

Consumer Motivation And Service Quality In Using Luxurious Wedding Decoration

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ABSTRACT

This study aims to determine: (1) the influence of consumer motivation on purchasing decision for luxurious wedding decorations, (2) the effect of service quality on purchasing decision for luxurious wedding decorations. This study is a conclusive research. Non-probability sampling was used as a sampling technique with the census method on 122 respondents. Respondents are consumers who have already purchased and made their own decision in purchasing at Garda Dekorasi from 2018 through April 2019. The questionnaire distribution was performed online using a google form. The measurement scale used in this study was Likert scale. Statistical analysis used is multiple linear regression analysis, performed using SPSS 23. The results showed that the consumer motivation variable has a positive and significant influence on purchasing decision, and service quality has a positive and significant influence on purchasing decision. The results also show that service quality has a greater influence on purchasing decision compared to consumer motivation.

Keywords: buying decision; consumer motivation; service quality

INTRODUCTION

Stiff business competitiveness has made numerous companies compete for achieving high market share thus are attempting to find new markets by innovating their products and services. One of the growing services is Wedding Decoration. The right marketing strategies are required by these companies not only in order to survive and thrive, but also to continuously enhance and achieve all of the main goals and desires. The essence of a service company, in addition to its superior products produced, may only be produced and consumed at the same time, the first buyer will be provided with added value while it does not literally materialize to the buyer in principle (Kotler & Keller, 2009:117).

Marketers require to study and conceive consumer behavior to assure customer satisfaction. Consumer behavior in purchasing should be studied and become a guidance for marketers in creating the right strategy to be implemented. Analysis of consumer buying behavior is the first step in planning a marketing strategy to determine the underlying motives of consumers in making purchases of a particular product. Through this analysis, it may be seen that purchasing decision is influenced by several factors.

Motivation is a need that makes a person take an action (Kotler & Keller, 2009). Motivation is formed because of stimuli that arises within an individual. A person has a gap between what is being felt and what should be felt. This gap raises motivation thus he feels he has a need.

Recognition of the need may create pressure on customer, so there may be an impulse to achieve what he desires.

There are two types of motivation within an individual i.e., rational motivation and emotional motivation. Rational motivation focuses on facts that can be judged by human sense such as product price, product quality, availability of goods, and the efficiency of using the product. While emotional motivation mainly focuses on the feelings of each individual when using a product. Examples of emotional motivation are usually attached to products that may raise and inform the user's social status, mostly used merely as a symbol and very subjective. When buying products, consumers will certainly be based on either or both of these motivations.

Study by Dwiindra (2013) states that there is a positive influence of motivation on purchasing decision. Silva (2017) explains, companies should continue to make various efforts that may increase consumer motivation through an explanation of the advantages of using a product hence strengthens purchasing decision. Study by Huriartanto *et al.*, (2015) also concludes, there is a positive and significant influence of motivation on purchasing decision. Otherwise, Badriyah (2018) explains that consumer motivation does not have a significant either negative effect on purchasing decision. Similarly, Setyarini (2012) agrees that motivation has no significant effect on purchasing decision.

Certainly, buyers will also consider the quality of service provided by the company. In the view of consumers and producers, the definition of service quality may be distinct. To producer, service quality is the conformance to the specifications which they will tolerate on critical dimensions specified by the company. Quality is essential to be maintained by service companies. However, to consumers, service quality means that there is a match between the price paid and the quality received. Service quality is the company's expectation of the company's level of excellence in order to meet consumer desires. In other words, the consistency of the excellent or poor service of a service provider will greatly affect whether or not consumer expectations are met, Wyckof in Tjiptono (2011:59). Meanwhile, according to Wijaya (2011: 152), service quality may be utilized to measure how good the level of service provided by a company and if its service meets customer expectations. The quality of a service is tricky to define compared to the quality of a product.

