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

Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

STIE Ciputra Makassar, Point of Indonesia, Jalan Sunset Boulevard, CitraLand City Losari Kawasan Centre, 90224, Makassar, Indonesia[1]

Departement of Economic and Business, Narotama University[2]

*Corresponding Author: winarto.poernomo@gmail.com[1],

rheinarizky99@gmail.com[2], arasy.alimudin@narotama.ac.id[2]

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.

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

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1140

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 colours 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:

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1141

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.

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1142

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 :
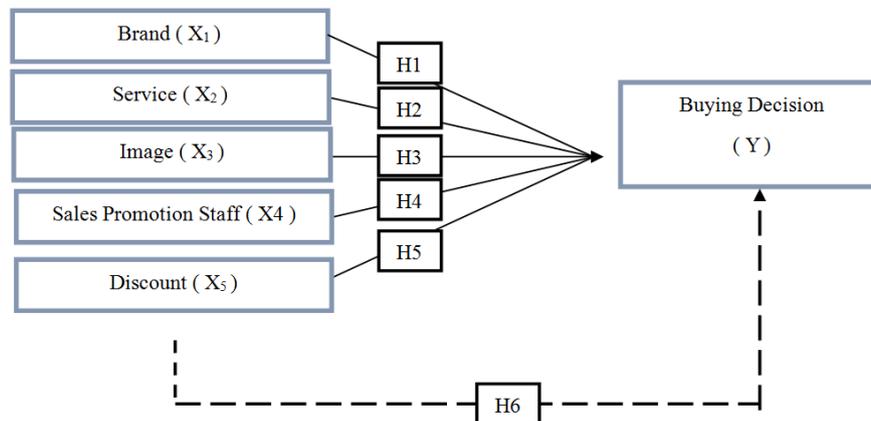

Figure 1. Concept Framework

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 $r_{hitung} > r_{tabel}$.
2. Questionnaire data is said to be invalid if r_{hitung} is negative and $r_{hitung} < r_{tabel}$.
3. The minimum accepted value for r_{tabel} 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.

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1143

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:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_{5} + e$$

Description :
Y = Buying Decision
a = Constant
β_1 = Brand Regression Coefficient
β_2 = Service Regression Coefficient
β_3 = Image Regression Coefficient
β_4 = Sales Promotion Staff Regression Coefficient
β_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 1. Results Validity Test

Variable	Indicator	Pearson Correlation	r Tabel	Description
	X1.1	0,873	0,1966	Valid
Brand (X1)	X1.2	0,827	0,1966	Valid
	X1.3	0,882	0,1966	Valid
	X2.1	0,634	0,1966	Valid
	X2.2	0,841	0,1966	Valid
Service (X2)	X2.3	0,839	0,1966	Valid
	X2.4	0,83	0,1966	Valid
	X2.5	0,815	0,1966	Valid
Image (X3)	X3.1	0,911	0,1966	Valid

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1144

	X3.2	0,900	0,1966	Valid
	X3.3	0,848	0,1966	Valid
	X4.1	0,803	0,1966	Valid
Sales Promotion Staff (X4)	X4.2	0,886	0,1966	Valid
	X4.3	0,866	0,1966	Valid
	X5.1	0,828	0,1966	Valid
Dicount (X5)	X5.2	0,846	0,1966	Valid
	X5.3	0,804	0,1966	Valid
	Y.1	0,845	0,1966	Valid
Buying Decision (Y)	Y.2	0,853	0,1966	Valid
	Y.3	0,845	0,1966	Valid

Source: SPSS 25 Analysis Results

Based on the data in table 1 shows that all indicators on the variables Brand (X1), Service (X2), Image (X3), Sales Promotion Staff (X4), Sales Discounts (X5), and Purchase Decisions (Y) used in this study can declared valid and can be proven by r_{hitung} bigger than r_{tabel}. With value $r_{tabel} = 0.1966$ (n = 100).

B. Reliability Test

Table 2. Results Reliability Test

Variable	Result a Cronbach	Minimum a Cronbach	Description
Brand (X1)	0,822	0,70	Reliable
Service (X2)	0,849	0,70	Reliable
Image (X3)	0,863	0,70	Reliable
Sales Promotion Staff (X4)	0,811	0,70	Reliable
Discuont (X5)	0,768	0,70	Reliable
Buying Decision (Y)	0,802	0,70	Reliable

Source: SPSS 25 Analysis Results

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1145

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

		Unstandardized Residual	Standardized Residual
N		100	100
Normal Parameters[a,b]	Mean	0E-7	0E-7
	Std. Deviation	,39014463	,97442031
Most Extreme Differences	Absolute	,085	,085
	Positive	,085	,085
	Negative	-,073	-,073
Kolmogorov-Smirnov Z		,852	,852
Asymp. Sig. (2-tailed)		,463	,463

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.

