



Jurnal Manajemen dan Bisnis  
Vol. 11, No. 1, June 2022, pp. 84-89

**Sekolah Tinggi Ilmu Ekonomi Indragiri (STIE-I) Rengat**  
<https://journal.stieindragiri.ac.id/index.php/jmbi/issue/view/22>

## THE EFFECT OF SERVICE QUALITY ON CONSUMER PURCHASE INTEREST IN MAS KORI STORE WITH PRICE AS A MEDIATION VARIABLE

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Submitted: 2022.07.06 Reviewed: 2022.07.07 Accepted: 2022.07.25

<https://doi.org/10.34006/jmbi.v11i1.468>

### *Abstract.*

*This research was conducted at the Mas Kori Store. The purpose of this study was to analyze the effect of service quality on price, service quality on buying interest and price on buying interest and the effect of service quality on consumer buying interest mediated by prices at Mas Kori Stores. Researchers took a sample of 100 people at Mas Kori Store consumers. This sampling method was chosen by random sampling technique at random. The data of this study were analyzed using quantitative methods and all data obtained were processed by path analysis which was operated through the IBM SPSS Version 21 Application and the Sobel Calculator. The results of this study indicate that: (1) Service quality has a positive effect on prices. (2) Service quality has a positive effect on buying interest. (3) Price has a positive effect on buying interest. (4) Price mediates the effect of service quality on buying interest.*

**Keywords:** *Service Quality, Price, Buying Interest.*

## INTRODUCTION

Purchase intention is part of the behavioral component of consumer attitudes in consuming a product. Unlike the case with repurchase interest, namely buying interest based on previous buying experiences. In the experience of buying a product, consumers can know the value of the product they feel. In addition, retaining existing customers is far more important for businesses than finding new customers, it may cost more to acquire a new customer than to retain an existing customer. To retain consumers who have become customers is not easy. There needs to be efforts and steps in carrying out their business activities, so that business actors have a desire for their products to be sold as expected, besides that consumers will also be interested in repurchasing these products. As well as high satisfaction can reflect high product repurchase interest as well. When consumers decide to buy a product, the decision to have arises after the consumer has tried it. Then there is interest in the product. Consumer interest in the product can be taken when consumers have a

perception that the product they choose is of good quality and can meet or even exceed the desires and expectations of consumers. In other words, the product has high value and quality in the eyes of consumers.

Research conducted at the Mas Kori Store, in the research conducted there was a phenomenon that occurred in consumer buying interest, where the results of interviews conducted with business actors said that consumer buying interest that occurred in 2021 had decreased from the previous year, where in the previous year the interest in buying was decreased. buying more consumers than in 2021. Consumer buying interest which has decreased has an impact on the turnover received by business actors, if this is allowed to continue in the following year, the business being carried out will end up closing.

Furthermore, the researchers also conducted a survey of the spaciousness where the shop sells, it appears that one indication of the decline is caused by the quality of the services provided, this is because the employees who work are still lacking in providing services to consumers. Furthermore, the agility of working employees is still not fast in serving consumers, so that it has an impact on the quality of services provided. When consumers make new purchases that require the desired product, they must first alternate from previous consumers. Of course, this as a consumer will result in disappointment with the speed of service that must be accepted.

Consumers' buying interest is also inseparable from the price offered, based on interviews conducted with several consumers saying that the prices of the products sold are still less competitive with competitors around, of course this is not what business actors want.

Based on this phenomenon, the authors are interested in raising the title, namely "INFLUENCE OF QUALITY OF SERVICE ON CONSUMER PURCHASE INTEREST IN MAS KORI SHOP WITH PRICE AS A MEDIATION VARIABLE"

## LITERATUR REVIEW

Purchase intention is a behavior that appears in response to an object that shows the customer's desire to make a purchase (Kotler, 2009). Buying interest is the stage of consumer's tendency to act before the buying decision is actually implemented. There is a difference between actual purchase and purchase intention. If the actual purchase is a purchase that is actually made by the consumer, then purchase intention is the intention to make a purchase at a future opportunity (Kinnear and Taylor in Bachriansyah, 2011). Swastha and Irawan (2001) suggest that the factors that influence buying interest are related to feelings and emotions, if someone feels happy and satisfied in buying goods or services then it will strengthen the interest in buying, dissatisfaction usually eliminates interest.

