Analysis of the Influence of Brand, Service, Image, Sales Promotion Staff, and Sales Discounts on Home Living Product Purchase Decisions at USUPSO Galaxy Mall Surabaya

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ABSTRACT

Purpose: In this study aims to test and analyze Analysis of the Influence of Brand, Service, Image, Sales Promotion Staff, and Sales Discounts on Home Living Product Purchase Decisions at USUPSO Galaxy Mall Surabaya.

Design/methodology/approach: In this study using quantitative research methods. This study uses a sample of 100 respondents from visitors and consumers who have made transactions or visited USUPSO Galaxy Mall Surabaya. This study uses Non Probability Sampling with Accidental Sampling technique, which is a sampling technique based on chance, mean anyone who happens to be met can be used as a sample, if the person who happens to be met is suitable as a data source. In data collection, as well as testing using the help of data analysis, namely the SPSS program.

Findings: The results of this study indicate that the brand, service, image, sales promotion staff and sales discounts partially positive effect. Simultaneously brand, service, image, sales promotion staff and discounts also have a significant effect on purchasing decisions.

Paper type: Research paper

Keyword: Brand, Service, Image, Purchase Decision at USUPSO Galaxy Mall Surabaya, Sales Discount, Sales Promotion Staff.

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I. INTRODUCTION

The retail business today is a very promising business because the retail business itself is a marketing activity to meet the needs of individuals, families, and households. Competition in the retail world is currently very tight, due to high competitiveness and it makes business people start to compete in improving sales strategies such as improving service, store image, Sales Promotion Staff & sales discounts. The high level of consumption and people's purchasing power also grew in line with economic growth.

The increasing number of retail businesses in Indonesia, USUPSO is here to meet people's daily needs with licensed products from Japan. USUPSO was present in Indonesia in 2017 to be precise in April. Opened the first outlets in Indonesia, namely in the cities of Cibinong and Bogor. The enthusiasm of the community with the presence of USUPSO made the company more optimistic and opened outlets in more than 30 big cities and small cities, one of which is Jakarta, Balikpapan, Solo, Malang, Pekanbaru, Surabaya, Makassar, Yogyakarta, Jayapura, Bali and so on. In Surabaya itself, 2 outlets have been established, namely at Galaxy Mall and at WTC E-Mall. This retail business is also surrounded by many similar competitors, such as Miniso, Daiso, KKV and so on.
This factor also makes competition between retail companies. Consumers can also choose in terms of quality, brand, price, service, convenience and others. So this is the factor that makes company owners develop effective marketing strategies to attract consumers and keep up with the times in the modern era in order to compete and be superior to competitors.

Understanding the brand itself is a combination of a name, term, symbol or design that is expected to be a characteristic for the products of the company and can be a differentiator between competing products.

For a company, it is imperative to have an identity that can distinguish it from other companies and has its own uniqueness compared to other retail companies, which is called a brand, while a consumer's perception of a brand is a brand image. So that in the era of very tight competition between the retail world today, a successful company brand is a company that is able to create its own positive impression for consumers. It can also be an added value for a company. With the existence of a brand or product identity to be sold, it will certainly be easier for consumers to remember when purchasing the product.

In a company, price is also the most important thing. Because the price is a value of the product being sold. In addition, price is also a determinant of success in selling a product because it is judged by how much the company can generate profits in selling the product.

Service in retail companies is also the key to success because service will have an impact on customer loyalty. Basically the service is an intermediary in the process of sales activities, so in general the service also has a positive influence and provides convenience for customers. Quality of service must also be owned by every company. Therefore, the community also demands that the company always provide quality services. Service quality is also an important factor to increase competitiveness among other retail companies. This also affects the buying and selling transactions. Then the company must also pay attention to the importance of the influence of service to customers. This influence also has an impact on product purchases so that consumers buy more goods than they want. Sales discounts are also the key to customer loyalty. This will be the power of customer loyalty. This will be an attraction for consumers. In addition, one way to increase competitiveness is by lowering prices, which are commonly referred to as sales discounts.

Based on the above phenomenon, the researchers are interested in researching Analysis of the Influence of Brand, Service, Image, Sales Promotion Staff, and Sales Discounts on Home Living Product Purchase Decisions at USUPSO Galaxy Mall Surabaya.

A. Formulation of the Problem
1. Does the quality of the brand, service, image, Sales Promotion Staff and sales discounts have a significant partial effect on purchasing decisions for Home Living products at USUPSO Galaxy Mall Surabaya.
2. Does the quality of the brand, service, image, Sales Promotion Staff and sales discount have a significant simultaneous effect on purchasing decisions for Home Living products at USUPSO Galaxy Mall Surabaya.

