Quality of Service, Quality Products, Promotion and Location on Customers' Behaviour Decision in Chosing Travel Agent of "Mika Tour" South Jakarta, Indonesia

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Abstract: *This research is based on the needs of the community to get the ease of doing the activity of the trip, either holiday trip, public trip, or business trip. Getting the best service and ease in getting the desired information related to the journey that will be done is the main goal that must be met. The fulfillment of the need for travel facilities should be considered, meet the various travel needs such as the choice of transportation, transportation tickets, lodging selection, the preparation of travel documents, etc., may take time and energy if done by the community itself, then from these conditions provides many opportunities to open the business of travel and travel services in order to fulfill the human desire to get the best travel facilities. Questionnaires were given to 84 respondents who are consumers of Mika Tour Budi Luhur Petukangan University of South Jakarta which was obtained by using Simple Random sampling technique. With the help of SPSS program for Windows 19.0 then conducted an analysis of the data obtained using data analysis in quantitative and qualitative. The results of the research showed quantitative analysis included validity test showing rth> rtable (0.215), reliability with cronbach's alpha> 0.60, normality of points following the diagonal line. Multiple linear regression through regression coefficient (R^2) Adjusted R Square value of 81,4% indicates variation of purchasing decision which can be explained by variable Quality of service, Product quality, Promotion and Location, where the remaining 18,6% is explained by other factors beyond this study. Then from result of f test show ftable value <0,05, then t test show ttable value <0,05. Based on the analysis that has been done, it is concluded that the variable Quality of Service, Product Quality, Promotion and Location simultaneously have a positive and significant influence on the use decision.*

1. Introduction

1.1. Research Background

Getting the best service and ease in getting information related to the journey that will be done is the desire of the community will the use of travel services. Selection of transportation, transportation ticket, lodging selection, travel document preparation, may be time consuming and laboring if done by the community itself, then from these conditions that provide many opportunities to open the business travel and travel services for the sake of fulfilling human desire to

get the best travel facility [1-5].

Mika Tour is present and strives to provide the best quality of service, product quality, promotion, and location to handle your travel planning in domestic and international. But in fact some of these factors have not received satisfactory results [6-8].

1.2. Problem Identification

1. Can service quality, product quality, promotion, & location partially affect the usage decision
2. Can service quality, product quality, promotion, & location simultaneously affect the usage decision? [9-15]

1.3. Research Objective

Based on the background research, the objective of the research is as follows

1. To analyze the influence of service quality of Mika Tour partially to the decision of usage.
2. To analyze the effect of product quality of Mika Tour partially to the decision of usage.
3. To analyze the influence of promotion of Mika Tour partially to the decision of usage.
4. To analyze the location of Mika Tour product sales to the use decision.
5. To analyze the effect of service quality, product quality, promotion, and location of Mika Tour product sales simultaneously to the decision of usage [16-25].

2. Literature Review

2.1. Definition of Service

According to Kotler, Philip (2004) cited by Danang Sunyoto (2012:18): "Service is an activity or effort that is offered from one party to a different party, which is intangible and ownership.

2.2. Definition of Service Quality

Service Quality according to Kotler, Philip (1997:239): "In marketing services we must be able to make the intangible to be real (tangible). So that a person

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really feels the service is so fast, so real and if there is a cost to be incurred, he considered it something reasonable, because the service has been perceived as a tangible, because of the impression it gives. This impression will further shape the customer's perception of the services provided, ultimately will create a satisfaction that is perceived by the customer."

2.3. Definition of Product Quality

Definition of Product Quality according to Kotler, Philip (2005:49): "Product quality is the overall feature as well as of a product or service on the ability to satisfy the stated / implied needs".

2.4. Promotion

According to Ahmad Subagyo (2010:132), promotion is an effort in marketing in informingand influencing people so they are interested to do transaction or barter of a product or services in the market [26-30].

