

# The effect of Promotion, Driver Service Quality, Price Discounts and Postage Discounts on Purchasing Decisions of SME's Gempolklutuk Village

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## ABSTRACT

**Purpose:** This study aims to determine the effect of promotions, service quality drivers, price discounts and shipping costs discounts on purchasing decisions using the service SME's Gempolklutuk Village to students in Surabaya.

**Design/methodology/approach:** This study used quantitative research, testing the hypothesis. The number of samples in this study were 100 respondents, namely consumers who had purchased using the services of UKM Gempolklutuk Village. The data source used is primary data obtained from questionnaires. This study uses multiple linear regression analysis.

**Findings:** The results of the study stated that Promotion, Driver Service Quality, Price Discounts and Shipping Cost Discounts had a significant influence simultaneously on Purchase Decisions. Promotional variables, Driver Service Quality, Price Discounts and Shipping Cost Discounts have a partially significant effect on Purchase Decisions. The results of the coefficient of determination test concluded that the value of Adjusted R Square Promotion, Driver Service Quality, Price Discounts and Shipping Cost Discounts amounted to 57.3% of the Purchase Decision variable and the remaining 42.7% was influenced by other variables not examined in this study.

**Research limitations/implications:** The limitations of this research problem are the influence of promotions, driver service quality, price discounts and shipping fee discounts on purchasing decisions by using online delivery services from the MSME platform in Gempolklutuk Village.

**Paper type:** Research paper

**Keyword:** Discounted Prices, Promotion, Purchase Decisions, Service Quality Driver, Shipping Cost Discounts

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## I. INTRODUCTION

Gempolklutuk Village, located in Tarik District, Sidoarjo Regency, is a village with a large landscape of rice fields where most of the people work as farmers. The crops obtained from Gempolklutuk Village are rice, sugar cane, and soybeans. Gempolklutuk Village so far has a website portal that provides information about village activities. The Village Head has started developing the village towards a digital village by creating a new official page belonging to Gempolklutuk Village, later the official page provides information on activities, MSMEs, updates on village conditions. The development process towards digital certainly requires collaboration between the community and the government to make a digital village. According to Simpson (2020) the digitization process must be supported by adequate infrastructure such as internet networks, computers, smartphones, and their accessories. The existence of infrastructure support helps a village become a digital village that is able to develop so that it has a positive impact on the country's development.

MSME is a business activity that is able to expand employment and provide broad economic services to the community and can play a role in the process of equity and increase people's income, encourage economic

growth and play a role in realizing national stability. Empowering MSMEs in Gempolklutuk Village by using digital marketing which can later improve marketing and increase employment opportunities. Gempolklutuk Village has several MSMEs, namely Cultivating Catfish, Salted Eggs, Macaroni, and Samiler Crackers. Gempolklutuk Village UMKM products are also marketed outside cities such as Surabaya, so that the products owned by Gempolklutuk Village can also compete in the community. SME's Gempolklutuk Village is one of the fastest growing online buying and selling business applications and is in demand by consumers in Indonesia. In April 2020 SME's Gempolklutuk Village Indonesia has started promoting the sale of fast on the SME's Gempolklutuk Village platform, and this program is named SME's Gempolklutuk Village.

SME's Gempolklutuk Village is a delivery service that is part of the SME's Gempolklutuk Village line of business. We can order online without having to come to the restaurant because the will be delivered by the SME's Gempolklutuk Village driver to the location we have specified. The service quality of a good and friendly driver will make consumers feel happy, especially if the order brought is safe and not damaged at all. Timely service will also be an added value and of course consumers will believe in us

SME's Gempolklutuk Village driver service quality.

Discounts provided by SME's Gempolklutuk Village can make consumers feel thrifty when buying. Free shipping also makes consumers interested in using SME's Gempolklutuk Village, especially among students and can save time without having to pay shipping costs. Students as SME's Gempolklutuk Village users have limitations in purchasing power so it is necessary to analyze what factors are the basis for deciding to buy using SME's Gempolklutuk Village services.

### **A. Service**

According to Kotler & Keller (2012) service is an activity, benefit or performance offered by one party to another that is intangible and does not cause any transfer of ownership, and in its production it may or may not be tied to a physical product.

