



The Influence of Promotion and Service Quality on Consumer Purchase Decisions

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Abstract: The development of the business world is experiencing very rapid growth; this has an impact on business actors who have to keep up with the competition to get opportunities in their business fields. The number of new competitors causes consumers to have more choices of goods/services to be used. This study aims to determine the effect of Promotion and Service Quality on Consumer Purchase Decisions at Toy Stores during the Covid-19 Pandemic. The method used in this study is a quantitative method using primary and secondary data. The number of samples in the study was 72 respondents, namely customers in the Kingkong Toys Whatsapp group. Analysis of the data used in this study is using path analysis which is processed using SPSS Version 26. The results of this study indicate that the variables of promotion and service quality have a positive and significant effect on purchasing decisions.

Keywords: Promotion; Purchase Decision; Service Quality

INTRODUCTION

In the current era of globalization, developments have a direct and practical impact on society. Therefore, many people want to do things quickly and precisely. In terms of meeting all customer needs, many businesses or markets that sell goods and services want to offer a wide range of products that meet customer needs and even try to meet all of their demands. Consumer behavior, or the study of how various individuals, groups, and organizations select, buy, use, and experience goods, services, ideas, or experiences to satisfy their needs and wants, including purchasing decisions (Kotler & Armstrong, 2016). the next business will take this into account when developing marketing strategies, consumer purchasing decisions must be taken into account.

Building good communication with customers is a step that must be taken by companies to consumers and must be carried out continuously after the company has formulated a strategy to be used to get their attention. Promotion and service quality are two other factors that have an impact on purchasing decisions. According to Lestari & Hertati (2020) commonly used promotional dimensions: (1) Advertising; (2) Sales promotion; (3) Publicity; (4) Personal selling; (5) Direct marketing.

Service quality is another factor influencing the decision about what to buy. According to Tjiptono (2019), service quality is an effort to balance consumer expectations with the accuracy of delivery and satisfaction of customer needs and desires. Purchasing decisions will be influenced by a company's superior service quality. Companies must consider the importance of providing the best customer service through service quality if customers are satisfied with the level of service they receive and decide to buy from the same location. Because every customer anticipates high acceptance. quality, satisfactory service from the business and service quality is also taken into account in addition to promotion.

Covid-19 has indeed had quite an effect on business continuity and it is thought that it will bring about changes in business going forward. A business like Kingkong Tod's toy store has had an impact during the pandemic. Kingkong Toys focuses on ordering services via Whatsapp to support the government's steps in carrying out social distancing to prevent the spread of Covid-19. The Kingkong Toys toy store itself also carries out a strict health protocol. During the pandemic, Kingkong Toys imposed restrictions on

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queues for purchases in stores. So, if the maximum limit has been reached in the store, then the next consumer is asked to wait outside until the number of shoppers in the store has decreased.

This is done not only to reduce crowds of consumers but to maximize service with a sense of comfort when consumers make a purchase transaction. Based on the problems above, researchers are interested in conducting research with promotion and service quality variables on purchasing decisions. Kotler & Keller (2016) say that promotion is a way for businesses to communicate with their customers or target market so they want to buy their products. Promotion is one form of marketing that can be done by a business. Image in the eyes of customers can be improved through effective promotion. Fun, lifestyle, loyalty, and curiosity of the customer themselves are the basis of a promotion built. Consumer purchasing decisions are influenced by these factors. So that customers will immediately inform co-workers or others in their immediate environment if they have a solid understanding of our product of interest. Naturally, expectations influence purchasing decisions.

Tjiptono, as stated (2019) promotion is part of the marketing mix which focuses on educating, persuading, and reminding customers about brands and products is the way business people communicate with customers or their target market so that they want to buy the company's products. Kotler & Keller (2016) say that promotion is a way for business people to communicate with their customers or target market so that they want to buy the company's products. As a result, before launching a promotion requires operational costs which of course must be adjusted to the company's capabilities. These costs must be adjusted to the ability to build positive relationships with customers. Compared to traditional marketing, online media or e-marketing promotion strategies can foster a more personal relationship with customers. Entrepreneurs need to be inventive when creating content that will interest customers when developing a social media marketing strategy.

According to Tjiptono (2019), service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes, and the environment that can at least meet or even exceed the expected service quality. According to Tjiptono (2019), the quality of this service is an effort to fulfill the needs that are accompanied by consumer desires and the accuracy of the method of delivery to meet consumer expectations and satisfaction.

