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The Effect Of E-Servqual & E-Promotion On The Purchase Decision Of Used Cars At Home Showrooms In East Jakarta

Rusmeidi[1],Fedianty Augustinah[2] ,Liling Listyawati[3] , Damajanti Sri Lestari[4]

[1,2,3,4] Management Study Program, Faculty of Administrative Sciences
Dr. Soetomo University, Surabaya, Indonesia

Corresponding author: fedianty.augustinah@unitomo.ac.id

Abstract

The development of digital technology has driven a transformation in marketing strategies and customer service, including in the used car sales sector. Home-based showrooms in East Jakarta have begun to utilize digital media to reach consumers more broadly. This study aims to examine the effect of e-Servqual and e-Promotion on used car purchasing decisions in home-scale showrooms. The research method uses a quantitative approach with multiple linear regression analysis. Data were collected through questionnaires to 132 respondents who had purchased used cars through digital platforms. The analysis results show that both e-Servqual and e-Promotion have a significant effect on purchasing decisions, both individually and simultaneously. The R Square value of 0.599 indicates that the two independent variables explain 59.9% of the variation in purchasing decisions, while the rest is influenced by other factors outside the model. This finding confirms the importance of clear information, quick response, and attractive digital promotions in influencing consumer behavior. The conclusion of this study is that service and digital promotion are the main strategies that must be optimized by home-based showroom businesses in the face of increasingly competitive market competition.

Keywords: e-Servqual, e-Promotion, purchase decision, used car, home-based showroom.

INTRODUCTION

In today's digital era, consumer transaction patterns have undergone significant changes, including in the used car buying and selling industry. Consumers are increasingly relying on bold platforms, both to find information and make purchases (Yufantio et al.,

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2023) . This also encourages home showrooms in the East Jakarta area to utilize digital media as the main means of marketing and services. Fierce competition encourages them to not only sell quality products, but also offer digitally attractive services and promotions. One of the important aspects of building consumer loyalty and purchasing decisions is the quality of a digital service called *e-Servqual* . This service refers to how showrooms provide a service experience through digital channels, such as WhatsApp Business, social media, or marketplaces (Ummah & Oetarjo, 2024) .

The two main indicators that are of concern are information freedom (information reliability) and online responsiveness (online responsiveness). The reliability of the information reflects the consistency and accuracy displayed, while online responsibility shows how quickly and responsively the showroom responds to consumer questions or complaints (Safitri dkk., 2023) . Showrooms that are able to maintain the freedom of information, such as displaying car specifications honestly and updating stock in real-time, are not like gaining more trust from potential buyers. On the other hand, online responsiveness is the main determinant in maintaining the interest of potential consumers who are used to fast communication. In the context of a home showroom, these two aspects are a challenge in itself considering the limitations of human resources and flexible operating hours.

In addition to digital services, another factor that participates in influencing consumer decisions is the e-Promotion strategy. In the digital market competition, promotion is key to attracting consumer attention and creating a higher perception of value for products (Pratama dkk., 2023). Two important indicators in e-Promotion are digital-based discounts or special offers (*digital discounts*) and providing attractive promotional content (*attractive promotional content*). Discount offers are often the main attraction for consumers on a budget, while creative promotional content can build a professional and trustworthy showroom image (Permana dkk., 2024) .

Engaging promotional content, such as test drive videos, customer testimonials, or product explanations in a relaxed yet informative style, can significantly increase buying interest. Similarly, exclusive promos that are only available through social media or other online platforms are often a trigger for consumers to make decisions immediately (Nugroho dkk., 2024) . In the context of home showrooms, the use of digital promotions is an effective solution to compensate for the limitations in conducting conventional promotions such as banners or offline events.

The decision to buy a used car is a complex process that is influenced by various internal and external factors. In this study, purchasing decisions were analyzed through three main indicators, namely information search (*information search*), alternative

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evaluation (*alternative evaluation*), and purchase readiness (*purchase* readiness) (Kusumah et al., 2021) . The third reflects the stages of thinking of consumers in considering many options before finally making a decision. In the digital context, the process of searching for information is now easier, but the quality of information and the attractiveness of promotions remain the main determinants to proceed to the purchase stage.

