



The Influence of Service Quality and Price on Consumer Purchase Decisions at Alfamart Cancar Ruteng

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Abstract

Purpose: This study was conducted in Wae Belang Village, Ruteng District. This study aims to determine and analyze both partially and simultaneously the influence of service quality and price on consumer purchasing decisions.

Research Methodology: This study uses a quantitative approach with 100 respondents selected through accidental sampling. Data were collected using questionnaires, interviews, and literature studies, then analyzed using descriptive analysis, multiple linear regression, t-test, and F-test with SPSS v.22.

Results: The results of the descriptive analysis show that the respondents had a high perception of service quality and price. From the results of multiple linear regression analysis, the equation is obtained: $Y = 2.076 + X_1(0.325) + X_2(0.323)$. The results of the f test show that service quality and price simultaneously have a significant influence on consumer purchasing decisions. This is based on the Adjusted R^2 value of 0.737.

Conclusions: Service quality and price influence consumer purchasing decisions by 73.7%, while the remaining 27.3% is influenced by other variables that are not the focus of this research.

Limitations: This study is limited to 100 consumers at Alfamart Cancar, Ruteng District; therefore, the findings may not be fully generalizable to other retail stores or different consumer contexts.

Contributions: This study contributes to retail marketing literature and provides practical insights for improving service quality and pricing strategies to strengthen consumer purchase decisions.

Keywords: Price, Purchase Decisions, Retail Marketing, Service Quality

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1. Introduction

The global market is evolving rapidly. Trade competition is becoming increasingly fierce, prompting many markets to strive to survive in a competitive environment. This trade competition influences the growth and decline of the market (Ikhsani et al., 2021; Rizqi & Sakinah, 2021). Consequently, it depends on how the market adapts to sustain itself—and even transforms itself—to remain attractive to the public (customers) (Ramadhan & Mudzakar, 2022). Among the various strategies employed by the market to remain attractive to customers are service quality and affordable prices. The quality of service offered by the market influences purchasing decisions, and similarly, the prices set by the market significantly impact purchasing decisions. Price is a key factor in purchasing decisions. According to Kotler and Armstrong (2008) and Wardhani and Uilly (2021), price is a primary factor influencing buyers'

choices. Price is the most important factor in determining a company's market share and profit. Price is considered the most compelling factor for consumers when deciding whether to purchase a product or not (Anggraini, 2021). A product's price reflects the level of satisfaction a person derives from the product purchased. Another factor influencing purchasing decisions is the service quality (Anggraini, 2021; Aprillita & Perkasa, 2021).

Service quality is a measure of a company's ability to meet all its customers' expectations in fulfilling their needs. Service quality aims to assist customers while they shop in stores (Abdullah, 2021). Service quality can also be defined as something that is intangible and easily lost. This variable is crucial in the purchasing decision-making process because customer-satisfying services lead to repeat purchases, which ultimately boosts sales. Service quality is one of the key factors that consumers pay close attention to (Satria, 2021; Solihin, 2021).

Alfamart is a convenience store that offers a wide range of products and services. In this modern era, Alfamart is very popular among the public because it makes it much easier for people to meet their daily basic needs (Susanti et al., 2021). Alfamart is a retail company with numerous branches throughout Indonesia. The prices of the products sold at these stores are affordable, helping residents to meet their daily needs. Alfamart's growth has been remarkable year after year because, as a retail company, it provides solutions for the community to meet its daily needs (Andika & Hati, 2018).

Every year, Alfamart strives to expand its store network to reach more people, bringing Alfamart closer to the community, even in remote areas. Additionally, Alfamart helps customers by providing convenient payment services for electricity, water, and other utilities. This is what has made Alfamart well-known throughout Indonesia, and many people hope to see more Alfamart stores open across the country. To support its business operations, by the end of 2020, the company had 32 distribution centers and 15,400 minimarkets throughout Indonesia (Andika & Hati, 2018).