Online delivery is a delivery service that has been provided by online delivery service sites, such as SME's Gempolklutuk Village, Go and other applications. During the Covid-19 pandemic, such as today, the use of online delivery services is very popular with the people of Indonesia. Online ordering services are currently growing rapidly and they are partnering with small to large scale restaurants. This service also presents many interesting promos.

### **B. Promotion**

Promotion is an effort to introduce a product or service that aims to attract potential customers to use the product or service that has been offered. Promotion is an activity to persuade customers or target buyers by communicating the advantages of the products or services offered in order to attract consumers to make purchasing decisions (Kotler & Keller, 2016). The indicators in this study are as follows (Mursid, 2013):

1. Advertising, namely by promoting products through television advertisements and can also use media such as brochures, pamphlets, banners, posters.
2. Sales promotions, such as discounts, sweepstakes and free products.
3. Publicity, namely by being active on social media such as Instagram.

### **C. Service quality**

Kotler said that service is an activity or benefit that a marriage offers to another party that is essentially intangible and does not result in any ownership. The product may not be tied to a physical product (Kotler & Keller, 2016).

According to Gronroos, as well as others, service quality is the result of a customer evaluation process that compares their perceptions of service and the results are in accordance with what they expect (Firmansyah & Haryanto, 2019). Parasuraman et al. (1988) in Tjiptono & Chandra (2016), project the service quality model as follows:

1. Tangible (physical evidence): that is related to the attractiveness of physical facilities such as equipment, and appearance of employees.
2. Reliability: namely the ability of service companies to provide services that satisfy
3. consumers from the first time without making mistakes and use their services in accordance with the agreed time.
4. Responsiveness (responsiveness): namely the willingness and ability of employees to help customers, respond to their requests, and inform when services will be provided, then provide services quickly.
5. Assurance (guarantee and certainty): the behavior and attitudes of employees are able to foster customer trust in the company and can create a sense of security for its customers.
6. Empathy: Means that the company understands the problems of its customers and acts in the interests of customers, and gives personal attention to customers and has comfortable operating hours.

#### **D. Discounts / Discounts**

Discounts are one type of sales promotion. A price discount is a reduction in the price of a product from the normal price within a certain period. While sales promotion is a form of direct persuasion through various incentives that can be arranged to stimulate product purchases by increasing the number of goods purchased by customers, (Tjiptono, 2008). Discount is a price reduction strategy carried out by a company from a predetermined initial price, a price reduction strategy is carried out to create impulse buying so that product sales increase (Baskara, 2018).

The indicators for discounts or rebates are (Philip, 2018):

1. The amount of the discount
2. The validity period of the discount
3. Types of products that get discounted prices

#### **E. Buying decision**

According to Kotler & Armstrong (2008) purchase decision is to buy the preferred brand, but two factors can influence the purchase intention and decision purchase. Purchasing decision is choosing between two or more alternative purchase options, a person can make a purchase decision if there are several alternative choices. The decision to buy can lead to the process in which the decision is made. There are several factors that can affect the consumer's process when making a decision to purchase a product or service, usually consumers consider the price and quality of the product that is already known to the public. Quoting Kotler in Habibah & Su'miati (2016), indicators of purchasing decisions include:

1. Stability in a product, that is, consumers must have made their choice on a product that is in accordance with their wishes and after that make a purchase decision.
2. Habits in buying and using products, namely consumers who have often bought a certain product and usually have been based on the previous use of the product.
3. Giving recommendations to other people, namely consumers who have often bought a certain product, then the consumer has indirectly felt satisfaction from the product and will recommend the product to people around him.
4. Evaluation of the product, that is, if consumers have used a product, they will usually evaluate the product that has been used.
5. Make repeat purchases, namely consumers who are satisfied with a product will certainly make repeat purchases.

## **II. METHODS**

This study uses a quantitative approach. Quantitative method is a research that uses a sample of numerical data or data in the form of numbers to examine a particular population or sample, sampling techniques are generally carried out randomly, collecting data using research instruments, quantitative/statistical analysis with the aim of testing the predetermined (Sugiyono, 2013). The object of research is an attribute or nature or value of a person, object, or activity that has a certain variation determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2017). Therefore, in this study, the object of research is to analyze the variables that influence purchasing decisions through online delivery services in 2022, namely: students in Surabaya who use SME's Gempolklutuk Village services.