Kusumawardani (2011) who studied about purchasing at Wedding Crowns and Event Organizer in Semarang stated that the higher the service quality of a company, the faster it will get consumers due to its short process. It resembles a study by Jati (2017) which results in a significant and positive influence of service quality on the purchase decision of a wedding organizer in Semarang. This is in line with the research by Reksa *et al* (2017) which states that service quality indicators, as such tangibles, reliability, assurance, and empathy, are all significant and have a positive influence except for the responsiveness indicator. Ghufra & Magnadi (2012) also conducted a research which resulted in a significant influence of service quality on the decision to use a service. A study by Daud (2013) shows that there is a positive influence between service quality and purchasing decision. In a contrary, Novfriday & Eviana (2011) states that there is no significant influence between service quality and purchasing decision. Likewise, research by Muchtar *et al.*, (2018) states that partially service quality has no significant effect on purchasing decision.

This study examines Garda Dekorasi as the research object. Garda Dekorasi is a 22-year-old decoration service company and is one of the biggest decoration service enterprises in Indonesia, specifically in Jakarta. Therefore, it is undoubtedly that Garda Dekorasi occupies a middle to upper

consumer market. Various attempts have been made by Garda Dekorasi to improve its quality so that people tend to use their services.

At the present time, there are enormous fresh concepts and designs emerging in the world of wedding decoration. Decoration companies are competing to improve their quality and create new wedding decoration concepts hence makes the competition becomes tougher, not to mention the many newly established decoration companies. This has become an issue for Garda Dekorasi as it obtains less sales and even greater decline in certain months.

Several approaches Garda Dekorasi performs to solve these obstacles are improving the services provided, one of which is raising friendliness, both in marketing and field teams. The marketing team is required to position client like part of their family - a very close relationship like family. Garda Dekorasi also conceives that their field team will be highly involved with the organizers or the family of the bride and groom. Apart from hospitality, Garda Dekorasi provides an outstanding portfolio with detailed quotation and pricelists. Garda Dekorasi is also able to provide sketches and descriptions of the concepts immediately while discussing. Additionally, it does not hesitate to provide service bonuses that do not include in the initial contract.

In addition to the products provided by Garda Dekorasi, the quality of service may also be one of the consumer motivations. Due to the diversity of consumer tastes in determining the concept and design of a wedding, Garda Dekorasi attempts to satisfy its customers through their quality of services. This study was conducted in Jakarta, the capital of Indonesia which is also the biggest metropolitan city in Southeast Asia. It is also the second largest city on earth. Jakarta is one of the centers of world business, the center of national politics and also the center of Indonesian culture. Jakarta is the place where five-star hotels are established and also where a series of luxurious buildings built in various corners of the city. This makes numerous wedding events as well as decorations in Jakarta to be large-scale and luxurious.

METHODS

This study is a conclusive research. The purpose of conclusive research is to test specific hypotheses and examine the interaction of the results data then analyze them quantitatively (Malhotra, 2017:90). This type of research uses a causal approach to obtain the evidence regarding the interaction between cause and effect (Malhotra, 2017:100).

The research population has to demonstrate the following characteristic which is having used the services of Garda Dekorasi within the given period from 2018 to April 2019. The sample size is 160 samples. Types and source of data are obtained from online questionnaire that have been distributed and references, as such books, journal articles, as well as news related to consumer motivation, service quality, and purchasing decision. The research instrument is a structured questionnaire made online through google form which is distributed directly to the respondents. The measurement scale is the Likert scale and sampling is performed using non-probability sampling technique with the census method. Furthermore, the data obtained are analyzed using multiple linear regression analysis.

The data is analyzed using multiple linear regression analysis with the aim of determining the influence of dependent variable on independent variables. In this study, purchasing decision is the dependent variable, while consumer motivation and service quality are the independent variables. The classical assumption test is carried out with the aim of testing the feasibility of the regression model of the study. Variables of this study are normally distributed, free from multicollinearity and heteroscedasticity.

RESULTS AND DISCUSSION

The respondents are Garda Dekorasi customers who had used Garda Dekorasi services within the period of 2018 to April 2019, totaling 160 respondents, however merely 122 respondents were willing to fill out the questionnaire. The respondent's characteristic data is based on gender and transaction time at Garda Dekorasi. The results showed that the majority of respondents are women with a total of 87 respondents with a percentage of 71.3%, there are the same results within a transaction period of 6 to 12 months and more than 12 months, which amount to 61 respondents with a percentage of 50% each. There were no respondents in the last 1 to 6 months because data collection was carried out in September 2019.

