Analysis of Service Quality, Motivation, and Level of Consumer Confidence in Purchasing Decisions at PT. Aksara Sukses Makmur Medan

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Abstract

This study aims to investigate how customer confidence, motivation, and service quality affect purchases made at PT. Aksara Sukses Makmur Medan. This study is descriptive in nature. Saturated sampling is the method used in this study, with the population and sample consisting of 77 enterprises that are users of PT. Aksara Sukses Makmur Medan. Analysis using multiple linear regression is the statistical technique employed. The findings indicated that customer confidence in purchase decisions, motivation, and service quality were all somewhat influenced. Additionally, it asserts that customer confidence in their purchase decisions, motivation, and service quality are all influenced at the same time. The magnitude of the coefficient of determination is 70% and the remaining 30% is explained by other variables that are not discussed in this study.

Keywords: *Service Quality, Motivation, Consumer Confidence, Purchasing Decisions.*

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A. INTRODUCTION

Market developments for the food and beverage industry in 2022 are still in demand by consumers. This is inseparable from the large number of consumers still looking for culinary outside the home, thus encouraging the growth of the food and beverage industry with a variety of dishes, prices, and forms of service. Any company that wants to achieve success in marketing is trying to reach consumers to expand market share (Qomariah, 2016). For this goal to be achieved, every company must strive to produce and deliver goods or services that are under consumer desires. Many ways are done by companies to attract consumers, one of which is by studying consumer behavior in making consumer purchasing decisions (Lukito, 2020). Purchasing decisions are an important thing that must be considered by companies because consumers will form a point of view on the products offered to form the intention to buy the most preferred product and lead to the purchase decision process

Some factors that usually affect consumer interest such as; Quality of Service because if the service/information is not clear then consumers will think that the company does not understand what it is making, Motivation due to economic needs or reputation here is good so that the emergence of motivation to rent/buy services here, The level of consumer confidence because if consumers do not trust then consumers will move to other places then that the way to increase consumer confidence is to provide evidence that the stand/kiosk is good There are many buyers

here.

Many ways are done by companies to attract consumers, one of which is by studying consumer behavior in making consumer purchasing decisions (Miati, 2020). Purchasing decisions are an important thing that must be considered by the company because consumers will form a point of view on the products and services offered to form the intention to buy/rent the most preferred products and services and lead to the purchase decision process.

One of the food and beverage business service providers discussed in this study is PT. Aksara Sukses Makmur Medan is a company engaged in providing food and beverage business locations (Food court). Improve purchasing decisions at PT. Aksara Sukses Makmur Medan is not easy because it must pay attention to other factors such as service quality, motivation, and trust. The problem of purchasing decisions can be seen from the level of revenue realization from the sale/rental of business locations at PT. Aksara Sukses Makmur Medan for the last four years.

PT. Aksara Sukses Makmur Medan is a company that provides services/places for consumers who want to start focusing business to business, especially in the food and beverage sector, here there is a special parking lot for consumers who want to visit Aksara and the company provides stands which of course the price of each stand is different, for example it depends on the size of the stand and the location of the stand, Like what the location is, whether in front, middle or back.

Table 1. Target and Revenue Realization at PT. Aksara Sukses Makmur Medan

Year	Sales Target	Sales Realization	% Sales Decline
2019	500.000.000	480.934.000	-
2020	500.000.000	465.150.000	-3,28%
2021	500.000.000	446.088.000	-4,10%
2022	500.000.000	420.520.000	-5,73%

Source: PT. Aksara Sukses Makmur Medan, 2022

Table 1 shows sales that declined every year from 2019 to 2022. The decline in sales is caused because there are still many consumers who do not know the company and also consumers are not sure about the quality and facilities of business services from the company compared to the quality of services and businesses elsewhere

The problem is that there is a decrease in purchasing decisions at PT. Aksara Sukses Makmur Medan is quality service. The number of complaints submitted to companies is due to poor service quality such as employees are not responsive in carrying out the explanation process and also selling facilities to consumers so there are often delays in information about services and facilities.

Motivation can also cause a decrease in sales/rentals at PT. Aksara Sukses Makmur Medan. This can be seen when they want to use rental services, consumers feel the price of services and places offered is expensive and not under the type of services and places sold. In addition, consumers feel that there is no guarantee of service in the rental business at the company so this results in consumers switching to using services elsewhere.