In this study, the population is consumers, namely students in Surabaya who have made online purchases using SME's Gempolklutuk Village services in 2022. The number of samples to conduct this research is 100 respondents.

The conceptual framework in this research is as follows:

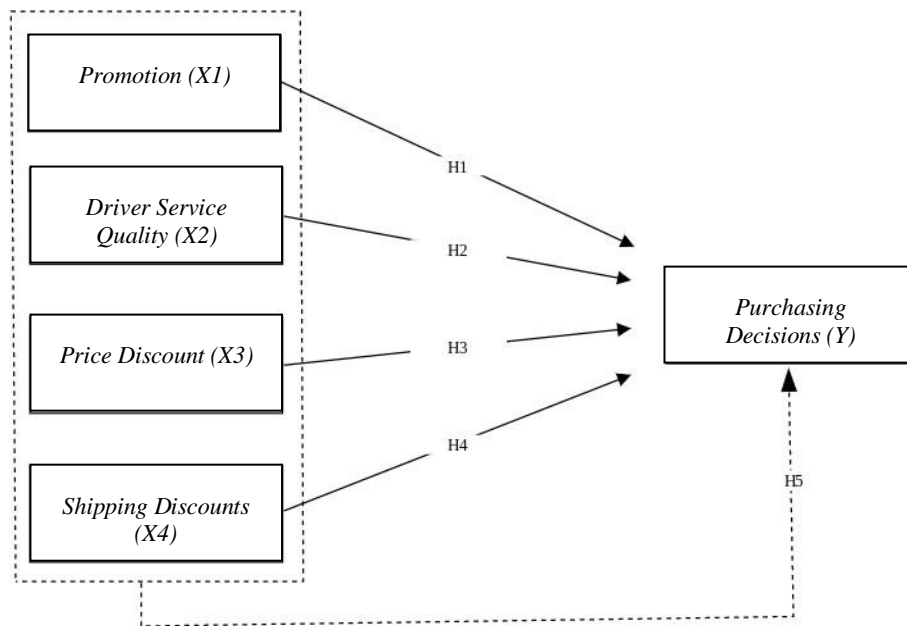


Figure 1. Research Concept Framework

Caption:

—————> = Partial  
 - - - - -> = Simultaneous

**A. Hypothesis:**

H1 : Promotion has a partial effect on purchasing decisions by using SME’s Gempolklutuk Village for Surabaya students

H2 : Service Quality Drivers have a partial effect on purchasing decisions using SME’s Gempolklutuk Village for Surabaya students

H3 : Price Discounts have a partial effect on purchasing decisions by using SME’s Gempolklutuk Village for Surabaya students

H4 : Postage Discounts have a partial effect on purchasing decisions using SME’s Gempolklutuk Village to Surabaya Students

H5 : Promotion, Driver Service Quality, Price Discounts, Shipping Discounts have a simultaneous effect on purchasing decisions using SME’s Gempolklutuk Village for Surabaya students

**B. Types, Sources and Techniques of Data Collection**

The type of data in this study is quantitative data, in the form of a questionnaire distributed to students in Surabaya and who have bought using SME’s Gempolklutuk Village. In this study, researchers used primary data and data collection techniques in this study using a questionnaire.

**III. RESULTS AND DISCUSSION**

**A. Validity test**

Validity test is a test of the accuracy or accuracy of data reported by researchers in a study with original results obtained in the field (the results submitted are valid and not engineered) (Sugiyono, 2017).

