

Analysis the Influence of Service Quality, Social Media, Price Strategy to Purchasing Decisions and Store Loyalty

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Abstract

This study aims to determine the effect of service quality, social media, price strategy on purchasing decisions and store loyalty. The data used in this study is primary data obtained from the distribution of questionnaires. The population in this study are customers who have purchased products at PT Bintang Lima Pekanbaru. The sample in this study used non-probability sampling by using purposive sampling method. Respondents who answered the list of statements were people aged 17 years and over in the city of Pekanbaru. The number of samples in this study amounted to 150 samples. The data analysis technique used is multiple linear regression analysis. The results of this study indicate that the variables of service quality, social media, price strategy have a significant effect on purchase decision, while the service quality and social media have no significant effect on store loyalty, but the price strategy and purchase decision have a significant effect on store loyalty.

Keywords

service quality; social media;
price strategy; purchase
decision; store loyalty



I. Introduction

The development of the furniture business is growing rapidly, supported by the increasing needs of the community for this need. This encourages the furniture business to race in order to satisfy the needs of the community by producing superior products and distributing them through intermediaries that can profitably assist product turnover and reach consumers.

Purchase decisions are obtained from a learning process and a thought process that forms a perception. This purchase decision creates a strong motivation and desire that can cause a person to actualize the needs that are in his mind. In the furniture business, competition in capturing a very competitive market between stores in the furniture category currently causes various problems, one of which is that consumers are faced with several brand choices with products from other stores that compete in the same business category. Therefore, in order to remain competitive, it is necessary to maintain product quality and the price of a product in order to attract consumer interest so that it can influence consumers in making purchasing decisions.

One of the companies engaged in furniture is PT Bintang Lima Pekanbaru which has been present in Sumatra since July 7, 2010. Founded by Resnil Ahmad from the results of Take over Planet Pekanbaru branch on May 29, 2019. PT Bintang Lima Pekanbaru is a furniture company that is quite well known for the Pekanbaru community. This company offers various types of furniture and electronic products for household needs, including spring beds, sofas, decorative cabinets, wardrobes, dining tables, air conditioners, televisions, refrigerators and washing machines. In addition, this business also serves

product orders both inside and outside the city of Pekanbaru. So do not be surprised if the income earned by the company continues to increase.

One of the products of PT Bintang Lima Pekanbaru that people are interested in is springbed. Based on data on springbed sales from the three types of available springbed brands, it was revealed that the sales of Kangaroo brand springbeds showed a high level. Sales of Finciland brand springbeds during 2020 were 135 units, while sales of Serenity brand springbeds were 150 units and the most sales of springbeds was the Kangaroo brand with 254 units. This is because the affordable price with the quality of the goods provided can provide satisfaction for customers, so that customers will repurchase the company in the future and will also have an impact on customer loyalty.

The services provided by PT Bintang Lima Pekanbaru include helping prospective customers to fill in data, so it doesn't bother consumers to come directly to the store. In addition, the services provided are delivering goods to consumers in a timely and safe manner. Marketing activities carried out through social media using the Facebook platform help offer products to potential consumers. In addition, the promotions carried out by PT Bintang Lima Pekanbaru are by distributing brochures/canvas to the public and promoting products by placing advertisements through social media.

One of the important factors for consumers in deciding to purchase is the price of the product. Consumers want quality products at appropriate prices. The prices given by PT Bintang Lima Pekanbaru to consumers vary for the various brands of springbeds available.

Rivai, A. R., Wahyudi, T. A. (2017) provide a definition of customer loyalty as behavior to make repeated purchases of a product or service produced by a business entity. If a customer is satisfied with the services provided, it will create high customer loyalty (Kotler & Keller, 2016). If customers are satisfied with the services provided by the company, it will have an impact on increasing customer decisions in making repeated purchases.

Purchasing decision according to Peter, P. J. & Olson, Jerry, C. (2009) is an integration process that is combined to evaluate two or more alternative behaviors and choose one of them. While Arif, M. (2016) purchasing decisions are the end result of a thought and action in making purchasing decisions to use, use, or consume an item or service in meeting their needs and desires. Consumer purchasing decisions for producers are things that need attention. Because the failure to capture information from consumers will affect the success or failure of selling the products they produce.