In addition to service quality and motivation, the problem of consumer confidence can also influence purchasing decisions. This is because consumers are not sure to consider the services and places sold/rented from the company as a trusted place to make a business-to-business venture so consumers are not interested in buying/renting a place at PT. Aksara Sukses Makmur Medan.

The results of studies that have been conducted by different researchers show the influence of various variables on purchasing decisions. (Manoy et al., 2021) found that product quality and service quality have a significant positive effect together and individually on purchasing decisions at Cv. Ake Maumbi. On the other hand, (Amin & Yanti, 2021) revealed that in the context of Korean Nature Republic skincare products, brand ambassadors, E-WOM, lifestyle, country of origin, and overall motivation influence purchasing decisions, but only lifestyle and motivation affect individuals. (Amalia, 2021) highlight the influence of trust and advertising on purchasing decisions at Bukalapak in Banyuwangi. Their results showed that trust and advertising together influenced purchase decisions, but only trust had a significant positive effect individually, while advertising had no significant effect.

Based on the description above, conducting research to determine the influence of service quality, consumer motivation, and the level of consumer confidence in purchasing decisions at PT. Aksara Sukses Makmur Medan.

B. LITERATURE REVIEW

1. The Relationship of Service Quality to Purchasing Decisions

(Anggoro et al., 2020) (Wulandari & Suwitho, 2017) argue that if a company can provide good service, directly or indirectly, the image of its services will be widespread because the satisfaction felt by consumers will be conveyed by one consumer to another in chains, to attract more consumers.

According to (Manoy et al., 2021) (Aryska & Kasmirudin, 2017) (Aryska & Kasmirudin, 2017), if the quality of service provided by the company to consumers is good, it will make consumers assume that the company has been professional in providing services which can ultimately improve purchasing decisions.

2. The Relationship of Motivation to Purchasing Decisions

In (Razak et al., 2017), motivated behavior is initiated by activating needs or recognizing needs. So the stronger the impulse, the greater the urgency of the perceived response. Activated needs are finally expressed in behavior and purchasing.

According to (Kalputri, 2021), with motivation, someone will point to a behavior or action that is directed at the goal of achieving satisfaction. It can be concluded that motivation arises because of need. The need itself arises because consumers feel uncomfortable (*state of tension*) or that should be felt and felt. The perceived need encourages a person to take action to meet his needs

3. The relationship between the level of consumer confidence in purchasing decisions

According to (Sari et al., 2020) (Indrasari, 2019) (Kasinem, 2021) after consumers consume the product and use it tangibly, it will cause consumer confidence and cause satisfaction. After consumers are satisfied with a product, they will increase purchases**.** (Lailiya, 2020) (Solihin, 2020) (Dewi & Sudiksa, 2019) said that building high trust in consumers can improve purchasing decisions. Achieving a sense of consumer trust in the product and making repeated purchases.

C. METHODS

This research will be conducted at PT. Aksara Sukses Makmur Medan located on Jalan Aksara, Medan City, North Sumatra. This research is quantitative. This type of research is a type of descriptive research. The nature of this study is explanatory. The population in this study was 77 consumer consumers at PT. Aksara Sukses Makmur Medan in 2022 consists of 60 tenants (kiosks) and 17 people from private consumers who buy directly from the company. The sampling technique used is *saturated sampling*. Using the entire population as a research sample, the study sample was 77 companies.

This study identifies and defines operational research variables consisting of service quality (X1), motivation (X2), consumer trust (X3), and purchasing decisions (Y). Service quality is measured by indicators of reliability, responsiveness, assurance, empathy, and physical evidence using the Likert scale. Motivation is measured by indicators of physiological needs, security, social, reward, and self-actualization, also using the Likert scale. Consumer trust is measured by indicators of goodwill, integrity, and competence, also using the Likert scale. Next, the study tested the validity and reliability of the instruments used. The results of data analysis use multiple regression models with coefficients of determination and test hypothesis F and t-test, to determine the influence of independent variables together and partially on the dependent variable, namely purchasing decisions.

