
The Effect of Service and Product Quality on The Purchase Decision of Purebred Chicken Eggs with The Level of Education as a Moderation Variable

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Abstract

This study aims to test and find out the effect of service and product quality on the purchase decision of purebred chicken eggs. In addition, the purpose of this study is to determine the influence of moderation in education levels on the influence of service and product quality on the purchasing decision of purebred chicken eggs. This research uses a quantitative approach with the method of distributing questionnaires. The population of this study was consumers of purebred chicken eggs in Ringinanyar village with a sample of 320 respondents. Data analysis was performed in this study using the SPSS 23.0 application for windows. The results of the analysis showed that the service had a significant effect on the decision to purchase purebred chicken eggs. Product quality has a significant effect on the decision to purchase purebred chicken eggs. Service and product quality simultaneously affect the purchasing decision of purebred chicken eggs. The level of education does not moderate the effect of service on purchasing decisions. The level of education does not moderate the influence of product quality on purchasing decisions. With the results of this study, it is hoped that it can be an input and evaluation material for purebred chicken egg sellers, especially in Ringinanyar village so that the sale of purebred chicken eggs is more optimal.

Keywords: Service, Product quality, Level of education, Purchasing decisions.

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INTRODUCTION

Chicken eggs are a food ingredient that is commonly used by the people of Indonesia. Almost the entire population in Indonesia consumes chicken eggs. Chicken eggs are in great demand by residents in Indonesia, this is due to the ease of processing chicken eggs into food that is cooked and ready to be served. The characteristics of eggs that have affordable prices, are preferred by all ages, the availability of products in sufficient quantities, and can be processed into various types of food, as well as the spread that can be said to be evenly distributed throughout Indonesia are factors that chicken eggs are very much loved by the Indonesian people (Benbuleuen, 2018).

The consumption of purebred chicken eggs in Indonesia continues to increase per capita per year. The increase in egg consumption from 2018 to 2020 reached 10 kg per capita per year. The calculation of the increase in egg consumption is that in 2018 egg consumption was 17.73 kg per capita per year, in 2019 egg consumption

increased to 17.77 kg per capita per year. In 2020 egg consumption experienced a very drastic increase, namely to 28.16 kg per capita per year (Christy, 2021).

One of the chicken egg producing areas in Indonesia is Blitar Regency. The Regent of Blitar (rijanto) revealed that farmers in Blitar Regency in a day can produce 450 tons of eggs per day. The number of laying hen farmers in Blitar regency to date has reached 4431 farmers. Of these, the population of laying hens today reaches 11 million heads. ("Produksi Telur 450 Ton Perhari, Kabupaten Blitar Jadi Penyetok Utama Telur Ke Jakarta | Jatim TIMES," n.d.)

Blitar is a regency located on the island of Java to be precise in the province of East Java. Administratively, Blitar Regency has 22 sub-districts, and has 248 villages or sub-districts. ("Situs Resmi Pemerintah Kabupaten Blitar," n.d.) One of the villages in Blitar Regency is Ringinanyar village. The residents of Ringinanyar village come from various levels of education, ranging from elementary school, high school, and high school education levels. From various levels of education, the residents of Ringinanyar village have different livelihoods, but the average resident of Ringinanyar village has a livelihood as farmers and ranchers. In ringinanyar village, ranchers are the second most livelihood after farmers.

In Ringinanyar Village there are 91 farms, of the 91 farms consisting of 42 laying hen farms, 13 beef chicken farms, 19 duck farms, and 17 other farms such as cricket farms, goats and so on. With the dominance of laying hen farmers, there have emerged chicken egg sellers in Ringinanyar Village. The sellers of chicken eggs compete with each other to sell eggs in the village of Ringinanyar. The competition for the sale of chicken eggs in the village of Ringinanyar is very obvious, in general, the competition that occurs is price competition. Usually sellers provide prices below other sellers so that their merchandise is more in demand by consumers. The sale of purebred chicken eggs that only rely on price competition is not effective because by lowering the price, the profit generated by egg sellers will decrease. In addition to the influence of price, purchasing decisions are also influenced by service. Service is one of the important factors to influence consumers in providing purchasing decisions (Tjiptono, 2014). This is because when going to buy a consumer goods, they will also look at the services provided by a seller to consumers. In addition, the superiority of the services provided by a seller will be a consideration to determine a decision on the place of purchase of an item. This is because service quality is a crucial aspect of an offer (Tjiptono and Chandra, 2007).

In addition to service the factor that influences the purchase decision is the quality of the product. product quality is closely related to the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes (Kotler & Amstrong, 2004). Product quality greatly affects the purchase decision, this is because when going to

buy a product or goods consumers will see the characteristics and characteristics of the goods to be purchased (Soenawan, n.d.)

