

The Consumer Buying Decisions at PT. Supermarket Maju Bersama Medan Denai Branch, North Sumatra Based on Service Quality and Attitude

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Abstract

The purpose of this study is to examine how service attitudes and quality affect consumer buying decisions at the PT. Maju Bersama Supermarket, Medan Denai Branch, North Sumatra. 9.180 shoppers from January to April 2022 made up the study's population. 99 clients made up the research sample, which was determined using the Slovin formula with an e value of 10%. This study employs a quantitative methodology and collects data through questionnaires, study documentation, and observation. Multiple linear regression using the statistical product software solution (SPSS) program is the method used for the analysis of the research. The study's findings demonstrate that service quality influences purchases in a positive and significant way. Buying decisions are positively and significantly impacted by attitude. At PT. Maju Bersama Supermarket, Medan Denai Branch, North Sumatra, customer buying decisions are positively and significantly impacted by overall service quality and attitude. The measured coefficient of determination (R^2) is 0.636 in value. This demonstrates that service quality and attitude can account for 63.6 percent of purchasing choices.

Keywords: *Service Quality, Attitude Dan Buying Decision.*

1. Introduction

Modern free trade has led to quick changes in the global economy. As a result, a wide variety of business entities, such as supermarkets, minimarkets, department stores, shops, and so forth, are active in the retail sector. These businesses then compete with one another to pay heed to customer requests and desires (Poluan, 2017). The level of service is one of the aspects that affects customers' purchase choices at the PT. Supermarket Maju Bersama Medan Denai Branch. Service quality, according to Aryandi and Onsardi (2018), is an attitude that emerges from a comparison between consumer service quality awards and how customers see a company's performance. In addition to service quality, attitudes influence customers' purchase choices. The concepts of belief and behavior are closely tied to attitude. As a result, consumer interest becomes a significant component affecting consumer attitudes about a product, which can be used as a source of information and the creation of effective marketing program methods. Aryadhe, et al. (2018) claim that an individual's attitude is a manifestation of his feelings or preferences toward a certain item.

The following are the findings from a pre-survey of 40 respondents at PT. Maju Bersama Supermarkets Medan Denai Branch about service quality and attitudes toward consumer buying decisions:

Table 1. Service Quality Survey Results

No	Statement	Agree	Percentage	Don't agree	Percentage
1	I enjoy shopping at PT. Supermarket Maju Bersama Medan Denai Branch, because the employees look attractive.	38	95%	2	5%
2	I choose to shop at PT. Maju Bersama Supermarket Medan Denai Branch, because employees can be relied on when consumers want to choose the product to be purchased."	14	35%	26	65%
3	I enjoy shopping at the PT. Supermarket Maju Bersama Medan Denai Branch, because staff members are attentive to customers' needs when making purchases	34	85%	6	15%
4	I pick PT. Supermarket Maju Bersama Medan Denai Branch as my place of purchase since the goods there are of guaranteed quality.	21	52%	19	28%
5	I feel at ease doing my shopping at PT. Supermarket Maju Bersama Medan Denai Branch because of the sympathetic attitude of the staff.	26	65%	14	35%

Source: Survey Results, 2022

According to Table 1 of the Service Quality survey results, up to 65 percent of customers of PT. Maju Bersama Supermarket Medan Denai Branch disagree with the statement that "I choose to shop at PT. Maju Bersama Supermarket Medan Denai Branch, because employees can be relied on when consumers want to choose the product to be purchased." This demonstrates that customers believe the personnel of PT. The Maju Bersama Supermarket, Medan Denai Branch, fall short in providing a product. Employees that frequently let clients (not serve in a courteous manner) and frequently over-supervise their customers are usually to blame for problems like this.

