

THE INFLUENCE OF SERVICE QUALITY ON PURCHASING DECISIONS AT RICHEESE FACTORY IN LHOKSEUMAWE CITY

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Abstract

Service quality is a dynamic condition that is closely related to products, services, human resources, as well as processes and the environment that can at least meet or even exceed the expected service quality. Service quality is one measure of success in providing a guarantee of satisfaction for consumers, if consumers are satisfied with a service, they will become loyal and devoted consumers to the company that provides the service. This study aims to determine the effect of Service Quality on Purchasing decisions at Richeese Factory Lhokseumawe City. This study uses a quantitative approach which aims to determine whether Service Quality has a Positive and Significant influence on Purchasing Decisions. The population in this study were all consumers who had bought at Richeese Factory Lhokseumawe City which was not known with certainty and the determination of the sample using the "purposive sampling" method and the formula used in determining the number of respondents using the Lemeshow formula so that the number of respondents was 96 respondents. In proving and analyzing this, validity and reliability tests, classical assumption tests, simple linear regression tests and t tests (partial) are used. This result is proven by the T test that the service quality variable has a positive and significant effect on purchasing decisions with a value of $t_{hitung} > t_{tabel}$, which is $13.863 > 1.986$ and a significance value of $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted. The better the service quality, the more consumer purchasing decisions will increase for Richeese Factory products.

Keywords: *Service Quality, Purchasing Decisions*

INTRODUCTION

The development and competition of the business world are getting tighter, so that the policies and strategies of the company also experience a lot of innovation and creativity. Trust and loyalty from consumers are very important for the progress of the company and of course this can be realized with the right sales strategy. If the company wants to get maximum profit or benefit, it should make various efforts to improve and develop its services in order to achieve the expected goals. Changes that occur in various aspects of life indirectly affect people's lifestyles. Likewise, public consumption continues to change. This can be seen from the average per capita expenditure on food continues to increase. In addition, population mobility is increasing so that many housewives and working women, causing demands for practicality in consuming food. Culinary businesses have emerged, starting from street vendors, food stalls, restaurants, cafes and others.

Business competition in the culinary field has been very sharp lately, which has caused entrepreneurs to take the initiative to build a good business. So, it is not surprising that currently many culinary places also equip their places of business with facilities that can provide comfort for their customers, such as a cool place, a good view from the 2nd floor, comfortable tables and chairs, clean and fragrant toilets, and spacious and safe parking lots. The increasingly tight competition makes each restaurant try to attract as many consumers as possible, therefore restaurants must maintain existing consumers so that they do not move, by improving the quality of their service so that consumers have the decision to buy. The increasingly critical customer conditions in terms of assessing quality also require companies to be able to maintain and improve the quality of their products in order to avoid claims or consumer dissatisfaction and become one of the reasons for making purchasing decisions. Human life is inseparable from buying and selling. Before making a purchase, a person will usually make a purchasing

decision first for a product. Purchasing decisions are individual activities that are directly involved in making decisions to make purchases of products offered by sellers. According to Peter and Olson (2013:163), purchasing decisions are an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Schiffman and Kanuk (2008:485) define consumer purchasing decisions as a selection of two or more alternative choices, in other words, alternative choices must be available to someone when making a decision. On the other hand, if the consumer does not have an alternative to choose from and is really forced to make a certain purchase and certain actions, then this situation is not a decision. Purchasing decisions made by consumers can occur if consumers have received services from the provision of services and after that consumers feel satisfaction and dissatisfaction, therefore the concept of purchasing decisions cannot be separated from the concept of consumer satisfaction.

Kotler and Armstrong (2012:166) stated that the consumer purchasing decision process consists of five stages carried out by a consumer before reaching a purchasing decision and then after the purchase. This shows that the purchasing process carried out by consumers begins long before the act of buying is carried out and has consequences after the purchase is made. Efforts to attract and retain customers require high purchasing interest from consumers and ultimately making a purchasing decision is not easy. Many factors influence this, both from internal factors in the sense that they refer to within the consumer or external influences, namely external stimuli carried out by business actors. Where in this case the company must be able to identify consumer behavior in relation to making a purchasing decision. There are several factors that influence consumers in making repeat purchases, one of which is service quality.