According to Kotler & Armstrong (2016), service quality is the total number of features and characteristics of a product or service that supports its ability to satisfy needs directly or indirectly. Quality products and services have an important role to shape customer satisfaction. The higher the quality of the products and services provided, the higher the satisfaction suggested by the customer. When customer satisfaction is higher, it can generate profits for the business entity. One of the main ways to maintain a service company is to consistently provide higher service and quality than competitors and meet customer expectations. Service quality can be accoringified by comparing customer perceptions of the service they receive with the service they expect. Quality is the first thing that is seriously considered by the company which involves all the resources owned by the company.

Kotler & Armstrong (2016) suggest that the consumer purchasing decision process consists of five stages carried out by a consumer up to the purchase decision and then after the purchase. This shows that the buying process carried out by consumers begins long before the buying action is carried out and has consequences after the purchase is made. Because the information conveyed can be received by consumers, a good sales promotion will succeed in encouraging consumers to decide to buy. In addition, good service quality will also bring in many customers because



customers are satisfied with the services provided by business actors. This study aims to determine the effect of Promotion and Service Quality on Consumer Purchase Decisions at Toy Stores during the Covid-19 Pandemic. The similarities with previous research are that they both influence promotion and service quality on purchasing decisions Tulangow (2019), Susilo et al. (2018),

Febriano Clinton Polla 2018
Wulandari 2020

The hypothesis of the problem formulation based on the problem formulation in this research is as follows: (1) The response to the promotion at the Kingkong Toys toy store in Bandung was quite good; (2) The response to the quality of service at the Kingkong Toys toy store in Bandung City is quite good; (3) Purchase decisions at the Kingkong Toys toy store in Bandung City are quite high; (4) There is an influence from promotions on purchasing decisions at the Kingkong Toys toy store in Bandung; (5) There is an influence of service quality on purchasing decisions at the Kingkong Toys toy store in Bandung; (6) There is an influence from promotion and service quality on purchasing decisions at the Kingkong Toys toy store in Bandung.

METHODS

Primary data was collected from respondents, direct observation, and notes on the situation at that time. data collected through questionnaires or questionnaires and interviews. And Secondary data can be in the form of books or periodicals published by certain organizations or agencies to find information related to concepts and support research.

The technique of determining the data in this study is by determining the population. Sugiyono (2017) says that n populations are areas of generalizations of things or people with certain qualities and characteristics that researchers choose to study and then draw conclusions. The population of this study is members of the Whatsapp Kingkong Toys group. According to Sugiyono (2017), the sample is a component of the number and characteristics of the population. Samples can be used if the population is too large and researchers can't study everything in the population, so it must be done with the right sampling technique. In this study the sampling technique used was the Slovin technique because the population size was known. The formula used is as follows:

$$n = \frac{N}{1 + Ne^2}$$

n = Sample size/number of respondents

N = Population size

e = Percentage of tolerance for accuracy of sampling error

The percentage of accuracy allowance used is 5%. So based on the Slovin formula, the minimum sample calculation is as follows:

Sample calculation for respondents Kingkong Toys

$$n = \frac{87}{1 + 87(0,05)^2} = 71,46$$

Based on these calculations, a minimum sample size (n) of 71.46 respondents is obtained which is rounded up to 72 respondents.



The data processing process in this study was previously carried out by distributing questionnaires and questionnaires to respondents where the characteristics of the respondents included in this study met the criteria, namely: (1) Respondent's age > 17 years; (2) Have shopped at Kingkong Toys; (3) Respondents have purchased toys at Kingkong Toys at least 2 times. Where the criteria are assumed that the respondent has been able and understands and can respond to each question in the research questionnaire properly.

The data is a description of the variables studied and serves to form a hypothesis. Whether or not the data is correct will greatly determine the quality of research results, while the size of the data depends on whether the data collection instrument is good or not. In this study data collection was carried out using a questionnaire, so after the data was obtained from respondents through a questionnaire it was collected. The next step is to process and interpret the data so that from these results it can be seen whether the promotion variable (X1) and service quality (X2) influence or not the purchase decision variable (Y).

