THE INFLUENCE OF SERVICE QUALITY, PRODUCT QUALITY, AND DISPLAY ON CUSTOMER BUYING IMPLUS (Case Study at the Morodari Lamongan Store)

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Abstract
The aim of this research is to find out whether Service Quality (X1), Product Quality (X2), and Display (X3) have an impact on Consumer Impluse Buying (Y). This research uses quantitative research methods, the sample in this research is 100 respondents, and the sampling used is Accidental Sampling. The independent variables in this research are Service Quality, Product Quality, and the Dependent Variable is Customer Buying Impulse. The analytical tools used are validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test, autocorrelation test), multiple linear regression test, coefficient of determination test, multiple correlation test, t test and f test.

From the research results it can be seen that there is a variable influence from the partial test results X1 (Service Quality) obtained a tcount value of 4.574> ttable of 1.984, t test X2 (Product Quality) obtained a tcount value of 4.135> ttable of 1.984, t test X3 (Display) obtained a tcount value of 3.724 > ttable of 1.984, and from the multiple linear regression test the result was Y = -0.264 + 0.280 X1 + 0.268 X2 + 0.208 in multiple linear regression tests. And the Service Quality variable (X1) has a dominant influence compared to the product quality and display variables on customer purchasing impulses for Marodadi shop consumers Sukodadi Branch.

Keywords:
Quality of Service, Product Quality, Display, and Impluse Buying
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Introduction

In this modern era, business growth and development has become an important concern for entrepreneurs or business people. Competition: A company must have a competitive advantage to be able to continue to survive in the products they offer to customers, whether in the field of goods or services, requires a strategy to attract and create Customers are satisfied with the products offered.

Impluse Buying is the tendency of consumers to make purchases spontaneously, without reflection, in a hurry, and driven by emotional psychological aspects of a product and tempted by marketers' persuasion (Sumarwan, et al, 201: 160). An example of a case is when a consumer is walking around Marodadi, and does not intend to make a purchase, suddenly the consumer sees a particular product that is interesting, at that time the consumer decides to purchase that product or service (Sutisna, 2012: 158)

Literature review

The results of the t test for the variables Service Quality, product quality, and display have a partial influence on the dependent variable impulse buying at the Sukodadi branch of Marodadi. Based on the results of the F test, the variables Service Quality, product quality and display have a simultaneous and significant influence on impulse buying at the Sukodadi branch of Marodadi. The physical form variable Service Quality
H1: Influence Of Service Quality, H2: Product Quality, H3 Display

Research method

This research is research that uses quantitative methods, with a purposive sampling technique. This research took 100 respondents and collected data using questionnaires and interviews, and the analytical methods used for this research were using validity tests, reliability tests, classical assumption tests, multiple linear regression, coefficient of determination, multiple correlation, t test and F test.

Data analysis and result

1. Test validity

According to Sugiyono (2016: 176), what is meant by validity is "if a question is said to be valid if it can show that the measuring instrument used to obtain the data is valid, so valid means that the question can be used to measure what it is supposed to measure".

Variabels	Indicator	R count	R Table	information
The influence of service quality (X1)	$X_{1.1}$	.196	0,879	Valid
	$X_{1.2}$	.196	0,887	Valid
	$X_{1.3}$	.196	0,781	Valid
Product Quality (X2)	$X_{2.1}$	.196	0,716	Valid
	$X_{2.2}$	.196	0,768	Valid
	$X_{2.3}$	.196	0,740	Valid
	$X_{2.4}$	.196	0,786	Valid
Display(X3)	$X_{3.1}$	.196	0,807	Valid
	$X_{3.2}$	.196	0,799	Valid
	$X_{3.3}$	.196	0,618	Valid

	$X_{3.4}$	.196	0,669	Valid
	$X_{3.5}$	.196	0,583	Valid
Impluse Buying (Y)	$Y_{1.1}$	.196	0,750	Valid
	$Y_{1.2}$	.196	0,775	Valid
	$Y_{1.3}$	.196	0,728	Valid

Sumber : Hasil Output IBM Statistic 26

The validity test research data above obtained the results of the independent variables including Service Quality, product quality, and display as well as the dependent variable, namely customer impulse buying, showing that the significant level α = 5% was obtained by calculating r for each variable > r table (0.1996) . So it can be said that each question is valid.

