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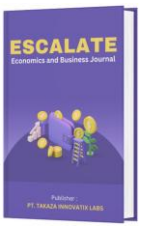

The Influence of Service Quality and Customer Satisfaction on Purchasing Decisions at PT XYZ

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Abstract: *Competition in the retail industry requires companies to improve service quality and customer satisfaction in order to encourage purchasing decisions. This study aims to analyze the effect of service quality and customer satisfaction on purchasing decisions at PT XYZ, both partially and simultaneously. The study employed a quantitative approach with descriptive and verification methods. The research sample consisted of 100 respondents selected through purposive sampling using the Lemeshow formula. Data were collected through Likert-scale questionnaires, observation, and documentation, then analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficient of determination with the assistance of SPSS. The results show that service quality has a positive and significant effect on purchasing decisions, and customer satisfaction also has a positive and significant effect. Simultaneously, both variables have a significant effect on purchasing decisions with a contribution of 65.3%. Therefore, improving service quality and customer satisfaction is essential to enhance purchasing decisions at PT XYZ.*

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Introduction

Competition in the stationery retail industry is intensifying, forcing companies to rely not only on products but also on quality service to create customer value. PT XYZ, as a stationery and office supplies retailer, strives to meet the needs of various customer segments by providing a comprehensive product range and easily accessible services.

PT XYZ's sales data shows a decline in turnover from Rp212,104,800 in August 2025 to Rp153,123,350 in January 2026. This condition indicates a decline in customer purchasing decisions, so an evaluation of the factors that influence it is necessary so that the company can maintain its competitiveness.

One factor influencing purchasing decisions is service quality. Previous research has shown that service quality positively influences purchasing decisions because it meets customer expectations.

However, PT XYZ still faces challenges in terms of reliability, such as the lack of cashless transaction facilities without administration fees for banks other than BCA, which has led to customer complaints and reduced shopping experience.

Besides service quality, customer satisfaction also plays a role in determining purchasing decisions. Satisfaction occurs when the service received meets or exceeds customer expectations. Observations indicate that complaints persist regarding the friendliness and attentiveness of employees in serving customers, potentially reducing satisfaction and impacting purchasing decisions.

Based on these conditions, this study aims to analyze the influence of service quality and customer satisfaction on purchasing decisions, both partially and simultaneously at PT XYZ. This study is important as a basis for developing service improvement strategies, with the novelty of testing both variables based on the real phenomenon of declining turnover, limitations of non-cash payment systems, and the quality of employee interactions at PT XYZ.

Research methods

This study used quantitative methods with descriptive and verification approaches. The descriptive approach was used to describe the conditions of service quality, customer satisfaction, and purchasing decisions, while the verification approach was used to examine the influence of service quality and customer satisfaction on purchasing decisions at PT XYZ.

The research data consisted of primary data obtained through observation and questionnaire distribution, as well as secondary data obtained from journals, books, and supporting documents. The questionnaire used a five-point Likert scale to measure service quality, customer satisfaction, and purchasing decisions based on indicators established in previous research.

Data analysis was conducted using descriptive and verification statistics with the help of SPSS. Testing included validity, reliability, classical assumption tests (normality, heteroscedasticity, multicollinearity, and linearity), as well as hypothesis testing through t-tests, F-tests, coefficient of determination (R^2), and multiple linear regression analysis.

The study population was all PT XYZ customers in Bekasi City who had made at least one purchase. The sample was determined using a purposive sampling technique with the Lemeshow formula at a 10% error rate, resulting in 96 respondents, rounded up to 100.

The research began with problem identification, instrument development, and data collection through observation, questionnaires, and documentation. The data were then quality-checked, analyzed using descriptive and verification statistics, and then hypotheses were tested to draw conclusions regarding the influence of service quality and customer satisfaction on purchasing decisions at PT XYZ.

Results and Discussion

Frequency Distribution

1. Frequency Description by Gender

Table 1. Description of Frequency Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	39	39.0	39.0	39.0
	Woman	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 1, of the 100 respondents, 39 (39%) were male and 61 (61%) were female. These results indicate that the majority of respondents were female, thus the composition of the research sample was dominated by female respondents.

2. Frequency Description by Age

Table 2. Description of Frequency Based on Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 Years	27	27.0	27.0	27.0
	21-30 Years	43	43.0	43.0	70.0
	31 - 40 Years	21	21.0	21.0	91.0
	41 - 50 Years	7	7.0	7.0	98.0

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	51 - 60 Years	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 2, of the 100 respondents, the majority were aged 21–30 years (43 people), followed by those aged <20 years (27 people), those aged 31–40 years (21 people), those aged 41–50 years (7 people), and those aged 51–60 years (2 people). These results indicate that the majority of respondents are in the young productive age group, namely 21–30 years.