2.5. Place

According to Fandy Tjiptono and Gregorius Chandra (2012:135), in choosing a location several factors must be taken into consideration as follows:

1. Access, the location must be accessible and reachable by transportation.

2. Visible, the place and location must be visible by other customers from a normal distance.

3. Traffic, there are two considerations; vast and safe parking space for cars and motorcycle.

4. Expansion, there is enough space for future expansions.

5. Environment, the environment serves the local product or services [31-36].

2.6. Purchase Decision

According to Kotler and Kevin Lane Keller (2009:235) translated by Bob Sabra.The steps in purchase decision is as follows [37-42]:

1. Problem Identification

2. Facts finding

3. Alternstive courses of action evaluation

4. Purchasing decision

5. After purchase behaviour

2.7. Research Framework
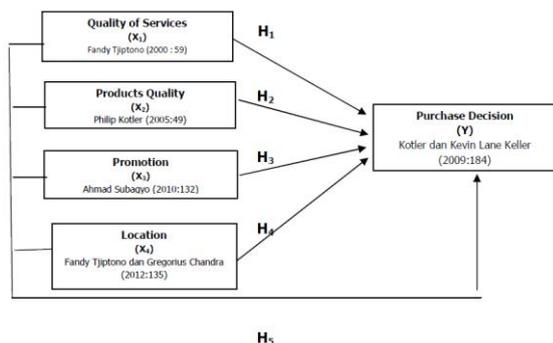
2.8. Hypothesis

1. 1.Quality of service partially affect the decision of the use ofMika Tour.

2. Product Quality partially affect the decision of the use of Mika Tour

3. Promotional Products partially affect the decision of the use ofMika Tour

4. Location partially affect the decision of the use ofMika Tour

5. Quality of Service, Product Quality, Promotion, and Location simultaneously affect the decision of the use of Mika Tour [43-50].

3. Research Methodology

3.1. Population and Sampling

In this study population is a consumer consisting of individuals, because most are individual consumers. The population in this study belongs to a limited population, because it can be known the exact number. The population in this study amounted to 540 people or consumers.

3.2. Purposive Sampling Method

This method is done through the distribution of questionnaires to consumers in the tour and travel "Mika Tour" Petukangan Utara South Jakarta. Sample determination used in this study using the type of probability sampling method using Taro Yamane formula in Riduwan, (2007: 65).

3.3. Data Analysis
3.3.1. Validity Test

Validity according to Husein Umar (2008: 166) is useful to know whether there are questions on the questionnaire that must be removed / replaced because it is considered irrelevant.

3.3.2. Reliability Test

Reliability according to Sugiyono (2008: 140) is an index showing the extent to which a measuring device can be trusted or reliable.

3.3.3. Classic Assumption Test

According to Bhuono Agung Nugroho (2008: 57), multiple linear regression model can be called as a good model if the model meets the assumption of data normality and free from the classical assumption of statistics, goodness, normality, multicollinearity, and heteroscedasticity.

3.3.4. Analysis Data Method
3.3.4.1. Multi Linear Regression

According to Priyatno (2008: 73), multiple linear regression analysis is used to find a linear relationship between the independent variables studied to the dependent variable.

3.3.4.2. Correlation Analysi

Analysis of correlation coefficient is used to find out how big the relationship that occurs between independent variables to the dependent

variable simultaneously (together).

3.3.4.3. *Determination Coefficient Analysis (R2)*

Test R2 or test of determination is an important measure in the regression, because it can inform whether or not the regression model is estimated, or in other words the number can measure how close the regression line is estimated with actual data.

3.3.4.4. *t-Test*

Test the regression coefficient of variable X, tehadap variable Y. T test is used to test the influence of independent variables to the dependent variable individually, so it can be known which independent variables that most affect the dependent variable.

3.3.4.5. *f-Test*

Testing the influence of independent variables collectively to the dependent variable is done by using the f- test

3.4. *Results*
3.4.1. *Presentation of Respondent Data*

In this study the number of samples studied were as many as 84 respondents. The data used are primary data that is data obtained through the distribution of questionnaires to active consumers Mika Tour, South Jakarta-Indonesia to obtain data directly from the respondents as the object of research.

3.4.2. *Validity Test*

Test Validity uses a 95% confidence level, where df = n-2. The value of n in this study is 84, so the value of df = 82. Thus, obtained rtabel = 0.215. And on each item question the value of service quality variable, product quality, promotion, and location on the decision of the use of tour and travel services Mika Tour bigger than rtabel = 0,215, hence all item of question can be said valid.

3.4.3. *Reliability Test*

Basic decision-making for reliability test is any variable will be said reliable if Cronbach's Alpha> 0.60.

Basic decision-making on this reliability test are:

Cronbach's Alpha> 0.60, then the questionnaire tested reliable.