Service quality is one of the measures to influence consumer purchasing decisions. Satisfied consumers will share their feelings and experiences with other consumers. Tjiptono and Candra (2012:75) explain that the service dimensions consist of:

1. Reliability is the ability to provide promised services quickly and satisfactorily.
2. Responsiveness is the desire and willingness of employees to provide responsive service.
3. Assurance includes knowledge, competence, courtesy and trustworthiness of employees.
4. Empathy includes ease in establishing relationships, effective communication, and being patient in serving customers.
5. Physical evidence (tangibles) which includes physical facilities, employee equipment and communication facilities.

According to Tjiptono (2011), service quality is a dynamic condition that is closely related to products, services, human resources, and processes and environments that can at least meet or even exceed the expected service quality. According to Tjiptono, the definition of service quality is an effort to fulfill needs that are accompanied by consumer desires and the accuracy of the delivery method in order to meet customer expectations and satisfaction, it is said that service quality is the fulfillment of customer needs and desires and the accuracy of its delivery to balance customer expectations.

Service quality is one measure of success in providing satisfaction guarantees for consumers, if consumers are satisfied with a service then they will become loyal consumers and loyal to the company that provides the service. Good service quality can be provided when the company understands the desires and needs of customers and practices it directly in real action. According to Philip Kotler and Kevin Lane Keller quoted from the Marketing Management book, Consumer Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (2007: 177). Satisfying consumer needs is the desire of every company. In addition to being an important factor for the survival of the company, satisfying consumer needs can increase competitive advantage. Consumers who are satisfied with products and services tend to repurchase products and reuse services when the same need arises again in the future. This means that satisfaction is a key factor for consumers in making repeat purchases which is the largest portion of the company's sales volume.

Service quality (service) is the focus of assessment that reflects customer perceptions of five specific dimensions of service (service). Satisfaction is more inclusive, namely satisfaction is determined by perceptions of service quality (service), product quality, price, situational factors and personal factors. The consequences of customer satisfaction or dissatisfaction are very important for businesses. For businesses, satisfaction is seen as one dimension of market performance. Increasing customer satisfaction has the potential to lead to long-term and short-term sales growth. Customer dissatisfaction raises a number of risks, such as protests by consumer organizations. Customer complaints and the entry of new substitute products into the market. Customer dissatisfaction can help companies identify aspects that are weaknesses in their products or services that are unable to meet consumer standards (Tjiptono and Candra 55: 2012).

One type of food that has become an attraction for consumers lately is food made from processed chicken, such as penyet chicken, geprek chicken, free chicken, caught chicken and there are still many other types of food made from chicken. One of the famous fast food restaurants in Lhokseumawe city which also makes its mainstay menu is Richeese Factory Lhokseumawe City Richeese Factory was first present in Indonesia on February 8, 2011, located at Paris Van Java Mall, Bandung City, West Java. Along with the increasing development of our outlets, now Richeese Factory is present in various provinces in Indonesia.

In Aceh province, there are 3 Richeese Factory outlets, namely 2 outlets in Banda Aceh and 1 outlet in Lhokseumawe. Richeese Factory Lhokseumawe City was established in November 2022, located at Jl. Merdeka, No. 15-16 Simpang Empat Village, Banda Sakti, Lhokseumawe City, Aceh, 24313. Richeese Factory features a modern and comfortable interior design with a large food area and complete facilities to meet customer needs. The menu offered still maintains the characteristics of the Richeese Factory such as fire chicken, fire wings and other menus served with special cheese sauce. Based on the latest review from the official website of the Richeese Factory Lhokseumawe City outlet, the author found a negative phenomenon in comments from consumers regarding the quality of service at Richeese Factory.

Based on the review, the author found that there were consumers who were dissatisfied with the service at Richeese Factory which caused a bad assessment of the quality of its service and narrowed the possibility for consumers to decide to buy again. In one of the reviews from consumers, it was stated that "of all the Richeese branches that have been visited, this is the worst, almost all the menus are not available, given chicken breast that is hard like wood, hopefully it can be evaluated" others also stated that "the second-tier table is often dirty and not cleaned, wanting to sit there are still traces of people eating but it is not cleaned immediately, so it is not comfortable, then there is a musty smell, please improve the cleaning service on the 2nd floor. Thank you" this proves that the quality of service at Richeese Factory is not satisfactory for its consumers.