The validation test is used to determine whether the questionnaire is valid or not. The validity test used the correlation coefficient. The following is the decision to test the validity of the instrument: (1) If the significance level is <0.05 then the instrument is said to be valid; (2) If the significance level is > 0.05, the instrument is said to be invalid. Validity testing was carried out using SPSS. The reliability test is a test to determine the extent to which the results of a measurement from a set of questionnaires for data collection instruments are trusted (Silalahi, 2018: 29). The reliability test criteria using the *alpha cronbach formula* are as follows: (1) If *count* > 0.7 then the measuring instrument is reliable; (2) If *count* < 0.7 then the measuring instrument is not reliable.

In this research, the writer uses descriptive and verification analysis. Descriptive analysis of data tabulation and analysis with a continuum line or standard deviation of the independent and independent purchasing variables which is then carried out by classifying the total number of respondents' scores. The analysis stage is carried out up to scoring and index, where the score is the sum of the results of the multiplication scale for each value scale (1 to 5) frequency. The index shows the unity of responses of all respondents as research buying variable.

Verification analysis is an analysis of the model and evidence used to find the truth of the proposed hypothesis. In this study, the verification analysis intends to find out the results of research related to the effect of promotion (X1), service quality (X2) on purchasing decisions (Y) for consumers who have shopped for toy products at Kingkong Toys stores. Measurements and research findings are still ordinal. Since numbers are only used as symbols in the case of qualitative data, ordinal data are not true numbers. As a result, the data must be transformed into an interval format before it can be processed further. Because interval scale data must be obtained if using multiple linear analyses. For ordinal scale data, sequential interval method techniques must be used to convert data into intervals prior to analysis of this method.

Then this study uses path analysis. This analysis is used to determine whether a variable has a direct influence, joint effect, or indirect influence on other variables. The magnitude of the effect of the dependent variable is called the path coefficient (p_{YX}). Before taking the causal relationship in the path, significance is tested for each path coefficient calculated. The test criterion is that if $F_{count} > F_{table}$ then H_0 is rejected, meaning that there is an influence between promo variables and service quality simultaneously or partially on purchasing decisions. If $F_{count} \leq F_{table}$ then H_0 is accepted, meaning that there is no influence between promotion and service quality variables on purchasing decisions either simultaneously or partially.



After testing simultaneously (overall), the Test criteria are as follows: If $t_{count} >$ from t_{table} then H_0 is rejected, meaning that there is an influence between each variable. If $t_{count} \leq$ from t_{table} then H_0 is accepted, meaning that there is no influence between each promotion variable and service quality on purchasing decisions, where $t_{table} = t(1-\alpha); (n-k-1)$ with $\alpha = 0.05$ provisions if H_0 is rejected, it means that the path has not changed, but if H_0 is accepted, it is necessary to do a new calculation regarding the path coefficient by eliminating meaningless paths.

To find a relationship between two or more variables can be done by calculating the correlation between variables which will later look for the relationship. m Correlation is a number that shows the direction and strength of a relationship between two or more variables. The research object which is the independent variable in this study is Promotion (X1), and Service Quality (X2), and the dependent variable is Purchase Decision (Y), by looking at the characteristics of the variables to be tested, the test used is Path Analysis calculation. for those three variables.

The results of the count hypothesis are compared with t_{table} , with the following testing criteria:

If $t_{count} > t_{table}$, then H_0 is rejected and H_a is accepted

If $t_{count} < t_{table}$, then H_0 is rejected and H_a is accepted

The basis for decision-making is as follows:

If probability > 0.05 , then H_0 is rejected and H_a is accepted

If the probability < 0.05 , then H_0 is accepted and H_a is rejected

RESULTS AND DISCUSSION

The validity test is intended to measure the validity of an instrument statement. A statement is said to be valid if the statement on the questionnaire can express something that the questionnaire wants to measure and has a validity coefficient value that is greater than the critical point. The summary of the validity test results is presented in the following table:

