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The Influence of Price and Service Quality on the Purchase Decision

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Abstract: The background to this research is that there is a phenomenon that the variable service quality at Holland Bakery Lembang is not good enough. Apart from that, the influence of price is a supporting factor in determining purchasing decisions at Holland Bakery. This study aims to understand the influence received from price and service quality on purchasing decisions at Holland Bakery Lembang, West Bandung Regency. both partially and as a whole. This study was conducted using quantitative research methods with descriptive and associative approaches. The research results stated that the influence of price on purchasing decisions was partially shown at 7.4%. influence of service quality on partial purchasing decisions shown by 64.2%. coefficient of determination R square of 0.716. With this coefficient value, it can be concluded that the independent variables in this study, namely price and service quality, have an influence of 71.6% on purchasing decisions and the remaining 28.4% is influenced by other factors not included in this study.
Keywords: Price; Purchase Decision; Service Quality

INTRODUCTION

Many businesses nowadays are focused on the customer due to fierce competition in the marketplace, as seen in Indonesia's food industry's retail sales. in the sense that the business employs an integrated marketing approach to help customers make better decisions when making purchases. The three Cs—customer, competition, and change—are impacted by the business climate that comes with economic globalization. Traditionally, producers decided what goods and services should be offered on the market, but today, consumers run the company (Almuricha, 2022). Customer behavior can be utilized as a tool in this way to spot emerging opportunities or foresee such fierce competition. The aforementioned idea states that price determination originates from an agreement, as explained in Law No. 5 of 1999's article 5, which also explains price fixing. Businesses need to be able to sustain a certain level of customer satisfaction to grow, thrive, and compete. One strategy to keep customers happy is to consistently raise the caliber of the goods that are sold, pay attention to what is going on, and try to avoid raising the price of the goods as much as possible.

According to Tjiptono (2018), service quality can be defined as dynamic conditions related to products, services, human resources, processes, and the environment that meet consumer expectations and satisfaction." As such, activities must pay close attention to the quality of the services provided. Sales decline when customers move to other products. The goal of starting a business is to make as much money as possible; if sales decline, the company will not meet its objectives (Buchori, 2020). Thus, it is crucial for a business to implement the appropriate strategies to sustain its current level of sales. Customer loyalty is one element that keeps sales levels stable. Consumer loyalty is demonstrated by their constant, unwavering purchasing behavior toward a brand of product, unaffected by substitutes or new offerings (Sidobalok, 2018). The price influence variable at Holland Bakery is not yet affordable enough, according to survey data, and management needs to reevaluate product pricing (Amstrong & Kotler, 2018).

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This demonstrates that a customer's decision to shop at Holland Bakery Lembang is influenced by price.

Creating and keeping customers is a prerequisite for providing high-quality services. According to Yamit (2019), customer satisfaction is defined as an assessment of the buying experience or the findings of an evaluation following a comparison of the experience and the expectations. Businesses need to provide high-quality service to thrive and keep the trust of their clients. Companies must be able to deliver high-quality services given the patterns of consumer consumption and lifestyles. Lupiyoadi (2018) contends that the quality of a service can determines a company's success in providing high-quality services. Customer satisfaction is impacted by both product and service quality to the tune of 90.3%. 64.8% of consumer trust is influenced by the quality of the product, the quality of the service, and customer satisfaction (Erpurini et al., 2022).

METHODS

With an associative descriptive approach, this study employs quantitative research methods. The choice of the descriptive method approach itself aims to determine the value of the independent variable, either one variable or more, without making a comparison or connecting it with other variables. Meanwhile, the associative method is used to see the relationship between two or more variables (Soedibjo, 2018). According to Soedibjo (2018), the unit of analysis is the one that will be used to define or explain the traits of a far larger collection of objects.

In this study, the clients of Holland Bakery Lembang serve as the analytical unit. This research will focus on Holland Bakery customers, who visit the store on average 2066 times a month. The author employs probability sampling techniques to determine the sampling that will be used in this study. Probability sampling is a sampling method that offers every member of the population an equal chance of being chosen to be a sample member. Simultaneously, basic random sampling is the kind of probability sampling that is employed.