So far, Richeese Factory Lhokseumawe City has presented a consistent taste, so that consumers are satisfied with the presentation of the menu at the restaurant. On the other hand, the service offered is less than satisfactory, due to several factors, one of which is the cleanliness of the restaurant, so that consumers feel uncomfortable when eating there. Dissatisfaction arises because consumer expectations are not the same as the performance received by consumers from the restaurant and reduces consumer interest in returning to buy at Richeese Factory Lhokseumawe City. And from the results of observations on the reviews on the Richeese Factory Lhokseumawe City website, it shows that most consumers state that the food products served by Richeese Factory Lhokseumawe City are considered quite satisfactory because they have their own taste so that consumers feel like buying again, in terms of service consumers feel less satisfied, one of which is because of the cleanliness of the restaurant. Several studies that have been conducted have shown that service quality influences purchasing decisions.

LITERATURE REVIEW

This research was conducted inseparable from the results of previous research that had been carried out as comparative and study material.

No	Writing /Year	Title	Equality	Difference	Results
1	Aina 2021 Thesis	The Influence of Service Quality and Location on Purchasing Decisions at Hafiz Resto in Siak Sri Indrapura	The method used is a quantitative method. The sampling technique uses the purposive sampling method.	The sample in this study was taken with certain considerations and based on the researcher's objectives, totaling 50 people.	The results of the study show that service quality and location have a positive and significant effect on purchasing decisions at Hafiz Resto in Siak Sri Indrapura.
2	Ragil Pangestu 2021 Thesis	The Influence of Service Quality and Price on Purchasing Decisions (Case	The method used is a quantitative method The sampling	The data analysis technique in this study used multiple linear	The research results show that the variables of service quality and price have

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		Study on Consumers of Alfamart Rancaekek KM 17 Store in Munggang, Jati Nangor District)	technique uses the purposive sampling method. - The sample in this study were residents living in the Alfamart Rancaekek KM 17 environment whose population could not be determined.	regression analysis.	a simultaneous influence on purchasing decisions.
3	Nanda Marendra Andryarto 2020 Thesis	The Influence of Product Quality, Service Quality and Location on Purchasing Decisions (Study on Warung Penyet Arto Moro on Jl Fatmawati No. 23, Pedurungan Semarang)	- The method used is a quantitative method - The sampling technique uses the purposive sampling method.	- The population in this study is known to be 75 respondents. - The data analysis technique in this study used multiple linear regression analysis.	The results of this study indicate that product quality, service quality, and location have a positive and significant influence on purchasing decisions.
4	Abdul Mukti, Kartin Aprianti Management development journal	The Influence of Service Quality and Price on Purchasing Decisions at KIRANI Coffee Shop	- The sampling technique uses the purposive sampling method.	- The data analysis technique in this study used multiple linear regression analysis.	The results of the study show that service quality and price have a simultaneous influence on purchasing decisions at the Kirani Coffee shop.
5	Mary 2022 Thesis	The Influence of Product Quality, Service Quality and Promotion on Purchase Decisions at Time Universe Studio Online Store	- The method used is a quantitative method	The technique for determining sample size in this study used nonprobability sampling.	The results of the study indicate that product quality, service quality and promotion each have a partial effect on the purchasing decision of Time Universe Studio Online Store. While the calculated F value obtained is $5.226 > F \text{ table } 2.70$, which indicates that there is a simultaneous influence of the three independent variables on the dependent variable in this study.

Source: Secondary Data, 2024

Based on previous research, the author takes the main reference by choosing previous research from Aina (2021) as a reference that is relevant to this research because there are similarities in the focus of research that examines the effect of service quality on purchasing decisions, even though the objects are different. Aina's

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research (2021) focuses on Hafiz Resto in Siak Sri Indrapura, while this research focuses on Richeese Factory in Lhokseumawe City. Both studies use quantitative methods and utilize purposive sampling techniques, so that similar methodological approaches can provide guidance in designing this research. In addition, the results of Aina's research which show a positive and significant effect of service quality on purchasing decisions, are an important reference in testing the same variables in different place contexts.

