DIMENSIONS OF SERVICE QUALITY AGAINST PURCHASING INTENTION AT INDOMARET

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Abstract

Intense competition caused because visitors are ever day to be more critical and are confronted with a lot of choice of products, therefore it demands over many of the conditions of the dimensions of quality of service. The study is aimed to determine the effect of tangible, reliability, responsiveness, assurance, and empathy be partial towards Interest Buy society Indomaret. Type of research data this is quantitative data. The sampling method used was incidental sampling method, in order to obtain 60 respondents. Mechanical analysis of the data used is analysis of regression regression. The data analysis process is done first, validity test, reliability test, classical assumption test, multiple regression analysis and then hypothesis testing. The research result is in partial shows that tangible does not affect it significantly against the interests bought and reliability does not affect it significantly towards an interest to buy, while the responsiveness effect is significantly towards an interest to buy, assurance effect is significant against the interest to buy, and empathy effect is significant against the interest to buy. Based on the results of the research have proved that employee Indomaret have responsiveness, assurance, and empathy are good for increasing interest in buying public.

Keywords: Dimensions of service quality, Purchase interest

INTRODUCTION

Competition for services to visitors is getting tighter, this is due to the company's service units which previously only provided basic services which are now required to be able to provide good service to visitors so that visitors do not move to other places. Therefore, the company's services are required to able to produce products services quality better than in terms of products or services provided in order to win the competition.

Increasingly high levels of competition, will lead visitors face over many alternative products, prices and quality vary, so visitors will always look for the value of the most highly regarded of some products (Aryani & Rosinta, 2010) One of the forms of enterprise that many developing at the time of this is a convenience store. Minimarkets are supermarkets that only have one or two register machines or often called cash registers. Besides case, the minimarket is also only sell products needs basic home stairs (basic necessities) which has been first advance (Puspita, 2012).

When a company has visitors with high commitment, it is said that the company has a significant ability to survive in the market. While the commitment of visitors derived from the satisfaction of the visitor's own (Puspita, 2012). Satisfaction of visitors is very important to increase the loyalty of consumers and interest in buying consumer, but in the satisfaction of the visitors there are elements of good service, where quality of service is very determine satisfaction of consumers who end up in the interest of buying consumers.

So it can be said that service quality has an influence on consumer buying interest, where when the quality of service is not good, it will reduce consumer buying interest. Because in the buying interest process there is evaluation and decision making before making a purchase, when the quality of service is not good, it will have an impact on visitor dissatisfaction and make visitors drop their choice to buy from competitors, this means that consumer buying interest will decrease.
or decrease. Conversely, if the quality of service is good, consumers will feel happy and will come back to buy and will not make their choice to competitors. In the sense that when the quality of service is good, consumer interest in buying will increase. According to (Durianto, 2013) buying interest is the desire to buy a product, purchase interest will arise when a consumer is affected by the quality and quality of a product, information about the product.

While according to (Dwiyantri 2008) interest in buying is the stage of the tendency of respondents to act before the decision to buy actually implemented. There is a difference between an actual purchase and a repeat purchase interest. When purchasing the actual is a purchase that really made by the consumer, the interest in the purchase of re is the intention to carry out the purchase back on the opportunity to come. In most people, consumer buying behavior is often initiated and influenced by the many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from the environment. Stimuli are then processed within themselves in accordance with the characteristics of the personality, before finally taken a decision of purchase. The personal characteristics of consumers that are used to process these stimuli are very complex, and one of them is the consumer's motivation to buy.

Improving service quality is one of the marketing strategies that emphasizes meeting visitor desires. To create high visitors, a company must be able to find services that are able to be received or felt by visitors according to or even exceed what visitors expect. So, the higher the quality of service, the higher the level of visitor satisfaction. The higher the quality of service which results in high visitor satisfaction will also have an impact on consumer buying interest.