2. Reliability test

Sugiyono (2016:193) explains that reliability testing is a test used to determine accuracy and reliability. Researchers used SPSS version 26 to see the Cronbach Alpha value.

Table 2

Summary of Reliability Test Results

No	Item	Cronbach Alpha	Alpha	information
1.	The influence of service quality (X_1)	0.804	0,6	Reliabel
2.	Product Quality (X_2)	0.743	0,6	Reliabel
3.	Display(X_3)	0.729	0,6	Reliabel
4.	Impluse Buying (Y)	0.614	0,6	Reliabel

Sumber : Hasil Output IBM Statistic 26

From this data, it can be seen that the reliability test value of the variables used for this research obtained a Cronbach's alpha value of > 0.60, so it can be said that all questions for each variable are said to be reliable.

3. Test classical assumptions

A good regression is a regression model that meets all classical assumption tests, namely data that runs normally, is free from autocorrelation, heteroscedasticity and does not contain multicollinearity.

a) Normality test

Ghozali (2016: 154), stated that the normality test is used to identify what is contained in the regression model of the independent variables and dependent variables which are normally distributed or not.

From the research data, it is known that the results of the normality test value show that all variables have a significant value of > 0.05, namely 0.291, so it can be concluded that the data is normally distributed.

b) Multicollinearity test

Ghozali (2016: 103), stated that the multicollinearity test is used to be able to see the high intercorrelation of the independent variables.

From the research data, it shows that the VIF value in the Service Quality variable is 1.226, production quality 1.921, and display 1.683. So it can be concluded that there are no symptoms of multicollinearity of similar variables.

c) Heteroscedasticity test

The aim of the heteroscedasticity test is to see whether there are variables that are confounding and have the same variety or not.

From the research data obtained by heteroscedasticity test results which show that the points are spread randomly, it can be concluded that heteroscedasticity does not occur.

d) Autocorrelation Test

The aim of the autocorrelation test is to see whether there is a correlation between confounding errors in period t-1 or before to test the linear regression model.

From the Durbin Watson formula, a formula is obtained with a value of dU<dW<4-dU with the resulting value of dW = 2.109 and dU = 1.735, so the equation obtained is 1.735<2.109<2.264, it can be concluded that there is no autocorrelation.

4. Linear multiple regression

In order to find out how much quantitative influence the independent variable has on the dependent variable

Table 3

Multiple Linear Regression Results

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,264	1,054		,250	,803
The influence of service quality (X_1)	,280	,061	,320	4,574	,000
Product Quality (X_2)	,268	,065	,362	4,135	,000
Disply(X_3)	,208	,056	,305	3,724	,000

Sumber : Hasil Output IBM Statistic 2

$$Y = 0{,}264 + 0{,}280\ X_1 + 0{,}268\ X_2 + 0{,}208\ X_3 + e$$

From the similarity of the multiple linear regression lines it can be interpreted:

The constant (a) is = 0.264, which is a constant indicating that in this research Service Quality (X1), Product Quality (X2), Display (X3), the influence is 0, so it can be concluded that the Buying Impluse (Y) is 0.264. 1 = 0.264, the regression coefficient value, namely Service Quality (X1), is 0.280, assuming that other influencing variables are considered constant. 2 = 0.264, the regression coefficient value, namely Product Quality (X2), is 0.268 with the assumption that other influencing variables are considered constant. 3 = 0.264, the regression coefficient value, namely Display (X3), is 0.208, assuming that the other variables that follow are considered constant.