3. Frequency Description by Job

Table 3. Frequency Description by Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	42	42.0	42.0	42.0
	Private sector employee	30	30.0	30.0	72.0
	Civil Servants / State-Owned Enterprises	4	4.0	4.0	76.0
	Self-employed	8	8.0	8.0	84.0
	Housewife	14	14.0	14.0	98.0
	Another:	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 2, of the 100 respondents, the majority were aged 21–30 years (43 people), followed by those aged <20 years (27 people), those aged 31–40 years (21 people), those aged 41–50 years (7 people), and those aged 51–60 years (2 people). These results indicate that the majority of respondents are in the young productive age group, namely 21–30 years.

4. Frequency Description by Domicile

Table 4. Description of Frequency based on Domicile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Jatiasih	16	16.0	16.0	16.0
	Rawalumbu	4	4.0	4.0	20.0
	Mustika Jaya	1	1.0	1.0	21.0
	Pondok Gede	42	42.0	42.0	63.0
	Jasmine Cottage	2	2.0	2.0	65.0
	South Bekasi	10	10.0	10.0	75.0
	East Bekasi	4	4.0	4.0	79.0
	Jakarta	16	16.0	16.0	95.0
	Another:	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 4, the majority of respondents live in Pondok Gede, with 42 people (42%), followed by Jatiasih and Jakarta with 16 people (16%) each, South Bekasi with 10 people (10%), other areas with 5 people (5%), Rawalumbu and East Bekasi with 4 people (4%) each, Pondok Melati with 2 people (2%), and Mustika Jaya with 1 person (1%). These results indicate that the majority of respondents come from the Pondok Gede area and overall, the majority live in Bekasi City.

5. Frequency Description by Income

Table 5. Description of Frequency based on Income

	Frequency	Percent	Valid Percent	Cumulative Percent

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Valid	< Rp. 1,000,000		19	19.0	19.0	19.0
	Rp. 1,000,000 - Rp. 3,000,000		33	33.0	33.0	52.0
	Rp. 4,000,000 - Rp. 5,000,000		28	28.0	28.0	80.0
	> Rp. 5,000,000		20	20.0	20.0	100.0
	Total		100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 5, the majority of respondents have an income of Rp1,000,000–Rp3,000,000 (33%), followed by an income of Rp4,000,000–Rp5,000,000 (28%), above Rp5,000,000 (20%), and below Rp1,000,000 (19%). These results indicate that the majority of respondents are in the lower-middle income group, with 52% of respondents having an income below Rp3,000,000 per month.

6. Frequency Description based on Number of Visits

Table 6. Description of Frequency based on Number of Visits

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	20	20.0	20.0	20.0
	2 - 5 times	51	51.0	51.0	71.0
	> 5 times	29	29.0	29.0	100.0
	Total	100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 6, the majority of respondents have visited PT XYZ 2–5 times, namely 51 people (51%), followed by respondents who have visited more than 5 times (29%), followed by respondents who have visited only once (20%). These results indicate that most respondents have made purchases more than once, with the highest frequency of visits in the 2–5 times category.

7. Frequency Description based on Product Category purchased

Table 7. Frequency Description by Product Category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Office Stationery (ATK)	52	52.0	52.0	52.0
	School equipment	39	39.0	39.0	91.0
	Art/Painting Supplies	7	7.0	7.0	98.0
	Another:	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Data Source: Processed SPSS output, 2026

Based on Table 7, the majority of respondents purchased products in the Office Stationery (ATK) category, with 52 people (52%), followed by School Supplies (39%), Art/Painting Supplies (7%), and other categories (2%). These results indicate that respondents' purchases were dominated by ATK and School Supplies products, which overall reached 91% of the total respondents' purchases.

Frequency Test of Respondent Questionnaire Data

1. Service Quality Variable (X1)

Table 8. Results of the Frequency Test of Respondents' Questionnaire Data on Service Quality (X1)

No	Indicator	SS (5)		S (4)		N (3)		TS(2)		STS (1)		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	PT XYZ's shop provides adequate facilities	45	45.0	32	32.0	21	21.0	2	2.0	0	0	100	100.0
2	This shop's employees have a neat appearance.	52	52.0	47	47.0	1	1.0	0	0	0	0	100	100.0

