The Effect of Service Quality and Price Strategy on Customer Satisfaction through Purchasing Decisions as an Intervening variable
In 212 Mart Gowa, South Sulawesi Province

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Abstract
Along with the development of increasingly modern times this has caused a lot of competition in the business world, including retail business. Every businessman needs to pay attention to the factors that influence customer purchasing decisions. The research objective is to determine the effect of service quality and pricing strategies on purchasing decisions, determine the effect of service quality and pricing strategies on customer satisfaction, determine the effect of purchasing decisions on customer satisfaction, to determine the effect of service quality and pricing strategies on customer satisfaction through purchasing decisions at 212 Mart Gowa. The population in this study were all consumers who shop at 212 Mart Gowa determined as many as 100 respondents. Data collection techniques through observation, interviews, and questionnaires. While the data analysis technique uses validity and reliability, path analysis, hypothesis testing and coefficient of determination. The results of the study found that service quality has a positive but not significant effect on purchasing decisions, price strategy has a positive effect but is not significant on purchasing decisions, service quality has a positive and significant effect on customer satisfaction, price strategy has a positive and significant effect on customer satisfaction, purchasing decisions have a positive effect and significant on customer satisfaction, service quality has a positive but not significant effect on customer satisfaction through purchasing decisions, and the price strategy has a positive but not significant effect on customer satisfaction through purchasing decisions on 212 Mart Gowa.

Keywords: service quality; pricing strategy; purchasing decisions; customer satisfaction

INTRODUCTION
Along with the development of increasingly modern times this has caused a lot of competition in the business world, including retail business. Retail is a business that sells products / merchandise for household needs, including daily necessities that use a self-service system (consumers take the goods / products themselves without a salesperson serving). Products are basic knowledge that must be known by someone who works or studies in the retail business. With good product knowledge will be able to develop retail businesses and be able to serve a predetermined target market, in terms of meeting the needs and desires of consumers.

Levy and Weitz (2017: 8) "Retailing is a series of business activities to add value to goods and services sold to consumers for personal or household consumption". So consumers who are targeted by retailing are the final consumers who buy products for their own consumption. The retail industry that is developing at this time is diverse and can be classified in many ways, for example; Retail can be grouped according to the activity of selling goods: 1) Small Retail or also...
commonly called traditional retailers where the goods sold are usually in small quantities and most shop owners in this small retail business are owned individually, for example small retailers are kiosks or traders street vendors who are sedentary, as well as those who have no roots like retailers who sell their wares around; 2) Large Retail, controlled by large organizations which are retailers that provide goods that are sold in large quantities, examples of these organizations include: Department Stores - Chain organization, Supermarkets, Minimarkets, Catalog Stores, Warehouses, Outlets and Online Stores.

Minimarket is one type of large retail business that is growing rapidly today that sells daily necessities and offers convenience because of its location or location that is accessible and close to consumers and prioritizes practicality and speed that is supported from the area of shops or outlets that are not too big so consumers can be satisfied shopping with time that is not too long. Another advantage of shopping at the convenience store is the safe and comfortable atmosphere of shopping, no difficulty choosing the items needed, the quality of goods is more guaranteed when compared to shopping at traditional markets, the price of goods is certain so that it does not need to be negotiable and can shop for various purposes in one place thus saving time and effort.

Factors that need to be considered to influence customer purchasing decisions are service quality and pricing strategies. Quality of service is one part of the Marketing Management strategy. Service quality has become a dominant factor in the success of an organization. Quality development is strongly driven by conditions of competition between companies, technological advances, stages of the economy and social culture of the community.

Quality of service is a necessity that must be done by the company in order to be able to survive and still get the trust of customers. Tjiptono (2011: 59) states that "Service Quality is the expected level of excellence and control over the level of excellence is to meet customer desires". Lewis and Booms in Tjiptono (2012: 157) state that "a measure of how well the level of service provided is able to match customer expectations". Gooth and Davis in Tjiptono (2012: 51) also stated "quality is a dynamic condition related to products, services, people, processes and the environment that meets or exceeds expectations.

In addition, the price strategy also has an important role that influences customer purchasing decisions. According to Kotler (2009: 87), prices are more determined by consumers and competitors or the dynamics of competition than costs. More or less information obtained by consumers influences the occurrence of an interaction because consumers have information or references to compare the price of one product with other products and with alternative products. Meanwhile, from the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of goods or services. Value can be defined as the ratio between perceived benefits and price. Thus, at a certain price level, if the benefits perceived by consumers increase, the value will increase as well.

