



The Influence Service Quality, Product Quality, and Sales Promotion Towards Purchase Decision at PT Mabar Feed Indonesia

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ABSTRACT

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The poultry industry in Indonesia is related to the business sectors of poultry farming, commercial egg and broiler production, as well as rural poultry production. This increase is in line with technological developments, especially in the increasingly modern cultivation (on farm) sector, so that the production process becomes faster and more efficient. What PT Mabar Feed Indonesia needs to pay attention to so that customers can survive is to pay attention to several aspects such as service quality, product quality and sales promotions which can make customers consider their purchasing decisions. Primary and secondary data were used in this research, the majority of respondents were men with an age range of 31-45 years and had made purchases more than four times. Questionnaires were distributed to 30 samples of customers at PT Expavert Nasuba whose validity and reliability tests needed to be measured and 58 sample respondents from PT Mabar Feed Indonesia were tested using the classic assumption test, multiple linear test and hypothesis test. In this research, the sampling method used was purposive sampling with a sample of PT Mabar Feed Indonesia customers and processing using SPSS V.29. The results of data testing show that service quality has a partial influence on purchasing decisions, product quality has a partial influence on purchasing decisions, sales promotions have a partial influence on purchasing decisions and purchasing decisions are simultaneously influenced by Service Quality, Product Quality and Sales Promotion.

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INTRODUCTION

In general, the poultry industry in Indonesia is related to the business sectors of poultry breeding, commercial broiler and egg production and village poultry production. Apart from that, the poultry industry is supported by feed mills, corn producers, raw material suppliers, equipment suppliers, animal health industry, transportation industry, contractors, processors, traders, retailers and customers. financial institutions and the Government (Handojo, 2023).

According to Data Industri (2024) The population of broiler chickens has increased rapidly in recent years. The population of broiler chickens in Indonesia reached 3.11 billion, an increase of around 6.44% from the 2020 population of 2.91 billion. Meanwhile, in 2022 it is estimated to reach 3.31 billion heads or an increase of 18.71%.

Those data explains that the increasing poultry industry especially in development of chicken boiler in North Sumatra has made this industry have many new competitors and with the increasing number of poultry industry companies in North Sumatra. Thing that need be considered by company so that customers can stay is to pay attention to several aspects such as service quality, product quality and sales promotion that can make customer consider about their purchase decision in PT Mababar Feed Indonesia, Medan over than other companies (Lee, *et al.*, 2017).

The data above shows that PT Mababar Feed Indonesia, Medan has had a significant decline in sales in the last few months, purchase decisions have an important influence in the decline in sales data from PT Mababar Feed Indonesia, Medan, customers tend to prioritize the quality of service, product quality and sales promotions they get from a supplier company. PT Mababar Feed Indonesia, Medan have a several customers who run in a supermarket business and also restaurant services who need the boiler chicken where it gives PT Mababar Feed Indonesia, Medan a lot of pressure when they are slowly walked away to the other company. The data sales in November 2022 to December is positive 4.3%, where December 2022 to January 2023 is decrease 10%, January 2023 to February 2023 is decrease 4%, February 2023 to March 2023 is positive 3%, March 2023 to April 2023 is positive 16%, April 2023 to May 2023 is decrease 5%, May 2023 to June 2023 is decrease 1%, June 2023 to July 2023 is decrease 14%, July to August 2023 is decrease 6%, August 2023 to September 2023 is decrease 9% and September 2023 to October 2023 is decrease 10%. This is a support that there is a decline in performance by the company caused by service quality, product quality and sales promotion which affected to purchase decisions at PT Mababar Feed Indonesia, Medan.

Based on Wydyanto, (2021) service quality in the service industry is a presentation of a product or service according to the standards applicable in the place where the product is made and the delivery is at least the same as what consumers want and expect. Service is a series of activities that take place regularly and continuously covers the entire life of society. This shows that service is related to the inner self satisfaction of service recipients. According to Mardhiyyah & Fadilla, (2021) stated that before deciding to make a purchase, a consumer must first consider all aspects ranging from the quality of the product to be purchased to the quality of service. The impression of quality provides value in several forms, including being a reason to buy (Krishna, 2012).