There are several factors that can influence consumers in making purchasing decisions to be made. Kotler & Keller (2016) explain that the factors that influence purchasing decisions are cultural, social, and personal factors. Service quality is one of the supporting factors for a consumer to make a purchase decision. According to Tjiptono, F., dan Gregorius, C. (2012) suggests that service quality is the level of excellence expected and control over the level of excellence to meet customer desires. satisfying. If the service or service received exceeds consumer expectations, then the quality of the service or service is perceived as the ideal quality. That way the customer will remember the services provided by the organization or company to consumers, so that if one day the consumer will make a purchase again, the consumer will decide to make a purchase at the organization. Research conducted by Tantia (2017), Weenas (2013), Soenawa & Malonda (2016) and Kodu (2012) shows that service quality has an influence on purchasing decisions.

In line with technological advances that direct digital-based economic activities, every organization is also required to continue to adapt in order to keep up with the times. Organizations or companies are required to be more creative and innovative in providing

product offerings and providing the best service. According to Rahadi & Leon (2013) in this developing modern era, social media is not only used as a communication medium, but also as a promotional medium because it offers many advantages. Social media is used as one of the ways that organizations/companies can carry out attractive promotions for consumers, namely as an interactive marketing tool, service, and build relationships with customers and potential customers. Research conducted by Putri (2016) and Anggraini, M., Fitriani, & Sanjaya, V. F. (2020) revealed that social media as a promotional medium has an effect on purchasing decisions.

When making purchases, consumers are more selective in buying. Consumers today are very sensitive to price, price is related to the amount of money that must be paid by consumers to obtain a product. Offering the right price can make consumers feel that they are not disadvantaged in making a purchase. So that the appropriate price can direct consumer behavior to make purchasing decisions. This is in line with research conducted by Tania (2017) and Luthfia (2012) which states that price has an effect on customer purchasing decisions.

This study aims to analyze the effect of analyzing the effect of service quality, social media, price strategy on purchasing decisions and store loyalty conducted at PT Bintang Lima Pekanbaru.

II. Review of Literature

2.1 Purchase Decision

According to Sumarwan (2010), purchasing decisions are the way consumers decide which alternative choices to choose, which include decisions about what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it. Meanwhile, according to Muanas (2014) decision making is a process of assessing and selecting from various alternatives in accordance with certain interests by determining an option that is considered the most profitable. Meanwhile, according to Kotler & Keller (2016) the purchase decision is a buying decision process consisting of five stages carried out by a consumer before arriving at the purchase decision to post-purchase. So it can be concluded that the purchase decision is an action taken by consumers to make a real purchase, whether to buy or not a product by going through a series of stages of decision making in buying.

According to Kotler & Keller (2016) the stages of the buying decision process consist of five stages, namely: [1] Problem recognition, starting when the buyer is aware of a problem need that is stimulated by internal and external factors, [2] Searching for information, growing interest in buying and selling. looking for information from various sources in the form of a low level of search to the level of active information seeking, [3] Alternative Evaluation, consumers evaluate various alternative brands that have been obtained, [4] Purchase Decisions, consumers actually make product purchases, [5] Post Behavior Purchases are actions taken by consumers after the consumption process is carried out. This will provide an overview of product performance. If the product provides a performance that is lower than consumer expectations, the consumer will feel disappointed with the product's performance, on the other hand, if the product's performance exceeds consumer expectations, it will provide a sense of satisfaction for the customer.

2.2 Store Loyalty

According to Hurriyati (2010) defines store loyalty or customer loyalty as a persistent customer commitment to re-subscribe or make repeat purchases consistently in

the future, even though situational influences and marketing efforts have the potential to cause behavioral changes. According to Liu-Thompkins, Williams, & Tam (2010) defines attitudinal loyalty as a favorable evaluation held with sufficient strength and stability to induce repeatedly favorable responses to a product/brand or store. Meanwhile, according to Musanto (2004) customer loyalty is behavior to make purchases repeatedly and to build customer loyalty to a product or service.