The customer's decision in making a purchase is influenced by reasoning over the information knowledge obtained. According to Assauri in Waluku, Mananek, Sepang (2014) regarding purchasing decisions is a decision-making process of purchase which includes determining what will be purchased or not make a purchase, and the decision was obtained from previous activities. The decision to buy can lead to how the decision making process is carried out. Many factors are considered by consumers in deciding to buy a product. So entrepreneurs must be observant in seeing what factors must be considered to attract consumers.

The marketing concept emphasizes the importance of customer satisfaction in supporting the success of a company in order to realize the expected goals. Simply stated, customer satisfaction with certain products is the result of a comparison made by the customer to the level of benefits offered with the expected level of benefits.

In Indonesia there are a number of minimarket brands including Circle K, Starmart, Alfamart, Indomaret. Intense competition among retail businesses is caused by the increasing number of shopping centers. This competition makes companies in the retail sector try to maintain their
customers and become the consumer of choice retailers. 212 Mart as an Islamic-based minimarket that was recently established, then entered into the intense competition in the retail world. 212 Mart itself also has a slight difference with other mart where 212 Mart does not sell contraceptives, cigarettes or alcohol. Even so service providers must understand the needs and desires of customers in terms of service so they feel satisfied and make repeat purchases and impulse buying.

Based on data obtained from customer transaction reports 212 Mart Al-Fatih Citra Garden Gowa in the period March 2019-January 2020, which shows that in March 2019 had the lowest sales of 776 transactions or only 776 customers made transactions in the month the. This happens because there is a renovation of the building for a month, thereby reducing the convenience of customers in making purchases or transactions at 212 Mart Gowa. Then another problem is the price change from the distributor, which affects the selling price of 212 Gowa Mart.

LITERATURE REVIEW

Literature review used in this study is to discuss service quality, pricing strategies, customer satisfaction and purchasing decisions.

Quality of Service

One of the strategies used by the company to win the competition is with good service quality. Customers are interested in buying a product or service because of the good quality of service. According to Tjiptono (2016: 59) states that "Service quality is the expected level of excellence and control over the level of excellence is to meet customer desires.

According to Kotler in Fandy Tjiptono (2016: 284) revealed that there are five dominant factors or determinants of service quality, the five dominant factors are:

a. Tangible, which is in the form of physical appearance, equipment and various good communication materials.
b. Empathy (Empathy), namely the willingness of employees and employers to care more about giving personal attention to customers.
c. Quick response (Responsiveness), namely the willingness of employees and employers to help customers and provide services quickly and hear and resolve consumer complaints.
d. Reliability, which is the ability to provide services as promised, trusted and accurate, as well as consistent.
e. Assurance, which is the ability of employees to create confidence and trust in the promises that have been stated to consumers.

Price

Price is the only element of the marketing mix that can bring revenue to the company. The price is flexible where at any time it can change by itself. Price is the label that is in a product that must be paid in order to get the product / service. Price is a factor that has a significant influence on purchasing decisions. According to Buchari Alma (2014: 169) price is the value of an item expressed in money. Meanwhile, according to William J. Stanton, translated by Yohanes Lamarto (2012: 112) "Prices can be interpreted as the number of units of money (monetary units) and / or other aspects (non monetary) that contain certain utilities / uses needed to get a product".

According to Stanton in Situmeang (2017) there are four key aspects of price namely:

a. Affordability of prices
   Affordability of prices is an aspect of pricing carried out by producers or sellers in accordance with consumers' purchasing abilities.
b. Price match with product quality
   Aspects of pricing done by producers or sellers in accordance with the quality of products that can be obtained by consumers.
c. Price competitiveness
   Price quotes given by producers or sellers are different and compete with those provided by
other producers, on the same type of product.
d. Price match with product benefits
   Aspects of pricing carried out by producers or sellers in accordance with the benefits that can be obtained by consumers from the product purchased.

**Purchase Decisions**

Purchasing decision is a process of decision making about a purchase which includes determining what will be bought or not to make a purchase and the decision is obtained from previous activities. Meanwhile, according to Kotler (2005) states that: Purchasing decision is a process of solving problems that consist of analyzing the needs and desires, information search, assessment of the sources of selection of alternative purchases, purchasing decisions, and behavior after purchase. Indicators of Purchasing Decisions Indicators of purchasing decisions (in Soewito: 2013) which are perceived needs, activity before buying, behavior when wearing, and post-purchase behavior.