The consumer motivation variable in this study uses four indicators i.e., status encouragement, self-actualization encouragement, uniqueness, and creativity. While the service quality variable uses five indicators, those are tangibles, reliability, responsiveness, assurance, and empathy. Lastly, the purchase decision variable uses four indicators, namely the first choice, consideration of benefits, ease of obtaining the product, stability of the product.

Table 1. Validity Test Results

| No | Variable | r-calc. | r-table | Validity |
|-------------|-------------------------------|---------|---------|----------|
| 1 | Consumer Motivation (X_1) | | | |
| | $X_{1.1.1}$ | 0.496 | 0.3601 | Valid |
| | $X_{1.1.2}$ | 0.367 | | Valid |
| | $X_{1.2.1}$ | 0.593 | | Valid |
| | $X_{1.2.2}$ | 0.424 | | Valid |
| | $X_{1.3.1}$ | 0.655 | | Valid |
| | $X_{1.3.2}$ | 0.550 | | Valid |
| | $X_{1.4.1}$ | 0.754 | | Valid |
| | $X_{1.4.2}$ | 0.686 | | Valid |
| 2 | Service Quality (X_2) | | | |
| | $X_{2.1.1}$ | 0.765 | 0.3601 | Valid |
| | $X_{2.1.2}$ | 0.458 | | Valid |
| | $X_{2.2.1}$ | 0.595 | | Valid |
| | $X_{2.2.2}$ | 0.555 | | Valid |
| | $X_{2.3.1}$ | 0.705 | | Valid |
| | $X_{2.3.2}$ | 0.760 | | Valid |
| | $X_{2.4.1}$ | 0.587 | | Valid |
| | $X_{2.4.2}$ | 0.413 | | Valid |
| | $X_{2.5.1}$ | 0.557 | | Valid |
| $X_{2.5.2}$ | 0.518 | Valid | | |
| 3 | Purchasing Decision (Y) | | | |
| | $Y_{1.1.1}$ | 0.594 | 0.3601 | Valid |
| | $Y_{1.1.2}$ | 0.795 | | Valid |
| | $Y_{1.2.1}$ | 0.678 | | Valid |
| | $Y_{1.2.2}$ | 0.451 | | Valid |
| | $Y_{1.3.1}$ | 0.388 | | Valid |
| | $Y_{1.3.2}$ | 0.461 | | Valid |
| | $Y_{1.4.1}$ | 0.764 | | Valid |
| $Y_{1.4.2}$ | 0.725 | Valid | | |

According to Table 1, the r-calculated value of all statement items is greater than r-table (0.3601). The r-table value is obtained from the one tail r table for degree of freedom (df) = n – 2 with a significance of 5% (Ghozali, 2016: 463). It can be concluded that all statement items are valid and can be used as a measure of the influence of consumer motivation and service quality on purchasing decision of luxurious wedding decorations.

The reliability test results of consumer motivation, service quality and purchasing decision variables are presented in Table 2.

Table 2. Reliability Test Results

| Variable | Cronbach's Alpha | Cut of Value | Reliability |
|---------------------|------------------|--------------|-------------|
| Consumer motivation | 0.701 | 0.70 | Reliable |
| Service quality | 0.797 | 0.70 | Reliable |
| Purchasing decision | 0.757 | 0.70 | Reliable |

According to Table 2, the entire value of Cronbach's Alpha for the variables of consumer motivation (X₁), service quality (X₂), and purchasing decision (Y) is greater than 0.70. According to Ghozali (2016: 48), a construct or variable is considered reliable if it results a Cronbach's Alpha value > 0.70. It may be concluded that all variables are reliable and may be used as a measure of the influence of consumer motivation and service quality on purchasing decision for luxurious wedding decorations.

In normality test, the non-parametric Kolmogorov-Smirnov (K-S) test can be used. If the K-S value is above a = 0.05 then the data distribution is normal. Also, statistically there are two components of normality, i.e., skewness and kurtosis equal to zero. The following are the results of the residual normality test using the Kolmogorov-Smirnov test.

