



The Importance of Personal Shopper's Services to Support Consumer Mobility

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Abstract

The demand for personal shopper is very high. A personal shopper becomes a new profession that is in great demand, especially for women, they can be personal shopper only with high trust capital. This study aims to determine the effect of service quality on purchasing decisions and the effect of pricing on purchasing decisions. And to find out how much influence the quality of services and pricing on purchasing decisions. This study used a descriptive verification method by distributing questionnaires to 115 consumers who never used personal shopper services and using accuracy level tests, feasibility tests for the Hosmer and Lemeshow models, the linear test for square r and the hypothesis test. Based on the results of calculations, it can be found that the quality of service has an influence on purchasing decisions and pricing has an influence on purchasing decisions.

Keywords: *Quality of Services; Pricing; Purchase Decision.*

1. Introduction

Along with technological advances, people's behavior continues to change with the support of the times. Consumers initially make conventional purchases, namely to come to the place where the producer sells the product. Nowadays, people are more interested and prefer to buy products online because they are easier and more flexible. Consumers only need to find what products they want and they need an online purchase and sale application available. With the help of online trading applications, consumers can easily get the products they want without having to come directly to the store to make a purchase.

Online business is one business that is quite profitable because the seller only needs to prepare a gadget or smartphone as an intermediary media to sell products and to promote products to be sold so that consumers know the products to be sold or sold by the seller. The number of online stores will continue to increase along with technological advances and changes in consumer behavior itself. Based on survey results, shops that are engaged in fashion are the products most frequently sought by consumers and are the products most often sold through the internet, where the average consumer of fashion products is consumers aged 24-35 years.

To be able to succeed in the world of online business, trust is needed by consumers so consumers decide to buy products at online stores. Trust is one of the most important factors that must be invested and given by the seller to the consumer so that the consumer trusts the online store and decides to buy the product. The more internet users, the more parties use it as an opportunity to commit fraud. Most consumers will make transactions carefully because of the many cases of fraud committed by online stores. One case that often occurs is when the consumer has sent money to the seller, but when the consumer has sent money, the seller does not send the product purchased by the consumer. Even some of them cannot be contacted by consumers. Cases like this that must be avoided by consumers, therefore consumers must be care-

ful and look for information as deeply as possible about online stores that sell products desired by consumers before they decide to make product purchases.

The entrusted service business (personal shopper) has been widely known by the public and is becoming a trend nowadays because the service entrusted is business carried out by consumers who will travel out of town or abroad by buying products desired by consumers but with additional the price is also referred to as the price of the service entrusted. This business is considered quite interesting because the seller does not need capital and can be used as a business or a side business. The success of the Personal Shopper business depends on consumer trust. Because if the consumer already has trust in the seller then it does not rule out the possibility that the seller will get loyal customers, so the seller has the opportunity to get repeat orders. This is because customers who have previously made a purchase feel satisfied and have trust in the seller, customer loyalty will be formed.

There are several aspects that need to be considered to run the goods storage service business can run effectively namely the seller needs to target who the main target will be used as consumers. If the seller misses the target between the product he offers and the target that will be the main consumer, then the business will not work effectively because the consumer does not feel interested and does not feel the need for the product sold by the seller. In addition to targeting consumers, the seller is deemed necessary to choose the right intermediary media so that the storage service business can run. The intermediary media used are social media which are considered the most appropriate and most suitable for use. Instagram is a social media that is widely used by sellers to promote whatever products they sell by utilizing a hashtag or hashtag that is intended, so that consumers do not find it difficult to find products sold by sellers. And the most important is the service provided by the seller to consumers. In order for consumers to have trust and even become loyal customers, sellers must be able to ensure that the products sold are products that

have quality and are worth buying, so consumers will not hesitate to make a purchase decision.

Service quality is an important aspect that must be considered by the seller. Services that are considered unpleasant will backfire for the seller because consumers will feel dissatisfied with the services provided by the seller. The speed of response given by the seller must be in accordance with the wishes of the consumer because the seller who is unable to answer the questions given by consumers quickly will generally prioritize other entrusted services that provide a faster response and there are still some sellers who cannot provide clear information to consumers about the products they sell so that doubts arise that will have an impact on purchases that will be made by consumers. This is still a problem in the business world of entrusted goods, many sellers who do not pay attention to trivial matters as explained earlier. Things that are considered trivial, will have a major impact on purchasing decisions that will be made by consumers in making product purchases. In addition, there are cases that often occur regarding the incompatibility of products obtained with those promised by the seller. Pricing is another factor that can influence consumers to make product purchase decisions. In general, the seller who offers a deposit service will increase the price of the original product with the new price charged by the deposit service determined by the seller. The price of the service entrusted depends on the seller who determines on each product, there are even some sellers who set high prices up to hundreds of thousands of rupiah as the service price of the products entrusted. Products that are usually sold by sellers, namely clothing, shoes, makeup, food, drinks and other products that are only outside the city are even available overseas. Although the price of services determined by sellers is considered high, consumers continue to make purchases through shopper personal services and with increasing cases of fraud and promised product mismatches with genuine products, it does not make consumers affected not to make product decisions through this service. Based on the pre-survey results from 30 consumers, the results showed that the majority of consumers were dissatisfied with the services provided by sellers who offered goods and services and sellers could not respond quickly when consumers gave questions about the products offered by the seller. In addition, the majority of consumers consider that the price set as the service entrusted with the product is considered too expensive and too high. However, when consumers are asked questions about the decision to buy products through services, the majority of consumers feel interested in buying products through courier services and continue to make product purchase decisions through the services entrusted.