According to (Zeithaml and Parasuraman, 2016) mengindifikasi 5 groups karakteristik commonly used by visitors in evaluating the quality and services of services including, (1) tangible (reality), namely in the form of the appearance of the facility physical equipment material interesting communication, (2) empathy (empathy), namely the willingness of employees and employers to provide care is personal to the consumer, (3) responsivness (power response), the willingness of employees and employers to petrify visitors and provide services with fast and hear and resolve complaints from customers, (4) reliability (reliability), the ability to provide services in accordance with the promised, reliable and accurate and consistent, (5) assurance (assurance), namely in the form of the ability of employees to generate confidence and trust of the pledge proposed to consumers.

Several studies on the quality of service has been done by several researchers preceding them (Aptaguna & Pitaloka, 2016) with the title "Effect of Quality of Service and Price to Interests Buy Services Go-Jek" the results of the study indicate that the variable quality of service impact is significant to the interests and purchase services GO-JEK services. Meanwhile, the price variable does not have a significant effect on buying interest in GO-JEK services.

Results of research conducted by (Fahrian, 2015) with the title "Influence of Brand Image, Location, Trust and Quality of Service to the Interests Buying fuel at the pump Gasindo Blooming Putra Semarang" the results of the study indicate that there is influence between the brand image of the interest to buy, meaning that if the brand image increase, buying interest will increase. There is an influence between location on buying interest, meaning that if the location increases, the buying interest will increase. There is the influence of trust on an interest to buy, meaning apabil a confidence increased the interest in buying will decline. There is an influence between the quality of service on purchase intention, meaning that if the quality of service is affordable, the purchase intention will increase. There is an influence between service on purchase intention, meaning that if the service increases, the purchase interest will increase.

Results of research conducted by (Fure, 2013) with the title "Location, Diversity Product, Price, and Quality of Service influence on interest Buy on Traditional Markets Bersehati Calaca" the results of the study indicate that the location, diversity of product, price, and quality of service of an effect on the interest buy at the traditional market Bersehati Calaca. The research suggestion is that the manager of the Bersehati traditional market should further improve the quality of service.
and cleanliness of the location, so that consumers are interested in shopping at the Bersehati Calaca traditional market.

Differences in study is to research beforehand is the research is carried out at a different company that is on Indomaret. Where in previous research, research was conducted on several service quality variables and other variables, while this study focuses on the dimension of service quality variables, namely tangible, reliability, responsiveness, assurance and empathy so that the companies under study can find out the importance of the dimensions of service quality on people's buying interest in Indomaret. Based on the background behind it can be concluded the problems in research this is not a tangible, reliability, responsiveness, assurance and empathy impact significantly on buying interest community in Indomaret. And aims to analyze and examine the effect of tangible, reliability, responsiveness, assurance and empathy impact significantly on buying interest community in Indomaret.

**METHOD**

This type of research is a quantitative research. The population in this study were visitors who bought at Domaret Tempeh. Samples obtained is 60 respondents from criteria of visitors who mem buy or transact in Indomaret. Data analysis techniques used in Penelitian this is the analysis of multiple linear regression by using the tool SPSS 16. The equation of multiple linear regression in the research is as follows: $Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$

Information:

- $Y$ = dependent variable, namely buying interest
- $X$ = independent variable
- $X_1$ = variable tangible
- $X_2$ = variable reliability
- $X_3$ = variable responsiveness
- $X_4$ = variable assurance
- $X_5$ = variable empathy
- $a$ = constant
- $\beta$ = independent variable regression coefficient
- $e$ = error

The analysis step carried out is by testing the classical assumptions as the first step. As for the classical assumption, there are several tests, namely normality test, multicollinearity test, heteroskedasticity test, and autocorrelation test. Furthermore, the hypothesis testing is conducted in the form of t statistical test (partially). As well as conducted testing of the coefficient of determination ($R^2$)

**RESULTS AND DISCUSSION**

R value $r_{tab}$ is to determine the sample is 60 with a percentage of 5% significance so that the value of $r_{tab}$, with a value of 54 (60-6) s ebe $r_{tab}$ is $0.221$. Indicators declared valid if the value of the Pearson correlation is more substantial than 0.3 when the value of the Pearson correlation is less than 0.3 then the indicator is not valid. Following are the results of the validity test:
Based on Table 1, the results of the calculation of the coefficient of correlation entirely have a valid status, because the value of \( r_{\text{count}} \) is more substantial than the criteria \( t_{\text{elah}} \) determined that at 0.3. In the calculation of the validity test above, it can be concluded that the instrument and all statement items in this study have met the requirements and can be said to be valid as a measuring tool because it can extract the data and information needed.

