ANALYZING THE EFFECT OF SERVICE QUALITY AND PERCEIVED RISK ON PURCHASE INTENTION IN THE MULTIMART CONVENIENCE STORE TOMOHON CITY

ANALISIS PENGARUH KUALITAS LAYANAN DAN RISIKO YANG DIRASAKAN PADA NIAT PEMBELIAN DI MULTIMART KOTA TOMOHON

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Abstract : Service Quality in some marketing literature has an important role as one of the strategy to win the competition. Perceived risk plays an important role to be considered as well, since the risk aversion has become a natural habit for human being. The objective of this research is to analyze the significant effect of service quality and perceived risk on consumer purchase intention simultaneously and partially. This study has conducted in Tomohon city on March – April 2017. 100 customers of Multimart Tomohon were surveyed as samples. Based on the data analysis using multiple regression method, this research found that service quality and perceived risk have significances influences on consumer purchase intention simultaneously and partially. Based on that result this research recommend to Multimart Tomohon to ensure the service quality and perceived risk since both of this variable have significant influence on consumer purchase intention. Then, to continuously improving the quality in service and ease to pamper the consumers and suppliers of the product itself.

Keywords: *Consumer purchase intention, perceived risk, service quality.*

Abstrak : *Kualitas Layanan dalam beberapa literatur pemasaran memiliki peran penting sebagai salah satu strategi untuk memenangkan persaingan. Risiko yang dirasakan memainkan peran penting untuk dipertimbangkan juga, karena keengganan risiko telah menjadi kebiasaan alami bagi manusia. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan risiko yang dirasakan pada niat pembelian konsumen secara bersamaan dan parsial. Penelitian ini dilakukan di Kota Tomohon pada Bulan Maret - April 2017. 100 pelanggan dari Multimart Tomohon disurvei sebagai sampel. Berdasarkan analisis data menggunakan metode regresi berganda, penelitian ini menemukan bahwa kualitas layanan dan persepsi risiko memiliki pengaruh signifikan terhadap niat beli konsumen secara simultan dan parsial. Berdasarkan hasil tersebut, penelitian ini merekomendasikan kepada Multimart Tomohon untuk memastikan kualitas layanan dan persepsi risiko karena kedua variabel ini memiliki pengaruh yang signifikan terhadap niat pembelian konsumen. Kemudian, untuk terus meningkatkan kualitas dalam layanan dan kemudahan untuk memanjakan konsumen dan pemasok produk itu sendiri.*

Kata Kunci: *Niat beli konsumen, persepsi risiko, kualitas layanan.*

INTRODUCTION

Research Background

Living a balanced life between work, family, and health care is a very important need for everyone. There is no exception in terms of practicality to meet basic daily needs, such as foods, beverages, and personal needs. The product of food stuff (groceries) dominated the composition sale of goods.

The rapid growth of retail business definitely will increase the competition among the retailers. The high of pressure will force the retailers to reformulate the business line policies. Service Quality in some marketing literature has an important role as one of the strategy to win the competition (Parasuraman,. Zeithaml, and Berry, 1985; Berry, 2017). The service quality in retail business has become inseparable element for retailer to sell their product to people as the targeted segment (Dabholkar, Thorpe & Rentz, 1995). Hospitality, responsive staffs, the accuracy, product value, and the security of the offered products will improve the satisfaction of consumers. Perceived risk plays an important role to be considered as well, since the risk aversion has become a natural habit for human being (Mitchell & Greatorex, 1993; Derbaix, 1983). As an example, when a customer is doubt to buy an expensive thing like refrigerator because of malfunction risk, and then the company gives the warranty of replacement to the refrigerator and after that, the consumer purchase the refrigerator without any concern. So, by knowing the perceived risk factors like in the example, it easier for company to reduce the number of risks that may will affect to the customer purchase intention. Nowadays, the retail businesses from all over the world start to adapt service quality and perceived risk on their business line strategy in order to enhance their customer's purchase intention (Dabholkar *et al*, 1995). Therefore, Multimart Tomohon need to consider these 2 variables to be adapted in their business strategy in order to enhance their customer's purchase intention as well as to win the competition among the retailers.

