discounts Against Interest Buy Consumer in Purchasing Ship E-Ticket Hurry on Ulee Harbor Lheue, City Banda Aceh.	X: Pieces Price. Y: Purchase Interest Consumer	Research result show that discounts available positive influence and significant to interest buy deep consumers buy e-fast boat tickets at Ulee-Lheue Harbor Banda Aceh City.
Ni Luh Nurkariani, David Yulianto (2015)	Discounts, prices, and promotions to interest buy via decision purchase Badilan shop	X1: Discon X2: Price X3: Promotion Y1: Purchase Interest Y2: Decision	Research result shows that, discount influence on interest buy consumers and buying decision consumers at Badilan Wholesaler. Price matters

METHODS

Types of research

The type of research used is a quantitative method. Quantitative methods according to Sugiyono (2015:14), namely research methods based on the philosophy of positivism, are used to test samples or research populations, sampling techniques are often carried out randomly, data collection uses research instruments, quantitative/statistical data analysis is designed to test the applied hypothesis.

Data collection was carried out by giving questionnaires to respondents. Then the data is converted into quantitative data to make it easier to manage the data into the SPSS program.

Data Type

In this research, the author collected data based on the source. According to Sugiyono (2018:213), based on the source there are two types of data collection, namely as follows:

1. Primary Data

Primary data is data obtained directly from an experiment or activity carried out, this data is original data and has been obtained for the first time and is very useful for research. In this research, the author conducted direct research on the object to be studied, namely consumers of Alfamart dr. soetomo . Jl. Dr. Soetomo, Payaman, District. Nganjuk by distributing questionnaires:

A questionnaire is a technique that is carried out by compiling questions that are closed in nature and must be filled in by the respondent by selecting the available alternative answers. The questionnaire used in the research uses open questions, for example asking the name, gender and age of the respondent. And also using closed questions, namely asking respondents to choose one of the answers provided for each question (Sugiyono 2018).

2. Secondary Data

Secondary data is data that is not obtained directly, in the form of information or literature, is relevant to research, complements or supports primary data (Sugiyono 2018).

Secondary data in this research was obtained from books, the internet, journals and other sources related to the title of this research. The literature study will be used as a guide and material for consideration of what is happening in the field.

Population and Sample

1. Population

Tabel 2
Customer Visitors

No	Month	Number of visitors
1	4-Apr-22	98
2	5-Apr-22	87
3	8-Apr-22	98
4	10-Apr-22	100
5	14-Apr-22	86
6	15-Apr-22	120
7	20-Apr-22	110
Amount		589
Average		100

Source: Data obtained from Alfamart Dr. Soetomo Nganjuk

In this research, the population taken was consumers of Alfamart Dr. Soetomo Nganjuk, the total population for this study was 100 consumers.

2. Sample

In this study, not all of the population was obtained, but only a part of the research population. Researchers took samples from consumers who shopped at Alfamart dr. Soetomo Jl. Dr. Soetomo Nganjuk. The sample is part of a number of characteristics possessed by the population (Sugiyono 2018:131).

RESULTS AND DISCUSSION

Instrument Test

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to

reveal something that the questionnaire will measure.

Service Quality (X1)

Validity Test (X1)

No Item	r Count	r Table	Information
X1.1	0,498	0,2199	Valid
X1.2	0,431	0,2199	Valid
X1.3	0,519	0,2199	Valid
X1.4	0,376	0,2199	Valid
X1.5	0,654	0,2199	Valid
X1.6	0,555	0,2199	Valid
X1.7	0,589	0,2199	Valid
X1.8	0,535	0,2199	Valid
X1.9	0,387	0,2199	Valid

Source: SPSS Version 24 Data Processing

All items in the table above have a calculated r value above 0.2199 and can be categorized as valid items. From the results of the calculations above, it can be concluded that the 10 statement items for each variable are declared valid and can be continued to the next calculation, namely the reliability test.

Promotion (X2)

Validity Test (X2)

No Item	r Count	r Table	Information
X2.1	0,596	0,2199	Valid
X2.2	0,496	0,2199	Valid
X2.3	0,509	0,2199	Valid
X2.4	0,619	0,2199	Valid
X2.5	0,516	0,2199	Valid
X2.6	0,554	0,2199	Valid
X2.7	0,610	0,2199	Valid
X2.8	0,636	0,2199	Valid

Source: SPSS Version 24 Data Processing

The results of correlation calculations for the validity test are shown by the calculated r value. All items in the table above have a calculated r value above 0.2199 and can be categorized as valid items. From the results of the calculations above, it can be concluded that the 8 statement items for each variable are declared valid and can be continued to the next calculation, namely the reliability test.

