

Research Article

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The Effect of Service Quality, Promotion and Word of Mouth on The Purchase Interest of Aquarium Consumers at The Sakti Aquarium Pamulang Store

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Abstract: *This study aims to analyze the influence of service quality, promotion, and word of mouth on consumer purchase intention at Sakti Aquarium Pamulang. The growing public interest in aquascaping and ornamental fish presents significant business opportunities; however, declining sales performance indicates potential marketing weaknesses. Using a quantitative approach with 207 respondents selected via the Slovin formula, data were analyzed using SPSS through validity, reliability, normality, and regression tests. The validity and reliability results confirmed that all research instruments were valid and reliable. The coefficient of determination ($R^2 = 0.037$) indicated that service quality, promotion, and word of mouth collectively explained 3.7% of purchase intention, while 96.3% was influenced by other factors. The t-test results revealed that service quality (Sig = 0.44) and word of mouth (Sig = 0.27) had no significant effect on purchase intention, whereas promotion (Sig = 0.07) showed a partial influence. These findings highlight that promotional activities play a more substantial role in shaping consumer interest than service quality or interpersonal recommendations. The study provides practical implications for improving marketing strategies in the aquarium retail sector and contributes to the broader understanding of consumer behavior in niche lifestyle industries.*

Keywords: *service quality, promotion, word of mouth, consumer purchase interest.*

Introduction

Marketing management is a strategy for introducing products and services and offering them to the public. Marketing management encompasses all activities from planning, implementing, monitoring, and evaluating everything related to introducing products and services to consumers and the wider community, including product details, pricing, promotion systems, and distribution mechanisms for products and services that are designed to generate profitable sales using specific target markets. In managing a company or organization, a strategy is needed to achieve the success of the company itself. (Rialita et al., 2023).

The role of a marketing manager is not limited to selling products or services; one of their main tasks is to increase consumer interest in purchasing so that they will buy the marketed product again, according to (Octaviani et al., 2023). Purchase intention is a consumer attitude that tends to have an interest in taking actions related to the purchasing process through various stages and levels of possibility to the ability to purchase certain products, services, or brands.

In recent decades, the aquarium industry has experienced significant growth in line with the increasing public interest in aquascaping and ornamental fish keeping as both a form of relaxation and a means of aesthetic enhancement. Aquariums not only serve as containers for aquatic organisms but also function as media to bring elements of nature into living spaces, particularly in densely populated urban areas. This phenomenon has been further strengthened by the role of social media, which enables enthusiasts to share their experiences, design ideas, and maintenance techniques, thereby fostering a supportive hobbyist community and expanding the global aquarium market.

Service quality is considered a crucial determinant of customer satisfaction and loyalty. As stated by Lupiyoadi (2019:199), “The quality of employee service toward consumers has an asymmetric effect on purchase intention—poor service has a greater negative impact on purchase intention than good service has a positive one.” This implies that providing high-quality service is essential for maintaining customer trust and long-term engagement. Preliminary survey results indicate that several service aspects—such as reliability, responsiveness, and tangibles—are still perceived as unsatisfactory. This demonstrates a clear service gap between consumer expectations and actual experiences, which may lead to declining purchase interest and ultimately reduce company performance.

Based on (Grönroos, 1984), service quality is defined as the extent to which the services provided by a company can meet or exceed customer expectations. According to (Dunggio et al, 2025), service quality focuses on efforts to meet consumer needs and desires, as well as ensuring that delivery is timely and in line with their expectations.

In addition to attracting buyers, a marketing manager must also consider the importance of promotion. According to (Ningrum et al., 2022), promotion is a communication activity carried out by an individual or a company with the wider community, where the goal is to introduce something (goods/services/brands/companies) to the community and at the same time influence the wider community to buy and use these products. then according to (Veronika & Nainggolan, 2022). Promotion is a form of marketing communication with the aim of driving demand, an important aspect of marketing because promotion can make consumers who were initially not interested in the product become interested in it due to the promotion of the product.