According to Tjiptono (2011), service quality is an effort to fulfill customer needs and desires and the accuracy of delivery to balance customer expectations. Service quality is the suitability and degree of ability to be used of the overall characteristics of products and services provided in fulfilling the expectations desired by consumers with attributes or factors that include: reliability, responsiveness, assurance, empathy, direct evidence. According to Kotler (2012), service quality is the overall characteristics and characteristics of a product or service that affect its ability to satisfy stated or implied needs. According to Boonlertvanich (2018), customer perceptions of quality are assumed to occur at various levels in the service environment. The customer initially evaluates the quality of the interaction with the service provider at the level of individual attributes. The quality of the interaction is then evaluated at the dimensional level and, finally, the overall perceived service quality is evaluated.

According to Andi (2015) Price is the main factor that can affect a buyer's choice, price plays a significant role in determining consumer purchases, for that before setting a price, the company should look at several reference prices for a product that is considered quite high in sales. Kotler (2019) argues that price is the amount of money charged for a particular product. According to Gitosudarmo (2019), price is the amount of money used to obtain certain products in the form of goods or services. Prices are not only intended for purchases made in the market or supermarket, prices can also be designated for the online buying and selling process in the marketplace or on social media.

## RESEARCH METHOD

This research was conducted on consumers of Mas Kori Stores with a population of all consumers who shopped and the determination of the sample size in this study using the Lemeshow formula (1997), this is because the total population is unknown. Then obtained the results of the minimum number of samples required in this study 100 respondents. The reason the researcher uses the formula from Lemeshow (1997) is because the target population is too large and unknown, with a random sampling method. The analytical tool used is IBM SPSS 21. This type of research uses quantitative primary data sources. The data analysis used is instrument test, path analysis and hypothesis testing.

## RESEARCH RESULTS AND DISCUSSION

### Validity and Reliability Test

The validity test used is to measure the validity of the questionnaire, after the validity test is carried out, the reliability test is carried out. Furthermore, in conducting the validity test by looking at the correlation coefficient  $> 0.3$ , if the correlation coefficient is greater than 0.3 then the questionnaire is said to be valid, and so is Reliability, if the Cronbach Alpha is greater than 0.6 then it is said to be reliable. The test results from the Validity Test show that if all statement items  $> 0.3$  then all statements are said to be valid. Furthermore, the results of the reliability test of each variable indicate that if the Cronbach Alpha is greater than 0.6 then all variables are said to be reliable.

### Path Analysis

Statistical calculations in path analysis use regression analysis which is used as a tool with the SPSS For Windows version 21 computer program. Following are the results of the path analysis:

1. The results of the path analysis of the direct influence of service quality on prices obtained an equation, namely the analysis equation is  $M = 0.994X + e1$ . With the Standardized Coefficients value of 0.994 which is the path value, it means that service quality has a positive influence on prices. The significant value is  $0.000 < 0.05$ , from these results, the service quality variable directly has a positive and significant effect on the price variable
2. The results of the path analysis of the direct influence of service quality on buying interest obtained an equation, namely the analysis equation is  $Y = 0.803X + e2$ . With the Standardized Coefficients value of 0.803 which is the path value, it means that service quality has a positive influence on buying interest. The significant value is  $0.000 < 0.05$ , from these results, the service quality variable directly has a positive and significant effect on the buying interest variable.