Price Discount (X3)

Validity Test (X3)

No Item	r Count	r Table	Information
X3.1	0,391	0,2199	Valid
X3.2	0,683	0,2199	Valid
X3.3	0,553	0,2199	Valid
X3.4	0,550	0,2199	Valid
X3.5	0,573	0,2199	Valid
X3.6	0,487	0,2199	Valid
X3.7	0,675	0,2199	Valid
X3.8	0,565	0,2199	Valid

Source: SPSS Version 24 Data Processing

The results of the correlation calculation for the validity test show that all items in the table above have an r value above 0.2199 and can be categorized as valid items. From the results of the calculations above, it can be concluded that the 8 statement items for each variable are declared valid and can be continued to the next calculation, namely the reliability test.

Purchase Interest (Y)

Purchase Interest Variable (Y)

No Item	r Count	r Table	Information
Y.1	0,652	0,2199	Valid
Y.2	0,354	0,2199	Valid
Y.3	0,807	0,2199	Valid
Y.4	0,368	0,2199	Valid
Y.5	0,652	0,2199	Valid

No Item	r Count	r Table	Information
Y.6	0,798	0,2199	Valid
Y.7	0,517	0,2199	Valid
Y.8	0,586	0,2199	Valid
Y.9	0,320	0,2199	Valid
Y.10	0,380	0,2199	Valid

Source: SPSS Version 24 Data Processing

The results of the correlation calculation for the validity test show that all items in the table above have the calculated r value above of 0.2199, which is categorized as valid items. From the results of the calculations above, it can be concluded that the 10 statement items for each variable are declared valid and can be continued to the next calculation, namely the reliability test.

CONCLUSION

Based on research conducted by researchers with the variables Service Quality, Promotion, Price Estimates on Buying Interest among Consumers Alfamart.Jl. Dr. Soetomo, Payaman, District. Nganjuk. It can be concluded as follows:

1. Based on the results of partial statistical tests, it can be concluded that the t test value for the Service Quality variable has a significant effect on the Alfamart Dr consumer buying interest variable. Soetomo Nganjuk. This is shown based on the t test (partially) which shows the results that Service Quality (X1) has a significant value of 0.000, where the value of $t_{count} > t_{table}$ ($3.662 > 1.9916$ and significant < 0.05 ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted. So it can be concluded that the Service Quality variable has a partial and significant effect on Alfamart consumers' buying interest Dr Soetomo Nganjuk.
2. Based on the results of partial statistical tests, it can be concluded that the t test value for the Promotion variable has a significant effect on the Alfamart Dr consumer buying interest variable. Soetomo Nganjuk. This is shown based on the t test (partially) which shows the results that the Promotion variable which has a significant value of 0.001, where the value

of $t_{count} > t_{table}$ ($3.507 > 1.9916$ and significant < 0.05 ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted. So it can be concluded that the Promotion variable has a partial and significant effect on Alfamart consumer buying interest variable Dr. Soetomo Nganjuk.

3. Based on the results of partial statistical tests, it can be concluded that the t test value for the Price Variation variable has a significant effect on the consumer buying interest variable Alfamart Jl. Dr. Soetomo, Payaman, District. Nganjuk. This is shown based on the t test (partially) which shows the results that the Plus Price variable has The significant value is 0.001, where the value of $t_{count} > t_{table}$ ($3.424 > 1.9916$ and significant < 0.05 ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted. So it can be concluded that the Promotion variable has a partial and significant effect on the Interest variable Buy Alfamart consumer Dr. Soetomo Nganjuk.
4. Based on the results of simultaneous statistical tests (f test) the variables Service Quality, Promotion, Price Discounts have an influence which is significant to the buying interest of Alfamart Dr consumers. Soetomo. This is proven by the joint test states $F_{count} > F_{table}$ ($16.548 > 2.72$), then it can be concluded that H_a is accepted and H_0 is rejected. Which means that the variables Service Quality, Promotion, Price Edition simultaneously have a significant influence on Alfamart consumers' buying interest Jl. Dr. Soetomo, Payaman, District. Nganjuk.

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