*Table 1. Validity Test Results*

<i>Variable</i>	<i>Indicator</i>	<i>Pearson Correlation</i>	<i>r Table</i>	<i>Information</i>
<i>Promotion (X1)</i>	<i>X1.1</i>	<i>0,800</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X1.2</i>	<i>0,742</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X1.3</i>	<i>0,826</i>	<i>0,1966</i>	<i>Valid</i>
<i>Quality Service Driver (X2)</i>	<i>X2.1</i>	<i>0,762</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X2.2</i>	<i>0,773</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X2.3</i>	<i>0,650</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X2.4</i>	<i>0,695</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X2.5</i>	<i>0,883</i>	<i>0,1966</i>	<i>Valid</i>
<i>Price Discount (X3)</i>	<i>X3.1</i>	<i>0,633</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X3.2</i>	<i>0,827</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X3.3</i>	<i>0,809</i>	<i>0,1966</i>	<i>Valid</i>
<i>Shipping Cost Discount (X4)</i>	<i>X4.1</i>	<i>0,779</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X4.2</i>	<i>0,822</i>	<i>0,1966</i>	<i>Valid</i>
	<i>X4.3</i>	<i>0,787</i>	<i>0,1966</i>	<i>Valid</i>
<i>Decision Puchase (Y)</i>	<i>Y1</i>	<i>0,779</i>	<i>0,1966</i>	<i>Valid</i>
	<i>Y2</i>	<i>0,760</i>	<i>0,1966</i>	<i>Valid</i>
	<i>Y3</i>	<i>0,850</i>	<i>0,1966</i>	<i>Valid</i>
	<i>Y4</i>	<i>0,821</i>	<i>0,1966</i>	<i>Valid</i>
	<i>Y5</i>	<i>0,760</i>	<i>0,1966</i>	<i>Valid</i>

Source: SPSS 25. Result Data

Based on the results of the validity test above, it can be concluded that all indicator items on the Promotion variable (X1), Driver Service Quality (X2), Price Discounts (X3), Discount on Shipping Cost (X4), and Purchase Decisions (Y) are declared valid and can be proven through the results of  $r_{hitung} > r_{table}$  with the minimum value of  $r_{table}$  received is  $r = 0.1966$ .

**B. Reliability Test**

Reliability test is a test used to determine whether a measuring instrument is reliable or not. In this study, the measuring instrument used was a questionnaire. Reliability test is used to determine whether the questionnaire is reliable or not. Reliability test using the Cronbach Alpha method which focuses on the critical value of 0.6. A questionnaire item can be said to be reliable if the Cronbach Alpha value > critical value (0.6). (Sugiyono, 2017).

*Table 2. Reliability Results*

<i>Variable</i>	<i>Result <math>\alpha</math> Cronbach</i>	<i>Minimum <math>\alpha</math> cronbach</i>	<i>Information</i>
<i>Promotion (X1)</i>	<i>0,694</i>	<i>0,60</i>	<i>Reliable</i>
<i>Driver Service Quality (X2)</i>	<i>0,809</i>	<i>0,60</i>	<i>Reliable</i>
<i>Discount Price (X3)</i>	<i>0,632</i>	<i>0,60</i>	<i>Reliable</i>
<i>Shipping Cost Discount (X4)</i>	<i>0,705</i>	<i>0,60</i>	<i>Reliable</i>
<i>Purchase Decision (Y)</i>	<i>0,857</i>	<i>0,60</i>	<i>Reliable</i>

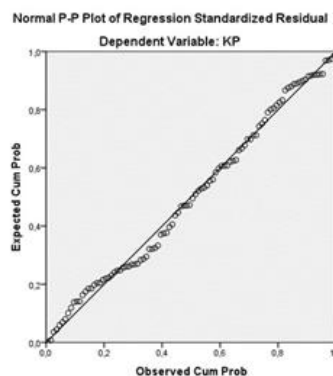
Source: SPSS 25 . Result Data

Based on the results of the reliability test in table 2, it can be concluded that the Promotional variables (X1), Driver Service Quality (X2), Price Discounts (X3), Shipping Cost Discounts (X4), and Purchase Decisions (Y) are declared reliable and can be proven through the results cronbach value > 0.6.

**C. Normality test**

Normality test is a test used to see whether in a regression model an independent variable and a dependent variable or both have a normal or abnormal distribution. This statistical test uses the test One Kolmogorov Smirnov, if the significant value is > 0.05 or 5%, it can be said that the data has a normal distribution and vice versa (Ghozali, 2016).

a. P Plot



*Figure 2. P-Plot of Normality Test Result*

Source : SPSS 25, Result Data

Based on Figure 2, it is known that the regression model is normally distributed because the points follow a diagonal line.

