

The influence of service quality and product innovation on purchasing decisions of Seblak Mama Radit Cimone-Tangerang

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ABSTRACT

In today's increasingly fierce business environment, manufacturers must constantly use their creativity and critical thinking skills to expand their businesses. This investigation attempts to learn: the impact of customer service standards on mom radit Cimone-Tangerang's purchase choices. The impact of product innovation on Seblak mama's Cimone-Tangerang purchase choice. In this study, saturated sampling—a type of non-probability sampling—was employed as the sample method. Consumers who visit Mama Radit Cimone-Tangerang seblak stand with the intention of purchasing products from that stall make up the population of this study. There were 100 respondents in the research sample. Multiple linear regression is the data analysis method employed in this study, along with correlation testing, determination testing using R Square (R²), and other techniques. To clarify how research on hypotheses utilizing such analysis is described. The findings of the data analysis demonstrate: When the purchasing decision variable has not been modified by other variables, especially service quality variables (X1) and product innovation variables (X2), the value of 3.625 is a constant or state. The purchase decision variable remains unchanged if the independent variable is absent. According to the regression coefficient X1 value, b1, which is 0.262, service quality variables positively influence purchasing decisions. This means that, assuming no other variables are taken into consideration in this study, every increase of 1 unit in service quality variables will have an impact on purchasing decisions by 0.262. With a b2 (value of regression coefficient X2) of 0.568, the product innovation variable is shown to positively affect purchasing decisions. This means that, assuming no other variables are taken into consideration in this study, every unit increase in the product innovation variable will increase the impact of purchasing decisions by 0.568.

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1. Introduction

Studies on marketing concepts in the subject of management studies also contribute to the dynamics of the evolution of consumer behavior, which is becoming increasingly complicated. In an effort to boost the economy, marketing is used (Zahro & Prabawani, 2018). Production, marketing, and consumption activities are crucial components in value creation because they link production and consumption together (Ilmy, 2019). The function of marketing cannot be separated from a transaction that happens as a result of the presence of parties engaged in consumption and production activities (Lamb et al., 2019).

Product is the sum of all the traits and qualities that make a product or service capable of meeting stated or implicit needs (Nadezhda & Petrova, 2020). Pawon Nyinyir restaurant must prioritize product.

Businesses and customers who have a reciprocal relationship will have the chance to learn about and comprehend the needs and expectations that underlie consumer impressions (Silviana & Hutasuhut, 2018). While this is happening, attention is being paid to a dynamic situation that is directly tied to goods, services, and human resources (Irmal et al., 2020).

When it comes to product innovation, these characteristics also significantly influence consumers' decision to buy. Product innovation will undoubtedly produce additional options and raise the benefits or value that customers obtain from the product design, which will finally improve the quality of a product that is appropriate or exactly what consumers expect (K. Lee et al., 2021).

Service quality aims to provide what customers need as well as the accuracy of their delivery to balance customer desires (Darmawan, 2019). According to the influence of service quality, service quality is the control over the desired level of excellence to satisfy customer needs (Giovana Asti & Ayuningtyas, 2020). Additionally, the standard of process and environmental services can at least match or even above that of the expected services (Fadhilah et al., 2022). This is also a significant aspect for Warung Seblak Mama Radit Cimone-Tangerang since clients expect and seek high-quality service from the Seblak's proprietor regardless of the services they receive.

Because consumers' needs are diversifying and becoming more discerning as a result of lifestyle changes, numerous businesses are competing to offer high-quality items. As a result, the business competes to create products and develop items that are suited to consumers' likes and demands (Rosadi et al., 2022). Product innovations are typically made by businesses to lure customers away from rivals (Barta et al., 2023). Additionally, innovation offers pioneering businesses the chance to gain a favorable reputation for their capacity for innovation and potential in emerging markets (S. Lee et al., 2019).

It is extremely risky for a business to just rely on its current products in highly competitive markets without making specific efforts for its development (Aquinia & Soliha, 2020). Therefore, every business must work to improve the products they produce in order to increase usability, satisfaction, and overall attractiveness in order to maintain and grow sales and their target markets (Sunarsi et al., 2019).

Along with procedural, organizational, and business innovation, product innovation is another form of innovation. Product innovation will undoubtedly produce additional options and raise the benefits or value that consumers obtain from a product, which will finally enhance a product's quality to the right or exact level that consumers expect (Putlia, 2019). In order to boost consumer purchasing power at Warung Seblak Mama Radit Cimone-Tangerang, product innovation is therefore necessary and also plays a crucial role in influencing decisions to make purchases. Product excellence, product cost, and product credibility are the three defining qualities of product innovation. When a new product is developed and promoted, innovation is applied throughout the whole operation of the organization, including innovation across all functional processes and uses. (Alwi & Handayani, 2018).

