Effect of Service Quality and Product Diversification on Purchasing Decisions

Dedi Mulyadi

[1](*Management Study Program, Faculty of Economics and Business Universitas Buana Perjuangan Karawang*)

Abstract:
This research was conducted to determine how much influence service and product diversification have on consumer purchasing decisions. The research method used in this research is descriptive verification. In this study, the variables used are: x1 is the quality of service and the x2 variable is product diversification, which is the variable that affects the Y variable in the purchase decision of the grave at Graha Sentosa Memorial Park, Karawang. The population is the sale of burial land at Graha Sentosa Memorial Park Karawang, which is located at Jalan Jl. Trans Heksa Raya, Teluk Jambe Karawang, West Java. Starting from January to December 2014, a total of 140 burial plots were sold, both in cash and credit. The population is 190 peopleIn this study, an error rate of 5% was used. It was found that the number of samples was 123 people rounded off to 125 people. The results of the research data show that based on testing the correlation between service quality and product diversification, the correlation coefficient value is 0.492 or 49.2% which means strong and positive and significant. Thus, proving that service quality and product diversification have a relationship.
Based on the partial influence of service quality on purchasing decisions, the coefficient is 0.319 or 31.9%. This shows that the direct effect of the service quality variable on purchasing decisions is 0.319 or 31.9%. As for the partial effect of product diversification on purchasing decisions the coefficient is 0.599 or 59.9%. This shows that the direct effect of the product diversification variable on purchasing decisions is 0.599 or 59.9%. Because 59.9% is greater than 31.9%, it can be stated that the product diversification variable contributes more to purchasing decisions than the service quality variable. This is because with the variety of products offered, consumers have more choices and decide to purchase products for the tomb of Graha Sentosa.

Key Word: *Service Quality, Diversification, Purchasing Decisions.*

I. Introduction

The development of the city of Karawang is currently being put to good use by both domestic and foreign investors to invest here. One of them is a funeral company. There are many reasons why investors consider this funeral business to have great potential for the future.

Currently, in Karawang City, 4 funeral companies have been established. The following is a list of funeral companies in the City of Karawang Regency.

Table No.1 List of Karawang City Cemetery Companies

No.	Company name	Large	Address	Featured Products
1	Sand Diego Hills	500Ha	Exit Tol Karawang Barat 2 KM 46 KIIC West Karawang	Islamic Tomb Christian / Catholic Tombs Buddha Tomb Buddha Abu Box
2	Sustainable Memories Park	32Ha	Jl. Kuta Matches KIIC West Karawang	Christian / Catholic Tombs Buddha Tomb Buddha Abu Box Christian Ash Box
3	Graha Sentosa Memorial Park	80Ha	Jl. Trans Heksa Raya, Teluk Jambe Karawang, West Java	Islamic Tomb Christian / Catholic graves Buddha Tomb Kong Hu Tju's Tomb
4	Al- Azhar Memorial Garden	30Ha	Jl. Raya PERURI, Teluk Jambe, East Karawang West Java	Islamic Special Tomb

Source: Researcher Observations March 2020

The table above shows that serious investors are developing a funeral business, where consumers are free to choose the products offered according to what they need.

The funeral facility is being prepared to become one of the modern cemeteries that are believed to provide satisfaction for its consumers, especially in terms of service quality and product diversification. For example Graha Memorial Park is located on Jalan Jl. Trans Heksa Raya, Teluk Jambe Karawang - West Java, with an area of 80 hectares will change your view of the cemetery. If usually a funeral seems haunted and creepy, then this is not the place. It was never imagined that this place was like a cemetery, this place would change people's views about a funeral, the programs that have been running include 24 hour security, affordable prices, guaranteed legality, the location meets the Feng Shui aspect, certified land status with clear permits, arrangement a beautiful and tidy room, complete infrastructure and facilities, professionally managed with the Eternal Care Fund, the availability of tombs for Muslims, Christians, Catholics, Buddhists, Kong Hu Tju, as well as tent and chair facilities for funeral processions that support the creation of a beautiful burial .