Table 2. Results of Attitude Survey

No	Statement	Agree	Percentage	Don't agree	Percentage
1	I always believe when making a purchase at PT. Supermarket Maju Bersama Medan Denai Branch, because the employees are careful in doing their work	13	32%	27	68%
2	I have a satisfied perception of the products sold at PT. Supermarkets Maju Bersama, because employees are able to understand the wishes of consumers.	23	56%	17	42%
3	My emotional condition is always under control when I shop at PT. Maju Bersama Supermarket Medan Denai	21	52%	19	48%

No	Statement	Agree	Percentage	Don't agree	Percentage
	Branch because the staff always respects and pays attention to customer demands.				
4	I feel compelled to buy anything at PT. Supermarket Maju Bersama Medan Denai Branch because there are so many different items there.	19	48%	21	52%
5	As a result of the products being in line with my demands, I choose to purchase at PT. Supermarket Maju Bersama Medan Denai Branch.	17	42%	23	58%
6	I get my groceries at the PT. Supermarket Maju Bersama Medan Denai Branch since the products there come in a wide range of brands.	21	52%	19	48%
7	I get my groceries at PT. Supermarket Maju Bersama Medan Denai Branch because the items are very reasonably priced.	23	58%	17	42%

Source: Survey Results, 2022

According to Table 2, the findings from the pre-survey on attitudes, as many as 68 percent of customers of PT. Maju Bersama Supermarket Medan Denai Branch rated the statement "I always believe when making a purchase at PT. Supermarket Maju Bersama Medan Denai Branch, because the employees are careful in doing their work" as "disagree." This demonstrates that workers are still not as cautious in their work. Customers believe that prices are frequently miscalculated, and that certain things are also sold without a price tag. Table 3 includes the findings from the preliminary poll on buying decisions.

Table 3. Results of the Buying Decision Pre-survey

No	Statement	Agree	Percentage	Don't agree	Percentage
1	I get my goods from PT. Supermarket Maju Bersama Medan Denai Branch because they are of excellent quality and suitable for use or consumption.	23	58%	17	42%
2	I frequently shop at the PT. Supermarket Maju Bersama Medan Denai Branch because the items I've bought there have never let me down.	25	52%	15	38%
3	I shop at PT. Supermarket Maju Bersama Medan Denai Branch, because it was suggested by the people who live nearest to me.	22	55%	18	45%
4	I always re-purchase the products there, because the items I require are always available at PT. Supermarket Maju Bersama Medan Denai Branch.	14	35%	26	65%

Source: Survey Results, 2022

According to Table 3's findings from the pre-survey of Buying Decisions, up to 65 percent of PT. Maju Bersama Supermarket Medan Denai Branch customers disagree with the statement "I always re-purchase the products there, because the items I require are always available at PT. Supermarket Maju Bersama Medan Denai Branch". This demonstrates that the goods offered by PT. Maju Bersama Supermarkets' Medan Denai Branch still fall short of meeting fundamental customer demands including the lack of fruits, vegetables, fish, and meat.

2. Literature Review

2.1. Service quality

Indrasari (2019) defines quality as a product or service's overall attributes and attributes that affect its capacity to meet needs. When making decisions, consumers consider the quality of the services they receive, which seeks to make them more convenient. Service quality, in the opinion of Karlina et al. (2019), focuses on attempts to satisfy customer wants and wishes as well as delivery accuracy to balance customer expectations. According to Atmaja's (2018) perspective, researchers created the following service quality indicators: 1) Employee attractiveness, 2) dependability, 3) responsiveness, 4) guarantee from the provided products, and 5) empathy.

2.2. Attitude

Aryadhe, et al. (2018) claim that attitude is a way of expressing feelings of displeasure or affection for a certain thing. A person's attitude can't be immediately observed because it arises from a psychological process; instead, it must be inferred from what is said or done. A person's attitude, according to Razak (2016), is a manifestation of their feelings that shows whether they are happy or sad, like something or not, and agree with something or not. The thing in question could be a product, service, business, or even specific actions. Prasetyo (2019) lists the following as the attitude indicators the researcher created as: 1) Have a high level of trust, 2) Have an opinion about the good being sold, 3) Have an emotional attitude, and 4) Feel the impulse to buy. 5) Items purchased on demand, 6) Have a range of brands, and 7) have reasonably priced goods.

2.3. Buying decision

Seggenteng, et al. (2019) claim that consumer purchasing decisions are impulsive actions taken by purchasers in response to requirements and desires. The following are the purchasing decision indicators that the researcher established based on the opinions of Senggetang et al (2019): 1) Have a quality product; 2) Make purchases frequently; 3) Offer suggestions for buying; and 4) Make recurrent purchases of goods.