According to Patarianto (2019), the sample calculation using the Slovin formula can already represent the population, so the sample size calculation in the research uses the Slovin formula with a significance level of 10%. As per Pradan's (2018) research, the Slovin formula can be applied in cases where the population size is known. The result of the Slovin formula calculation was n = 95,383, which the researcher then modified to represent 100 clients as research respondents. descriptive statistical analysis is an analytical technique used to analyze by describing or describing the collected data as it is without the intention of drawing conclusions that apply to the general public, according to an opinion (Sugiyono, 2019). When employing weighting analysis to examine respondent responses. Since the available data for the price variable (X1), service quality (X2), and purchase decisions (Y) is ordinal, determining the standard weight value can be accomplished by determining the length of the weight range for each of the five classifications.

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RESULT AND DISCUSSION

Table 1. Result of Validity Test on Price Variable

Question Items	*r* count	*r* critical	Description
$X_{1.1}$	0,761	0,3	Valid
$X_{1.2}$	0,862	0,3	Valid
$X_{1.3}$	0,788	0,3	Valid
$X_{1.4}$	0,853	0,3	Valid
$X_{1.5}$	0,865	0,3	Valid
$X_{1.6}$	0,690	0,3	Valid
$X_{1.7}$	0,810	0,3	Valid
$X_{1.8}$	0,860	0,3	Valid

Source: Result of SPSS calculation on 26th Version (2023)

Based on Table 1 above, it can be seen that the researcher tested the validity of a set of statements or items labeled X1.1 to X1.8. The critical r critical value is the threshold used to determine whether the correlation is statistically significant. If the correlation calculated r count is greater than the critical r value it can be concluded that the item is valid and measures what it should measure (Soedibjo, 2018). In this case, the critical value is 0.3, and all items have correlations calculated above this threshold, indicating that the items are valid.

The results of the validity test on the Service Quality variable (X2) are shown in Table 2 as follows:

Table 2. Result of Validity Test on Service Quality Variable

Question Items	*r* count	*r* critical	Description
$X_{2.1}$	0,804	0,3	Valid
$X_{2.2}$	0,814	0,3	Valid
$X_{2.3}$	0,810	0,3	Valid
$X_{2.4}$	0,846	0,3	Valid
$X_{2.5}$	0,861	0,3	Valid
$X_{2.6}$	0,781	0,3	Valid
$X_{2.7}$	0,797	0,3	Valid
$X_{2.8}$	0,840	0,3	Valid
$X_{2.9}$	0,740	0,3	Valid
$X_{2.10}$	0,568	0,3	Valid

Source: Result of SPSS calculation on 26th Version (2023)

Based on Table 2 above, it can be seen that the researcher tested the validity of a set of statements or items labeled X2.1 to X2.10. Overall based on the data in the table,

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it can be concluded that all of these items are valid because the correlation calculated for each item is above the critical value of 0.3.

The results of the validity test on the Purchase Decision variable (Y) are shown in Table 3 as follows:

Table 3. Result of Validity Test on Purchase Decisions Variable

Question Items	*R* count	*r* critical	Description
Y_1	0,656	0,3	Valid
Y_2	0,814	0,3	Valid
Y_3	0,776	0,3	Valid
Y_4	0,772	0,3	Valid
Y_5	0,738	0,3	Valid
Y_6	0,863	0,3	Valid
Y_7	0,781	0,3	Valid
Y_8	0,777	0,3	Valid
Y_9	0,841	0,3	Valid
Y_{10}	0,681	0,3	Valid
Y_{11}	0,755	0,3	Valid
Y_{12}	0,741	0,3	Valid

Source: Result of SPSS calculation on 26th Version (2023)

Based on Table 3 above, it can be seen that the researcher tested the validity of a set of statements or items labeled Y1 to Y12. Overall based on the data in the table, it can be concluded that all of these items are valid because the correlation calculated for each item is above the critical value of 0.3.