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No	Indicator	SS (5)		S (4)		N (3)		TS(2)		STS (1)		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
3	PT XYZ shop has a comfortable and clean place	67	67.0	27	27.0	4	4.0	1	1.0	0	0	100	100.0
4	Employees Have good skills	46	46.0	48	48.0	6	6.0	0	0	0	0	100	100.0
5	Employees always give recommendations that never disappoint.	51	51.0	38	38.0	11	11.0	0	0	0	0	100	100.0
6	Employees always serve orders quickly and responsively.	56	56.0	28	28.0	16	16.0	0	0	0	0	100	100.0
7	Employees always ensure that the products sold are in accordance with the quality promised or expected by customers.	57	57.0	35	35.0	8	8.0	0	0	0	0	100	100.0
8	Employees always provide quality products	47	47.0	48	48.0	5	5.0	0	0	0	0	100	100.0
9	Employees serve customers in a friendly and polite manner	77	77.0	21	21.0	2	2.0	0	0	0	0	100	100.0
10	Employees quickly respond to every consumer complaint and provide the best solution.	47	47.0	45	45.0	8	8.0	0	0	0	0	100	100.0

Data Source: Processed SPSS output, 2026

Based on Table 8 of the questionnaire data from 100 respondents, the service quality at PT XYZ Store is in the Very Good category. The store's main strengths lie in employee friendliness, with the highest score (77% Strongly Agree) and cleanliness of the premises (67% Strongly Agree). Furthermore, store performance is considered solid due to the neat appearance of employees (99%), competent work skills (94%), consistent product quality (95%), and solution-oriented complaint handling (92%). Although the availability of facilities (77%) and speed of service (84%) were rated positively, these two aspects recorded the highest neutral scores (21% and 16%), thus requiring some management evaluation to maintain optimal customer satisfaction.

2. Customer Satisfaction Variable (X2)

Table 9. Results of the Frequency Test of Customer Satisfaction Questionnaire Data (X2)

No	Indicator	SS (5)		S (4)		N (3)		TS(2)		STS (1)		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	I am satisfied with the service provided	49	49.0	49	49.0	2	2.0	0	0	0	0	100	100.0
2	I am satisfied with the quality of the products provided.	59	59.0	37	37.0	4	4.0	0	0	0	0	100	100.0
3	I am satisfied with the response and solution	48	48.0	44	44.0	8	8.0	0	0	0	0	100	100.0

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No	Indicator	SS (5)		S (4)		N (3)		TS(2)		STS (1)		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
	from the employees when I submitted a complaint.												
4	I wish to always shop at PT XYZ	57	57.0	37	37.0	6	6.0	0	0	0	0	100	100.0
5	I wish to remain a customer of PT XYZ Store	58	58.0	28	28.0	13	13.0	1	1.0	0	0	100	100.0
6	I would recommend others to shop at PT XYZ	48	48.0	34	34.0	17	17.0	1	1.0	0	0	100	100.0
7	I will tell others about the advantages of PT XYZ store	400	40.0	42	42.0	17	17.0	1	1.0	0	0	100	100.0
8	PT XYZ Store provides services that meet customer expectations.	48	48.0	42	42.0	10	10.0	0	0	0	0	100	100.0
9	Fulfillment of customer needs for services provided by PT XYZ	47	47.0	45	45.0	7	7.0	0	0	0	0	100	100.0
10	Fulfillment of customer needs for promotions provided by PT XYZ	47	47.0	35	35.0	17	17.0	1	1.0	0	0	100	100.0

Data Source: Processed SPSS output, 2026

Based on Table 9, the questionnaire results indicate that customer satisfaction at PT XYZ is in the Very Good category. The highest level of satisfaction is found in product quality, followed by satisfaction with general service. Furthermore, the majority of respondents expressed a desire to shop at PT XYZ again. However, the promotion aspect and customer willingness to recommend the store still have a relatively higher proportion of neutral responses, so the company needs to optimize its promotional strategy and encourage increased customer recommendations.

3. Purchase Decision Variable (Y)

Table 10. Results of the Frequency Test of Respondent Questionnaire Data on Purchasing Decisions (Y)

No	Indicator	SS (5)		S (4)		N (3)		TS(2)		STS (1)		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
1	I bought a product at PT XYZ store because I had a need.	53	53.0	34	34.0	13	13.0	0	0	0	0	100	100.0
2	I buy products here because there are many variations of products.	65	65.0	30	30.0	5	5.0	0	0	0	0	100	100.0