The facilities that will be provided by Graha in the near future include places of worship (pagoda, prayer room, church), multi-purpose buildings, gazebos (places to play and rest for visitors) waiting rooms with wifi facilities, and cafes, all of which are expected to be able to give a feeling. convenient for every visitor who comes.

The funeral business is a product and service business based on the principle of trust, so that service quality problems are thought to be a very determining factor in the success of the business. Quality has a close relationship with purchasing decisions. Quality provides an incentive to customers to forge a strong relationship between consumers and the company. In the long run, this kind of bonding allows the company to understand carefully customer expectations and their integrity. The success of the company in providing quality services to its customers, achieving high market share, and increasing company profits is largely determined by the approach used (Lupiyoadi, 2013: 216)

In addition to quality, product diversification is a strategy carried out by companies in increasing sales volume through product diversification, either through developing new products or developing existing products (Ismanthono, 2003: 65). The large number of product choices offered to consumers is expected to increase consumer purchasing decisions for a product. Each consumer will make various kinds of decisions about the search, comparison, purchase of a product.

The increasing intensity of competition from competitors requires companies to always pay attention to the needs and desires of consumers and try to meet consumer expectations by trying to achieve goals to create and retain customers (Levitt In Fandy Tjiptono 2008: 19).

In the decision-making model, consumers involve all aspects of influence and cognition in making purchasing decisions, namely knowledge, meaning, beliefs arising from memory, and the processes of attention and understanding involved in translating new information in the environment.

But the core of decision-making by consumers actually a process of integration that combines the knowledge to evaluate two or more alternative behaviors and choose one of them, where the results of the integration process is called as an option (choice*)* served cognitively as a desire to behave (Setiadi , 2010: 332).

The purchase decision is one of the stages where consumers actually buy a product according to the goals they are looking to achieve and satisfy. So, from the above explanation, the authors are interested in conducting research with the title " The Effect of Service Quality and Product Diversification on Purchasing Decisions".

II. Research Methods

The research method used in this research is descriptive and verification research methods. According to Sugiyono (2013: 5), descriptive research is research conducted to determine the value of the independent variable, either one or more (independent) variables without making comparisons, or linking with other variables. Verification research according to Sugiyono (2013: 13), is a research method used to examine a specific population or sample, and data analysis is statistical with the aim of testing the predetermined hypothesis.

The descriptive method in this research includes descriptive *research. Correlation research* according to Consuelo (in Husein Umar, 2009: 25) is a study designed to determine the level of the relationship between independent variables and the dependent variable and the magnitude of the direction of the relationship / influence that occurs.

In descriptive research aims to obtain an overview of the variable quality of service and product diversification as the independent variable and the variable purchase decision as the dependent variable. Meanwhile, verificatively, it aims to test the hypothesis with statistical calculations. In this study, using three variables, namely two independent variables (x1 and x2) and one dependent variable (Y). In this case, the x1 variable is the quality of service and the x2 variable is the product diversification which is the variable that affects the Y variable in the purchase decision of the grave at Graha Sentosa Memorial Park,

Karawang. P opulasinya is pe n selling graveyard at Graha Sentosa Memorial Park Karawang at Jalan Jl. Trans Heksa Raya, Teluk Jambe Karawang, West Java. Starting from January to December 2014, a total of 140 burial plots were sold, both in cash and credit. The total population is 190 people, in this study an error rate of 5% was used, it was found that the total sample was 123 people rounded to 125 people. By using the formula of Issac and Michael (Sugiyono, 2013: 86) as follows:

$$s = \frac{\lambda^2 . N . P . Q}{d^2 (N-1) + \lambda^2 . P . Q}$$

Where:
S = number of samples
λ^2 = where dk = 1 the error rate is up to 1%, 5%, and 10%.
P = Q = 0.5 and d = 0.05

The *sampling* technique or the calculation of the number of samples using *Accidental Sampling,* is a technique of determining the sample based on chance, that is, customers who accidentally / *incidentally* meet with the researcher can be used as samples, if it is considered that the person who happened to be met is suitable as a data source. (Sugiyono, 2013: 85). Data collection techniques, namely: observation, questionnaires and interviews.