D. RESULTS AND DISCUSSION

Table 1. Descriptive Statistics

Descriptive Statistics

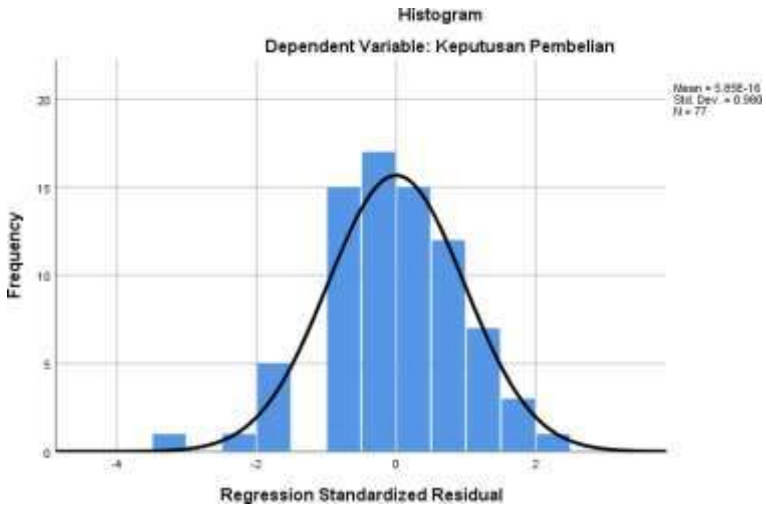
	N	Minimum	Maximum	Mean	Std. Deviation
Quality of Service	77	14	40	29.26	6.018
Motivation	77	18	37	29.38	4.017
Consumer Trust	77	9	24	18.04	3.515
Purchasing Decision	77	17	38	30.09	4.867
Valid N (listwise)	77				

Source: Research Results, 2023

The following table indicates that there were 77 customers of PT. Aksara Sukses Makmur Medan in the number of observations (N) that were examined. There is a

minimum value of 14 and a maximum value of 40 for the service quality variable (X1). The data distribution is good since the mean value of 29.26 is higher than the standard deviation value of 6.018. There is a minimum value of 18 and a maximum value of 37 for the incentive variable (X2). The data distribution is good since the mean value of 29.38 is higher than the standard deviation value of 4.017. There is a minimum value of 9 and a maximum value of 24 for the buy choice variable (X3). The data distribution is good since the mean value of 18.04 is higher than the standard deviation value of 3.515. There is a minimum value of 17 and a maximum value of 38 for the purchasing choice variable (Y). The data distribution is good since the mean value of 30.09 is higher than the standard deviation value of 4.867.

Normality Test



Source: Research Results, 2023

Figure 1. Histogram Chart

Histogram graphs show data patterns forming curve lines tend to symmetry (U) not deviating to the left or right, so it can be said that the data is normally distributed.

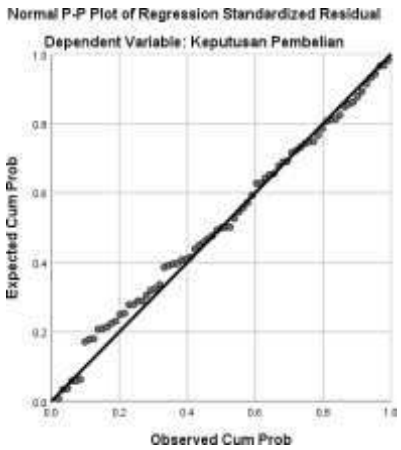


Figure 2. Normality Probability Plot Charge

Source: Research Results, 2023

This *normality probability plot* graph shows that the data pattern that has spread around the diagonal line and follows the direction / around the diagonal line can be

said to have been distributed normally. Furthermore, the normality test was carried out by looking at statistical analysis using the *Kolmogorov-Smirnov approach*. The following statistical normality test is as follows:

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		77
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	2.61136634
Most Extreme Differences	Absolute	.076
	Positive	.031
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.200c,d

Source: Research Results, 2023

Based on the statistical analysis above, it shows a significant value of 0.200 greater than 0.05. This means that H0 is received which indicates that the residual data has been distributed normally.