Tjiptono, F., dan Gregorius, C. (2012) stated that so far customer loyalty is often associated with repeat purchase behavior. So it can be concluded that customer loyalty is defined as a customer's loyalty to an item/service which is characterized by consistent repurchase of goods or services. Griffin, Jill. (2005) revealed that one of the factors that influence customer loyalty is customer satisfaction. Satisfied customers will continue to purchase a product. Customer satisfaction is a condition that is felt by someone when what is felt is in accordance with his expectations.

2.3 Service Quality

According to Tjiptono, F., dan Gregorius, C. (2011) service quality is the expected level of excellence and control over the level of excellence to meet consumer desires. Service quality can also be defined as a measure of the extent to which a service provided can meet consumer expectations (Assegaf, M., 2009). So that if the service provided is of high quality, it will not only attract consumers to make purchases but also provide satisfaction to consumers and in the end consumers will come back to make repeat purchases.

There are several dimensions in service quality (Tjiptono, F., dan Gregorius, C., 2012), namely: [1] Physical form/tangibles, namely physical conditions that exist in providing services including physical facilities, equipment, employees, and means of communication. This dimension is used to raise the image in the minds of consumers, [2] Reliability is the ability to provide the promised service performance reliably and accurately, [3] Responsiveness is the ability of staff to assist customers and provide fast and accurate service, [4] Assurance is includes the knowledge, ability, courtesy, and trustworthy nature of the staff to build customer trust, [5] Empathy, is the individual attention given by service providers so that customers feel important, valued, and understood by the company.

2.4 Social Media

Along with the development of increasingly advanced technology, it demands that promotional activities must also be carried out in a sophisticated way, one of which is by utilizing social media as a marketing tool. Promotion is a kind of communication that provides explanations that convince potential consumers about the goods and services offered (Alma, Buchari., 2013). Social media is a medium used by consumers to share text, images, sound, and video information both with other people and companies and vice versa (Kotler & Keller, 2016).

Social media is content containing information created by people who utilize publishing technology, is very accessible and is intended to facilitate communication, influence and interaction with others and with the general public (Naseullah, 2015:6). Social media is not only used for personal purposes, but also for commercial purposes.

2.5 Pricing Strategy

Swastha, B., & Handoko., T. H. (2010) define price as the amount of money needed to obtain a number of combinations of goods and services. To face the highly competitive

business competition in the current era, it is necessary to have a pricing strategy created by the company because pricing according to the market can influence consumer purchasing decisions. Affordable prices will be more able to lure consumers to buy an item or use a service. The price strategy is something that must be considered because of the price the consumer will decide to buy the item or not. According to Lamb. & McDaniel (2001) if a price is set too high then the value of consumer perception will be smaller than the cost and sales opportunities will be lost. On the other hand, if a price is set too low, the product may be perceived as of great value to consumers, but the company will lose the revenue it could have earned.

According to Buchory, A. H., & Djaslim, S. (2010) there are several goals that can be achieved by the company through pricing, namely survival, maximizing short-term profit (maximum current profit), maximizing sales results (maximum current revenue), filtering the market to the maximum (maximum market skimming), determining demand (determining demand).

2.6 Hypothesis Development

a. The Influence of Service Quality on Purchase Decisions

Quality services are provided by the company, in addition to attracting consumers to make purchases, but also providing satisfaction to consumers and in the end consumers will come back to make repeat purchases. If the service received exceeds consumer expectations, then the quality of service is perceived as an ideal quality. That way customers will remember the services provided by marketers to consumers, so that if one day consumers will make a purchase again, consumers will decide to make a purchase at the organization.

Based on research conducted by Tantia (2017), Susanti (2012), Soenawa & Malonda (2016), Adi, D. O. R. K., Fathoni, A., & Hasiholan, L.B (2018), Sidi (2015) and Weenas (2013) show that service quality has a positive effect on consumer purchasing decisions. . So in this study the hypothesis was developed as follows:

Hypothesis 1 : Service quality significantly influences purchase decision.

b. The Influence of Social Media on Purchase Decisions

Social media is able to fulfill users' desires to interact interactively and participate in everything they are interested in. This is due to the wide range of communication and interaction that can be done by social media. So nowadays many companies, both national and international, use social media to communicate their products and services to their customers. Social media is one of the platforms used by companies to conduct attractive promotions to consumers and as an interactive marketing tool to build relationships with customers and potential customers. The more optimal the company's efforts in using social media as a means of product promotion, it will affect consumers in buying the products offered.