Consumer behavior, which is the study of how products, services, ideas, or experiences might satisfy people's needs and aspirations, includes the buying decisions that consumers make (Eka, 2019). Customers are drawn to Warung Seblak Mama Radit Cimone-Tangerang's seblak because it differs from other seblak stalls, as evidenced by the variety of seblak menus it offers. The process of creating seblak is completed quickly when it comes to seasonings and other ingredients, so if you want to get a greater quantity, you will need to be more patient while waiting. In this study, each of the aforementioned characteristics are quite effective at influencing consumers' purchasing decisions. Customers will be indirectly influenced by this activity to want what is advertised and to try it (Oktarini et al., 2019).

This study will examine the impact of product innovation and service quality on consumer choice at Warung Seblak Mama Radit Cimone-Tangerang. At Warung Seblak Mama Radit Cimone-Tangerang, we'll also learn how much Service Quality and Product Innovation collectively affect customers' purchasing decisions.

2. Research Method

Location and Research Period

We decided to do our investigation at UMKM Seblak Mama Radit Cimone in Tangerang City. This study will be conducted in June 2023 to conduct surveys and gather data for researchers.

Research Method

The kind of research that researchers use to address research challenges is contained in research techniques. Quantitative approaches are one category of research techniques or procedures. Quantitative methods use numbers throughout the process, from data collection to processing, and they are fact-based (Lahindah et al., 2018). So, for this study, we adopted a quantitative strategy.

Data Gathering Methods

According to Cooper and Emory (1996 : 221) it is written that the basic formula in determining sample size a population that is not defined with certainly the number of samples is determined directly by 100 respondents (Lamb et al., 2019). Both primary and secondary data are used in data collection procedures. In this study, 100 consumers who visited Seblak Mama Radit Cimone – Tangerang and using a saturation sampling technique (non-probability sampling) served as the sample. Saturated sampling (census), which sampling if all members of the population are used as samples, is the non-probability sampling technique selected (Sinurat & Dirgantara, 2021). By distributing an online survey in the form of a google form over the course of six days. The SPSS data processing application was used to process the results with the total number of respondents.

Analysis of Data

Data analysis employs statistical methods such multiple regression analysis, the R² determination test, and the correlation test:

Test of Correlation

The relationship between two variables is known as the correlation coefficient. This relationship can be assessed for its closeness, direction, and whether it has any significance by controlling other variables that are thought to have an impact on the correlation results and holding them constant (Ernawati, 2019).

Test of Determination (R²)

Determination analysis measures how well a model can account for different types of variation. For example, the coefficients have values of 0 and 1. The ability of the independent variable to explain the fluctuation of the dependent variable is shown by a low value of R².

Analysis of Multiple Regression

This method of data analysis employs multiple linear regression to ascertain the degree to which Service Quality (X1) and Product Innovation (X2), the independent variables, have an impact on Purchasing Decisions (Y) at Warung Seblak Mama Radit Cimone – Tangerang.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 \dots\dots\dots (1)$$

Remarks:

Y = Dependent Variable (Purchase Decision)

a = Constant

β_1 = Raegression coefficient of (Quality of Service)

β_2 = Raegression coefficient of (Product Innovation)

X₁ = Independent variable of (Quality of Service)

X₂ = Independent variable of (Product Innovation)

3. Results And Discussions

The purpose of this study was to investigate the effects of independent variables on dependent variables, specifically the impact of product innovation and service quality on Seblak Mama Radit Cimone-Tangerang's purchasing choice. In this study, multiple linear regression analysis methods are employed to facilitate the discovery and testing of hypotheses. The following results from this study, which used SPSS for Windows, are intended:

Test of Correlation

Table 1. Correlations test

		Service Quality	Innovation	Buyers Decision
Service Quality	Pearson Correlation	1	.677**	.738**
	Sig. (2-tailed)		.000	.000

	N	100	100	100
Innovation	Pearson Correlation	.677**	1	.827**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
Buyers Decision	Pearson Correlation	.738**	.827**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

**Correlation is significant at the 0.01 level (2-tailed)

The significant value of the variable (X1) for service quality is 0.000. Given that the value is less than < 0.05 , it is clear that the purchase decision variable (Y) and the service quality variable (X1) are significantly correlated.

The meaningful value for the variable Product innovation (X2) is 0.000. The value 0.05 indicates a significant link between the purchase decision variable (Y) and the product innovation variable (X2).

Whereas variable X1 has a pearson correlation value of 0.738, this value is in the range of 0.60 to 0.799, indicating a substantial degree of link between variables X1 and Y. According to the positive pearson correlation value, if variable X1 grows, variable Y will likewise increase.

The pearson correlation for variable X2 is 0.827, which is in the range between 0.80 and 1.00, and can be read as indicating that variable X2 and variable Y have a very strong association. According to the positive pearson correlation value, if variable X2 increases, variable Y will follow suit.