A product is anything that can be offered to the market to satisfy a want or need. Product quality is one of the things that a marketer relies on most when marketing a product. The better the quality of the product produced, the more opportunities it will provide consumers to make purchases. With this, if the quality If the product produced is good, consumers will also be good less likely to make a purchase (Ye *et al.*, 2024). Product quality is dynamic conditions related to products, people/labor, processes and tasks, as well as an environment that can fulfill or exceed consumer expectation and purchase decision (Akbar, 2020).

PT Mababar Feed Indonesia is experiencing several problems regarding product quality which customers tend to complain about and it is difficult to overcome them, in terms of the weight and size of the chickens received by customers, sometimes when a chicken is sick and is combined in one container then the other chicken will also be contaminated, so product quality is difficult to control in terms of chickens' side. This is also influenced by the cleanliness of the cage and how to manage and care for breeding chickens in the cage (Yuen & Chan, 2010). This influences customers future purchasing decisions which results in a decrease in the number of

sales within one year. PT Mabbar Feed Indonesia' chicken product that sold to the customer can be as a chicken well processed that sold in supermarket such as frozen chicken product which are yamku where the product are chicken fillet, and all of the part of chicken processed in the packaged form (Juliana *et.al.*, 2020) .

Based on Suryani & Syafarudin, (2021) Sales promotion is a tool used to carry out the marketing process and is an activity of introducing products and additional benefits as well as low prices to consumers and potential consumers in a company. The aim of sales promotion is to provide information and explain knowledge about the product to be marketed and encourage increased demand for a product from consumers and can increase profits for the company and stabilize sales volume. Sales promotion also influences consumer attitudes and behavior in choosing products based on their preferences, and can motivate consumers to make purchasing decisions about products offered by the company (Supriadi *et al.*, 2023). Based on Nathania *et al.*, (2022) Sales promotion is a type of marketing that is usually used to introduce new products, sell off old products, and of course increase sales figures. Generally, sales promotions are temporary, aimed at increasing buyers' interest in the product and are carried out by the company only at certain moments. Another reason why brands carry out sales promotions is tight competition in the market, especially if the brand sells similar products and is being sold by many other brands. Companies and brands can have the opportunity to attract the attention of their consumers again by carrying out promotions.

PT Mabbar Feed Indonesia has several problems regarding sales promotions which influence purchase decisions because most of the products sold by PT Mabbar Feed Indonesia are sold to PT Expavert Nasuba amounting to 70% of sales on a contractual basis, so marketing to small businesses is quite limited and is said to be 30% of sales to other companies so that many customers want to order products from PT Mabbar Feed Indonesia but 70% have been sold contractually to PT Expavert Nasuba. Moreover, PT Mabbar Feed Indonesia, Medan is lacking of promotion by website where other company has a website to be search and found about products they sell, while PT Mabbar Feed Indonesia, Medan does not have a website like other competitors which have websites to provide information and types of products sold to customers, so it is quite difficult for customers to find out what types of products are sold at PT Mabbar Feed Indonesia which ultimately influences customer purchasing decisions. Sales promotion or sales promotion is a marketing strategy where a business will use short-term campaigns to increase interest in demand for its products or services (Ojasalo, 2019). These short-term, time-bound campaigns will create a sense of urgency, generate new leads, and keep existing customers engaged. There are many reasons why businesses have sales promotions, but the main reason is to increase sales. Increased sales are necessary to reach quotas as deadlines approach or to increase awareness of new products (Yanto *et al.*, 2020).

According to Suryani & Syafarudin, (2021) Sales Promotional activities not only function as a means of communication between companies and consumers but also as a tool to influence consumers to buy or use products that suit their needs and desires. The tools that can be used to promote a product. The Influence of Sales Promotion on Purchasing Decisions can be selected through several methods, namely advertising, sales promotion, publicity, personal selling, and direct marketing which is called the promotional mix. Sales Promotion is one of the determining factors for the success of a marketing program. No matter the quality of a product, if consumers have never heard of it and are not convinced that the product is beneficial to them, then they will not buy it (Ngo *et al.*, 2016).

