The Effect of Product Quality, Service Quality, Trust in Product Decision Making Process at Yomart Sarimanah

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ABSTRACT

A very drastic change has occurred since the 19th Covid-19 hit the world. Where everyone should be familiar with health professionals using prevent the transmission of coronavirus. Likewise, his behaviour in searching, choosing, buying and using them has changed greatly. Hence, entrepreneur must be able to follow the changes, so that his business can continue. His research was conducted to find out the influence of Product Quality, Service Quality, Trust in the Process of Decision-Taking Process at YOMART Sarimanah. The method used in his research is descriptive and verify with a sample of 100 visitors YOMART Sarimanah. The data obtained by the coalition uses SPSS. The results of his research obtained the quality of products that are guaranteed security, quality services are fast and good, trust in the credibility of YOMART Sarimanah has a significant influence on the Purchasing Process on YOMART Sarimanah.

Keywords

Product quality, service quality, trust and purchasing process

Introduction

Covid-19 has created economic shock, which affects the economy both individually and domestically, corporately, small, medium and large, even affecting the economies of countries with scales including national, and even global.

According to Baldwin and Mauro (2020) stated that the development of Covid-19, does not only provide a negative effect for regions and countries affected by Covid-19, but has a further impact on other countries because it is related to the value chain economy.

The COVID-19 pandemic has also driven people's buying power. According to calculations from the National Planning and Development Agency (BAPPENAS), the pandemic has driven people's buying power up to Rp. 362 trillion. The loss of power was caused by reduced working hours during the period of large-scale social restrictions (PSBB) in various parts of Indonesia. Where this is done to replace the spread of Corona or COVID-19.

His condition has influenced his performance in the industry. The chairman of the Indonesian Association of Associations (Aprindo) estimates that the industry will grow only 3-3.5 percent this year. The figure is down more than half compared with industrial growth in 2019, which is down from 8-8.5 percent.

Meanwhile, the closure of transportation and business activities that have an impact on the supply chain of business activities, trade and even business in the affected areas and surrounding areas. Because of the limits, the producers experienced a very abnormal border. Whereas the available products needed by consumers are very important.

YOMART Sarimanah Bandung is one of the minimarkets that provides the needs of home equipment, health products, to the completeness of mothers and babies.

Since pandemi Covid 19 the number of visitors who shop to YOMART Sarimanah Bandung has decreased. Whereas YOMART Sarimanah has been trying to adapt to the condition of the 19-year-oldCovid in terms of product provision that is sought to guarantee quality and improved service quality in order to keep serving consumers who shop at YOMART Sarimanah Bandung.

According to Yasin (2015), products is a product consumed by consumers both in the world, good products must have superiority compared to

existing products in the market, both from quality, taste, content so that products issued by the company can be accepted and in demand consumers. Meanwhile, the quality of current products is of great concern to consumers because of concerns they will be contaminated by the products they consume.

Thus, the consumers want the products they use to be quality products. The quality of the product is how depicting the product can provide something that can make consumers feel. According to Kotler and Ketler (2012) stating that the quality of the product is the ability of something to deliver results or performance accordingly even more than what the customers want.

PSBB condition also makes many people who choose to spend online as a way to ingestvarious needs, ranging from home equipment, health products, to the equipping of mothers and babies. This is also done as the effort to break the chain of COVID-19 spread is getting broader. The condition demands that convenience stores are not only prepared to serve consumers who are dating to convenience stores but also those who shop online. For that, minimarkets must be prepared and agile in serving and providing quality services to consumers who shop.

According to Alghifari (2016), the quality of service is perceived as ideal quality. Conversely, if the service received is lower than expected, then the quality of the service is poorly received. In such a way, neither quality of service depends on its ability to maintain services in meeting its concemenary hope consistently.

Trust the consumer when it's in Covid 19 is very important. The Maharani Trust (2010) is a one-sided belief in the reliability, durability, and integrity of the other party in the relationship and its belief that its actions are of the best importance and will result in positive results for the trusted party.

It is this condition that is the reason for the consideration of the consumer in conducting the process of taking the decision to do the purchase of the goods or use the services provided. According to Tjiptono (2012), the process of retrieving decisions is a process by which consumers question one of them, seek information about a certain product or brand and evaluate it well.

From the description above, the study was conducted with the goal of wanting to know the quality of product quality and quality of services provided by YOMART Sarimanah to the process of taking the decision of consumers who shop at YOMART Sarimanah.

Literature Review

Product Quality

Technically the product is everything that can be offered to the market to make it a reality, including physical events, services, experiences, events, people, places, properties, organisations, information and ideas (Kotler & Keller, 2016). According to Kotler and Keller (2016), the quality is the quality of the features and characteristics of the product or the man who is capable of making it unconstitutional.