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No	Indicator	SS (5)		S (4)		N (3)		TS(2)		STS (1)		Total	
		F	%	F	%	F	%	F	%	F	%	F	%
3	I bought the product in this store because of the good quality.	49	49.0	48	48.0	2	2.0	0	0	0	0	99	99.0
4	I bought the product in this store because it is trustworthy.	64	64.0	32	32.0	4	4.0	0	0	0	0	100	100.0
5	I bought a product in this store because the product I wanted was available.	65	65.0	26	26.0	7	7.0	0	0	0	0	98	98.0
6	I purchased a product from PT XYZ at a certain time	37	37.0	44	44.0	18	18.0	1	1.0	0	0	100	100.0
7	I purchased products from PT XYZ according to the quantity I needed.	45	45.0	33	33.0	21	21.0	1	1.0	0	0	100	100.0

Data Source: Processed SPSS output, 2026

Based on Table 10, the questionnaire results indicate that customer purchasing decisions at PT XYZ are in the Very Good category. The main factors driving purchasing decisions are product variety and availability, as well as high customer trust in the store. However, aspects of purchasing according to needs and purchasing at specific times still show a relatively higher proportion of neutral responses, so the company has an opportunity to improve purchasing decisions through promotional programs and more attractive product offerings.

4. Descriptive Statistical Test

Table 11. Descriptive Statistical Test

		Quality of Service	Customer satisfaction	Buying decision
N	Valid	100	100	100
	Missing	0	0	0
Mean		44.53	43.88	30.92
Median		45.00	43.00	31.00
Standard Deviation		9,900	5,044	3,190
Minimum		30	30	21
Maximum		50	50	35

Source: Processed primary data, 2026

Based on Table 11, descriptive statistics show that the study involved 100 respondents, with all data declared valid. The Service Quality variable had an average value of 44.53, Customer Satisfaction 43.88, and Purchasing Decision 30.92, with average values approaching the maximum scores for each variable. Furthermore, the relatively small standard deviation value indicates that respondents' answers tended to be homogeneous. These results indicate that respondents' perceptions of service quality, customer satisfaction, and purchasing decisions at PT XYZ are in the very good category.

Data Quality Test

1. Validity Test

Validity testing in this study was conducted using SPSS version 30 software. Validity testing in this study was conducted to determine the extent to which the questionnaire could function as an appropriate measurement tool. This testing was crucial to ensure that all questions asked were truly valid and relevant to what was intended to be measured, ensuring that the instrument was ready and suitable for use in collecting data from 100 PT XYZ customers.

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With the number of respondents (N) of 100 people, the degree of freedom obtained is df = 100-2 = 98. At the significance level a = 0.05 for two-way testing, the value of the "table produced based on the r distribution table is 0.1966 (rounded to 0.197) and if the calculated r > r table is declared valid.

2. Service Quality Validity Test Results

Table 12. Results of the Validity Test of the Service Quality Variable (X1)

Item	R Count	R table	Information
Quality of Service			
X1.1	0.771	0.197	VALID
X1.2	0.793		
X1.3	0.632		
X1.4	0.833		
X1.5	0.804		
X1.6	0.805		
X1.7	0.682		
X1.8	0.849		
X1.9	0.569		
X1.10	0.798		

Source: Processed primary data, 2026

Based on Table 12, it can be seen that all statement items are declared valid. This is because each indicator has a significance of <0.05 and the correlation coefficient (r count) is all greater than the r table value (0.197).

Thus, the research questionnaire used to measure the service quality variables is appropriate and strong, so it can be used for further research analysis (such as reliability testing and regression testing).

3. Customer Satisfaction Validity Test Results

Table 13. Results of the Validity Test of the Customer Satisfaction Variable (X2)

Item	R Count	R table	Information
Customer satisfaction			
X2.1	0.795	0.197	VALID
X2.2	0.643		
X2.3	0.746		
X2.4	0.646		
X2.5	0.581		
X2.6	0.797		
X2.7	0.801		
X2.8	0.859		
X2.9	0.819		
X2.10	0.710		

Source: Processed primary data, 2026

Based on Table 13 above, all questionnaire items for the service quality variable are declared valid because the calculated r value for each item is above the table r value (0.197) with a significance level of 5%. The ability of this instrument to accurately measure aspects of the variables indicates that all statements submitted have met validity standards and are suitable for use in research.

4. Results of the Validity Test of Purchase Decisions

Table 14. Results of the Validity Test of the Purchase Decision Variable (Y)

Item	R Count	R table	Information
Buying decision			
Y.1	0.660	0.197	VALID
Y.2	0.507		
Y.3	0.747		
Y.4	0.578		
Y.5	0.631		

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Y.6	0.763
Y.7	0.706

Source: Processed primary data, 2026

Based on table 14, it can be seen that all statement items for the Purchasing Decision variable (Y) have a calculated r value greater than the table value (0.197). The highest correlation value was found in item Y.6 with a calculated r of 0.763, while the lowest correlation value was in item Y.2 with a calculated r of 0.507. Because all calculated r values of the purchasing decision questionnaire items exceeded the minimum limit of r table (0.197), all statement items were declared VALID. The measuring instrument (questionnaire) used for the purchasing decision variable was proven to be valid, accurate, and suitable for use.