In conducting this study in order to help PT Mababar Feed Indonesia, Medan improve the business, this study is needed to know the better understanding whether service quality, product quality and sales promotion will influence purchase decision in PT. Mababar Feed Indonesia. Customer will be taken from the customer of PT Mababar Feed Indonesia and PT Expavert Nasuba for examining data testing, B2B business technique is among PT Mababar Feed Indonesia and PT Expavert Nasuba around 70% of sales and the other 30% of sales by PT Mababar Feed will be direct selling to their own customers. equivalence research about the variables which are service quality, product quality and sales promotion and purchase decisions will be tested.

Based on the problem formulation that writer mentioned previously, the objectives of this research can be concluded as: To investigate how service quality partially influence purchase decision at PT Mababar Feed Indonesia, Medan. To analyze how product quality partially influences purchase decision at PT Mababar Feed Indonesia, Medan. To analyze how sales promotion partially influences purchase decision at PT Mababar Feed Indonesia, Medan. To evaluate how service quality, product quality and sales promotion simultaneously influence purchase decision at PT Mababar Feed Indonesia, Medan.

METHODS

Research design is determined by the research problem, nature and problems to be solved according to the researcher's personality and experience. Research design refers to the research strategy and structure used by researchers so that it can help researchers to collect all data in the research process (Sekaran, 2018). The purpose of this research is to determine service quality, product quality, sales promotion and purchase decision among PT Mababar Feed Indonesia, Medan customers. Quantitative research can be used to find patterns and averages also make predictions and test causal relationship between variables and generalize results into a huge populations (Bhandari, 2023). Quantitative research is the opposite of qualitative research, where qualitative research is used to collecting and analyzing non-numerical data such as text, video, or audio.

The population of this research will be the customers of PT Mababar Feed Indonesia, Medan. The number of populations of its customers is 58 in the last of number of customers analyzed by the company and the population of 30 respondent will be used on pre-test which is taken from the subsidiary of PT Mababar Feed Indonesia while the other population which are 58 will be used in the main test which is the population and sample of customer that need for analyzed the data. Writer decided to use the non-probability sampling as the sampling technique in this research. march 8 until 15 march and examined after the data collected. Writer decided to use the non-probability sampling as the sampling technique in this research. Purposive sampling is a non-probability method to obtaining a sample where researchers use expertise to choose specific participants by performing a characteristic that will help the study to answer the questionnaire in the research question (Creswell, 2018) characteristic of respondent in this research can be seen below: 1. Male or Female , 2. Age from 20-65 years old, 3. Ever purchase at PT Mababar Feed Indonesia, Medan at least twice. march 8 until 15 march and examined after the data collected. Writer decided to use the non-probability sampling as the sampling technique in this research.

Data collection method is a method that used to obtain data and provide some information, for in this research there are two types to collect the data, which is: Interviews, Questionnaire. Research instrument is one of the research methods that are useful for this study.

In this research, writer will use questionnaires to collect the data from the customers of PT Mabbar Feed Indonesia, Medan. The research instrument test that will be used in this research are: Validity Test, Reliability Test. Multiple linear regression is a statistical analysis that uses several explanation variables to predict the outcome of a response variable. The goal of multiple linear regression is to know the linear relationship between the independent variable and dependent variable.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

RESULTS AND DISCUSSION

Descriptive Analysis

Table 1. Demographic

Aspect	frequency	Percentage	
Gender	Female	23	39,7 %
	Male	35	60,3%
Age	20-30 yo	14	24.1%
	31-45 yo	32	55.2%
	46-65 yo	12	20.7%
Purchase	2 times	10	17.2%
	3-4 time	19	32.8%
	More than 4 times	29	50%

Source: Data processed, (2023)

Descriptive statistics based on respondent characteristic of customer at PT Mabbar Feed Indonesia, Medan is majority male with 35 frequencies with 60.3% and for the age characteristic is majority around 31-45 years old with 32 frequency and 55.2%, also for the purchase frequency is more than 4 times with 12 frequency and 20.7%.

Descriptive Statistics Result

Mean, Median, Mode, Standard deviation of Service Quality, Product Quality, Sales Promotion and Purchase Decision

Moreover, from the measurement scale above, mean, median, mode and standard deviation can be explained further below based on the central tendency measurement scale.