**Customer Satisfaction**

According to Kotler in Sunyoto's book (2013: 35), consumer satisfaction is the level of one's feelings after comparing (perceived performance or results) compared to his expectations. Consumers can experience one of three general levels of satisfaction that is if performance is below expectations, consumers will feel disappointed but if the performance is in line with customer expectations will feel satisfied and if performance can exceed expectations, customers will feel very satisfied happy or happy. According to Tjiptono (2016: 146), customer satisfaction is a feeling of pleasure or disappointment someone who appears after comparing the perception of the performance (results) of a product with his expectations ". So according to some of these definitions, it can be concluded that satisfaction is a result of the comparison between expectations and performance obtained, therefore research is needed to determine consumer expectations so that companies can meet these expectations.

To measure a variable, dimensions and indicators of that variable are needed. Consumer satisfaction has two dimensions, namely:
a) Performance
   Performance is the tangible result of a service provided by the company to consumers.
b) Hope
   Expectations are estimates or customers' beliefs about what they will receive.

**RESEARCH METHOD**

**Location and Research Design**

The object of this research is at one retailing precisely 212 Mart Gowa located in Sungguminasa, Gowa Regency. While the design of this study used a quantitative approach and the causality method which aims to determine the relationship between service quality and pricing strategies on customer satisfaction through purchasing decisions as an intervening variable. The research design is a comprehensive plan of research covering things that will be done by researchers starting from making hypotheses and their operational implications to the final analysis of the data which is then concluded and given advice.

**Population or Samples**

The population in this study were all 212 Mart Gowa customers who averaged 4,455 people each month. Determination of the number of samples used by the authors in this study is based on the Slovin method as a measurement tool to calculate the sample size because the total population is known to be more than 100 respondents, Sugiyono (2011: 7). While the technique of determining the sample based on the criteria or characteristics of the sample referred to in this study are: Consumers with a minimum amount of shopping 5 times, and consumers have purchased products at 212 Mart
Al Fatih Citra Garden Gowa in the period March 2019 to January 2020.

**Data Collection Method**

In this study, researchers used several data collection methods including: a) Observation, is a data collection tool that is done by observing and recording systematically the agreed symptoms, b) Interview is a question and answer process in research that takes place orally in which two or more people face to face listen directly to information or information, c) Documentation is the collection of data that is not directly addressed to the subject of research, but through documents. The documentation method is looking for data about things or variables in the form of notes, transcripts, books, newspapers, magazines, agendas and so on, and d) Questionnaire is a method of data collection which is done by giving questions to respondents with questionnaire guidance. The questionnaire consists of open-ended questions, namely questions related to the identity of respondents to choose one of the available answers. Questions were made in the form of a questionnaire using a 1-5 Likert scale, each of which represented the opinions of the respondents.

**Data Analysis Method**

In this study, the analytical method used is path analysis, the analysis method used is the path analysis method. Used to analyze the pattern of relationships between variables. To test for the influence of intervening variables (mediation) the Multivariate regression analysis method is used.

1. **Validity Test**
   Validity Test is a measure that shows the extent to which the measuring instrument is able to measure what you want to measure. The level of validity can be measured by comparing the calculated value r (correlation item total correlation) with the table r value with the provisions for degree of freedom (df) = n-k, where n is the number of samples and k is the number of independent variables.

2. **Reliability Test**
   A reliable instrument is a measurement instrument that shows the consistency of a measuring instrument in measuring the same symptoms at other times. The results are shown by an index that shows how far a measuring instrument can be trusted or relied upon. A construct is said to be reliable if it has cronbach alpha> 0.5 and is said to be sufficient if alpha> 0.3.

3. **Multiple Linear Regression Analysis Test**
   Multiple linear regression analysis is used to determine the effect between two or more independent variables with one dependent variable that is displayed in the form of a regression equation. The independent variable is denoted by X1, X2, X3 ... Xn, while the dependent variable is denoted by Y (Priyatno 2011: 238). This regression method has been widely used by numbers of research to predict the relationship between independent variables and dependent variable (e.g. Surdani, Kadir, Aswan, 2019; Aswan, Jusni & Dewi, 2017; )

4. **Hypothesis Testing**
   Testing the proposed hypothesis, the T test and F test statistics are used. The T test is to test the effect of the independent variables partially, while the F test is to test the effect of the independent variables simultaneously or together.