III. Research Result
After the researcher got some data, then analysed and the results were as follows:

Verification Analysis
Magnitude of Relationship between Independent Variables
In path analysis, the relationship between the independent variables which have a meaningful relationship, can be calculated the amount of direct or indirect influence. The indirect effect is the multiplication of the path coefficient and its correlation coefficient. Therefore, the respective coefficient between the independent variables is calculated first. For more details, the relationship between the two independent variables can be explained as follows:

Table No.2 Correlation Between Service Quality (X_1) and Product Diversification (X_2)

Correlations

		Service quality	Product Diversification
Service quality	Pearson Correlation	1	.492**
	Sig. (2-tailed)		.000
	N	125	125
Product Diversification	Pearson Correlation	.492**	1
	Sig. (2-tailed)	.000	
	N	125	125

**. Correlation is significant at the 0.01 level (2-tailed).
Source: SPSS Data Processing Results, 2020

Based on the table above, the correlation coefficient value between the independent variables, namely Service Quality (X_1) and Product Diversification (X_2) is 0.492.

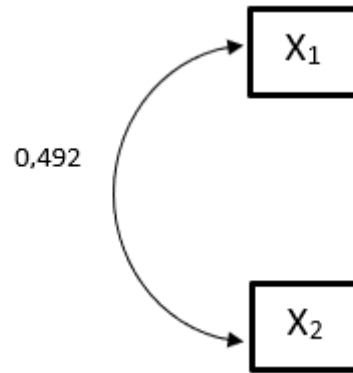This correlation can be explained in the image below:

Figure 1 he relationship between the independent variables X_1 and X_2

Based on the results of the analysis, the correlation coefficient between the independent variables, namely Service Quality (X_1) and Product Diversification (X_2), can be assessed at 0.492. Thus Service Quality (X_1) with Product Diversification (X_2) has a strong and unidirectional relationship because the value is positive.

Path Analysis (Path *Analysis)*

Based on the results of data processing using SPSS 16.0, path coefficients were obtained for each variable Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y). The results of the analysis can be seen in the table below:

Table No.3 Path Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.187	3.264		1.283	.202
	Services Quality	.365	.071	.319	5.163	.000
	Product Diversification	.590	.061	.599	9.699	.000

a. Dependent Variable: Buying decision

Source: SPSS Data Processing Results, 2020

The table shows the path coefficient value between the Service Quality (X_1) and Product Diversification (X_2) variables on the Purchasing Decision (Y). The path coefficient values are respectively described as follows:

Service Quality Variable Path Coefficient (X_1) on Purchasing Decisions (Y)

According to the table, the path coefficient for performance-quality variable (X_1) of the Purchase Decision (Y) is 0, 319. This shows that the direct effect of variables Quality of Service (X_1) of the Purchase Decision variable (Y) is equal to 0.319. So that the equation **Y = 0.319 $X_{1. is}$** obtained. The direct effect can be described as follows:

Figure 2 Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)

Source: Data Processing Results, 2020

Product Diversification variable path coefficient (X2) on Purchasing Decision variable (Y)

Based on table 3 the path coefficient for the Product Diversification variable (X_2) to the Purchasing Decision variable (Y) is 0.599. This shows that the direct effect of the price variable (X_2) on the Purchasing Decision variable (Y) is 0.599 so that the equation **Y = 0.599** X_2 is obtained .