Table 3. Kolmogorov Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|----------------------------------|----------------|-------------------------|
| N | | 122 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | 2.68850852 |
| Most Extreme Differences | Absolute | .038 |
| | Positive | .038 |
| | Negative | -.031 |
| Test Statistic | | .038 |
| Asymp. Sig. (2-tailed) | | .200 ^{c,d} |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

From table 3, it can be derived that the graph analysis, normal probability plot points of regression are scattered around the diagonal line, while the statistical test significance value of the Kolmogorov Smirnov test is 0.200 which is above 0.05, thus it is stated that the data is normally distributed.

The multicollinearity test is carried out with the aim to test if the regression model has correlation between the independent variables, if there is no correlation between the independent variables, it may be concluded that the regression model is good. Analyzing multicollinearity may be performed by observing the tolerance value and the VIF (Variance Inflation Factor) value.

Multicollinearity exists if it shows a tolerance value of 0.01 or VIF 10 (Ghozali, 2016:104). Table 4 illustrates the result of multicollinearity test.

Table 4. Multicollinearity Test

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | 8.299 | 2.588 | | 3.207 | .002 | | |
| total_m | .201 | .091 | .204 | 2.204 | .029 | .566 | 1.767 |
| total_kl | .409 | .076 | .498 | 5.378 | .000 | .566 | 1.767 |

a. Dependent Variable: total_k (Y)

According to Table 4, we obtained the tolerance value of each variable of $0.566 < 0.10$ which means there is no multicollinearity between the independent variables. The same occurs to the VIF value of the two variables that is $1.767 < 10$. This means there is no multicollinearity between the independent variables. We may conclude that there is no correlation between independent variables in this study, so that the regression model may be tolerated.

The heteroscedasticity test aims to test the regression model if the residuals from one observation to another have variance inequality. By analyzing the graph plot between the dependent variable, namely ZPRED and residual SRESID, we may detect the presence of heteroscedasticity. If it is found a pattern of regular dots, it indicates that there is heteroscedasticity. Otherwise, if there is no regular pattern and the points are spread from top to bottom, then heteroscedasticity does not occur (Ghozali, 2016:134). The results of the scatterplot graph of the heteroscedasticity test are presented as follows.

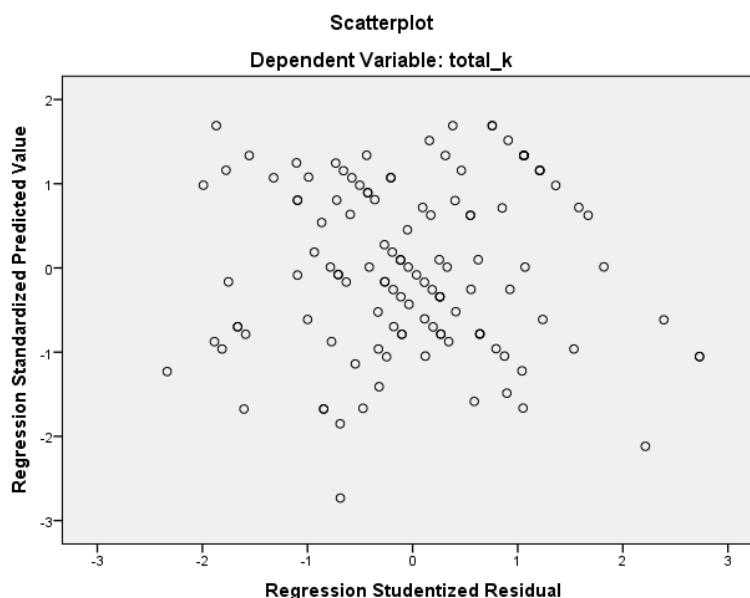


Figure 1. Scatterplot Graph

According to Figure 1, it is found that there is no heteroscedasticity because the points are randomly distributed from top to bottom of number 0 and the Y axis. Therefore, it can be concluded that the regression model is feasible to use.