The reliability test is the degree of accuracy, precision, or accuracy intended by the research instrument. The technique used to measure internal consistency is the Cronbach's alpha technique. The reason for using the Cronbach alpha technique is because the α-cronbach coefficient is a fairly perfect index for measuring the reliability of the coefficient between items (Soedibjo, 2018). Cronbach's alpha formula is as follows:

$$\alpha=k/(k-1)\ (1-\Sigma Vi/Vt)$$

Information:
K : Number of items
Vi : Variance of item i
Vt : Variance of total item scores

The measurement of the reliability test that will be used in this study is the SPSS analysis software, namely the Cronbach alpha statistical test. One construct or variable is declared reliable if the Cronbach alpha value is > 0.60 (Soedibjo, 2018).

The results of the reliability test on the price variable (X1) can be seen in Table 4 as follows:

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Table 4. Result of Reliability Test on Price Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
,923	8

Source: Result of SPSS calculation on 26th Version (2023)

Based on table 4 it can be seen that the value of Cronbach's Alpha in the price variable is above 0.6, namely 0.923. This value indicates the level of reliability of the measure. Thus, based on this table, it can be concluded that this variable has a fairly good level of reliability.

The results of the reliability test on the variable Quality of Service (X2) can be seen in Table 5 as follows:

Table 5. Result of Reliability Test on Service Quality Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
,930	10

Source: Result of SPSS calculation on 26th Version (2023)

Based on Table 5 it can be seen that the Cronbach's Alpha value on the Service Quality variable is above 0.6, namely 0.930. Thus, based on this table, it can be concluded that this variable has a fairly good level of reliability.

The results of the Reliability test on the Purchase Decision variable (Y) can be seen in Table 6 as follows:

Table 6. Result of Validity Test on Purchase Decisions Variable

Reliability Statistics	
Cronbach's Alpha	N of Items
,933	12

Source: Result of SPSS calculation on 26th Version (2023)

Based on Table 6 it can be seen that the value of Cronbach's Alpha on the Purchase Decision variable is above 0.6, namely 0.933. Thus, based on this table, it can be concluded that this variable has a fairly good level of reliability.

The normality test is a statistical analysis that aims to determine whether a data distribution has normal characteristics or not. The following is the result of data processing using SPSS.

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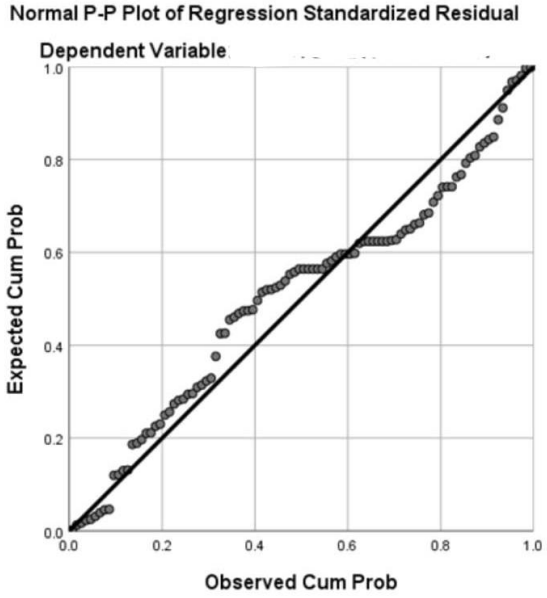

Figure 1. Normal P-Plot of Regression Standardized Residual (Purchase Decision)
Source: Result of SPSS calculation on 26th Version (2023)

Based on the normality test that can be seen in Figure 1, it can be concluded that the results of the P-Plot normality test produce a diagonal line, so it can be concluded that the statistical pattern is normally distributed.

Testing this study using multiple linear regression analysis. In this study, there were 2 (two) independent variables, namely price and service quality, and the dependent variable, namely purchasing decisions at the Holland bakery, Lembang, West Bandung branch. The form of the hypothesis is as follows:

H0: β = 0: There is no effect of price on purchasing decisions at Holland Bakery, Lembang branch, West Bandung Regency.

H1: β ≠ 0: There is a price effect on purchasing decisions at the Holland bakery branch of Lembang, West Bandung Regency.