5. Reliability Test

Table 15. Reliability Test (X1, X2, and Y)

Variables	N off Items	Cronbach's Alpha	Criteria	Information
Quality of Service	10	0.915	0.60	Reliable
Customer satisfaction	10	0.906		
Buying decision	7	0.801		

Source: Processed primary data, 2026

Based on table 15, the results of the reliability test conducted to measure the consistency of the questionnaire, where a variable is declared reliable if the Cronbach's Alpha value is > 0.60. Based on the SPSS output results, the Service Quality variable (X1) has a value of 0.915 (10 items), Customer Satisfaction (X2) of 0.906 (10 items), and Purchase Decision (Y) of 0.801 (7 items). Because the coefficient values of the three variables range from 0.801 to 0.915 and are far above the threshold of 0.60, all of these research instruments are proven to have very strong reliability. So all questionnaires in this study are declared Reliable (consistent and consistent).

Classical Assumption Test

1. Normality Test

Table 16. Results of Residual Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters a+b	Mean	1546083
	Standard Deviation	1.87347195
Most Extreme Differences	Absolute	0.083
	Positive	0.083
	Negative	-0.082
Test Statistics		0.083
Asymp. Sig. (2-tailed)C		0.085

a. Test distribution is Normal
b. Calculated from data
c. Liliefors Significance Correction

Source: Processed primary data, 2026

Based on the results of Table IV. 16 One-Sample Kolmogorov-Smirnov test with a total data of 100 respondents, the Test Statistic value obtained is 0.083 with a significance value (Asymp. Sig. 2-tailed) of 0.085. This significance value is greater than the specified significance level, which is 0.05 (0.085 > 0.05), so Ho is accepted and Ha is rejected. This indicates that the residual value of the regression model being tested is normally distributed.

Thus, the classical assumption of normality has been met well, so that this regression model is valid, reliable, and suitable for use for statistical analysis and hypothesis testing in the next stage.

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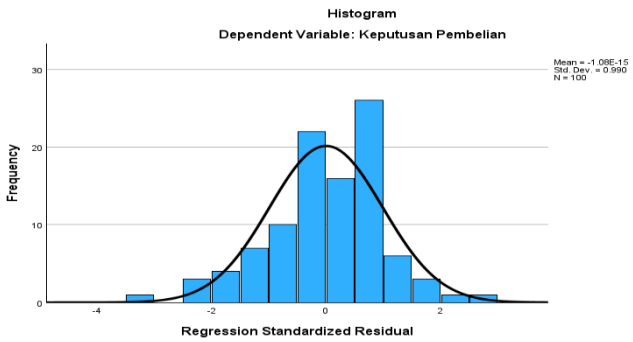

Figure 1. Results of Residual Normality Test

Source: Processed primary data, 2026

The results of the normality test are based on Figure IV.1The histogram graph is directly proportional and supports the results of the One-Sample Kolmogorov-Smirnov test that was conducted previously. The visual consistency of the histogram curve that forms a symmetrical bell pattern emphasizes the significance value (Asymp. Sig. 2-tailed) of 0.085 which is above 0.05. The combination of these two testing methods—both visual and statistical—provides strong evidence that the residual values in the regression model of the dependent variable Purchase Decision are truly normally distributed and free from symptoms of bias.

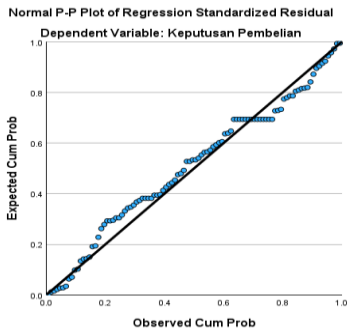

Figure 2. Results of the P-Plot Normality Test for Standardized Residual Regression

Source: Processed primary data, 2026

Based on Figure 2, the Normal PP Plot graph above, it can be seen that the data points are spread around the diagonal line and follow the direction of the straight line. This distribution pattern, which is close to the diagonal line, indicates that the residual values for the Purchase Decision variable are normally distributed. This result is consistent with and strengthens the previous histogram test and Kolmogorov-Smirnov test, thus concluding that the regression model meets the classical assumption of normality and is suitable for further analysis.

