

The Influence of Service Quality and Customer Reference Groups on Consumer Buying Interest In PT. Valve Products. Rame Rekaguna Initiative

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Abstract: The aim of this research is to analyze the influence of service quality and customer reference groups on consumer purchasing interest in PT valve products, Rame Rekaguna Prakarsa. This type of research is included in the category of causal associative quantitative research. The research data source is primary data using a questionnaire with a 5 point Likert scale. The sampling technique used was a saturated sample. This research was conducted on 114 consumers of PT. Rame Rekaguna Prakarsa. The analysis technique used in this research is multiple linear regression analysis. The results of the analysis show that service quality and customer reference groups, both partially and simultaneously, have a positive and significant effect on consumer buying interest in PT valve products. Rame Rekaguna Prakarsa. Results of testing data on service satisfaction and reference groups on interest in purchasing valve products at PT. Rame Rekaguna Prakarsa obtained $F_{count} (12,558) > F_{table} (3,18)$ and a significance level of $0.000 < 0.05$. This shows that the significance value of the simultaneous test (f test) was obtained at a value of 0.000, thus it can be concluded that there is a simultaneous influence between Service Quality and Reference Group Customers' interest in buying at PT. Rame Rekaguna Prakarsa. Based on partial research conducted on service quality on interest in purchasing valve products at PT. Rame Rekaguna Prakarsa obtained a significance value greater than α ($0.166 > 0.05$) and the calculated t value was smaller than t table ($1.404 < 1.675$). This shows that service quality has no partial effect on interest in purchasing valve products at PT Rame Rekaguna Initiative. So that service satisfaction influences repurchase, or interest in repurchasing a product. Based on partial research conducted on the reference group regarding interest in purchasing valve products at PT Rame Rekaguna Prakarsa, the t count was 4.455, and the significance was 0.000. Therefore, the significance value is smaller than α ($0.000 > 0.05$) and the calculated t value is greater than the t table ($4.455 > 1.675$). This shows that the customer reference group has a partial influence on interest in purchasing valve products at PT. Rame Rekaguna Prakarsa so it can be concluded that the reference group has a positive and significant effect on purchasing interest.

Keywords: Service Quality, Customer Reference Group, Consumer Purchase Interest

INTRODUCTION

Competition in the business world is getting tougher, making entrepreneurs look for the right strategy in marketing their products. Buying interest is obtained from a learning process and a thought process that forms a perception of buying interest, creating a motivation that continues to be recorded in the mind and becomes a strong desire which in the end, when a consumer has to fulfill his needs, will actualize what he has in mind.

Purchase interest can arise or be influenced by how service quality can be a means of strengthening the inner relationship between entrepreneurs and consumers. When hopes and desires are met, consumers will feel appreciated at the business. Consumers feel that the money they spend is commensurate with their desires and expectations.

In general, after consumers are satisfied with the quality of what they have purchased, it is not uncommon for consumers to refer it to other people. This reference will provide information that can be used as a reference or point of reference in purchasing a product for one consumer or another.

One product that is subconsciously needed in everyday life is a valve. Currently, valves are widely applied in various industrial aspects, such as power plants, oil and gas, petrochemical, food and beverages, wastewater, and others. Just as electricity flows through cables, gas and water flow through pipes. The object that can control the flow in the pipe is called a valve and its function is the same as a switch. Valves have various types depending on their purpose and use, and need to be used correctly according to needs.

For example, when you turn on the tap to brush your teeth, opening the tap allows pressurized water to come out of the pipe. Likewise, when flushing the toilet, two valves open, one valve (the siphon) which allows water to come out to empty the tank and the other valve (called the ball valve or ballcock) which lets more water into the tank so that it is ready for the next flush.

These things are what encourage PT. Rame Rekaguna Prakarsa to become one of the companies that can provide consumer needs, especially for valve products. So, the aim of this research is to determine the influence of service quality and reference groups on consumer buying interest in PT valve products. Rame Rekaguna Prakarsa simultaneously and partially.