Table 2. Mean, Median, Mode, Standard deviation

Variable	Question	Mean	Median	Mode	Standard Deviation	Variance	Result
SQ (X1)	Q1	3.12	3	3	0.774	0.599	Neutral
	Q2	3.16	3	3	0.914	0.835	Neutral
	Q3	2.95	3	3	0.826	0.681	Neutral
	Q4	3.22	3	4	1.109	1.230	Neutral
	Q5	3.33	3	3	1.190	1.417	Neutral
PQ (X2)	Q6	3.07	3	3	0.769	0.592	Neutral
	Q7	2.62	2.5	2	1.105	1.222	Neutral
	Q8	2.93	3	3	0.915	0.837	Neutral
	Q9	2.97	3	3	0.794	0.630	Neutral
SP (X3)	Q10	2.91	3	3	0.923	0.852	Neutral

Variable	Question	Mean	Median	Mode	Standard Deviation	Variance	Result
	Q11	3.07	3	3	0.876	0.767	Neutral
	Q12	2.97	3	3	0.837	0.701	Neutral
	Q13	2.97	3	3	0.973	0.946	Neutral
PD (Y)	Q14	2.86	3	3	1.249	1.560	Neutral
	Q15	2.71	3	3	0.955	0.913	Neutral
	Q16	3.28	3	3	1.121	1.256	Neutral
	Q17	3.28	3	3	0.894	0.800	Neutral

Source: Data processed, (2024)

Based on the table above, the description about means median mode and standard deviation about service quality, product quality, sales promotion and purchase decision is majority neutral in every statement.

Classical Assumption Test

Normality Test

Table 3. First One-Sample Kolmogrov-Smirnov Test

		Unstandardized Residual
N		58
Normal Parameters ^{a,b}	Mean	.00000000
	Std. Deviation	1.79390525
Most Extreme Differences	Absolute	.064
	Positive	.064
	Negative	-.049
Test Statistic		.064
Asym.Sig. (2-tailed)		.200 ^{c,d}

Source: Data Analysed in SPSS (2024)

According to the table above, the result of one kolmogorov smirnov with asymp significant value is 0.20 which is more than 0.05 of the criteria, it can be concluded that the data were normally distributed into customers.

Normality test is used to determine whether the data is being normally distributed or not, as a result of normality test using the histogram, one kolmogorov smirnov test and p-plot method, the result were normally distributed. Histogram result performed bell-shaped curved and the p-plot test is the data were spread along the line and One Kolmogorov Smirnov with asymp sig value result of 0.20 and more than the criteria of 0.05, as a result, normality test can say to be normally distributed to customers at PT Mabar Feed Indonesia, Medan.

Multicollinearity Test

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF

1 (Constant)		
Service Quality (X1)	3.538	0.283
Product Quality (X2)	2.027	0.493
Sales Promotion (X3)	3.143	0.318

Source: Data Analysed in SPSS (2024)

According to the table above, the result of multicollinearity test about service quality, product quality and sales promotion is not influence each other based on the tolerance value of service quality is 0.283, product quality tolerance value is 0.493, sales promotion tolerance value is 0.318 which is more than 0.10. also, for the VIF value for service quality is 3.538, product quality is 2.027, sales promotion is 3.143 which is more than 10, it can be concluded that all of the value is passed the criteria of multicollinearity, and the independent variable is not having a relationship between each other.

Table 5. Spearman Test

Variable	Spearman	Sig	Criteria	Result
Service quality	0.695	0.000	0.05	No heteroscedasticity
Product quality	0.663	0.000	0.05	No heteroscedasticity
Sales promotion	0.674	0.000	0.05	No heteroscedasticity

Source: Data Analysed in SPSS (2024)

Based on the table above, spearman test is a part of heteroscedasticity, the criteria of the spearman test are 0.05, where the value of the spearman test for service quality is 0.695, product quality is 0.663, and for the sales. promotion is 0.674 and also for the sig value is 0.000 which is less than 0.05. it can be concluded that there is no heteroscedasticity in this study.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test

1	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	Model B	Std. Error			
(Constant)	4.484	2.301		1.949	.057
SQ	.481	.141	.298	3.411	.001
PQ	.502	.125	.443	4.018	.000
SP	.426	.123	.378	3.462	.001

