

Service Quality, Price Perception and Promotion Influence on Purchasing Decisions at Raxgacloth Screen Printed T-Shirt Convection

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Abstract

Research aim : *The aim of this research is to identify the influence of service quality, price perception and promotion on purchasing decisions at the Raxgacloth screen-printed t-shirt convection, either partially or simultaneously.*

Design/Method/Approach : *The approach used in this research is a quantitative approach, causal research type, the sampling technique used was 40 respondents, and the data analysis technique used descriptive statistics, classical assumption tests, multiple linear. Regression, coefficient of determination, and hypothesis testing with SPSSv25 tools.*

Research Finding : *The research results show that there is a significant influence between service quality, price perception and promotion simultaneously on purchasing decisions.*

Keywords : *Service Quality, Price Perception, Promotion, Purchasing Decisions*

1. Introduction

Convection is a type of business that is very competitive. The screen printing convection business will also face increasing competition along with the increase in the number of convection companies. Business actors must pay attention to changes in consumer behavior. Therefore, innovation is very important to create screen printing products that are attractive and meet market needs. The screen printing or printing industry must implement appropriate marketing strategies to compete in increasing purchasing decisions with other companies in the same industry. Convection is a very competitive industry. Every convection production process is now easier thanks to technological advances. This makes it easier for manufacturers in the production process [1].

A purchasing decision involves choosing between two or more alternative options, meaning that individuals must have available choices or alternatives when making a decision [2]. Conversely, if consumers lack alternatives and are compelled to make a purchase, such circumstances do not qualify as decisions. Purchasing decisions involve a process wherein consumers identify a problem, seek information about a specific product or brand, and ultimately decide whether or not to purchase the product [3]. The process of facing competition is by providing good quality service. Service quality is any action or activity that can be offered by another party, which is basically intangible and does not result in

ownership. producers to fulfill customer wants and needs in order to achieve consumer satisfaction [4].

The likelihood of repurchase may be influenced by price perception. Price is the amount of money a buyer must pay to a seller to obtain goods or services provided by the seller to the buyer [5]. Price is the amount of money or other measures (such as goods and services) traded in exchange for consumers' rights to own or use those goods and services to meet consumer needs [6]. Promotion can also be influential, this is a type of marketing activity that aims to disseminate information about a company and its products with the aim of influencing, persuading and reminding the target market [7]. Competition will arise among screen printing and embroidery convection producers because their products are easily noticed or sought after by the productive age population. Raxgacloth is located in Pulorejo, Kedungrejo, Tangjanganom District, Nganjuk Regency, and is one of the small and medium convection businesses in Nganjuk Regency that produces screen-printed clothing. Bayu Adi Pratama is the owner and founder of the Raxgacloth screen-printed t-shirt convection, which was started in 2022.

The author selected this study based on scientific research from various previous studies, including one titled "Analysis of the Influence of Service Quality, Location, and Promotion on Purchasing Decisions for Broden Screen Printing Products," which indicated that service quality has a positive and significant impact on purchasing decisions [8]. Research entitled The Influence of Brand Image and Price Perception on Online Purchasing Decisions on the Shopee Application in the East Jakarta Region states that price perception has a positive and significant effect on purchasing decisions [9]. The study titled "The Impact of Product Quality, Price, and Promotion on Purchasing Decisions" indicates that promotions have a positive and significant influence on purchasing decisions [10]. Meanwhile, my research chose the research object at the Raxgacloth screen-printed t-shirt convection located in Tangjanganom District to discuss Service Quality, Price Perception and Promotion on Purchasing Decisions.

The research results stated that business process management systems, developing marketing knowledge, combining internal and external knowledge were in the low category [11]. Based on the theoretical description and explanation above, the aim of this research is to examine whether there is a simultaneous and partial influence between Service Quality, Price Perception and Promotion on Purchasing Decisions at the Raxgacloth screen-printed t-shirt convection.

1.1. Statement of Problem

This research emerged because of a critical problem regarding the impact of certain factors on purchasing decisions for Raxgacloth t-shirt screen printing in Tangjanganom District, Nganjuk Regency. The problem involves assessing the influence of service quality, price perception, and promotional effectiveness individually, as well as exploring the combined impact of service quality, price perception, and promotion on purchasing decisions.

1.2. Research Objectives

The objective of this study is to assess the factors that impact an individual's decision to buy Raxgacloth screen-printed t-shirts in Tangjanganom District, Nganjuk Regency. This research examines whether service quality, price perception, and promotion partially or simultaneously have a positive and significant effect on consumers' decisions to purchase Raxgacloth screen-printed t-shirt convection products. It is hoped that the research results

will help Raxgacloth increase its competitiveness in the local t-shirt screen printing market and help them optimize their marketing strategy.

2. Method

This study employs a quantitative research methodology focusing on establishing causal relationships. Primary data collected from 40 respondents who are consumers of Raxgacloth screen-printed t-shirt convection through researcher-distributed questionnaires forms the basis of the research. The variables under investigation encompass Service Quality, Price Perception, and Promotion impact on Purchasing Decisions. Analytical methods involve descriptive statistics, classical assumption tests, multiple linear regression, determination of coefficients, and hypothesis testing utilizing SPSSv25 software.