3. Methodology

This study was carried out in Medan City, North Sumatra, at Avenue Denai No. 245, Tegal Sari Mandala II, Medan Denai District. This study used a quantitative methodology. From January through April 2022, this study was conducted. In this study, questionnaires, documentation, and observation were used as data gathering methods. The 9,180 participants in this study are shoppers at PT. The Maju Bersama Supermarket in Denai Branch. The Slovin formula was used to determine the research sample, which consisted of 99 clients and had an e value of 10%. Multiple linear regression is the analytical technique employed, and the SPSS (Statistical Product Software Solution) application is used.

4. Results and Discussion

The purpose of the validity test is to determine whether or not the study variables' indicator values fulfill the standards. In order to conduct the validity test, questionnaires were first given to 40 participants who were not study participants. In this study, the validity testing criteria's measurement value is 0.5. The validity test results can be loaded in Table 4:

Table 4. Validity Test Results

Variable	Indicator	Correlation Pearson	Value Measurement	Information
Service quality	Employee attractiveness	0,795	0,5	Valid
	Dependability	0,719	0,5	Valid
	Responsiveness	0,907	0,5	Valid
	Guarantee from the provided products	0,875	0,5	Valid
	Empathy	0,727	0,5	Valid
Attitude	Have a high level of trust	0,74	0,5	Valid
	Have an opinion about the good being sold	0,691	0,5	Valid
	Have an emotional attitude	0,814	0,5	Valid
	Feel the impulse to buy.	0,814	0,5	Valid
	Items purchased on demand	0,781	0,5	Valid
	Have a range of brands	0,763	0,5	Valid
	Have reasonably priced goods.	0,622	0,5	Valid
Buying decision	Have a quality product	0,848	0,5	Valid
	Make purchases frequently	0,781	0,5	Valid
	Offer suggestions for buying	0,877	0,5	Valid
	Make recurrent purchases of goods.	0,920	0,5	Valid

Source: Research Results, 2022

The validity test findings for all statement items have a value larger than 0.5, according to Table 4. Due to their legitimate values, all of the survey questions about service quality, attitudes, and purchasing choices can be employed as instruments in this study.

To examine the consistency of the responses on the research indicators of the observed variables, the reliability test was conducted. By examining the results using the Cronbach Alpha (CA) value > 0.60, reliability testing with internal consistency of respondents' responses outside the research sample is performed. Table 5 contains the findings from this study's reliability test:

Table 5. Reliability Test Results

Variable	CA	Value Measurement	Information
Service quality	0,857	0,6	Reliabel
Attitude	0,851	0,6	Reliabel
Buying decision	0,875	0,6	Reliabel

Source: Research Results, 2022

Table 5 demonstrates that all research variables are trustworthy due to $CA > 0.60$. Testing the indicators against the study's variables thus met the criteria for acceptable dependability. Analyzing the probability plot graph provides evidence that the study data employed can be regularly distributed. If the points are evenly spaced around the diagonal line, the data is said to be normal. Figure 1 can be loaded with the outcomes of the P-Plot Normal Graph normality test:

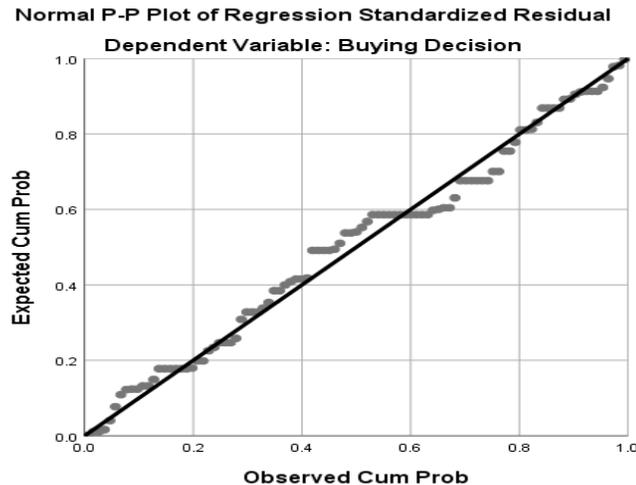


Figure 1. P-Plot Normal Graph

Source: Research Results, 2022

The P-Plot Graph research findings demonstrate that the data spreads around the diagonal line and moves in the same direction as the diagonal line, proving that the regression model satisfies the condition of normality. The One-Sample Kolmogrov-Smirnov test, which is used in statistical analyses, can also be used to determine normality, as demonstrated in Table 6:

Table 6. One-Sample Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.09647381
Most Extreme Differences	Absolute	.077
	Positive	.071
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.158c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Research Results, 2022

Asymp. Sig. (2-tailed) for all variables is 0.158, as seen in Table 6. The residual value is normal if the significance level exceeds 0.05, indicating that all of the variables are regularly distributed. Testing for multicollinearity was done using tolerance and the VIF (Variance Inflation Factor). The tolerance value 0.10 or the same as the VIF value > 10 is the cutoff value typically used to indicate the presence of multicollinearity. Table 7 displays the outcomes of the multicollinearity assumption test:

Table 7. Multicollinearity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	1.903	1.119			
	Service quality	.342	.135	.392	.159	6.306
	Attitude	.265	.097	.423	.159	6.306

Source: Research Results, 2022

The Multicollinearity Test Tolerance Value > 0.10 (more than 10) and the VIF Value 10 are used to make decisions (less than 10). The multicollinearity test of service quality and attitude in this study yielded a result of $0.159 > 0.10$, and the combined VIF value of these variables was 6.309 10. Therefore, it can be said that there is no multicollinearity in the regression between Service Quality and Attitude.

The goal of the heteroscedasticity test is to evaluate regression models in which residuals from one observation and variance inequality occur in another. When the difference between the residuals of one observation and another stays, it is referred to as homoscedasticity, and when it changes, it is referred to as heteroscedasticity (Ghozali, 2018). Figure 2 can be used to display the Heteroscedasticity Test findings.

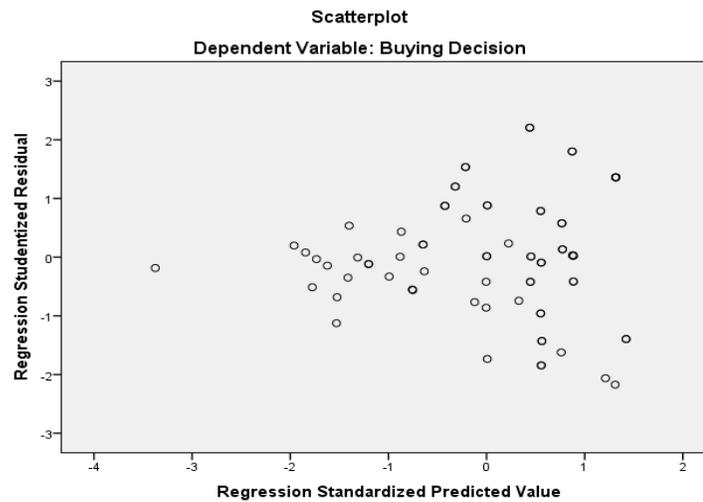


Figure 2. Scatter Plot Graph
Source: Research Results, 2022

The results of the scatterplot graph demonstrate that the study's data are dispersed, below the value of 0 on the Y axis, and do not seem to create a discernible pattern, demonstrating that heteroscedasticity is not a problem with the data. Table 8 can be loaded to display the results of the heteroscedasticity test with the glejser test.