Research conducted by CS Putri (2016), Weenas (2013), Aliyah, K. A., & Rahardjo. B. (2017), Adi, D. O. R. K., Fathoni, A., & Hasiholan, L.B (2018), Putri (2016), Iqbal & Kadir (2019) and Anggraini, M., Fitriani, & Sanjaya, V. F. (2020) revealed that social media as a promotional media affect purchasing decisions. So in this study the hypothesis was developed as follows:

Hypothesis 2 : Social Media significantly influences Purchase Decision.

c. The Influence of Price on Purchase Decision

In the current era, pricing strategies through setting prices that are appropriate and competitive with the market will play a very important role in influencing consumer purchasing decisions. Appropriate and affordable prices will be able to lure consumers to buy an item or use a service. The price strategy of the company is something that must be considered because of the price consumers will decide to buy a product or not.

Research conducted by Tantia (2017), Soenawa & Malonda (2016), Masriah (2016), Susanti (2012) and Luthfia (2012) states that price has an effect on customer purchasing decisions. Then the hypothesis developed in this study is as follows:

Hypothesis 3 : Price significantly influences purchase decision.

d. The Influence of Service Quality on Store Loyalty

Satisfaction is a level of feeling happy or disappointed by a customer that arises after comparing the perceived performance/result of a product or service to the expected performance/outcome of the product or service. So customer satisfaction is the customer's response to the difference between previous expectations and actual performance felt after using it. Customer satisfaction is achieved if the quality of service provided by the company is also high. So it can be concluded, if the quality of service provided by the company is good, it will give satisfaction to the customer. This will also have an impact on increasing customer loyalty to the company.

Research conducted by Saraswati (2014), Sidi (2015), Parmawati (2015), Putri & Bulan (2016), Setoyowati & Wiyadi (2016), Rodli (2016), Herrin & Mashariono (2019) and Pongoh (2013) shows that service quality has an effect on store loyalty. Then the hypothesis developed in this study is as follows:

Hypothesis 4 : Service quality significantly influences store loyalty.

e. The Influence of Social Media on Store Loyalty

Marketing is a social and managerial process, an activity that aims to get individuals and groups to get their needs and wants by creating, offering, and exchanging something of value with each other (Kotler & Keller, 2016). Social media is a means of product promotion by the company in offering the company's products to customers. Instagram, Facebook and Twitter are social media that are usually used by companies as promotional media. But often, customers lack confidence in the goods offered through digital marketing. This is because there are still rampant cases of fraud committed by business people when offering their products. In addition, customers still have concerns when buying products through social media, such as the products offered on social media do not match the real conditions of the product. For this reason, it is necessary to build trust between customers and business people so that customers do not feel worried about the products they buy. If consumers already have confidence in an online business media that offers their products through social media, then the customer will make a purchase back to the online shop.

Furthermore, with the widespread use of mobile technology, everyone who has an internet network will be very easy to get accurate information. In addition, many companies are currently focusing on how to maintain customer loyalty (Farook, F., S., & Abeysekera, N., 2016). According to Vivek & Morgan (2012), companies need to pay attention to social media marketing variables to be able to maintain consumer loyalty. Companies that have a high base store loyalty will give a good response to the company compared to disloyal consumers (Brochado, 2018). Therefore, the better the consumer's assessment of the company's social media marketing, the level of consumer confidence in

the company will also increase, with the higher trust that consumers have to make buying and selling transactions through social media marketing will also result in repurchases that will what consumers do, this will also have an impact on increasing the company's store loyalty. But unfortunately, at PT Bintang Lima Pekanbaru itself, consumers still feel hesitant to buy products through social media, resulting in consumers failing to make online purchases at the company, this has an impact on the company's store loyalty.