Based on the results of the data using SPSS version 25, the regression coefficients are obtained as follows:

β = 1.750
X1 = 0.159
X2 = 1.013

So, the multiple linear regression equation in this study is as follows:

Y=1.750 + 0.159X1 + 1.013X2

The regression equation above shows that the relationship between the independent variables and the dependent variable partially from the equation can be concluded:

The value of the constant β = 1.750 indicates that if the magnitude of the variable price and service quality is equal to zero (0.570) or changes, then the value of the purchase decision is 1.750. The regression coefficient for the price variable (X1) is 0.159, meaning that if the price variable (X1) increases by 1% assuming price variables and constants, then the purchase decision increases by 15%. This indicates that the price paid has a positive contribution to the purchasing decision at Holland Bakery Lembang.

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Test the t-test (partial test) to find out whether partially the price has a significant influence or not on purchasing decisions. Based on the results of processing the t-test using SPSS, it can be obtained a significance value of the price variable of 0.000 <0.1 (research significance level). The t-test with a value of α = 10%, it is known that n = 100 with df = n-2, namely df = 75 is 1.29310, the price variable shows a t_(count) value of 1.789 which means it is greater than the t_(table) value of 2.710 > 1.29310 then H0 is rejected and H1 is accepted. This means that there is a significant influence between the price variable and the purchasing decision.

Based on the framework that has been previously described, the authors carry out statistical hypotheses and formulate them into two types of hypotheses, namely the Null Hypothesis (H0) and Hypothesis (H1) with the following hypotheses:

Based on the research paradigm described in the previous framework, the hypothesis testing for the t-test and F-test is as follows:

Hypothesis 1

H0: βyx1= 0: There is no price effect on purchasing decisions

H1: βyx1 ≠ 0: There is an effect of price on purchasing decisions

Hypothesis 2

H0: βyx1= 0: There is no effect of service quality on purchasing decisions

H1: βyx1 ≠ 0: There is an influence of service quality on purchasing decisions

Hypothesis 3

H0: βyx1= 0: There is no effect of price and service quality on purchasing decisions.

H1: βyx1 ≠ 0: There is an effect of price and service quality on purchasing decisions

Research Instrument Testing Results

Table 7. Multicollinearity *Test* Result

Model		Coefficients[a] Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.767	3.072		.575	.567		
	Price	.157	.089	.122	1.762	.081	.615	1.627
	Service Quality	1.015	.092	.765	11.081	.000	.615	1.627

a. Dependent Variable: Purchase Decision

Source: Result of SPSS calculation on 26th Version (2023)

Based on the test results that can be seen in Table 7, there is no strong relationship between the independent variables in the regression model tested. This can be seen from the tolerance value, which is 0.615 > 0.01, and the Variance Inflation Factor (VIF) value, which is 1.627 <10. Thus, the regression model shows no multicollinearity.

The test was used to check whether there is a relationship between observations that occurred in period t with errors in the previous period (t-1) in a regression model. Autocorrelation can cause problems in the regression model, such as the instability of the regression coefficients, and can lead to inaccurate results. The purpose of the autocorrelation test is to determine whether autocorrelation occurs in the regression model, and if it does, to determine what action should be taken to address it. A good regression model is a regression that is free from autocorrelation. The method used by the author to detect whether there is autocorrelation is by using the Durbin-Watson test (DW test). The DW Test value can be seen in Table 8 below:

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Table 8. Autocorrelation Test

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.846[a]	.716	.710	3.836	1.778

a. Predictors: (Constant), Service Quality, Price
b. Dependent Variable: Purchase Decision

Source: Result of SPSS calculation on 26th Version (2023)

Based on Table 8 with SPSS calculations, the Durbin-Watson value is 1.778. While the value of du can be seen in the table with the number of data (n) = 100 and the number of independent variables (k) = 2, the value of du = 1.7152 the value of 4 – du = 2.3165. Because the Durbin-Watson value is between du and 4–du, namely 1.6835 <1.793 <2.3165, it is proven that there is no autocorrelation and can be used for further analysis.

