International Journal for Educational and Vocational Studies
E-ISSN: 2684-6950
Homepage: https://ojs.unimal.ac.id/ijevs/index

The influence of location and service quality on customer purchase decisions during the Covid-19 pandemic at PT. Theo Abadi Jaya Medan

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A B S T R A C T

This study aims to examine and analyze the effect of location on customer purchasing decisions and how the effect of service quality on customer purchasing decisions. this research was conducted at PT. Theo Jaya Abadi Medan during November to December 2021. This research is a descriptive study with a population of 37 people with a sample of 37 people or total sampling. Hypothesis test used is multiple linear regression test with variable X is location and quality of service. The results of the descriptive statistical analysis showed that the average ratio of 30.27 measurements of the location variable was 3.355. The service quality variable (X2) with an average value of 30.51 while the standard deviation is 3.694. And the maximum value of the service quality variable is 36 and the minimum is 22 which is tested on 37 customers who make transactions at PT Theo Jaya Abadi. PT Theo. In the Employee Performance variable (Y) with an average value of 30.73, the standard deviation is 3.702 and the maximum value of the service quality variable is 36 and the minimum is 22, which is tested on 37 customers who make transactions at PT Theo Jaya Abadi. Normality test showed a normal distribution with a ratio of 5.44/0.759. in the F test, it is worth 236,946 more than Ftable, which is 2.67 with Sig 0.000 < 0.05. The related results show that simultaneously Hi is accepted and Ho is rejected. This means that location (X1), service quality (X2) simultaneously and significantly affect consumer purchasing decisions (Y).

INTRODUCTION

Companies in the business world that are increasingly fierce in competition during the pandemic make entrepreneurs look for the right strategy to market their products. Macro changes in the real sector, especially those covering trade and services, including the retail business, are still expected to be able to maintain the company's existence. This has resulted in many emerging retail or trading businesses in Indonesia. Business people must be observant in responding to consumer behavior by anticipating changes and being able to keep customers loyal to the products they trade. Where the influence of location and quality of service can affect customer buyer decisions during the covid-19 pandemic at the PT. Theo Jaya Abadi company. When a customer enters a store, they not only give an assessment of the products and prices offered by the retailer, but also respond to the location and services provided by the retailer through creative store layouts and displays. With advanced technology, business

people make a place or location strategy as the main business goal. Where consumers determine the location in purchasing decisions. Purchasing decisions in the business world greatly determine the quality of service, where consumers will determine purchases if in a service the company offers the desired product by providing guarantees, guarantees and discounts. With this service, the company wants the products it offers to be in demand by customers. Location is the place where the company operates to carry out activities to produce goods and services that are economically important. A strategic and convenient location will improve the quality of services provided by the company. Companies need to think about strategies to improve service quality. This is because the convenience and ease of reaching products based on qualified locations results in the quality of service having an impact on company productivity.

RESEARCH METHOD

Research Location

This research was conducted at PT. Theo Jaya Abadi Medan with the address at jln.Danau Jempang No.82 Medan. Research time during November-December 2021.

Population and Sample

In this study the population is consumers at PT. Theo Jaya Abadi, totaling 37 people. Saturated sampling is a sampling technique when all members of the population are sampled, this is done if the population is relatively small, less than 30 people or the research wants to make generalizations with very small errors (Sugiyono, 2017:85) Sampling at PT. Theo Jaya Abadi is a consumer of 37 people.

Field Testing Research

data collection using interview techniques, questions and documentation. The data processing technique uses Validity Test, Reliability Test, Classical Assumption Test, Normality Test, Multicollinearity Test, Hetroskeasticity Test and Hypothesis Testing. Hypothesis test using multiple linear regression with T test and F test. To test multicollinearity by looking at the VIF value of each independent variable, if the VIF value is < 10, it can be concluded that the data is free from multicollinearity symptoms. The test in this study uses a plot graph between the predictive value of the dependent variable, namely ZPRED and the residual SRESID. There is no heteroscedasticity if there is no clear pattern, and the dots spread above and below the number 0 on Y.