Research conducted by Sidi (2015) and Muchardie, Yudiana, & Gunawan (2016) shows that social media has an effect on store loyalty. So in this study the following hypothesis was developed:

Hypothesis 5 : Social media significantly influences store loyalty.

f. The Influence of Price Strategy on Store Loyalty

Price is the amount of money that consumers have to pay to get the product. From the consumer's point of view, price is an indicator of value when the price is related to the perceived benefits of a product or service (Tjiptono, F., dan Gregorius, C., 2012). When making purchases, consumers are more selective in buying. Consumers are currently very sensitive to price, for that the need for a good pricing strategy that is carried out by the company for the goods/services offered so that consumers do not feel disadvantaged in purchasing an item/service. If the amount of product benefits obtained by the customer is in accordance with the price of the product he bought, then the customer will not feel a loss in buying the products offered by the company. This will have an impact for customers to repurchase the product, so that customers will become loyal to using the product they bought.

Based on this description, it can be interpreted that the price strategy is thought to affect customer loyalty. Research conducted by Putri & Bulan (2016), Parmawati (2015), Setoyowati & Wiyadi (2016) and Herrin & Mashariono (2019) states that the price strategy has an effect on customer purchasing decisions. So in this study the following hypotheses were developed:

Hypothesis 6 : Price significantly influences store loyalty.

g. The Influence of Purchase Decisions on Store Loyalty

Customer loyalty is a behavior to make repeated purchases and to build customer loyalty to a product or service produced by the business entity forming a long time through a process of repeated purchases. If a customer is satisfied with the services provided by a product/service or company, it will result in higher customer loyalty (Kotler & Keller, 2016). In addition, if customers are satisfied with the services provided by the company, this will also have an impact on increasing customer decisions in making repeated purchases.

Research conducted by Riana (2008) shows that consumer loyalty shows a bond between the customer and the decision of a particular consumer and this is often marked by repeat purchases from customers. Mowen, J. C., & Minor, M. (2005) suggests that loyalty can be based on buying behavior. So this shows the purchase decision has a significant effect on customer loyalty. So in this study the following hypotheses were developed:

Hypothesis 7 : Purchase decision significantly influences store loyalty.

2.7 Research Framework

Based on the explanation above, it can be described the framework of thought in this study as follows:

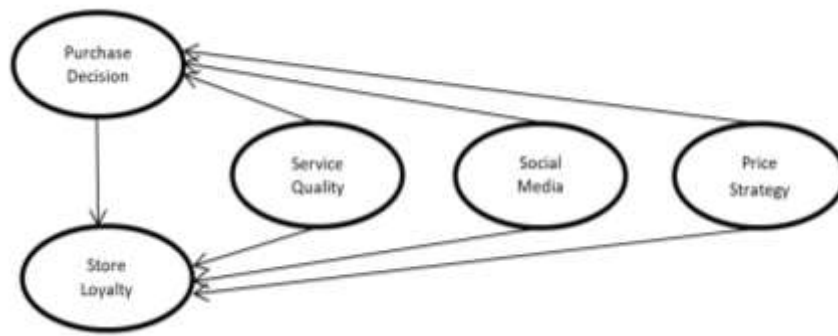


Figure 1. Research Framework

III. Research Method

3.1 Population and Sample

The population in this study were all customers of PT Bintang Lima Pekanbaru. This study uses a non-probability sampling technique, which is a way of taking representative samples from the population. The research sample is the customers of PT Bintang Lima Pekanbaru. The sampling technique used in this study is to use the purposive sampling method. With the criteria that the respondents are customers who make repeat purchases at PT Bintang Lima Pekanbaru, there are 150 respondents.

3.2 Data Types and Sources

Types and sources of data in this study using (Sugiyono, 2013) questionnaire instrument, a way of collecting data by asking several questions that have been prepared in the form of statements that must be chosen by respondents. Then further interviews were conducted by means of direct discussions with competent people and also respondents selected in this study. Documentation, a way of collecting data by collecting reports, data and information related to research that has been summarized and provided by other parties being studied (research subjects) (Ghozali, Imam., 2013).

