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The Influence of The Marketing Mix on Buying Decision (Study on Rb Collection Pasar Baru Bekasi)

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Abstract:
This study aims to determine and analyze the influence of the marketing mix in the store "RB Collection" Pasar Baru Bekasi. The research in this thesis uses quantitative methods. The variables that are connected in this study are the Marketing Mix variable (X), and the Purchase Decision variable (Y). The data sources used consisted of primary data, namely data obtained directly from research respondents through questionnaires, interviews, and observations. The population and sample in this study were RB Collection consumers in Pasar Baru Bekasi City. The test was carried out using SPSS 26. Based on the results of the partial test (t test) it can be concluded that the marketing mix variable has a significant influence on purchasing decisions because the value of tcount (11.852) > ttable (0.198) with a significance of 0.000 <0.05. The marketing mix variable has a dominant influence that is equal to 0.771. The coefficient of determination of the Adjusted R-Square value obtained is 0.594, indicating that about 59.4% of the Y variable (purchase decisions) can be explained by the marketing mix variable (X). Or practically it can be said that the contribution of the marketing mix to the purchasing decision variable is 59.4%.

Keywords: Marketing Mix, Buying Decision.

INTRODUCTION

The RB Collection was established and designed with a comfortable atmosphere so that it can pamper consumers. Since the beginning, the RB Collection Brand has been consistent in the clothing business line. RB Collection began to expand by establishing several stores throughout Indonesia. In 2004, the RB Collection began operating by providing a variety of fashion needs, especially for women ranging from teenagers to adults in the form of clothes, pants, accessories, bags, hats, shoes, to scarves & shawls.

With the rapid development of the textile industry today, it is easier for consumers to get products that suit their needs and tastes. Along with that, competitors in the textile industry are getting tougher among producers who compete for consumers, therefore producers must first understand consumers, know what they need, what their tastes are, and see how consumers make decisions in purchasing a product (Sunarsi, 2020).

According to (Tjiptono, Fandy; Chandra, 2012) in the context of global competition in this free market era, every company must compete with local and global competitors. Increasing the intensity of competition requires every company to always pay attention to the dynamics of customer needs, wants, and preferences and try to fulfill them in ways that are more effective and efficient than its competitors. The attention of every company is no longer limited to products (goods or services produced) alone, but also to aspects of processes, human resources, and the environment. Only really qualified companies can calm the competition in the global market.

Sumarni and Soeprianto (2010:274) explain, marketing mix is a combination of variables or activities that are the core of the marketing system, namely product, price, promotion, and distribution. In other words, the marketing mix is a collection of variables that can be used by companies to influence consumer responses (Marpaung, 2021b).

Research conducted by Auly (2004) shows that in the marketing mix strategy of parties, politics, the most important indicator is people (figures), while according to Chandra, Sitompul, and Matondang (2014) the results show that the indicators of the marketing mix that have a significant influence Strong and balanced in purchasing decisions are product and price.

In making a decision to purchase a type of product such as clothing, consumers first have various scales because the consumer's response to a type of product can be seen from the interests, beliefs, desires, and actions that ultimately make a purchase in accordance with their wishes and needs (Raharja et al., 2010). Consumer reactions have an influence on the development of a product, if consumers feel their needs are in accordance with their wishes and tastes, then consumers are happy and tell their experiences to other consumers (Ihsan et al., 2020). However, purchasing decisions often change because in the decision process there are five stages that are considered in making the purchase, namely problem recognition, information seeking, evaluation, buying decisions, and post-purchase behavior (Marpaung, 2022).

At the problem recognition stage, consumers will recognize a need, desire or problem. Basically, the need can be stimulated by internal or external stimuli. Companies must determine which needs, wants or problems will encourage consumers to start the buying process. Potential consumers who have been stimulated to recognize these needs, wants and problems, may or may not seek further information. If the drive for needs and wants is strong and the channels for satisfying the needs are nearby, it is certainly possible for consumers to buy them immediately. However, if there is no need and desire, it will only be a mere memory so that consumers will not do a search for further information.

The things that are important for companies to know are the main sources of information that will be used by consumers and their influence on consumer purchasing decisions themselves. Sources of consumer information, namely private sources, commercial sources, public sources and experimental sources. After obtaining information from the

sources mentioned, the next problem is how consumers use this information to arrive at a final brand choice and how consumers choose between alternative brands.