In addition to service and product quality Another factor that influences such purchasing decisions is the level of education. The level of education is a stage in continuing education that is determined based on the level of development of a person and the breadth and depth of teaching. Education is divided into three, namely formal, non-formal, and informal education.(Kadek, Widyantari, & Suparna, 2016) In this study, the level of education that will be used is the level of formal education. In Indonesia, the level or level of formal education is divided into three levels, namely basic education which contains elementary schools and equivalents, secondary education which contains junior high schools as equals and high schools as equals, and higher education which contains diplomas and bachelors. (Undang Undang Republik Indonesia Nomor 20 Tahun 2003 Tentang Sistem Pendidikan Nasional, 2003) Consumers with a higher level of education tend to have a high income, so in the selection of consumer products that have a higher level of education tend to choose good products (Kadek et al., 2016). In this study, the level of education will later be used as a moderation variable. The choice of moderation (level of education) is because the residents of Ringinanyar village have various levels of education. With this moderation, researchers wanted to examine whether there was a difference between primary, secondary, and higher education levels when giving the decision to purchase purebred chicken eggs in ringinanyar village.

Various analyses of purchasing decisions influenced by service and product quality with moderation of education levels have actually been carried out by several researchers. However, research with these variables is still rarely carried out to examine purebred chicken eggs. In addition, in Ringinanyar village, there has been no one to share the quality and sales competition only focuses on the price of eggs and research like this has never been carried out in Ringinanyar village.

Literature Review and Methodology

Service

There are several dimensions that affect the good or bad of service, namely reliability which means the company's business of providing good service by not making mistakes. responsiveness which is defined as the company's ability to serve customers to provide fast service and provide positive responses for consumers. Assurance which means a service where the company provides guarantees for the product to be purchased and provides compensation in the form of replacement of new goods if the goods provided by the company to consumers are not in accordance with the agreement between the consumer and the company. empathy which means service in the form of a company understanding the needs, caring, and providing good attention to consumers. and tangible that means services related to

aspects of employee appearance, facilities provided by the company, and tools that support good service (Tjiptono and Chandra, 2007).

Product Quality

Product quality has eight dimensions, namely Performance or it can be interpreted as the basic characteristics of a product, feature can be interpreted as special complementary characteristics that can add to the experience of using the product, reliability is the probability of failure or damage to the product within a certain period of time, conformance namely the degree of conformity of the product to predetermined standards, durability is the amount of use of the product before the product in question must be replaced, serviceability namely speed and ease of repair as well as the competence and friendliness of service staff, aesthetics, namely the appearance of products that can be judged by the five senses (taste, aroma, sound, etc.), quality perception, namely the division of quality that occurs in a certain place (Gravin and Lovelock, 2004).

Level Of Education

The level of formal education in Indonesia consists of the elementary level (elementary school or equivalent), the level of secondary education (junior high school or equivalent and high school or equivalent), and the level of higher education (diploma 1, 2, 3, and bachelor 1, 2, 3 or equivalent) (Harjayanti, Rovita, & Yuwono, 2020).

Purchase Decision

There are four indicators in purchasing decisions, namely product stability which means the steadiness of customer confidence in choosing a product to be purchased, habit in buying means consumers' habit of buying the same product because the product is in accordance with their wishes, giving recommendations to other people means the willingness of buyers to recommend the products they have purchased to friends, relatives and other people, making repeat purchases means the willingness of buyers to come and repurchase the products they have purchased (Kotler and Armstrong, 2018).

H1: service (X1) has a significant effect on the purchase decision (Y) of purebred chicken eggs in Ringinanyar village.

Service is a crucial aspect of an offer because when going to buy a product, consumers will see the services provided by the seller to consumers. (Fandy Tjiptono and Gregorius Chandra, 2007) Good and quality service will encourage consumers' purchasing decisions. In addition, good and quality service will encourage consumers to establish a bond with the seller. (Kodu, 2013) Previous

research entitled The effect of price and service quality on consumers' purchasing decisions (case study at Alfamart in Medan City) obtained service results that had a positive and significant effect on purchasing decisions (Nasution, 2018).

H2: product quality (X2) has a significant effect on the purchase decision (Y) of purebred chicken eggs in Ringinanyar village

Product quality is a combination of properties and characteristics that can meet the needs and desires of consumers. Product quality has several factors, namely shape, features, quality of performance, quality impression, durability, reliability, ease of repair, style, and design (Tjiptono and Diana Anastasia, 2001) and one of those components is a purchase decision about the shape of the product (Basu Swastha, 2001). The quality of the product provided is an appropriate strategy to attract consumers. This statement is also supported by research conducted by Anwar Ifur and Satrio Budi which shows that product quality affects purchasing decisions (Ifur & Budhi, 2009). Previous research entitled Analysis of factors affecting consumer behavior of UD chicken eggs. Rival H. getting product quality results has a positive and significant effect on purchasing decisions (Siregar, 2019).

H3: education level (Z) moderates the effect of service (X1) on the purchasing decision (Y) of purebred chicken eggs in Ringinanyar village.