B. Purpose
1. To test or analyze the influence of the Brand on the Purchase Decision of Home Living products at USUPSO Galaxy Mall Surabaya.
2. To test or analyze the influence of Services on the Purchase Decision of Home Living products at USUPSO Galaxy Mall Surabaya.
3. To test or analyze the influence of Image on the Purchase Decision of Home Living products at USUPSO Galaxy Mall Surabaya.
4. To test or analyze the influence of Sales Promotion Staff on the Purchase Decision of Home Living products at USUPSO Galaxy Mall Surabaya.
5. To test or analyze the influence of Discount on the Purchase Decision of Home Living products at USUPSO Galaxy Mall Surabaya.

C. Literature Review
1. Brand
   Definition of brand according to Kotler (2009) Brand is the most important thing in a product. The existence of a brand on a product to be sold then it is also a separate selling power, therefore, the brand is not only the name of a product but also as an identity so that it is easily recognized by consumers. Basically a brand is in the form of images, words, letters, kinds of colors or certain symbols. Creates a name, sign, term, symbol, combination or design made by a seller to identify or differentiate goods or services from competitors, it is called a brand. (P. Kotler & Keller, 2016).
   According to Amilia, S. (2017) There are 3 indicators in the brand that can be used as a reference in this study, namely:
   1. Product Attribute
   2. Consumer Benefits
3. Brand Personality

2. Service
   To meet customer desires, service quality focuses on meeting customer needs and requirements as well as all types that are carried out or provided to customers, this can be called service quality. (Arianto, 2018)
   According to Arianto (2018) There are 5 indicators in service that can be used as a reference in this study, namely:
   1. Tangible
   2. Reliability
   3. Responsiveness
   4. Assurance
   5. Empathy

3. Image
   Image is the consumer's perception of the brand that is formed from information and consumer experience of the brand. Image is also related to consumer attitudes in the form of beliefs about the brand. Consumers who have a positive image of the brand are more likely to make repeat purchases According to Setiadi in Utomo (2017).
   According to Indratama and Artanti (2014) image can be seen through several indicators or aspects, namely as:
   1. Strength
   2. Uniqueness
   3. Favourable

4. Sales Promotion Staff
   Definition of Sales Promotion Staff in terms of several aspects and the use of language, according to Raharti (2001) Sales Promotion Staff is a job or profession that works in marketing or promoting a product. In this work or profession, women who have attractive physical characteristics are usually used as an effort to attract the attention of consumers.
   According to Agow (2017) There are 5 indicators in Sales Promotion Staff that can be used as a reference in this study, namely:
   1. Physical Appearance
   2. Sales Promotion
   3. Buying Interest

5. Discount
   Definition of Discount by Zebua (2018) "Price discount is a reduction from the actual price and is realized in cash or in the form of giving goods" Definition of Discount by Wahyu (2019) “Rebates are also known as discounts. Rebates are discounted prices given to sellers to buyers which are usually given in the form of a percent.
   According to Sutisna (2002), discount is a reduction in the price of a product from the normal price of the product within a certain period of time. Indicators related to discounts or rebates are:
   1. The price given The amount of the discount. The size of the discount when the product is discounted.
   2. Discount period. The time period given at the time of the discount.
   3. The type of product that gets a discount. Diversity of choice on discounted products.

6. Buying Decision
   According to Kotler (2011), An action taken by consumers to buy or not to a product is called a purchase decision. Several factors influence consumers in making transactions to purchase a service or product, consumers usually always consider price, quality and products or others that are already known by the surrounding community.
   According to Senggetang, Mandey and Moniharapon (2019) There are four indicators of purchasing decisions, namely:
   1. Trust in a product
   2. Habits in buying products.
   3. Provide recommendations to others.
   4. Make a repeat purchase.
II. METHODS

In this study using a quantitative approach method. The sample population in this study were visitors and consumers who had made transactions or visited USUPSO Galaxy Mall Surabaya as many as 100 people. This study uses Non Probability Sampling with Accidental Sampling technique, which is a sampling technique based on chance, mean anyone who happens to be met can be used as a sample, if the person who happens to be met is suitable as a data source. The research concept framework is as:

![Concept Framework](image)

**A. Hypothesis:**
- H1: Brand partially significant effect on Purchase Decision
- H2: Service partially significant effect on Purchase Decision
- H3: Image partially significant effect on Purchase Decision
- H4: Sales Promotion Staff partially significant effect on Purchase Decision
- H5: Discount partially significant effect on Purchase Decision
- H6: Brand, Service, Image, Sales Promotion Staff and Discount has a significant effect simultaneously on Purchase Decisions.