Then a new purchase decision can be made after the evaluation stage of various brands and characteristics, and has been arranged according to the rankings that will form the purchase intention of the most preferred brand. But the purchase intention has not yet become a reality because it is still heavily influenced by the attitudes of other people and unwanted situations (Irwanto & Hariyadi, 2018).

The company's task in essence does not only end after consumers buy the products they produce, but what must be considered further is researching and monitoring whether satisfaction or dissatisfaction after using the products they buy (Ferandi & Prabawani, n.d.). With the stages that buyers go through to reach a decision to buy, producers need a deep understanding of consumers about what consumers consider in making a purchase of a type of clothing product, because many manufacturers actually do not know exactly why consumers buy or sell clothes. do not buy products produced by these producers (Utami, 2015). Manufacturers need to integrate themselves deeply into the minds of consumers in order to recognize their perceptions, values, behavior, beliefs, and of course their needs and wants (Marpaung, 2021b).

Research purposes

Based on the formulation of the problem above, the research objectives of this problem are:

1. To find out the formulation of the problem and analyze the significant influence of the marketing mix on purchasing decisions at the RB Collection in Bekasi.
2. To find out and analyze the significant relationship between the marketing mix (X) and purchasing decisions (Y) at the RB Collection in Bekasi.

Benefits of research

Based on the research objectives above, the benefits or uses of the research expected from the results of this study are:

This research activity is an opportunity for the authors to increase their theoretical knowledge and broaden their horizons to study directly and seek the influence of the marketing mix and service quality on purchasing decisions.

Theoretical Uses,

1. As information and enrichment material for the development of knowledge, especially marketing management.
2. This research is expected to be useful for RB Collection Stores to be able to pay more attention and improve existing resources and get to know consumers better in order to know customer purchasing decisions.

LITERATURE REVIEW

Marketing Mix

Marketing is one of the most important factors in determining the success of the company in achieving its goals (Rasam & Sari, 2019). Therefore, the right marketing manager gets serious attention from companies that have realized the meaning and importance of a good marketing manager. Marketing activities which include product development, pricing, distribution, and promotion need to be combined appropriately and optimally in order to achieve maximum sales, known as the marketing mix (Sunarsi, 2020) (Sunarsi, 2020).

In (Sutrsino et al., 2018) the marketing mix is the concept of a marketing tool to be able to develop a controlled strategy that is integrated by the company to be able to attract consumers who have become the target market. The marketing mix tools are grouped into four major groups called the 4Ps of marketing: product, price, place and promotion (Kotler & Armstrong, 2008:62).

This marketing mix is carried out by marketing managers based on the target market and product positioning in the target market. A harmonious combination of marketing mix variables is carried out properly if each variable gets the right and balanced level and position in accordance with the right and balanced position according to the position of the product and target market (Diem & Diem, 2014). According to Gugup Kismono (2015: 308), the notion of marketing mix is a combination of variables or activities that are the core of marketing which consists of product strategy (product), price (price), promotion (promotion), and place (place).

Consumer Purchase Decision

According to M. Iqbal Hasan (2002: 9), decisions are the result of solving the problems they face firmly (Setyorini et al., 2019). Decisions must be able to answer questions in relation to planning. Astuti et al (2007: 19) define purchasing decisions as a strong sense of self-confidence in consumers or customers who believe that purchasing decisions for a product taken are correct (Baruna et al., 2020). Meanwhile, according to M. Iqbal Hasan (2002: 12), decision making is the selection of certain behavioral alternatives from two or more existing alternatives. The purchase decision occurs when a person is faced with several alternative choices to meet their needs (Silvia et al., 2019). Sweeney (2008) states that the purchasing decision indicator is buy or not buy related to confidence in buying and would not expect any problem, namely the hope of not getting into trouble or risk (Adrian Junio Adiwidjaja dan Zeplin Jiwa Husada Tarigan, 2017).

Based on the explanation above, it can be concluded that purchasing decisions are the best choice chosen by consumers to make purchasing decisions for goods/services and the indicators used in this study are buying decisions and not buying decisions (Rachman, 2018).