The heteroscedasticity test aims to check whether there is a difference in variance between observation groups in a regression model. Heteroscedasticity can cause problems in the regression model, such as the instability of the regression coefficient, and can cause inaccurate results. The test results using SPSS can be seen in the following figure 2:

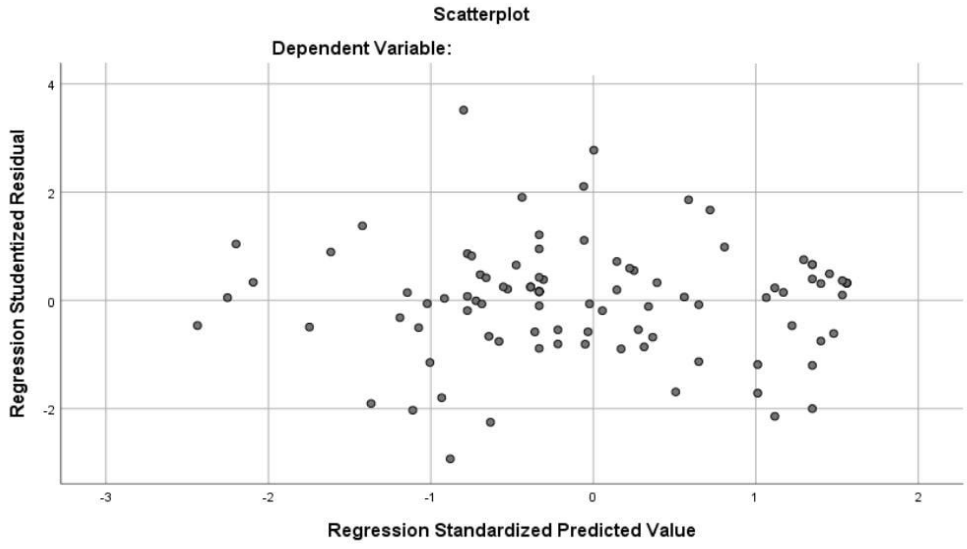

Figure 2. Heteroscedasticity Test Result (Purchasing Decision)
Source: Result of SPSS calculation on 26th Version (2023)

Based on the scatterplot shown in Figure 2, there is no clear pattern, and the points spread above and below the number 0 on the (Y) axis. This indicates that there is no difference in variance between the observation groups in the regression model. Thus, it can be concluded that there is no heteroscedasticity in the regression model.

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The Effect of Price and Service Quality on Purchasing Decisions at Holland Bakery Lembang, West Bandung.

After the multiple linear classical assumptions are checked and fulfilled, then the price and service quality will be tested on purchasing decisions at Holland Bakery Lembang. The form of the hypothesis is as follows:

H0: β1,β2 = 0: There is no effect of Price and Quality of Service on purchasing decisions at Holland Bakery Lembang.

H1: β1,β2 ≠0: There is an influence of Price and Quality of Service on purchasing decisions at Holland bakery lembang.

The results of the F test show that the F_count value is 122.262 while the F_table value with a significance level of α = 10% with degrees of freedom V_(1 =) k; V_2=n-p-1 = 100-2-1 = 97. This means that the F_table value is 3.12.

It can be concluded that the results of statistical calculations show a F_count value of 122.262 > F_table 3.12. A significance value of 0.000 <0.1, then H0 is rejected and H1 is accepted, meaning that price and service quality simultaneously have a significant effect on purchasing decisions at Holland Bakery Lembang, West Bandung Branch

Table 9. Multiple Linear Regression Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.750	3.071		.570	.570
	Price	.159	.089	.123	1.789	.077
	Service Quality	1.013	.091	.764	11.087	.000
a. Dependent Variable: Purchasing Decision						

Source: Result of SPSS calculation on 26th Version (2023)

Based on the data results using SPSS version 25, the following regression coefficients were obtained:

b = 1,750

X1 = 0.159

X2 = 1,013

So the multiple linear regression equation in this research is as follows:

Y=1,750 + 0,159X1 + 1,013X2

The regression equation above shows that the relationship between the independent variable and the dependent variable can be partially concluded from this equation: (1) The constant value β = 1,750 indicates that if the value of the price and service quality variables is equal to zero (0.570) or changes, then the purchasing decision value is 1.750; (2) The regression coefficient for the price variable (X1) is 0.159, meaning that if the price variable (X1) increases by 1% assuming the price variable is constant, then the purchasing decision increased by 15%. This indicates that the prices made a positive contribution to purchasing decisions at Holand Bakery Lembang.