Reliability Test. Koefisien reliability Cronbach’s Alpha for variable tangible amounted to 0.776, variable reliability of 0.800, variable responsiveness of 0.815, variable assurance of 0.764, variable empathy for 0.744 and variable interest in buying at 0.810. So it can be concluded that the questionnaire used to measure tangible variables, reliability, responsiveness, assurance, empathy and purchase intention is reliable because all variables are more than 0.60 in accordance with the provisions of Cronbach Alpha. So that the questionnaire used is a reliable questionnaire because if it is used to measure again it will give no different results to the same subject at different times. The following are the results of the reliability test:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach’s Alpha</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible</td>
<td>0.776</td>
<td>Reliable</td>
</tr>
<tr>
<td>Reliability</td>
<td>0.800</td>
<td>Reliable</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>0.815</td>
<td>Very reliable</td>
</tr>
</tbody>
</table>

Source: The results of 2020 data processing with SPSS 16.0
### Classical Assumption Test Results.

**Normality test.** According to (Kurniawan, 2014) the normality test is to see whether the residual value is normally distributed or not. A good regression model is to have residual values that are normally distributed.

The test results of normality by using 60 samples obtained images Normal PP Plot graph shows that the pattern or dots spread disekitas diagonal line which means that the data are normally distributed. And the Normal PP Plot Histogram image shows that the data distribution has a bell-shaped curve where the data distribution is neither left tilt nor right. This shows that the data is normally distributed.

**Multicolinearity Test.**

The test results multicolinearity show tangible has a value tolerance of 0.499>0.1 and VIF 2.004 <10. Results rally a bility showed tolerance of 0.411<0.1 and VIF 2.402<10. Value tolerance responsiveness 0.381>0.1 and VIF 2.627<10. The tolerance assurance value is 0.364 > 0, 1 and VIF 2.748 <10. Value tolerance empathy 0.382 >0.1 and VIF 2.617<10 Then the data in the study is not showing any symptoms of multicollinearity.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Tolerance</th>
<th>VIF</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tangible</td>
<td>0.499</td>
<td>2.004</td>
<td>Multicolinearity Free</td>
</tr>
<tr>
<td>Reliability</td>
<td>0.411</td>
<td>2.402</td>
<td>Multicolinearity Free</td>
</tr>
<tr>
<td>Responsiveness</td>
<td>0.381</td>
<td>2.627</td>
<td>Multicolinearity Free</td>
</tr>
<tr>
<td>Assurance</td>
<td>0.364</td>
<td>2.748</td>
<td>Multicolinearity Free</td>
</tr>
<tr>
<td>Empathy</td>
<td>0.382</td>
<td>2.617</td>
<td>Multicolinearity Free</td>
</tr>
</tbody>
</table>

Source: Results of data processing (2020)

**Heteroscedasticity test.** The result of the heteroscedasticity test where the residuals are spread without forming a particular pattern so that the residual model meets the heteroscedasticity test criteria or the residual model is free from heteroscedasticity symptoms. Based on the results of normality, multicolinearity, and heteroskedastisitas then the data already meets the criteria of the assumptions of classical as a whole so that the testing stage further bias do.

**The results of multiple linear regression analysis.** The results of multiple regression analysis through SPSS formed equation as follows:

\[ Y = -5.506 + 0.403X_1 + 0.570X_2 + 0.50X_3 + 0.230X_4 + 0.70X_5 + 2.432 \]