However, in addition to promoting, there is another factor that needs to be considered in order to increase sales, namely word of mouth, which is communication commonly carried out by consumers who have made a purchase and then share their experiences regarding the product/service with other individuals or groups. Thus, indirectly, these consumers are participating in promotions that can attract the buying interest of other consumers who listen carefully to the conversation. In Indonesian society, where the level of interaction is high and most people use the culture of listening rather than reading, word of mouth communication is more effective for promoting products (Tenima et al., 2023).

These empirical conditions reveal a research gap between the vast potential of the aquarium industry and the actual situation at Sakti Aquarium Pamulang. Theoretically, service quality, promotion, and WOM are key factors influencing consumer purchase intention. However, empirically, these variables have not been optimally implemented, leading to a decline in sales performance. As emphasized by Philip Kotler (2019:116), “Market research and pre-surveys are essential to collect information before companies make strategic decisions.” Therefore, it is imperative for the company to conduct a comprehensive study on how these variables affect consumer purchase intention to design a more targeted and effective marketing strategy.

Based on the aforementioned phenomena, this study aims to analyze the influence of service quality, promotion, and Word of Mouth on consumer purchase intention at Sakti Aquarium Pamulang, thereby providing both theoretical contributions to marketing science and practical implications for enhancing business strategies in the aquarium industry.

Method

This study was conducted at Toko Aquarium Sakti, located in Pamulang, South Tangerang. This study is classified as quantitative research, which uses numerical data to test predetermined hypotheses. The

following are some characteristics of quantitative research: based on positivism philosophy, using research instruments to collect data, quantitative or statistical data analysis, consistent research from start to finish, and developing previously identified problems (Sugiyono, 2020).

The population in this study was consumers who visited the Sakti Aquarium Store, with a total of 425 consumers. From a total population of 425 consumers who visited the aquarium store, the author used the Slovin formula as a technique to determine the ideal sample size. After calculating using the Slovin formula, the number of respondents was determined to be 207 respondents, which was considered representative for use in this study.

Results and Discussion

Validity and Reliability Test

For validity testing in this study using a measuring tool in the form of an SPSS For Windows computer program. In each question item in the validity test, compare rcount with rtable. The instrument is said to be valid if $rcount > rtable$. But if on the contrary, the instrument is said to be invalid if $rcount < rtable$. rtable can be seen from a significant level of 5%

Table 1. Validity Test of Research Variables

Variables	R count	R tabel	Results
Service Quality	0.362 – 0,697	0,136	Valid
Promotion	0.449 – 0,550	0,136	Valid
Word of Mouth	0.364 – 0,647	0,136	Valid
Purchase Interest	0.406 – 0,575	0,136	Valid

It can be seen that each item of the questionnaire variable on Service Quality (X1) is valid. This shows that all questionnaire items are suitable for use in the study. Furthermore, it can be seen that each item of the questionnaire variable on Promotion (X2) is valid. This shows that all questionnaire items are suitable for use in the study. Next, it can be seen that each item of the questionnaire variable on word of mouth (X3) is valid. This shows that all questionnaire items are suitable for use in the study. In addition, it can be seen that each item of the questionnaire variable on purchase intention (Y) is valid. This shows that all questionnaire items are suitable for use in the study.

Reliability Test

A questionnaire is said to be reliable or reliable when the respondent's answer to the statement is consistent or stable over time. So, the higher the level of reliability of a measuring device, the more stable the measuring device is. In SPSS, facilities are provided to measure reliability with the Cronbach Alpha (α) statistical test, a construct or variable is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Hermawan et al., 2025).

Based on the results of the reliability test, all questionnaires on each variable studied were declared reliable because the Cronbach Alpha value on each variable > 0.60 .