2. Heteroscedasticity Test

Table 17. Results of Heteroscedasticity Test - Glesjer Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error	Beta		
1	(Constant)	0.392	1,796		0.218	0.828
	Quality of Service	0.018	0.064	0.047	0.278	0.782
	Customer satisfaction	-0.024	0.063	-0.063	-0.377	0.707

Source: Processed primary data, 2026

Table 17 shows that the Service Quality variable has a significance value of 0.782, which means its value is much greater than 0.05 (0.782 > 0.05). Meanwhile, the Customer Satisfaction variable also shows a significance value of 0.707, which is also above 0.05 (0.707 > 0.05). This indicates that there

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is no heteroscedasticity symptom in this regression model. By fulfilling this homoscedasticity assumption, the variance of the residuals in the regression model is constant or the same for all observations, so the regression model is valid and suitable for use.

3. Multicollinearity Test

Table 18. Multicollinearity Test Results

Model		Colliearity Statistics	
		Tolerance	VIF
1	Quality of Service	0.360	2,774
	Customer satisfaction	0.360	2,774

a. Dependent Variable: Purchase Decision

Source: Processed primary data, 2026

Based on Table 18, the results of the multicollinearity test show that the Service Quality variable has a tolerance value of 0.360 and a VIF value of 2.774. Similarly, the Customer Satisfaction variable has a tolerance value of 0.360 and a VIF value of 2.774. Since the tolerance value of both variables is greater than 0.10 and the VIF value is less than 10.00, it can be concluded that this regression model does not exhibit multicollinearity.

Linearity Test

1. Linearity Test Results of Purchasing Decisions - Service Quality

Table 19. Linearity Test of Purchasing Decision - Service Quality

			Sum of Squares	df	Mean Square	F	Sig
Y*X1	Between Groups	(Combined)	908,082	13	69,852	100,192	< 0.001
		Linearity	896,538	1	896,538	1285,934	< 0.001
		Deviation from Linearity	11,543	12	0.962	1,380	0.191
	Within Groups		59,958	86	0.697		
	Total		968,040	99			

Source: Processed primary data, 2026

Based on Table 19, the analysis results show that the F-count value in the Linearity row is 1285.934 with a significance level (Sig.) of <0.001. Because the significance value is much smaller than 0.05, it can be concluded that there is a very significant linear relationship between Service Quality and Purchasing Decisions. In the Deviation from Linearity row, the F-count value is 1.380 with a significance value (Sig.) of 0.191. This significance value is greater than 0.05, indicating that there is no significant deviation from the linear model.

Judging from the number of degrees of freedom, the total df value of 99 indicates that this study used a data sample of 100 respondents. Overall, through the Combined F-count value of 100.192 (Sig. < .001), variations in the Service Quality group are proven to have a significant influence in explaining variations in Purchasing Decisions.

Thus, it can be concluded that the linearity assumption in this study has been met, so that the linear regression model is suitable for use in the next stage of data analysis.

2. Linearity Test Results of Purchasing Decisions - Customer Satisfaction

Table 20. Linearity Test of Purchasing Decision - Customer Satisfaction

			Sum of Squares	**df**	**Mean Square**	**F**	**Sig**
Y*X2	Between Groups	(Combined)	878,395	14	62,743	59,492	< 0.001
		Linearity	859,794	1	859,794	815,244	< 0.001
		Deviation from Linearity	18,602	13	1,431	1,357	0.198
	Within Groups		89,645	85	1,055		

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	Total	968,040	99

Source: Processed primary data, 2026

Based onTable 20 obtained the F-count value in the Linearity row of 859,794 with a significance value (Sig.) of <0.001 Because the significance value is smaller than 0.05, there is a significant linear relationship between Customer Satisfaction and Purchasing Decisions. In the Deviation from Linearity row, the F-count value was obtained at 1,357 with a significance value (Sig.) of 0.198. This significance value is greater than 0.05, so it can be stated that there is no significant deviation from the linear line and the Combined F value of 59,492 Sig. <0.001), then all of this data confirms that the linearity assumption has been met well and the linear regression model.

Hypothesis Testing

1. Partial Test

Table 21. Partial Test Results

Mode		Unstandardized Coefficients		Standardized Coefficients		
		B	**Std. Error**	**Beta**	**t**	**Sig**
1	(Constant)	6,708	1,804		3,718	< 0.001
	Quality of Service	0.350	0.065	0.538	5,409	< 0.001
	Customer satisfaction	0.196	0.063	0.310	3,122	0.002

Dependent Variable: Purchase Decision

Source: Processed primary data, 2026

Based on Table 21, the partial test shows that the significance value for the Service Quality variable is <0.001 and the sig. value for Customer Satisfaction is 0.002. Because both Sig. values are smaller than 0.05, the independent variables individually have a significant effect on the dependent variable, Purchasing Decision. This shows that partially they provide a real contribution in explaining variations in purchasing decisions, both increasing service quality and increasing customer satisfaction each have a significant effect separately on the increase.