Based on interviews with randomly selected customers, they stated that: "Looking at the prices, I think the prices at Alfamart Cancar are a little higher than at other stores, even though the products are the same. But since there's a wide variety of items here and it's close to home, I'd rather shop here than go through the trouble of going to the market." This consumer statement indicates that the prices offered by Alfamart are commensurate with the quality of the products and services provided. This supports one of the price indicators—that prices are balanced with quality and value—whereby consumers prefer a particular product because the price offered is commensurate with the value they receive (Kotler & Armstrong, 2016). Based on these comments from Alfamart Cancar customers, it can be concluded that even though prices at Alfamart Cancar are higher than those at other stores, customers still choose to shop there because they find the shopping experience comfortable (Fathihani, 2021). The store is clean, the air conditioning is cool, the merchandise is neatly arranged, there are many payment options, the inventory is always well-stocked, and there is a wide variety of products available at Alfamart Cancar. This study aims to determine the quality of service and pricing at Alfamart Cancar and how these factors influence consumer purchasing decisions.

2. Literature Review

2.1 Service Quality

Service quality refers to the ability of a business to provide services that meet or exceed consumer expectations (Saputra & Kusnadi, 2021). In retail businesses, service quality is an important factor because consumers do not only evaluate the products offered but also the shopping experience they receive (Adula et al., 2022; Akter, 2021). Service quality includes various aspects, such as employee responsiveness, store cleanliness, product availability, transaction security, cashier speed, employee

appearance, and the ability of staff to serve consumers politely and efficiently (Sikder et al., 2022; Suyanto et al., 2021). Good service quality can increase consumer comfort and trust during the purchasing process. Consumers tend to make purchasing decisions when they feel that the store provides fast, friendly, and reliable service (Dissanayake & Nandasena, 2020; Sumaryadi & Kusnadi, 2021). In the context of Alfamart Cancar, service quality is reflected in a clean store environment, neatly arranged products, complete product availability, quick service, and well-managed customer care. These factors can strengthen consumer confidence and encourage repeat purchases (Amegayibor & Korankye, 2022; Khan, 2020; Nuraeni et al., 2022).

2.2 Price

Price is the amount of money consumers must pay to obtain a product or service. In consumer decision-making, price is one of the most important considerations because it is directly related to consumers' purchasing power and perceived value (Hernawan et al., 2022). Consumers usually compare price with product quality, benefits, convenience, and prices offered by competitors before deciding to buy (Yang et al., 2020). A suitable pricing strategy can influence consumer purchase decisions positively. Affordable prices, frequent discounts, price variations by brand, and prices that match product quality can encourage consumers to choose a particular store (Abidin et al., 2022; Kurniawan & Hariadi, 2022). In retail businesses such as Alfamart, price is not only assessed based on whether it is cheap or expensive, but also whether the price is considered fair and proportional to the convenience, product availability, and service quality received by consumers (Fadlianto & Sulistyowati, 2022; Herlina & Romadhona, 2021).

2.3 Consumer Purchase Decisions

Consumer purchase decision is the process through which consumers recognize their needs, search for information, evaluate alternatives, and decide to purchase a product or service (Berlian Rms & Wahyuningsih, 2021). Purchase decisions are influenced by several factors, including product quality, price, service quality, store atmosphere, convenience, promotion, and consumer trust. In retail contexts, consumers often choose stores that provide complete products, comfortable shopping experiences, fast service, and prices that match their expectations (Dokku et al., 2022; Hasan, 2022). Purchase decisions are important for retail companies because they directly affect sales and business sustainability. When consumers perceive that a store provides good service and reasonable prices, they are more likely to make purchases. Therefore, understanding the factors that influence purchase decisions can help retail managers design better marketing strategies and improve customer satisfaction (Setyawati & Aristiyanto, 2021; Uddin, 2020).

3. Methodology

This was a quantitative research study. It was conducted at Alfamart Cancar in the Ruteng Subdistrict, Manggarai Regency, and is scheduled to run from 2023 until completion. The sample in this study was selected using accidental sampling, a technique based on chance, whereby consumers who happened to encounter the researcher could be used as samples if they were deemed suitable data sources (Sugiyono, 2010, 2013).