Its quality according to Kotler and Amstrong (2015) is a product or service character that is in keeping with its ability to meet the needs of its stated or accurate subscriptions. The quality of the product is one of the main positioning of a market.

Service Quality

Service quality is the perception of the customer or consumer's view which is formed from an assessment of the superiority of a product in accordance with market needs and desires. So that customers or consumers can assess the quality of the product which is determined based on the characteristics of the product or service, if the consumer (customer) is satisfied or dissatisfied with consuming a product (Puspitasari & Ferdinand, 2018).

Service Quality which is perceived by the students can be defined as the evaluation of the students to the performance of services which is provided by the university, compared with their expectation level (Mayadora, et al., 2019)

According to Faradisa et al. (2016), service quality is seen as a component that must be realized by companies. Service quality is often defined as the level of excellence expected and control over this level of excellence to fulfill desires customers (consumers) because it has an important influence to bring in new customers, and poor service quality will make consumers feel uncomfortable and lazy to visit

Hermawan (2018) also concludes that service quality is a series of special forms of production or service. which can provide the ability to satisfy market needs and desires.

According to Kotler, he explained that service quality is a work process in improving and maintaining continuous quality improvement from the production process to the services produced by the company (Panjaitan & Yuliati, 2016). Service quality can motivate customers (consumers) to commit to certain products and services. which improves company performance.

Trust

According to Goeth and Davis quoted (Tjiptono, 2012) states that the quality of service is a dynamic condition related to the products, services, people, processes, and environment that meet or exceed expectations. which begins with the need for a customer and ends in the perception of the customer. As for the indicators of service according to Parasuraman (1998) i.e., 1) provide fast service, 2) services that provide a sense of security, 3) understand the needs of customers, and 4) attractive facilities.

The Moorman et al. such as Isaac and Zhafitri (2011) said trust was a provision to hang on to other parties that had been trusted. His trust is regarded as the most important way of building and maintaining a relationship with long-term neighbors. The higher the level of trust it provides to the subscription, the higher the level of quality. As for the indicators of customer trust according to Harris and Bannister (2007) i.e. 1) good experience, 2) useful information, 3) safe and trustworthy, 4) trustworthy, 5) get it satisfied.

His research comes with the trust of customers and the loyalty of customers conducted by Anil (2016) with the research title Gen Y Customer Loyalty in Online Shopping: An Integrated Model of Trust, User Experience and Branding. Where the results of the investigation showed that the trust of the neighbors had a significant positive influence on the quality of the neighbors.

When seen as characteristic or individual property, belief is a varied personality, thus putting pressure on individual characteristics such as feelings, emotions, and values (Wolfe, 1976). His belief involves taking a risk of two halved parties knowing that the act of a party materially could affect other parties.

Historical literature sociological beliefs are either individual skills, social relationships, or unproportional social systems with attention to behaviors based on actions at an individual level (Misztal, 1996).

According to a report by the experts, the author concluded that trust is an ability owned by both individuals and groups that are emotionally disrupted because what one of the parties is doing can give influence to the other party based on the agreement of both parties.

Decision Making Process

According to Engel (2001), there are three types of decision-taking: An expanded problem solving, limited problem solving and problem-solving. The decision to buy or consume a product with a certain brand is guardian by its following measures: (i) Introduction to the Need, (ii) Search for Information, (iii) Evaluations Alternative, (iv) Purchase, (v) Conduct after purchase.

1. Introduction to the problem
The process of buying it with the question of the problem or the need for a buyer realizes a difference between the actual situation and the circumstances in which it wants. The need can be driven by stimuli from within the buyer or from the outside. For example, the need for a normal person is thirsty and hunger will increase until it reaches a stimulated symbol and turns into a push based on existing experience, whereas from

outside for example there is a desire for someone to have a product or a result of influence or thrust from outside based on existing experience.

2. Search for Consumer Information may not be actively trying to find information related to his needs. How far the person is looking for information depends on the weak strength of the need, the number of information it has, the ease of obtaining information, the addition and the satisfaction it derives from the activities of seeking information. Typically, the number of activities seeking information is up to a halt as consumers move away from the decision of the problem situation that is limited to the maximum problem. The source of information consists of four groups namely:

- Personal: Family, friends, neighbors, colleagues.
- Commercial: Advertising, Web site, salesman, dealer, packaging, display
- Public: Mass media, social media, organizations

Figure 1. Decision making process

3. Alternative Information obtain through purchase is used to obtain a clearer picture of the alternatives it faces as well as the interest of each alternative. The manufacturer must try to understand the way the consumers acknowledged the information it obtains and creating the positive or negative attitude to the product of the brand and leads to the decision to buy.