**B. Data collection**

The type of data used in this study is quantitative data, using questionnaires and distributed to visitors and consumers who have made transactions or visited USUPSO Galaxy Mall Surabaya.

**C. Data Analysis Technique**

1. **Validity and Reliability Test**

   Validity is used to measure whether or not the questionnaire is valid and then tested by using the validity test. The questionnaire is said to be valid if the statement on the questionnaire is able to explain something that is measured by the questionnaire. To find out the truth between the actual data and the data researcher, this is the purpose of the validity test (Sugiyono, 2019).

   1. Questionnaire data is said to be valid and can be investigated further if $r_{hitung}$ is positive and $r_{hitung} > r_{table}$.
   2. Questionnaire data is said to be invalid if $r_{hitung}$ is negative and $r_{hitung} < r_{table}$.
   3. The minimum accepted value for $r_{table}$ is found to be $r = 0.1966$.

   According to Ghozali (2016) Reliability is a tool to measure the questionnaire which is an indicator of a variable or a construct. A questionnaire can be said to be reliable if someone's statement is constant or stable. To test it, the researcher uses the Alpha Cronbach technique, so that the variable will be declared reliable if the Cronbach value is $> 0.70$ and it is said to be unreliable if Cronbach $< 0.70$.

2. **Classic Assumption Test**

   Classical Assumption Test is an analysis conducted to determine whether the Ordinary Least Square linear regression model has a classical assumption problem. There are four types of classical assumption tests that must be carried out in testing the data in this study, including: normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.
3. Multiple Linear Regression Analysis

The analytical method used in this research is multiple linear regression model. This method is used to obtain an equation that shows how much influence the independent variable has on the dependent variable, here is the equation formula:

\[ Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e \]

Description:
\( Y \) = Buying Decision
\( \alpha \) = Constant
\( \beta_1 \) = Brand Regression Coefficient
\( \beta_2 \) = Service Regression Coefficient
\( \beta_3 \) = Image Regression Coefficient
\( \beta_4 \) = Sales Promotion Staff Regression Coefficient
\( \beta_5 \) = Discount Regression Coefficient
\( X_1 \) = Brand
\( X_2 \) = Service
\( X_3 \) = Image
\( X_4 \) = Sales Promotion Staff
\( X_5 \) = Discount
\( e \) = Error

D. Hypothesis Test

Hypothesis testing is a test of questions using statistical methods so that the results of the test can be declared statistically significant and there are two types of hypothesis testing, namely partial test (T) and simultaneous test (F).

III. RESULTS AND DISCUSSION

A. Validity Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Pearson Correlation</th>
<th>r Tabel</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand ( X1 )</td>
<td>X1.1</td>
<td>0.873</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.2</td>
<td>0.827</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X1.3</td>
<td>0.882</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.1</td>
<td>0.634</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.2</td>
<td>0.841</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td>Service ( X2 )</td>
<td>X2.3</td>
<td>0.839</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.4</td>
<td>0.83</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td></td>
<td>X2.5</td>
<td>0.815</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
<tr>
<td>Image ( X3 )</td>
<td>X3.1</td>
<td>0.911</td>
<td>0.1966</td>
<td>Valid</td>
</tr>
</tbody>
</table>
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Winarto Poernomo¹, Rheina Rizky Putri Indrianto², Arasy Alimudin³

<table>
<thead>
<tr>
<th>Variable</th>
<th>Result α Cronbach</th>
<th>Minimum α Cronbach</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand (X1)</td>
<td>0,822</td>
<td>0,70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Service (X2)</td>
<td>0,849</td>
<td>0,70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Image (X3)</td>
<td>0,863</td>
<td>0,70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Sales Promotion Staff (X4)</td>
<td>0,811</td>
<td>0,70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Discount (X5)</td>
<td>0,768</td>
<td>0,70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Buying Decision (Y)</td>
<td>0,802</td>
<td>0,70</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: SPSS 25 Analysis Results
Based on table 2, the brand variables (X1), service (X2), Image (X3), Sales Promotion Staff (X4), sales discounts (X5), and purchasing decisions (Y) can be declared reliable and proven by the results of Cronbach's a value > 0.70.

C. Normality Test

According to (Ghozali, 2018) the Normality Test is carried out to find out whether in the regression model, the independent variables and certain variables are normally distributed or not. In the normality test, the data can use the One Sample Kolmogorov Smirnov test with a significance value of
1. above 0.05 or 5% then the data is normally distributed,
2. below 0.05 or 5% the data does not have a normal distribution

| Table 3. Results Normality Test
One-Sample Kolmogorov-Smirnov Test |
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Absolute</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
</tr>
<tr>
<td>Positive</td>
</tr>
<tr>
<td>Negative</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

Source: SPSS 25 Analysis Results
a. Calculated from data.