3. Results and Discussion

3.1 Descriptive Analysis

The data presented is derived from a questionnaire distributed by researchers to consumers of Raxgacloth Screen Printed T-Shirt Convection, comprising responses from 40 participants categorized by age and gender.

Tabel 1. Characteristics of respondents based on gender

Gender	Amount	percentage
Man	21	52.5%
Woman	19	47.5%

Source: processed with SPSSv25

Based on table 1. There were a total of 40 respondents who participated in this research, of which 21 were male respondents, reaching a percentage of 52.5%, while there were 19 female respondents, contributing a percentage of 47.5%. The number of respondents, which reached 40 people, represented a variety of backgrounds and characteristics, creating diversity in the research data. In addition, the relatively balanced distribution of respondents between men and women provides a balanced gender perspective in the analysis of the results of this research.

Tabel 2. Characteristics of respondents based on age

Age	Amount	Percentage
17	2	5.0%
18	1	2.5%
19	1	2.5%
20	7	17.5%

21	8	20.0%
22	11	27.5%
23	6	15.0%
24	2	5.0%
25	2	5.0%

Source: processed with SPSSv25

Based on table 2. The total number of respondents was 40 with 17 year olds totaling 2 (5.0%), 18 year olds totaling 1 (2.5%), 19 year olds totaling 1 (2.5%), 20 year olds totaling 7 (17.5%), age 21 totaling 8 (20.0%), age 22 totaling 11 (27.5%), age 23 totaling 6 (15.0%), age 24 totaling 2 (5.0%), aged 25 amounted to 2 (5.0%).

The subsequent description provides insights into how consumer respondents' responses are influenced by research variables, including service quality, price perception, and promotion, regarding their purchasing decisions.

Tabel 3. Descriptive Statistics of Research Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Service Quality	40	33	50	45.38	4.295
Price Perception	40	29	40	36.15	3.134
Promotion	40	34	50	44.90	4.181
Purchasing Decisions	40	39	60	53.68	5.394
Valid N (listwise)	40				

Source: processed with SPSSv25

Based on descriptive statistical tests in table 3, the total sample used was 40 consumers. The results of descriptive statistics in this research can be explained as follows.

1) Service Quality (X1)

The service quality variable ranges from a minimum value of 33 to a maximum value of 50, assessed via a 5-point Likert scale featuring 10 statement items. It possesses an average value of 45.38 and a standard deviation of 4.295. The standard deviation being lower than the average indicates a widened distribution of respondents' responses regarding service quality. Consequently, it can be inferred that Raxgacloth screen-printed t-shirt convection has indeed delivered high-quality services.

2) Price Perception (X2)

The price perception variable ranges from a minimum value of 29 to a maximum value of 40, with an average of 36.15 and a standard deviation of 3.134. With the

standard deviation lower than the average, it indicates an even distribution of respondents' responses regarding price perceptions. Therefore, it can be inferred that the pricing perception for Raxgacloth screen-printed t-shirts production has been satisfactorily addressed.

3) Promotion (X3)

The promotion variable ranges from a minimum value of 34 to a maximum value of 50, with an average of 44.90 and a standard deviation of 4.181. With the standard deviation lower than the average, it indicates an even distribution of respondents' responses regarding promotions. Therefore, it can be concluded that the promotional efforts at Raxgacloth screen-printed t-shirt convection have been effective.

4) Purchasing Decisions (Y)

The purchasing decision variable ranges from a minimum value of 39 to a maximum value of 60, measured using a 5-point Likert scale based on 12 statement items. It has an average value of 53.68 and a standard deviation of 5.394. With the standard deviation lower than the average, it indicates an even distribution of respondents' responses regarding purchasing decisions. Therefore, it can be inferred that the decision to purchase Raxgacloth screen-printed t-shirt convection was well-made.

3.2 Classic Assumption Test

The findings from the normality test in the SPSSv25 output demonstrate that the data is distributed diagonally and around its central tendency. In other words, the distribution of this variable is normal.

Tabel 4. Multicollinearity Test Results

Coefficients		Collinearity Statistics	
		Tolerance	VIF
Model 1	Service Quality	.381	2.628
	Price Perception	.229	4.376
	Promotion	.337	2.964

Source: processed with SPSSv25

Through tests conducted using SPSSv25, it was observed that the tolerance value for the service quality variable is 0.381, which is greater than 0.1, and the VIF value is 2.628, lower than 10. Similarly, for the price perception variable, the tolerance value is 0.229 (> 0.1), and the VIF value is 4.376 (< 10). Moreover, for the promotion variable, the tolerance value is 0.337 (> 0.1), and the VIF value is 2.964 (< 10). Consequently, multicollinearity issues have been successfully addressed and removed from the regression model.

The outcomes of the heteroscedasticity test conducted in the SPSS version 25 analysis reveal that the data exhibits a balanced distribution of points both above and below the y-axis. These results indicate that the regression model used does not experience heteroscedasticity, which means that the residual variability remains consistent across various values of the dependent variable.