Data Analysis Techniques

Multiple Linear Regression

Multiple linear regression analysis intends to predict how the condition (increase and decrease) of the dependent variable (criteria), if two or more independent variables as predicate factors are manipulated (increase in value)

$Y = a + b_1X_1 + b_2X_1 + e$
Y = Dependent Variabel
a = Constante
b = Multiple Regerssion (communication)
b1 = Regression Coefficient of variable X1 (location)
b2 = regression coefficient of variable X2 (quality of service)

Coefficient of Determination

According to Ghozali (2013:97), the coefficient of determination (R2) is used to measure how far the model's ability to explain variations in independent variables is. The coefficient of determination is used because it can explain the goodness of the regression model in predicting the dependent variable.

Partial Test (T- test)

Partial significant test (t test) or individual is used to test whether an independent variable has an effect or not on the dependent variable with a level of (0.50%).

Simultan Test (F- Test)

According to Sunyoto (2013: 54) this test was conducted to determine whether all independent variables had a significant effect on the dependent variable with a level of (0.05%).

RESULTS AND DISCUSSIONS

The service quality variable (X2) with an average value of 30.51 while the standard deviation is 3.694. And the maximum value of the service quality variable is 36 and the minimum is 22 which is tested on 37 customers who make transactions at PT Theo Jaya Abadi. PT Theo. In the Employee Performance variable (Y) with an average value of 30.73, the standard deviation is 3.702 and the maximum value of the service quality variable is 36 and the minimum is 22, which is tested on 37 customers who make transactions at PT Theo Jaya Abadi. This research was conducted on customers who carry out transaction activities on the procurement of tables, chairs, whiteboards and office stationery which are usually requested by a second party. The second party in question is schools, colleges or institutions that require tables, chairs, blackboards and office stationery to PT Theo Jaya Abadi. The independent variable (independent variable) is the location and quality of service and the dependent variable is the customer's purchase decision. Descriptive statistical analysis can be seen in the table and figure.
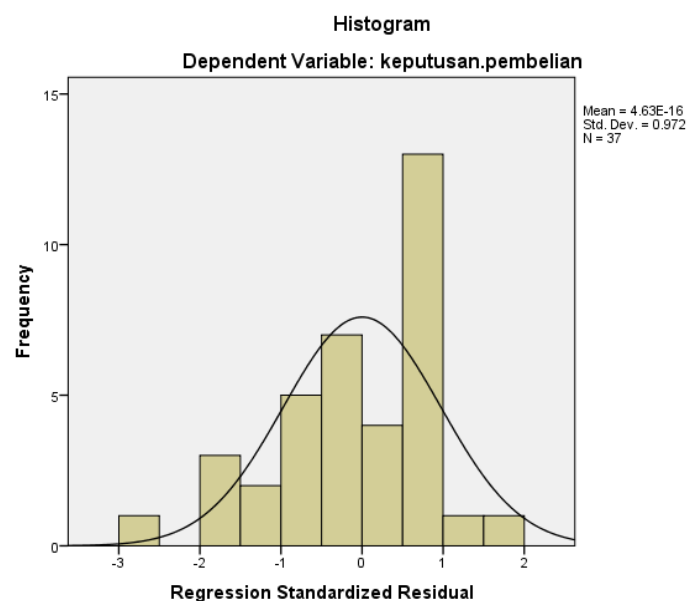

Figure 1. Research results

Table 1. Statistic Descriptive Results

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
	Statistic	Statistic	Statistic	Statistic	Statistic
Location	37	22	36	30,27	3.355
Service quality	37	22	38	30,51	3.694
Employee performance	37	23	38	30,73	3.702
Valid N (litwisw)	37				

Statistical Analysis The tests below are carried out using the Kolmogorov Smirnov. non-parametric statistical test

Table 2. Normality Data Test Results

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual Valid N (listwise)	-.733	.327	5.525	.759

It can be seen that the skewness ratio = - 0.733/0.327, while the kurtosis ratio = 5.448/0.759. Because the skewness ratio and the kurtosis ratio are between -2 to +2, it can be concluded that the data distribution is normal.