According to [2], Purchasing decisions are how consumers behave either individually, groups or organizations choose, buy, and use these goods or services so they can satisfy their needs and desires. Purchasing decisions as a process of assessment and selection of various alternatives that can be chosen by consumers to be determined as the option that is considered the most profitable [4].

2. Literature Review

2.1. Service Quality

According to [1], service quality is something that service providers must do well. Service quality perceived by consumers comes from a comparison between what is offered by a service company, namely expectations with perceptions about the performance of service providers. According to [6], Service Quality which includes five dimensions, including Tangible, Empathy, Reliability, Responsiveness, and Assurance.

2.2. Pricing

According to [2-3] states that prices are a sum of money that is billed for a product or service or the amount of value that is exchanged by customers to obtain benefits from a product or service. According to [5], there are 4 dimensions of pricing namely com-

petitive prices, price compatibility with market prices, price compatibility with product quality and payment installments.

2.3. Purchase Decision

According to [10], purchasing decisions are a process where consumers recognize problems, find information about a particular product or brand and evaluate how well each of these alternatives can be used as a solution to problem solving which then leads to purchasing decisions.

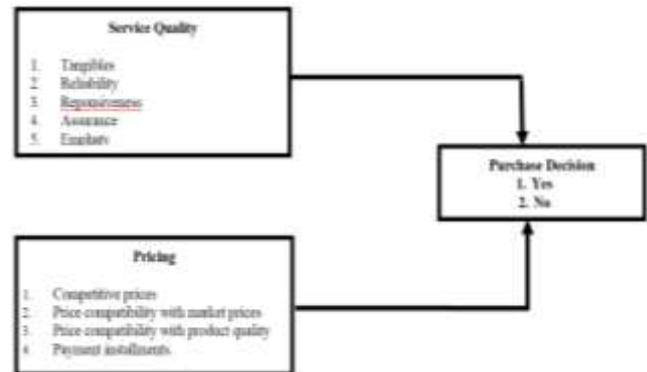


Fig. 1: Research Paradigm

2.4. Hypothesis

1. Ha1: $\rho = 0$, Service Quality affects the Purchase Decision
2. Ha2: $\rho = 0$, Pricing determines the Purchase Decision
3. Ha3: $\rho = 0$, Service Quality and Price Determination affect the Purchasing Decision

3. Methodology

The research method used in this study is descriptive and verification method. According to [9], the descriptive method is the method used to determine the existence of independent variables, both on one or more variables without testing using statistical test tools. While, the verificative method is a method that tests hypotheses that have previously been determined using statistical test tools [8]. The population in this study is consumers who will make purchases of products through the services and the sample is a number of consumers who will make purchases of products through the service (personal shopper). Because the number of population in this study is unknown, the population in this study is unknown in number, so in determining the sample size used for this study it is calculated using the iteration method. According to [7], the use of the iteration method is in accordance with the analysis tool used in testing the hypothesis. The sample taken is as many as 115 consumers. This questionnaire was distributed in the city of Bandung, North Bandung.

4. Results and Discussion

4.1. Feasibility Test of the Logistic Regression Model

In this study, the classic assumption test (normality test) is not needed in the logistic regression model but it is necessary to conduct a feasibility test of the logistic regression model (overall model fit). To conduct a feasibility test of the logistic regression model that will be used in this study, it is carried out with several statistical tests using statistical test tools namely SPSS 20. Some statistical tests that will be used are the Accuracy Test, Hosmer and Lemeshow Goodness of Fit, Coz and Snell's R Square and Nagelkerke R Square. The following are the results of statistical tests that have been processed using SPSS 20.

Table 1: Accuracy Test Results Classification Table^{a,b,c}

	Observed		Predicted		
			Purchase Decision		Percentage Correct
			1,00	1,00	
Step 0	Buying Decision	1,00	0	16	,0
		2,00	0	99	100,0
	Overall Percentage				86,1

Based on the results of the table above, it shows that the accuracy rate is 86.1. This can be seen from overall percentage whose value is 86.1.