2. Simultaneous Test

Table 22. Simultaneous Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	657,490	2	328,745	91,143	< 0.001 b
	Residual	349,870	97	3,607		
	Total	1007,360	99			

Dependent Variable: Purchase Decision

Predictors: (Constant), Customer Satisfaction, Service Quality

Source: Processed primary data, 2026

Based on Table 22, it shows that the significance value for Regression is <.001, which means the overall regression model is statistically significant. Two independent variables (Customer Satisfaction and Service Quality) together have a significant effect on the dependent variable (Purchase Decision). This is indicated by the calculated F value of 91.143 which is much greater than the F table at a = 0.05 (3.90), so the null hypothesis (that all regression coefficients are equal to zero) is rejected. This means that the formed regression model is better at explaining the variability of purchasing decisions than the model without independent variables, and can be used to predict purchasing decisions together.

Coefficient of Determination Test

1. Partial Determination Coefficient Test of Service Quality - Purchasing Decision

Table 23. Results of the Partial Determination Coefficient Test of Service Quality - Purchasing Decisions

Summary Model				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.786a	0.618	0.614	1,982

Source: Processed primary data, 2026

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Based on Table 23, the regression analysis model shows an R value of 0.786, which indicates a strong and positive relationship or correlation between the Service Quality variable and the dependent variable. Furthermore, an R Square value of 0.618 (or 61.8%) is obtained, which means that the Service Quality variable contributes or influences 61.8% of the variation in the dependent variable, while the remaining 38.2% is influenced by other factors outside this research model. The Adjusted R Square value of 0.614 indicates that this regression model is very stable and reliable when applied to a wider population. Finally, the Std. Error of the Estimate value of 1.982 reflects a relatively small level of prediction error, so this regression model is considered quite accurate in predicting the value of the dependent variable based on the Service Quality provided.

2. Partial Determination Coefficient Test of Customer Satisfaction - Purchasing Decision

Table 24. Results of the Partial Determination Coefficient Test of Customer Satisfaction - Purchasing Decision

Summary Model				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.740a	0.548	0.543	2,156

Source: Processed primary data, 2026

Based on Table 24 of the Model Summary analysis results above, Customer Satisfaction has a strong and positive relationship with the dependent variable (R = 0.740). This Customer Satisfaction variable has an influence of 54.8% (R Square = 0.548) on the dependent variable, while the remaining 45.2% is influenced by other factors outside the research model. This model is also considered stable with an Adjusted R Square value of 0.543 (54.3%) and has an estimation error rate of 2.156 (Std. Error of the Estimate).

3. Simultaneous Determination Coefficient Test

Table 25. Results of Simultaneous Determination Coefficient Test

Summary Model				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.808a	0.653	0.646	1,899

a. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: Processed primary data, 2026

Table 25 above shows a very strong relationship between the independent and dependent variables. The R Square value of 0.653 (65.3%) indicates that the independent variable contributes or influences 65.3% of the dependent variable, while the remaining 34.7% is influenced by factors outside the study. Meanwhile, the Std. Error of the Estimate value of 1.899, which is relatively small, indicates that the level of error in this model's predictions is very low, so this regression model is considered accurate.

Multiple Linear Regression Test

Table 26. Results of the Regression Coefficient Test

Mode		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig
1	(Constant)	6,708	1,804		3,718	< 0.001
	Quality of Service	0.350	0.065	0.538	5,409	< 0.001
	Customer satisfaction	0.196	0.063	0.310	3,122	0.002

Source: Processed primary data, 2026

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 6.708 + 0.350 + 0.196$$

The results of the multiple linear regression test above are as follows:

Constant Value (6.708): Shows that if the Service Quality and Customer Satisfaction variables have a value of zero (no change), then the Purchase Decision value is 6.708.

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The Influence of Service Quality (X1): Has a positive coefficient value of 0.350. This means that for every one unit increase in the Service Quality variable, the Purchasing Decision will increase by 0.350. Based on the calculated t value (5.409) > t table (1.98472) (or a Sig value < 0.001 which is smaller than 0.05), then Service Quality is proven to have a significant partial influence on Purchasing Decisions.