In conclusion, the correlation test shows that the Purchase Decision (Y) and both Service Quality (X1) and Product Innovation (X2) have strong positive connections. Due to their significant impact on customers' purchase decisions, service quality and product innovation are two areas that businesses can use this information to focus and improve. While there is a connection between these factors, it is crucial to remember that correlation does not imply causation. Additional research and experimentation are required to demonstrate causal linkages.

Test Coefficient of Determination (R^2)

Table 2. Coefficient of determination test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.743	.737	1.27734

a. Predictors: (Constant), Product Innovation, Service Quality

The independent effect of the variable (X) on the dependent variable (Y), as determined by the calculation, is 74.3% based on the output above. This value of R Square (Coefficient of determination) is 0.743. Only three of the factors evaluated in this study, namely Service Quality (X1), Product Innovation (X2), and Purchasing Decision (Y), have an impact on the other variables (Fadhilah et al., 2022).

It is critical to keep the study's context, sample size, and methods in mind when interpreting the R-squared number. Additionally, adding more variables or components to the study may improve the model's capacity for explanation and offer a more thorough knowledge of the elements affecting Purchase Decision (Y).

Analysis of Multiple Regression

In order to understand the link between the independent variables of Service Quality (X1), Product Innovation (X2), and Purchase Decision (Y), multiple linear regression analysis is used. The table that follows shows the outcomes of several linear regression tests (Ernawati, 2019).

Table 3. Multiple regression analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.625	1.082		3.349	.001
	Service Quality	.262	.056	.330	4.712	.000
	Product Innovation	.568	.066	.603	8.620	.000

a. Dependent Variable: Buying Decision

$$Y = a + b_1.x_1 + b_2.x_2$$

$$Y = 3.625 + 0.262 + 0.568$$

The conclusion: a) when the purchasing decision variable has not been modified by other variables, especially service quality variables (X1) and product innovation variables (X2), the value of 3.625 is a constant or state. The purchase decision variable remains unchanged if the independent variable is absent, b) b1 (value of regression coefficient X1) This suggests that every increase in one unit of service quality variables will affect purchasing decisions by 0.262, given that other variables are not explored in this study. This shows that service quality variables have a positive influence on purchase decisions, c) b2 (value of regression coefficient X2) This means that every increase of 1 unit in the product innovation variable will enhance the effect on purchasing decisions by 0.568, assuming that other variables are not taken into consideration in this study. This implies that the product innovation variable has a positive influence on purchase decisions.

When both Service Quality (X1) and Product Innovation (X2) are zero, the baseline value for the Purchase Decision (Y) is represented by the constant term (3.625). This interpretation should be carefully scrutinized, though, as these values might not have any real-world applications. The Purchase Decision (Y) is positively impacted by Service Quality (X1). If other variables are ignored, it is predicted that the Purchase Decision will increase by 0.262 units for every unit increase in Service Quality. The Purchase Decision (Y) is positively influenced by Product Innovation (X2) as well. If other variables are ignored, it is predicted that the Purchase Decision will increase by 0.568 units for every unit increase in Product Innovation.

4. Conclusion

Based on tests conducted on the influence of service quality and product innovation on purchasing decisions Seblak Mama Radit Cimone-Tangerang can be concluded the results of correlation tests, determination tests, and multiple linear regression: a) Results of correlation tests Whereas variable X1 has a pearson correlation value of 0.738, this value is in the range of 0.60 to 0.799, indicating a substantial degree of link between variables X1 and Y. According to the positive pearson correlation value, if variable X1 grows, variable Y will likewise increase, b) The correlation test results for variable X2 show a pearson correlation value of 0.827, which is in the range between 0.80 and 1.00, and can be read as showing that variable X2 and variable Y have a very strong association. According to the positive pearson correlation value, if variable X2 increases, variable Y will follow suit, c) The independent influence of the independent variable (X) on the dependent variable (Y) is 73.7% according to the adjusted R square value (Coefficient of determination), which is 0.737, d) When the purchasing decision variable has not been modified by other variables, especially service quality variables (X1) and product innovation variables (X2), the value of 3.625 is a constant or state. The purchase decision variable remains unchanged if the independent variable is absent.

Because it is well known that numerous factors outside of this study influence purchase decisions, including 26.3% employing factors outside of the study, further research is likely to overcome the shortcomings in this study.

The management of Warung Seblak Mama Radit Cimone-Tangerang needs to do more research on other independent variables that can influence the development of purchasing decisions besides service quality variables and product innovation.

In conclusion, the research's implications and contributions offer useful advice for companies looking to boost the quality of their services, the inventiveness of their products, and overall consumer pleasure, which will ultimately result in increased market competitiveness and corporate success. Furthermore, it advances academic knowledge and comprehension of consumer behavior and decision-making techniques.

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