3.3 Research Instruments

This research uses a questionnaire instrument by giving a score with the following conditions below:

Table 1. Instrument Measuring Scale

No	Description	Score
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Do not agree	2
5	Strongly Disagree	1

Source: Sugiono (2014)

The equation of multiple linear regression is as follows:

$$Y_1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Information:

Y1 = Purchase Decision

X1 = Service Quality

X2 = Social Media

X3 = Price Strategy

α = Constant, is a related value which in this case is when the independent variable is 0 (X1, X2, X3 = 0)

$\beta_1, \beta_2, \beta_3$ = Multiple regression coefficient between the independent variables X1, X2, X3 on the dependent variable Y.

ϵ = Other factors that affect the Y variable

$$Y_2 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Information:

Y2 = Store Loyalty

X1 = Service Quality

X2 = Social Media

X3 = Price Strategy

X4 = Purchase Decision

α = Constant, is a related value which in this case is when the independent variable is 0 (X1, X2, X3, X4 = 0)

$\beta_1, \beta_2, \beta_3, \beta_4$ = Multiple regression coefficient between the independent variables X1, X2, X3, X4 on the dependent variable Y.

ϵ = Other factors that affect the Y variable.

IV. Results and Discussion

Based on age, the age group between 17-25 years were 64 respondents (42.66%), aged between 25-50 years were 85 respondents (56.67%), and respondents aged between <17 years were 1 respondent (0.67%). Based on gender, 78 respondents were female (52%) and 72 respondents were male (48%). Characteristics of respondents based on income shows that 72 respondents (48%) earn less than Rp. 4,500,001 – 5,500,000, while respondents who have an income of Rp. 3,500,001 – Rp. 4,500,000 are 50 respondents (33.33%), respondents who earn between Rp. 5,500,001 – Rp. 6,500,000 are 21 respondents (14 %), and the remaining respondents who have income > Rp. 3,500,001 and have income > Rp. 6,500,000 each have 1 respondent (0.67%). Based on the source of information for consumer shopping, the highest came from Facebook as many as 118 respondents (78.67%), the source of information from social media Instagram was 7.33% (11 respondents), besides that the source of information obtained by respondents came from PT Bintang salespeople. Five Pekanbaru as many as 6.00% or as many as 9 respondents as well as sources of information obtained by respondents from WA and brochures distributed each by 6 respondents (4.00%). In this study, it can be seen that respondents obtain more information from Facebook/marketplace. This shows that the promotion carried out by PT Bintang Lima Pekanbaru through social media (facebook/marketplace) has been going well and is able to attract consumer interest. Based on the brand of springbed purchased, respondents bought a springbed dominated by the Serenity brand as many as 38.67% or as many as 58 respondents, while the respondents who bought the Kangaroo branded springbed were 48 respondents (32.00%) and the number of respondents who bought the Finciland branded springbed was 44 respondents (29.33%).

This shows that the number of respondents buying the Serenity branded springbed is due to the affordable price for fiber consumers. The quality of the products owned by the Serenity brand is not less competitive with other springbeds.

4.1 Validity Test and Reliability Test

Based on the results of the data analysis test, it is known that the Corrected Item-Total Correlation of all variables is above 0.3, for that all variables are eligible to continue with the next test, namely the reliability test. The results of the reliability test show that Cronbach's Alpha is greater than 0.60. These results indicate that the statement items on the questionnaire are reliable for measuring the variables.

4.2 F Uji test

Furthermore, the F test was conducted to test the magnitude of the influence of the independent variable simultaneously on the dependent variable. The results of the F test are obtained by calculating the effect of service quality, social media, price strategy on purchasing decisions and store loyalty of 84,477 and 55,233, with a significance value of 0.000. Then $F_{count} 84,477 \text{ and } 55,233 > F_{table} 2.67$ and a significance value of $0.000 < 0.05$, which means that together service quality, social media, and price strategies simultaneously affect purchasing decisions and store loyalty.

4.3 Coefficient of Determination (R²)

Adjusted R Square value of 0.627 means that the Purchasing Decision variable is explained by service quality, social media, and price strategy of 62.7%, while the remaining 37.3% is influenced by other variables not examined in the model. Then for the next model the Adjusted R Square value for store loyalty is 0.593. This means that the Store Loyalty variable is explained by service quality, social media, price strategy, and purchasing decisions by 59.3%, while the remaining 40.7% is influenced by other variables not examined in the model.

