Effect of Service Quality, Product Quality and Brand Image on Purchase Decisions in Pt. POS Indonesia 61100 Gresik

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Abstract. The background of this study is that many students have not met the Standards of Grades. Then the purpose of this study was to determine the effect of parents' attention, learning motivation and discipline on student achievement in SMAN 3 Lamongan. The sample using proportionate stratified random sampling method is a sampling technique that is carried out if the traits or elements in the population are not homogeneous and stratified less or disproportionately while measuring data using the Likert scale. Technical analysis uses the instrument test (validity test and reliability test) to test the quality and consistency of the measuring instrument, the model test / classical assumption test (normality test, multicollinearity test and heterokedasticity test). The results of the study stated that Parental Attention, Learning Motivation and Discipline had a positive and significant effect on Student Achievement in SMAN 3 Lamngan Students.

Keywords: Parental Attention, Learning Motivation, Discipline and Student Learning Achievement

1.   Introduction

In the era of globalization, the business market requires every company to always try to improve the quality of its products, this also applies to companies running in the field of logistics delivery, therefore one of the efforts that must be made by a company is to continue to improve customer satisfaction in order to be able to compete. with other logistics delivery services. Consumer purchasing decisions are the process of formulating various alternative actions in order to make a choice on one particular alternative for consumers (Visser, Gattol, and Van Der Helm, 2015; 10). According to Kotler and Armstrong (2012:157) that purchasing decisions refer to the final buying behavior of consumers, both individuals and households who buy goods and services for personal consumption. According to Tjiptono (2010:71) service quality is to define the level of excellence expected and control over the level of excellence to meet customer desires to make purchases. Kotler and Keller (2009:143) state that product quality is the totality of characteristic features of a product or service that depend on its ability to satisfy stated or implied needs. Product quality on the purchasing decision process is closely related.

2.   Literature Review

2.1. Service quality

According to Tjiptono (2014: 268) said that service quality is a measure of how well the level of service provided is able to meet customer expectations. Good service is one of the conditions for the success of a product in the company. According to Rambat Lupiyoadi (2013:262) that service plays an important role in achieving

customer satisfaction. In addition, service recovery proves how committed the service provider is to customer satisfaction and service quality. Indicators that affect service quality. According to Rambat Lupiyoadi (2013:234-235), to evaluate the quality of customer service generally use five dimensions, namely:

a. Tangibles / Tangibles

b. Reliability / Reliability.

c. Responsiveness / Responsiveness.

d. Assurance / Guarantee.

e. Empathy / Empathy.

2.2. Product quality

According to Kotler & Keller (2009; 143) product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. This is clearly a customer-centered definition, quality when the product or service meets or exceeds customer expectations. According to Tjiptono (2008:25) the product quality variable is shaped by five indicators, namely:

a. Performance (Performance) Durability (Durability)

b. Perceived Quality

c. Conformance to specifications (Conformance to Specifications)

2.3. Brand Image

For consumers, the brand impression attached to a product is called brand image. Brand Image or brand image is a set of brand associations that are formed and embedded in the minds of consumers who are accustomed to using certain brands tend to have consistency with Brand Image (Rangkuti, 2008: 244-245). According to Kotler and Keller (2009:276). Brand image is the perception and belief made by consumers, as reflected in the associations that occur in the memory of consumers. Based on the understanding of brand image above, it can be concluded that brand image is formed from perceptions that have long been in the minds of consumers. According to Kotler and Keller (2008:56) that measuring brand image can be done based on aspects of a brand, namely:

a. Strength

b. Uniqueness (Uniqueness)

c. Advantages (Favourable)

2.4. Buying decision

Purchasing decisions are a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which leads to a purchase decision (Tjiptono 2014:21). According to Kotler and Keller (2012; 227) that the purchase decision is a process in which consumers pass through five stages, namely problem recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. The purchase decision in a business is something that producers are waiting for, which can arise from an emotional impulse from within or the influence of others.

There are four methods used in measuring consumer purchasing decisions according to Kotler and Armstrong (2014:159-174), namely:

a. Cultural Factors (Cultural)

b. Social factors (Social)

c. Personal Factors (Personal)

d. Psychological factors (Psychological)

2.5. Hypothesis

Based on previous studies and the rationalization of the relationship between variables in this study, the hypothesis proposed in this study is as follows:

a. H1 : Service Quality (X1) partially influences the Purchase Decision (Y) at PT. Pos Indonesia 61100 Gresik.
b. H2 : Product Quality (X2) partially influences the Purchase Decision (Y) at PT. Pos Indonesia 61100 Gresik.
c. H3 : Brand Image (X3) partially influences the Purchase Decision (Y) at PT. Pos Indonesia 61100 Gresik.

3. Methods

3.1. Population and Sample

According to Sugiyono (2012: 115), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are consumers who use postal services 61100 Gresik Branch. The sample according to Sugiyono (2016: 300) is part of the number and characteristics possessed by the population. This study took a sample of consumers using the services of PT. Pos Indonesia 61100 Gresik. Sampling is using non-probability sampling totaling 96 respondents.