Table 8. Glejser Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.803	.698		1.149	.253
	Service quality	-.154	.084	-.462	-1.837	.069
	Attitude	.112	.060	.467	1.855	.067

Source: Research Results, 2022

According to Table 8, the significant values for Service Quality (X1) and Attitude (X2) in the heteroscedasticity test using the Glejser technique are 0.069 and 0.067, respectively, above 0.05. As a result, heteroscedasticity is not present. Table 9 displays the outcomes of multiple linear regression based on the outcomes of data processing with the SPSS program:

Table 9. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.903	1.119		1.700	.092
	Service quality	.342	.135	.392	2.536	.013
	Attitude	.265	.097	.423	2.735	.007

Source: Research Results, 2022

The structural regression equation used in this investigation is displayed in Table 9 as $Y = 1.903 + 0.342 X_1 + 0.265 X_2 + e$. Constant (a) has a value of 1.903, b_1 has a value of 0.342, and b_2 has a value of 0.265. At the PT. Maju Bersama Supermarket Medan Denai Branch, the consumer buying decision is 1,903 if both service quality and attitude are 0. Given that the constant (a) is assumed to be 0 (zero), the regression coefficient for service quality is 0.342, which suggests that if service quality increases by 1%, consumer buying decisions at PT. Maju Bersama Supermarket Medan Denai Branch will increase by 0.342.

The t test (Partial) is used to examine how the independent variables affect the dependent variable in part. The t table value at $n = 96$ at a significant level of 10% (0.1) is 1.6608 according to the t test findings. The value derived from the coefficient value of 0.392, where the T-count $>$ T-table ($2.536 > 1.6608$) and is significant at 0.013, which is smaller than 0.05, shows that Service Quality Has a Significant Effect on Buying Decisions. Attitude Also Has a Significant effect on the Buying Decision. The value found is the coefficient value of 0.423, significant at 0.007 less than 0.05, and T-count $>$ T-table ($2.735 > 1.6608$).

The F (simultaneous) statistical test, which measures the precision of the sample regression function in estimating the actual value, can be used to determine the impact of the independent variable on the dependent variable. The F statistical test also demonstrates how each independent variable in the model that influences the dependent variable collectively is affected. Results of the F test may be loaded in Table 10:

Table 10. Results of the F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	206.179	2	103.090	83.997	.000 ^b
	Residual	117.821	96	1.227		
	Total	324.000	98			
a. Dependent Variable: Buying decision						
b. Predictors: (Constant), Attitude, Service quality						

Source: Research results, 2022

According to Table 10, the value of Fcount is 83.997, with $\alpha = 10\%$, and $dk = n-k$. The value of the F table is therefore $= 99-3 = 96$ or 2.36. The F test's decision-making results show that Fcount ($83.997 > F_{table} (2.36)$), with a significance value of 0.000 $<$ 0.05, indicating that Service Quality and Attitude both influence Buying Decisions concurrently.

The value of R Square/Adjusted R Square was used to examine the coefficient of determination. The R Square number runs from 0 to 1, thus if the coefficient of determination is greater than 0.5, it is considered to be good. Table 11 contains the outcomes of the study's investigation of the coefficient of determination:

Table 11. Test for Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.636	.629	1.108
a. Predictors: (Constant), Attitude, Service quality				
b. Dependent Variable: Buying decision				

Source: Research results, 2022

According to Table 11, the study's coefficient of determination (R Square) is 0.636. This demonstrates that Service Quality and Attitude can account for 63.6 percent of Buying Decisions at PT. Supermarket Maju Bersama Medan Denai Branch. According to earlier research by Efendy and Taufiq (2018), service quality influences consumer buying decisions in a favorable and significant way. To compete against businesses that are identical to one another and those that are not in an endeavor to control the market, service quality is crucial. In order to satisfy the increasingly diverse needs of the market, consumers will also place greater demands on businesses to make the most of their resources. According to Fadhli et al. (2020), attitude has a favorable and significant impact on how consumers feel about making purchases. Because it is one of the factors influencing purchasing decisions, attitude is significant. Between purchase intentions and actual buying decisions, there are two elements that consumers can consider.

5. Conclusion

The study's findings are: based on the findings of the analysis and discussion. 1) At PT. Supermarket Maju Bersama Medan Denai Branch, customer service quality partially influences customers' buying decisions in a positive and significant way. 2) At the PT. Supermarket Maju Bersama Medan Denai Branch, attitude influences consumer buying decisions in a positive and significant way. 3) At the PT. Maju Bersama Supermarket, Medan Denai Branch, North Sumatra, Service Quality and Attitude both have a positive and significant impact on consumer buying decisions.

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