Table 3. Multicollinearity Test Results

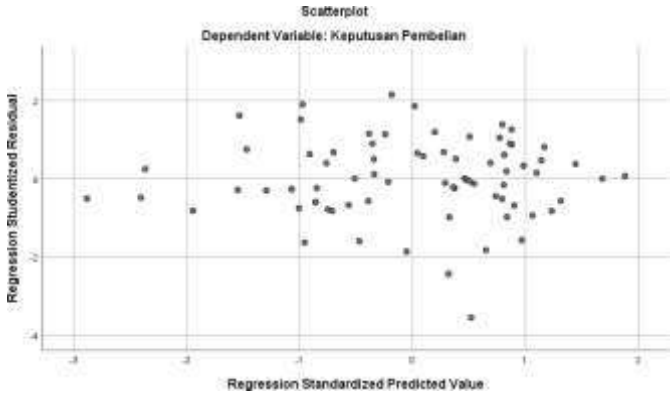
Model		Collinearity Statistics Tolerance	VIF
1	Quality of Service	.410	2.438
	Motivation	.472	2.118
	Consumer Trust	.650	1.538

a. Dependent Variable: Purchase Decision

Source: Research Results, 2023

The multicollinearity test showed that the *service quality tolerance value was 0.410 > 0.1, the motivation tolerance value was 0.472 > 0.1 and the consumer trust* tolerance value was *0.650 > 0.1 while the VIF value of service quality was 2.438 < 10, the motivation VIF value was 2.118 < 10 and the consumer confidence VIF value was 1.538* < 10. Based on the data above, it can be concluded that there is no multicollinearity.

Heteroscedasticity Test



Source : Research Results, 2023

Figure 3 Scatterplot Graph

Since there is no discernible pattern and the scatterplot graph has points that spread both above and below 0, heteroscedasticity is not present. By examining the

likelihood of significance, the findings of the Scatterplot graph may also be observed in the glacier test. If the significance value is more than the 5% confidence level, it can be inferred that the data do not include heteroscedasticity.

Table 4. Glacier Test Results

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.634	1.479		.429	.669
	Quality of Service	-.079	.050	-.283	-1.593	.115
	Motivation	.136	.069	.323	1.953	.055
	Consumer Trust	-.018	.068	-.037	-.261	.794

a. Dependent Variable: Absres

Source: Research Results, 2023

The Glejser test shows that the service quality variable has a Sig. value of 0.115 > 0.05, the motivation variable has a Sig. value of 0.055 > 0.05 and the consumer confidence variable has a Sig value. of 0.794 > 0.05, so this regression model does not contain heteroscedasticity.

Research Data Analysis Model

Table 5. Multiple Linear Regression Analysis Results

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	3.715	2.358		1.575	.120
	Quality of Service	.326	.079	.403	4.112	.000
	Motivation	.274	.111	.226	2.477	.016
	Consumer Trust	.487	.108	.351	4.512	.000

a. Dependent Variable: Purchase Decision

Source: Research Results, 2023

From the statistics above, the multiple regression equation can be seen in the column *Unstandardized Coefficients* part B with the formula namely: **Purchase Decision = 3.715 + 0.326 Quality of Service + 0.274 Motivation + 0.487 Consumer Confidence**

According to the constant 3.715, the purchase decision indicated by the value of Y has grown by 3.715 units assuming the variables of service quality, motivation, and customer confidence remain unchanged. The service quality regression coefficient of 0.326 indicates that, provided other factors stay constant, the change in purchasing choices observed from the value of Y will rise by 0.326 units for every unit increase in service quality. With other variables held constant, the motivation regression coefficient of 0.274 indicates that for every unit rise in motivation, the change in purchasing decisions as shown by the value of Y will increase by 0.274 units. With other variables remaining constant, the change in purchase decisions seen from the

value of Y will rise by 0.487 units for every unit increase in consumer confidence, according to the regression coefficient of 0.487.

Table 6. Coefficient of Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844a	.712	.700	2.664

a. Predictors: (Constant), Consumer Confidence, Motivation, Service Quality

Source: Research Results, 2023

With a coefficient of determination of 0.700, it can be inferred that factors such as customer attitudes and promotion account for 30% of the decision-making process, while factors like service quality, consumer motivation, and confidence account for 70% of the total (100% - 70% = 30%).

