

# Physical Evidence Promotion on Consumer Decision in Using Bowling Sport Services

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# Physical Evidence Promotion on Consumer Decisions in Using Bowling Sport Services



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### Keywords

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## Abstract

This study aimed to determine the effect of physical evidence promotion on consumer decisions using the bowling sport industry services, a case study at the JSC bowling arena in Palembang. The data used were the primary data by distributing questionnaires to 100 people who have played bowling at the JSC bowling arena in Palembang. The analysis technique used is multiple linear regression analysis. The results obtained from multiple linear regression analysis are physical evidence promotion according to the model suitability influencing consumer decisions using the bowling sport industry services in the JSC bowling arena. However, people partially do not affect consumer decisions using the bowling sports industry's services at the JSC Bowling Center Arena. This research is expected to be a reference for choosing which variables are better used in future studies at the JSC Bowling Center Arena. Therefore, this research can be a reference to increase visitor sales figures in the following year.

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## 1 Introduction

Since its opening in January 2019, the JSC Bowling Center Arena has managed to serve 200 visitors on average Monday to Thursday. It helps more than 200 visitors on Saturdays and Sundays every month. To use the facilities at the JSC Bowling Center Arena, visitors can come every day from 13:00 - 21:00 WIB for Monday to Ju'mat and from 10:00 - 21:00 for Saturday and Sunday. However, based on a research and development survey conducted by online media Sindo in 2019, it appears that bowling is not the main choice, especially for millennials who are aware of a healthy lifestyle. Quoting from the survey results, 400 respondents who live from 9 cities (Jakarta, Bandung, Semarang, Surabaya, Yogya, Palembang, Medan, Makassar, and Manado), running is a favorite sport for millennials with a figure of 31%. Running is an option for millennials because it is a sport that can be done easily and can be done with friends, family, and partners. Researchers see that bowling is still not the main choice for Indonesians. Indonesian people prefer to do other sports besides bowling, such as running, yoga, cycling, Zumba to archery (Grace & O'Cass, 2005; Kreps & Sparks, 2008; Fullerton & Punj, 2004).

### *Literature Review*

Kotler (2009), Kotler & Armstrong (2008), state that physical evidence is evidence possessed by service providers that are shown to consumers as a proposed value-added. According to Wilson et al. (2016), Physical Evidence has three dimensions. The three dimensions are (1) Ambient Condition which is a characteristic of the environment (2) Spatial Layout functionality which is a machine, furniture, and equipment in the company that has a special relationship and the ability of the same item to achieve consumer goals. (3) Signs, symbols, and artifacts which are implicit or implicit signals that communicate a place to the user.

Kotler & Susanto (2011) state that people are a process of selecting and training employees that companies can use to meet customer satisfaction. Simamora (2000) explains that there are four indicators found in people, namely (1) Competence. Employees who can perform their duties reliably. (2) Courtesy. They were providing good and polite service to consumers, (3) Selective. Meet the requirements set by the service provider. (4) Communicative. Provide important information that consumers can easily understand.

Lupiyoadi & Hamdani (2006) state that promotion is a communication tool used between companies and consumers to influence consumers in purchasing products or services. Promotion consists of four dimensions, namely: (1) Empathy. Mental abilities that make a person position himself in the same state as other people. (2) Persuasion. Changes in attitude caused by communication that has been made by the promotional variable. (3) Impact. It measures consumer knowledge about a message in a promotion made by the company (4) Communication. Provide information about the ability of consumers to understand the promotions made by the company.

Kotler (2009) states that a purchase decision is a process carried out by consumers in purchasing a product or service. According to Kotler (2009), six dimensions can influence consumer decisions during the purchase process, namely (1) Product selection decisions. Consumers can make decisions in purchasing goods or services for other purposes. In this case, the company must be able to find a market that matches the goods or services that will be offered to consumers. (2) The decision on the brand chosen. Consumers must decide on the brand of goods or services from one company because each product has differences and different characteristics. (3) Decisions regarding quantities. Consumers can make decisions to determine the number of goods or services to be purchased. It depends on consumer needs. (4) The decision of the selected shop. There are several factors why a consumer chooses a store. These factors can be in the form of price, appropriate size, availability of finished goods, convenience, and location. (5) Decisions regarding the selected purchase time. Consumer decisions in making purchases can vary. Some can make purchases every day, once a week, once a month, or maybe once a year. (6) Decisions regarding the method of payment. Consumers can choose to pay via cash or atm card.