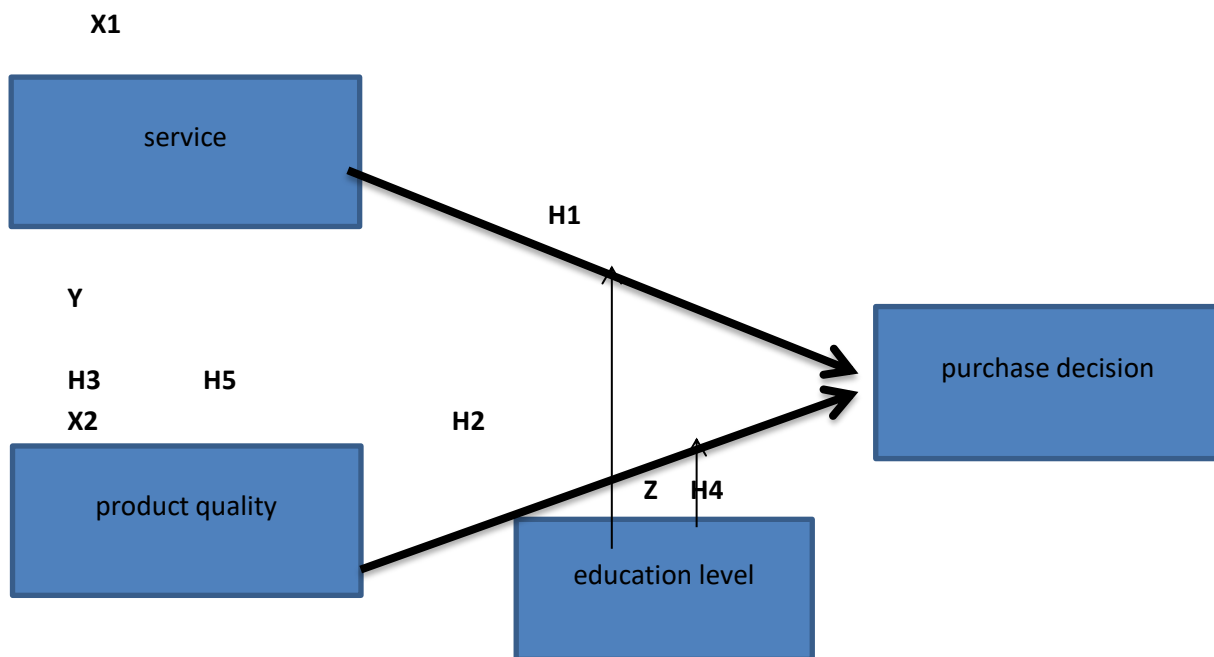
The level of education is a long-term process that uses systematic and organized procedures by which the managerial workforce studies conceptual and theoretical (Sikula Andrew E, 2011). Consumers with a higher level of education tend to have a high income, so in the selection of consumer products that have a higher level of education tend to choose good products (Kadek et al., 2016). This is evidenced from several studies that have been carried out by Ni Komang Ayu Harmawati and I ketut Vandyana explained that the level of education moderates the relationship between services and purchasing decisions (Harmawati & Yadnyana, 2016).

H4: education level (Z) moderates the influence of product quality (X2) on the purchase decision (Y) of purebred chicken eggs in ringinanyar village.

The level of education is a long-term process that uses systematic and organized procedures by which the managerial workforce studies conceptual and theoretical (Sikula Andrew E, 2011). Consumers with a higher level of education tend to have a high income, so in the selection of consumer products that have a higher level of education tend to choose good products (Kadek et al., 2016). This is evidenced from several studies that have been carried out by Asbahul Khuri explained that the level of education moderates the relationship between product quality and purchasing decisions (Kodu, 2013).

H5: service (X1) and product quality (X2) affect the purchasing decision (Y) of purebred chicken eggs in Ringinanyar village simultaneously.

Service is a crucial aspect of an offer because when going to buy a product, consumers will see the services provided by the seller to consumers (Tjiptono and Chandra, 2007). Good and quality service will encourage consumers' purchasing decisions. In addition, good and quality service will encourage consumers to establish a bond with the seller (Kodu, 2013). Product quality is a combination of properties and characteristics that can meet the needs and desires of consumers. Product quality has several factors, namely shape, features, quality of performance, quality impression, durability, reliability, ease of repair, style, and design (Tjiptono and Anastasia, 2001) and one of those components is a purchase decision about the shape of the product (Basu Swastha, 2001). The quality of the product provided is an appropriate strategy to attract consumers. This statement is also supported by research conducted by Anwar Ifur and Satrio Budi which shows that product quality affects purchasing decisions (Ifur & Budhi, 2009). Previous research entitled Analysis of factors affecting consumer behavior of UD chicken eggs. Rival H. obtaining service results and product quality affecting simultaneously on purchasing decisions (Siregar, 2019).



METHODOLOGY

Data Collection

The data were collected using samples from consumers of purebred chicken eggs located in the village of Ringinanyar. There were six sellers of purebred chicken

eggs in Ringinanyar village studied in this study. In a month, the six sellers of chicken eggs of this breed were able to obtain as many as 1740 consumers. Researchers did not examine all consumers of purebred chicken eggs in Ringinanyar village, but researchers only took samples that were able to represent consumers of purebred chicken eggs in Ringinanyar village (Yusuf, 2017). To find out the sample, the researcher uses the Isaac and Michael formula with value $d = 5\%$, $\lambda^2 = 3,841$, P dan $Q = 0,5$. From this formula the researchers obtained a sample of 320 people.

