

## The Effect of Consumer Behavior and Service Quality on Consumer Decisions in Swosh Laundry

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**Abstract—** Maintaining consumer purchasing decisions is a challenging job especially in laundry service. The research objective was to determine the effect of consumer behavior and service quality on purchasing decisions. The sampling technique used was saturated sampling with a total sample of 120 respondents. The results showed that partially consumer behavior influences consumer purchasing decisions while service quality does not affect purchasing decisions. Furthermore, simultaneously consumer behavior and service quality influence purchasing decisions and a coefficient of determination of 0.17 indicates the contribution of consumer behavior and service quality to purchase decisions of 17%, while the remaining 83% is influenced by other variables.

**Keywords:** Behavior, Consumer Decisions, Service Quality.

### 1. INTRODUCTION

Maintaining consumer purchasing decisions is not an easy job amid competition and the emergence of new entrants in an industry is a threat to companies. Laundry is a service business with a target market of people who want the convenience of cleaning clothes such as students, employees or employees who have limited time tend to use laundry services to wash clothes, especially for people who are in urban areas, areas that are difficult to get clean water, laundry as a solution to wash dirty clothes. Many factors influence purchasing decisions including consumer behavior and the quality of service provided in an effort to maintain purchasing decisions and face obstacles. The obstacles faced include many competitors who open similar businesses, customers usually ask for fast processing time and people who already have their own washing machines will reduce customer potential (www.usahalaundry.co.id, 2018). SWOSH Laundry, in an effort to maintain purchasing decisions, when viewed from the aspect of sales revenue for the period July to December 2022 experienced fluctuations in revenue. SWOSH Laundry revenue data is presented in Table 1 below:

Table 1. Swosh Laundry Revenue

month	2022					
	July	August	September	October	November	December
/Days (kg)	500	450	400	450	400	550
/Month (kg)	15000	13500	12000	13500	12000	16500
RO/month (Rp)	42.860.000	38.560.000	34.300.000	38.560.000	34.300.000	47.140.000

From the table above, it is known that there are fluctuations in income, especially in September and November, which is the lowest income compared to other months which is thought to occur due to changes in behavior patterns consisting of students, private employees and civil servants and housewives who have limited time to wash due to the

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density of activities in daily life such as taking children to school, Entrepreneurship and others who are currently experiencing changes in assessing and evaluating overall performance before, during and after using the services offered. This needs serious attention from management as an effort to maintain and increase revenue. One way that can be done by understanding consumer behavior because basically consumer behavior is all activities, actions, and psychological processes that drive these actions before buying, when buying, using, spending products and services after doing the above things or evaluating activities. The study of consumer behavior is the study of how an individual makes decisions to allocate available resources. Referring to the results of a study entitled the influence of consumer behavior on purchasing decisions, it is known that consumer behavior has a significant effect on purchasing decisions at cottage restaurants in Bima City. [2] Another study entitled The Influence of Consumer Behavior on Online Purchase Decisions (Case Study on University of Muhammadiyah Palopo Students) showed the results of the study that partially behavioral variable indicators such as cultural factors did not have a significant effect on online purchase decisions in University of Muhammadiyah Palopo students, while social factors, personal factors, and psychological factors had a significant effect on online purchase decisions on student of Muhammadiyah Palopo University. Meanwhile, simultaneously obtained cultural, social, personal, and psychological factors have a significant influence on online purchasing decisions in students at the University of Muhammadiyah Palopo. [3]

Another aspect that can be improved to minimize and overcome these obstacles by maintaining service quality. Service quality is a customer assessment of the service provision process. Thus, evaluating the quality of service against the service production process [4]. The form of service felt by consumers will be compared with the services expected by consumers. When the service is not satisfactory, expectations will not be achieved and result in customer disappointment. This is an unfavorable consideration for companies when consumers make future purchase decisions. Referring to the results of previous research entitled the influence of location, price, and service quality on purchasing decisions confirmed that service quality has no influence on purchasing decisions [5]. Another study entitled the influence of service quality and promotion on decisions in using laundry services bags and shoes, a study on bless laundry Manado [6]. The results of this study are contrary to the results of other previous studies entitled the influence of product quality and service quality on the purchase decision of Honda motorcycles which confirms that service quality affects purchasing decisions [7]. Referring to the results of research that are contrary to one another, it is necessary to re-measure the ability of service quality to influence purchasing decisions taken by consumers when using goods or services of a company. Then it is necessary to conduct further research. The purpose of the study can be used as a benchmark for laundry businesses to assess marketing performance, especially related to consumer behavior and service quality in influencing purchasing decisions.