4.4 Analysis of Multiple Linear Regression

Table 2. Multiple Linear Regression Test

Model	Unstandardized Coefficients	
	B Purchase Decision	B Store Loyalty
1 (Constant)	.233	.471
Service Quality	.073	.084
Social Media	-.050	.143
Price	-.037	.265
Purchase Decision		.407

Source: Processed Data, 2021

Based on the results in the table 2 above, the multiple linear regression equations in this study are:

$$\text{Purchase Decision} = 0,223 + 0,073 X_1 - 0,050 X_2 - 0,037X_3$$

$$\text{Store Loyalty} = 0,471 + 0,084X_1 + 0,143X_2 + 0,265X_3 + 0,407Y_1$$

From the multiple linear regression equation above, it can be explained as follows:
[1] From the multiple linear regression obtained a constant value (α) of 0.223, which means that if the quality of service, social media and price strategy is 0, then the purchase

decision value is 0.223 units. , [2] The value of the multiple linear regression coefficient of the service quality variable is 0.073, which means that if the other independent variables remain and the service quality increases by 1 unit, then the purchase decision will increase by 0.073 units. The coefficient is positive, meaning that if the quality of service is high, it will increase purchasing decisions, [3] the value of the multiple linear regression coefficient for social media variables is 0.050, which means that if other independent variables remain and social media increases by 1 unit, then purchasing decisions will decrease by 0.050 units. . The coefficient is negative, meaning that if social media is high it will reduce purchasing decisions, [4] The value of the multiple linear regression coefficient for the price strategy variable is 0.037 which means that if the other independent variables remain and the price strategy decreases by 1 unit, then the purchase decision will increase by 0.037 units. . The coefficient is negative, meaning that if the high price strategy will reduce purchasing decisions, [5] the constant value (α) is 0.471 which means that if the quality of service, social media, price strategies and purchasing decisions the value is 0, then the store loyalty value is 0.471 units, [6] The value of the multiple linear regression coefficient of the service quality variable is 0.084, which means that if the other independent variables remain and the product increases by 1 unit, then store loyalty will increase by 0.084 units. The coefficient is positive, meaning that high service quality will increase store loyalty, [7] The value of the multiple linear regression coefficient for social media variables is 0.143, which means that if other independent variables remain and social media increases by 1 unit, then store loyalty will increase by 0.143 units. The coefficient is positive, meaning that if high social media will increase store loyalty, [8] the value of the multiple linear regression coefficient for the price strategy variable is 0.256 which means that if the other independent variables remain and the price strategy decreases by 1 unit, then store loyalty will decrease by 0.256 units. The coefficient is positive, meaning that if the high price strategy will increase store loyalty and vice versa, [9] The value of the multiple linear regression coefficient for the purchasing decision variable is 0.407, which means that if the other independent variables remain and the purchase decision decreases by 1 unit, then store loyalty will decrease by 1 unit. 0.407 units. The coefficient is positive, meaning that if the purchase decision is high, it will increase store loyalty and vice versa.

4.5 Partial Test (t Test)

Table 3. Partial Effect Test (T Test)

Variables	T Value	T table	Sig.	Result
Service Quality → Purchase Decision	2.519	1,9763	.013	Significantly influence
Social Media → Purchase Decision	2.807		.006	Significantly influence
Price → Purchase Decision	3.161		.002	Significantly influence
Service Quality → Store Loyalty	.749		.455	Does not significantly influence
Social Media → Store Loyalty	1.415		.159	Does not significantly influence
Price → Store Loyalty	2.382		.019	Significantly influence
Purchase Decision → Store Loyalty	4.276		.000	Significantly influence

Source: SPSS Processed Data, 2021

4.6 Discussion

Based on the results of respondents' responses, it can be seen that the average total value of service quality is 3,989 which means that service quality is classified in a good category. PT Bintang Lima Pekanbaru is considered responsive in handling and responding to consumer needs, the results of this study are in line with research conducted by Tantia (2017) and Weenas (2013) showing that service quality influences consumer purchasing decisions.