Multimart is one of the modern retail company that compete with the other retail company in Tomohon City. This company is one of the largest convenience store established in this city. Organized by qualified people and have a vision is to be the best retail business company in East Indonesia. First store of PT. Multi Citra Abadi named Multimart was opened on December 2nd 2004. This store has grown rapidly as well as the company. In 10 years, it has been opened 10 groceries & general merchandise store (8 in Manado, 1 in Ternate, 1 in Tomohon). The goods offered in this company are not just foods and beverages product but include household equipment, electronic gadget, and clothing as well.   Use a simple but meaningful motto "Kami Memang Beda" and a great concept of retail-taiment, currently Multimart has become a new phenomenal in modern retail business.

In this research, the researcher will analyze the effect of service quality and perceived risk towards purchase intention in the Multimart convenience store that located in Tomohon City.

Research Objective

This research purpose is to:
1. Analyze the significant effect of service quality and perceived risk on consumer purchase intention simultaneously.
2. Analyze the significant effect of service quality on consumer purchase intention partially.
3. Analyze the significant effect of perceived risk on consumer purchase intention partially.

THEORETICAL FRAMEWORK

Service Quality

Service quality is the extent to which a service meets customer's need or expectations (Lewis & Booms, 1983; Li, 2011); Tsiotsou, 2015). According to Parasuraman, service quality is a condition where a service can fulfill consumer's needs and expectation. Laroche, *et al* (2016), argue that, customer satisfaction in the intermediary factor linking service quality with purchase intention (Laroche, Teng, Michon, & Chebat, 2016). In addition, Tsiotsou, (2015), mentioned that, service quality must be in the benefits of the marketers as it have impact on customers satisfaction (Tsiotsou, 2015. Pp. 1-10).

Based on Parasuraman *et al*. (1985) divided service quality into 5 variables which are:
1. *Tangibility*: concerns the physical facilities, equipment, personnel and materials that can be perceived by the five human senses;
2. *Reliability*: translated into the ability of the supplier to execute the service in a safe and efficient manner. It depicts the consistent performance, free of non-compliance, in which the user can trust. The supplier must comply with what was promised, without the need for rework.

3. *Responsiveness*: refers to the availability of the provider to attend voluntarily to users, providing a service in an attentive manner, with precision and speed of response. It concerns the availability of employees of the institution to assist users and provide the service promptly;
4. *Assurance*: it is identified as the courtesy, knowledge of employees and their ability to convey trust;
5. *Empathy*: related to whether the organization cares for the user and assists him in an individualized manner, referring to the ability to demonstrate interest and personal attention. Empathy includes accessibility, sensitivity and effort in understanding the needs of users.

Perceived Risk

Perceived risk is the uncertainty a consumer has when buying items, mostly those that are particularly expensive (Bearden & Mason, 1979). Based on the studies by Cunningham, consumer through appropriate information collection about the product want to minimize the risk of buying; also, they want to do shopping with more confidence in uncertainty condition (Cunningham, 1967). Increases in heterogeneous information between the seller and the buyer increases the perceived risk on behalf of the customer which will finally lower his intent to buy (Guseman, 1981; Arndt, 1967).

Purchase Intention

Purchase intention is the precursor of an attempt to purchase a product or service (Babin, Babin & Boles, 2016) when the products or services meet the needs of consumers. It is the objective and the conscious plan of a consumer's intention or effort to purchase a product (Liu, Kil & Spears, 2015). Purchase intention is also the customer's intention to repurchase. A consumer's attitude and assessment and external factors construct consumer purchase intention, and it is a critical factor to predict consumer behavior (Omar, Abu, Sapuan & Nazri, 2017. pp. 46-52). Purchase intention can measure the possibility of product. Purchase intention indicates that consumers will follow their decision (Zeithaml, 2000). According to utility theory, the probability of purchase intention will increase, when consumers acquire more benefits than they pay for a product (Zeithaml, Bitner, & Gremler, 1996).

