THE INFLUENCE OF SERVICE QUALITY AND PRODUCT QUALITY TOWARD THE DECISION OF PROSPECTIVE CUSTOMERS IN USING SNAP N' GRAB PHOTOBOOTH SERVICE

Bobby Gunawan[1], Christina Whidya Utami[2]

Ciputra University, Surabaya
INDONESIA
Emails: [1]bobby_gunawan_official@hotmail.com, [2] whidyautami@ciputra.ac.id

ABSTRACT

This research aims to find out the factors that affect the decision of prospective customers in using Snap N Grab photobooth service. The researched variables in this study are variable of service quality (X1), product quality (X2), and prospective customers' decision (Y). The problem that Snap N Grab encountered is that there are a wide variety of new competitors started to emerge and have product differentiation which is in terms of price, product appearance, and quality. With so many variants of products, prices, and so on then Snap N Grab did suppression in product and service quality in order to survive in the competition so that prospective customers have no doubt in selecting Snap N Grab Photobooth service. The population in this research is the invited guests who took pictures in several events which the vendor of the photobooth is Snap N Grab. Sampling was conducted on May - June 2017 in several events handled by Snap N Grab. To get the sample, data collection was done randomly in the middle of the show and questionnaire was shared per 5 invited guests. On every event, only 10 questionnaires were shared. The analytical technique uses multiple linear regression and dominant test.
Based on the result of the conducted analysis, it is revealed that service and product quality have positive influence and are significant toward prospective customers' decision in using Snap N Grab photobooth service. In this research, the most dominant variable in influencing the decision of prospective customers in using Snap N Grab is the product quality variable. The product quality needs to be improved more than the service quality variable because prospective customers' decision in using Snap N Grab service is affected a lot by product quality.

Keywords: Service Quality, Product Quality, Prospective Customers' Decision

INTRODUCTION

The growth of the enterprise sector in the service field in the last few years is increasing because the service in certain economic condition is solidly required to improve people's life quality. Thus, the amount of service that people can enjoy is also increasing in number and type. The percentage of the service sector in Gross Domestic Product in service sector increases as much as 3.71%. This is mostly because of the government expenditure for the 13th remuneration in the III quarter period in 2014. Besides, the new academic school year, fasting month, and Idul Fitri Day cause entertainment place crowded, and push the growth of service sectors. The fact force extensive attention and interest, both from the academic side and practitioners to evaluate and study the various problems in service sectors (Badan Pusat Statistic (BPS), 2014).

One of the examples of business in the service sector is the Instant Photobooth & Mini Studio Instant Photo. These days, photobooth business catches people attention because there are lots of customers who want to capture an amazing moment into a photo. This kind of business will keep on growing as the costumers' need for different kind of photo since the photo is packed as interesting as possible and use it for a souvenir in gathering, wedding, sweet seventeen, birthday party, reunion, and other

occasions. Besides, instant photo booth service is also expected to give wonderful things for people who come to the occasion.

Snap N Grab Photocorner is one of the services runs in the instant photobooth sector. The main problem that Snap N Grab Photobooth has is started from the occurrence of competitors with various and different product including the price, quality, and also product appearance. With lots of product, price, and other variations, to be able to keep up in the competition, Snap N Grab emphasizes in the product and service quality. Thus, the potential customers will not hesitate to choose service from Snap N Grab Photobooth and the previous customers will gladly recommend it to colleague, friend, and family.

The main aim of this research is to analyze the influence of service and product quality variable to the potential costumer's decision in using the service from Snap N Grab Photocorner Malang. Also, the research is to find out which variable between service and product quality that dominantly influences the future costumer decision in using the service of Snap N Grab Photocorner Malang.

LITERATURE REVIEW

Service quality, according to Parasuraman in Soetjipto (2010:18) is "how far the difference between reality and expectation of the customer for the service that they get. The expectation is the desire of the customer from the service which probably given by company". According to A.V Feigenbaum (2010:12) that: "Product quality is a whole combination of product and service characteristic from marketing, simulation, making, and caring which include service and product which can be used to fulfilled the customer expectation". According to Kotler which is translated by Teguh and Rusli (2012:204), "Customer decision is a series of the process which a customer goes through in deciding purchasing act."
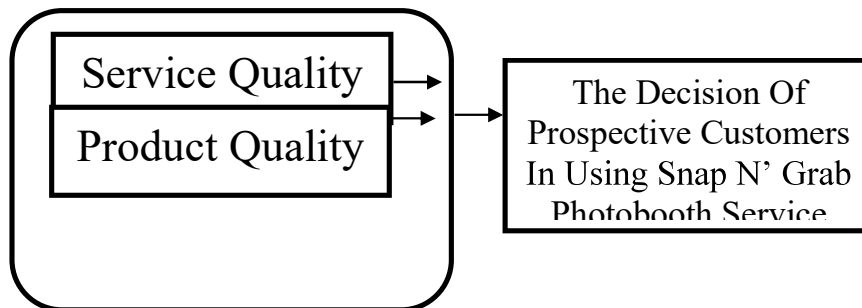

Figure 1. Analytical Model

The hypothesis in this research is to analyze the potential customer buying decision is:

H1: There is a significant influence of service and product quality variable toward potential customer decision in using the photobooth service of Snap N Grab Photocorner Malang.