Table 1. Validity Test Results

Variable	Statement Items	r_{count}	r_{table}	Results
Promotion	X1_P1	0.684	0.2319	Valid
	X1_P2	0.639	0.2319	Valid
	X1_P3	0.703	0.2319	Valid
	X1_P4	0.700	0.2319	Valid
	X1_P5	0.606	0.2319	Valid
	X1_P6	0.363	0.2319	Valid
	X1_P7	0.449	0.2319	Valid
	X1_P8	0.706	0.2319	Valid
Service Quality	X2_P9	0.529	0.2319	Valid
	X2_P10	0.494	0.2319	Valid
	X2_P11	0.477	0.2319	Valid
	X2_P12	0.360	0.2319	Valid
	X2_P13	0.448	0.2319	Valid
	X2_P14	0.333	0.2319	Valid
	X2_P15	0.382	0.2319	Valid
	X2_P16	0.486	0.2319	Valid
	X2_P17	0.463	0.2319	Valid
	X2_P18	0.420	0.2319	Valid
	X2_P19	0.541	0.2319	Valid
	YP20	0.411	0.2319	Valid

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Purchase Decision	YP21	0.391	0.2319	Valid
	YP22	0.507	0.2319	Valid
	YP23	0.532	0.2319	Valid
	YP24	0.476	0.2319	Valid
	YP25	0.435	0.2319	Valid
	YP26	0.331	0.2319	Valid
	YP27	0.361	0.2319	Valid
	YP28	0.238	0.2319	Valid

Source: Processed data (2022)

In the table above, it can be seen that all statements used to measure each variable have a validity coefficient that is greater than the critical point, namely 0.2319 so it can be concluded that all statements used in the study are declared valid. Then reliability testing is intended to test the consistency of research measuring instruments. In this study, to test the consistency of the measuring instrument, the alpha Cronbach method was used. A construct or variable is acceptable if it has a greater reliability coefficient of 0.7. The results of calculating the reliability coefficient can be seen in the following table:

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Critical Values	Conclusion
1	X1	0.750	0.6	Reliable
2	X2	0.602	0.6	Reliable
3	Y	0.880	0.6	Reliable

Source: Processed data (2022)

In the table above, it can be seen that the variable above has a *Cronbach's alpha value* that is greater than the recommended critical value of 0.7 and is declared reliable. Based on the results of the validity and reliability tests described above, it can be concluded that all statements used have been tested for validity *and* consistency (reliability) to be used as a research measurement tool.

Descriptive analysis of respondent response data can be used to enrich the discussion, below is the result of an analysis of the description of the promotion variable:

Table 3. Promotion Descriptive Analysis Results

No	Statement	Answer Frequency					Total Score	%	% Actual score	GAP
		Strongly Agree 5	Agree 4	Disagree 3	Don't Agree 2	Strongly Disagree 1				
1	I am interested in buying toys at the Kingkong Toys store because the information and advertisements that are conveyed are clear	29	28	15			302	3.62	83.89	16.11
2	Promotion through print media is quite effective	26	29	17			297	3.56	82.50	17.50
3	Promotion through online media such as whatApp is quite effective	26	34	12			302	3.62	83.89	16.11

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4	I am interested in buying toys at the Kingkong Toys store because the discounts offered are quite attractive	31	32	9	310	3.71	86.11	13.89
5	Kingkong Toys is known for its good and trusted image	30	25	17	301	3.60	83.61	16.39
6	Employees always provide clear and complete information about products to consumers	33	28	11	310	3.71	86.11	13.89
7	Employees will demonstrate or show how to use the toys to be purchased so that consumers know how to use them	27	38	7	308	3.69	85.56	14.44
8	Kingkong Toys always provides information about new items in toy products by broadcasting on WhatsApp	36	19	17	308	3.69	85.56	14.44
TOTAL SCORE					2438	29,19	677,22	122,61

Source: Processed data (2022)

Overall, the promotion variable is in a pretty good category with a total of 67.72%. Promotion can be determined based on the total score obtained in Figure 1 where these values are compared with the standard score criteria, which are obtained by calculating the ideal score (criterium) and the smallest score, so that the continuum area which indicates the ideal area of product design variables can be identified, such as on the continuum as follows.