Measurement Scales

The service is divided into five indicators, namely reability, responsiveness, assurance, empathy, and physical evidence. This research refers to the previous research entitled the influence of product quality, service quality and price on consumer purchasing decisions D'Stupid Baker Spazio Graha Family Surabaya with the author's modification (Soenawan, n.d.). Product quality is divided into three indicators, namely durability, aesthetics, and quality impression. This research refers to the previous research entitled The Effect of Service Quality and Product Quality on Customer Satisfaction and Consumer Loyalty of Happy Garden Restaurant Surabaya with the author's modification (Putro, Samuel, Brahmana) The level of education is divided into three indicators, namely the level of basic education, the level of secondary education, and the level of higher education. This research refers to the previous research entitled The Influence of Education Level, Financial Literacy Level, Financial Literacy Instruments on Online Media Purchase Decisions (technology study) with author modification. (Harjayanti et al., 2020) Purchasing decisions are divided into four indicators, namely product stability, buying habits, providing recommendations to others, and making repurchases. This research refers to an earlier study entitled The Effect of Sales Promotion and Service Quality on Purchasing decisions in Crema Koffie with the author's modification.(Solihat, 2018) The likert scale is used seven points strongly disagree (1), disagree (2), disagree enough (3), neutral (4), quite agree (5), agree (6), strongly agree (7) (Kurniawan, 2010).

RESULT AND DISCUSSION

Characteristics Of The Respondents

Table 1. Demographic data categories

category		Frequency	percent
gender	Male	47	15%
	Female	273	85%
	total	320	100%
age	20-30	54	17%
	30-40	136	43%
	40-50	87	27%
	>50	43	13%
	total	320	100%

work	Student	31	10%
	Official	14	4%
	Self employed	87	27%
	Merchant	82	26%
	Farmer	106	33%
	Total	320	100%
level of education	Tinggi	181	57%
	Menengah	74	23%
	Dasar	65	20%
	total	320	100%

From table one, it can be seen that there are 47 male and 273 female people. 54 people are aged 20-30 years, 136 people are aged 30-40 years, 87 people are aged 40-50 years, and 43 people are over 50 years old. 31 students, 14 officials, 87 Self employed, 82 merchants, and 106 farmers. 181 people are highly educated, 74 people are middle-educated, and 65 people are basic educated.

Measurement Model

Validity Test

Tabel 2. Validity test

Variable	ITEM	r count	r table	information
X1	Item_1	0.419	0.109	Valid
	Item_2	0.493	0.109	Valid
	Item_3	0.551	0.109	Valid
	Item_4	0.565	0.109	Valid
	Item_5	0.488	0.109	Valid
	Item_6	0.590	0.109	Valid
	Item_7	0.490	0.109	Valid
	Item_8	0.420	0.109	Valid
	Item_9	0.546	0.109	Valid
	Item_10	0.458	0.109	Valid
X2	Item_1	0.661	0.109	Valid
	Item_2	0.635	0.109	Valid
	Item_3	0.530	0.109	Valid
Y	Item_1	0.521	0.109	Valid
	Item_2	0.695	0.109	Valid
	Item_3	0.675	0.109	Valid
	Item_4	0.555	0.109	Valid

Based on table 2 of each item on each variable which amounts to 17 items, it is known that the value of r count is greater than r table and is positive then the data can be declared valid.

Reability Test

Tabel 3. Reability test

Variable	Cronbach's Alpha (a)	information
Service (X1)	0,799	Reliable
Product quality (X2)	0,744	Reliable
Purchase decision (Y)	0,741	Reliable

Based on table 3 all variables indicate the value of Cronbach Alpha (α) is greater than that of 0.60. Then it can be concluded that all variables are reliable.

Test of Classical Assumptions

Table 4. normality test

One-Sample Kolmogorov-Smirnov Test			
		Unstandardized Residual	
N			320
Normal Parameters ^{a,b}	Mean		,0000000
	Std. Deviation		,01829819
Most Extreme Differences	Absolute		,111
	Positive		,085
	Negative	-,087	
Test Statistic			,264
Asymp. Sig. (2-tailed)			,348 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Based on table 4 asymp values. Sig. (2-tailed) of 0.348. So it can be interpreted that the value of Asymp. Sig. (2-tailed) greater than 0.05. Then it can be concluded that the data is normally distributed.

Table 5. Heterochedasticity Test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		T	Sig.
		B	Std. Error	Beta			
1	(Constant)	5.594E-16	2.187			3.296	.001
	X1	-.032	.029	-.067		-.432	.608
	X2	-.018	.085	-.054		-.543	.421
	Z	-.066	.176	-.235		-1.765	.098

a. Dependent Variable: Y

Based on table 5 above, it shows that there are no symptoms of heteroskedasticity in the three variables used because the significant value of > 0.05 .

Table 6. Multicholinerity test

Model	Collinearity Statistics	
	Tolerance	VIF
X1	.979	1.022
X2	.980	1.021
Z	.992	1.008

Based on table 6, the results of vif values are less than 10, and tolerance values are more than 0.1, it can be concluded that the data does not occur multicollinearity.