Constant value of -5,506 case is shown if the value of tangible, reliability, responsiveness, assurance and empathy have a value of zero (0) then the value of buying interest at -5,506. The coefficient of tangible at 0.443 or 44.3% indicates if the value of tangible rose 1%, the value of buying interest will experience the increase amounted to 44.3%. Conversely if the value of tangible fell 1%, the value of buying interest will experience a decrease of 20% in assuming the value reliability, responsiveness, assurance and empathy are worth constant. Coefficient of reliability of 0. 570 or 57% indicate if the value of tangible rose 1%, the value of buying interest will experience the increase of 57%. Conversely if the value of the variable tangible fell 1%, the value of buying interest will experience a decrease of 57%. D ith the assumption of the value of
tangible, responsiveness, assurance and empathy worth constant. Coefficient of responsiveness by 0.50 or 50% indicate if the value of the variable responsiveness rose 1%, the value of buying interest will experience the increase amounted to 50%, conversely if the value of responsiveness fell 1%, the value of buying interest will experience a decrease of 50%. In the assumptions of the value of tangible variables, reliability, assurance, and empathy are constant. The coefficient of assurance by 0.230 or 23% indicates if the value of the variable assurance rose 1%, the value of buying interest will experience the increase of 23%. On the other hand, if the value assurance rate runs 1%, then the value of buying interest will experience a decline of 23% in assuming the value of tangible variables, reliability, responsiveness, and empathy is worth constant. The coefficient of empathy for 0.70 or 70% indicates if the value of the variable empathy rose 1%, the value of buying interest will experience the increase amounted to 70%. Conversely, if the value of empathy, down 1%, the value of buying interest will experience a decrease of 70% in assuming the value of tangible variables, reliability, responsiveness, and assurance is worth constant.

Hypothesis Testing Results.

Tangible influence on purchase intention

The result of the partial tangible t test has a t-value of 2.526, which is greater than the t-value (2.00172) which shows tangibles have an effect on buying interest. Significant value tangible by 0.015 is smaller than the value of the sign ifikasi set were 0.05, then tangible has influence and significant to the buying interest so that the hypothesis first (H1) is rejected.

The influence of reliability on purchase intention

H acyl partial t test reliability have t-value amounted to 3.169 is more substantial than t-value (2.00172) which shows the reliability influence on buying interest. The value of significance reliability of 0.003 is smaller than the value of the sign ifikasi set were 0.05, then the variable reliability have influence and significant to the buying interest so that the hypothesis second (H2) is rejected.

The effect of responsiveness on purchase intention

H acyl partial t test responsiveness had t-value of -0.290 is smaller than t-value (2.00172) which shows the responsiveness no effect on buying interest. The value of significance responsiveness of 0.773 more large than the value of the sign ifikasi set were 0.05, then responsiveness does not have influence and significant to the buying interest so that the hypothesis third (H3) is rejected.

The effect of assurance on purchase intention

The result partial t test assurance own t arithmetic amounted to 1.022 more smaller than t table (2.00172) which shows assurance no effect on buying interest. The value of significance assurance by 0.311 more large than the value of the significance of the set is 0.05 then the assurance did not have the influence and significance to the buying interest that the hypothesis to four (H4) is rejected.

The influence of empathy on purchase intention

The result of the partial empathy t test has a t count of 0.400 which is smaller than the t table (2.00172) which shows that empathy has no effect on buying interest. The significance value of empathy is 0.691, which is greater than the specified significance value of 0.05, so empathy has no and significant influence on buying interest so that the third hypothesis (H1) is rejected.

Result of the coefficient of determination

H acyl coefficient of determination on the value of R Square (R2) in the first model of 0.599 or 59.9%. This means that the variable tangible, reliability, responsiveness, assurance and empathy to me donate buying interest amounted to 59.9%. Meanwhile, rest is indicated by the value of the estimation error is 40.1% influenced by other variables not examined in the study is like pricing, promotions and perceptions of consumers.

Tangible Influence on Purchase Intention
The results of hypothesis testing for tangibles to purchase interest in Indomaret show that tangibles have an effect on buying interest in Indomaret. This can be proven by the results of the tangible significance of 0.015, which value is less than 0.05 and the value of t count 2.526 is greater than t table 2.00172. Results of research conducted contrary to the results of research conducted by (Faiqotul, 2019) indicates that the variable quality of service and the image of the brand influence significantly by not directly against the interest to buy back the perception of value as an intervening variable. N Amun support of the results of research conducted by (Melda, 2015) that the variable quality of service impact is significant to the interests of purchase. The cause of the tangible effect on buying interest is because the arrangement or layout at Indomaret is familiar to the public. So that makes m a community easily recognize the name of the company and become a market leader in the eyes of society. As well as the air conditioning facilities that make a visitor feel not too hot and comfortable while shopping. As well as the ATM machine to take the money in cash if the visitors require money in cash and EDC for non-cash. There is also a system in PC / computer and machine cashier for payment as oslshop, PPOB, Ticket Transportation etc. Indomaret which will make the power the attraction for visitors to buy in Indomaret.