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1146

Table 4. Results Multicollinearity Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	*VIF*
(Constant)		
Brand	,403	2,483
Service	,589	1,698
Image	,365	2,742
Sales Promotion Staff	,621	1,610
Discount	,649	1,540

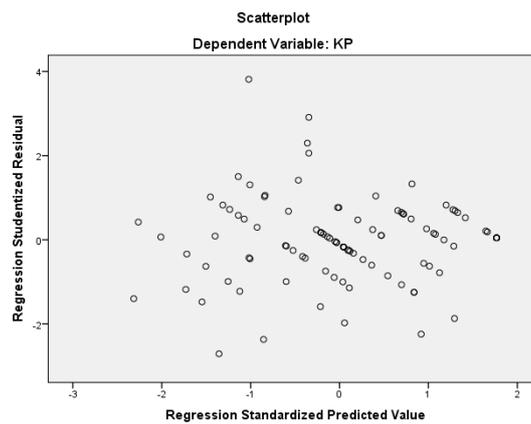(Model number: *1*)

Source: SPSS 25 Analysis Results

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.

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1147

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

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,806a	,650	,631	,40039	1,363

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

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1148

Tabel 6. Results Partial Test

	Model	Standardized Coefficients	t	Sig.
		Beta		
	(Constant)		-,720	,473
	Brand	,215	2,240	,027
1	Service	,173	2,179	,032
	Image	,265	2,620	,010
	Sales Promotion Staff	,158	2,034	,045
	Discount	,248	3,273	,001

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

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
Winarto Poernomo[1*], Rheina Rizky Putri Indrianto[2], Arasy Alimudin[2]

Page | 1149

Table 7. Results Simultaneous Test

$ANOVA^a$

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	27,965	5	5,593	34,889	,000^b
1	Residual	15,069	94	,160		
	Total	43,034	99			

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

Tabel 8. Results Multiple Linear Regression Analysis

	Model	Unstandardized Coefficients		Uji Signiffikansi	
		B	Std. Error	t	Sig.
	(Constant)	-,720	,473	-,271	,376
	Brand	2,240	,027	,192	,086
	Service	2,179	,032	,205	,094
1	Image	2,620	,010	,207	,079
	Sales Promotion Staff	2,034	,045	,164	,081
	Buying Decision	3,273	,001	,282	,086

Based on the table above, the regression equation is obtained as follows:
$$Y = (- 0{,}271) + 0{,}192 (X1) + 0{,}205 (X2) + 0{,}207 (X3) + 0{,}164 (X4) + 0{,}282 (X5) + e$$

J. Coefficient of Determination

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
Winarto Poernomo[1*]**, Rheina Rizky Putri Indrianto**[2]**, Arasy Alimudin**[2]

Page | 1150

Tabel 9. Results Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,806ᵃ	,650	,631	,40039

1. Adjusted R Square 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

Agow, O. (2017). Perilaku Sales Promotion Girl (SPG) di Kota Manado. *Jurnal HOLISTIK, Tahun X*(19), 1–22.

AMILIA, S., M. O. A. N. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 6(1), 660–669.

Arianto. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor | Arianto | Jurnal Pemasaran Kompetitif. *Jurnal Pemasaran Kompetitif.*

Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25.* Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program SPSS-Imam Ghozali-2018. In *Badan Penerbit Universitas Diponegoro* (pp. 1–32).

Indratama, A. B., & Artanti, Y. (2014). Pengaruh Citra Merek Dan Promosi Penjualan Terhadap Keputusan Nasabah Memilih Tabungan Bank Syariah Mandiri. *Jurnal Ilmu Manajemen*, 2, 1261–1272.

Kotler. (2011). Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian. In *Jakarta : Penerbit Salemba Empat*.

Kotler, P. dan K. K. (2009). *Manajemen pemasaran; Jilid 1 = Marketing management: Vol. Jilid 1.*

Kotler, P., & Keller, K. L. (2016). MarkKotler, P., & Keller, K. L. (2016). Marketing Management. Global Edition (Vol. 15E). https://doi.org/10.1080/08911760903022556eting Management. In *Global Edition* (Vol. 15E, Issue 4).

Raharti, M. (2001). Manajemen Penjualan dan Pemasaran. *Yogyakarta: Andi Offset*.

Senggetang, V., Mandey, S. L., & Moniharapon, S. (2019). Pengaruh Lokasi, Promosi Dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen Pada Perumahan Kawanua Emerald City Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 7(1), 881–890.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D.* Alphabet.

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
Winarto Poernomo[1*]**, Rheina Rizky Putri Indrianto**[2]**, Arasy Alimudin**[2]

Page | 1151

Sutisna. (2002). *Perilaku Konsumen dan Komunikasi Pemasaran*. Remaja Rosdakarya.

Utomo, I. W. (2017). Pengaruh Brand Image, Brand Awareness, Dan Brand Trust Terhadap Brand Loyalty Pelanggan Online Shopping (Studi Kasus Karyawan Di BSI Pemuda). *Komunikasi, VIII*(1), 78.

Wahyu, B. (2019). *Best Book TPA OTO Bappenas - Bintang Wahyu*.

Yuliara, I. M. (2016). Modul Regresi Linier Berganda. *Universitas Udayana*, 18.

Zebua, M. (2018). *Buku Pemasaran Produk Jasa Kesehatan - Penerbit Deepublish*. deepublish.

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
Winarto Poernomo[1*]**, Rheina Rizky Putri Indrianto**[2]**, Arasy Alimudin**[2]

Page | 1152