

The Effect of Service Quality and Promotion on Consumer Purchase Decisions at Raja Bebek

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Abstract: This research aims to analyze the influence of service quality and promotion on consumer purchasing decisions. Service quality and effective promotional strategies are important factors in shaping consumer perceptions and purchasing interest in a product or service. The research method used is quantitative with a survey approach to 120 respondents who are active consumers in the retail sector. The data were analyzed using multiple linear regression to test the influence of the independent variable on the dependent variable. The research results show that both service quality and promotion have a positive and significant influence on purchasing decisions. Service quality that includes reliability, responsiveness and empathy, as well as targeted promotions, can increase consumer buying interest and loyalty. These findings underline the importance of companies in improving service quality and designing attractive promotional strategies to encourage sustainable consumer purchasing decisions.

Keywords: service quality, promotion, purchasing decisions, consumer behavior, Marketing strategy

1. Introduction

Raja Bebek is a company engaged in the culinary field that serves processed duck dishes with various menu choices and distinctive flavors. In the culinary industry, service quality and promotional strategies play an important role in attracting and retaining customers. This article aims to analyze the extent to which service quality and promotion influence consumer purchasing decisions at Raja Bebek.

In the era of globalization like today, many companies in similar fields are competing to enter the market, thus creating business competition between similar companies. The higher the level of competition in the market, the more companies are required to be able to adjust to the needs and desires of consumers. Companies must also think that whatever the needs of consumers are not only for today, but can also be used for the future (Janah, 2017).

The ability of employees to process or serve consumers by providing a sense of security, punctuality, consistency, commitment, friendliness, understanding what consumers want and being able to provide solutions, will provide added value in retaining consumers with the excellent service they receive (Kurniawati, 2020).

the existence of competitors who provide better service quality according to consumer desires, offering new and unique menus. And the promotional activities carried out by competitors are superior so that the products offered are more attractive to consumers so that the quality of service and promotion are said to

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influence purchasing decisions on customers. Therefore, the company must be able to be alert and responsive when making decisions so that the restaurant that is established can grow well (Febriani & Pauzy & Sutrisna, 2022)

According to Kasmir (2017) a service is a person's behavior that results in customer satisfaction. And service quality is Pride and Ferrell (2016) Service quality is defined as customers' perceptions of how well a service meets or exceeds their expectations, this definition means that service quality is defined as customer perceptions of how well a service meets/exceeds their expectations (Kamanda, 2022).

Malau (2017) promotion is a communication technique in marketing, where marketing communication is an activity in marketing that provides information, influences, persuades, and reminds the target market of the organization to be willing to accept, buy and be loyal to the goods offered by the 2 Kamanda organizations. Abdurrahman (2015) promotion and communication in marketing are a marketing mix used to increase customer value in customer memory.

According to Tjiptono (2013) Purchasing decisions are the main goal that business actors want to achieve, where consumers will be willing to spend money to have the products they want. Purchasing decisions are a decision-making process that begins with recognizing the problem and then evaluating it until it reaches the point of deciding which product to buy according to their needs (Wibowo & Rahayu, 2021).

Research purposes

The objectives of this research are as follows:

1. To find out whether service quality influences purchasing decisions at Raja Bebek.
2. To find out whether promotions influence purchasing decisions at Raja Bebek
3. To find out whether service quality and promotion influence purchasing decisions at Raja Bebek.

2. Literature Review

Definition of Management

Management is the process of planning, organizing, coordinating, and controlling every available resource in order to achieve the goals that have been determined effectively and efficiently. Effective means that the goals can be achieved according to the existing plan, and efficient means that it is implemented correctly and organized according to the predetermined schedule.

Definition of Marketing Management

The definition of marketing is a complete system of business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing and potential buyers.

Quality of Service

Definition of Service Quality Service quality is the quality of service provided to customers, both internal and external customers based on standard procedures Service quality is the totality of the form of characteristics of goods and services that show their ability to satisfy customer needs, both those that are obvious and those that

are hidden. For companies engaged in the service sector, providing quality service to customers is an absolute must if the company wants to achieve success.

Restaurant marketing

Restaurant marketing is the act of showcasing your restaurant concept or food service and offering your services to the general public to gain their interest. It is a big part of what builds a restaurant brand.

Research Model

H- 1

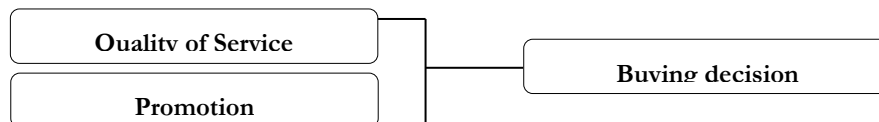


Figure 1. Research Model

Hypothesis

Hypothesis is suspicion temporary Which nature presumption Which most allow Which Still must searchingfor the truth. Connection between variable in study This own hypothesis as following:

H1 :There is a significant influence between service quality and decisions.purchase at the duck king .

H2 :there is a significant influence between promotion onpurchase decision at king duck

H3: there is a significant influence between service quality and promotion on purchasing decisions at the duck king.