THEORETICAL FRAMEWORK

PURCHASE INTEREST

According to Hidayati, Suharyono & Fanani, (2013), interest is one of the psychological aspects that has quite a big influence on behavioral attitudes. Purchase interest is defined as a happy attitude towards an object that makes someone try to get it by paying or making other sacrifices. Apart from that, buying interest is also defined as a plan to buy a product within a certain time. The definition of buying interest according to experts is: According to Bakti et al (2020): consumer buying interest is the intention that arises in a person before making a purchase of a product or service which is considered first before the purchase process takes place. According to Meldarianda & Lisan, (2010), expressing buying interest is a person's plan to buy a product that is needed. Then Meldarianda and Lisan (2010) concluded that purchasing interest is a process of planning a person's purchase of a product by considering several things, including the number of products, brand, and attitude towards consuming the product.

According to Hidayati, Suharyono & Fanani, (2013), buying interest is defined as a consumer's tendency to buy a brand. According to Mehta, buying interest is obtained from the results of the learning process and thought processes that form a perception. This interest in buying creates motivation and will continue to be recorded in the mind which then becomes a very strong desire so that when someone has to fulfill their needs they will actualize what is in their mind.

According to Rizky & Yasin, (2014) stated that buying interest occurs before the buying decision. Purchase intention is an effective response or process of feeling like a product but not yet reaching the purchase stage.

According to Hidayat, Elita, & Setiaman, (2012), interest in buying arises after going through the viewing process so that there is a desire to try a product and ultimately want to buy it to own it. Meanwhile, according to Hidayat, Elita, & Setiaman, (2012) buying interest is the urge that arises within a person to buy a product to fulfill their needs.

Buying Interest Indicator

According to Hidayat, Elita, & Setiaman, (2012) buying interest can be identified through the following indicators:

1. Transactional interest, namely the individual's tendency to buy a product
2. Referential interest, namely the individual's tendency to refer a product to other people.
3. Preferential interest, namely interest that shows individual behavior that makes a product the main choice. This main option can only be replaced if something happens to the product.
4. Exploratory interest, namely interest that shows the behavior of individuals who are always looking for information about the product they are interested in to support the positive properties of the product.

From the definitions above, it can be concluded that buying interest is the urge that arises for a product to try or own the product.

CUSTOMER REFERENCES

According to Philip Kotler, a reference group is a group that has a direct (face-to-face) or indirect influence on a person's attitudes or behavior. Groups that have a direct influence on a person are called membership groups. Reference groups are used by someone as a basis for comparison or a reference in forming a response. Reference groups will provide standards and values that will influence a person's behavior.

Reference Indicator

Indicators that show the capabilities of the reference group according to Schiffman and Kanuk (2007:293), include:

1. Information and Experience

People who have direct experience with a product or service, or can easily obtain complete information about it, are less likely to be influenced by the advice or example of others. Conversely, someone who has little or no experience with a product or service and does not expect to obtain objective information.

2. Credibility

If consumers are anxious to obtain accurate information about the performance or quality of a product or service, they may be persuaded by people they consider trustworthy and knowledgeable. So, they are more likely to be persuaded by sources that have high credibility.

3. Product salient properties

The potential influence that a reference group has on the decision to purchase varies according to how prominent the product is visually or verbally compared to others. Products that stand out visually are products that stand out and get noticed (such as luxury goods and new products) products that stand out verbally may be very attractive, or may be easily described compared to others.

SERVICE QUALITY

Quality must start from customer needs and end with customer perceptions. In the context of service quality, customer expectations have a large role in evaluating the perceived quality, as a consequence, the same service can be assessed differently by consumers.

For companies operating in the service sector, service quality is a very important factor. Because in marketing service products, the interaction between producers and consumers occurs directly. If service quality as a characteristic of product appearance or performance is

one of the main parts of a company's strategy in achieving sustainable excellence. Either for market leaders or as a strategy to continue to grow.