## 2. THEORITICAL REVIEW

### Purchasing Decision

Purchasing decisions are actions from consumers to want to buy or not buy a product. In purchasing a product or service, consumers usually always consider the quality, price and products that are already known by the public before deciding to buy [8]. Consumer purchasing decisions are an integrating process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. Consumer decision making includes all the processes that consumers go through to recognize problems, find solutions, evaluate alternatives, and choose among options [9]. For consumers, a purchase decision is not just an action, but a purchase decision consists of several actions that are related to each other. The following are indicators of purchasing decisions, namely [10] :

- 1) Needs recognition and information search about products, Needs recognition is the first stage of purchasing decision making where consumers recognize the needs they want. Then consumers begin to look for information about products that consumers need and want.
- 2) Desire to use the product, After looking for information on a product, there will be a consumer desire to own and use the product.
- 3) The desire to buy products, After these two indicators, the consumer's desire to buy products that suit his tastes and needs arises.
- 4) Decision making, Purchasing decision is the stage where consumers actually make product purchases and usually this purchase decision is made on the preferred product brand.

### **Consumer Behavior**

Consumer behavior is all the activities, actions, and psychological processes that drive these actions at the time before buying, when buying, using, spending products and services after doing the above or evaluating activities. The study of consumer behavior is the study of how an individual makes decisions to allocate available resources. Referring to the results of a study entitled the influence of consumer behavior on purchasing decisions, it shows that consumer behavior has a significant effect on purchasing decisions at cottage restaurants in Bima City [2]. Another study entitled The Influence of Consumer Behavior on Online Purchase Decisions (Case Study on University of Muhammadiyah Palopo Students) showed the results of the study that partially behavioral variable indicators such as cultural factors did not have a significant effect on online purchase decisions in University of Muhammadiyah Palopo students, while social factors, personal factors, and psychological factors had a significant effect on online purchase decisions on student of Muhammadiyah Palopo University. Meanwhile, simultaneously obtained cultural, social, personal, and psychological factors have a significant influence on online purchasing decisions in students of the University of Muhammadiyah Palopo [3]. Basically, factors that influence consumer behavior include:

- 1) Cultural factors consisting of cultural classes, subcultures, and social greatly influence consumer behavior.
- 2) Social Factors, In addition to cultural factors, social factors such as reference groups, family, and social roles and status influence.
- 3) Personal Factors, The decision of a buyer is also influenced by personal characteristics. Personal factors include the buyer's age and stage of the life cycle, employment and economic health, personality and self-concept, and lifestyle and values.

### **Quality of Service**

The realization of good service will be able to increase the number of company consumers, therefore, the service provided must be as good as possible so that consumers feel satisfied making purchases of goods or services by considering that the services provided have meaning and are memorable for consumers. Quality is seen as a dynamic condition related to products, services, human resources, processes and environments that meet or exceed expectations [11]. Services are all actions or performance that one party can offer to another that are essentially intangible and do not result in any ownership. Service quality is one of the important processes in increasing company value for customers so many companies make service culture as a standard attitude of people within the company [12]. Service Quality or commonly called service quality is how far the difference between the expectations and reality of customers for the service received by consumers. Service Quality can be known by comparing customer perceptions of the services received with the actual service expected. Service quality is the main thing that is taken seriously by companies that involve all resources owned by the company. Referring to the results of

previous research entitled the influence of location, price and service quality on purchasing decisions confirmed that service quality does not affect purchasing decisions [5]. The results of this study are contrary to the results of other previous studies entitled the influence of product quality and service quality on the purchase decision of Honda motorcycles which confirms that service quality affects purchasing decisions [7]. Referring to the results of research that are contrary to one another, it is necessary to re-measure the ability of service quality to influence purchasing decisions taken by consumers when using goods or services of a company. Measuring the quality of service of an enterprise requires the following indicators [11]:

1. Reability, The company's ability to provide accurate services from the first time without making any mistakes and deliver its services in accordance with the agreed time.
2. Responsiveness (Responsibility), the willingness and ability of employees to assist customers and respond to their requests, as well as inform when services will be provided and provide services quickly.
3. Assurance: Customer trust in the company and the company can create a sense of security for its customers. Assurance also means that employees are always courteous, mastering the knowledge and skills needed to handle any customer queries or concerns.
4. Empathy, Understanding the problems of its customers and acting in the interests of customers, as well as giving personal attention to customers and having comfortable operating hours.
5. Physical evidence (Tangibles), The attractiveness of physical facilities, equipment and materials used by the company, and the appearance of employees.

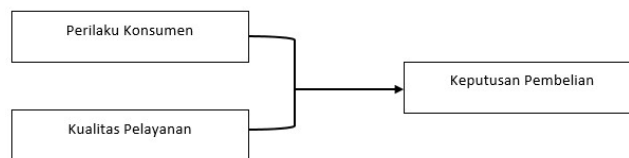
### 3. RESEARCH METHODS

#### Research Location

The research was conducted on consumers of SWOSH Laundry Jln. Seroja Raya No. 101 Kel. Tanjung Selamat Medan Tuntungan District and SWOSH Laundry Jln. Sei Serayu No 7E Ruko Grand Setia Budi Medan Complex.