3. Method

Research approach

This research was conducted using a quantitative research approach. Quantitative research is empirical research whose data is in the form of numbers. (Syahrurum and Salim, 2012).The quantitative approach is an effort to measure to explain social phenomena by viewing the phenomena as relationships between variables.

Population, sample size and sampling techniques

The population in this study were 134 consumers at Raja Bebek, the sample taken was 100 respondents. The sampling technique used in this study was simple random sampling.

Data and Sources

The types of data used in this study are primary data and secondary data. Primary data is data obtained directly from the original source, namely the respondents. Primary data in this study are questionnaires and observations. Secondary data is data obtained indirectly through intermediary media, namely through research results, books, articles, and various publications from relevant related agencies.

Data Collection Techniques and Variable Measurement

In this study, data collection techniques were carried out using library research and field research. Library research is carried out through library studies or literature studies by studying, researching, and reviewing relevant literature through books, journals, articles, and previous research. While field research is in the form of observation and distribution of questionnaires to respondents. The questionnaire contains statements about the characteristics of respondents and statements of indicators/variables. Measurement of variables using the Likert Scale in the form of a checklist and also has the following weights.

Table 1. Likert Scale

Information	Score
Strongly agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Furthermore, the questionnaire that was prepared was tested for its feasibility through validity and reliability testing using SPSS 22.0.

Data Analysis Techniques

Data analysis using statistical techniques such as validity and reliability tests for questionnaires and multiple linear regression analysis with F-test and t-test for hypothesis proof. Multiple linear regression analysis is an analysis to determine the effect of more than one independent variable on the dependent variable. To test the feasibility of the regression model used, it must first meet the classical assumption test. There are three types of tests in this classical assumption test, including

Normality Test

Data The purpose of the data normality test is to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

Multicollinearity Test

Used to test whether a strong/high correlation is found in the regression between independent variables. If there is a correlation between independent variables, multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance <0.10 is the same as $VIF > 10$.

Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity, otherwise if the variance is different then it is called heteroscedasticity. The presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values.

Multiple Linear Regression Analysis

This analysis was conducted to determine how much influence customer friendliness (X1) and product availability (X2) have on purchasing decisions (Y), where the multiple linear equations are as follows:

$$Y = a + b_1x_1 + b_2x_2$$

Hypothesis Testing

Partial Significance Test (T-Test)

The t-statistic test is conducted to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

- 1) H_0 is accepted if $t_{table} > t_{count}$: meaning there is no significant influence of the independent variable partially on the dependent variable.
- 2) H_a is accepted if $t_{count} > t_{table}$: this means that there is a significant influence of the independent variable partially on the dependent variable.

Simultaneous Significance Test (F Test)

Static Testing The F test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

- 1) Accept H_0 (reject H_a) if $F_{count} < F_{table}$: meaning there is a significant simultaneous influence of the independent variable on the related variable.
- 2) Reject H_0 (accept H_a) if $F_{count} > F_{table}$: this means there is a significant influence
- 3) simultaneously from the independent variable to the related variable.

Coefficient of Determinant

Testing the coefficient of determination (R^2) will show the magnitude of the contribution of the independent variable to the dependent variable.

4. Results and Discussion

Validity and Reliability Test Results

The results of the Validity and Reliability Test can be seen as follows:

Table 2. Results of Validity and Reliability Tests

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 5%(98)	Information	Cronbach's Alpha > 60	Status
Customer friendliness (X1)	X1.1	0.573	0.195	Valid	0.775	Reliable
	X1.2	0.692	0.195	Valid		
	X1.3	0.609	0.195	Valid		
	X1.4	0.528	0.195	Valid		
	X1.5	0.474	0.195	Valid		
	X1.6	0.524	0.195	Valid		
	X1.7	0.527	0.195	Valid		
	X1.8	0.621	0.195	Valid		
	X1.9	0.520	0.195	Valid		
	X1.10	0.681	0.195	Valid		
Availability of goods(X2)	X2.1	0.685	0.195	Valid	0.745	Reliable
	X2.2	0.455	0.195	Valid		
	X2.3	0.393	0.195	Valid		
	X2.4	0.667	0.195	Valid		
	X2.5	0.608	0.195	Valid		
	X2.6	0.533	0.195	Valid		
	X2.7	0.603	0.195	Valid		
	X2.8	0.462	0.195	Valid		
	X2.9	0.623	0.195	Valid		
	X2.10	0.470	0.195	Valid		
Purchase Decision (Y)	Y.1	0.527	0.195	Valid	0.688	Reliable
	Y.2	0.454	0.195	Valid		
	Y.3	0.451	0.195	Valid		
	Y.4	0.472	0.195	Valid		
	Y.5	0.499	0.195	Valid		
	Y.6	0.522	0.195	Valid		
	Y.7	0.577	0.195	Valid		
	Y.8	0.472	0.195	Valid		
	Y.9	0.583	0.195	Valid		
	Y.10	0.576	0.195	Valid		

Table 2 shows that for each statement has $R_{count} > R_{table}$ then it can be concluded that all statements are valid. And next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

Classical Assumption Test Results

Normality Test

The normality test is carried out in this case to test whether the dependent and independent variables have a normal distribution or not. Below we explain how to test for normality:

Table 3 Normality Test

One-Sample Kolmogorov-Smirnov Test

		X1	X2	Y
N		100	100	100
Normal Parameters ^{a,b}	Mean	34.9400	35.1200	35.3400
	Std. Deviation	7.28887	6.82580	6.43102
Most Extreme Differences	Absolute	.106	.093	.128
	Positive	.059	.047	.128
	Negative	-.106	-.093	-.096
Test Statistics		.106	.093	.128
Asymp. Sig. (2-tailed)		.007c	.034c	.000c

a. Test distribution is Normal.

b. Calculated from data.