5. Multiple correlation

Table 4

Results of Multiple Correlation Analysis

R	R Square Change	F Change	df1	df2	Sig. F Change
.786[a]	0.617	51,600	3	96	.000

Sumber : Hasil Output SPSS 26,

Based on the table above, the coefficient (R) figure is 0.786, indicating that there is a high relationship between the independent variable and the dependent variable. The higher the correlation value of Service Quality, product quality and appearance, the higher the impulse buying.

6. Coefficient of determination

According to Ghozali (2016: 163), the efficiency of determination is a measuring tool used to see the conditions between assumed and regression values and sample data. To find out the values, researchers use the SPSS version 26 facility.

Table 5

Results of Determination Coefficient

Model Summary[b]

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786[a]	0.617	.605	.812

Sumber : Hasil Output IBM Statistic 26

The research data from the table above can be seen that the contribution (independent variable), namely Service Quality, product quality, and appearance (dependent variable) to impulsive purchases, is 0.617. So it can be said that 61.7% of the attachment variable is impulse buying which can be explained by the independent variable. And another 38.3% is explained by other variables.

7. T test

According to (Ghozali, 2016: 182), the test used is to be able to see whether the independent variable partially has a significant influence on the dependent variable.

Table 6

t test results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,264	1,054		,250	,803
	The influence of service quality (X_1)	,280	,061	,320	4,574	,000
	Product Quality (X_2)	,268	,065	,362	4,135	,000
	Disply(X_3)	,208	,056	,305	3,724	,000

Sumber : Hasil Output IBM Statistic 26

The data from the analysis can be seen that each independent variable has a significant effect on the dependent variable. So the t table value obtained = 1.984. From the calculated values above, the price variable X1 obtained a calculated t value of 4,574 > ttable 1,984 .

8. F Test

Ghozali (2016: 193), stated that the F test is used to identify whether the independent variables equally have an influence on the dependent variable. To find out the calculated F value, researchers used SPSS version 26 facilities.

Table 7

F Test Results

ANOVA[a]

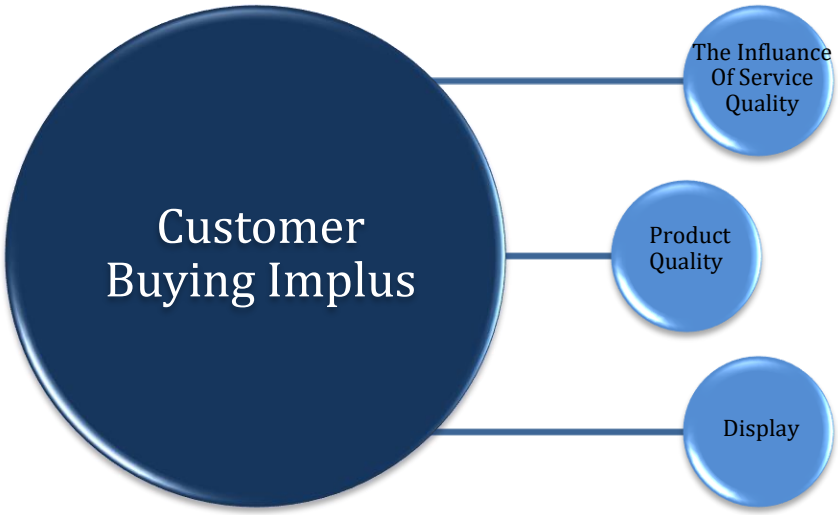
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102,064	3	34.021	51,600	.000[b]
	Residual	63,296	96	,656		
	Total	165,360	99			

Sumber : Hasil Output IBM Statistic 26

The research data from the table above shows that the variables Service Quality (X1), Product Quality (X2), and Display (X3), have a significant effect on Impluse Buying (Y). So with this it can be seen that the value of Fcount = 51,600 > Ftable = 2, 70, and a significant value <0.05, namely 0.000.

How to Present Figures

Figure 1.
Research Framework



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(Appendix)

Appendix 1.

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