Stages of the Consumer Purchase Decision Process According to Kotler, et al. (2012: 179) there are several stages in the consumer purchasing decision process, namely: 1) Recognition of needs, 2) Searching for information. Information search is the stage of the buyer's decision-making process where consumers are moved to seek additional information, consumers may simply increase attention or may also seek information actively. Interested consumers may or may not seek more information. If the drive is strong and a satisfying product is nearby, the consumer may buy it. If not, the consumer can store the need in his memory or perform an information search (Marpaung, 2021a).

Consumers can obtain information from various sources, namely as follows: a) Personal sources (family, friends, neighbors, coworkers), b) Commercial sources (advertising, sales, retailers, packaging, Web sites, etc.). c) Public sources (mass media, rating organizations). d) Sources based on experience (holding, researching, using the product). e) Evaluation of alternatives, is the stage of the buyer's decision process where consumers use information to evaluate various alternative brands in a series of choices. Related to this, there are consumers who evaluate purchases and some do not evaluate at all. 3) Determine the purchase. Determining the purchase is the stage of the decision process where consumers actually make a purchase of the product.

In general, consumers' purchasing decisions are to buy the brand they like the most, but there are two factors that can influence this, namely the attitude of others and the expected situational factors (Jariah, 2012). There are two things that can influence purchasing decisions, namely the attitudes of others and unexpected situational factors that can change purchasing tendencies (Bawono et al., 2018). According to Kotler (1997: 159) in (Xian, Gou Li, 2011) that there are five roles in purchasing decisions, namely: a) Initiator, namely the person who first becomes aware of an unfulfilled desire or need and proposes an idea to buy a particular good or service. b) Influencers, namely people whose views, advice, or opinions influence purchasing decisions. c) Decision making (decider), namely people who make purchasing decisions. d) Buyers, namely people who make purchases. e) Users, namely people who consume or use the goods or services purchased. f) Behavior after purchase. Post-

purchase behavior is the stage of the buyer's decision process, consumers take further action after purchase based on their satisfaction or dissatisfaction. After buying a product, consumers will feel satisfied or dissatisfied and engage in post-purchase behavior that marketers should pay attention to.

RESEARCH METHODS

The object of this research is the case study RB Collection effort in Pasar Baru Bekasi City. Data collection techniques are the most strategic step in research, because the main purpose of research, because the main purpose of research is to collect data. Without knowing the data collection techniques, the research will not get data that meets the data standards set. Data collection can be done in various settings, various sources, and in various ways. When viewed from the setting, data can be collected in a natural setting, in a laboratory with experimental methods, at home with various respondents, at a seminar, discussion, on the road and so on.

The analytical tools used in this research are:

Classic assumption test

Is to measure the level of closeness of relationship or influence between independent variables through the magnitude of the correlation coefficient (r). The purpose of testing this classical assumption is to provide certainty that the regression equation obtained has accuracy in estimation and is consistent (Ghozali, Imam; Ratmono, 2013).

Correlation Test

In simple terms, correlation can be interpreted as a relationship. However, when developed further, correlation can not only be understood in this sense. Correlation is one of the statistical analysis techniques used to find the relationship between two quantitative variables (Raharja et al., 2010).

Simple Linear Regression Analysis

Regression is used to manage the relationship between two or more variables, especially to explore the pattern of relationships whose models are not fully known or to find out how independent variables affect the dependent variable in a complex phenomenon. Regression equation is used to test the significant effect of the independent variable Marketing Mix on the dependent variable Purchase Decision.

In general, the regression equation can be formulated as follows:

$Y = a + bx$

Information :

Y = Predicted value

a = Constant

b = Regression coefficient

X = Value of Independent Variable

Hypothesis testing

Hypothesis testing is a temporary answer to the research problem formulation, the test used is the t test (partial). The t test (Partial) examines the effect of the independent variables individually on the dependent variable. By comparing the calculated t-value with the t-table value.