In addition to the similarities in research focus and methodological approach, there are also several important differences to note between this study and previous research by Aina (2021). One of the main differences is the object of the study. Aina (2021) studied Hafiz Resto, a local restaurant in Siak Sri Indrapura, while this study focuses on Richeese Factory, which is part of a national fast food restaurant chain in Lhokseumawe City. This allows for a comparison in the context of the influence of service quality between local restaurants and national chains. Another difference is in the additional variables studied. In Aina's study, location was also analyzed as a variable that influences purchasing decisions, while in this study, the focus is only on the influence of service quality on purchasing decisions. Thus, this study offers a deeper focus on one key variable, namely service quality, without involving other factors such as location. This comparison is relevant because it can provide new insights into how service quality influences purchasing decisions in the context of fast food restaurants in urban areas compared to local restaurants in different areas.

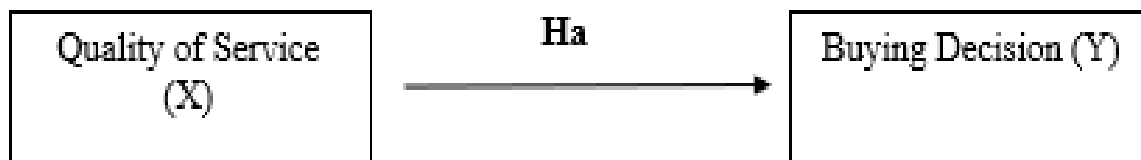
Hypothesis

Based on the formulation of the problem and conceptual framework, the hypothesis or temporary assumption in this study is as follows:

Ho: Service quality does not have a significant effect on purchasing decisions at Richeese Factory, Lhokseumawe City.

Ha: Service quality has a significant influence on purchasing decisions at Richeese Factory, Lhokseumawe City

Conceptual Framework



Gambar 2

METHOD

In this study, the researcher used quantitative research methods. According to Sugiyono (2017: 8) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing the established hypothesis. By using quantitative methods, researchers determine the effect of Service Quality on Purchasing Decisions at Richeese Factory, Lhokseumawe City.

The method used in this study is using the survey method. Survey research is a method of data collection carried out in the form of a questionnaire, which is then distributed to respondents. A questionnaire or survey is a data collection technique carried out by giving a set of written questions or statements to respondents to be answered (Sugiyono, 2017: 142). By using the survey method, researchers can collect primary data in the form of questionnaires that are distributed to consumers to find out the quality of service at Richeese Factory Lhokseumawe City.

The type of quantitative research used in this study is descriptive research. As stated by Sugiyono (2012: 13) defines descriptive research as "research conducted to determine the value of independent variables, either one or more variables (independent) without making matches, or connecting with other variables". In addition, this descriptive research is used to describe various sources of data and information both from various opinions of experts and based on observations of interview results. In this study, there are 2 variables, namely Service Quality (X independent variable), and Purchase Decision (Y dependent variable). The research location chosen in this study is Richeese Factory Lhokseumawe Jl. Merdeka No. 15-16, Simpang Empat, Kec. Banda Sakti,

Lhokseumawe City, Aceh. Richeese Factory in Lhokseumawe is one of the fast food restaurants that is quite popular in the area, thus providing an opportunity to observe consumer behavior with a significant number of customers. In addition, this location is interesting because it serves various consumer segments, ranging from young people, families, to office workers, which allows for variations in responses in the influence of service quality on purchasing decisions. As a restaurant that prioritizes speed and friendliness in service, Richeese Factory offers a relevant environment to examine the extent to which service quality plays a role in purchasing decisions. The strategic location of the restaurant in Lhokseumawe also facilitates access for researchers in conducting surveys and observations.

Thus, the selection of the location at Richeese Factory Lhokseumawe allows for a more comprehensive and representative study. Therefore, the author chose this location to find out and understand more deeply about the influence of Service Quality on Purchasing Decisions at Richeese Factory Lhokseumawe City. The population in this study were consumers of Richeese Factory Lhokseumawe. And the population consists of all consumers at Richeese Factory Lhokseumawe who are not clearly known. The population is all individuals or objects studied that have several characteristics in common.

Sampling in the study used the purposive sampling method, namely a sampling method used based on certain criteria in accordance with the objectives of the study. The criteria determined in this study were all consumers of the Richeese Factory restaurant who had ever purchased Richeese products with the criteria, namely, aged around 17-40 years and had purchased Richeese products. To determine the research sample from the population, the researcher used the Lemeshow formula which formula uses a standard error rate of 10% and 5%. The reason the researcher used the Lemeshow formula was because the population size was not known for certain. The sample of this study consisted of 96 randomly selected consumers consisting of Men and Women with an age range of 18 - 40 years who had purchased Richeese products with a fried chicken menu or fire chicken with cheese sauce, RichieFlying Chicken, Fire Burger and pink lava drinks, frutarian, Richoco, Coffe.