The direct effect of the variable X2 on Y can be described as below:
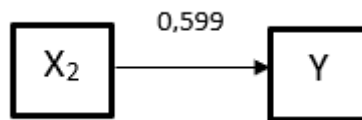

Figure 3 Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)
Source: Data Processing Results, 2020

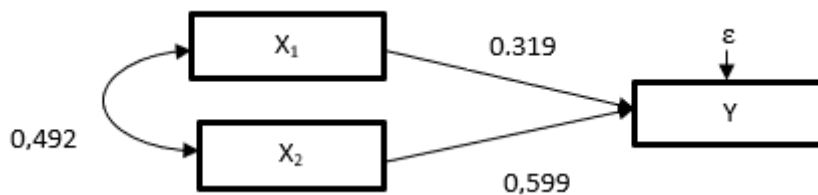The direct effect of the variables X_1 and X_2 on Y can be illustrated below:

Figure 4 Direct Effect of Service Quality Variables (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)
Source: Data Processing Results, 2020

Based on Figure 4 shows the amount of the associative positive degree or the path coefficient of the Product Diversification variable (X_2) is 0.599 higher than the Service Quality variable (X_1) 0.319 means that Product Diversification (X_2) has more influence on Purchasing Decisions (Y) than Service Quality (X_1). The path equation is as follows:

$$Y = 0{,}437X_1 + 0{,}479X_2 + \varepsilon$$

Information:

X_1 = Service Quality

X_2 = Product Diversification

Y = Buying decision

ε = Another variable that is not measured, but affects Y

Simultaneous Direct and Indirect Effect of Service Quality Variables (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)
    a. Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)
        The direct and indirect effect of Service Quality (X_1) on Purchasing Decisions (Y) can be seen in the following table:

Table No.4 Direct and Indirect Effect of Service Quality (X_1) on Purchasing Decisions (Y)

Variable	Path Analysis Interpretation	Calculation	Magnitude of Influence
Quality of Service (X_1)	Direct Influence to Y	0.319^2	0.101
	Indirect Effect of X_1 to Y	0.319x0.599x0.492	0.094
amount			**0.195**

Source : Results of Data Processing, 2020

In table 4 shows that the indirect effect of quality of service (X1) of the Purchase Decision (Y) is 0.195 or 19.5%.

b. Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)
The direct and indirect effects of Product Diversification (X_2) on Purchasing Decisions (Y) can be seen in the following table:

Table No.5 Direct and Indirect Effects of Product Diversification (X_2) on Purchasing Decisions (Y)

Variable	Path Analysis Interpretation	Calculation	Magnitude of Influence
Product Diversification (X_2)	Direct Influence to Y	0.599^2	0.359
	Indirect Effect of X_2 to Y	0.319x0.599x0.492	0.094
amount			**0.453**

Source: Data Processing Results, 2020

Table 5 shows that the indirect effect of the Product Diversification variable (X_2) on Purchasing Decisions (Y) is 0.453 or 45.3%.
Simultaneous Effect of Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)
The simultaneous direct and indirect effect of Service Quality (X1) and Product Diversification (X2) variables on Purchasing Decisions (Y) can be seen in the following table:

Table No.6 Direct and Indirect Effects of Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y)

Variable	Direct Influence	Indirect Influence		Subtotal Influence
		X1	X2	
Quality of Service (X_1)	0.101		0.094	0.195
Product Diversification (X_2)	0.359	0.094		0.453
Total Influence				0.648
Influence of Other Variables				0.352

Sum ber: Data Processing Results, 2020

Table 6 above shows that the total effect caused by Service Quality (X_1) and Product Diversification (X_2) on Purchasing Decisions (Y) is 0.648 or 64.8%. The effect of other variables outside the model is 1-0.648 = 0.352 or 35.2%.

The total effect of the variables X1 and X2 to Y is expressed by the coefficient of determination (R^2). The amount of R^2 shown in the table below:

Table 7
The coefficient of determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805[a]	.648	.642	4.58427

a. Predictors:(Constant), Product Diversification, Service quality

b. Dependent Variable: Buying decision

Source: SPSS Data Processing Results, 2020

Based on table 7, it shows that the coefficient of determination (R2) is 0.648 or 64.8%, then the Purchasing Decision variable (Y) can be explained by the Service Quality (X_1) and Product Diversification (X_2) variables or it can be interpreted as Service Quality (X1) and Product Diversification (X2) contributed to purchasing decisions (Y) by 64.8%, while the remaining 35.2% was the contribution of other variables (ε) which were not studied.