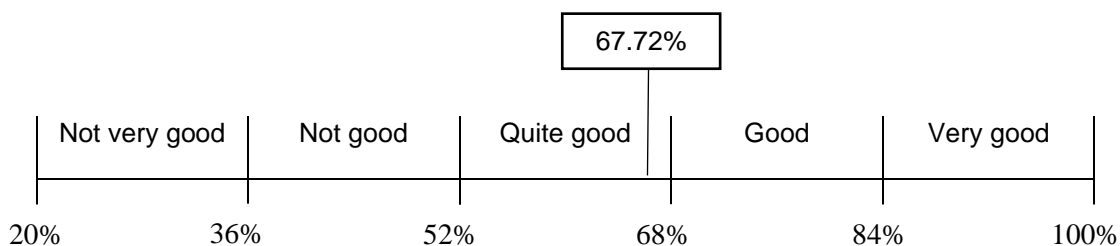


Figure 1. Promotion Variable Continuum Line

Source: Processed data (2022)

Below is the result of an analysis of the description of the Service Quality variable:



Table 4. Service Quality Descriptive Analysis Results

No	Statement	Answer Frequency					Total Score	%	% Actual score	GAP
		Strongly Agree 5	Agree 4	Disagree 3	Don't Agree 2	Strongly Disagree 1				
9	Kingkong Toys is known for having good service with friendly employees and very helpful with purchases	30	17	25			293	3,51	81,39	18,16
10	Employees are quite reliable in dealing with consumer problems when making purchases	31	18	23			296	3,54	82,22	17,78
11	The service provided at the Kingkong Toys toy store is fast enough	31	25	16			303	3,63	84,17	15,83
12	Employees respond quickly and precisely when serving consumers who shop at stores and on WhatsApp	30	24	18			300	3,59	83,33	16,67
13	The level of knowledge and personal abilities of employees is good enough so that they can be trusted by consumers	23	35	14			297	3,56	82,50	17,50
14	Employees pay close attention to every consumer's needs and interests	20	23	29			279	3,34	77,50	22,50
15	Employees already know every customer's name who frequently makes repeat purchases at Kingkong Toys toy stores	17	35	20			285	3,41	79,17	20,83
16	Kingkong Toys employees always fix	34	19	19			303	3,63	84,17	15,83



	customer complaints on previous purchases							
17	The neatness of Kingkong Toys' employees is good so that it makes consumers comfortable in shopping	26	15	31	283	3,39	78,61	21,39
18	The seats provided are quite a lot and tidy so that consumers can wait comfortably while orders are being prepared	32	24	16	304	3,64	84,44	15,56
19	Kingkong Toys uses a modern computer system so that it is fast in customer service	33	25	14	307	3,68	85,28	14,72
TOTAL SCORE					3250	38,91	902,7	197,22

Source: Processed data (2022)

Overall, the Service Quality variable is in the very good category, its position can be known based on the total score obtained in Figure 2 where these values are compared with the standard score criteria, which are obtained by calculating the ideal score (criterium) and the smallest score so that the area can be identified. a continuum that shows the ideal region of the product design variables as in the continuum line as follows.

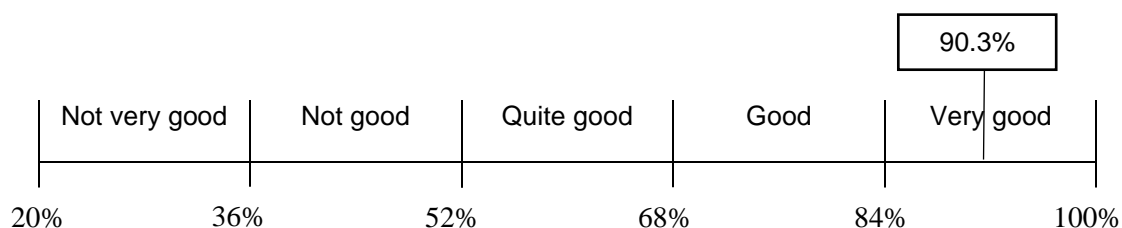


Figure 2. Service Quality Variable Continuum Line

Source: Processed data (2022)

Below is the result of an analysis of the description of the purchase decision variable:



Table 5. Purchase Decision Descriptive Analysis Results

No	Statement	Answer Frequency					Total Score	%	% Actual score	GAP
		Strongly Agree 5	Agree 4	Disagree 3	Don't Agree 2	Strongly Disagree 1				
20	I can buy toys at the Kingkong Toys store in the quantity I need	30	20	22			296	3,54	82,22	17,78
21	I chose to shop for toys at the Kingkong Toys store because the brands sold were SNI	28	27	17			299	3,58	83,06	16,94
22	I bought toys at Kingkong Toys because there are many well-known brands with pretty good quality	29	27	16			301	3,60	83,61	16,39
23	I bought toys at Kingkong Toys store because the brands I usually buy are available there	19	36	17			290	3,47	80,56	19,44
24	I decided to buy toys at the Kingkong Toys store because the location is easy to reach	26	29	17			297	3,56	82,50	17,50
25	I decided to buy toys at Kingkong Toys based on other people's experiences	22	35	15			295	3,53	81,94	18,06
26	I decided to buy toys at the Kingkong Toys store when I needed the product	27	24	21			294	3,52	81,67	18,33
27	I bought toys at King Kong Toys when there was a promotion. I decided to buy toys at Kingkong Toys because product supplies were always there	27	25	20			295	3,53	81,94	18,06