4. Results and Discussion

4.1 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted using IBM SPSS v22. The results of the multiple linear regression analysis are presented in Table 4.7.

Table 1. Results of Multiple Linear Regression

Variabel	Koefisien Regresi
Constant	2.076
Service Quality (X1)	.325
Price (X2)	.323
Adjusted R^2	.737
Significant in	.305

Based on Table 1, the adjusted R^2 value was 0.737. This means that service quality and price account for 73.7% of the variation in purchase decisions, while the remaining 27.3% is attributed to other variables that were not examined in this study. Because the adjusted R^2 value falls within the range of 0 to 1, this regression model can be considered valid or appropriate. Thus, the regression test in this study is valid, with the regression equation $Y = 2.076 + X1(0.325) + X2(0.323) + e(3.375)$

Where:

Y: Purchase decision

X1: Service quality

X2: Price e: Standard error

Regression analysis was used to determine the decision to stay and to assess the extent to which the independent variables—Service Quality (X1) and Price (X2)—contribute to the dependent variable, Purchase Decision (Y). The interpretation of the regression model above is as follows:

1. Based on the Table 1, the constant value is 2.076, which means that if service quality and price are assumed to be zero (0), the purchase decision value is 2.076.
2. The regression coefficient for the service quality variable is 0.325, meaning that if service quality increases by one unit, the purchase decision will increase by 0.325, assuming that the price factor (X2) remains unchanged (constant).
3. The regression coefficient for the price variable was 0.323. This means that if the price increases by one unit, it will result in a 0.323 increase in the purchase decision, assuming that the service quality factor (X1) remains unchanged.

4.2 Hypothesis Test Partial Test (t)

The t-test was used to test for a significant relationship between variables X and Y, specifically to determine whether the variables Service Quality (X1) and Price (X2) independently or partially influence the Purchase Decision variable (Y).

Based on the results of the data analysis using SPSS, this study shows the influence of service quality on purchasing decisions. The data analysis results indicate that the t-value is 5.847, while the critical t-value at an alpha level of 0.05 is 1.985. Thus, the result is $t\text{-calculated} > t\text{-table}$ ($5.847 > 1.985$) and significant ($0.000 < (0.005)$). Therefore, the decision is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a). This means there is a significant partial effect of the service quality variable on the purchase decision (Feinberg & Wooton, 2020).

The influence of price (X2) on purchasing decisions (Y): Based on the results of the data analysis using SPSS, the price variable was found to influence purchasing decisions. The data analysis results show that the t-value is 5.080, while the critical t-value at an alpha level of 0.05 is 1.985. Thus, the result is $t\text{-calculated} > t\text{-table}$ ($5.080 > 1.985$) and significant ($0.000 < (0.005)$). Therefore, the decision is to reject

the null hypothesis (H_0) and accept the alternative hypothesis (H_a). This means that there is a significant partial effect of the price variable on the purchase decision (Feinberg & Wooton, 2020; Prianggoro & Sitio, 2020).

4.3 Simultaneous Test (F Test)

The F-test can determine whether the independent variables (X1)—service quality—and price (X2) jointly (simultaneously) influence the purchase decision (Y). Based on the data analysis performed using SPSS 22, the calculated F-value was 139.890. Upon comparison with the critical value of 1.985 in Table 1, it was found that the calculated F-value was greater than or equal to the critical value ($139.890 > 1.985$), and the p-value was 0.000, which is less than or equal to 0.05. This indicates that service quality and price significantly affect purchasing decisions (Feinberg & Wooton, 2020; Prianggoro & Sitio, 2020).

4.4 Coefficient of Determination Test

The analysis of the data in the table above shows that the correlation coefficient (r) or the strength of the relationship between the variables (X1) Service Quality, (X2) Price, and Purchase Decision (Y) is 0.862. Thus, the strength of the linear relationship between the variables (X1) Service Quality, (X2) Price, and Purchase Decision (Y) is strong, as it falls within the 0.5–1 interval, meaning that the variables (X1) Service Quality and (X2) Price have a strong relationship with Purchase Decision (Y) (Prianggoro & Sitio, 2020).