- The results of the path analysis of the direct influence of price on buying interest obtained an equation, namely the equation of analysis is  $Y=0.834X + e_2$ . With the Standardized Coefficients value of 0.834 which is the path value, it means that the price has a positive influence on buying interest. The significant value is  $0.000 < 0.05$ , from these results, the price variable directly has a positive and significant effect on the buying interest variable.
- To calculate the magnitude of the indirect effect is to multiply the two coefficients in the two equations. Indirect effect =  $0.994 \times 0.834 = 0.829$ . So the magnitude of the indirect effect of service quality on buying interest through price is 0.829. This means that the effect of service quality on buying interest through price is greater than the effect of service quality on buying interest directly because  $0.829 > 0.803$ . In this study, the results of the Sobel test were carried out with the help of an online calculator. Sobel test can be seen in the following picture:

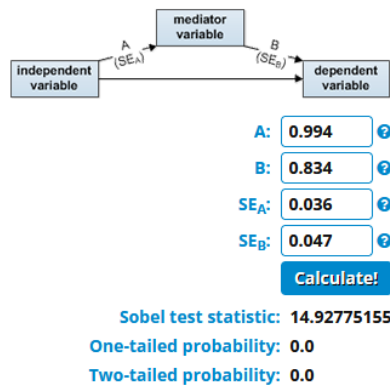


Figure 1. Sobel test

Figure 1 shows a one-tailed probability value of  $<0.05$  and a two-tailed probability value of  $<0.05$ . It means that the results of the Sobel test of service quality on buying interest with price as a mediating variable are positive and significant.

The following are the results of the analysis of service quality variables on buying interest through price as mediation in the picture below:

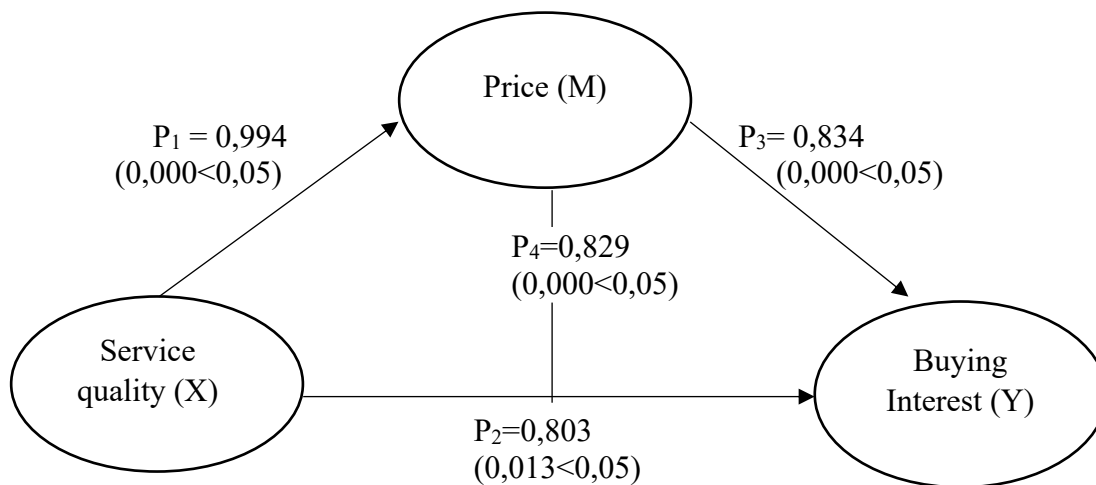


Figure 2. Path Diagram

Figure 2 shows that: 1) Service Quality (X) directly has a positive and significant effect on Price (M). 2) Service Quality (X) directly has a positive and significant effect on buying interest (Y). 3) Price (M) directly has a positive and significant effect on buying interest (Y). 4) There is an indirect effect between Service Quality on buying interest mediated by price. It can be concluded that price partially mediated the influence of culture on buying interest. This is by the theory put forward by MacKinnon in Arlinda (2015), if the independent variable on the dependent variable is statistically significant and there is significant mediation as well, it is called partial mediation (partially mediated).

## CONCLUSION

Based on the test results using path analysis to examine the effect of several variables on buying interest, the conclusion that the researcher draws in this article is that service quality has a positive and significant effect on prices. service quality has a positive and significant effect on buying interest. price has a positive and significant effect on buying interest. Price mediates the effect of service quality on buying interest in a positive and significant way.

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