3.2. Analysis and discussion of the results of multiple linear regression analysis

Multiple linear regression analysis was used to determine the extent of the influence of the independent variable (X) on the dependent variable (Y). This method relates one dependent variable to many independent variables. In this study, the dependent variable is the purchase decision. while the independent variables are service quality, product quality, brand image. The buying decision relationship model with its independent variables is arranged in a standardized function or equation as follows:

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.703	1.378		.510	.611		
X1	.240	.064	.273	3.723	.000	.877	1.141
X2	.218	.060	.280	3.630	.000	.793	1.261
X3	.477	.081	.448	5.909	.000	.818	1.222

a. Dependent :Variable: Y

Tabel 1. Regression Equation

$$Y=a+b1X1+b2X2+b3X3+e$$

Based on the table, the linear regression equation can be obtained as follows:

$$Y = 0.703+ 0.240X1 + 0.218X2+ 0.477X3+e$$

1. The constant value of 0.703 indicates if Service Quality (X1), Product Quality (X2), and Brand Image (X3), are worth 0, then the Purchase Decision (Y) is 0.703 This means that without or before the variable if Service Quality (X1), Product Quality (X2), and Brand Image (X3), within the company the magnitude of the purchase decision (Y) is 0.703.
2. If Service Quality (X1) changes by one unit value, then Y will change by 0.240 units. Assuming Product Quality (X2) and Brand Image (X3) remain.
3. If Product Quality (X2) changes by one unit value, then Y will change by 0.218 units. Assuming Service Quality Perception (X1) and Brand Image (X3) remain.

4. If the Brand Image (X3) changes by one unit value, then Y will change by 0.477 unit value with the assumption that Service Quality Perception (X1) and Product Quality (X2) remain.

3.3. Coefficient of Determination (R2) and Coefficient of Multiple Correlation

The correlation coefficient (R) is used to determine the relationship between the independent variable (X) to the dependent variable (Y) together. The coefficient of determination (R2) essentially measures how far the model's ability to explain variations in independent variables is. The coefficient of determination (R2) can be seen in the following table:

Tabel 2. Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.753ª	.567	.553	1.461	1.982

1. Based on the data above, the value of Adjusted R Square = 0.553 can be said that the change in the dependent variable purchasing decision (Y) of 55.3% is caused by the variables of Service Quality Perception (X1), Product Quality (X2), and Brand Image (X3) while the rest can be explained by other factors outside these variables.
2. Based on the data above, the value of R Square = 0.567 means that changes in the dependent variable of purchasing decisions (Y) can be explained by changes in the variables of Service Quality (X1), Product Quality (X2), and Brand Image (X3) of 56.7% while the rest can be explained by other factors outside these variables.
3. R = 0.753 means that the relationship between the independent variables (X) together with the variable (Y) is 75.3%.

3.4. Hypothesis testing t test

This test is used to test how far one independent variable (independent) individually explains the variation of the dependent variable (dependent). Hypothesis testing in this study was carried out in several stages, including:

Table 3. Results of Partial Coefficient Test Analysis (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.703	1.378		**.510**	.611		
X1	.240	.064	.273	**3.723**	.000	.877	1.141
X2	.218	.060	.280	**3.630**	.000	.793	1.261
X3	.477	.081	.448	**5.909**	.000	.818	1.222

a. Dependent Variable: Y

1. Service Quality variable (X1X_1) obtained t arithmetic value of 3.723 > t table of 1.986, with a significance level of 5%. So How is rejected, Hi is accepted. Thus, the results of statistical calculations show that partially the Service Quality variable (X1X_1) has a significant effect on purchasing decisions.
2. Product Quality Variable (X2X_2) obtained t arithmetic value of 3.630 > t table of 1.986, with a significance level of 5%. So, Ho is rejected, Hi is accepted. Thus, the results of statistical calculations show that partially the Product Quality variable (X2X_2) has a significant effect on purchasing decisions.
3. Brand Image Variable (X3X_3) obtained t value of 5.909 > t table of 1.986. with a

significance level of 5%. So How is rejected, Hi is accepted. Thus, the results of statistical calculations show that partially the Brand Image variable $(X3X\_3)$ has a significant effect on purchasing decisions.

4. Results and Discussion

Conclusion

1. Based on the results of data processing in this study, the following conclusions can be drawn:
2. Service quality has a significant effect on purchasing decisions at PT. Pos Indonesia 61100 Gresik.
3. Product quality has a significant effect on purchasing decisions at PT. Pos Indonesia 61100 Gresik.
4. Brand image has a significant effect on purchasing decisions at PT. Pos Indonesia 61100 Gresik.

Recommendation

Based on the results of the analysis, discussion, and research conclusions, recommendations from researchers can be given as follows:

1. Seeing the results of the mean service quality variable that has the lowest value on the empathy item, management should conduct training or directing employees so that the empathy given by PT. Pos Indonesia 61100 Gresik is good for consumers, and has a fast and friendly response to every consumer and partner so that it has a good impact on purchasing decisions.
2. Seeing the results of the mean product quality variable that has the lowest value on the aesthetic item, management should provide input to all employees of PT. Pos Indonesia 61100 Gresik so that the aesthetics they have are good for consumers so that they have an impact on purchasing decisions.
3. Seeing the results of the mean variable brand image having the lowest value on the item of excellence, management should maintain the consistency of a superior product so that consumers trust the product and it will become a good brand image in the eyes of consumers.

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