Test testing t (partial test) to find out whether a partial price has a significant influence on purchasing decisions or not. Test results using SPSS version 25 are as follows:

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Table 10. t-test (partial test)

Model		Coefficients[a] t	Sig.
1	(Constant)	,570	,570
	Price	1,789	,077
	Service Quality	11,087	,000

a. Dependent Variable: Purchasing Decision

Source: Result of SPSS calculation on 26th Version (2023)

Based on the results of the t-test processing using SPSS, a significance value for the price variable can be obtained of 0.000 < 0.1 (research significance level). Testt with a value of α=10%, it is known that n=100 with df=n-2, namely df=75 is 1.29310, the price variable shows a value of 1.789, which means it is greater than the value, namely 2.710 > 1.29310, so H0 is rejected and H1 is accepted. This means that there is an influence between the price variables on purchasing decisions significantly.

The Effect of Service Quality on Purchasing Decisions at Holland Bakery Lembang, West Bandung

To see the significance of the influence of service quality on purchasing decisions at Holland Bakery, Lembang, West Bandung. can be seen in the output regression below:

Table 11. Multiple Linear Regression Test Results

Model		Coefficients[a] Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	1.750	3.071		.570	.570
	Price	.159	.089	.123	1.789	.077
	Service Quality	1.013	.091	.764	11.087	.000

a. Dependent Variable: Purchasing Decision

Source: Result of SPSS calculation on 26th Version (2023)

Based on the data results using SPSS version 25, the following regression coefficients were obtained:

b = 1,750
X1 = 0.159
X2 = 1,013

So, the multiple linear regression equation in this research is as follows:

Y=1,750 + 0,159X1 + 1,013X2

The regression equation above shows that the relationship between the independent variable and the dependent variable can be partially concluded from this equation: (1) The constant value β = 1.750 indicates that if the magnitude of the price and service quality variables is equal to zero (0) or does not change, then the purchasing decision value is 1.750; (2) Regression coefficient for service quality variables (X2) which is 0.159, meaning that the service quality variable (X2) increases by 1% assuming that the image variables are constant, then purchasing decisions at Holland Bakery Lembang increase by 15%. This indicates the quality of service What was done contributed positively to purchasing decisions at Holland Bakery Lembang.

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Table 12. t-test (partial test)

Coefficients[a]		
Model	T	Sig.
1 (Constant)	,570	,570
Price	1,789	,077
Service Quality	11,087	,000

a. Dependent Variable: Purchasing Decision

Source: Result of SPSS calculation on 26th Version (2023)

Based on the results of the t-test processing using SPSS, a significance value for the service quality variable can be obtained of 0.000 < 0.1 (research significance level). T-test with a value of α=10%, it is known that n=100 with df=n-2, namely df=75 is 1.29310. The service quality variable shows a value of 4.858, which means it is greater than the value, namely 4.858 > 1.29310, so H0 is rejected and H1 is accepted. This means that there is a significant influence between service quality on purchasing decisions at Holland Bakery Lembang.

The Effect of Price and Service Quality on Purchasing Decisions at Holland Bakery Lembang, West Bandung.

Next, the price will be tested and Service Quality on purchasing decisions at Holland Bakery Lembang. The form of the hypothesis is as follows:

H0: β1,β2 = 0: There is no Price influence and Service Quality on purchasing decisions at Holland Bakery Lembang.

H1: β1,β2 ≠0: There is an influence of Price and Service Quality on purchasing decisions at Holland Bakery Lembang.