The definition of service quality according to experts is: According to Manengal (2021), it is a dynamic situation that is closely related to service products, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. According to Arianto (2018:83), service quality can be interpreted as focusing on meeting needs and requirements as well as on timeliness to meet customer expectations. According to Tjiptono (2009:34), service quality is the expected level of excellence and control over that level of excellence to meet customer desires. Service quality according to Tjiptono, (2007:15) is: "A dynamic condition related to products, services, people, environmental processes that meet or exceed customer expectations"

Service Quality Indicators

According to Fandy Tjiptono and Gregorius Chandra, (2011:198) suggest that there are five service dimensions that are often used to measure service quality. The five dimensions are as follows:

1. Reliability, namely the ability to provide the desired service immediately, accurately and satisfactorily. Performance must be in accordance with customer expectations, which means punctuality, the same service to all customers without any errors, a sympathetic attitude and high accuracy.
2. Responsiveness, namely the company's ability to help and provide fast (responsive) and appropriate service to customers by conveying clear information. Leaving customers waiting without a clear reason causes a negative perception of service quality.
3. Assurance (guarantee), there is certainty, namely knowledge, courtesy and the ability of employees to foster customers' trust in the company's servants.
4. Empathy (empathy), namely providing sincere and individual or personal attention given to

customers by trying to understand consumer desires. Where a company is expected to have an understanding and knowledge of customers, understand specific customer needs, and have an organizing time that is comfortable for customers.

5. Tangibles (physical evidence), namely the ability of a company to demonstrate its existence to external parties. The appearance and capabilities of the company's physical facilities and infrastructure and the condition of the surrounding environment are clear evidence of the services provided by the company.

METHOD

This type of research is included in the category of causal associative quantitative research. The research data source is primary data using a questionnaire with a 5 point Likert scale. The sampling technique used is a saturated sample. Population and Sample: The population of this study was 114 consumers of PT valve products. Rame Rekaguna Prakarsa, numbering 53 people. The sample for this research is a saturated sample, that is, all members of the population are sampled, so the sample in this research is 114 consumers. With each variable X1 service quality with indicators of 5 (five) questions, namely reliability, responsiveness, assurance, empathy and tangibles, variable buy with 4 (four) question indicators, namely transactional interest, referential interest, preferential interest and exploratory interest. The data analysis technique uses multiple linear regression analysis.

RESULT AND DISCUSSION

Result

Validity test result

The validity test aims to measure whether a questionnaire is valid or not, which can be seen by comparing rcount with rtable. A questionnaire is said to be valid if the correlation of each factor is positive and the magnitude is 0.3 or above, then the factor is a strong variable.

From the results of calculating the correlation score for each item of the employee performance, compensation and work discipline instrument statements from 53 respondents with a total of 8 statements each for a total of each respondent, a valid result was obtained because the value was more than 0.3.

Reliability test result

This reliability test is a measuring tool that tests measurements consistently. This test was carried out by comparing the value or Cronbach alpha score with a value of 0.60. Cronbach alpha must be greater than 0.60 before it can be said to be reliable.

Table 1: Reliability test result

Variable	Cronbach Alpha	Critical value(α) = 5%	Note
Service quality	0.638	0.600	Reliable
Customers reference	0.602	0.600	Reliable
Purchase interest	0.689	0.600	Reliable

Source: Primer data of 2022

Based on Table 1, all research instruments have a Cronbach's alpha value > 0.6 , thus the research instruments can be declared reliable and can be used as research instruments.

Multiple linear regression analysis

Table 2: The Influence of Service Quality and Customer References on Consumer Purchase Interest

Variable	Parameter					
	R	R ²	Constanta	Regression Coefficient	Sig.	α
Service quality				0,128		
Customer reference	0,578	0,334	7,086	0,588	0,003	0,05

Sig. Test

F count $>$ F table = 12,558 $>$ 3,18

Description: Consumer buying interest variable

Source: primer datap of 2022

$$Y = 7,086 + 0,128X_1 + 0,588X_2$$

Based on Table 2, the calculated F value is greater than F table (12.558 $>$ 3.18),

meaning that there is a positive and significant influence on service quality and customer references on PT valve product consumers. Rame Rekaguna Prakarsa. The coefficient of determination (R^2) is 0.334, meaning that service quality and customer references contribute 33.4% to PT valve product consumers. Rame Rekaguna Prakarsa., while the remaining 66.6% was contributed by other factors not discussed in this research.