Table 7. Autocorrelation test

Jumlah Data (N)	Durbin-Watson
320	1,804

Based on the results in table 7, it can be seen that the Durbin-Watson (DW) value is 1,804, which means that the data value does not occur autocorrelation.

Multiple Linear Regression Test

Table 8. multiple linear regression test

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	15.328	2.032	
	X1	.202	.114	.142
	X2	.321	.098	.224

a. Dependent Variable: Y

Based on table 8 above, it can be seen that the value of the regression coefficient of the service variable is 0.202 and the product quality variable is 0.321. The value of this regression coefficient is intended in the following multiple linear regression equation:

$$Y = 15.328 + 0.202 X_1 + 0.321 X_2 + e$$

The interpretation of the model formed above can be understood as follows:

- a. The constant (a) The value of the constant of 15.328 states that if the variables of service, and product quality, are in a fixed or constant state then the variable (Y) of purchasing decisions will increase by 15,328 units.
- b. The service regression coefficient (X1) is 0.202 and has a positive value. This can be interpreted to mean that every increase in one unit of the service variable, the variable (Y) of the purchase decision will increase by 0.202 units.
- c. The product quality regression coefficient (X2) is 0.321 and has a positive value. This can be interpreted to mean that every increase in one unit of product quality variable, then the variable (Y) of purchasing decisions will increase by 0.321 units.
- d. The positive sign (+) indicates the direction of the relationship in the same direction, while the negative sign (-) indicates the direction inversely proportional between the independent variable (X) and the dependent variable (Y).

Hypothesis Test

Table 9 T test

		Coefficients^a	
Model		T	Sig.
1	(Constant)	5.291	.000
	X1	1,986	,004
	X2	2.431	.000

a. Dependent Variable: Y

Based on the T test in table 9, it can be seen that the significance value for the service variable is 0.004 which is compared to the significance level = 0.05 then $0.004 < 0.05$ and the significance value for the product quality variable is 0.000 which is compared to the significance level = 0.05 then $0.000 < 0.05$. Then conclusions can be drawn

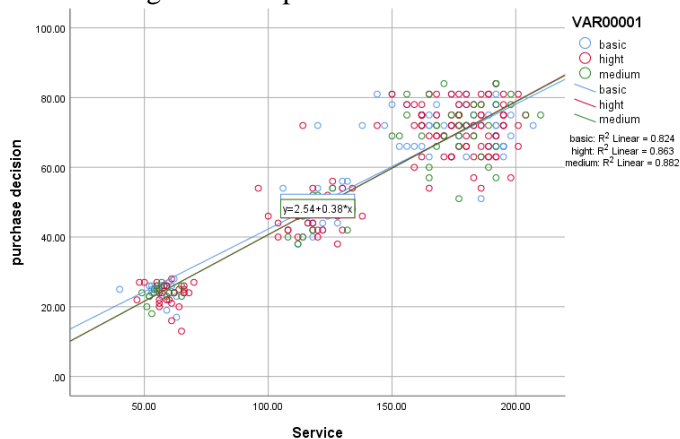
H1: service affects the decision to purchase purebred chicken eggs

H2: product quality affects the purchase decision of purebred chicken eggs

Simple Slope Deferent Moderation Test

Education Levels Moderate Service And Purchasing Decisions

Figure 1. Simple scatter chart



Based on the results of the simple slope test with the graph in the initial table, it is indicated that there is no moderation variable or the education level variable does not become a moderation variable between service and purchasing decisions, it can be seen from the graph lines that are both straight parallel and do not cross each other

Table 10. Moderation variable regression test

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients			
Education level		B	Std. Error	Beta	t	Sig.	
1.00	(Constant)	6.453	2.445		2.639	.010	
	service	.358	.016	.908	21.929	.000	
2.00	(Constant)	2.541	2.560		.993	.325	
	service	.381	.017	.939	21.863	.000	
3.00	(Constant)	2.478	1.861		1.331	.185	
	service	.382	.013	.929	30.409	.000	

a. Dependent Variable: purchase decision

Based on table 10 above, a t value is obtained to calculate the variable level of education of low, medium and high levels of significant value. Which means that the level of education is still able to predict purchasing decisions regardless of the level of education.