Source: Data Analysed in SPSS (2024)

The formula for multiple linear regression test is:

$$Y = 4.484 + 0.481X1 + 0.502X2 + 0.426 X3$$

Multicollinearity test is used to determine if there is an correlation between independent variable which are service quality, product quality and sales promotion. The multicollinearity test result in this study has a statistical VIF with the service quality variable of 3.538, product quality with a VIF value of 2.027 and sales promotion with a VIF value of 3.143 which is less than 10 and the collinearity tolerance value for service quality variable is 0.283 for product quality is 0.493 and sales promotion tolerance value is 0.318 which stated to be higher than 0.1. Moreover, it can be concluded that each independent variable which are service quality, product quality, and sales promotion did not influence and have a correlation between each other.

When Service Quality (X1), Product quality (X2), Sales Promotion (X3) are set to zero, the output equation for multiple linear regression is $Y = 4.484 + 0.481X1 + 0.502X2 + 0.426X3$, where 4.484 is the constant value of purchase decision (Y). Furthermore, the service quality coefficient value is positive 0.481, which suggests that when the service quality variable increases by one unit, purchase decision increases by 0.481 units while the product quality variable remains constant. Meanwhile, the product quality coefficient is positive at 0.502, which suggests that when the product quality variable increases by one unit, purchase decision increases by 0.502 units when the purchase decision variable remains constant and sales promotion coefficient is positive at 0.426, which suggests that when the sales promotion variable increases by one unit, purchase decision increases by 0.426 units.

In this study, hypothesis test, with the T-test or partial test can explained the examination with a result in service quality (X1) has a significant value of 0.001, which is less than 0.05, and the t count is $3.411 > t$ table 2.004. As a result, H1 is accepted at PT Mablar Feed Indonesia, Medan where service quality has a significant influence on purchase decision. Product quality (X2) has a significant value of 0.000, which is less than 0.05, and the t count is $4.018 > t$ table 2.004, indicating that H2 is accepted at PT Mablar Feed Indonesia, Medan where product quality has a significant influence on purchase decision. Meanwhile, sales promotion (X3) has a significant value of 0.001, which is less than 0.05, and the t count is $3.462 > t$ table 2.004, indicating that H3 is accepted at PT Mablar Feed Indonesia, Medan where sales promotion has a significant influence on purchase decision.

Hypothesis Test (F-Test)

Table 7. T-test

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	
	Model B	Std. Error				
1	(Constant)	4.484	2.301			
	SQ	.481	.141	.298	3.411	.001
	PQ	.502	.125	.443	4.018	.000
	SP	.426	.123	.378	3.462	.001

Dependent Variable: PD

Source: Data Analyzed (2024)

Based on the table above, the result for T-test for service quality sig value is 0.001, product quality is 0.000 and sales promotion is 0.001 which is less than 0.05, the t table for the independent variable is 2.004. the result of t count for service quality is 3.411, product quality is 4.018, sales promotion is 3.462. it can be concluded that all of the independent variable is accept the hypothesis which can be said that the independent variable is partially influence the dependent variable in this research.

Hypothesis of the F-test or simultaneous test results in this study performed in a significant value of 0.000, which is less than 0.05, and the value of f count $26.931 > f$ table 3.17. As a result, H4 is acceptable and can answer the hypothesis in situations where Service Quality (X1), Product quality (X2), Sales Promotion (X3) have an influence on purchase decision (Y) at PT Mablar Feed Indonesia, Medan.

Tabel 8. F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	225.535	3	75.178		
Residual	150.741	54	2.791	26.931	.000 ^b
Total	376.276	57			

a. Dependent Variable: PD

b. Predictors: (Constant), SP, SQ, PQ

Source: Data processed, (2024)

Based on the table above, the result of F test can explain the simultaneously influence dependent variable by independent variable. The sig value for f test is 0.000 which is less than 0.05, and for the F table value in this study is 3.17, the F count for this examination is 26.931 which are more than F table. It can be concluded that F test can answer the hypothesis where purchase decision is simultaneously influence by service quality, product quality and sales promotion.