Previous Research

The Impact of Service Quality Dimensions on Customer Satisfaction: A Field Study of Arab Bank in Irbrid City, Jordan by (2015) Dr. Abdel Mahmoud. "The result of the research demonstrated the interrelationships among service quality and customer satisfaction". The finding of this research are used to support this current research about the relationship between Service Quality and Purchase Intention especially the 5 variables by Parasuaraman to be this research's indicators.

Perceptions and Predictors of Consumers' Purchase Intentions for Store Brands: Evidence from Malaysia (2013) SIohong Tih. "this research findings that Perceived value for the money, perceived quality variance, perceived price and perceived risk have a significant impact on consumer purchase intention for the store brand in the hypermarket sample. The finding of this research used to support this current research about the relationship between Perceived risk and Purchase Intention.

Perceived Risk, Perceived Technology, Online Trust for the Online Purchase Intention, Kwek Choon Ling (2013). "The findings revealed that perceived technology and perceived risk are positively related to the online trust; online purchase intention". The relation between perceived risk and purchase intention in this research also support the theory of this current research.

Conceptual Framework
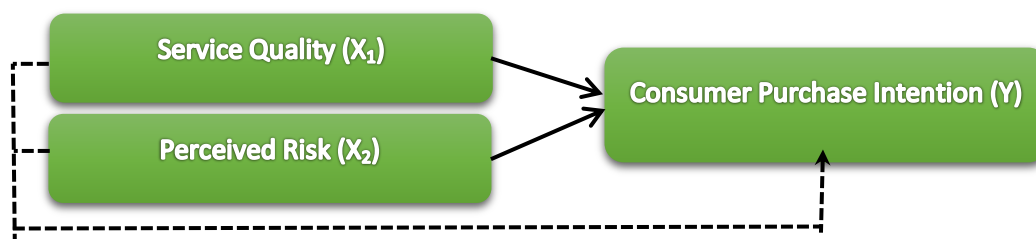
Figure 1. The Conceptual Framework
Source: Data processing, 2018
Notes: _____ : Partial Effect; ---------- : Simultaneous Effect

RESEARCH METHOD

Type of Research
          This research uses causal type of research. According to Hair et al.,(2007:160) "causal research tests whether or not one causes another". A causal relationship means a change in one event brings about corresponding change in another event. Causality means a change in X makes a change Y occurs. This research uses causal research because it will analyze the effect of service quality and perceived risk towards consumer purchase intention. *Quantitative* method used in this research.

Place and Time of Research
          This study is conducted in Tomohon between March – April 2017.

Population
          According to Rawlings, Pentula, and Dickey. (1998), population is "The entire Group of people, events of things of interest that the researcher wishes to investigate". The research population is all customer of Multimart Tomohon who are aware about service quality and perceived risk.

Sample
          According to Dean and Illowsky. (2013), a sample is "a part of the population".   As stated by Dabholkar, Thorpe & Rentz (1995) "The sample size of this research is minimum ten times larger than the number of variables being considered. In this research the sample used are 100 customers of Multimart Tomohon who are aware about service quality and perceived risk.

Data Collection Method
Primary Data
          "Primary data is data originated by the researcher specifically to address the research problem." The researcher obtains primary data from results of survey and questionnaires. Survey has been conducted by asking customers of Multimart Tomohon. Questionnaires are distributes to respondents so respondents can respond directly. There are two sections in the questionnaire that should be filled by the respondents. The first section asks about the respondents' identities and second section asks about things that related with the variables (Dean and Illowsky. 2013).

Secondary Data
          Secondary data is data that was not gathered directly and purposefully for the project under consideration. Secondary data is collected for some purpose other than problem at hand. The secondary data are taken from books, journals, and relevant literature from library and Internet. These secondary data are used in this research, literature review, research method and discussions (Johnston . 2014)

Measurement of Research Variable
          According to Dean, S., and Illowsky, B. (2013) "those research variables will be measured using interval scale as one of the most widely used to measure each indicators with no normal definition, only represented of respondents opinion divided as disagree and agree

Data Analysis Method
          This part describes data analysis method used in the research process. Where in this research used Multiple Regression Analysis (Rawlings, Pentula, and Dickey, 1998).