Comparison of levels^a of education

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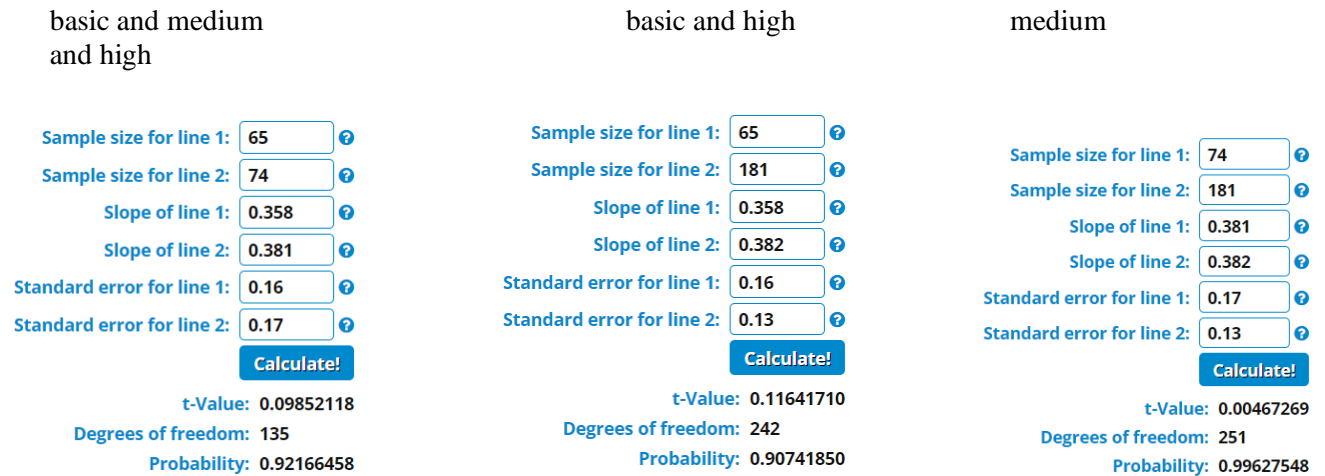


Figure 2. deferent calculator

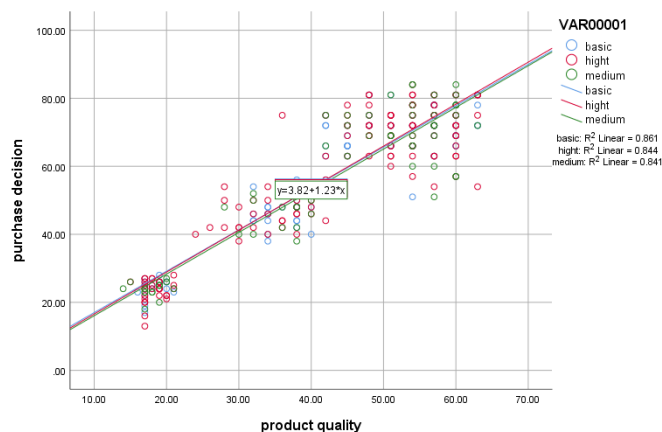
Based on the results of the slope defferent calculator test in the final table, it is indicated that there is no moderation variable or the education level variable does not become a moderation variable between service and purchasing decisions, it can be seen from the graph lines that are equally straight parallel and do not cross each other the results of the slope defferent calculator value of more than 0.05.

H3: The level of education does not moderate service and purchasing decisions.

Simple Slope Deferent Moderation Test

Education Level Moderates Product Quality And Purchasing Decisions

Figure 3. Simple scatter chart



Based on the results of the simple slope test with the graph in the initial table, it is indicated that there is no moderation variable or the education level variable does not become a moderation variable between product quality and purchasing decisions, it can be seen from the graphic lines that are equally straight parallel and do not cross each other.

Table 11. Moderation variable regression test

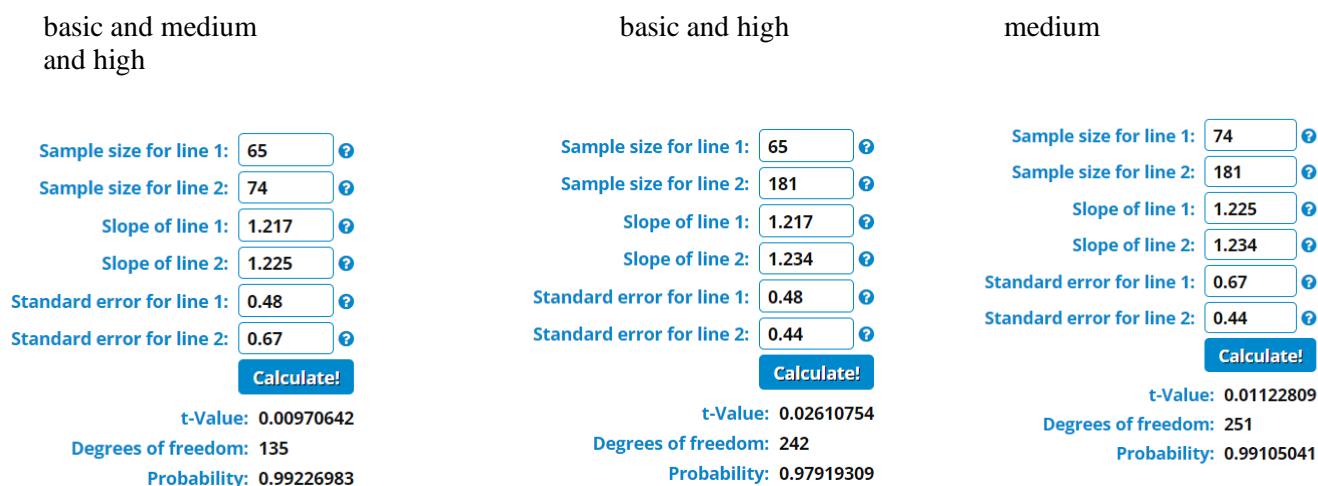
		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Education level		B	Std. Error	Beta			
1.00	(Constant)	4.827	2.191			2.203	.030
	Product quality	1.217	.048	.928		25.224	.000
2.00	(Constant)	3.821	2.968			1.288	.203
	Product quality	1.225	.067	.917		18.402	.000
3.00	(Constant)	4.230	1.942			2.178	.031
	Product quality	1.234	.044	.919		28.252	.000