In East Jakarta home showrooms, the trend of consumers to consider various options, check prices between sellers, and compare car features has become commonplace. Therefore, a deep understanding of the influence of *e-Servqual* and *e-Promotion* on the purchase decision-making process is very important to help home showrooms develop more appropriate strategies in attracting and convincing potential buyers through their digital channels .

LITERATURE REVIEW

According to (Ridaul Hamid dkk., 2024) Previous studies have shown that the quality of digital services has a significant influence on satisfaction and purchase decisions on local e-commerce platforms. (Aulia et al., 2024) It was also found that the freedom of information and the speed of response of digital services affected consumer confidence in choosing automotive products boldly. Meanwhile, (Aisyah et al., 2024) The pressure that *e-Promotions* packed with interesting content can increase buying interest and accelerate purchase decisions in the online showroom business.

Although various previous studies have addressed the Influence of *e-Servqual* and *e-Promotion* in the context *of e-commerce* or large markets, there are still research leaks (*research gaps*) in the context of home showrooms that have different business characteristics, resources, and digital approaches. This study specifically aims to analyze the influence of e-Servqual and e-Promotion on the purchase decision of used cars at home showrooms in the East Jakarta area, especially by examining specific indicators relevant to the digital practices carried out by these small business actors. The results of this research are expected to provide theoretical benefits in the development of digital marketing studies in the automotive sector, as well as practical benefits for home showroom owners in designing more effective and targeted online service and promotion strategies.

RESEARCH METHODS

Types of Research

The research was conducted with a quantitative approach to test the relationship between variables using statistical analysis methods. This approach is used because it is able to measure the relationship between *e-Servqual* and *e-Promotion* on used car purchase

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decisions in a objective, measurable, and generalizable manner. This type of research is causal and aims to test the direct influence between independent variables and dependent variables through hypothesis testing.

Data Sources and Data Collection Techniques

The data collection technique was collected by distributing a closed questionnaire to consumers who had bought used cars at home showrooms in East Jakarta, with a purposive sampling technique based on criteria of having been exposed to digital promotions and making purchases in the last two years. The number of respondents was 132 people who were considered to represent the target population.

Population and Sample

The independent variables in this study consisted of *e-Servqual* (X1) and *e-Promotion* (X2). The *e-Servqual variable* is measured using 7 items that represent the dimensions of clarity and responsiveness of digital services. Meanwhile, *the e-Promotion variable* is also measured by 7 items, which include digital offers and attractive promotional content. The bound variable, namely the purchase decision (Y), was measured using 11 items that reflected aspects of information searching, alternative evaluation, and purchasing readiness. All questionnaire items use a 5-point Likert scale, from *"strongly disagree"* to *"strongly agree".*

Table 1. Description of Research Results

Features	Category	Frequency	Percentage (%)
Gender	Male	85	64,4%
	Woman	47	35,6%
Age	< 25 year	28	21,2%
	25–34 year	52	39,4%
	35–44 year	37	28,0%
	≥ 45 year	15	11,4%
Work	Private Employees	62	47,0%

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	Entrepreneurial	38	28,8%
	PNS	12	9,1%
	Other	20	15,1%
Resources	Social Media	74	56,1%
	Online Marketplace	36	27,3%
	Whatsapp	22	16,6%

The Mayor responded in this study that men (64.4%) aged 25–34 years (39.4%), who are productive and actively buy vehicles. Most work as private employees (47%), and acquire information showrooms through social media (56.1%). These findings affirm the importance of optimizing e-Servqual and e-Promotion in the digital marketing strategy of home showrooms.

Data Analysis Techniques

The data were analyzed using multiple linear regression to determine the influence of each independent variable on the dependent variable simultaneously or partially. Previously, validity and reliability tests were carried out to ensure the feasibility of the instrument. The entire data processing process is assisted by SPSS software.