RESEARCH METHODS

The research type used in this research is explanatory research. According to Sugiyono (2010:10), explanatory research is a research aimed to explain the role of researched variables as well as the relation between one variable and another. Thus in this research, the summed hypothesis will be tested to figure out the relationships among variables in this research about the influence of product and service quality toward the potential customer decision in using the photobooth service of Snap N Grab. The population in this research is invited guests in some events in which Snap N Grab is the photobooth vendor. The invited guests who take a picture can be considered as a potential customer because lots of them ask and choose the photobooth service of Snap N Grab during and after the events.

The sample in this research is half of the invited guests who take pictures in some events with Snap N Grab as the photobooth service which is 97 persons and can be considered as 100 persons and can be used as a sample in this research. The sample collecting is done from May to June 2017 in some of the

events which handled by Snap N Grab. To gather the sample, data collection is done randomly in the middle of the events and given a questionnaire per 5 guests. To prevent ruining the events, there are only 10 questionnaires given.

The operational definition is explained as the following: 1) service quality (X1) is how far the difference between reality and expectation of customer upon the service that they received. Variables from service quality concept used in the research are based on the service quality dimension. Product quality (X2), product quality is a whole character of a product which influences the ability to fulfill the need explicitly and implicitly.

To make the gathered data has high quality to test the arranged hypothesis punctuality, thus the questionnaire has to be validity, reliability tested, and fulfill the classical assumption, and so, any mistake in such forecasting should never happen (Santoso, 2010). Data analysis technique using double regression is to find out the free variable influence (X), product and service quality variable (Y), which is the potential customer decision.

FINDINGS AND DISCUSSION

Tabel 1 Simultaneous Significance Test Results (Test F)

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	258,014	2	129,007	110,373	,000[b]
Residual	113,376	97	1,169		
Total	371,390	99			

Test F testing in table 1 is used to figure out whether product and service quality influence simultaneously toward potential customer decision in using Snap N Grab. The result of F test shows that significant value is 0.000. This value is lower than (α) significance 0.006 which has been decided up to H0 declined and H1 accepted that indicates free variables simultaneously influence toward the bind variable. This means that service and product quality variable simultaneously significantly influence toward the potential customer decision in choosing Snap N Grab.

Tabel 2 Partial Significance Test Results (Test t)

Model	t	Sig.
(Constant)	6,876	,000
X1	5,745	,000
X2	7,338	,000

Partial testing is performed to find out the influence individually from each of the free variables toward the bind variable. Partial testing is performed to find out whether service and product quality variable has a partial influence on potential customer decision in using Snap N Grab. The testing used is a T-test.

The first partial testing is carried out toward the first variable (X1) in the research which is service quality variable. Based on the result of the test using SPSS can be concluded that the amount of count t is 5.745 with significance level 0.000. That significance level is lower than the significant level of 0.05 which has decided, thus, caused H0 declined and H1 accepted. This indicates that service quality variable partially significantly influences toward the potential customer decision in using Snap N Grab.

The second partial testing is carried out toward the second variable (X2) in the research, which is the product quality variable. Based on the test result using SPSS, it can be concluded that amount of t count is 7.338 and significance level is 0.000. That significance level is lower than the significance of 0.05 which has decided, thus, it causes H0 declined and H1 accepted. This indicates that product quality variable partially significantly influences toward the potential customer decision using Snap N Grab.

The F and T-test show that product and service quality positively influence the potential customer decision in choosing Snap N Grab service. This means that when there is the development of service and product quality, the potential customers' decision to choose Snap N Grab is also higher. The result of the research goes along with the previous research conducted by some researchers such as Siow

(2013), Kumar (2013), and Pajaree (2012) which concluded that if there is the development of service quality, thus potential costumer decision to choose that service is also high.

Table 3. Dominant Test Results

Variable	*standardized coefficients*
Service Quality	0,407
Product Quality	0,520

Based on the standardized coefficients comparison in the table 3 can be concluded that product quality dominantly influences the potential customer decision in choosing the photobooth service of Snap N Grab Photocorner Malang.

CONCLUSION

After elaborating and discussing the influence of service and product quality toward the potential customer decision in using Snap N Grab, based on the information and data which is the result of this research, the researcher comes up with some conclusion as the following:

1. The service quality positively and significantly influences the potential customers' decision to use Snap N Grab. This means when the service quality increases, thus the potential customer decision in choosing Snap N Grab is also increasing.
2. The product quality positively and significantly influences the potential customer decision in using Snap N Grab. This means when the product quality increases, thus the potential customer decision in using Snap N Grab is also increasing.
3. In this research, the most dominant variable which influences the potential customer decision in using Snap N Grab is the product quality variable. The product quality needs to be increased more than the service quality variable because the potential customer decision in using the Snap N Grab service is mostly influenced by the product quality.

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