

The Influence of Service Quality and Product Quality on Purchase Decisions at the Yesi Florist Semarang Store

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Abstract— The flower industry in Indonesia is one of the businesses that is currently experiencing rapid growth. The increase in flower production in Indonesia is one of the main driving factors for the rapid development of the flower industry in Indonesia. Yesi Florist is one of the businesses engaged in the flower industry whose sales in 2022 and 2023 did not meet its sales targets. The failure to meet the target indicates a problem that occurred at Yesi Florist. This type of research is explanatory research with a quantitative approach with a non-probability sampling technique with the Accidental and Purposive Sampling methods to 96 Yesi Florist Semarang consumer respondents. The data was processed using the IBM SPSS version 25 application which was used to analyze the validity test, reliability, correlation coefficient, determination coefficient, simple linear regression, multiple linear regression, t-test, and F-test. The results showed that the variables of service quality and product quality had a positive effect on purchasing decisions partially and were strongly correlated with purchasing decisions. While the results simultaneously, the variables of service quality and product quality had an effect on purchasing decisions and were strongly correlated with purchasing decisions. Yesi Florist Semarang is advised to conduct an evaluation of the quality of its services and product quality which will then increase the purchasing decisions of Yesi Florist Semarang consumers.

Keywords— service quality, product quality, purchasing decisions.

I. INTRODUCTION

Currently, there are many challenges faced by business people in maintaining their businesses against competitors. Businesses that want to survive and excel must be able to provide high-quality products and good service, so that customers choose to buy products at the store. The flower industry in Indonesia is one of the businesses that is currently experiencing rapid growth. Therefore, business people in the flower industry need to find the right strategy to be able to compete in the market and survive in the midst of fierce competition.

According to Kotler et al. (2024) defines purchasing decisions as a stage in the purchasing decision-making process where consumers actually buy. In decision-making there are factors that consumers consider such as price, product quality, service quality, design, and promotion.

Yesi Florist Semarang is one of the growing businesses in Semarang. This shop offers various types of flowers and flower arrangements designed according to customer requests. Yesi Florist shop does not only sell flowers; they also sell snack bouquets, doll bouquets, artificial flower bouquets,

money bouquets, acrylic flower boards, and so on. The florist industry in Semarang is currently very competitive, many flower shops are competing to offer their products or services, so that it will have an impact on the Company's sales growth, such as Yesi Florist Semarang which in 2020 to 2023 experienced fluctuating sales growth. The following is sales data at Yesi Florist Semarang in 2020-2023.

TABLE 1. Development and Achievement of Yesi Florist Semarang Sales Targets.

Year	Sales	Sales Development	Sales Target	Achievement
2020	Rp 512.961.570		Rp 500.000.000	102,59%
2021	Rp 664.028.752	29,45%	Rp 650.000.000	102,16%
2022	Rp 782.358.676	17,82%	Rp 800.000.000	97,79%
2023	Rp 939.941.979	20,14%	Rp 950.000.000	98,94%

In 2021, Yesi Florist experienced sales growth of 29.45%. In 2022, sales growth occurred again, but the growth decreased to 17.82%. In 2023, sales increased again by 20.14% but was still lower than sales growth in 2021. The occurrence of sales problems that affect consumer decisions can be caused by several factors such as marketing mix factors, namely product, price, place, promotion, people, process and physical evidence. In this case, service quality is directly related to the elements of process, people, and physical evidence. There are consumers who give negative reviews regarding the quality of service from Yesi Florist Semarang. The following are some reviews given by Yesi Florist Semarang consumers.

TABLE 2. Negative Reviews Regarding Service Quality at Yesi Florist Semarang

Reviewer	Review
f*****8	Please seller, please respond a little faster so that the deal can be done quickly. Actually, it's quite responsive but it's just slow to reply. Please fix it.
b*****y	It's a shame because there are a few obstacles that I think are unpleasant. So, for the service, I think it's a bit lacking.
mar*****ina	The seller is not careful, I asked for it to be sent on the 27th but it was sent on the 26th.
nan****mba	The seller doesn't want to know the buyer's criticism.

From the table above, it is known that there are still some consumers who are disappointed with the quality of service offered by Yesi Florist. This can be a lesson for Yesi florist to continue to improve the quality of its services.

In addition to service quality, product quality is also a factor that influences purchasing decisions. However, there are still consumers who give negative reviews regarding the quality of products from Yesi Florist Semarang, as follows.