RESULTS AND DISCUSSION

Table 2. *Coefficient*

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.576	2.511		2.618	.010
	X1.TOTAL	.605	.096	.373	6.334	.000
	X2.TOTAL	.813	.084	.570	9.689	.000

a. Dependent Variable: Y.TOTAL

Source : SPSS Data Processing Output Results (2025)

Based on the (partial) t-test, it is known that the two independent variables, namely e-Servqual and e-Promotion, have a significant effect on the purchase decision. The

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significance value for e-Servqual is 0.000 with a t-value of 6.334, and for X2 is also 0.000 with a t-value of 9.689, both of which are smaller than α = 0.05. This shows that both *e-Quality Services* and *e-Promotion* partially have a significant influence on purchasing decisions. The results of the regression coefficient show that an increase of one unit in e-Servqual will increase the purchase decision by 0.605, while an increase of one unit in e-Promotion will increase the purchase decision by 0.813. A constant value of 6.576 indicates the base value of the purchase decision if both independent variables are zero.

Table 3. ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8042.700	2	4021.350	96.424	.000[b]
	Residual	5379.929	129	41.705		
	Total	13422.629	131			

a. Dependent Variable: Y.TOTAL

b. Predictors: (Constant), X2.TOTAL, X1.TOTAL

Source : SPSS Data Processing Output Results (2025)

The results of the ANOVA test showed a significance value of 0.000 and F calculated 96.424 with degrees of freedom of 2 and 129. Since the significance value < 0.05, the regression model is feasible to explain the influence of the two independent variables on purchasing decisions. The total sum of squares of 13,422,629 is divided into the sum of regression squares of 8,042,700 and the remainder of 5,379,929, which indicates that most of the variation in purchasing decisions can be explained based on *the e-Servqual* and *e-Promotion* variables.

Table 4. *Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.599	.593	6.45793

a. Predictors: (Constant), X2.TOTAL, X1.TOTAL

Source : SPSS Data Processing Output Results (2025)

Based on the summary model, the R Square value of 0.599 indicates that e-Servqual and e-Promotion together explain 59.9% of the variation in purchasing decisions, while the remaining 40.1% is influenced by other variables that were not studied. An Adjusted R

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Square of 0.593 indicates the stability of the model even considering the number of samples and variables.

The Influence of *e- Quality Services* on Used Car Purchase Decisions

Partial tests proved that e-Servqual (X1) had a significant effect on purchase decisions with a significance of 0.000 and a t-value of 6.334. The regression coefficient of 0.605 indicates a strong positive influence. This finding suggests that the quality of good digital services plays an important role in influencing consumer decisions, even in the context of home showrooms that are smaller in scale than authorized dealerships.

In this study, *e-Servqual* was measured through two main indicators, namely information freedom (*information reliability*) and online responsiveness (*online* responsiveness). The reliability of the information relates to the extent to which the showroom displays an accurate description of the used car, stating the vehicle's history, price, and condition of the engine or body in an honest manner. Meanwhile, responsiveness reflects the speed of the showroom admin in replying to messages, answering questions, or providing updates on unit availability through digital media such as WhatsApp or Instagram. When these two aspects run optimally, consumers feel more confident and helped in the decision-making process (Suryawardani dkk., 2022) .

These results support the findings (Paramita et al., 2025) which states that the quality of digital services affects consumer satisfaction and trust, thereby driving purchases. Home showrooms in East Jakarta are starting to adapt to the digitization of services, such as using WhatsApp Business and social media to provide information and quick responses. These services create a personalized and quick buyer decision-making experience. This shows that e-Servqual is effective not only for large platforms, but also for home-based businesses (Prayoga dkk., 2023) .

Used car consumers generally have concerns about the quality of the vehicle and the honesty of the seller. In this context, information accessibility is very crucial. When showrooms present complete and honest information such as mentioning the car has had light blisters or last service, this actually increases buyer confidence. Conversely, incomplete or discreasing information between the promotion and the actual conditions may lead to the cancellation of the purchase (Prabowo dkk., 2023) . Therefore, the accessibility of *e-Quality Services* plays a major role in reducing consumer uncertainty about products sold online.

Overall, the results of this study confirm that *e-Quality Services* is not only a complement, but a core component in the digital marketing strategy of home showrooms. Through responsive digital services and trustworthy information, showrooms can build long-term relationships with consumers as well as increase the chances of purchase

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transaction locations. By optimizing digital-based service aspects, home showroom business actors are able to compete with large dealers and remain relevant in today's competitive digital era.