RESULTS AND DISCUSSION

Normality Test

From the results of the data processing table above, the value of Kolgomorov-Smirnov is 0.111 and significance at 0.005. The significance value is greater than 0.05, so it can be said that the residual value is standardized and the data meets the assumption of normality. These results indicate that the Service Quality variable can be tested further to see its influence on the purchasing decision variable at the Richeese Factory in Lhokseumawe City.

Heteroscedasticity Test

The results of the heteroscedasticity test show that the existing points are spread randomly, spread both above and below the number zero on the axis that does not form a clear pattern. Therefore, the regression model is said not to experience Heteroscedasticity.

Simple Linear Regression Test Results

Table 1
Simple Linear Regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	3,067	2,718		1.129
	Quality of Service	.615	.044	.819	.000

a. Dependent Variable: Purchase Decision

Source: SPSS 26 Data Processing

Table 1 shows a constant value of 3.067 (Unstandardized Coefficients column section B), which means that when X is 0, then Y is 3.067, meaning that if Service Quality does not work, the Purchase Decision that will be

achieved is 3.067. While the Service Quality coefficient value is 0.615. This means that for every increase in X value of 1, Y will increase by 0.615, meaning that if Richeese Factory improves Service Quality by one unit, the Purchase Decision will increase by 0.615. Based on the above information, the regression equation model is obtained:

$$Y = a + b X$$

or

$$Y = 3.067 + 0.615X$$

Partial Significance Test (t-Test)

Service Quality has a significant effect on Purchasing Decisions which can be determined by t-count. The Service Quality variable (X) has a value of 13.863 and the T-table value is 1.986 so that ($13.863 > 1.986$) so it can be concluded that Service Quality has a positive and significant effect ($0.000 < 0.05$) partially on Purchasing Decisions at Richeese Factory, Lhokseumawe City.

Correlation Coefficient

The calculation results using the Pearson Correlation test on SPSS version 26 between Service Quality (X) and Purchasing Decision (Y) obtained a correlation coefficient of $r_y = 0.819$ with a significance level of 98%. More details can be seen in the following table. This means that Service Quality will affect Purchasing Decisions by 81.9%

Coefficient of Determination Test (R2)

1. $R = 0.819$ shows the influence between Service Quality (X) on Purchasing Decision (Y) is 81.9%. This shows that Service Quality (X) and Purchasing Decision (Y) have a very high influence.
2. The R Square figure of 0.672 shows that Service Quality (X) influences Purchasing Decisions by 67.2%. While the remaining 48% can be explained by factors not examined in this study.

Discussion

After the hypothesis testing was carried out, the results obtained showed that the proposed alternative hypothesis could be accepted. With the explanation of the description of the recipient of the hypothesis as follows:

Service quality (X) has a positive and significant influence on purchasing decisions (Y) at Richeese Factory in Lhokseumawe City. This can be seen from the value $t_{hitung} 13,863 > t_{tabel} 1.986$, and a significance value of $0.000 < 0.05$, then H_a is accepted. This means that the better the quality of service, the more it will increase consumer purchasing decisions for Richeese Factory chicken products. Based on respondents' answers to the service quality variable, there are interesting findings that show that the highest mean value lies in the statement "Richeese Factory has modern and adequate physical facilities" and "Richeese Factory staff provide clear information about the menu and service".

This is because consumers feel that Richeese Factory outlets in Lhokseumawe City have modern and adequate facilities, which create comfort and attract their interest in visiting and purchasing products. The physical facilities in question include various elements that support visitor comfort while at the Richeese Factory outlet in Lhokseumawe City, such as modern interior design, efficient and easily accessible room layout, and adequate equipment to support service. In addition, staff who provide clear information about the menu and service help consumers feel more confident and not confused when ordering, thus improving their experience at the place. The clarity of information provided by the staff also reduces the potential for confusion and ensures the ordering process runs smoothly, which can ultimately increase consumer satisfaction and positively influence purchasing decisions.