Table 4

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	X1	.427	2,342
	X2	.427	2,342

a. Dependent Variable: Y

Heteroscedasticity Test

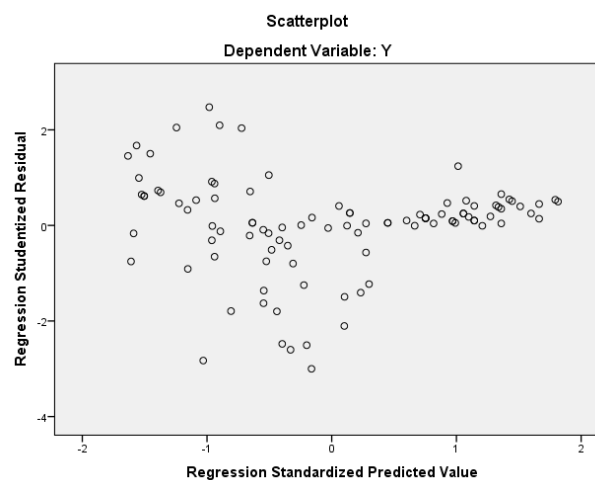


Figure 2

From the image above, the researcher sees that the points are spread above and below point x 0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity.

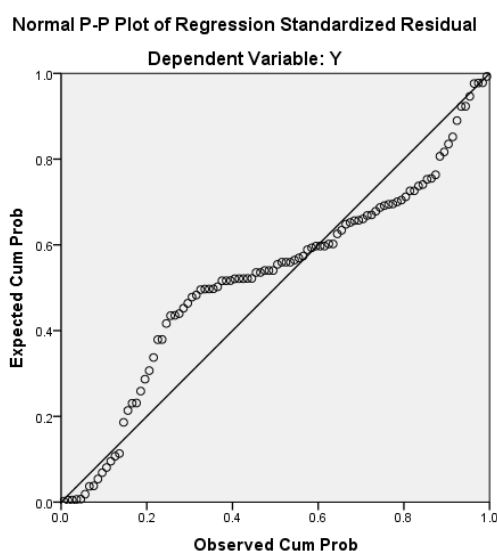


Figure 3

The image above shows that the points follow the diagonal line, because they follow or do not spread out. This shows that this test is normally distributed.

Multiple Linear Regression Analysis Results

Table 5. Results of Multiple Linear Regression Calculations and T-Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5,894	1,800		3.275	.001
X1	.359	.070	.406	5.140	.000
X2	.482	.074	.511	6,467	.000

a. Dependent Variable: Y

From the table above, the following values are obtained:

a (constant) :5,894

b1x1 :0.359

b2x2 :0.482

then the multiple linear regression equation for Service Level and Relational Marketing is:

$$Y = a + b1x1 + b2x2$$

$$Y = 5.894 + 0.359x1 + 0.482x2$$

From the equation above, it can be seen that the Service Level (X1) and Promotion

(X2) variables both have a positive b coefficient.

T-Test (Partial)

Hypothesis testing individually with the t-test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t-test can be seen in table 5 above, so it can be concluded:

1. Based on the service level variable tcount 5.140 then from tcount 5.140 > ttable of (1.664). If tcount > ttable then H0 is rejected, meaning that there is a close/significant influence between the service level variable and purchasing decisions (Y) at Raja Bebek Rantaupratat.
2. Based on the promotional variable, it has a t count of (6.467), therefore t count (6.467) > t table of (1.664), if t count < t table then H0 is rejected, meaning that there is a close/significant influence between the promotional variable and purchasing decisions (Y) at Raja Bebek Rantaupratat.

F Test (Simultaneous)

Table 6

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3034.609	2	1517.305	138,870	.000b
	Residual	1059.831	97	10,926		
	Total	4094.440	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Coefficient of Determinant

Table 7

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861a	.741	.736	3.30546

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

5. Conclusion

The results of this study indicate that service quality and promotion have a positive and significant effect on consumer purchasing decisions at Raja Bebek. Service quality that includes aspects of reliability, responsiveness, assurance, empathy, and physical evidence has been proven to increase satisfaction and encourage consumers to make purchases. Meanwhile, promotions carried out through social media, discounts, and consumer loyalty programs also significantly influence purchasing decisions. Thus, improving service quality and appropriate promotional strategies can be key factors in increasing consumer purchasing decisions in the culinary business sector, especially in the Raja Bebek business.

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