The regression coefficient of leadership and motivation has a positive and significant effect on consumers of PT valve products. Rame Rekaguna Prakarsa at a real rate of 99%. The service quality regression coefficient is 0.128, meaning that if there is a one-time increase in service quality, then consumers of PT valve products. Rame Rekaguna Prakarsa will increase by 0.128 times or vice versa, assuming customer references do not change. The customer reference regression coefficient is 0.588, meaning that if there is a one-time increase in customer references, then consumers of PT valve products. Rame Rekaguna Prakarsa will increase by 0.588 times or vice versa assuming service quality does not change.

t test analysis

Table 3. t test result

Variable	Sig.	α	t table	t count	t test result	Result
X ₁	0,166	0,05	1,675	1,404	$0,166 \geq 0,05$	H ₀ Accepted
X ₂	0,000	0,05	1,675	4,455	$0,000 \leq 0,05$	H ₀ Rejected

Source: data processed in 2022

a. The Influence of Service Quality on Purchase Intention

Based on table 3, it states that the significance value ($0.166 \geq (0.05)$), so H₀ is accepted. This means that service quality has no effect on purchasing interest. This is in line with research conducted by Muhammad Ma'mun and Ibnu Widiyanto Mudiantono (2014) which states that service quality has no effect on purchase interest because customers do not yet know the service

that will be provided. However, this research states that service quality can influence interest in repurchasing or rebuying certain products.

b. The Influence of Customer Reference Groups on Purchase Intention

Based on table 4.18, it states that the significance value $(0.000) \geq (0.05)$, so H_0 is rejected. This means that the customer reference group has a positive and significant effect on purchasing interest. This is in line with research conducted by Syskadiana Sari (2019) entitled The Influence of Reference Groups, Online Customer Eviews and Brand Image on Purchase Interest and Purchase Decisions (Study of Millennial Generation Consumers Natasha Skin Clinic Center). The results of this research show that the reference group has a positive and significant effect on purchasing interest.

F test analysis

Tabel 4. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	75.162	2	37.581	12.558	.000 ^b
	Residual	149.631	50	2.993		
	Total	224.792	52			

a. Dependent Variable: Interest to buy

b. Predictors: (Constant), Customer Reference Group, Service Quality

From table 4 above, the calculated F is 12,558. This shows $F_{count} (12,558) > F_{table} (3.18)$ and a significance level of $0.000 < 0.05$. The test results show that the significance value of the simultaneous test (f test) is 0.000, thus the significance value obtained is smaller than the specified probability ($0.000 < 0.05$). So H_0 is rejected and H_a is accepted. So it can be concluded that there is a simultaneous influence between Service Quality and Customer Reference Group on purchasing interest at PT. Rame Rekaguna Prakarsa.

Discussion

The Influence of Service Quality and Customer References on PT Valve Product Consumers. Rame Rekaguna Prakarsa

Based on research conducted, the results of data processing on service satisfaction

and reference groups on interest in purchasing valve products at PT Rame Rekaguna

Prakarsa obtained $F_{count} (12,558) > F_{table} (3.18)$ and a significance level of $0.000 < 0.05$.

The test results show that the significance value of the simultaneous test (f test) is 0.000, thus the significance value obtained is smaller than the specified probability ($0.000 < 0.05$). So H_0 is rejected and H_a is accepted. So it can be concluded that there is a simultaneous influence between Service Quality and Customer Reference Group on purchasing interest at PT. Rame Rekaguna Prakarsa.

The Influence of Service Quality on PT Valve Product Consumers. Rame Rekaguna Prakarsa

Based on research conducted, the results of data processing on service quality on interest in purchasing valve products at PT. Rame Rekaguna Prakarsa obtained a t count of 1.404, and a significance of 0.166. Therefore, the significance value is greater than α ($0.166 > 0.05$) and the calculated t value is smaller than the t table ($1.404 < 1.675$). This shows that service quality has no partial effect on interest in purchasing valve products at PT Rame Rekaguna Prakarsa.