Based on the table above, using the One Sample Kolmogorov Smirnov test, the Kolmogorov Smirnov Z value is 0.852 and Asymp. Sig (2-tailed) is 0.463 which is greater than 0.05 and it can be interpreted that all data variables can be said to be normally distributed.

D. Multicollinearity Test

According to (Ghozali, 2018) said the multicollinearity test to test if the regression model found a correlation between the independent variables. To find the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and the VIF value. The cut off value used to indicate that there is a multicollinearity problem is the tolerance value < 0.1 or equal to the VIF value > 10.

<table>
<thead>
<tr>
<th>Table 4. Results Multicollinearity Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
</tbody>
</table>

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In the table above, it can be seen that the Tolerance value and the VIF value through the Collinearity Statistics test can be opened as follows:

1. The value of Tolerance and Variant Inflation Factor (VIF) on the Brand variable (X1) is 0.403 > 0.1 and 2.483 > 10. The conclusion of the Brand variable (X1) is free from the classical assumption of multicollinearity.
2. The value of Tolerance and Variant Inflation Factor (VIF) on the Service variable (X2) is 0.589 > 0.1 and 1.698 > 10. The conclusion of the Service variable (X2) is free from the classical assumption of multicollinearity.
3. The value of Tolerance and Variant Inflation Factor (VIF) on the Image variable (X3) is 0.365 > 0.1 and 2.742 > 10. The conclusion of the Image variable (X3) is free from the classical assumption of multicollinearity.
4. The value of Tolerance and Variant Inflation Factor (VIF) on the Sales Promotion Staff (X4) variable is 0.621 > 0.1 and 1.610 > 10. The conclusion of the Sales Promotion Staff (X4) variable is free from the classical assumption of multicollinearity.
5. The Tolerance and Variant Inflation Factor (VIF) values on the Sales Discount variable (X5) are 0.649 > 0.1 and 1.540 > 10. The conclusion of the Sales Discount variable (X5) is free from the classical assumption of multicollinearity.

E. Heteroscedasticity Test

To determine the presence or absence of heteroscedasticity, it can be seen through the Scatterplot Model image with the following characteristics:
1. The point spread on the Scatterplot Model image is not patterned.
2. Data points that are spread above and below the value 0, or are around the value 0.

Source: SPSS 25 Analysis Results
Based on the picture above which shows that the points are irregular and spread above and below the 0 axis. So it can be said that there is no heteroscedasticity in this regression model.

F. Autocorrelation Test

Table 5. Results Autocorrelation Test

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.806a</td>
<td>0.650</td>
<td>0.631</td>
<td>0.4039</td>
<td>1.363</td>
</tr>
</tbody>
</table>

Source: SPSS 25 Analysis Results
a. Predictors: (Constant), DP, MR, SPG, PL, IM
b. Dependent Variable: KP

Based on the table above, Durbin Watson's value is 1.363, which means the value is between (-2) and (+2), so it can be said that the data does not have autocorrelation.

G. Partial Test

The T test or partial regression coefficient test is a test used to determine the regression model equation that occurs partially between the independent variables, namely Brand (X1), Service (X2), Image (X3), SPG (X4), Sales Discount (X5) which significantly influence the dependent variable, namely the Purchase Decision (Y) (Yuliara, 2016)
1. Each independent variable partially shows the significance of the variable if the level of significance < 0.05
2. Each independent variable partially has no significant effect on the variable if the significance level is > 0.05

Table 6. Results Partial Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beta</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.720</td>
<td>.473</td>
<td></td>
</tr>
<tr>
<td>Brand</td>
<td>.215</td>
<td>2.240</td>
<td>.027</td>
</tr>
<tr>
<td>Service</td>
<td>.173</td>
<td>2.179</td>
<td>.032</td>
</tr>
<tr>
<td>Image</td>
<td>.265</td>
<td>2.620</td>
<td>.010</td>
</tr>
<tr>
<td>Sales Promotion Staff</td>
<td>.158</td>
<td>2.034</td>
<td>.045</td>
</tr>
<tr>
<td>Discount</td>
<td>.248</td>
<td>3.273</td>
<td>.001</td>
</tr>
</tbody>
</table>