Validity Test
           differences in what is being measured, rather than systematic or random error." A scale with validity would contain no measurement error that is no systematic error and no random error (Rawlings, Pentula, and Dickey, 1998).

Reliability Test
          Reliability refers to "the extent to which a scale produces consistent result if repeated measurements are made. Therefore reliability can be defined as the extent to which measures are free from random error"

(Rawlings, Pentula, and Dickey, 1998). Reliability is determined by repeatedly measuring the construct or variable of interest. The higher the degree of associations between the scores derived through this repeated measurement, the more reliable the scale (Rawlings, Pentula, and Dickey, 1998) "Reliability test is done by looking at the *Croanbach Alpha* value" with the limitation as follows: If reliability coefficient (alpha) closer to 1 means very good. If reliability coefficient (alpha) > 0.8 means good. If reliability coefficient (alpha) < 0.6 means not good or in other words the measurement being done is not consistent or reliable (Rawlings, Pentula, and Dickey, 1998).

Testing of Classical Assumption
Multiple Regression Analysis Model

According to Rawlings, Pentula, and Dickey (1998), "Multiple Regression is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval - scaled dependent variable". 'The basic formula of Multiple Regression Analysis takes as the following form':

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

In general, the interpretation of the equation is: If Y ignore the use of X then Y value will be worth a. If there is an increase in the Xi as one unit in a state ceteris paribus then Y will increase by b.

Multiple Regression Coefficient of Correlation (R) & Determination (R^2)

Multiple R or multiple correlation coefficient is "the individual correlations between the independent variables and the dependent variable" (Rawlings, Pentula, and Dickey, 1998). Coefficient of determination or R^2 is the amount of variance explained in the dependent variable by the predictors. If the coefficient of determination (R^2) is zero means that independent variables did not effect on the dependent variable. If the coefficient of determination more close to one means that there is an effect of independent variables on the dependent variable.

Hypothesis Testing
F – Test

'The F – Test is used to determine whether a significant relationship exists between the dependent variable and set of all the independent variables, overall significance' (Rawlings, Pentula, and Dickey, 1998). This test is performed with the hypothesis acceptance criteria as follows: Ho is accepted if the F-count <F-table and sig> 0.05; Ho is rejected if the F-count> F-table and sig <0.05

t – Test

'If the F test shows an overall significance, the t test is used to determine whether each of the individual independent variable is significant'. A separate t test is conducted for each of the independent variables in the model; individual significance (Rawlings, Pentula, and Dickey, 1998). This test performed with the hypothesis acceptance criteria as follows: Ho accepted if t count <t-table and sig> 0.05; Ho is rejected if t count> t-table and sig <0.05

RESULT AND DISCUSSION

Result
Validity Test and Reliability Test
Reliability Test

Table 1. Reliability Test Result

No	Variables	Cronbach's Alpha
1	Service Quality	.777
2	Perceived Risk	.704
3	Attitude and Belief	.752

Source: SPPS Output 22 (2018)

The result interpretation, if the Cronbach's Alpha (Maholtra, 2007): < 0.6 indicates unsatisfactory internal consistency or consider that the data is unreliable. 0.7 indicates that the data is acceptable. 0.8 indicates good internal consistency or consider that the data resulted is reliable. Therefore, the measurement in this research has good internal consistent reliability that means the result of the measurement in this research is trustworthy.

Validity Test
Table 2. Validity Test Result

Indicators	R$_{count}$	R$_{table}$	Status
Tangibles	0.752	0.196	Accepted
Reliability	0.614	0.196	Accepted
Responsiveness	0.741	0.196	Accepted
Empathy	0.800	0.196	Accepted
Security	0.763	0.196	Accepted
Products' Quality Risk	0.331	0.196	Accepted
Financial Risk	0.857	0.196	Accepted
Functional Risk	0.737	0.196	Accepted
Time Risk	0.829	0.196	Accepted
Social Risk	0.517	0.196	Accepted
Willingness to Buy	0.531	0.196	Accepted
Intention to Buy	0.833	0.196	Accepted
Tendency to Buy	0.778	0.196	Accepted
Excitement	0.848	0.196	Accepted
Consideration	0.553	0.196	Accepted

Source: SPSS Output 22 (2018)

Table 2 shows the validity test of all the variable is above the R$_{table}$ or 0.196. It's mean all the indicators of the variables are accepted or valid.