5. **Coefficient of Determination (R2)**
   Determination analysis is used to determine the percentage contribution of the influence of the independent variables together to the dependent variable (Priyatno 2011: 251).

**EMPIRICAL RESULTS**

**Findings**

For path testing (path analysis) is processed using SPSS version 24. It aims to test whether customer satisfaction can mediate the effect of service quality and pricing strategies on customer purchasing decisions 212 Mart Gowa. Following are the regression coefficients using SPSS 24 can
be seen from the following table.

Table 1. Regression Coefficients in Path Testing

<table>
<thead>
<tr>
<th>Information</th>
<th>Model</th>
<th>Unstandardized Coefficient</th>
<th>Standardized Coefficient</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>Effect of Service Quality and Price Strategy on Purchasing Decisions</td>
<td>Constant</td>
<td>28.848</td>
<td>4.542</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Quality of Service</td>
<td>0.117</td>
<td>0.083</td>
<td>0.141</td>
</tr>
<tr>
<td></td>
<td>Pricing Strategy</td>
<td>0.150</td>
<td>0.103</td>
<td>0.145</td>
</tr>
<tr>
<td></td>
<td>R = 0.203</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>R Square = 0.041</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F hitung = 2.088</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig = 0.129b</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Effect of Service Quality and Price Strategy on Purchasing Decisions Through Customer Satisfaction</td>
<td>Constant</td>
<td>11.811</td>
<td>5.617</td>
<td>.038</td>
</tr>
<tr>
<td></td>
<td>Quality of Service</td>
<td>0.315</td>
<td>0.089</td>
<td>0.324</td>
</tr>
<tr>
<td></td>
<td>Pricing Strategy</td>
<td>0.205</td>
<td>0.111</td>
<td>0.169</td>
</tr>
<tr>
<td></td>
<td>Customer satisfaction</td>
<td>0.253</td>
<td>0.109</td>
<td>0.215</td>
</tr>
<tr>
<td></td>
<td>R = 0.459a</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>R Square = 0.211</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>F count = 8.554</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig = 0.000b</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data processed with SPSS

Based on the regression coefficient in the path analysis that is processed using SPSS version 24, it will be presented an analysis of research data each path is described as follows.

1. **Effect of Service Quality and Price Strategy on Purchasing Decisions**

Analysis of this research data from each predetermined pathway will be presented linear regression equations in this study are: \( Y = 28,848 + 0.141X1 + 0.145X2 \)

Based on the regression that has been described from the equation above, it can be presented with interpretation in the equation that has been found, namely:

\( a = 28,848 \) is a constant value, meaning that the purchase decision is 28,848 if the service quality and pricing strategy are zero.

\( \beta 1X1 = 0.141 \) which means that there is a positive influence on service quality on purchasing decisions. This can be interpreted by the higher level of quality of services provided, the higher the purchasing decision.

\( \beta 2X2 = 0.145 \) which means that there is a positive influence of the price strategy on customer satisfaction. This can be interpreted by the better the pricing strategy, the higher the buying decision.

2. **Effect of Service Quality, Price Strategy and Purchasing Decisions on Customer Satisfaction**

Analysis of this research data from each predetermined pathway will be presented linear regression equations in this study are: \( Z = 11,811+ 0.324X1 + 0.169X2 + 0.215Y \)

Based on the regression that has been described from the equation above, it can be presented with interpretation in the equation that has been found, namely:

\( a = 11,811 \) is a constant value, meaning that customer satisfaction is 11,811 if the service quality, pricing strategy and purchasing decisions are zero. This can be explained that customer satisfaction will increase if there is service quality, pricing strategies and purchasing decisions.

\( \beta 1X1 = 0.194 \) which means that there is a positive influence on service quality on customer satisfaction.

\( \beta 2X2 = 0.619 \) which means there is a positive influence of the price strategy on customer satisfaction.
BY = 0.215 which means there is a positive influence between customer satisfaction on purchasing decisions.