a. Dependent Variable: purchase decision

Based on table 11 above, a t value is obtained, calculating the variable level of education at low, medium and high levels of significant value. Which means that the level of education is still able to predict purchasing decisions regardless of the level of education.

Figure 4. deferent calculator

Comparison of levels of education



Based on the results of the slope defferent calculator test in the final table, it is indicated that there is no moderation variable or the education level variable does not become a variable between product quality and purchasing decisions, it can be seen from the graph lines that are both straight parallel and do not cross each other and the result of the slope defferent calculator value is more than 0.05.

H4: The level of education does not moderate the quality of the product against the decision to purchase purebred chicken eggs.

Table 12. Test F
 ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	8.593	2	1.512	21.025	.001 ^b
Residual	.208	318	.008		
Total	8.875	320			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on table 12, it can be seen that the F test value labeled F-statistic has a value of $21.025 \geq 2.632$ with a statistical F probability value of $0.001 \leq 0.05$

H5: service and product quality simultaneously affect the purchase decision of purebred chicken eggs

In this study, it can be interpreted that when buying purebred chicken eggs, the residents of Ringinanyar village pay attention to the services provided by sellers to consumers. The service includes etituds of selling good chicken eggs, fast service, sellers of purebred chicken eggs who want to explain the product (egg) in a detail, which can guarantee the egg breeds of chickens that are marketed in accordance with the agreement and dare to provide a warranty, who understands the needs and pays more attention to consumers, service by paying attention to aspects that look like sellers look good when serving consumers, the place to sell is clean and tidy. In the results of research in Ringinanyar village, when going to buy purebred chicken eggs, most consumers pay attention to the etitude of purebred chicken egg sellers, purebred chicken egg consumers prefer to shop at sellers who have good ethituds, in addition to the etituds of purebred chicken egg consumers in Ringinanyar village are happy to buy purebred chicken eggs at sellers whose service is fast and willing to explain the product (egg) in detail, when going to buy consumer breed chicken eggs in Ringinanyar village also happy to buy purebred chicken eggs to sellers who are willing to provide guarantees for the eggs being marketed and dare to provide a warranty if purebred chicken eggs are not in accordance with the agreement, consumers of purebred chicken eggs in Ringinanyar village are also happy to buy purebred chicken eggs to sellers who care

and pay more attention to consumers for example: want to bring purebred chicken eggs to consumer vehicles, and when buying purebred chicken eggs consumers of purebred chicken eggs in ringinanyar village also likes to shop in places where sellers look attractive and where to buy and sell purebred chicken eggs is clean and tidy. The better the service provided by the seller, the more consumers of purebred chicken eggs in Ringinanyar village will be. This research is in line with the research proposed by Asrizal Efendi Nasution, and Muhammad Taufik Lesmana entitled The effect of price and service quality on consumers' purchasing decisions (case study at Alfamart in Medan City). In his research, services have a positive and significant impact on purchasing decisions. (Asrizal Efendi Nasution, 2018) This is also directly proportional to the theory put forward by Tjiptono who explained that service is one of the important factors to influence consumers in making purchase decisions. (fandy Tjiptono, 2014)

In this study, it can be interpreted that when buying purebred chicken eggs, the residents of Ringinanyar village also pay attention to the quality of the product (eggs) provided by the seller to consumers. The quality of the product includes the age of the purebred chicken eggs marketed by the seller, the appearance of purebred chicken eggs that are visible to the five senses (sight, smell and so on), and the impression of quality that occurs in the village of Ringinanyar (good quality: brown eggs, medium quality: cream eggs, low quality: white eggs). In the results of research in Ringinanyar village, when going to buy purebred chicken eggs, most consumers of purebred chicken eggs will ask about the age of the eggs to be purchased (old eggs or new eggs), consumers of purebred chicken eggs in ringinanyar village prefer eggs of young breeds of chickens. In addition, consumers of purebred chicken eggs in Ringinanyar village will also sort out the eggs to be purchased with the five senses either by looking at, smelling and fingering the purebred chicken eggs to be purchased. Consumers of purebred chicken eggs in Ringinanyar village when going to buy purebred chicken eggs will also choose eggs that have a good quality impression (brown eggs) compared to the egg qualities of other breeds of chickens. The better the quality of eggs given by the seller, the happier consumers will be to shop for purebred chicken eggs at one of the purebred chicken egg sellers in Ringinanyar village. Good product quality will attract consumers to shop, because when shopping consumers want the goods they consume well. This research is in line with the research proposed by Rudiandyah Siregar entitled analysis of factors affecting the consumer behavior of UD breed chicken eggs. Rival H. In his research product quality has a positive and significant effect on purchasing decisions. (Rudiandyah Siregar, 2019) This is also directly proportional to the theory put forward by Kolter and Armstrong which explains that product quality is closely related to the product's ability to perform its functions, including the overall product, reliability, accuracy, ease of operation and repair, and

other valuable attributes.(Philip Kotler and Gary Armstrong, 2018) Where the exposure is things that influence a consumer to consume a product.