Classical Assumption Testing
**Multicollinearity**
Table 3. Multicollinearity

Variable	Tolerance	VIF
Service Quality	0.965	1.037
Brand Awareness	0.965	1.037

Source: SPSS Output 22 (2018)

Table 3 shown that the tolerance and VIF values. The tolerance value of service quality and brand awareness are 0.965, meaning the tolerance value of each variable is more than 0.1. The VIF value of service quality and perceived risk are 1.037, meaning the VIF value of each variable is less than 10. Since all the tolerance value is more than 0.1 and the VIF value is less than 10, so this research is free from multicollinearity.
Heteroscedasticity

A good regression model must not have heteroscedastias. If there any ordered certain pattern (points), it means there is heteroscedasticity. If the pattern does order or spread, means there is no heteroscedasticity. Figure 2 shows that the pattern of points is spreading above and below of zero point in ordinate. This proved that there is no heteroscedasticity in this regression.
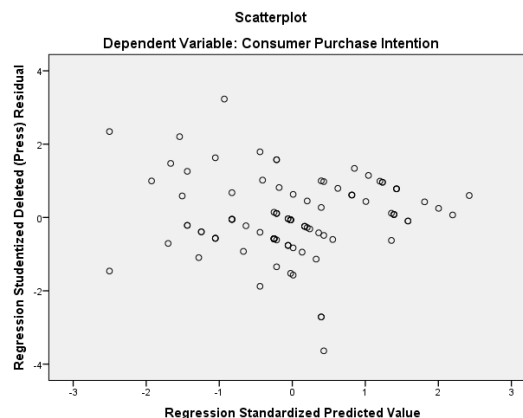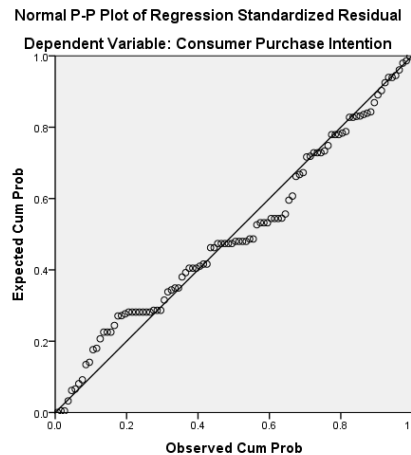

Figure 2. Heteroscedasticity
Source: SPSS Output 22 (2018)

Normality

Normality test can be identified by using graph of P-P plot. The data distribute normally if the value of P-P plot is near diagonal line of the graph to identify the normality test. Figure 3 shows that the dots are spreading near the diagonal line and follow the direction of the diagonal line.

Figure 2. Normality
Source: SPSS Output 22 (2018)

Result of Multiple Linear Regression Analysis

Multiple linear regression model is used to determine the influence of several independent variables on a dependent variable.

Table 4. Result of Multiple Linear Regression

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.006	.369		2.727	.008		
Service Quality	.244	.070	.264	3.483	.001	.965	1.037
Perceived Risk	.532	.070	.577	7.607	.000	.965	1.037

Source: SPSS Output 22 (2018)

The result in the table 4.3 can be expressed in regression equation as:

$$Y = 1.006 + 0.244\ X_1 + 0.532\ X_2$$

The interpretation of the equation is: Constant 1.006 shows the influence of service quality (X_1), perceived risk (X_2) to the consumer purchase intention (Y). It means that if all the independent variables are zero, the brand loyalty (Y) as dependent variable is predict to be 1.006. 0.244 is the coefficient of service quality (X_1) meaning if there is one unit increasing in X_1 while other variables are constant then Y is predicted to increase by 0.244. 0.532 is the coefficient of perceived risk (X_2) meaning if there is one unit increasing in X2 while other variables are constant then Y is predicted to increase by 0.532.