b. Kolmogrov

*Table 3. Kolmogrov results One-Sample Kolmogorov-Smirnov Test*

<i>One-Sample Kolmogorov-Smirnov Test</i>			
		<i>Unstandardized Residual</i>	<i>Standardized Residual</i>
<i>N</i>		<i>100</i>	<i>100</i>
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	<i>0E-7</i>	<i>0E-7</i>
	<i>Std. Deviation</i>	<i>,36518883</i>	<i>,97958969</i>
	<i>Absolute</i>	<i>,060</i>	<i>,060</i>
<i>Most Extreme Differences</i>	<i>Positive</i>	<i>,060</i>	<i>,060</i>
	<i>Negative</i>	<i>-,051</i>	<i>-,051</i>
<i>Kolmogorov-Smirnov Z</i>		<i>,603</i>	<i>,603</i>
<i>Asymp. Sig. (2-tailed)</i>		<i>,860</i>	<i>,860</i>

a. Test distribution is Normal

b. Calculated from data.

Source : SPSS 25, Result Data

Based on the normality test in table 17, it can be seen the significance value in the Asymp section. Sig. (2-tailed) of 0.860 > 0.05, it can be said that all variables in this study are normally distributed.

**D. Multicollinearity Test**

It would be better if in a regression model there is no correlation between the independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Multicollinearity can be known through the value of tolerance and variance inflation factor (VIF). If the tolerance value is greater than 0.1 and the variance inflation factor value is less than 10, the regression is free from multicollinearity (Supriyono et al., 2016).

*Table 4. Multicollinearity Test Results*

		<i>coefficients</i>	
	<i>Model</i>	<i>Collinearity Statistics</i>	
		<i>Tolerance</i>	<i>VIF</i>
	<i>(Constant)</i>		
	<i>Pr</i>	<i>,642</i>	<i>1,558</i>
<i>1</i>	<i>KPL</i>	<i>,693</i>	<i>1,443</i>
	<i>DH</i>	<i>,538</i>	<i>1,860</i>
	<i>DO</i>	<i>,547</i>	<i>1,827</i>

a. Dependent Variable: KP  
Source: SPSS 25 . Result Data

Based on table 4 above, it can be said that the regression is free from multicollinearity because the tolerance value is greater than 0.1 and less than 10, namely the Tolerance value of the Promotion variable (X1) 0.642, Driver Service Quality (X2) 0.693, Price Discounts (X3) 0.538, and Discount Shipping (X4) 0.547.

**E. Autocorrelation Test**

One way that can be used to test autocorrelation is to use Durbin – Waston Test, with the following conditions:

1. Score Durbin – Waston below (-2), the conclusion is that there is a positive autocorrelation
2. Score Durbin – Waston between (-2) to (+2), the conclusion does not occur autocorrelation

*Table 5. Autocorrelation Test Results*

<i>Model Summary<sup>b</sup></i>					
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>	<i>Durbin-Watson</i>
<i>1</i>	<i>,768<sup>a</sup></i>	<i>,590</i>	<i>,573</i>	<i>,37280</i>	<i>1,868</i>

a. Predictors: (Constant), DO, KPL, Pr, DH

b. Dependent Variable: KP

Source: SPSS 25. Result Data

Based on the table above, it can be said that the value of Durbin – Waston is 1.868 which means the value of Durbin–Waston is between (-2) and (+2), it can be concluded that the data does not experience autocorrelation.

**F. Multiple Linear Regression Analysis**

The analysis used in this study is multiple linear regression analysis (multiple regressions). Multiple linear regression analysis was used to analyze the effect of independent variables (promotion, service quality drivers, price discounts and shipping costs discounts) on the dependent variable, namely purchasing decisions.

The equation formula is:

$$Y = + 1 X1 + 2 X2 + 3 X3 + 4 X4 + e$$



*Table 6. Results of Multiple Linear Regression Analysis*

<i>Coefficients<sup>a</sup></i>			
<i>Model</i>	<i>Unstandardized Coefficients</i>		<i>Sig.</i>
	<i>B</i>	<i>Std. Error</i>	
<i>(Constant)</i>	,085	,342	,805
<i>Pr</i>	,282	,089	,002
<i>1 KPL</i>	,290	,085	,001
<i>DH</i>	,242	,095	,013
<i>DO</i>	,215	,089	,018

a. Dependent Variable: KP  
Source: SPSS 25 . Result Data

Based on the table above, the unstandardized coefficients column part B, the multiple linear regression equation is obtained as follows:

$$Y = 0.085 + 0.282 (X1) + 0.290 (X2) + 0.242 (X3) + 0.215 (X4)$$

**G. Partial Test (T)**

Partial test (t) is used to test the significance of the constants of each independent variable, whether the promotion variable (X1), driver service quality (X2), price discount (X3) and shipping cost discount (X4) really have a partial effect (separately) on the dependent variable, namely the purchase decision (Y1). (Ghozali, 2005)

Criteria:

1. Each independent variable partially has a significant effect on the dependent variable if the significance level is < 0.05.
2. Each independent variable partially has no significant effect on the variable bound if the significance level > 0.05.