In line with research conducted by Martania (2011) with the research title The Influence of Service Quality on Purchase Interest at Giant Sun City Sidoarjo. The test results show that service quality has no significant negative effect on purchase intention. Many studies have been conducted on service satisfaction, such as research conducted by Moch Irzad Aditya Imran (2018), Sinthya Aprianti (2020), each of the studies conducted stated that service satisfaction influences repurchases, or interest in repurchasing a product.

The Influence of Customer References on PT Valve Product Consumers. Rame Rekaguna Prakarsa

Based on the research carried out, the results of the reference group data processing regarding interest in purchasing valve products at PT Rame Rekaguna Prakarsa obtained a t count of 4.455, and a significance of 0.000. Therefore, the significance value is smaller than α

($0.000 > 0.05$) and the calculated t value is greater than the t table ($4.455 > 1.675$). This shows that the customer reference group has a partial influence on interest in purchasing valve products at PT. Rame Rekaguna Prakarsa.

This is in line with research conducted by Siska Diana Sari (2019) entitled The Influence of Reference Groups, Online Customer Eviews and Brand Image on Purchase Interest and Purchase Decisions (Study of Millennial Generation Consumers Natasha Skin Clinic Center). The results of this research show that the reference group has a positive and significant effect on purchasing interest.

CONCLUSION AND SUGGESTION

Conclusion

1. Service quality and Customer Reference Group simultaneously have a positive and significant effect on consumer buying interest in PT valve products. Rame Rekaguna Prakarsa. Quality service plays an important role in forming consumer buying interest. The higher the quality of service provided by the company, the higher the satisfaction felt, which can make consumers have increased buying interest. Increased purchasing interest proves that consumers have confidence in the product and it is very likely that in the future consumers will refer it to other potential consumers based on their experience. This proves that the company is capable of carrying out its business activities, therefore, in this research, service quality and customer references together have a positive influence on consumer buying interest in PT Rame Rekaguna Prakarsa valve products.

2. Service quality partially has a negative and significant effect on consumer buying interest in PT Rame Rekaguna Prakarsa valve products. Purchase interest occurs if there is before sales service, or pre-sales service provided by a company so that, before the customer comes and experiences the service directly, the customer already feels it before the transaction occurs. Services that can be provided before a transaction occurs are Efficiency, Fulfillment, system

Availability, and Privacy. If service is provided before a purchase occurs and prospective customers feel satisfied, it will influence purchasing interest. Therefore, in this research, service quality does not influence consumers' buying interest in PT Rame Rekaguna Prakarsa valve products.

3. The Reference Group partially has a positive and significant effect on consumer buying interest in PT Rame Rekaguna Prakarsa valve products. Customer references are a form of positive trust, this will certainly influence consumers' buying interest because they believe that the seller is able to carry out their business activities well and reliably. Therefore, in this research, customer references can influence consumers' buying interest in PT Rame Rekaguna Prakarsa valve products.

Suggestion

1. PT Rame Rekaguna Prakarsa pays more attention to various factors that influence consumers' buying interest, such as the availability of goods with various brands and varying prices so that consumers have many choices in choosing the desired valve product, and it is also recommended that the company can provide some kind of benefit or special benefits if you make a purchase within a certain period of time or before the offer expires, such as discounts, free leak testing or hydrotesting, or guaranteed return and exchange of goods if the goods are unsuitable or damaged.

2. PT Rame Rekaguna Prakarsa further improves service quality by providing before sales service or pre-sales service in the form of information about stock availability to potential customers in advance so that they are sure whether the product they need is available or not, it is also hoped that the PT Rame sales team Rekaguna Prakarsa is more alert and sincere in serving potential customers to increase feelings of trust and comfort in transactions.

3. PT Rame Rekaguna Prakarsa can improve communication and relationships between the sales team and customers as a means of expanding connections so that they can attract the

attention of other potential customers through references between fellow customers in the future. Communication and relationships can be improved by making regular visits to existing customers' companies or holding casual meetings outside working hours.

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