28	I bought toys at King Kong Toys when there was a promotion. I decided to buy toys at Kingkong Toys because product supplies were always there	27	26	19				
					296	3,54	82,22	17,78
TOTAL SCORE					2663	31,88	739,72	160,27

Source: Processed data (2022)

Overall, the Purchasing Decision variable is in a good category, its position can be known based on the total score obtained in Figure 3 where these values are compared with the standard score criteria, which are obtained by calculating the ideal score (criterium) and the smallest score, so that the continuum area can be known which denotes the ideal region of the product design variables as on the continuum line as follows:

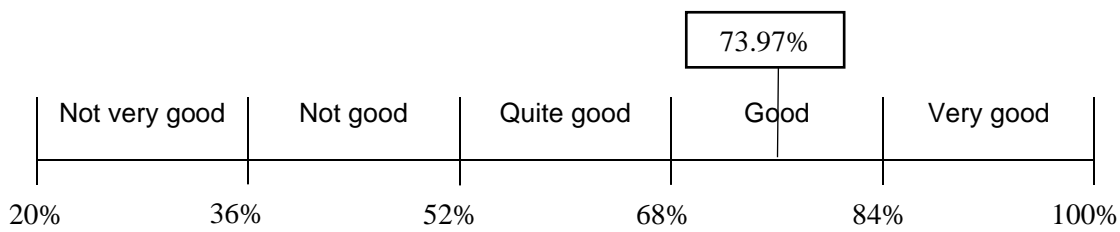


Figure 3. Purchase Decision Variable Continuum Line

Source: Processed data (2022)

In this verification analysis using path analysis. The first step in the path analysis of this second model is to calculate the correlation matrix between exogenous and endogenous variables. As for providing an interpretation of the correlation coefficient obtained, the researcher refers to the correlation interpretation guidelines as follows:

Table 6. Correlation Between Variables

CORRELATIONS		X1_TOTAL	X2_TOTAL	Y_TOTAL
Promotion	Pearson	1	.773 **	.755 **
	Correlation			
	Sig. (2-tailed)		.000	.000
Service Quality	Pearson	.773 **	1	.856 **
	Correlation			
	Sig. (2-tailed)	.000		.000
Buying Decision	Pearson	.755 **	.856 **	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	72	72	72

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed data (2022)



Table 6 above provides information about the correlation matrix between exogenous variables and endogenous variables. The correlation coefficient presented in the table above can be interpreted as follows: (1) Relationship between Promotion and Purchase Decision: In the table above, it can be seen that the correlation coefficient between product design and purchasing decisions is 0.755 and is included in the very strong relationship category because it is in the correlation interval between 0.60-0.799. The correlation coefficient is positive which indicates that the relationship that occurs between the two is unidirectional, meaning that the better the promotion, the higher the purchase decision. Based on these results, it can be concluded that there is a strong relationship between promotions and purchasing decisions; (2) The relationship between service quality and purchase decisions: In the table above, it can be seen that the correlation coefficient between service quality and purchase decisions is 0.856 and is included in the category of a very strong relationship because it is at a correlation interval between 0.800-1.00. The correlation coefficient is positive which shows that the relationship that occurs between the two is unidirectional, meaning that the better the sales promotion, the purchasing decision will increase. Based on these results, it can be concluded that there is a very strong relationship between sales promotion and purchasing decisions.