*Table 7. Partial Test Results (T)*

<i>Coefficients<sup>a</sup></i>				
<i>Model</i>	<i>Standardized Coefficients</i>		<i>T</i>	<i>Sig.</i>
	<i>Beta</i>			
<i>(Constant)</i>			,247	,805
<i>Pr</i>	,261		3,185	,002
<i>KPL</i>	,271		3,429	,001
<i>DH</i>	,228		2,545	,013
<i>DO</i>	,214		2,411	,018

a. Dependent Variable: KP  
 Source: SPSS 25. Result Data

1. The value of the Promotion variable sig (X1) is  $0.002 < 0.05$ , so it can be said to have a partial effect.
2. The sig value of the Driver Service Quality variable (X2) is  $0.001 < 0.05$ , so it can be said to have a partial effect.
3. The value of the sig variable Price Discount (X3) is  $0.013 < 0.05$ , so it can be said to have a partial effect.
4. The sig value of the Shipping Cost Discount variable (X4) is  $0.018 < 0.05$ , so it can be said to have a partial effect.

**H. Simultaneous Test (F)**

Simultaneous test (f) is a test to determine the effect of the independent variables, namely promotion (X1), driver service quality (X2), price discount (X3), and shipping cost discount (X4). (Y1). (Ghozali, 2005)

The criteria for testing the hypothesis are with a 95% confidence level or a significance level of 5%, then:

1. Each independent variable simultaneously has a significant effect on the dependent variable if the significance level is  $< 0.05$ .
2. Each independent variable simultaneously does not have a significant effect on the dependent variable if the significance level is  $> 0.05$ .

Table 8. Simultaneous Test Results (F)

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	19,007	4	4,752	34,190	,000 <sup>b</sup>
Residual	13,203	95	,139		
Total	32,210	99			

a. Dependent Variable: KP  
 b. Predictors: (Constant), DO, KPL, Pr, DH  
 Source: SPSS 25. Result Data

Based on the table above, the value of sig  $0.000 < 0.05$ , it can be said that the independent variables Promotion (X1), Driver Service Quality (X2), Price Discounts (X3) and Shipping Cost Discounts (X4) simultaneously affect the dependent variable namely Purchase Decision (Y).

**I. Coefficient of Determination Test**

The coefficient of determination test (R2) is to measure how far the ability to explain the variation of independent variables simultaneously. The value of the coefficient of determination is between 0 and 1. A small R2 value indicates the ability of the independent variable in explaining the dependent variable is small and if the coefficient value is close to 1, it means that the independent variable has a very strong or significant effect on the dependent variable (Ghozali, 2013).

Table 9. Results of the Coefficient of Determination

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,768a	,590	,573	,37280

a. Predictors: (Constant), DO, KPL, Pr, DH  
 b. Dependent Variable: KP

Source: SPSS 25. Result Data

1. The coefficient value of  $R > 0.5$  is 0.768. So it can be said that the Promotion variable (X1), Driver Service Quality (X2), Price Discount (X3) and Shipping Cost Discount (X4) have a significant effect on the Purchase Decision variable (Y).
2. The Adjusted R Square result is 0.573 which shows that the Promotion variable (X1), Driver Service Quality (X2), Price Discount (X3) and Shipping Cost Discount (X4) have an effect of 57.3% on the Purchase Decision variable (Y). And the remaining 42.7% is influenced by other variables not examined in this study.

#### IV. CONCLUSION

Result and discussion must be written in the same part. They should be presented continuously start from the main result to the supporting results and equipped with a discussion. Unit of measurement used should follow the prevailing international system. All figures and tables placed separately at the end of manuscript pages and should be active and editable by editor.

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