Cronbach's Alpha ≤ 0.60, then the questionnaire tested is not reliable.

Based on data processing performed on Cronbach's Alpha reliability of service quality variables, product quality, promotion, location and use decisions respectively> greater than 0.60 indicating all statements for service kuslitas variables, product quality, promotion, location and use decisions are reliable .

3.4.4. *Classic assumption test*

Normality test

Normality testing using P-P Plot can be said normal if the distribution image with data dots spread around diagonal lines and spread of data points in the direction of following the diagonal line.The normality test is used to test whether the residual value generated from
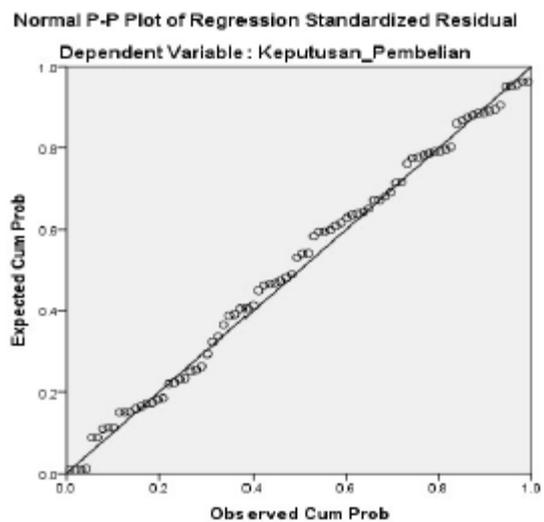
Grafik P-P Plot Purchasing Decision (Y)

a. Multicolinearity Test

It is said not to be a matter of multicollarity if between independent variables have VIF not more than 10 and Tolerance value is not less than 0,1. Then it can be stated that between independent variables does not occur Multicollinearity issues.

Colinearity

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Kualitas Layanan	.677	1.476
	Kualitas Produk	.681	1.468
	Promosi	.979	1.021
	Lokasi	.980	1.021

Heteroscedasticity Test

Aimed to test whether in the regression model there is a variance inequality of the residual one observation to another observation.

Basic Decision Making:

• If the points on the output form a certain pattern that regularly heteroscedasticity occurs.

• If the points on the output do not form a certain pattern regularly there is no heteroscedasticity.
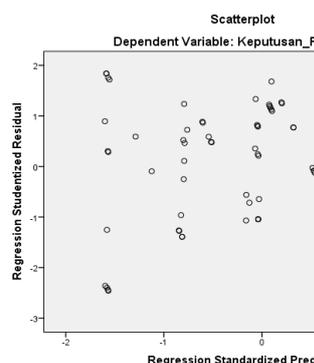
☐ Multi Linear Regression

1. In the decision to issue equation value constant is 0.420 The figure indicates the level of purchase decision obtained by the company is fixed, if the level of service quality, product quality, promotion and location are ignored.
2. coefficient of variable X1 (service quality) is 0,282 with positive sign, meaning if other independent variable is fixed and service quality increase 1, then purchasing decision (Y) will increase by 0,282. So the better the quality of service the more up the purchase decision (Y).
3. Variable X2 (product quality) obtained by 0,250 with positive sign, meaning if other independent variable is fixed value and product quality increase 1, then decision of purchasing (Y) will experience increase equal to 0,250 So the better quality of product offered hence increasing decision of pemibelian (Y).
4. Coefficient of variable X3 (promotion) is obtained by 1.481 with positive sign, meaning if other independent variable is fixed value and promotion variable increase 1, then decision of purchasing (Y) will experience increase equal 1,000 So the higher promotion then the better decision of purchase.
5. Coefficient of variable X4 (location) is obtained equal to 0,642 with positive sign, that mean if other independent variable is fixed value and Location variable increase 1, then decision of purchasing (Y) will experience increase equal to 0,642 So more strategic location of sales then better buying decision.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.420	2.221		2.189	.050		
	X1	.282	.092	.176	3.055	.003	.677	1.476
	X2	.250	.113	.127	2.216	.030	.681	1.468
	X3	1.481	.078	.915	19.105	.000	.979	1.021
	X4	.642	.070	.044	4.912	.040	.980	1.021

Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907[a]	.823	.814	2.75745

Coefficient of Determination (CD) $= r^2 \times 100\%$

$$= 0,814 \times 100\%$$

$$= 81,4\%$$

So the 4 variables have 81.4% value against the decision of the use of tour and travel services Mika Tour and the rest of 18.6% influenced by other variables that the author is not careful.