Table 5. Partial Test

| Model | t | Sig. | Collinearity Statistics | |
|---------------------|-------|------|-------------------------|-------|
| | | | Tolerance | VIF |
| (Constant) | 3.207 | .002 | | |
| Consumer Motivation | 2.204 | .029 | .566 | 1.767 |
| Service Quality | 5.378 | .000 | .566 | 1.767 |

Table 5 illustrates that the consumer motivation variable (X1) obtained a t-test value of 2.204, which is supported by a significance of 0.029, the value is smaller than 0.05 or 5%. Then H0 is rejected and H1 is accepted. Thus, we may conclude that the consumer motivation variable (X1) has a significant influence on the purchasing decision variable (Y). Meanwhile, the service quality variable (X2) obtained a t-calculated value of 5.378 supported by a significant value of 0.000 which is smaller than 0.05 or 5%. Therefore, H0 is rejected, and H2 is accepted. Thus, we may conclude that the service quality variable (X2) has a significant influence on the purchasing decision variable (Y).

Table 6. Adjusted R Square Value

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .650 ^a | .423 | .413 | 2.711 |

According to Table 6, it can be derived that the significance of contribution of the consumer motivation variable (X₁) and service quality (X₂) to the purchasing decision variable (Y) is 0.413 = 41.3%. This value reveals that the variable of consumer motivation (X₁) and service quality (X₂) have an influence on purchasing decision variable (Y) of 41.3%. Meanwhile, the remaining 58.7% is influenced by variables outside this study.

The Influence of Consumer Motivation on Purchase Decision

Based on the analysis of research data, the results prove that the consumer motivation variable has a significant influence on the purchasing decision variable. This explains that the higher the consumer's motivation, the stronger the purchasing decision on luxurious wedding decorations. These results provide evidence that the first hypothesis - consumer motivation influences purchasing decision - is accepted.

The results of this study also provide evidence of conformity with the theory of Schiffman & Kanuk (2008:72), which defines motivation as a person's energy that encourages or forces him/her to take an action. Energy arises due to certain circumstances such as pressure that arises due to unfulfilled needs. Kotler & Keller (2009:226) also stated that at some specific times, a person may have various needs. These needs may be biogenic such as hunger, thirst, etc. It may also be psychogenic such as appreciation, recognition, etc. These needs may become a motive if it is driven by an adequate level of intensity.

The results of this study support a finding of Dwiindra (2013) that there is a positive influence of motivation on purchasing decision. In addition, study by Silva (2017) supports the aforementioned statement by suggesting that the management of companies should continuously make various attempts that may raise consumer motivation through an explanation of the virtues of using their products so that they may raise their purchasing decision.

According to the respondents' response to the questionnaire related to the consumer motivation variable (X1), each indicator of consumer motivation has high average value for each statement item. We may derive a conclusion that in deciding a purchase, consumers have high motivation, both motivations that arise rationally and emotionally. In this case, consumer motivation has a positive influence on purchasing decision of luxurious wedding decoration.

This study was conducted to measure consumer motivation using four indicators, namely status encouragement, actualization encouragement, uniqueness, and creativity. The most significant contribution in shaping consumer motivation is the indicator of status encouragement with the statement item "I selected Garda Dekorasi because of its reputation". This reveals that consumers decide to make a purchase at Garda Dekorasi because of the virtuous reputation owned by the firm. Therefore, the management of Garda Dekorasi should always maintain its reputation by providing consumer satisfaction, this may be realized by maintaining quality and innovating the product.

CONCLUSION

Consumer motivation and service quality are essential in purchasing decision process. The stiff decoration business competition forces decorators to better conceive consumer purchasing motives so that companies may formulate effective marketing strategies. This should also be supported by excellent service quality in order to make consumers feel satisfied with its services.

The findings of this study indicate that there is an influence of consumer motivation and service quality on purchasing decision of luxurious wedding decoration (study on consumers of Garda Dekorasi Jakarta). This study limitations are: the use of very common independent variables, the lack of respondent characteristics, and the online-limited distribution questionnaire.

Further research should be carried out to examine other variables such as brand, price, location and advertisement that may influence consumer purchasing decision of luxurious wedding decoration products. In addition, further research may study other decorator enterprises to determine the effect of consumer motivation and service quality variables on purchasing decision.

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