4. The process of retrieval decisions in the stage of evaluation, consumers form a preferred brand in the collection of choices. Consumers may also be making up their means to buy the most preferred brands. In carrying out the meaning of the purchase, consumers can form five sub-decisions: brand, dealer, quantity, time, and method of payment. If the consumers form a revaluation of the brand, the two factors can clarify the meaning of the purchase and the decision-making process.

5. Behaviour when the goods he bought did not provide the expected complacency, so the purchase would change his view of the brand as a negative one, perhaps even being rejected from the list of options. Manufacturers must reduce the feeling of not being pleasant or negative towards a product/service by helping consumers find information that justifies it through the risk of communicating directed at people who buy products. After buying the product, consumers will experience a level of complacency or dissatisfaction.

Research Framework

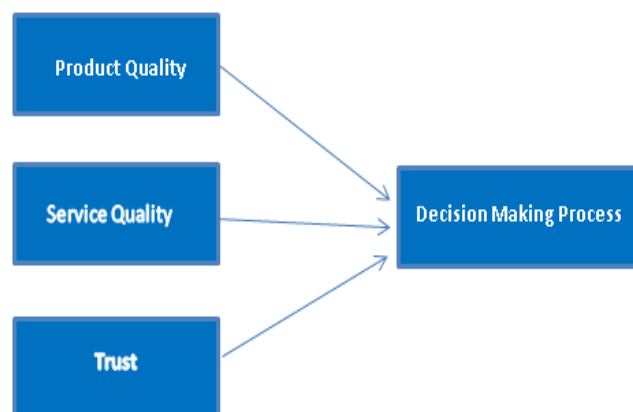Take a note from the above explanation, here we create the research framework as follows.

Figure 2. Research framework

Research Hypothesis

1. Product quality affects the decision-making process
2. Service quality affects the decision-making process
3. Trust affects the decision-making process
4. Product Quality, Service Quality and Trust have an influence on the decision-making process

Methodology

Types of Research

The type of research used is associative-causal research with a quantitative approach. This study aims to determine the relationship between two or more variables. With this research, it will be

possible to build a theory that functions to explain, predict and control a symptom (Sugiyono, 2016).

Population and Sample

The population that will be used in this research is the people of Bandung City. The sample used is the consumer of YOMART Sarimanah Bandung. The sampling technique used in this study is a non-probability sampling technique namely a sampling technique that does not provide an opportunity or opportunity for each member of the population to be a sample member (Ridwan, 2015). While, the type of non-probability sampling used is purposive sampling which is a sampling technique with certain considerations (Sugiyono, 2018). The considerations used in determining the sample in this study are as follows:

1. The sample is a consumer from YOMART Sarimanah, Bandung City
2. Samples have made at least three purchases during the last month.
3. The samples are male and female
4. The sample is more than 17 years old.

Given that the number of samples in this study is unknown, the sample size calculation in this study will use the Lemeshow formula by Stanley Lemeshow in Murti (2013) to determine the number of samples, the sample size is calculated as follows:

$$n = \frac{Za^2 \times P \times Q}{L^2}$$

Based on the formula, then n= $\frac{(1,96)^2 \times 0,5 \times 0,5}{(0,1)^2}$ = **96,04** = **97**

Then, the minimum sample that must be obtained by the author is 96 respondents. Therefore, the author will use a sample of 100 respondents. As explained by Roscoe in Sugiyono (2015), a viable sample size in research is between 30 to 500 samples.

Data Measurement Techniques

The data measurement technique in this study was carried out using a Likert scale. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena according to Sugiyono (2018).

Data Analysis Technique

This study uses multiple regression analysis to predict how far the influence of independent variables on dependent variables is. The tool used as a data analysis instrument is the IBM SPSS Statistics 26 application.

Results and Discussion

Validity Test Results

Based on the results of the validity test for the variable Product Quality, Service Quality and trust and the purchase decision process, it shows that the value of Rcount> Rtable (0.1654) can be concluded that the whole question is valid.

Reliability Test

Table 1. Result reliability test

| Variable	Cronbach Alpha	Result
Product Quality	0,662	Reliable
Service Quality	0,659	Reliable
Trust	0,640	Reliable
Decision Making Process	0,673	Reliable

Sources: Collect Data, 2021

Based on Table 1, the results of the reliability test showed that the Cronbach's Alpha value of all research variables showed > 0.60, it can be concluded that the answers given by respondents from the research variables were reliable.

Classic Assumption Test

Normality test

The normality test obtained the Asymp. value Sig. (2-tailed) namely 0.200> 0.05, the research data is normally distributed.