Path Analysis

In connection with the description above, the path coefficient can be presented which can be seen in the following figure:

![Path Analysis Diagram](image)

Figure 1. Test Path

Path Analysis The Effect of Service Quality and Price Strategy on Purchasing Decisions are mediated by Customer Satisfaction

Information:

\[ \Sigma 1 = \sqrt{1 - R^2} \]
\[ = \sqrt{1 - 0.041} = 0.768 \]

\[ \Sigma 2 = \sqrt{1 - R^2} \]
\[ = \sqrt{1 - 0.211} = 0.888 \]

Source: Processed data, 2020

In this study the direct effect (direct effect) is the direct influence of one variable on other variables without going through the intervening variable, while the indirect effect (indirect effect) is the indirect effect of one variable on other variables via the intervening variable. While the total effect is the total effect is the total effect of the independent and intervening variables on the dependent variable. The following is a recapitulation of the calculation value of the direct effect, indirect effect and total effect contained in Table 2.

Table 2. Recapitulation Results of Direct, Indirect, and Total Effects

<table>
<thead>
<tr>
<th>No.</th>
<th>Path coefficient</th>
<th>Path coefficient</th>
<th>Indirect Influence</th>
<th>Indirect Influence</th>
<th>p-value</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Effect of service quality on purchasing decisions</td>
<td>0.141</td>
<td>-</td>
<td>-</td>
<td>0.158</td>
<td>+ / not significant</td>
</tr>
<tr>
<td>2.</td>
<td>The influence of the price of the price of the purchase decision</td>
<td>0.145</td>
<td>-</td>
<td>-</td>
<td>0.149</td>
<td>+ / not significant</td>
</tr>
<tr>
<td>3.</td>
<td>The effect of service quality on customer satisfaction</td>
<td>0.324</td>
<td>0.030</td>
<td>0.354</td>
<td>0.038</td>
<td>+ / significant</td>
</tr>
<tr>
<td>4.</td>
<td>Effect of pricing strategies on customer satisfaction</td>
<td>0.169</td>
<td>0.031</td>
<td>0.200</td>
<td>0.069</td>
<td>+ / significant</td>
</tr>
<tr>
<td>5.</td>
<td>The influence of purchasing decisions on customer satisfaction</td>
<td>0.215</td>
<td>-</td>
<td>-</td>
<td>0.022</td>
<td>+ / not significant</td>
</tr>
</tbody>
</table>

Source: Processed data

Based on Table 2 it is known that the direct effect of the service quality variable on purchasing decisions is 0.141, then the direct effect of the price strategy variable on purchasing...
decisions is 0.145, and the direct effect of service quality variables on customer satisfaction is 0.324. Next, the direct effect of the price strategy variable on customer satisfaction is 0.169 and the direct effect of the customer decision variable on Repurchase Interest is 0.215. Following is the elaboration of the results of the calculation of indirect or influence:  

\[ \text{Indirect Effect (IE) I} = \rho_{YX1} \times \rho_{ZY} \]
\[ = 0.141 \times 0.215 \]
\[ = 0.030 \]
\[ \text{Indirect Effect (IE) II} = \rho_{YX2} \times \rho_{ZY} \]
\[ = 0.145 \times 0.215 \]
\[ = 0.031 \]

In Table 2 it is known that the first indirect or indirect effect (IE) on the effect of service quality (X1) on customer satisfaction (Z) through a purchasing decision (Y) of 0.030. The second indirect effect or indirect effect (IE) on the effect of price strategy (X2) on customer satisfaction (Z) through a purchase decision (Y) of 0.031. Next is the translation of the calculation of the calculation of the total effect or total effect:

\[ \text{Total Effect (TE) I} = \text{Direct Effect} + \text{Indirect Effect} \]
\[ = \rho_{ZX1} + (\rho_{YX1} \times \rho_{ZY}) \]
\[ = 0.324 + 0.030 \]
\[ = 0.354 \]
\[ \text{Total Effect (TE) II} = \rho_{ZX2} + (\rho_{YX2} \times \rho_{ZY}) \]
\[ = 0.169 + 0.031 \]
\[ = 0.200 \]

Based on the above calculation, it can be seen, the total effect I, namely the effect of service quality on purchasing decisions and its impact on customer satisfaction is 0.354. Furthermore, the total effect II is the effect of the price strategy on purchasing decisions and the impact on customer satisfaction of 0.200.

Based on these calculations, it shows that the direct effect of service quality variables on customer satisfaction is greater than the indirect effect of service quality variables on customer satisfaction through purchasing decisions (0.030 < 0.324). Then the direct effect of the price strategy variable on customer satisfaction is greater than the indirect effect of the price strategy variable on customer satisfaction through a purchasing decision (0.031 < 0.212). So it can be concluded that in this study, service quality variables and pricing strategies have a very important role in influencing customer satisfaction variables, although they are also supported by purchasing decision variables.