Table 13. F Test (Simultaneous Test)

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	3598.360	2	1799.180	122.262	.000[b]
	Residual	1427.430	97	14.716		
	Total	5025.790	99			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Service Quality, Price

Source: Result of SPSS calculation on 26th Version (2023)

The results of the F test show a value of 122.262, while the value with a significance level of α=10% with degrees of freedom = 100-2-1 = 97. This means the value is 3.12. Based on Table 13 above, it can be concluded that the results of statistical calculations show a value of 122.262 > 3.12. The significance value is 0.000 < 0.1, then H0 is rejected and H1 is accepted, meaning that price and service quality simultaneously have a significant effect on purchasing decisions at Holland Bakery Lembang, West Bandung

Coefficient of Partial Determination (Zero Order)

To see the size of the correlation between the independent variable and the dependent variable, ignoring the influence of other variables. It is useful in evaluating the level of strength of the relationship between two variables and can be used to help explain variation in a dependent variable that can be explained by a particular

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independent variable. To calculate the partial determinant coefficient, you can use the following formula:

The output results using SPSS can be seen in Table 14 and Table 15 below:

Table 14. Partial Determination Coefficient Test Results

Model		Coefficients[a] Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.750	3.071		.570	.570
	Price	.159	.089	.123	1.789	.077
	Service Quality	1.013	.091	.764	11.087	.000
a. Dependent Variable: Purchasing Decision						

Source: Result of SPSS calculation on 26th Version (2023)

Table 15. Partial Determination Coefficient Test Results

Model		Coefficients[a] Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	10,366	2,127		4,874	,000			
	Price	,275	,102	,300	2,710	,008	,597	,300	,193
	Service Quality	,629	,129	,537	4,858	,000	,841	,492	,346
a. Dependent Variable: Purchasing Decision									

Source: Result of SPSS calculation on 26th Version (2023)

Based on tables 14 and 15 in the partial determination test, the following calculations can be made: (1) The magnitude of the price influence on purchasing decisions, namely:
0,123 x 0,597 x100% = 0,074 = 7,4% .(2) Based on the influence of service quality on purchasing decisions, namely: 0,764 x 0,841 x 100% = 0,642 = 64,2%

Based on the calculations above, it can be concluded that the results of the analysis of the two independent variables analyzed, it can be seen that the service quality variable contributes to purchasing decisions by 0.642 or as much as 64.2%, while the contribution of price to purchasing decisions is 0.074 or as much as 7. 4%.

The results of the research show that the influence of price on purchasing decisions is 0.074 or 7.4%, so the researcher suggests that Holland Bakery Lembang be more varied in providing prices to customers.

The results of the research showed that the influence of service quality on purchasing decisions of 0.642 or 64.2%, the researcher suggests that Holland Bakery Lembang continue to improve service quality so that customers continue to feel comfortable shopping at Holland Bakery Lembang

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Coefficient of Simultaneous Determination

Table 16. Coefficient of Simultaneous Determination

Model Summaryb				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	,846a	,716	,710	3,83611
a. Predictors: (Constant), Service Quality, Price				
b. Dependent Variable: Purchasing decision				

Source: Result of SPSS calculation on 26th Version (2023)

Based on calculations using SPSS in Table 16, it can be concluded that the coefficient of determination R square of 0.716. With this coefficient value, it can be concluded that the independent variables in this study, namely price and service quality, have an influence of 71.6% on purchasing decisions and the remaining 28.4% is influenced by other factors not included in this study.

CONCLUSION

Based on the data that has been obtained and the results of data processing in this research, the following conclusions can be drawn that Price is included in the good category, but there are still weak aspects, namely that the price of Holland Bakery products is not sufficient to reach the needs of some customers. Service quality is included in the good category, but there are still weak aspects, namely in the case of officers not being responsive in serving consumer complaints. The Purchase Decision includes the good category, but there is still a weak aspect regarding the product availability which is not enough for Holland Bakery customers. Price partially influences purchasing decisions at Holland Bakery Lembang, West Bandung Regency. Service quality partially influences purchasing decisions at Holland Bakery Lembang, West Bandung Regency. Then Price and Quality of Service partially influence purchasing decisions at Holland Bakery Lembang, West Bandung Regency.

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