

EFFECT OF SERVICE QUALITY ON CONSUMER DECISIONS USING PUTRI DELI TRAIN SERVICES STUDIED MEDAN-TANJUNG BALAI

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Abstract : *This study aims to test and analyze the positive and significant effect of service quality on consumer's decision to use the service Putri Deli Train, Medan - Tanjung Balai Department. The data analysis technique used is quantitative methods with the help of the SPSS version 24.00 program. This study uses multiple linear regression analysis. The population in this study were all users of the Deli Train service, Medan-Tanjung Balai Department. Primary data collection using a questionnaire. Based on the results of the t test it can be concluded that: the first there is a significant effect of tangibles on consumer decision the second there is a significant influence of empathy on consumer decision, the third there is a significant effect of responsiveness on consumer decision, the fourth there is a significant effect of realibility on consumer decision, and Fifth, there is an effect of assurance on consumer decision to female deli train users majoring in Medan-Tanjung Balai. And the results of the f test concluded that there is a significant effect of service quality on consumer's decision to use the service Deli train users of Medan - Tanjung Balai Department*

Keywords: *Service Quality, Consumer Decision.*

1. INTRODUCTION :

Globalization causes the service industry consisting of various industries such as telecommunications, transportation, banking and hospitality industries to grow rapidly. Each company is required to strive to create a sustainable competitive advantage in the face of the increasing number of new players (competitors) engaged in the same industry, one of which is the transportation industry in this case one of them is rail transportation. Pt. Kereta Api Indonesia is one of the State-Owned Enterprises within the Ministry of Transportation in charge of organizing rail transportation services in order to facilitate the mass flow of people and goods to support national development in Indonesia. Because of the many needs, PT. Indonesian Railway Divre I north Sumatra adds to the department of Medan Tanjung Bali by giving the name Putri Deli Train.

In the Direct Evidence Service (Tangibles) found in the field is still the lack of services provided by PT. Indonesian railways to passengers who use services include the willingness of ticket purchase officers to provide fast service to consumers so that many consumers feel disappointed with the service is not maximal. For Empathy (Emphaty) the disappointment received by train passengers is that the company has not fully given attention to passengers who give complaints and input to the lack of comfort of passengers in using deli train services. While the responsiveness (Responsivenes) of employees owned by the company Train is still lacking in providing services to passengers to respond to all passenger requests. Realibility (Realibility) consumers are still difficult to get or book tickets Train Putri Deli Department Medan - Tanjung Balai, Assurance (Assurance) is still often the company's indifference to the loss of passenger goods. It should be a State company that is always considered by the Government and is a single transportation company and no rival has been able to provide services to passengers so that with excellent service provided it is expected that passengers will take the decision to use the railway transportation to travel and become the main solution for passengers to solve their needs for rail transportation services.

2. THEORITICAL BASE :

Service Quality (SERVQUAL)

The word quality contains many definitions and meanings because different people will interpret it differently, such as conformity with requirements or demands, fit for the use of continuous repair, free from damage or defects, fulfillment of customer needs, doing everything that is happy. It is clearly evident in the definition formulated by Tjiptono (2012:52) that quality is a dynamic condition associated with products with services, people, processes, and environments that meet or exceed expectations. On the contrary, these defisini qualities vary from controversial to more strategic.

Some researchers in the field of services have developed several dimensional models of service quality (SERVQUAL) and based on the order or chronological of the inventors. According to Solomon (2012:298) a scale of several items used to measure the quality of service across dimensions including Realibility, answerability, assurance, empathy, and physical evidence.

- a. Realibility is the ability to provide dependency and accurate what is promised.
- b. Responsiveness is a willingness to help customers and provide fast service.
- c. Assurance is the knowledge and courtesy of employees, and the ability to convey trust and confidence.
- d. Empathy (Emphaty) is the level of caring attention and individual attention that customers receive.
- e. Physical Evidence (Tangibles) is a professional physical and equipment facility.

Purchase Decisions

Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. a buyer's decision is also influenced by his personality traits, including age, occupation, economic circumstances. Consumer behavior will determine the decision-making process in making a purchase. Understanding purchasing decisions, Kotler & Armstrong (2014) is a stage in the buyer decision making process where consumers actually buy. While (Assauri, 2004). explaining a purchase decision is a decision-making process of a purchase that includes determining what to buy or not to make a purchase and that decision is obtained from previous activities. In the buying process, Stanton (2004) marketers try to determine the motive of buying protective from consumers. Protective buying motives are the reasons a consumer shops in a particular store or place. This motive is different from the motive of buying products (product buying motives) which means the reasons of a consumer.

3. CONCEPTUAL FRAMEWORK:

To make it easier for readers to understand the problem of the title of this study, the author created a frame of mind that used in this research, it can be explained as follows: In measuring the quality of service services used dimension of service quality stated by Solomon (2012:298).