**DISCUSSION**

1) **The Effect of Service Quality on Purchasing Decisions**

Based on the results of data analysis in this study which shows that service quality has a positive but not significant effect on purchasing decisions at 212 Mart Gowa. The results of this study are consistent with research by Lestari, Ramadhanl Dwi (2017) with the title Effect of Price and Quality of Service on Decision of Product Purchasing in Fish Head Curry Bank Jo. In this study shows that the quality of service is not significant for purchasing decisions, because in making decisions purchasing daily needs do not consider the quality of services provided by the company. However, the results of the research on service quality items namely, 212 Mart Gowa has professional employees in serving customers who have 53% respondents agreed and 47% strongly agreed. Furthermore, in the purchase decision item, I intend to transact in 212 Mart in the future because I am satisfied with the previous transaction, which has 58% agreed and 42% strongly agreed. This proves that the influence of service quality in 212 Mart Gowa influences purchasing decisions. Therefore improving the quality of service at 212 Gowa Mart can have a positive influence on purchasing decisions.
2) **Effect of Price Strategy on Purchasing Decisions**

From the results of the regression equation, the results show that the price strategy has a positive and not significant effect on customer satisfaction at 212 Mart Gowa. This is consistent with the theory put forward by Kotler and Armstrong (2008: 312) states that "Price as the amount of money charged for a product or service, or the sum of values that customers exchange for benefits of having or using the product service" , which means the price is the amount of money billed for a product and service or the amount of value exchanged by customers to get the benefits of owning or using a product and service. Of the three definitions explain that the price is an important element in a company where the price of the company will get income for the survival of the company from purchasing decisions by customers. This study is in line with research conducted by Rosihan (2018) with the title Effect of Price, Location, and Promotion of Purchasing Decisions (Study on Empire Gym Consumers), which found that prices offered by Empire Gym are less affordable so consumers are less in agreement with those offered by Empire Gym.

3) **The Effect of Service Quality on Customer Satisfaction**

The regression analysis results show that service quality has a positive effect on purchasing decisions but it is not significant, this is in accordance with the theory put forward by Tjiptono, 2011, namely consumers who determine the quality or not of a service. Therefore, whether or not service quality will depend on the ability of service providers to consistently meet the expectations of their consumers. This theory synergizes with the theory proposed by Kotler and Keller (2016) that purchasing decisions are a process where consumers go through five stages, namely problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, which begin long before actual purchases done and have an impact long after that. This research is also in line with research conducted by Kodu (2017) which shows that the existence of quality services will encourage consumer purchasing decisions. In addition, quality service can also encourage consumers to establish strong bonds with companies.

4) **Effect of Price Strategy on Customer Satisfaction**

The results of multiple linear regression analysis obtained the regression results that the price strategy has a positive and significant effect on purchasing decisions. This is consistent with the theory put forward by David W.Cravens (2002: 52) "the price of a measure of product quality if buyers have difficulty in evaluating complex products that affect financial performance and also greatly affect buyer perceptions and brand positioning. The results of the research on the pricing strategy items are, the price is in accordance with the purchasing power of consumers who have 59% respondents agreed and 36% strongly agreed. Furthermore, on the item of customer satisfaction that is, the product provided in accordance with customer needs has 79% respondents agree and 21% strongly agree. This proves that the pricing strategy at 212 Mart Gowa influences customer satisfaction. The results of this study are in line with research conducted by Seanewati Oetama (2011) in his research stating that variable pricing strategies significantly influence purchasing decisions.

5) **Effect of Purchasing Decisions on Customer Satisfaction**

Based on multiple linear regression analysis, the results show that customer satisfaction has a positive but not significant effect on purchasing decisions. This is in accordance with the theory put forward by Tjiptono (2002: 200), where the consumer satisfaction strategy causes competitors to try hard and do high costs in an effort to seize the consumer of a company. The impact of customer satisfaction on purchasing and repurchase decisions varies by company. Because satisfied consumers do not mean they are satisfied, but satisfied consumers will tend to be loyal consumers. Consumer satisfaction is influenced by two main variables, namely Expectations and Perceived Performance, if Perceived Performance exceeds Expectations, then consumers get satisfaction, ultimately creating good purchasing decisions and ultimately becoming loyal consumers. The results of this study are in line with research conducted by Gawan Sebastian (2011) where the results of multiple linear regression analysis it can be seen the effect of consumer satisfaction on XL Blackberry Internet

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Service repurchase decision, giving effect to the Y variable of 7.88% but not significant, while the remaining 92.12% is influenced by other factors not observed in this study.