Testing the Goodness to Fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination $(R^2/R\ Square)$

R and R^2/R Square are used to see the relationship between independent and dependent variables. Table 5 shows that the R^2 is 0,461 which mean the independent variable affecting the dependent variable with 46,1%.

Table 5. Coefficient Correlation and Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679[a]	.461	.450	.27761
a. Predictors: (Constant), Perceived Risk, Service Quality				
b. Dependent Variable: Consumer Purchase Intention				

Source: SPSS Output 22 (2018)

Hypothesis Testing
F Test
The F_{test} is commonly used as a test the hypothesis that the service quality and perceived risk affect consumer purchase intention simultaneously. If F_{count} is higher that F_{table} thus the alternative hypothesis (H_1) is accepted and the original hypothesis (H_0) is rejected.

Table 6. F Test Result

ANOVA^a					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.387	2	3.194	41.440	.000^b
	Residual	7.475	97	.077		
	Total	13.862	99			
a. Dependent Variable: Consumer Purchase Intention						
b. Predictors: (Constant), Perceived Risk, Service Quality						

Source: SPSS Output 22 (2018)

In the table 6 the value of F_{count} 40.115 with 0,000 significant. To find out the F_{table}, the calculation is actualized as follows:
F_{table} = FINV (0.05, k-l, n-k) = FINV (0.05, 2-1, 100-3) = 3.939
k = the number of variable, n= the number of variable.
In this research the F_{count} is higher than F_{table}, F_{count} (41.440) > F_{table} (3.939). Thus, H_0 is rejected and H_1 is accepted. Independent variables service quality and perceived risk are significant simultaneously influence the consumer purchase intention as the dependent variable.

T Test
The T_{test} is used to see the partial influence of each independent variable on the dependent variable. This test is done by comparing t_{count} with T_{table} with the level of significance is 45% ($\alpha = 0.05$). If $t_{count} > t_{table}$ then H_0 is rejected and H_1 is accepted and if $t_{count} < t_{table}$ then H_0 is accepted and H_1 rejected.

Table 7. t - Test Result

Variables	t_{count}	t_{table}	Description
Service Quality (X_1)	3.484	1.984	Accepted
Perceived Risk (X_2)	7.607	1.984	Accepted

Source: SPSS Output 22 (2018)

To find out the Ftable, the calculation is actualized as follows
TINV = 0,05, n-k   TINV = 0,05, 100-3   TINV = 1.984

Service Quality (X_1) and Consumer Purchase Intention (Y)
H_1 accepted if $t_{count} > t_{table}$, that's mean service quality is significantly affect consumer purchase intention. H_1 rejected if $t_{count} < t_{table}$, that's mean service quality is significantly affect consumer purchase intention. Table 4.5 shows that t_{count} is 3.438 and since the level of significant is 45% (0.05) then the t_{table} is 1.984. The result is $t_{count} = 3.438 > t_{table} = 1.984$. Since the t_{count} is bigger than t_{table}, then H_0 is rejected and H_1 is accepted. It means that variable service quality is significantly influence consumer purchase intention.

Perceived Risk (X_2) and Consumer Purchase Intention (Y)
H_1 accepted if $t_{count} > t_{table}$, that's mean perceived risk is significantly influence consumer purchase intention. H_1 rejected if $t_{count} < t_{table}$, that's mean perceived risk is significantly influence consumer purchase intention. Table 4.5 shows that t_{count} is 7.607 and since the level of significant is 45% (0.05) then the t_{table} is 1.984. The result is $t_{count} = 7.607 > t_{table} = 1.984$. Since the t_{count} is bigger than t_{table}, then H_0 is rejected and H_1 is accepted. It means that variable perceived risk is significantly influence consumer purchase intention.