#### Conceptual framework and research hypothesis

The conceptual framework of the influence of consumer behavior and service quality on purchasing decisions is presented in the following figure:



**Figure 1 Research Conceptual Framework**

Based on the conceptual framework above, the research hypothesis is as follows:

H1: Consumer behavior influences purchasing decisions

H2: Service quality influences purchasing decisions

H3: Consumer behavior and service quality simultaneously influence purchasing decisions

#### Population and Sample

The population of this study includes all consumers of SWOSH Laundry. Meanwhile, the sample used is part of the number and characteristics possessed by the population [13]. The sampling technique uses saturated sampling, which is to make the entire population as

a sample. Based on the data, SWOSH Laundry has a population of 120, so by using a saturated sampling technique the number of samples in this study was 120.

### Data Collection

Data collection techniques include questionnaires, literature studies, observations and interviews.

### Data Analysis

Data analysis in this study includes descriptive Statistical Analysis is a form of analyzing data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the general public or generalizations [13].

### Data Quality Testing, the data quality test used is Validity Test and Reliability Test.

Classical Assumption testing, including testing for multicollinearity, normality and heteroscedasticity aims to ensure that data are free from multicollinearity, normally distributed and free from heteroscedasticity.

Multiple linear regression analysis is concerned with the study of the dependence of the dependent variable with the independent variable.

### Test the hypothesis using the following methods:

- 1) The statistical test t shows how much influence the individual independent variable has in explaining the variation of the dependent variable.
- 2) The F statistical test shows whether all independent variables have a joint influence on the dependent variable.
- 3) The coefficient of determination ( $R^2$ ) measures how far the model is able to explain the variation of the dependent variable.

## 4. RESULTS AND DISCUSSION

The results of the service quality validity test (X) can be seen in the output of pearson Correlation that all statement items have a calculated value  $>$  rtable with rtable is 0.179. So it can be concluded that these six statements are valid so that these statements can be used in research. The results of the service quality validity test can be seen in the output pearson Correlation that all statement items have a calculated value  $>$  rtable with rtable is 0.179. So it can be concluded that these ten statements are valid so that these statements can be used in research. The results of the purchase decision validity test (Y) can be seen in the output of pearson Correlation that all statement items have a calculated value  $>$  rtable with rtable is 0.179. So it can be concluded that these eight statements are valid so that these statements can be used in research.

The results of the reliability test of consumer behavior variable data are presented in the following table 2:

**Table 2 Reliability Statistics X1**

Cronbach's Alpha	N of Items
.945	6

Based on the data in table 2 it is said that Cronbach's Alpha value for consumer behavior variables is  $0.945 > 0.70$ , it can be concluded that consumer behavior variables in this study are reliable so that they can be continued to conduct research.

The results of the service quality variable data reliability test are presented in table 9 below:

**Table 3 Reliability Statistics X2**

Cronbach's Alpha	N of Items
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.921	10
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Based on the data in Table 3 it is said that Cronbach's Alpha value for service quality variables is  $0.921 > 0.70$ , it can be concluded that the service quality variable in this study is reliable so that it can be continued to conduct research.

The results of the data reliability test of purchasing decision variables are presented in the following table 10:

**Table 4 Reliability Statistics Y**

Cronbach's Alpha	N of Items
.968	8

Based on the data in table 10 it is said that Cronbach's Alpha value for the purchase decision variable is  $0.968 > 0.70$ , it can be concluded that the purchasing decision variable in this study is reliable so that it can be continued to conduct research.

## Hypothesis Testing

### T Test

The results of the T test are presented in the following table 5:

Table 5. T Test

	t	Sig
Constant	3,219	0,002
X1	4,674	0,000
X2	-1,530	0,129

Data in table 5 above, it is known that consumer behavior has a calculated value of  $4.674 >$  a table value of  $1.654$  with a significant value of  $0.00 <$  a  $\alpha$  value of  $0.05$ . This test shows a significant value below  $0.05$  this means that the H1 hypothesis is accepted, meaning that consumer behavior in the context of this study has a significant effect on purchasing decisions. Meanwhile, the results of hypothesis testing for service quality variables have a calculated value of  $-1.530 >$  a table value of  $1.654$  with a significant value of  $0.129 <$  a  $\alpha$  value of  $0.05$ . This test shows a significant value above  $0.05$ , this means that the H2 hypothesis is rejected, meaning that the quality of service in the context of this study has no significant effect on purchasing decisions.