The hypotheses used in this study are:

H1: There is a relationship between the influence of the marketing mix on purchasing decisions

H2: There is an influence of Marketing Mix on Purchase Decision

RESEARCH RESULTS AND DISCUSSION

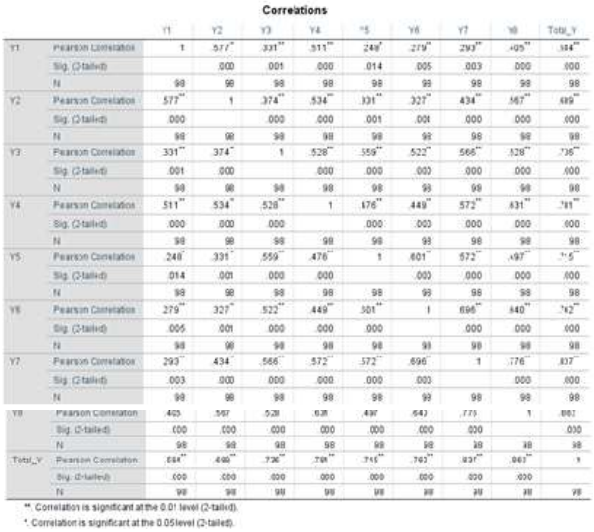
In this study, the authors distributed questionnaires to consumers of RB Collection, the questionnaires distributed consisted of marketing mix and purchasing decisions. To get an

idea of the characteristics of consumers who were selected as respondents, the following describes the grouping of respondents based on gender, age, education, and occupation of the respondents.

Data analysis technique

Validity test

Table 1. Purchasing Decision Validity Test Results (Y)



Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Total_Y
Y1	Pearson Correlation	1	.577**	.331**	.511**	.248*	.279**	.293**	.405**	.584**
	Sig. (2-tailed)		.000	.001	.000	.014	.005	.003	.000	.000
	N	98	98	98	98	98	98	98	98	98
Y2	Pearson Correlation	.577**	1	.374**	.534**	.331**	.327**	.434**	.567**	.699**
	Sig. (2-tailed)	.000		.000	.000	.001	.001	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
Y3	Pearson Correlation	.331**	.374**	1	.528**	.559**	.522**	.566**	.528**	.736**
	Sig. (2-tailed)	.001	.000		.000	.000	.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
Y4	Pearson Correlation	.511**	.534**	.528**	1	.476**	.449**	.572**	.631**	.781**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
Y5	Pearson Correlation	.248*	.331**	.559**	.476**	1	.601**	.572**	.497**	.715**
	Sig. (2-tailed)	.014	.001	.000	.000		.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
Y6	Pearson Correlation	.279**	.327**	.522**	.449**	.601**	1	.696**	.640**	.742**
	Sig. (2-tailed)	.005	.001	.000	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
Y7	Pearson Correlation	.293**	.434**	.566**	.572**	.572**	.696**	1	.776**	.837**
	Sig. (2-tailed)	.003	.000	.000	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98	98	98	98
Y8	Pearson Correlation	.405**	.567**	.528**	.631**	.497**	.640**	.776**	1	.861**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98	98	98	98
Total_Y	Pearson Correlation	.584**	.699**	.736**	.781**	.715**	.742**	.837**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	
	N	98	98	98	98	98	98	98	98	98

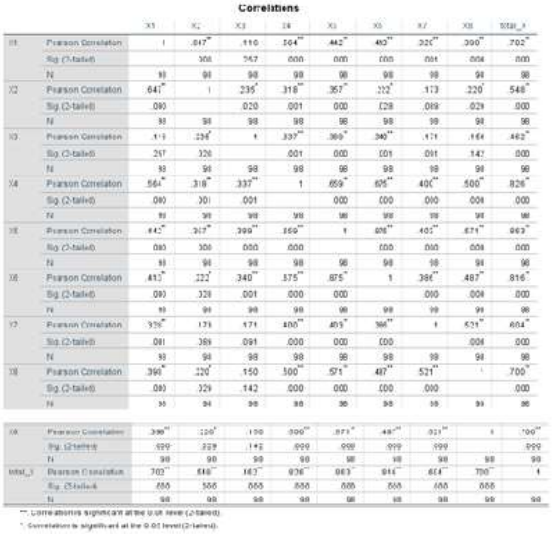
**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed 2021

Based on the statement above, the purchasing decision variable table (Y) of the 8 statement items is valid, this can be seen from the correlation value Rcount 0.584 for each statement item which is greater than the Rtable value of 0.198 (significant level 5% and n = 98). Thus, the 8 items in the instrument's validity requirements or statistically from the data can be used to measure further research.