Table 7. Simultaneous hypothesis testing (F test)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	1282.102	3	427.367	60.197	.000b
	Residual	518.262	73	7.099		
	Total	1800.364	76			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Consumer Confidence, Motivation, Service Quality

Source: Research Results, 2023

The F value of the table is known from the significant value of 5% and the degrees of freedom df1 = 3 and df2 = 73 then the table obtained F (3; 73) = 2.73. From this test criterion, it is concluded that the value of Fcalculate 60.197 > Ftable 2.73 and a significant value of 0.000 < 0.05, then the decision to accept H4 which means simultaneously the quality of service, motivation, and consumer confidence have a significant effect on purchasing decisions at PT. Aksara Sukses Makmur Medan.

Partial Hypothesis Testing (t-Test)

Table 8. Test Results t

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Say.
1	(Constant)	3.715	2.358		1.575	.120
	Quality of Service	.326	.079	.403	4.112	.000
	Motivation	.274	.111	.226	2.477	.016
	Consumer Trust	.487	.108	.351	4.512	.000

a. Dependent Variable: Purchase Decision

Source: Research Results, 2023

Using a 2-sided test, the table t value (74; 0.05) of 1.99254 was achieved. The t-table value is visible in the error (α = 0.05).

The decision to accept H1 indicates that, to some extent, service quality influences purchasing decisions at PT. Aksara Sukses Makmur Medan. This is based on the SPSS results above, which show that service quality has a calculated value of

4.112 > ttable of 1.99254 and a significant value of 0.000 < 0.05.

The choice to accept H1 indicates that partial motivation has a substantial impact on the purchasing decision at PT. Aksara Sukses Makmur Medan. Motivation has a calculated value of 2.477 > table of 1.99254 and a significant value of 0.016 < 0.05.

The choice to accept H1 indicates that, to a partially significant extent, consumer confidence affects purchasing decisions at PT. Aksara Sukses Makmur Medan. The computed value of consumer confidence is 4.512 > a table of 1.99254 and a significant value of 0.000 < 0.05.

The Influence of Service Quality on Purchasing Decisions

According to the first hypothesis, service quality has a significant value of 0.000 < 0.05 and a computed value of 4.112 > table of 1.99254. This finding indicates that the first hypothesis is true, i.e., decisions to buy at PT. Aksara Sukses Makmur Medan are significantly influenced by partial service quality. The study's findings are in line with studies by (Manay et al., 2021) (Nasution & Lesmana, 2018) (Saputra & Ardani, 2020) that found a substantial relationship between service quality and purchase decisions.

The influence of motivation on purchasing decisions

According to the second hypothesis, motivation has a significant value of 0.016 < 0.05 and a computed value of 2.477 > ttable of 1.99254. This finding indicates that the second hypothesis is true, i.e., partial motivation significantly influences the decisions made at PT. Aksara Sukses Makmur Medan about purchases. The study's findings support previous studies (Amin & Yanti, 2021) (Rahmawati & Illiyin, 2021) (Indriyani & Suri, 2020) that found motivation significantly influences consumers' decisions to buy.

The Influence of Consumer Confidence on Purchasing Decisions

According to the third hypothesis, the computed value of consumer confidence is 4.512 > ttable of 1.99254, with a significant value of 0.000 < 0.05. This outcome demonstrates that the third hypothesis is true, i.e., that customer confidence levels significantly influence purchase decisions at PT. Aksara Sukses Makmur Medan. The present study's findings align with the research conducted by (Adabi, 2020) (Sobandi & Somantri, 2020) (Meliana et al., 2013) (Amalia, 2021) indicating a noteworthy impact of customer trust on purchase decisions.

E. CONCLUSIONS

In this study, it can be concluded that service quality, motivation, and consumer trust have a significant effect on purchasing decisions at PT. Aksara Sukses Makmur Medan. The results of statistical analysis showed that the calculated value of all these variables exceeded the value of ttable, with a significance level of less than 0.05. In addition, Fhitung also shows the joint influence of these variables on purchasing decisions. The magnitude of the coefficient of determination reaches 70%,

which indicates that 70% of the variation in purchasing decisions can be explained by service quality, motivation, and consumer confidence. However, there are other variables such as promotion and consumer attitudes that have not been studied. Therefore, companies need to improve service, motivation, and consumer trust. The Faculty of Economics, Universitas Prima Indonesia can publish the results of this study as a reference for future research, which is recommended to add additional variables. In addition, researchers can broaden their horizons and knowledge related to purchasing decisions for application in the world of work.

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