4.2. Feasibility Test of the Hosmer and Lemeshow Models

Hosmer and Lemeshow Test is a test of Goodness of fit test, which is a test to determine whether the formed model is right or not. The following are the results of data that has been processed:

Table 2: Feasibility Test Results of Homer and Lemeshow Models Hosmer and Lemeshow Test

Step	Chi-Square	df	Sig.
1	7,006	7	,428

In the table above, obtained a significant value of the results of the model feasibility test of 0.428 with Chi Square value of 7.006, a significant value > 0.05 indicates that this model has met (fit).

4.3. Nagelkerke R Square Test

The model assessment test aims to find out how much the dependent variable can be explained by the independent variable by looking at the values of Cox and Snell's R Square. The output results in Cox and Snell's R Square have the same analogy with R-Square in linear regression. The following are the results of data that has been processed.

Table 3: Nagelkerke R Square Test Results

Step	-2 Log Likelihood	Cox and Snell R Square	Nagelkerke R Square
1	95,007 ^a	,429	,572

Based on the table above, the value of Cox and Snell R Square was obtained at 0.429, this indicates that the amount of effective contribution given by the variable quality of service delivery and pricing of purchasing decisions was 42.9%. Furthermore, the Nagelkerke R Square value in the regression model is 0.572, which means that the variance of purchasing decision variables is large, which can be explained by the variable service quality and price setting on purchasing decisions, which is 0.572 or 57.2%, while the remaining 42.8% is influenced by other variables outside of this study, for example variables of trust, promotion, product quality and so on.

4.4. Partial Hypothesis Test (t Test)

Table 4: Partial Influence of Service Quality Variables (X₁) and Pricing (X₂) on Purchasing Decisions (Y)

No.	Variables	t _{count}	t _{table}
1.	Service Quality (X ₁)	6,630	1,981
2.	Pricing (X ₂)	3,215	

4.5. X₁ Hypothesis Testing

Based on the results of Table 4, it can be concluded that the value of t_{count} is 6.630. While, the t_{table} at α (0.05) is 1,981. Thus, t_{count} 6,630 > t_{table} 1,981, so that there is an influence between service quality variables (X₁) partially on the purchasing decision (Y).

4.6. X₂ Hypothesis Testing

Based on the results of Table 4 above, it can be concluded that the value of t_{count} is 3.215. While, the t_{table} at α (0.05) is 1,981. Thus, t_{count} 3.215 > t_{table} 1.981, so that there is an influence between the pricing variable (X₂) partially on the purchasing decision (Y).

4.7. Simultaneous Hypothesis Test (F Test)

Table 5: Simultaneous Influence of Service Quality Variables (X₁) and Pricing (X₂) on Purchasing Decisions (Y)

F _{count}	F _{table}
63,329	3,08

Based on the results of the SPSS output above, it can be concluded that the calculated F_{count} is 63,329. While, the critical price of the F_{table} is 3.08. Thus, F_{count} 63.329 > F_{table} 3.08, so H₁ is accepted and H₀ is rejected. This shows that Service Quality (X₁) and Pricing (X₂) simultaneously influence the Purchasing Decision (Y).

5. Conclusion

Based on the results of research and discussion, it can be concluded as follows:

1. Quality of service can be said to be quite high quality. This is the highest statement about hospitality given by the seller to the consumer. This is very important for sellers because consumers prefer sellers who respond responsibly and politely to consumers.
2. Pricing through shopper personal services can be said to be high. This is found in the highest statement regarding the suitability of the price set with the benefits of the product obtained. Before making a purchasing decision, consumers generally choose what products they want and need. The product they choose certainly has benefits that are in accordance with consumer needs.
3. Purchasing decisions through deposit services (personal shopper) can be said to be high because more consumers decide to make product purchases through this service.
4. Service quality has an effect on purchasing decisions because t_{count} is 6,630 > t_{table} 1,981. This shows that service quality (X₁) partially influences purchasing decisions (Y).
5. Determination of prices affects purchasing decisions because t_{count} 3.215 > t_{table} 1.981. This shows that price (X₂) partially influences purchasing decisions (Y).
6. Service quality and price have an influence on purchasing decisions of 57.2% while the remaining 42.8% is influenced by other variables outside of this study, for example variables of trust, promotion, product quality and so on. As well as service quality and price have a simultaneous influence on purchasing decisions because F_{count} 63.329 > F_{table} 3.08, this shows that service quality (X₁) and price (X₂) simultaneously influence purchasing decisions (Y).

Acknowledgement

I am very grateful to my students who have helped in the processing of data from this research, Akhira Novia Nesya.

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