Discussion

The result shows that service quality is significantly influence the consumer purchase intention. It's mean the consumer feel satisfied about the employee's performance in the way they treat the consumer and a good attitude of the employee, also the employee always helps the consumer when they have a trouble while shopping at Multimart Tomohon. The consumer also feels satisfied about the company equipment such as trolley that's in a good condition.

The result of this research is supported by the theory Dr. Abdel Mahmoud Al-Azzam (2015) which states that service quality is a comprehensive assessment of the superiority of a service.If the resulting assessment is a positive assessment, then the quality of this service will have an impact on the purchase decision. Which is in accordance with the results of this study is Kwek Choon Ling (2013) which states that product quality and service quality significantly influence the purchase intention in Malaysia. In this research service quality is a condition where a service can fulfill consumer's needs and expectation. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction. This study will uses three dimensions to evaluate service quality. The dimensions are interaction quality, outcome quality and environment quality. Dabholkar, *et al* (1995) hypothesized that, 'customer satisfaction in the intermediary factor linking service quality with purchase intention'. In addition, Parasuraman, *et al*, (1985) mentioned that, 'service quality must be in the benefits of the marketers as it have impact on customers satisfaction. The results of this study is supported by the theory put forward Berry and Zeithaml, (1994) which states that service quality is giving individual attention to customers to the company. It is intended that the company can understand more about the wants and needs of its customers, so as to have a positive impact on purchasing intention. Another theory proposed by Hays and Hill (1999) stating that the quality of service proof of a service marketing is determined by physical evidence in the form of building, availability of fulfilled equipment and individual ability from marketing aspect to give a quality services that lead to purchasing intention.

The results shows that perceived risk is significantly influenced the consumer purchase intention. So, the consumer has less concern when they do go shopping in Multimart Tomohon due to the low rate of risk that Multimart Tomohon has. The consumers are less concern to experience malfunction products, expired foods and beverages, or even the loss of their money and time when they do go shopping there. They are confidence to go shopping in Multimart Tomohon. Risk perceptions arise from different types of potential losses by Kwek Choon Ling (2013). There are 6 types of potential losses that then become a risk purposes by Kwek, which are physical risk (the risk that threatens the physical condition or security of consumers, for example: there is the possibility that a mobile phone radiates harmful radiation), performance risk (risk associated with product / service performance which is not as expected, for example: there is a possibility that gas-fueled cars will spend more fuel), psychological risk (the risk of negative emotions, for example: it is possible that consumers will be embarrassed to invite their friends to listen to songs using stereo aged 5 years), financial risk (for example: there is a possibility of new plasma TVs with better performance but cheaper price in the next few months), time-loss risk (the risk of wasted time, for example : there is the possibility of consumers having to repeat all the online shopping process from scratch), and soc ial risk (the risk of purchasing a product / service that is considered bad by the consumer's social environment, for example: it is possible that the consumer's friends will laugh over his purple mohawk haircut). Perceived risk is the uncertainty a consumer has when buying items, mostly those that are particularly expensive (Jacoby and Kaplan, 1972). Based on the studies by Bauer, consumer through appropriate information collection about the product want to minimize the risk of buying; also, they want to do shopping with more confidence in uncertainty condition. Increases in heterogeneous information between the seller and the buyer increases the perceived risk on behalf of the customer which will finally lower his intent to buy.

CONCLUSIONS AND RECOMMENDATION

Conclusion
1. Service Quality and Perceived Risk have significant influence on consumer purchase intention simultaneously.
2. Service Quality has significant influence on consumer purchase intention partially.
3. Perceived Risk has significant influence on consumer purchase intention partially.

Recommendation

1. Multimart Tomohon is expected to make improvements and improvements as closely as possible on the mentioned variables, see now that there are many other supermarket competitors active in Tomohon and have advantages offered to consumers. This competition should be motivated by Multimart Tomohon to continuously improve the quality in service and ease to pamper the consumers and suppliers of the product itself.

2. For future research it is advisable to add other independent variables in addition to reliability, responsiveness, assurance, empathy, and tangible that can affect the dependent variable of purchasing decisions to further complement this study because there are still other independent variables outside of this study that may affect buying decision.

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