From the research above, it can be interpreted that all residents of Ringinanyar village, both with primary, secondary, and higher education levels, pay attention to the services provided by sellers to consumers when buying purebred chicken eggs. There is no difference between citizens who have primary, secondary, and high levels of education in providing purchasing decisions for purebred chicken eggs that are influenced by the service. All citizens with any level of education will be happy to shop at a purebred chicken egg seller whose service is good. This research is in line with the research proposed by Ni Komang Ayu Harmawati and I Ketut Yadyana with the title the influence of understanding taxation, quality of service, firmness of tax sanctions, and tax inspection on the compliance of UN-P2 taxpayers with the level of education as a moderation In the study, it was explained that the level of education was able to moderate the understanding of taxes, and the firmness of sanctions, but the level of education was not able to moderate the quality of service and tax inspection of tax compliance.(Harmawati & Yadyana, 2016)

From the research above, it can be interpreted that all residents of Ringinanyar village, both with basic, secondary, and high levels of education pay attention to the quality of products provided by sellers to consumers when buying purebred chicken eggs. There is no difference between citizens who have a primary, secondary, and high level of education in providing a decision on the purchase of purebred chicken eggs that are influenced by the quality of the product. All citizens with any level of education will give their purchase decisions to purebred chicken eggs of good quality. This research is in line with the research put forward Ni Kadek Sri Widyantari with the title The Role of Education Level Moderation To Moderate Brand Image with Brand Preference Of Philips LED Lights in Denpasar City. In the study, the level of education was not able to moderate the relationship of Brand Image with the brand preferences of lamps.(Kadek et al., 2016)

In this study, it can be interpreted that when buying purebred chicken eggs, the residents of Ringinanyar village pay attention to the service and quality of the product (eggs) provided by the seller to consumers. The better the service and quality of eggs provided by the seller, the more happy consumers will be to shop for purebred chicken eggs at one of the purebred chicken egg sellers in Ringinanyar village. Service and product quality synergize with each other in influencing egg consumers on their decisions when buying purebred chicken eggs. In this case, the service affects the emotions of consumers and the quality of the product will provide consumer satisfaction when consuming chicken eggs of good quality. This research is in line with the research proposed by Rudiansyah Siregar entitled analysis of factors that influence consumer behavior of UD Rval H. chicken eggs. In his research, service and product quality have a positive and significant simultaneous effect on purchasing decisions.(Rudiansyah Siregar, 2019).

This research produced some interesting theoretical implications. In this study, the service variable has five indicators. This is in accordance with the theory presented by Tjiptono that service is a crucial aspect in an offer (Tjiptono and Chandra, 2007) and Good and quality service will drive consumers' purchasing decisions. In addition, good and quality service will encourage consumers to establish a bond with the seller (Kodu, 2013) the second is the quality of products that have three indicators is acceptable and is able to influence the decision to purchase egg breeds of chickens. This is in accordance with the theory that explains that product quality is a combination of properties and characteristics that can meet the needs and desires of consumers. Product quality has several factors, namely shape, features, quality of performance, quality impression, durability, reliability, ease of repair, style, and design (Tjiptono and Anastasia, 2001) and one of those components is a purchase decision about the shape of the product (Swastha, 2001). The quality of the product provided is an appropriate strategy to attract consumers. This statement is also supported by research conducted by Anwar Ifur and Satrio Budi which shows that product quality affects purchasing decisions (Ifur & Budhi, 2009). The level of education consisting of three indicators is not able to moderate the relationship between service to purchasing decisions and the relationship between product quality and the purchase decision of purebred chicken eggs which can break the theory that explains consumers with higher education levels tend to have high incomes, so in the selection of products consumers who have a higher level of education tend to choose good products (Kadek et al., 2016).

CONCLUSION

Data analysis shows that service variables are able to influence purchasing decisions. This shows that when marketing products, sellers are expected to pay attention to the services provided to consumers. sellers are expected to serve consumers well and not make mistakes, serve customers quickly, provide guarantees for goods being marketed and are ready to provide compensation if the goods do not comply with the agreement, understand the needs of the needs and paying good attention to consumers and paying attention to aspects that are visible to the five senses such as sellers looking good when serving consumers, clean and tidy selling places In addition to service, product quality is also able to influence purchasing decisions. This shows that when marketing the company's products, it is expected to pay attention to the quality of its products before being marketed to consumers. For product quality, sellers are expected to pay attention to the durability of the product being marketed by paying attention to the age of the product, paying attention to the appearance of the product being marketed (with five senses such as vision, aging and others), and paying attention to the impression of product quality contained in an area.

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