The Influence of e-Promotion on Used Car Purchase Decisions

The e-Promotion Partial Test (X2) also showed a significant influence on purchase decisions with a t-value of 9.689 and a significance of 0.000. The regression coefficient of 0.813 shows that e-Promotion plays a big role in encouraging consumers to buy. In this study, e-Promotion was measured through two main indicators: the provision of digital discounts and the presentation of attractive promotional content. Digital discounts include special discounts that only apply if the purchase is made through a digital platform, such as a promotion on Instagram, WhatsApp, or a marketplace. Meanwhile, attractive promotional content refers to the form of distribution of promotional information that is creative, promising, and able to build a positive perception of the showroom — for example, through short videos, customer testimonials, or professionally packaged car photos (Wahyuni dkk., 2024) .

These findings are in line with the study (Rauf, 2023) which states that e-Promotion has a positive effect on buying interest because it is able to shape consumer expectations and perceptions of product value. Moreover (Prastowo & Nur, 2023) Also, the pressure of exclusive social media-based promos is very effective in encouraging the purchase of used cars, as consumers are not more responsive to limited impressive offers and only apply boldly. This shows that digital promotion strategies are not only effective in large e-commerce, but can also be adopted with optimal results by home showrooms.

Home showrooms in East Jakarta now routinely use social media to promote used car stock, such as providing discounts, free services, or other bonuses. This simple promotion effectively attracts the attention of price- and value-added consumers. The e-Promotion strategy has proven to be important in shaping consumer perception and driving purchase decisions, so it is the key to the success of home showrooms in the midst of fierce competition in the used car market.

The Simultaneous Influence of *e-Servqual* and *e-Promotion* on Purchase Decisions

Simultaneous tests through ANOVA showed that the e-Servqual and e-Promotion variables simultaneously had a significant effect on the purchase decision of used cars, with an F value of 96.424 and a significance of 0.000. The contribution of these two independent variables is also strengthened by the R Square value of 0.599, which means that 59.9% of the variation in purchasing decisions can be explained by the combination of e-Servqual and e-

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Promotion. The remaining 40.1% is influenced by other factors outside the model, such as price, showroom location, physical condition of the car, recommendations of nearby people, and personal preferences of consumers. However, the R Square figure already reflects that the aspect of digital services and promotions is the dominant element that greatly influences consumer behavior in the current digital era.

In the context of home showrooms, limited capital and infrastructure make digital services and promotion the two main tools to compete. When consumers feel served quickly and get accurate information (*e-Servqual*), as well as presented with attractive offers and promising promotional content (*e-Promotion*), then the likelihood of making a purchase will be much higher (Azzahra dkk., 2025) . Purchase decisions in this case are not only about price rationality, but also about the digital experience and convenience felt by consumers during the search process to transactions.

Used car consumers in the digital era have high expectations for the quality of online interactions. They not only want to know the price, but they also want to be served in a friendly, fast manner, and feel "considered important" by the seller (Ardana & Wulandari, 2024) . Therefore, *e-Servqual* builds trust and comfort, while *e-Promotion* creates motivation and encouragement. If both are presented simultaneously in the digital marketing process, consumers tend to be faster in making purchasing decisions and less likely to move to another showroom.

Thus, this study proves that the simultaneous influence of e-Servqual and e-Promotion plays an important role in driving used car purchase decisions, especially in the context of small businesses such as home showrooms.

Other Factors Outside the Model That Influence Purchasing Decisions

It is known that there is still a 40.1% variation in purchasing decisions that are influenced by other factors outside of this model, such as personal and external factors. In addition to price, the physical condition of the vehicle is also a significant consideration. Many consumers do not fully believe in images or descriptions on digital platforms. Customers want to see the vehicle firsthand, conduct *test drives* , and verify technical aspects such as engine and interior (Wati, 2021) . This shows that while the digital aspect helps speed up the consideration process, the physical experience remains irreplaceable in the used vehicle buying process.

The next factor is recommendations from the closest people, such as family, friends, or personal mechanics, consumers do not feel more confident in buying a used vehicle if they get recommendations or direct testimonials from trusted people. These recommendations can even neutralize insecurities about digital promotions that look too daunting or services

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that seem too perfect (Asan dkk., 2024) . In this context, word of mouth and social beliefs play an important role.