### Test F

It is known that the  $F_{\text{calculate}}$  value is  $13.223 >$  the  $F_{\text{table}}$  value is  $2.66$  with a significant value below  $0.05$  this means that the H3 hypothesis is accepted, meaning that the variables of consumer behavior and service quality simultaneously affect purchasing decisions.

### Test Coefficient of Determination ( $R^2$ )

It is known that the value of the coefficient of determination (Adjusted R Square) is  $0.170$  or  $17\%$ . This means that the contribution of consumer behavior variables and service quality to purchasing decisions is  $17\%$ , while the remaining  $83\%$  is influenced by other variables that are not studied.

## The Influence of Consumer Behavior on Purchasing Decisions

Purchasing decisions are important things that determine whether or not transactions occur between consumers and companies. Therefore, one of the things that need to be

considered in determining purchasing decisions is consumer behavior because the impact of consumer behavior before buying, when buying and after purchase becomes different preferences and attitudes towards an object used to meet consumer needs and desires. Referring to the results of this study, consumer behavior has a significant effect on purchasing decisions, this is based on a calculated value of  $4.674 >$  a table value of  $1.654$  with a significant value of  $0.00 <$  a  $\alpha$  value of  $0.05$ . The results of this study are also in line with the results of previous research which stated that consumer behavior affects purchasing decisions at UD. Anisa, Telukdalam District, South Nias Regency. [14]

Then, other research results that strengthen the findings of this study stated that consumer behavior has a significant influence on the decision to purchase imported apples in the city of Surabaya. [15] Furthermore, the findings of other research results entitled the influence of consumer behavior on purchasing decisions further emphasize that consumer behavior has a significant effect on purchasing decisions at cottage restaurants in Bima City. Consumer behavior is all activities, actions, and psychological processes that encourage these actions to occur at the time before buying, when buying, using, spending products and services after doing the above or evaluating activities, meaning that consumer behavior is an action taken by consumers in making decisions including efforts to obtain goods according to their needs.

### **The Influence of Service Quality on Purchasing Decisions**

Service quality is also one of the factors considered before making a purchase decision. Therefore, realizing quality service in the midst of competition is an absolute thing that must be presented by a company so that it has more value than its competitors. In the context of this study, if referring to the results of research where the calculated value of  $-1.530 >$  the table value of  $1.654$  with a significant value of  $0.129 <$  the  $\alpha$  value of  $0.05$  shows a significant value above  $0.05$ , it is found that the quality of service does not have a significant effect on purchasing decisions. The form of service felt by consumers will be compared with the services expected by consumers. When the service is not satisfactory, expectations will not be achieved and result in customer disappointment.

This will be a less favorable consideration for companies when consumers make purchasing decisions in the future. When viewed from the results of previous research entitled the influence of location, price and service quality on purchasing decisions, it confirms that service quality does not affect purchasing decisions [5]. The results of this study further emphasize that it is very important for companies to maintain service quality so that later they can contribute to influencing consumer purchasing decisions as a source of company income to continue to grow and develop in the future.

Service quality is centered on efforts to meet needs and desires and the accuracy of delivery to balance consumer expectations, the conformity between expectations and management perceptions, the conformity of consumer expectations with employee work standards, the conformity between work standards and promised services and the compatibility between services received and expected with consumers [16]. Basically, assessing and determining the quality or not of a service is the consumer. Therefore, whether or not the quality of services will depend on the company's ability to meet consumer expectations through overall performance involving every process that consumers go through when using the company's products and services.

### **The Influence of Consumer Behavior and Service Quality on Purchasing Decisions**

Understand consumer behavior and provide quality services such as emphasizing employees to be friendly to consumers, providing fast service will make consumers feel comfortable so that future purchasing decisions will be strong. referring to the results of the study, the  $F$  calculate value of  $13.223 >$  the  $F$  table value of  $2.66$  with a significant value below  $0.05$  confirms that simultaneously consumer behavior and service quality affect

purchasing decisions. Understanding of consumer behavior is one of the keys to success in offering products and services, consumer behavior becomes very because in general the achievement of the goals of a company in designing marketing concepts and strategies must be consumer-oriented. The results of this study are in line with the results of research entitled the influence of consumer behavior, service quality and promotion on product purchase decision making at the Alfamart Pintu 3 Bida Ayu Sei Beduk store. [17]

## 5. CONCLUSIONS

Partially, consumer behavior variables affect consumer purchasing decisions at SWOSH Laundry. Meanwhile, the variable of service quality does not affect the purchase decision of consumers at SWOSH Laundry. Then, simultaneously the variables of consumer behavior and service quality affect consumer purchasing decisions at SWOSH Laundry with a coefficient of determination (Adjusted R Square) of 0.17 or 17%. Shows the contribution of the influence of consumer behavior and service quality to purchasing decisions by 17%, while the remaining 83% is influenced by other variables that are not studied.

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