The coefficient of determination (adjusted R-squared) for the variables (X1) Service Quality and (X2) Price on the Purchase Decision (Y) was 0.737. This means that the study found that 73.7% of Purchase Decisions at Alfamart Cancar are influenced by the variables (X1) Service Quality and (X2) price, while the remaining 27.3% are influenced by variables other than those used in the analysis (Feinberg & Wooton, 2020).

4.5 The Effect of Service Quality (X1) on Purchase Decisions

Based on the results of the t-test, the calculated t-value was 5.847, while the critical t-value at a significance level of 0.05 was 1.985. Therefore, the result is $t\text{-calculated} > t\text{-table}$ ($5.847 > 1.985$) and significant ($0.000 < (0.005)$). Therefore, the decision is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). The implications of service quality—which includes a clean building exterior, well-organized interior spaces, neatly dressed staff, efficient cashiers, product promotions, quick staff response, fast service at Alfamart, service tailored to customer requests, satisfying service, secure transactions, a complete product selection, receipt availability, and well-managed customer care at Alfamart Cancar, Ruteng District—will further increase consumer purchasing decisions (Andika & Hati, 2018; Prianggoro & Sitio, 2020).

4.6 The Effect of Price (X2) on Purchase Decisions

Based on the results of the data analysis, it is known that the t-value is 5.080, while the t-table value at an alpha level of 0.05 is 1.985. Therefore, the result is $t\text{-calculated} > t\text{-table}$ ($5.080 > 1.985$) and significant ($0.000 < (0.005)$). Therefore, the decision is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_2). This implies that if prices—including affordable product prices, low prices, frequent discounts, high-quality products, prices commensurate with quality, prices that vary by brand, and prices comparable to those at other minimarkets—are set at Alfamart Cancar in Ruteng to align with consumers' purchasing power, this will increase purchase decisions (Feinberg & Wooton, 2020; Prianggoro & Sitio, 2020).

4.7 The Effect of Service Quality (X1) and Price (X2) on Purchase Decisions (Y)

The results of the multiple linear regression analysis indicate that the independent variables used in this study—Service Quality and Price—simultaneously influence purchase decisions at Alfamart Cancar.

The calculated F-value was 139.890. When compared to the F-table value, the calculated F-value is greater than or equal to the F-table value ($139.890 > 1.985$) and the significance value is $0.000 \leq 0.05$. This is also supported by the adjusted R-squared value, which indicates that Service Quality and Price account for 73.7% of the variation in Purchase Decisions at Alfamart Cancar in Ruteng District. This is further supported by an R value of 0.862, indicating that the model developed in this study is robust. The results of this study indicate that service quality and price can influence purchasing decisions at Alfamart Cancar. This aligns with the view of (Kotler & Armstrong, 2016) that the Service Quality and Price offered by a company have a significant impact on consumer purchasing decisions; friendly service and affordable product prices undoubtedly have a positive influence on consumer interest in purchasing a product or service, thereby leading to a purchasing decision (Prianggoro & Sitio, 2020).

5. Conclusions

This study aims to determine the effects of service quality and price on purchasing decisions at Alfamart. Based on the results, most respondents rated service quality, price, and purchase decisions positively, indicating favorable consumer perceptions at Alfamart Cancar in Ruteng. Service quality has a significant effect on purchasing decisions, meaning that better store conditions, staff performance, and overall service will increase consumer purchasing decisions. Price also has a significant effect on purchasing decisions, indicating that affordable prices, discounts, and price suitability with product value and consumer purchasing power encourage higher purchasing decisions. The F-test results show that service quality and price simultaneously have a significant effect on purchasing decisions, meaning both factors together strengthen consumer decision-making at Alfamart Cancar in Ruteng.

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Author Contributions

SAP conceptualized the study, designed the research methodology, collected the data, and contributed to data analysis and manuscript preparation. SAN contributed to the literature review, research supervision, interpretation of findings, critical manuscript revision, and final review of the article. Both authors contributed to the final draft and approved the manuscript for publication.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this study. This research was conducted independently, and no financial or personal relationships influenced the results or interpretation of the findings.

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