t-Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.420	2.221		2.189	.050
	X1	.282	.092	.176	3.055	.003
	X2	.250	.113	.127	2.216	.030
	X3	1.481	.078	.915	19.105	.000
	X4	.642	.070	.044	4.912	.040

Quality of Services Variable (X₁)

The result of regression test for service quality variable to the decision of usage shows tcount> ttable (3,055> 1,990), significance value <0,05 (0,003 <0,05). With these results, then H0 rejected and Ha accepted, meaning that partially variable quality of service there is a significant influence on the decision of use.

Product Quality Variable (X2)

The result of regression test for product quality variable to purchase decision shows tcount> ttable (2,216> 1,990), significance value <0,05 (0,030 <0,05). With these results, then H0 is rejected and Ha accepted, meaning that partially variable product quality there is a significant influence on purchasing decisions.

Promotion Variable (X3)

The result of regression test for promotion variable to purchase decision shows tcount> ttable (19,105> 1,990), significance value of significance <0,05 (0,000 <0,05). With these results, then H03 rejected and Ha3 accepted, meaning that the partial promotional variables there is a significant influence on purchasing decisions.

Location Variable (X4)

The result of regression test for location variable to purchase decision shows tcount> ttable (4,912> 1,990), significance value of significance value <0,05 (0,040 <0,05). With these results, then H04 rejected and Ha4 accepted, meaning that the partial location variable there is a significant influence on purchasing decisions.

f-Test

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2784.816	4	696.204	91.563	.000ᵇ
	Residual	600.678	79	7.604		
	Total	3385.494	83			

The result of statistical calculation shows the value of fcount> ftable (91,563> 2,49), and significance value equal to 0,000 <0,05. Thus H0 is rejected, Ha accepted which states the four variables simultaneously significant influence or Decision purchase or use is influenced jointly and significantly by the variable quality of service, product quality, promotion, and location.

4. Conclusion and Suggestion

4.1. Conclusion

Based on the results of this study is the result of data processing using spss version 19.0, from the results obtained the conclusion that there is influence between service quality, product quality, promotion, and location to the decision of the tour and travel tour selection "Mika Tour" Petukangan Utara South Jakarta. Based on the results of hypothesis testing can be concluded that :

1. Partially the quality of service significantly influence the decision of usage, and there is a strong correlation between service quality with decision.

2. Partially, product quality has significant effect on decision of usage, and there is strong correlation between product quality with decision of usage.

3. Partially, promotion has significant effect on decision of usage, and there is strong correlation between promotion with decision of usage. Partially, location has significant effect on decision of usage, and there is strong correlation between location and decision of usage.

4. Simultaneously variable quality of service, product quality, promotion, and location have a significant effect on decision of usage.

4.2. Suggestion

For Mika Tour Universitas Budi Luhur, South Jakarta, Indonesia

With regard to the results of the analysis and discussion in the previous chapter, the authors suggestions to be given to Mika Tour Universitas Budi Luhur, South Jakarta in relation to the influence quality of service, product quality, promotion, and location to the purchase decision are as follows:

1. With the quality of service tour and travel "Mika Tour" Petukangan North South Jakarta should be able to take advantage of opportunities by recommending the product to customers more active and enthusiastic again in order to increase sales.

2. Consistently sells innovative and up-to-date product quality in particular tourism products, because today many people are looking for the latest tourism products with the cutting edge innovation.

3. Develop travel packages program that which is appropriate for tour and travel products, because promotional programs that take place in the form of discounts, discounts, or the quality of advertising is dominated by other brand products.

Conducting training on customer service and product knowledge to the workers so that customers get good and satisfactory service.

a) Maintaining the location of tour and travel "Mika Tour" North Petukangan South Jakarta which is strategic with how to maintain good relationships with building owners, related ranks, and the surrounding community.

b) Doing a lot of observation and promotion to new attractions, which has never been made by other travel agents.

c) Maintain cleanliness, comfort, neatness of work environment and employees, so that visitors who come to Mika Tour Budi Luhur University, Petukangan South Jakarta get comfort in choosing a travel program.

d) Create an E-commerce application that aims to make consumers easy to use services or make purchases easily through electronic media.

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