Hypothesis Testing Results
Correlation between Service Quality (X_1) and Product Diversification (X_2)
Hypothesis testing of the relationship between Service Quality (X_1) and Product Diversification (X_2) is carried out using the t statistical test, namely the following formula (Riduwan, 2013: 136):

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

You know: r = 0.492
n = 125

Then

$$t = \frac{0492\sqrt{125-2}}{\sqrt{1-0,492^2}}$$

$$t = \frac{0,492(11,090)}{\sqrt{1-0,2420}}$$

$$t = \frac{5,456}{0,758}$$

t = 7197

The value of t_{count} above is then compared with the t_{table} at an error rate of 5%, db = n - 2 = 125 - 2 = 123, then the obtained t_{table} = 1.960. Thus known $t_{arithmetic}$ (7197) > t_{table} (1.960), it can be stated that H_o is rejected, it means there is a significant correlation between the Quality of Service (X_1) and Diversification (X_2).

Hypothesis of Partial Influence of Variables
Hypothesis analysis has a partial effect between each independent variable on the dependent variable, here is a table of the partial influence of Service Quality (X_1) and Product Diversification (X_2) variables on Service Quality (Y) as follows:

Table No.8 Partial Influence of Service Quality (X_1) and Product Diversification (X_2) Against Purchasing Decisions (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.187	3.264		1.283	.202
	Service quality	.365	.071	.319	5.163	.000
	Product_Diversification	.590	.061	.599	9.699	.000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Analysis Results, 2020

Hypothesis of Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)

   The partial effect of service quality on purchasing decisions can be seen through statistical testing using the following hypothesis:

H_o : pyx $_1$ = 0: There is no effect of service quality on purchasing decisions

H_1 : pyx $_1$ ≠ 0: There is an effect of service quality on purchasing decisions

Test Criteria: Reject $_{Ho}$ if Sig. <α or t $_{count}$ > t $_{table}$

   Based on the table, it can be concluded and shown in the table as follows:

Table No.9 Partial Effect of Service Quality (X_1) on Purchasing Decisions (Y)

Structural	Sig.	A	Don't $_{count}$	t $_{table}$	Conclusion
pyx $_1$	0,000	0.05	5,163	1,960	H_o rejected

Source: Data Processing Results, 2020

   Table 9 shows that the sig. (0,000) <α (0.05) and t $_{arithmetic}$ (5.163)> t $_{table}$ (1.960) then H_o rejected. Thus it can be concluded that Service Quality partially affects the Purchasing Decision.

Hypothesis of the Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)

   The partial effect of product diversification on purchasing decisions can be seen through statistical testing using the following hypothesis:

H_o : pyx $_2$ = 0: There is no effect of Product Diversification on Purchasing Decisions.

H_1 : pyx $_2$ ≠ 0: There is an effect of Product Diversification on Purchasing Decisions

Test Criteria: Reject $_{Ho}$ if Sig. <α or t $_{count}$ > t $_{table}$

   Based on the table, it can be concluded and shown in the table as follows:

Table No.10 Partial Effect of Product Diversification (X_2) on Purchasing Decisions (Y)

Structural	Sig.	A	Don't $_{count}$	t $_{table}$	Conclusion
Pyx $_2$	0,000	0.05	9,699	1,960	H_o rejected

Source: Data Processing Results, 2020

   Table 10 shows that the sig. (0,000) <α (0.05) and t $_{arithmetic}$ (9.699)> t $_{table}$ (1.960) then H_o rejected. Thus it can be concluded that Product Diversification partially affects Purchasing Decisions.