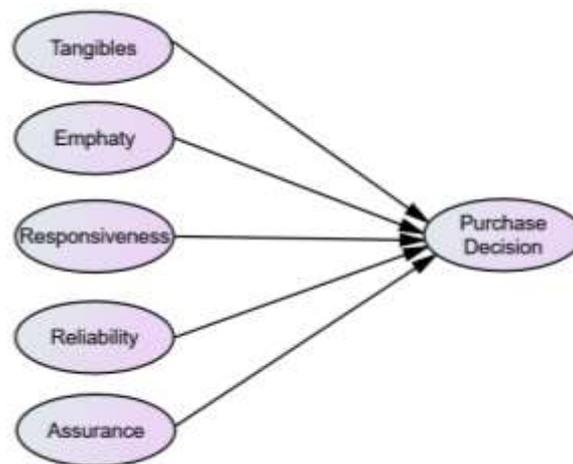


Figure 1. Conceptual Framework

3. RESEARCH METHODOLOGY:

This type of research is quantitative research which is a process of finding knowledge that uses data in the form of numbers as a tool to analyze information about what you want to know. (Kasiram, 2008: 149). This research was conducted at PT. KAI Divre I North Sumatra, while this research was conducted from November 2020 to March 2021. The population in this study is all people who have used the services of Putri Deli Railway Department medan-Tanjung Balai. Based on the entire population, the author sets a sample of 100, the author will collect 10 samples per day. Sampling by means of accidental sampling techniques that is anyone who happens to meet with the author that can be used as a accidental sampling is anyone who accidentally meets with the author that can be used as a data retrieval. This research sample is limited to people who have used the service. Measurement of research instruments using SPSS software version 24.0 through validity tests and Realibility tests tested to all respondents in people who have the same characteristics or close to the research object. Before the hypothesis test was conducted first evaluation of possible violations of classical assumptions, namely: normality, heterokedastisity and multicollinearity. Classic assumption testing is only done to describe the first model.

The model used in this study is multiple linear regression analysis models. The equation of multiple linear regression analysis is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon$$

Where:

Y = Consumer Decision

α = Intercept

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = Regression Coefficient

X1 = Direct Proof (Tangibles)

X2 = Empathy (Emphaty)

X3 = Responsiveness

X4 = Realibility

X5 = Assurance

Hypothesis Testing using t Test (Partial Testing) and F Test (Simultaneous testing).

4. RESEARCH RESULTS AND DISCUSSION:

Research Result

1. Validity and Realibility Test

Based on the results of data analysis with n = 94, obtained a calculated r value greater than 0.300. Thus it can be concluded that the entire item on the research variable is valid. Then the output result of SPSS is known value cronbach's Alpha variable amenities factor Y1= 0,795, and for X1 = 0,509, X2= 0,667, X3 = 0,621, X4 = 0,611, X5 = 0,729. From the data can be seen that the Realibility value of the instrument indicates the level of Realibility of the research instrument is adequate because all variables > 0.60. It can be concluded that the statement item of each variable has explained or given an idea of the variables studied or in other words the instrument is reliable or reliable, where the results of Cronbach alpha for each variable obtained are as follows: Consumer decision Y = 0.855, Tangibles (X1) = 0.874, Empathy (X2) = 0.804, Responsiveness (X3) 0.666, Realibility (X4) = 0.781, Assurance (X5) 0.867.

2. Classic Assumption Test

a. Multicolerity Test

The multicolonrity test aims to test whether in the regression model there is a correlation between free (independent) variables. This test was conducted by looking at tolerance and variance inflation (VIF) values from the analysis using SPSS. If the tolerance value > 0.10 or VIF < 10, then it is concluded that there is no multico-collocity (Fahri in Rusiadi et al., 2013).

Table 1. Multicolinearity Test Results

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Tangibles	,622	1,607
	Emphaty	,370	2,700
	Responsivness	,919	1,088
	Realibility	,471	2,125
	Assurance	,751	1,332

a. Dependent Variable: Purchase Decision

Source: SPSS 24.00

From Table 1 it was obtained that the tangibles factors is 0.622; tolerance value for empathy factor is 0.370 and tolerance value for Responsiveness factor is 0.919. tolerance value for Realibility factor is 0,471. Assurance factor is 0,751. As for the variance inflation (VIF) value tangibles factors are worth 1,607, Empathy factor 2,700 and Responsiveness factor 1,088. Realibility factor 2,215, Assurance factor 1,332. From the information can be concluded that the tolerance value of each variable is more than 0.10 and the VIF value of each variable is less than 10, it is concluded that all variables are free from multicolerity.

**b. Conformity Test (Test Goodness Of Fit)
 t Test (Partial)**

The t test is performed to partially test the influence between independent variables against dependent variables assuming that other variables are considered constants. The t test basically shows how far the influence of one independent variable shows how far the influence of one independent variable individually in describing variable variations is related to the level of signifikan 5% (Kuncoro in Rusiadi et al. 2013).