The location of the showroom, for example, can influence decisions because geographical proximity makes it easier for consumers to see the unit directly or take care of vehicle administration. Accessibility and security geographically may be more important to some consumers than just digitally appealing promotions (Sahelangi & Pongsirante, 2025) .

Finally, consumers' personal needs and preferences such as the model of the car they are looking for, favorite colors, engine capacity, as well as emotional factors such as "feeling" while driving, also influence the purchase decision. Some consumers buy cars not only for mobility, but also for lifestyle or collection purposes. Therefore, a personal approach that understands consumer needs will be an added value in the sales process, although it cannot always be measured through e-Servqual and e-Promotion indicators.

Research Implications

The results of this study provide various illustrations that are important for home showroom owners, business actors in the automotive sector, as well as inputs who are interested in the field of digital marketing. The findings that *e-Servqual* and *e-Promotion* simultaneously and partially have a significant effect indicate that the digital approach is no longer a complement, but an integral part of the marketing strategy. but rather a key strategy that needs to be optimized in the context of modern competition.

1. Practical Implications for Home Showroom Owners

Home showroom owners in East Jakarta need to improve the quality of digital services, such as speeding up responding to consumer questions and ensuring that the car information displayed is always accurate and up-to-date. Consumers today judge the credibility of showrooms based on their presence in digital media. Therefore, small investments such as WhatsApp admin training, promotional content scheduling, and adjustments to digital operating hours are essential to maintain customer trust.

2. Strategic Implications in Digital Promotion Management

Promotion is no longer enough to be done conventionally. Showrooms need to develop a structured e-Promotion strategy, such as creating short video content, customer testimonials, or limited promotions that are only available on digital platforms. This strategy can increase the urgency of purchases and create the exclusivity of the perception that digital consumers are so fond of. Attractive and creatively delivered offers will more easily go viral and reach more potential buyers.

3. Theoretical Implications for the Development of Digital Marketing Studies

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This study emphasizes the importance of including various digital services and promotions in learning consumer behavior, especially in the context of micro and medium enterprises. These findings can enrich digital marketing literature, especially in the used automotive industry that has not been widely explored in the context of home showrooms. These implications open up space for more in-depth follow-up research with structural model approaches or qualitative methods to understand the emotional side of consumers.

4. Policy Implications for Automotive MSME Assistance

Agencies or institutions that handle MSMEs in the automotive sector can design special digital marketing training programs for small showrooms. This support can include copywriting training, social media account management, to quick response strategies in digital services. With the help of this program, home showrooms will be better prepared to compete and not be left behind in the increasingly massive wave of digitalization.

COVER

Conclusion

From the results of the analysis, it can be concluded that the quality of digital services and online promotions have an important role in driving purchase decisions, especially at home showrooms in East Jakarta:

1. *E-Servqual* has been proven to have an influence on purchase decisions, where access to information and digital responses play a role in building consumer trust and comfort.
2. E-Promotion also has a significant influence, especially through the provision of digital discounts and attractive promotional content that shapes the perception of consumer value and urgency.
3. Simultaneously, *e-Servqual* and *e-Promotion* were able to explain 59.9% variation in purchasing decisions, indicating that the combination of the two is a major force in influencing the behavior of home showroom consumers.
4. Meanwhile, the remaining 40.1% variation in purchase decisions was influenced by other factors such as price, vehicle condition, recommendations, showroom location, and personal preference.

Suggestion

Based on the above conclusions, it is recommended that business actors continue to improve their digital strategies to reach consumers effectively, as follows:

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1. Home showroom owners are advised to increase the flexibility of information in digital promotions by displaying complete and honest vehicle data, as well as ensuring a quick response to consumer questions through digital media.
2. Showrooms need to devise more structured *e-Promotion* strategies, such as time-based exclusive offers, testimonial video content, and visual storytelling to create stronger engagement with consumers.
3. The researcher can then add other variables such as price, brand awareness, and risk perception to produce a more comprehensive model.
4. The government and MSME coaching institutions are also expected to provide digital marketing training so that small showrooms are able to compete in the midst of competitive digital market challenges.

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