The average value of the price is 3.82, which means that social media is in a good category. Social media through Facebook and brochures distributed to the public are able to attract consumer buying interest. The results of this study are in line with the results of Putri (2016) and Anggraini, M., Fitriani, & Sanjaya, V. F. (2020) which revealed that social media as a promotional medium has an effect on purchasing decisions.

Based on the results it is known that the average value of the price strategy is 3.98, which means that the price strategy is in a good category. The price of the product can be reached by all people. The lowest value is found in the statement that the price of the product can compete with other store products. This means that even though the price is affordable, for customers when compared to its competitors, the price is still relatively high. The price of the company must be considered because through the price, consumers will decide to buy the item or not. In line with research conducted by Tantia (2017) and Luthfia (2012) stated that price affects customer purchasing decisions.

Efforts to build customer loyalty to a product or service are carried out through a very detailed and careful process. The company must deliver superior value that is better than its competitors. If customers are satisfied with the services provided, it will form higher customer loyalty (Kotler & Keller, 2016). In addition, if customers are satisfied with the products and services provided by the company, this will also have an impact on the tendency to make repurchase decisions. The results of this study are not in line with the explanation above. This is because consumers who make purchases at PT Bintang Lima Pekanbaru are those who try to meet utilitarian needs, so the results are not in line with previous research, such as Riana (2008) which revealed that loyalty is characterized by repeat purchases from customers resulting from customer satisfaction experiences of the products and services provided.

Social media is a means of product promotion by the company to customers. Instagram, Facebook and Twitter are social media that are usually used by companies as promotional media. But often, customers do not believe in the goods offered. This is because there are still many cases of fraud or incompatibility of the products offered. So that efforts to build customer trust in business people need to be done. If consumers believe in an online business activity through social media, then the customer will repurchase in the online marketplace.

In the current digital economy era, companies are focused on how to maintain customer loyalty (Farook, F., S., & Abeysekera, N., 2016). According to Vivek & Morgan (2012), companies need to give serious attention to marketing activities through social media marketing to be able to maintain customer satisfaction and loyalty. Companies that have a high customer base store loyalty will give a good response to the company compared to disloyal consumers (Brochado, 2018). Consumers' assessment of the use of social media in exchange and marketing activities does not form customer loyalty to the company's real store, this is because consumers before making purchases will initially extract information to compare the benefits and advantages obtained through information from social media and this has an impact on low store loyalty. The results of this study are

different from those of Sidi (2015) and Muchardie, Yudiana, & Gunawan (2016) which reveal that social media has an effect on store loyalty.

From the consumer's point of view, price is an indicator of the benefits received for goods and services (Tjiptono, F., dan Gregorius, C., 2012). Consumers are currently very sensitive to price, for that the need for a good pricing strategy that is carried out by the company for the goods/services offered so that consumers do not feel disadvantaged in purchasing an item/service. If the amount of product benefits obtained by the customer is in accordance with the price of the product he bought, then the customer will not feel a loss in buying the products offered by the company. This will have an impact for customers to repurchase the product, so that customers will become loyal to using the product they bought. The results of this study are in line with Putri & Bulan (2016) which revealed that the price strategy has an effect on loyalty.

Customer loyalty is a behavior to make repeated purchases. If a customer is satisfied with the services provided by the company, it will make customers loyal (Kotler & Keller, 2016), and this will also have an impact on the tendency of customer decisions to make repeat purchases in line with Riana (2008) research.

V. Conclusion

This study provides knowledge that store loyalty is not formed based on information and promotions carried out through social media. The use of information technology makes consumers more selective in finding places to buy products that provide maximum benefits and benefits. So that the company's ability to meet the criteria for utilitarian needs will greatly affect the tendency of consumers to make purchasing decisions and store loyalty.

Service quality is one of the important factors in forming satisfaction and loyalty. However, along with intense competition, the provision of value added is usually relatively homogeneous considering that the added value is a cost that can be charged to companies or consumers. However, the price in this study is very important and has an effect on consumer purchasing decisions.

This research was carried out in accordance with scientific procedures, but still needs to explore and study other factors that influence consumer purchasing decisions and store loyalty. Furthermore, the questionnaire as an instrument of data acquisition could be biased because the answers given by the respondents did not show the real situation so that further research could be carried out by interviewing with open-ended questions.

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