Table 2. Marketing Mix Validity Test Results (X)



Correlations

		X1	X2	X3	X4	X5	X6	X7	X8	Total_X
X1	Pearson Correlation	1	.047**	.110	.564**	.442**	.460**	.326**	.390**	.702**
	Sig. (2-tailed)		.308	.547	.000	.000	.000	.001	.000	.000
	N	98	98	98	98	98	98	98	98	98
X2	Pearson Correlation	.641**	1	.235*	.318**	.357**	.212*	.173	.220*	.548**
	Sig. (2-tailed)	.000		.020	.001	.000	.038	.089	.029	.000
	N	98	98	98	98	98	98	98	98	98
X3	Pearson Correlation	.110	.235*	1	.337**	.369**	.340**	.171	.164	.462**
	Sig. (2-tailed)	.247	.326		.001	.000	.001	.091	.147	.000
	N	98	98	98	98	98	98	98	98	98
X4	Pearson Correlation	.564**	.318**	.337**	1	.659**	.605**	.400**	.500**	.826**
	Sig. (2-tailed)	.000	.301	.001		.000	.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
X5	Pearson Correlation	.442**	.357**	.369**	.659**	1	.609**	.405**	.671**	.863**
	Sig. (2-tailed)	.000	.300	.000	.000		.000	.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
X6	Pearson Correlation	.413**	.222*	.340**	.375**	.875**	1	.386**	.487**	.816**
	Sig. (2-tailed)	.000	.328	.001	.000	.000		.000	.000	.000
	N	98	98	98	98	98	98	98	98	98
X7	Pearson Correlation	.326**	.173	.171	.400**	.405**	.386**	1	.521**	.604**
	Sig. (2-tailed)	.001	.389	.091	.000	.000	.000		.000	.000
	N	98	98	98	98	98	98	98	98	98
X8	Pearson Correlation	.390**	.220*	.150	.500**	.671**	.487**	.521**	1	.700**
	Sig. (2-tailed)	.000	.029	.142	.000	.000	.000	.000		.000
	N	98	98	98	98	98	98	98	98	98

		X8	Total_X
X8	Pearson Correlation	.390**	.700**
	Sig. (2-tailed)	.029	.029
	N	98	98
Total_X	Pearson Correlation	.700**	1
	Sig. (2-tailed)	.000	.000
	N	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Data processed 2021

Based on the statement above, the marketing mix variable (X) of the 8 statement items is valid, it can be seen that the correlation value Rcount 0.702 for each statement item is greater than the Rtable value of 0.198 (significant level 5% and n = 98). With this, the 8 items in the instrument's validity requirements or statistically from the data can be used to measure further research.

Reliability Test

Reliability test is a tool to measure a questionnaire that has indicators of variables or constructs. (Ghozali & Latan, 2015) suggests that a questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time. Measurement of reliability can be done by: a) Repeated measure or repeated measurement, in this way someone will be given the same statement at different times, and then see whether the respondent remains consistent with the answer, b) One shot or measurement only once. The measurement method is only done once, then the results are compared with other questions or measure the correlation between the answers to the questions.

This reliability test can be used through the SPSS version 25 program, which will provide facilities to carve out the reliability value using the Cronbach statistical test (α). A construct or variable is said to be reliable if it gives a cronbach alpha value (α) > 0.60 (Ghozali, Imam; Ratmono, 2013).

Table 3. Marketing Mix Reliability Test Results (X)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.844	8

Source: Data processed 2021

Based on the table above, the results of SPSS marketing mix variables are 0.852 variables. Thus, it can be concluded that the statement in this questionnaire is reliable because it has a Cronbach's Alpha value greater than 0.6. The results of the purchase decision reliability test (Y) in this study can be seen in the following table:

Table 4. Results of Purchase Decision Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.886	8

Source: Data processed 2021

Based on the results of the calculations in the table above, the results obtained are 0.888 > 0.60 from 8 statements indicating that the instrument for each research variable is reliable or consistent because if Cornbancah's Alpha value > 0.60 is reliable or consistent.

Table 5. Correlation Test Results

Correlations

		X	Y
Bauran pemasaran	Pearson Correlation	1	.771**
	Sig. (2-tailed)		.000
	N	98	98
Keputusan pembelian	Pearson Correlation	.771**	1
	Sig. (2-tailed)	.000	
	N	98	98

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Data processed 2021

Based on the table above, it can be seen that the coefficient is 771**. This means that the large correlation or relationship between the marketing mix variables on purchasing decisions is 0.771 or low because it is close to 1. The two stars sign (**) means that the correlation is significant up to a significant number of 0.001. Based on the table above, the relationship between marketing mix variables and purchasing decisions is significant because the significant number is 0.000 < 0.01. The direction of the correlation can be seen from the coefficient number, the result is positive or negative. In accordance with the value of the analysis results, the far correlation coefficient is positive, namely 0.771, so the correlation between the two variables is unidirectional.