TABLE 3. Negative Reviews Regarding Product Quality at Yesi Florist Semarang

Reviewer	Review
Na*****ba	Bad quality, the flowers are falling off, not according to the picture, the seller is not responsible. The packaging is bad, it should be given a cardboard so that the flowers are not flattened.
Kus*****105	Wilted flowers, not as ordered, asked for maroon wrapping, came blood red, poor quality, bad appearance
In*****ma	Many of the flowers and leaves were damaged because they were packed in plastic bags, which were of poor quality.

The data in the table above shows that consumers are dissatisfied with the quality of Yesi Florist products, where the flowers received by consumers have fallen off, wilted, and are damaged. This damage can be caused by unsafe packaging.

Based on the previous problem identification, this study will examine in depth the influence of service quality and product quality on consumer purchasing behavior at Yesi Florist Semarang. Researchers are interested in conducting research entitled "The Influence of Service Quality and Product Quality on Purchasing Decisions at Yesi Florist Semarang".

II. MATERIALS

A. Consumer Behaviour

According to Sudharto P. Hadi (2007), consumer behavior can be interpreted as a series of individual activities that are directly involved in obtaining and using goods and services. This also includes the decision-making process in the preparation and determination of these activities.

B. Purchasing Decisions

According to Kotler et al. (2024), purchasing decisions are part of the consumer decision-making process that occurs when consumers actually make purchases. The indicators used to measure purchasing decisions are (1) Consistency in a product, (2) Habits in buying products, (3) Giving recommendations to others, and (4) Making repeat purchases.

C. Service Marketing

Kotler et al. (2022) stated that service marketing is the process of offering intangible actions from service providers to consumers. The marketing mix for service businesses consists of 7P, namely product, price, promotion, place, participant, process, and physical evidence.

D. Service Quality

According to Kotler et al. (2022), service quality is an activity offered by a company or person to another person, in the form of an intangible action that does not result in ownership. The indicators used to measure service quality are

(1) Reliability, (2) Responsiveness, (3) Assurance, (4) Empathy, (5) Physical Evidence.

E. Product Quality

Kotler et al. (2024) stated that product quality is a product characteristic that affects its ability to meet stated or implied customer needs. The indicators used to measure product quality are (1) Performance, (2) Suitability, (3) Design.

III. RESEARCH METHOD

This type of research is explanatory research which is a study to prove the existence of cause and effect and relationships that influence between variables or how a variable influences other variables (Ibrahim et al., 2018). The sampling technique uses nonprobability sampling with purposive sampling and accidental sampling methods. The population in this study were consumers of Yesi Florist Semarang whose number is unknown. The sample in this study amounted to 96 respondents.

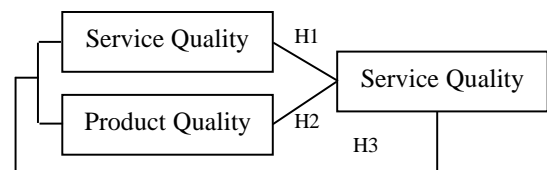


Figure 1. Hypothesis Model

H1 : Service quality variable have an influence on purchasing decisions.

H2 : Product quality variable have an influence on purchasing decisions.

H3 : Service quality and product quality variables have an influence on purchasing decisions.

IV. RESULT

TABLE 4.

Hypothesis	R	R ²	Simple and Multiple Regression Analysis	t-Test and F-Test	Note d
	Correlation Coefficient	Determination Coefficient			
H1	0,676 (Strong)	0,457 (45,7%)	$Y=1,393+0,316x$	t count (8,897) > t table (1,986)	Accepted
H2	0,614 (Strong)	0,377 (37,7%)	$Y=5,775+0,407x$	t count (7,546) > t table (1,986)	Accepted
H3	0,710 (Strong)	0,504 (50,4%)	$Y=0,736+0,225X_1+0,193X_2$	t count (47,240) > t table (1,986)	Accepted

V. DISCUSSION

Based on the results of the first hypothesis test, namely that service quality has an effect on purchasing decisions, it is known that the calculated t value > t table, namely $8.897 > 1.986$, so H_0 is rejected and H_a is accepted. This means that service quality has a positive and significant effect on purchasing decisions. The results of the correlation test show

that service quality has a strong influence on purchasing decisions with a score of 0.676. In the determination coefficient test, the results were 45.7%, while the remaining 54.3% were influenced by other factors.