Simultaneous Variable Effect Hypothesis

   The effect of service quality (X_1) and product diversification (X_2) simultaneously (as a whole) on purchasing decisions (Y) can be seen through hypothesis testing as follows:

$H_{0:}$ pyx $_2$ = 0: There is no effect simultaneously between service quality and product diversification on purchasing decisions.

$H_{1:}pyx_2 = 0$: There is a simultaneous influence between service quality and product diversification on purchasing decisions.

Table No.11 Results of the calculation of the value of F

ANOVA [b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4715,309	2	2357,654	112,186	.000 [a]
	Residual	2563,891	122	21,016		
	Total	7279,200	124			

a. Predictors: (Constant), Product_Diversification, Service_Quality

b. Dependent Variable: Purchase_Decision

Results of SPSS Data Processing, 2020

Based on table 11 above, it shows that sig (0.000) $<\alpha$ (0.05). The effect of X_1 and X_2 simultaneously on Y is shown in table 4.115 as follows:

Table No.12 The simultaneous influence of service quality variables (X_1) and product diversification (X_2) on purchasing decisions (Y)

Structure	Sig.	A	f count	f table	Conclusion
pyx $_1$	0,000	0.05	112,186	3.07	H $_o$ rejected

Results of SPSS Data Processing, 2020

Based on table 12 above shows that the Sig. (0.000) $<\alpha$ (0.05) and **f** $_{count}$ (112.186)> **f** $_{table}$ (3.07), meaning that H $_{0 is}$ rejected. Thus it can be concluded that there is an influence between Service Quality (X_1) and Product Diversification (X_2) simultaneously on Purchasing Decisions (Y).

IV. Conclusions and Discussion

Conclusion

Based on research that has been done, it can be taken to conclusions about the effect of Service Quality and Diversification of the product purchase decision Cemetery in Graha Sentosa Memorial Park Karawang , are as follows:

1. Service quality at Graha Sentosa Memorial Park Karawang by using 15 statement items on service quality variables based on the results of the questionnaire obtained with an average score of 468 . This shows that the average consumer who buys Graha Sentosa Memorial Park Karawang products has a good rating. However, there are still weak indicators with fairly good criteria, namely indicators of service accuracy with a score of 342, indicators of room cleanliness with a score of 356, indicators of places of worship with a score of 393, indicators of employee performance with a score of 400.

2. Product Diversification at Graha Sentosa Memorial Park Karawang by using 15 statement items on the Product Diversification variable based on the results of the questionnaire obtained with an average score of 451. This shows that the average consumer who purchases Graha Sentosa Memorial Park Karawang products agrees . However, thus there are still weak indicators with sufficiently agreeable criteria, namely the indicator offering sow interest with a score of 369 and the indicator offering ambulance car rental services with a score of 394.

3. The purchase decision at Graha Sentosa Memorial Park Karawang using 15 statement items on the Purchasing Decision variable based on the results of the questionnaire was obtained with an average score of 443.This shows that the average consumer who buys Graha Sentosa Memorial Park Karawang products agrees. . However, there are still weak indicators with fairly agreeable criteria, namely the payment process indicator is very easy with a score of 331, the indicator of buying a grave because of a reference from a family with a score of 387, and an indicator of buying a grave due to the information factor with a score of 406.

4. Based on the correlation test between service quality and product diversification, the correlation coefficient value is 0.492 or 49.2% which means strong and positive and significant. Thus, proving that service quality and product diversification have a relationship.

5. Based on the partial effect of service quality on purchasing decisions, the coefficient is 0.319 or 31.9%. This shows that the direct effect of the service quality variable on purchasing decisions is 0.319

or 31.9%. As for the partial effect of product diversification on purchasing decisions the coefficient is 0.599 or 59.9%. This shows that the direct effect of the product diversification variable on purchasing decisions is 0.599 or 59.9%. Because 59.9% is greater than 31.9%, it can be stated that the product diversification variable contributes more to purchasing decisions than the service quality variable. This is because with the variety of products offered, consumers have more choices and decide to purchase products for the tomb of Graha Sentosa.