Table 9. Determination Test

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1 .774a	.599	.577	1.671

Predictors: (Constant), SP, SQ, PQ

Source: Data Analysed in SPSS (2024)

Based on the table above, the result of determination test is 0.599, it indicates that service quality, product quality and sales promotion influence purchase decision by 0.599 or 59.9% influence on purchase decision. Meanwhile, 40.1% will be influence by the other variable that is not tested or study in this research.

In this study, the coefficient of determination test has a relative result of 0.599 and shows that 59.9% of the variables service quality, product quality and sales promotion can explain the influence with purchase decision at PT Mablar Feed Indonesia, Medan. This test shows that service quality, product quality and sales promotion can explain the influence to the customer is ensure purchase decision at PT Mablar Feed Indonesia, Medan. Based on the result of determination test R², 40.1% of dependent variable which is purchase decision was influenced by other independent variables which is not examined in this study.

CONCLUSION

This study is conducted in PT Mablar Feed Indonesia to give a conclusion of phenomena of research and explain the conclusion itself. Service quality of PT Mablar Feed Indonesia is hard to control the weight of chicken and loading capture based on customer request, product quality in PT Mablar Feed Indonesia is experiencing a complaint by customers when chicken is sick in one container and it affected the other chicken, the cleanliness of chicken is one of the aspects of the quality problem. PT Mablar Feed Indonesia did not have a website to promote their company and it is hard for customer to find out an information about the company. After data testing in PT Mablar Feed Indonesia, the result of descriptive statistics with the majority criteria of male, age from 31-45 years old and ever purchase minimum twice at PT Mablar Feed Indonesia, Medan. In this study, a research result and discussion are done to give a conclusion about the independent variable and dependent variable which are service quality, product quality and sales promotion

towards purchase decision to PT Mabar Feed Indonesia, Medan. After conducting a descriptive statistic that used to measure the frequency and percentage also explained the phenomenon. A validity and reliability test are done to measure the consistency of research question and all of the result in validity test are past the criteria which is 0.361, and reliability has passed above 0.60 after that, Classical assumption test was done with normality test with histogram, p-plot analysis and one kolmogorov-smirnov test, the result can be conclude that the asymp. Sig value is 0.20 which are more than 0.05. it shows that the data were normally distribute based on the histogram graph shows the bell shape curve and the p-plot test shows the data were spread around the line.

Heteroscedasticity test is done with spearman and scatterplot analysis, it can be concluded that based on the scatterplot, the graph did not perform heteroscedasticity because the dots is below and above zero and did not perform a specific dot and also scatterplot analysis significant value for the independent and dependent variable is 0.000 which is less than 0.05 so it can be said that there is no heteroscedasticity occurs in this study. Multicollinearity test is done for testing the independent variable for not being influence each other, based on the result, it can be concluded that the VIF result of service quality 3.538, product quality is 2.027 and sales promotion is 3.143 which is less than 10 also for the tolerance value of service quality is 0.283, product quality is 0.493, and sales promotion is 0.318 which is more than 0.10. therefore, it can be concluded that the independent variables are not influence on each other.

There is a total of four hypothesis in this study where all of the hypothesis is accepted which are service quality has a partial influence on purchase decision based on the sig value of T-test 0.001 and the t count is 3.411 which are more than t-table. Product quality has a partial influence on purchase decision based on the significant value of T-test 0.000 and the tcount is 4.018, also for sales promotion is said to be partial influence on purchase decision based on the significant value 0.01 and t count is 3.462 which are more than t table. Furthermore, coefficient regression value of the service quality is 0.481, product quality coefficient value is 0.502, and for the sales promotion coefficient value is 0.426. It can be said that product quality is more influence on purchase decision at PT Mabar Feed Indonesia, Medan.

After conducting a partial test, a simultaneous test is used to know whether purchase decision is simultaneously influence by service quality, product quality and sales promotion, as a conclusion based on the simultaneous test the ftest value is 26.931 for the significant value is 0.000 which are more than f table. Moreover, Purchase decision has a simultaneously influence by service quality, product quality and sales promotion at PT Mabar Feed Indonesia, Medan. Furthermore, based on the determination test the relationship of independent variable towards purchase decision is said to be explaining the influence on 0.599 or 59.9 percent influence by independent variable towards dependent variable, where 40.1 percent is influence by the other factor of variable which is not examined in this research.

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