Kotler et al (2022) explained that service quality such as friendliness and speed of response are very much felt by consumers. Tjiptono (2015) stated that in a business, employee attitudes and services are elements that influence purchasing decisions. If these elements are ignored, then in a not too long time the business will lose many customers, customers will switch to other businesses that are better able to understand customer needs and provide better service. The results of this study indicate that there is an influence between service quality (X1) and purchasing decisions (Y) of Yesi Florist Semarang consumers. When viewed from previous research, the research results obtained are in line with research conducted by Mukhammad Nur Rokhim (2019) which shows that service quality has a positive and significant effect on purchasing decisions.

Based on the results of the second hypothesis test, namely product quality has an effect on purchasing decisions, it is known that the calculated t value $>$ t table, namely $7.546 > 1.986$, so H_0 is rejected and H_a is accepted. This means that product quality has a positive and significant effect on purchasing decisions. The results of the correlation test show that product quality has a strong influence on purchasing decisions with a score of 0.614. In the determination coefficient test, the result was 37.7%, while the remaining 62.3% was influenced by other factors.

Kotler et al. (2024) also argue that product quality is a product characteristic that affects its ability to meet stated or implied customer needs. Harini et al., (2022) also argue that product quality is a product's ability to meet every consumer need according to the needs and desires of consumers. The results of this study indicate that there is an influence between product quality (X2) and purchasing decisions (Y) of Yesi Florist Semarang consumers. When viewed from previous research, the research results obtained are in line with research conducted by Mukhammad Nur Rokhim (2019) which shows that product quality has a positive and significant effect on purchasing decisions.

Based on the results of the third hypothesis test, namely service quality and product quality have an effect on purchasing decisions, it is known that the calculated t value $>$ t table, namely $47.240 > 1.986$, so H_0 is rejected and H_a is accepted. This means that service quality and product quality have a positive and significant effect on purchasing decisions. The results of the correlation test show that service quality and product quality have a strong influence on purchasing decisions with a score of 0.710. In the determination coefficient test, the result is 50.4%, while the remaining 49.6% is influenced by other factors.

Of the several factors that influence consumers to make purchasing decisions, consumers generally always consider the quality of the service provided and the quality of the product, whether it is good or not. This is in line with previous research conducted by Resna Napitu et al. (2022) entitled "The Influence of Product Quality and Service Quality on

Purchasing Decisions at the Miyukie Florist Pematangsiantar Store" where there is a positive influence between the variables of product quality and service quality on purchasing decisions at the Miyukie Florist Pematangsiantar Store.

VI. CONCLUSIONS

From the research conducted on 96 respondents of Yesi Florist Semarang consumers, the following conclusions can be drawn:

1. Service quality (X1) has a positive and significant influence on purchasing decisions (Y) at the Yesi Florist Semarang store. The better the service experience felt by consumers, the better the purchasing decisions they make.
2. Product quality (X2) has a positive and significant influence on purchasing decisions (Y) at the Yesi Florist Semarang store. The better the quality of the products provided by Yesi Florist Semarang to consumers, the better the purchasing decisions of Yesi Florist Semarang consumers.
3. Service quality (X1) and product quality (X2) have a positive and significant influence on purchasing decisions (Y) at the Yesi Florist Semarang store. The better the quality of service and product quality offered by Yesi Florist Semarang to consumers, the better the purchasing decisions of Yesi Florist Semarang consumers.

VII. SUGGESTIONS

1. Based on the results of the research that has been conducted, the researcher can provide suggestions to Yesi Florist Semarang regarding the quality of its services to pay attention to the neatness of the arrangement and the uniqueness of the flower arrangements produced. Yesi Florist can hold training to improve creativity in neat design and wrapping techniques. In order for the results of the flower arrangements to be more unique and attractive, it is advisable to continue to innovate by following the latest trends in the florist industry. Yesi Florist also needs to pay attention to the suitability of consumer orders with the arrangements made. Before arranging flowers, it is important for Yesi Florist Semarang to reconfirm the order to ensure that there are no errors in the selection of flower types or arrangement designs.
2. Based on the results of the research that has been done, the researcher can provide suggestions to Yesi Florist Semarang regarding the quality of its products to implement a stock rotation system by prioritizing older flowers to be arranged or sold to ensure that the flowers sold are always fresh. Yesi Florist Semarang can also carry out proper flower care such as changing the water regularly and cutting the flower stems every day or every few days to help the flowers absorb water well.
3. on the results of the research that has been conducted, researchers can provide suggestions to Yesi Florist Semarang regarding consumer purchasing decisions. It is known that respondents are not consistent in making purchasing decisions at Yesi Florist Semarang, therefore Yesi Florist Semarang can make efforts to handle this by improving the quality of their services and product quality.

Thus, it is expected that consumers will consistently make purchases at Yesi Florist Semarang.

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