3.3 Multiple Linear Regression

Tabel 5. Multiple Linear Regression Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.103	2.223		-.946	.350
	Service Quality	.368	.070	.329	5.278	<.001
	Price Perception	.832	.123	.543	6.744	<.001
	Promotion	.201	.076	.175	2.639	.012

Source: processed with SPSSv25

The regression analysis outcomes and interpretation reveal that the constant value bears a negative sign at -2.103, implying that if service quality, price perception, and promotions are all equal to zero, purchasing decisions will decrease. The regression coefficient for the service quality variable (X1) stands at 0.368, indicating a positive effect on purchasing decisions. Similarly, the regression coefficient for the price perception variable (X2) is 0.832, suggesting a positive impact on purchasing decisions. The promotion variable (X3) holds a regression coefficient value of 0.201, signifying a positive influence on purchasing decisions.

The study findings highlight regression coefficient values for service quality (0.368), price perception (0.832), and promotion (0.201). Since $0.832 > 0.368$ and 0.201 , price perception emerges as the variable exerting the most dominant influence on purchasing decisions.

3.4 Coefficient of Determination

Tabel 6. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.947	.942	1.154

Source: processed with SPSSv25

According to the findings presented in Table 6, the Adjusted R Square value is reported as 0.942, indicating that 94.2% of the variation in purchasing decisions can be accounted for by service quality, price perceptions, and promotions. However, 5.8% of the variance remains unexplained, suggesting that other variables not examined in this research may also contribute to purchasing decisions. Therefore, there might be additional factors influencing purchasing decisions that were not addressed in this study.

3.5 Partial Test

Tabel 7. Partial Test Results

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.103	2.223		-.946	.350
	Service Quality	.368	.070	.329	5.278	<.001
	Price Perception	.832	.123	.543	6.744	<.001
	Promotion	.201	.076	.175	2.639	.012

Source: processed with SPSSv25

Table 7 results indicate that the significance level for the service quality variable is 0.001, which is less than 0.05, leading to the rejection of the null hypothesis (H0). This signifies that service quality significantly impacts purchasing decisions. Similarly, the significance level for the price perception variable is 0.001, less than 0.05, resulting in the rejection of H0, indicating that price perception significantly influences purchasing decisions. Moreover, the significance level for the promotion variable is 0.033, also less than 0.05, leading to the rejection of H0, indicating that promotions have a significant impact on purchasing decisions.

3.6 Simultaneous Tests

Tabel 8. Simultaneous Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	849.681	3	283.227	150.797	<.001 ^b
	Residual	67.615	36	1.878		
	Total	917.297	39			

Source: processed with SPSSv25

Table 8 reveals a significance value of 0.001, which is less than 0.05, leading to the rejection of the null hypothesis (H0). Therefore, it can be concluded that service quality, price perceptions, and promotions exert a statistically significant impact on purchasing decisions.

4. Conclusion

This study aims to investigate how service quality, price perceptions, and promotions impact purchasing decisions at the Raxga cloth screen-printed t-shirt convection. According to the findings, it is evident that service quality significantly affects purchasing decisions, indicating that the service provided aligns with consumers' preferences when buying Raxga cloth screen-printed t-shirt convection products. Similarly, price perception significantly influences purchasing decisions, underscoring the crucial role of product pricing in shaping consumer buying behavior. Price perception includes consumers' assessment of

the value of a product in relation to its price. Consumers feel that the product price is comparable or even lower than the value they receive, it is likely that consumers will be more inclined to buy Raxgacloth screen-printed t-shirt convection products. Promotion plays a significant role in influencing purchasing decisions, indicating that the promotional strategies implemented by Raxgacloth screen-printed t-shirt convection strongly impact consumer buying choices. Promotions encompass diverse marketing initiatives such as advertising, discounts, contests, or loyalty programs, all aimed at enhancing consumer awareness, generating interest, and stimulating product purchases. The F-test results, with a significance value of $0.001 < 0.05$, affirm that service quality, price perception, and promotion collectively exert a noteworthy influence on purchasing decisions.

This research makes a significant contribution to the scientific field by exploring the influence of service quality, price perceptions, and promotions on consumer purchasing decisions at screen-printed t-shirt convections, especially Raxgacloth. These findings not only enrich the academic literature but also provide practical strategic guidance for Raxgacloth and similar industries, enabling companies to increase competitiveness and strengthen relationships with customers. In addition, in the context of industrial policy, this information can be the basis for forming policies that support growth and innovation in the screen printed t-shirt convection sector, creating a conducive environment for business development and increasing market competitiveness.

The results of this research open up opportunities for further research in a similar domain, especially in the study of service quality, price perceptions and promotions. It is hoped that further research can raise new problems and expand variables to increase the level of accuracy. Additional variables such as location and product quality could be the focus of research, given their potential influence on consumer purchasing decisions. By detailing and expanding the variables, future research can make an important contribution to the understanding of consumer behavior in the screen-printed t-shirt convection industry, supporting the development of more effective marketing strategies.

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