Table 2. Multiple Linear Regression Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-6,371	1,382		-4,611	,000
	Tangibles	,110	,028	,168	3,874	,000
	Emphaty	,477	,058	,461	8,227	,000
	Responiveness	,111	,054	,073	2,039	,044
	Realibility	,378	,059	,320	6,431	,000
	Assurance	,191	,043	,174	4,425	,000

a. Dependent Variable: Purchase Decision

Source: SPSS 24.00

1. Tangible's Influence on Consumer Decisions

From Table 2 it was obtained that. The Effect of Tangibles on Consumer Decisions The t test is used to determine whether or not tangibles have a significant or partial effect on consumer decisions. For t test criteria conducted at the α level = 0.05 with the value t for $n = 100 - 2 = 98$, t table 1,984 and t account = 3,874. it means that there is a positive and significant influence between tangibles to consumer decisions using train services Putri Deli Medan – Tanjung Balai.

2. Emphaty's Influence on Consumer Decisions

For t test criteria performed at α level = 0.05 with the value t for $n = 100 - 2 = 98$, t table 1,984 and t account = 8,227. From the results obtained the conclusion that there is a positive and significant influence between emphaty on consumer decisions using the Train Services Putri Deli Medan – Tanjung Balai.

3. The Effect of Responsiveness on Consumer Decisions

For t test criteria performed at α level = 0.05 with the value t for $n = 100 - 2 = 98$, t table 1,984 and t account = 2,039. From the result obtained the conclusion that there is a positive and significant influence between responsiveness to consumer decisions using the Train Services Putri Deli Medan – Tanjung Balai.

4. The Effect of Realibility on Consumer Decisions

For t test criteria conducted at the level of $\alpha = 0.05$ with the value t for $n = 100 - 2 = 98$, t table 1,984 and t account = 6,431. From the result obtained the conclusion that there is a positive and significant influence between Realibility to consumer decisions using train services Putri Deli Medan – Tanjung Balai.

5. The Effect of Assurance on Consumer Decisions

For t test criteria performed at α level = 0.05 with the value t for $n = 100 - 2 = 98$, t table 1,984 and t account = 4,425. From the result obtained the conclusion that H0 rejected (Ha accepted) shows that there is a positive and significant influence between assurance to consumer decisions Using Putri Deli Medan – Tanjung Balai Train Services.

Simultaneous Test (Test F)

Statistical test F is used to show the influence of individual independent variables on independent variables. If F calculates > the table F value, then Ho is rejected or Ha is accepted (there is partial influence) and if the value of F calculates < the table value, then Ho is accepted or Ha is rejected (no partial influence). Statistical test f can also be done by looking at probability value > 0.05, then Ho is accepted or Ha rejected (no simultaneous influence).

Based on the results of data processing with SPSS program version 24.00, the following results are obtained:

Table 3. Simultaneous Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1325,842	5	265,168	152,856	,000 ^b
	Residual	163,068	94	1,735		
	Total	1488,910	99			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Assurance, Responsiveness, Tangibles, Realibility, Emphaty						

Source : SPSS versi 24.00

$$F_{table} = 100 - 5 - 1 = 94 \quad F_{calculate} = 152.856 \text{ and } F_{table} = 3.09$$

From the above results can be seen that the value of Fhitung is 152,856 with a significant level of 0.000. While the Ftable value is known to be 3.09. based on these results it can be known that $f_{calculate} > f_{table}$ ($152,856 > 3.10$) means H_0 is rejected. So it can be concluded tangibles, emphaty, responsiveness, Realibility, and assurance have a significant effect on consumer decisions using train services Putri Deli Medan – Tanjung Balai.

Coefficient of Determination

The coefficient of determination is between 0 and 1. If the R-square value gets closer to one, the greater the influence of a free variable on a bound variable. Here are the statistical test results:

Table 4. Determination Coefficient Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,944 ^a	,890	,885	1,31710
a. Predictors: (Constant), Assurance, Responsiveness, Tangibles, Realibility, Emphaty				
b. Dependent Variable: Purchase Decision				

Sources : SPSS versi 24

$$D = R^2 \times 100\%$$

$$D = 0.890 \times 100\%$$

$$= 89.0\%$$

Based on the table above can be seen that the value of R square is 0.890 which means 89% and this states that the variable work spirit, work environment and work discipline of 89% to affect the variable of work productivity. Furthermore the difference is $100\% - 89\% = 11\%$. this suggests that 11% is another variable that does not contribute to consumer decision research.

5. CONCLUSION:

The conclusions obtained from the results of the study Partially tangibles significantly affect consumer decisions using the services of The Princess Deli Railway Medan – Tanjung Balai: Partially emphaty has a significant effect on consumer decisions using the services of Putri Deli Medan – Tanjung Balai Railway. Partial responsiveness have a significant effect on consumer decisions using the services of Putri Deli Train Medan – Tanjung Balai. Partial Realibility has a significant effect on consumer decisions using the services of Putri Deli Medan – Tanjung Balai Railway. Partial assurance has a significant effect on consumer decisions using the services of Putri Deli Medan – Tanjung Balai Railway. Simultaneously tangibles, emphaty, responsiveness, realibility, assurance have a significant effect on consumer decisions using the services of Putri Deli Medan Train – Tanjung Balai.

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