Heteroscedasticity test
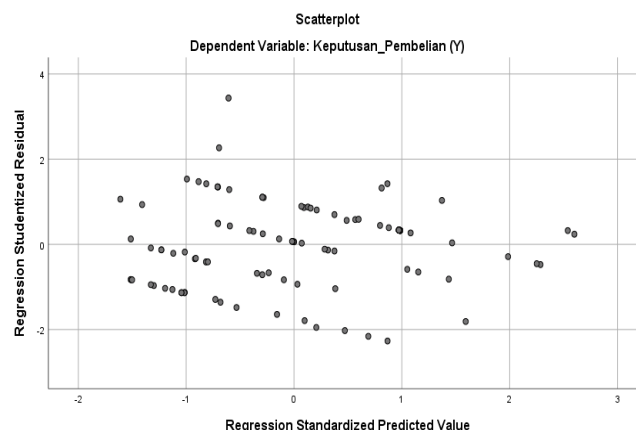
Source: Data processing, 2021
Figure 3. Heteroscedasticity test

Based on the graph, it can be seen that the dots spread randomly, do not form a certain pattern, and are spread either above or below the 0, this shows that the data in this study does not occur heteroscedasticity.

Table 2. Result t test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6,175	1,424		4,338	,000
Product Quality	,335	,062	,216	4,189	,001
Service Quality	,242	,082	,275	2,972	,004
Trust	,276	,077	,326	3,584	,001

a. Dependent Variable: Decision Making Process
Sources: Collect Data, 2021

The analysis result equation that is formed is

$$Z = 6.175 + 0.216X1 + 0.275X2 + 0.326Y$$

1. A constant value of 6.175 shows that if the product quality, service quality, and trust do not change, the decision making process will still be worth 6.175
2. The beta coefficient value is 0.216 (positive), indicating the effect if the level of product quality is increased, it will increase the decision-making process by 0.216
3. The beta coefficient value of 0.275 (positive) indicates that if the level of service quality is improved it will increase the decision-making process by 0.275
4. The beta coefficient value of 0.326 (positive) shows that if the level of Trust is improved it will increase the decision-making process by 0.326

Coefficient of Determination

The value of R_{square} is 0.382 which means that 38.2% of the decision making process variables are influenced by the variables of product quality, service quality and trust while the remaining 61.8% is explained by other factors not included in the research model.

Table 3. Test F

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20,836	3	6,945	19,800	,000[b]
Residual	33,674	96	,351		
Total	54,510	99			

a. Dependent Variable: Decision Making Process
b. Predictors: (Constant), Trust, Service Quality, Quality Product
Sources: Collect Data, 2021

Based on the results of Table 3, it shows a significance value of (0.000) smaller than (0.05) or (0.000) < (0.05) so that the selection of variables of product quality, service quality and trust is appropriate to explain the decision making process variables.

Discussion

From the results of data processing, it was found that Product Quality and Service Quality as well as Mutual Trust had a significant effect on the decision making process at YOMART Sarimanah Bandung.

This explains that consumers are very concerned about the quality of the products provided or delivered by YOMART Sarimanah. in addition, YOMART Sarimanah consumers also demand quality services from YOMART Sarimanah in every transaction that is given both offline and online. Consumers' trust in YOMART Sarimanah is also very influential on the decision-making process at YOMART Sarimanah. So, these factors will be the basis of the decision-making process for consumers to buy and use the services provided by YOMART Sarimanah.

The results of this study were conducted with research conducted by Kurniasari et al. (2013), Analysis of the Effects of Price, Product Quality and Service Quality on the decision-making process.

Conclusion

From the results of the research conducted, it can be concluded as follows:
1. The Effect of Product Quality on the Decision Making Process
The results of test indicate that product quality has a positive and significant effect on decision making processes. This shows that the higher the quality of the product, the more influential it is in the decision-making process for YOMART Sarimanah products.

2. The Effect of Service Quality on the Decision Making Process
The test results show that service quality has a positive and significant effect on decision making processes. This shows that the better the quality of service, the more influential it is on the decision making process for YOMART Sarimanah.
3. The Effect of Trust on the Decision Making Process
The test results indicate that trust has a positive and significant effect on the decision-making process. This shows that the higher the level of customer trust, the higher the decision making process for YOMART Sarimanah.
The Influence of Product Quality, Service Quality and Trust has an influence on the decision making process.
4. The Effect of Product Quality, Service Quality and Trust on the Decision Making Process
The results of indicate that Product Quality, Service Quality and Trust has a positive and significant effect on the decision making process of YOMART Sarimanah. This shows that the better the quality of the product, the higher the customer makes a purchase at YOMART Sarimanah.

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