After knowing the correlation coefficient of each exogenous variable with the endogenous variables, the next step is to calculate the path coefficient (ρ) and calculate the contribution of the combined influence (coefficient of determination/ R^2) given by the exogenous variables to the endogenous variables. The results of data processing can be seen in the following table:

Table 7. Promotion of Path Coefficient and Service Quality on Purchase Decisions

Coefficients ^a		Unstandardized Coefficients		Standardized	t	Sig.
Model		B	std. Error	Coefficients Beta		
1	(Constant)	-.1,531	.2033		-.753	.454
	X1_TOTAL	.337	.123	.223	2,743	.007
	X2_TOTAL	.1,085	.136	.676	7,973	.000

a. Dependent Variable: Y_TOTAL: Purchase Decision

Source: Processed data (2022)

Table 7 above provides information regarding the path coefficient of each exogenous variable to the endogenous variable. In Table 4.10 above, it can be seen that the path coefficient for product design (ρ_{yx^1}) is 0.233 and the path coefficient for sales promotion (ρ_{yx^2}) is 0.676. The magnitude of the combined influence contribution (R^2) given by both of them can be seen in the following table:

Table 8. Coefficient of Determination of Promotion and Service Quality on Purchase Decisions

Summary models					
Model	R	R Square	Adjusted Square	R	std. Error of the Estimate
1	.868 ^a	.754	.748		2.97782

a. Predictors: (Constant), X2_TOTAL, X1_TOTAL

Source: Processed data (2022)



In Table 8 above, it can be seen that the R Square (R²) value obtained is 0.754 which indicates that simultaneously product design and sales promotion contribute 75.4% to purchasing decisions, while (1-R²) = 24, The remaining 6% is the magnitude of the contribution of influence exerted by other factors not examined (epsilon/ε).

The statistical method used to test this partial hypothesis is the t-test. The table value used as the critical value in this t-test is 1.988 which is obtained from the t distribution table with α 5% and df (n(72)-k(2)-1) 69 for the two-party test. The summary of the test results is presented in the following table:

Table 9. T-test (Partial) The Effect of Promotion on Purchase Decisions

Model	t _{count}	t _{table}	Sig.	A	Information	Conclusion
X ₁ → Y	2.743	1.988	0.007	0.05	Ho was	Significant

Source: Processed data (2022)

The results of Table 9, show that there is a significant influence between Promotion and Service Quality on Purchasing Decisions. This is evidenced by the statistical results of the t-test for the Promotion variable with a count value of 2.743 with a significant value of 0.007 less than 0.05 (0.000 < 0.05), so this study succeeded in proving the fourth hypothesis, namely product design has a significant effect on purchasing decisions.

Table 10. T-test (Partial) The Effect of Service Quality on Purchase Decisions

Model	t _{count}	t _{table}	Sig.	A	Information	Conclusion
X ₂ →	7.973	1.988	0.000	0.05	Ho was	Significant

Source: Processed data (2022)

The results of Table 10, show that there is a significant influence between Promotion and Service Quality on Purchasing Decisions. This is evidenced by the statistical results of the t-test for the variable Quality of Service with a count of 7.973 with a significant value of 0.000 less than 0.05 (0.000 < 0.05), so this study succeeded in proving the fifth hypothesis, namely service quality has a significant effect on decisions purchase. From these results, it can be concluded that service quality has a significant effect on purchasing decisions.

The statistical test used to test this simultaneous hypothesis is the F test. The test results can be presented in the following table:

Table 11. F Test (Simultaneous)

Model	Sum of Squares	ANOVA ^a		F	Sig.
		df	Mean Square		
1	Regression	2312,038	2	1156,019	130,367 .000 ^b
	residual	753,729	69	8,867	
	Total	3065,767	71		

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Service Quality, Promotion

Source: Processed data (2022)



In Table 11 above, it can be seen that the F_{count} value obtained is 130.367, it can be seen that the F_{count} value of 130.367 is greater than the F_{table} value (3.100) and is in the area of H_0 rejection, so with a 95% confidence level it was decided to reject H_0 and accept H_a . These results indicate that promotion and service quality simultaneously have a significant effect on purchasing decisions at Kingkong Toys.

CONCLUSION

Consumer responses regarding promotions and overall purchasing decisions at Kingkong Toys toy stores are in the pretty good category while service quality is in the very good category. this can be seen based on respondents' responses to the dimensions examined in this study. Promotion and Service Quality have a positive and significant effect on Consumer Purchase Decisions at the Kingkong Toys toy store in the city of Bandung, so this shows that promotion and service quality simultaneously have a major influence on Purchase Decisions and play an important role in achieving goals.

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