6. Based on the simultaneous effect of service quality and product diversification on purchasing decisions, the R square is 0.648 or 64.8%, while the influence of other variables outside the model is 0.352 or 35.2%. The hypothesis indicates that the Sig. (0.000) $<\alpha$ (0.05) and f_{count} (112.186)$> f_{table}$ (3.04), meaning that H_0 is rejected. Thus it can be concluded that service quality and product diversification have a simultaneous effect on purchasing decisions.

Suggestion

The suggestions that can be considered in connection with the research results can be described as follows:

1. In general, the quality of service provided by Graha Sentosa Memorial Park Karawang is considered good by respondents, because the better the quality of service provided, it will provide opportunities for consumers to make purchases of the tomb products offered. However, based on respondents' responses regarding service quality, there are still indicators that are lacking, namely indicators of employee appearance, indicators of religious facilities, indicators of room cleanliness level, and indicators of service accuracy. By improving the quality of the four indicators that are considered insufficient, it is possible that more consumers will visit and ultimately be interested in buying. As for the suggestions for the four factors that consumers consider lacking: employee uniforms use a more attractive design than before and do not use t-shirts like before, worship facilities for the six religions that need to be equipped, use air freshener to complement the existing ones, and are responsive and on time in dealing with consumer complaints.

2. In general, the product diversification offered by Graha Sentosa Memorial Park Karawang is considered to agree with the respondents. However, based on respondents' responses regarding product diversification, there are still some weak indicators, namely the indicator offering the sale of sow flowers and the indicator of offering ambulance rental services. The suggestions are as follows: sowing flowers for the funeral procession, washing the face, and the car to deliver the corpse are just additional facilities.

3. In general, respondents agree to make a purchase decision for the products offered by the tomb of Graha Sentosa Memorial Park. However, based on the research, there are indicators that are still lacking, namely indicators of buying a tomb because of family references, indicators of buying tombs because of information factors, and indicators of very easy payment processes. Respondents expect the company to further improve service quality and product diversification so that consumers buy tomb products not only because of reference results, but personal awareness and the need for graves at some point in the future.

4. Based on the research that has been done that between service quality and product diversification has a strong relationship level of 49.2%, it is hoped that the company will further improve service quality and product development so that consumers have more choices to buy according to their wants and needs.

5. Based on the research that has been done, there is a partial influence between service quality on purchasing decisions by 31.9% and there is a partial influence between product diversification on purchasing decisions by 59.9%. Because 31.9% is less than 59.9%, it can be stated that the service quality at the Graha Sentosa cemetery does not contribute to the purchase decision so that the value is still low. Respondents expect the company to further improve service quality, because with better service quality, it can increase sales and satisfaction for consumers. So that without being asked consumers will recommend it to others.

6. Based on the research that has been done, there is a simultaneous influence between service quality and product diversification on purchasing decisions by 64.8% and there is a contribution of other variables not examined by 35.2% which influence purchasing decisions. Thus, the authors expect the next researcher to examine the variables or other factors that can influence purchasing decisions. And for further research it is recommended to use more samples so that the results of further research can be stated stronger, besides that further researchers are advised to use other research methods such as qualitative research methods.

References

[1]. Fandy Tjiptono, 2008, *Marketing Strategy*, Andi: Yogyakarta

[2]. Husein Uma r, 2005, *Research Methods for Thesis and Business Thesis* , Jakarta: PT. Raja Grafindo Persada.

[3]. Lupiyoadi, 2013 . *Service Marketing Management* . Salemba Empat: Jakarta

[4]. Ismanthono, 2003 . *Dictionary of Popular Economic Terms* . Kompas: Jakarta

[5]. Setiadi, 2010 . *Consumer Behavior* , Kencana: Jakarta
[6]. Sugiyono, 2013. *Quantitative Research Methods, Qualitative and R & D* . Alfabeta, Bandung.