Determination Test

The coefficient of determination aims to measure how far the calculation ability in explaining the variation of the dependent variable (dependent). The value of the coefficient of determination is between zero and one.

In testing the hypothesis, the first hypothesis is that the coefficient of determination is seen from the magnitude of the value (R2) to find out how much the independent variable is pricing and its effect on buying interest. The value (R2) has an interval between 0 and 1. If the value of R2 is large (detect 1), it means that the independent variable can provide almost all the information needed to predict the dependent variable.

Table 6. Determination Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771[a]	.594	.590	2.516

a. Predictors: (Constant), Total_X

b. Dependent Variable: Total_Y

Source: Data processed 2021

Judging from the results table above, the SPSS output above shows an R value (coefficient of determination) of 0.594, which means that the influence of the marketing mix (independent variable) is 0.594%. This shows that the R value reaches 1 and the independent variable can provide almost all the information needed to predict dependent variable (dependent).

Simple Linear Regression Test Results

Simple linear regression test was used to determine the effect of the Marketing Mix on Purchase Decisions (Case Study on RB Collection at Pasar Baru Bekasi). Here are the results of processing simple linear regression test data using the SPSS program.

Table 7. Simple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	5.225	2.486		2.102	.038
	X	.861	.073	.771	11.852	.000

a. Dependent Variable: Y

Source: Data processed 2021

From the data table 7 above, the calculation of the regression value obtained a constant value (a) of 5.225 while the regression coefficient value of 0.861 so that the regression equation can be written as follows:

Y = a + Bx

Y= 5.225 + 0.861X

The constant value of 5.225 means that the constant value of the purchasing decision variable is 5.225. and the value of the regression coefficient X is 0.861, which means that for every 1% addition to the pricing value, the value of purchasing decisions increases by 0.861. with a significant value of 0.002, this indicates that the significant value is less than 0.05 so that it can be concluded that the pricing variable has an effect on the purchasing decision variable.

Table 8. T test (Partial)

One-Sample Test						
	Test Value = 0					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Bauran pemasaran(x)	95.834	97	.000	34.020	33.32	34.72
Keputusan pembelian(Y)	87.032	97	.000	34.531	33.74	35.32

Source: Data processed 2021

Based on the table above, it is known that the significant value (sig) of the marketing mix variable is 0.00, because the sig value is 0.00. Probability <0.05, it can be concluded that the pricing is accepted. This means that there is an effect of pricing (X) on purchasing decisions (Y).

CONCLUSION

Based on direct analysis and research by distributing questionnaires, conclusions and suggestions can be drawn as follows:

1. From the results of hypothesis testing through simple linear regression with SPSS version 26, it was obtained that there was a significant correlation (relationship) between marketing mix variables and purchasing decisions in the Brand RB Collection study in Bekasi. From the results of the linearity test of the influence of the marketing mix on purchasing decisions, there is a significant value of 0.000 which is smaller than 0.05, so it can be said that there is an influence between the independent variables on the dependent variable partially. The results of the t-test that the marketing mix has a significant level of 0.000 and the t-count value is 11.852 while the t-table value is 0.198 so t-count is more than t-table, then Ho is rejected or Ha is accepted, meaning that the marketing mix has an effect on purchasing decisions.
2. There is a significant relationship between the marketing mix and purchasing decisions. It is proven that with a significant value on the t-test partially, the significance value of 0.00 is smaller of 0.05, so it can be concluded that partially the hypothesis is accepted with strong significance.

Suggestion

To enrich the research above, the researchers provide several suggestions, as follows:

1. There is a significant influence of the marketing mix on purchasing decisions because the

variable (X) of the marketing mix and the variable (Y) of purchasing decisions have a significantly smaller value. Therefore, RB Collection must improve the quality of service in order to increase customer satisfaction.

2. Partially the hypothesis is accepted. With strong significance, it can be concluded from that hypothesis testing that service quality is related to customer satisfaction.

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