6) Effect of Service Quality on Purchasing Decisions through Customer Satisfaction

Based on the results of the regression analysis, it is found that service quality has a negative and not significant effect on purchasing decisions if through customer satisfaction. The actual service quality is based on the perception of consumer behavior towards a product or service. The dimension of service quality will be perceived by consumers through consumer behavior by making purchasing decisions on a product or service. After the consumer makes a purchase based on the quality of his service then the consumer evaluates the purchase made by relying on consumer behavior that is attitude as a psychological process. From this attitude, consumers will evaluate whether consumers are satisfied with the products or services offered (Ali Hasan, 2013). This relationship is in line with the results of research Imroatul Khasanah and Novian Yuga Pamuyo (2011) who examined the analysis of the influence of product attributes, promotion mix, and service quality on purchasing decisions for merchandise products.

7) Effect of Price Strategy on Purchasing Decisions through Customer Satisfaction

Based on the results of the regression analysis, it is found that the price strategy has a negative and not significant effect on purchasing decisions if through customer satisfaction. Pricing is basically a basic theory of the marketing mix and consumer behavior. Both can be used when looking at the price perception of the purchase decision of a product or service. This information search which is referred to as a psychological process in consumer behavior is perception. Before deciding to buy a product or service, consumers will perceive whether the price of an affordable product or service is cheap or there is a discount (promo) or a bonus (merchandise) (Ali Hasan, 2013). After that, new consumers decide the purchase decision on a product or service product. After buying any, consumers will evaluate the price of a product or service, whether in accordance with the price of a product or service or the need for discounts. On this basis, consumers assess their satisfaction with a product or service. And then, will again buy products or services purchased previously as a result of satisfaction with the price offered for a product or service. This condition is in line with research conducted by Rindang Lista Sari, Silvya L. Mandey and Agus Supandi Soegoto (2014) who examined brand image, price and promotion of its effect on the decision to purchase gold jewelry at PT Pegadaian (Persero), North Manado Branch.

CONCLUSION

Based on the results of the analysis and discussion of the study, several conclusions from the results of the analysis will be presented, namely: Service quality has a positive but not significant effect on 212 Mart Gowa customers, where in this study responsiveness (responsiveness) indicators become the indicators with the lowest contribution in forming decisions purchase of 212 Mart Gowa customers. Therefore 212 Marts need to improve services in terms of employee responsiveness in meeting customer needs. The pricing strategy has a positive but not significant effect on purchasing decisions on the purchasing decisions of 212 Mart Gowa customers, where in this study the price in accordance with the purchasing power of the customer is given as the lowest indicator so that the product price of 212 Mart needs to reduce prices or provide discounts to customers. Service quality has a positive and significant effect on customer satisfaction at 212 Mart Gowa. Where the employee indicator provides good service is a reflection that in providing good service, consumers will feel satisfied to shop at 212 Mart Gowa. The pricing strategy has a positive and significant effect on customer satisfaction at 212 Mart Gowa. In other words if the price of the product sold at 212 Mart is in accordance with customer expectations, the consumer will be satisfied. Purchasing decisions have a positive and significant effect on customer satisfaction, in which in this study the Indicators are interested in visiting again because the services provided are satisfactory. So it can be said that if customers decide to buy products at 212 Mart, they expect satisfaction when shopping. Service quality has a positive but not significant effect on customer satisfaction through a purchasing
decision on 212 Mart Gowa. The pricing strategy has a positive but not significant effect on customer satisfaction through a purchasing decision on 212 Mart Gowa. The suggestions that can be given in connection with the results of this study are as follows: It is recommended that the price of the product from 212 Mart needs to be adjusted to the quality of the product provided to form a good perception by the customers who are the object of this research. It is recommended that the need to pay attention to or improve 212 Mart Gowa services so as to create a sense of satisfaction with customers so that customers decide to buy back and provide post-purchase services such as member cards, etc., and it is recommended for future researchers to add other variables that can affect satisfaction customer and purchasing decisions such as retail mix, bonus pack or in store display.

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