**Effect of Reliability on Purchase Intention**
Reliability is defined as reliability, namely the speed at which employees respond to customer needs and provide promised services. Reliability influential to the interest to buy because of its reliability employee Indomaret been trained or are already implementing education before plunging airport visitors Research carried out to support of the results of research conducted by (Faiqotul, 2019) indicates that the variable quality of service and the image of the brand influence significantly by not directly against the interest to buy back the perception of value as a variable intervening. The reason is that Indomaret employees have carried out education before they go to serve visitors so that they have a professional attitude and character in serving visitors. So that visitors feel comfortable and interested to do purchase products on Indomaret.

**Effect of Responsiveness on Purchase Intention**
Responsiveness or the responsiveness of employees in serving customers to meet their needs. Power responsive employees Indomaret are still less because Indomaret employees not offer which goods will be in purchasing by visitors and guests at the time of shopping take its own goods to be in to buy. In this case the employee's responsiveness has no effect on the visitor's buying interest. The results of research conducted by (Melda, 2015) show that the service quality variable has a significant effect on purchase intention. Therefore it is the result of the statements in the questionnaire of the visitors do not agree that the responsiveness or power responsiveness of Indomaret employees is less well so it does not impact on the interest purchased. The reason responsiveness is not received in the research is because the employee has a power response that is less due to the arrangement of the layout of products designed for visitors in order to take it independently. Actually, not a power response is lacking, only just because Indomaret is designed with a layout that is the same across Indonesia to facilitate visitors looking for its own goods needs.

**The Effect of Assurance on Purchase Intention**
In this study, the results show that assurance has no effect on purchase intention. Assurance that the behavior of the employees who are able to foster the confidence of visitors to the company and the company that bias creates a sense of security for the visitors. Assurance also means that employees are always being polite and master the knowledge and skills needed to deal with any questions or problems visitors. Employees who believe in visitors, will provide privacy for their customers. For example, by not always following where visitors go around looking for their needs, not really monitoring in great detail when visitors choose products. Also not pacing in front of or beside visitors so that visitors do not feel disturbed. The results of research conducted by (Melda, 2015) show that the service quality variable has a significant effect on purchase intention. With such a statement on the questionnaire, the end judging assurance or guarantee on Indomaret less well, so that assurance is not an effect of the interest purchased. The reason for not receiving assurance in this study is due to the lack of security in Indomaret, namely the parking area for
vehicles is still not safe so that visitors do not feel safe when parking their vehicle. As well as many incidents of vehicle losses in several Indomaret that often occur to visitors or employees.

**Effect of Empathy towards Interests Buy**

Empathy means that the company understands the problem of the visitors and act in the interest of the visitors, and provide personal attention to visitors and have convenient hours of operation. In this study, empathy has no influence on purchase intention. The results of research conducted by (Melda, 2015) show that the service quality variable has a significant effect on purchase intention. With such a statement in the questionnaire visitors assess the employees of Indomaret less well. So variable assurance has no effect on the buying interest of visitors at Indomaret. The reason it does not affect empathy towards buying interest is because visitors are familiar with the attention given to other minimarkets. So that visitors pay less attention to the attention given by Indomaret employees.

**CONCLUSION**

Based on the results of the analysis regarding the effect of tangible, reliability, responsiveness, assurance, and empathy with the method of testing the analysis of multiple linear regression and testing of partial then be knotted ka n as follows: a) Tangible impact significantly on buying interest. b) Reliability has a significant effect on purchase intention. c) Responsiveness does not have a significant effect on buying interest. d) Assurance does not have a significant effect on buying interest. e) Emphaty does not have a significant effect on buying interest.

**REFERENCES**