## 2 Materials and Methods

This causality research aimed to determine the effect of physical evidence promotion on consumer decisions using the bowling sports industry (Cawley, 2004; Turley & Milliman, 2000; Frederiks *et al.*, 2015). To obtain the necessary data, we have conducted a case study at the JSC bowling alley in Palembang. The data used are primary data by distributing questionnaires to 100 people who have played bowling at the JSC Palembang bowling arena—describing a causal relationship and responding profiles of all people who have played at the JSC Bowling Center Arena with a total of 100 respondents. Data were collected through a questionnaire, with physical evidence (X1), people (X2), and promotion (X3) as independent variables and purchasing decisions (Y) as the dependent variable. Data analysis will be carried out using SPSS.

## 3 Results and Discussions

### 3.1 A Test F

The F test is used to determine the effect of the suitability of the independent variable model Physical Evidence, People, and Promotion on the dependent variable of purchasing decisions. The following will explain the testing of variables in a model fit or together.

Table 1  
F Test Results

Variant Analysis					
Model	Sum of Squares	Degree of freedom	Squared	F	Significant
1	448.884	3	149.628	29.170	.000 <sup>b</sup>
Regression	492.426	96	5.129		
Residual	941.310	99			
Total					

a. Dependent Variable: Purchase decision  
b. Predictors: (Constant), Promotion, Physical Evidence, People

Source: Questionnaire data processed using SPSS

The results of the F table calculation are 90%,  $\alpha = 10\%$ , df 1 ( $4-1 = 3$ ) and df 2 ( $n-k-1, 100-3-1 = 96$ ). The results obtained for the F table are 2.14. The significance used is less than 0.05. Based on the primary data processing above, it shows that F count  $29.170 > F$  table 2.14 and the significant of 0.000 is less than 0.05. It concludes that the Physical Evidence, People, and Promotion variables together have a positive and significant effect on consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena.

### 3.2 A t-test

The t-test is used to partially determine the effect of the independent variables Physical Evidence, People, and Promotion variables on the dependent variable purchasing decisions. The following will explain the partial testing of each variable.

Table 2  
Result of t-test calculation

Coefficient	No Standard		Coefficient		
	Coefficient	Error	Beta	T	Significant
Model	B	Standard			
1 (Constant)	2.689	2.140		1.256	.212
Physical Evidence	.152	.064	.213	2.350	.021
People	.131	.086	.142	1.525	.131
Promotion	.493	.106	.452	4.667	.000

a. Dependent Variable: Purchase Decision

Source: Questionnaire data processed using SPSS

The significance used is less than 0.05, so based on the results of the partial test (t-test) in the table above, the three independent variables Physical Evidence, People, and Promotion are as follows:

- Effect of Physical Evidence (X1) on Purchasing Decisions (Y) Price (X1) shows that the significance for X1 against Y is  $0.021 < \alpha = 0.05$ . So it can be concluded that H1 is accepted. It means that Physical Evidence (X1) has a positive and significant effect on consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena. The results of this study indicate that the physical evidence displayed by the company is of concern to consumers.
- Effect of People (X2) on Purchasing Decisions (Y) People (X2) shows that the significance for X2 against Y is  $0.131 > \alpha = 0.05$ . So it can be concluded that H2 is rejected. It means that People (X2) do not affect consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena. The results of this study indicate that consumers do not care about the services provided by the JSC Bowling Center Arena.
- Effect of Promotion (X2) on Purchasing Decisions (Y) Promotion (X3) shows that the significance for X3 against Y is  $0.000 < \alpha = 0.05$ . So it can be concluded that H3 is accepted. It means that PromotionPreference (X3) has a positive and significant effect on consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena. The results of this study indicate that a good promotion can encourage consumers to make purchases at the JSC Bowling Center Arena.

#### 4 Conclusion

This study aimed to determine the effect of physical evidence, resources, and promotion on consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena. Based on the description of the research results and discussion, the conclusions of this study can be drawn:

- Physical evidence variables have a positive and significant effect on consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena.
- The People variable does not affect consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena.
- Promotion variables have a positive and significant effect on consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena.
- Variables physical evidence, people, and promotion together influence consumer decisions in using the bowling sport industry services at the JSC Bowling Center Arena.

Based on the results of the analysis and discussion in this study, the suggestions that can be given are:

- For PT Premium Lanes Management PT Premium Lanes Management is expected to further increase promotional variables and physical evidence to be able to maintain the added value owned by the company.

- b) For future researchers There are still many things that can be extracted from research at the JSC Bowling Center, starting from price, work discipline, quality of service. Hopefully, more and more people are open to researching the JSC Bowling Center Aren.

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