The Influence of Customer Satisfaction (X2): Has a positive coefficient value of 0.196. This means that for every one unit increase in the Customer Satisfaction variable, the Purchase Decision will increase by 0.196. Based on the calculated t value (3.122) > t table (1.98472) (or a Sig value of 0.002 which is smaller than 0.05), Customer Satisfaction is also proven to have a significant partial influence on Purchase Decisions.

It can be concluded that both variables (Service Quality and Customer Satisfaction) have a positive and significant influence on purchasing decisions. If quality and satisfaction are improved, consumer purchasing decisions will also significantly improve.

Discussion of Research Results

1. The Influence of Variable X1 on Variable Y

Based on the partial test results (t-test) listed in Table IV.18, the t-value for the Service Quality variable (X_1) is 5.409. The resulting significance value is <0.001, which is much smaller than the specified significance level of 0.05 (<0.001 <0.05). In addition, the regression coefficient (B value) has a positive direction of 0.350. This indicates that Ho is rejected and H1 is accepted, which means that Service Quality (X1) has a positive and significant partial influence on Purchasing Decisions (Y) at PT XYZ.

A positive coefficient of 0.350 indicates that every increase in service quality is followed by an increase in customer purchasing decisions. Service quality rated as excellent by respondents (with a high average score of 44.53) was proven to be one of the determining factors that encourage customers to make purchases at the store.

The results of this study are in line with the findings(Mutaqin et al., 2023)which states that service quality has a significant influence on purchasing decisions.

2. The Influence of Variable X2 on Variable Y

Based on the results of the partial test (t-test) in Table IV.18, the Customer Satisfaction variable (X2) has a calculated t-value of 3.122 with a significance value of 0.002.

This significance value is less than the error tolerance limit of 0.05 (0.002 <0.05). The regression coefficient (B) for this variable also shows a positive direction at 0.196.

These results indicate that Ho is rejected and Ha is accepted, so it can be concluded that Customer Satisfaction (X2) has a positive and significant partial influence on Purchasing Decisions (Y) at PT XYZ.

This positive influence indicates that the higher the level of satisfaction experienced by customers, the greater their likelihood of making a purchase decision. The sense of satisfaction instilled from previous shopping experiences has been shown to significantly contribute to increased frequency of visits and purchase volume.

This finding is supported by research(Nasution et al., 2025)the results of the analysis show that customer satisfaction is the factor that has the most significant influence on purchasing decisions.

3. The Influence of Variables X1 and X2 on Variable Y

Based on the results of the simultaneous test (F test) in Table IV.19, the calculated F value was 91.143 with a significance level of <0.001. This significance value is much smaller than the real level of 0.05 (<0.001 <0.05). Thus, the statistical test decision states that Ho is rejected and Ha is accepted. This proves that Service Quality (X_1) and Customer Satisfaction (X2) together (simultaneously) have a positive and significant influence on Purchasing Decisions (Y) at PT XYZ. These results confirm that purchasing decisions taken by customers are not only triggered by one factor alone, but rather the result of a synergistic combination of quality service and satisfaction felt by consumers. When PT XYZ is able to maintain high service quality performance while maintaining customer satisfaction, these two aspects will create a much greater impact in driving customers' final purchasing decisions.

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Analysis results(Istiono et al., 2022)simultaneously identifying customer satisfaction and service quality as having a positive and significant influence on the decision to use services.

Conclusion

This study shows that service quality and customer satisfaction have a positive and significant influence on purchasing decisions at PT XYZ, both partially and simultaneously. Service quality is the variable that has a greater influence than customer satisfaction, so that improving service quality can provide a stronger contribution in driving purchasing decisions. Simultaneously, both variables are able to explain 65.3% of the variation in purchasing decisions, while the remainder is influenced by other factors outside the study. These findings confirm that the company's success in increasing purchasing decisions is determined not only by product completeness, but also by consistent service quality and the company's ability to create customer satisfaction through a positive shopping experience.

This study still has limitations because it only involved 100 respondents at one retail company in Bekasi City and used two independent variables, so the results cannot be generalized to the entire retail sector. Therefore, further research is recommended to expand the coverage area, increase the number of respondents, and add other variables such as price, promotion, brand image, location, or customer loyalty to obtain a more comprehensive model. Practically, PT XYZ needs to maintain the quality of service that has been assessed as excellent while improving aspects that still need to be optimized, such as providing a more flexible non-cash payment system, strengthening promotional programs, and improving the quality of employee interactions with customers. These steps are expected to increase customer satisfaction, encourage purchasing decisions, and strengthen the company's competitiveness.

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