Table 3. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Location	.205	4.880
	Service quality	.205	4.880

Based on table above, it can be seen that the tolerance for each independent variable is Work Motivation = 1,000, Training = 1,000. Meanwhile, the VIF value for each independent variable is 4.880 < 10 location and 4.880 < 10 service quality. This indicates that there is no multicollinearity between independent variables

it can be seen that the data has a normal distribution or distribution, this can be seen from the spread of points around the diagonal axis of the graph. above, it can be seen that the image display shows the data on the distribution of the plot data points located on the diagonal line, and accompanying the line. So that the data in this study have a normal distribution.

Table 4. Regression Linear Analyze

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.036	1.493		.024	.981
	Location	.235	.108	.213	2.171	.037
	Servive Quality	.773	.141	.771	7.870	.000

Based on the table above, the regression model is obtained, it can be seen that: = 0.036 b1 = 0.235 b2 = 0.773 e = 0.05 Thus, the regression model is obtained, namely Employee Performance = 0.036 + 0.235X1 + 0.773X2. can be concluded that: a. R = 0.663 indicates a high correlation between location variables and service quality on purchasing decisions b. The Adjusted R Square coefficient value is 92.9% which shows that the variation of the purchasing decision variable (Y) can be explained by the location variable and the remaining 7.1% service quality is influenced by other independent variables that cannot be explained in this study. it can be seen that F_{count} is 236.946

more than F_{table}, which is 2.67 with Sig 0.000 < 0.05. The related results show that simultaneously Hi is accepted and Ho is rejected. This means that location (X1), service quality (X2) simultaneously and significantly affect consumer purchasing decisions (Y) at PT. Theo Jaya Abadi.

Based on the table above shows that 1. The t-test of the location variable (X1) has a t_{count} of 2.171 with a significance of 0.037. Hypothesis Hi is accepted because t_{count} is greater than t_{table}, namely 2.171 > 2.037. And Significant 0.037 is less than 0.05, meaning that the location variable (X1) has a positive and significant influence on customer purchasing decisions (Y) 2. The t-test of the

service quality variable (X2) has a t_{count} of 7,870 with a significance of 0.000. Hypothesis H2 is accepted because t_{count} is greater than t_{table}, namely 7.870 > 2.037. And the significance of 0.000 is less than 0.05, which means that the service quality variable (X2) has a positive and significant influence on customer purchasing decisions (Y).

Based on the results of the individual test or t test, it can be seen that t_{count} is 2.171 with a significance of 0.037. Hypothesis Hi is accepted because t_{count} is greater than t_{table}, namely 2.171 > 2.037 and significant 0.037 less than 0.05. The results of the study prove that the location variable has a positive and significant influence on customer purchasing decisions at PT Theo Jaya Abadi, and it can be interpreted that location has a significant effect so that it can improve customer purchasing decisions. Based on the results of the individual test or t test, it can be seen that the quality of service (X2) has a t_{count} of 7,870 with a significant 0.000. Hypothesis H2 is accepted because t_{count} is greater than t_{table}, namely 7.870 > 2.037 and has a significance of 0.000 less than 0.05. The results of this study prove that the service quality variable has a positive and significant influence on the customer purchasing decision variables at PT Theo Jaya Abadi, and it can be interpreted that service quality has a significant effect so that it can improve customer purchasing decisions.

CONCLUSION

Based on the results of the analysis and discussion, in this study it can be concluded that: 1. Partially shows the location of the company positively and significantly affects customer purchasing decisions during the covid-19 pandemic at PT. Theo Jaya Abadi Medan. 2. Partially shows that customer satisfaction has a positive and significant impact on customer purchasing decisions during the covid-19 pandemic at PT. Theo Jaya Abadi Medan. 3. Simultaneously shows that the location and quality of service have a positive and significant impact on customer purchasing decisions during the covid-19 pandemic at PT. Theo Jaya Abadi Medan.

Author's Contributions

All team members contributed equally in the writing of this article. They carry out collaborative activities according to the tasks and functions that have been mutually agreed upon, from research planning to writing articles for journals.

Conflict of Interest

All authors in this manuscript have no conflict of interest. All team members work professionally according to their expertise.

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