Table 2. Reliability test of Research variables

Variable	Cronbach Alpha	Results
Service Quality	0.72	Reliable
Promotion	0.65	Reliable
Word of Mouth	0.66	Reliable

Variable	Cronbach Alpha	Results
Purchase Interest	0.64	Reliable

Normality Test

Table 3. Normality Table

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		207
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.58746015
Most Extreme Differences	Absolute	0.070
	Positive	0.070
	Negative	-0.036
	Test Statistic	0.070
Exact Sig. (2-tailed)		.248

In the Kolmogorov Smirnov normality test, residual data is said to be normally distributed if the probability value (significant) is greater than 0.05. Based on the normality test that has been completed by the researcher, as follows It can be seen that the significant value of the SPSS for windows normality test results is 0.200, this value is greater than 0.05 so it can be concluded that the residuals from the research model are normally distributed, thus the normality requirements are met.

Determination Coefficient Test

The coefficient test is used to determine what percentage of the influence of the independent variables together on the dependent variable. If R square is 0, then in the regression model there is no influence between the independent variable and the dependent variable, but if R square is 1 then in the regression model there is 100% influence between the independent variable and the dependent variable. Based on the results of the determination test using the SPSS for windows application, as follows:

Table 4. Coefficient Determination Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.192 ^a	.037	.023	3.61387

That the R Square value is 0.671. This shows that there is an effect of service quality (X1), promotion (X2) and word of mouth (X3) on Purchase Interest (Y) simultaneously by $0.037 \times 100\% = 0.37\%$ and the remaining 99.63% is influenced by other variables not proposed in this study.

T test (Partial)

The T test is used to determine whether the independent variable regression model partially affects the independent. If the sig value $< \alpha 0.05$ and the regression coefficient is in the same direction as the hypothesis, it is said that the hypothesis is accepted. Based on the results of the t test using the SPSS for windows application, as follows:

Table 5. T test

Variable	T Count	T Table	Significance
Service Quality	-0.775	1.652	0.44
Promotion	1.783	1.652	0.076
Word of Mouth	1.086	1.652	0.279

In the service quality variable, the T count $<$ T table value, $-0.775 < 1.652$ or the significant t value (0.44) $> \alpha = 0.05$, so service quality has no effect on purchase intention. Therefore, it can be concluded that 'there is no partial effect of service quality on purchase intention'.

Next is the promotion variable, where the T count $>$ T table value, $1.783 > 1.652$, or the significant t value (0.07) $> \alpha = 0.05$, so promotion has a negative effect on purchase intention. Therefore, it can be concluded that 'there is an effect between promotion and purchase intention'.

Then, for the word of mouth variable, the T count $<$ T table value, $1.086 < 1.652$ or a significant t value (0.27) $> \alpha = 0.05$, so word of mouth has no effect on purchasing interest. Therefore, it can be concluded that 'there is no partial effect of word of mouth on purchasing interest'.

Conclusion

Based on the findings of this study, the following conclusions were drawn:

1. Based on the results of the T test (partial), service quality does not affect purchase interest, as can be seen from the T Count value $(-0.775) <$ T Table (1.652) with a significance level $(0.44) > (0.05)$. This study is in line with the research conducted by Aryanni (2024), which states that service quality does not have a significant effect on the purchasing interest of Mixue consumers in Mataram City. However, it is not in line with the results of research found by Zebua (2022), which states that there is an effect of service quality on consumer purchasing interest at the Imelda Ponsel Telukdalam Shop in South Nias Regency.
2. Based on the results of the T test (partial), promotion has an effect on purchase intention, as can be seen from the T Count value $(1.783) >$ T Table (1.652) with a significance level $(0.07) > (0.05)$. This study is in line with the research conducted by Prastyaningrum, which found that the promotion variable has a positive and significant effect on consumer purchase intention. However, it is not in line with the results of the study found by Rismaya et al., which stated that promotion does not have a partial effect on purchase intention.
3. Based on the results of the T test (partial), word of mouth has no effect on purchasing interest, as can be seen from the T Count value $(1.086) <$ T Table (1.652) with a significance level $(0.27) > (0.05)$. This study is in line with the research by Febriyanti & Hasan (2022), which states that the word of mouth variable has no significant effect on people's purchasing interest in the Nasi Madura Pantry's business. However, it does not align with the findings of Ermansyah & Muhajirin (2022), who state that word of mouth partially has a positive and significant effect on consumer purchasing interest at Kedai Kopi Radja Kota Bima.

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