Source: SPSS 25 Analysis Results

Based on the test results in the table above, it can be seen that the effect of the independent variable on the dependent variable is partial. Here are the results obtained after doing the test:
1. The results of the calculation using the t test, the sig value on the Brand variable (X1) is 0.027 < 0.05, so from these results it can be said that the Brand variable has a partial effect.
2. The results of the calculations using the t-test variable, the value of sig on the Service (X2) is 0.032 < 0.05, so from these results it can be said that the service has a partial effect.
3. The results of the calculations using the t-test, the sig value on the Image variable (X3) is 0.010 < 0.05, so from these results it can be said that the image has a partial effect.
4. The results of the calculations using the t-test, the sig value on the Sales Promotion Staff (X4) is 0.045 < 0.05, so from these results it can be said that the Sales Promotion Staff variable has a partial effect.
5. The results of the calculations using the t-test, the value of sig on the Sales Discount variable (X5) is 0.01 < 0.05, so from these results it can be said that the Sales Discount variable is partially.

H. Simultaneous Test
The F test is used to find out all the independent variables (X1-X5) can have a significant effect together on the purchasing decision variable (Y) (Yuliara, 2016). Provisions in the F test:
1. All independent variables simultaneously show significance to the specified variable if the significance level is < 0.05 • All independent variables simultaneously show significance to the specified variable if the significance level is < 0.05
2. All independent variables simultaneously have no significant effect on the variables if the level of significance > 0.05

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>27,965</td>
<td>5</td>
<td>5,593</td>
<td>34,889</td>
<td>.000</td>
</tr>
<tr>
<td>1</td>
<td>Residual</td>
<td>94</td>
<td>,160</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>43,034</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: KP
b. Predictors: (Constant), DP, MR, SPG, PL, IM

Based on the test results in the table above, it is known that the significance result is 0.000, which means it is smaller than 0.05. So based on this it can be said that the variables Brand (X1), Service (X2), Image (X3), Sales Promotion Staff (X4), and Sales Discounts (X5) simultaneously affect the Purchase Decision variable (Y).

I. Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Uji Signifikansi</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.720</td>
<td>.473</td>
</tr>
<tr>
<td>Brand</td>
<td>2.240</td>
<td>.027</td>
</tr>
<tr>
<td>Service</td>
<td>2.179</td>
<td>.032</td>
</tr>
<tr>
<td>Image</td>
<td>2.620</td>
<td>.010</td>
</tr>
</tbody>
</table>
Based on the table above, the regression equation is obtained as follows:

\[ Y = (-0.271) + 0.192 \times (X_1) + 0.205 \times (X_2) + 0.207 \times (X_3) + 0.164 \times (X_4) + 0.282 \times (X_5) + e \]

**J. Coefficient of Determination**

<table>
<thead>
<tr>
<th>Model</th>
<th>( R )</th>
<th>( R^2 )</th>
<th>Adjusted ( R^2 )</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.806</td>
<td>0.650</td>
<td>0.631</td>
<td>0.40039</td>
</tr>
</tbody>
</table>

1. Adjusted \( R^2 \) of 0.631. So it can be said that the variables Brand (X1), Service (X2), Image (X3), Sales Promotion Staff (X4), and Sales Discounts (X5) have an effect of 63.1% on the Purchase Decision variable \( Y \) then the remaining 36.9% is influenced by variables outside the variables of this study.

2. The coefficient value of \( R > 0.5 \) is 0.806. So it can be said that the variables Brand (X1), Service (X2), Image (X3), Sales Promotion Staff (X4), and Sales Discounts (X5) have a significant effect on the Purchase Decision variable \( Y \).

**IV. CONCLUSION**

Based on research on "Analysis of Effects, Services, Images, Sales Promotion Staff, and Sales Discounts on Purchase Decisions for Home Living Products at USUPSO Galaxy Mall Surabaya" the following words:

1. Results Based on Test It is known that Brand, Service, Image, Sales Promotion Staff, and Sales Discounts have a significant partial effect on purchasing decisions at USUPSO Galaxy Mall Surabaya. This is evidenced by the results of the Brand having a sig value. \( T \) is 0.027 < 0.05. The service has a sig. \( T \) value of 0.032 < 0.05. The image has a sig value. \( T \) is 0.010 < 0.05. Sales Promotion Staff has a sig. \( T \) is 0.045 < 0.05. And Discount has sig value. \( T \) of 0.001

2. Brand, Service, Image, Sales Promotion Staff, and Sales Discounts simultaneously have a significant effect on the Purchase Decision of Home Living Products at USUPSO Galaxy Mall Surabaya. This is evidenced by the value of sig. \( F \) 0.000 < 0.05.

**REFERENCES**


Analysis of the Influence of Brand, Service, Image, Sales Promotion Staff, and Sales Discounts on Home Living Product Purchase Decisions at USUPSO Galaxy Mall Surabaya

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