Meanwhile, the lowest mean value is in the statement "Service time at Richeese Factory is always right on time as expected". This shows that many consumers feel that Richeese Factory has not been optimal in providing services according to their expectations, especially in terms of punctuality. This dissatisfaction may indicate that the service process at the outlet does not always match consumer expectations regarding the speed or punctuality of the promised service. The lowest mean value in this statement indicates an opportunity for Richeese Factory to improve service quality by paying more attention to time reliability, such as speeding up the ordering process or reducing waiting time, in order to increase consumer satisfaction and support better purchasing decisions.

Improving service quality at Richeese Factory Lhokseumawe City, especially in terms of timeliness of service, can improve consumer experience and increase purchasing decisions. Modern facilities and clear

information from staff have had a positive impact, but more attention to timeliness of service will reduce customer dissatisfaction. By continuing to improve these aspects, Richeese Factory can increase customer satisfaction, strengthen its reputation, and increase opportunities to retain loyal customers and attract new customers. This is in accordance with the theory put forward by Lupiyoadi in Indrasari (2019), which states that service quality is basically centered on efforts to fulfill customer needs and desires and the accuracy of its delivery to match customer expectations. In other words, good service quality depends not only on the ability to provide the desired facilities or products, but also on how the service is delivered on time and in accordance with customer expectations. In the context of Richeese Factory, fulfilling consumer expectations regarding comfortable facilities, clear information, and timeliness of service will contribute greatly to increasing consumer satisfaction and purchasing decisions. Previous research that looked at the influence of service quality on purchasing decisions was research conducted by Aina (2021) who examined the Influence of Service Quality and Location on Purchasing Decisions at Hafiz Resto in Siak Sri Indrapura. From the results of the analysis, it can be seen that service quality and location have a positive and significant effect on purchasing decisions at Hafiz Resto in Siak Sri Indrapura. There are also other studies that have similar results, namely research by Ade Bagus Saputra, et al (2021) Ragil Pangestu (2021) who examined: The Influence of Service Quality and Price on Purchasing Decisions (Case study of consumers at Alfamart Rancaekek KM 17 Store in Munggang, Jati Nangor District). States that the results of the study show that the variables of service quality and price have a simultaneous effect on purchasing decisions. The results of the study show that the variables of service quality and price have a simultaneous effect on purchasing decisions. These results indicate that the better/higher the quality of service provided, the more the consumer's purchasing decision will increase. Likewise, the worse/lower the quality of service, the lower the consumer's purchasing decision on a product will be.

Thus, to improve purchasing decisions, Richeese Factory needs to focus on two main aspects: first, continuing to maintain the standards of facilities, cleanliness, and comfort, and second, improving services according to professional standards. This will help Richeese Factory not only retain current customers but also attract new customers, which will ultimately increase sales and strengthen their position in the market. This study is closely related to business administration, especially in understanding how aspects of service quality can influence consumer purchasing decisions. As an important part of business management, this study provides insight into the role of service quality in marketing strategies, customer relationship management, and managerial decision making. The success of a company depends not only on the products or prices offered, but also on the quality of service provided to consumers. Therefore, this study is very relevant in developing the understanding and skills needed to design business policies that focus on improving customer experience and company competitiveness in the market.

CONCLUSION

Based on the overall results of the study on the Influence of Service Quality on Purchasing Decisions at Richeese Factory in Lhokseumawe City which has been carried out in accordance with the steps required and have been implemented, the results of the hypothesis test indicate that the alternative (H_a) proposed in this study is accepted. The dependent variable in this study is the Purchasing Decision (Y), while the independent variable is Service Quality (X). The results of the "t" test indicate that the relationship between the two variables is very significant using an alpha significance level of 0.05. Based on this description, several research conclusions can be formulated as follows:

1. The Service Quality variable has a positive and significant effect on Purchasing Decisions at Richeese Factory in Lhokseumawe City. This can be seen from the $T_{(count)}$ value of $13.863 > T_{(table)} 1.986$, and the significant value of $0.000 < 0.05$, so H_a is accepted. This means that the better the quality of service provided, the greater the consumer's purchasing decision for Richeese Factory products.
2. The influence of service quality on purchasing decisions at Richeese Factory Lhokseumawe City is 67.2%. While the remaining 48% is influenced by other factors not examined in this study. Good service quality, such as modern facilities and clear information, can increase consumer satisfaction and trust, thus influencing their decision to purchase products. Therefore, Richeese Factory needs to continue to improve service aspects, especially in timeliness, in order to support better purchasing decisions and maintain consumer loyalty.

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