

The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember



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ABSTRACT: Noodles are a favorite food among students, many culinary names for these noodles are called unique names such as devil noodles, dower noodles. This research aims to determine the influence of price, promotion, product quality on purchasing decisions at "Mie KBR" Jember. The population in this study were consumers of "KBR Jember Noodles. Samples were taken using the accidental sampling method. The sample size of 37 respondents with the n>30 method is a large sample. Reliability tests and validity tests are carried out to test research measuring instruments or research questionnaires. The analysis technique used is multiple linear regression. The results of this study indicate that price has no impact on purchasing decisions. Promotions succeeded in increasing people's purchasing decisions. Meanwhile, product quality does not have a significant positive effect on purchasing decisions at Mie "KBR" Jember.

KEYWORDS: price; promotion; product quality; buying decision.

INTRODUCTION

One of the current culinary favorites is noodles. Noodles are a favorite food among students and other teenagers. Instant noodle consumption in Indonesia has continued to increase in recent years. In particular, instant noodle consumption in the country has skyrocketed since the Covid-19 pandemic (<https://databoks.katadata.co.id/datapublish/2023/05/25/jumlah-konsumsi-mi-instant-indonesia-meroket-semenjak-pandemi-covid-19>). 2023). Many people are taking advantage of people's enjoyment of culinary noodles by opening businesses in the culinary noodle sector. With many people opening food industry businesses in the form of noodle businesses, competition in the culinary field of noodle food is increasing. Therefore, noodle entrepreneurs must pay attention to product quality, price and promotion so that consumers decide to buy the products they need.

The large number of people who like food made from flour in the form of noodles has made many people open food stalls that provide noodles as a menu dish. Jember Regency is one of the districts with a number of universities, both state and private, currently totaling approximately 23 PTs (<https://sinta.kemdikbud.go.id/affiliations?q=JEMBER> 2024). With the growth in the number of HEIs in Jember Regency, this has had a significant impact on the demand for food, one of which is culinary noodles. The increasing demand from the public for culinary noodles has had a significant impact on the increase in the number of stalls or restaurants that provide culinary noodles. Based on the data that comes from (<https://menukuliner.net/> 2024) There are 26 stalls or restaurants that provide this culinary noodle dish. The more stalls that provide this culinary delight, the more competition there is. This increasing competition must be of concern to noodle culinary entrepreneurs. Therefore, it is important to pay attention to consumer purchasing decisions. Purchasing decisions are very important for service organizations operating in the culinary sector. This is because once consumers decide to buy a product, that is a point for entrepreneurs.

The definition of a purchasing decision is the stage in the buyer's decision-making process where consumers actually buy (Kotler and Keller 2016). Purchasing decision behavior refers to the final purchasing behavior of consumers, both households and individuals, who buy goods or services for personal consumption (Kotler and Armstrong 2010). Purchasing decisions are consumer behavior to buy the most preferred product or service. In using a product to make a purchasing decision, consumers will go through a process which is a description of consumer behavior analyzing various choices to make a decision in making a purchase. Purchasing decisions are individual activities that are directly involved in making decisions to purchase products offered by the seller. Many factors make purchasing decisions increase. Several factors are thought to be able to improve purchasing decisions,

The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

including: the price set by the seller, promotions carried out by the company and the quality of the products provided by the company.

According to (Qomariah 2016), price is a certain amount of money needed to pay for a number of combinations and services. Price becomes a measure of the quality of a product when buyers have difficulty evaluating complex products. Price influences competition in marketing, price is able to communicate the value of the goods offered. The price of an item is usually determined according to the cost of the product after adding the desired profit amount. The price of goods is also determined by looking at the prices of other similar products (competitive prices). The price of goods can be a reason for consumers to decide to buy a good or service. Research on the relationship between the price of goods and purchasing decisions was carried out by: (Handayani and Hidayat 2021), (Bachtiar 2018), (Sinambela, et al. 2020), (Fakhrudin 2019), (Pratama and Santoso 2018), (Humam, et al. 2022), (Pratiwi and Patrikha 2021), (Utama et al. 2019), (Silaban, et al. 2019), (Tarmidi et al. 2021), (Wijaya, et al. 2021), (Nasution, et al. 2019), (Nisak and Astutiningsih 2021), (Qomariah, et al. 2021), (Aminullah, et al. 2018), (Zaini, et al. 2020), (Rumengan, et al. 2015), (Qomariah, et al. 2020), (Angga and Santoso 2015), (Agustina, et al. 2018), (Susilo, et al. 2018), (Andrenata and Qomariah 2022), (Qomariah, et al. 2020), which states that price can increase purchasing decisions by consumers.

Promotion is a marketing activity that seeks to disseminate information, influence, persuade, and/or remind the target market about a company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. (Tjiptono 2011). Promotion is an activity carried out by a company aimed at the market to influence consumers to get to know the company's products so that it can influence consumer interest and make them happy and buy the product. (Lupiyoadi 2013). So that the product can be known by the public, it is necessary to carry out promotional activities. When people get to know a product through promotions, there may be an intention to buy and ultimately decide to buy. The relationship between promotions and purchasing decisions implemented in research was carried out by several researchers, including: (Wahyono and Susilawati 2016), (Jatmiko, Marnis, and Jahrizal 2018), (Darifah, Irmaningsih, and Permana 2023), (Fauzi, Saputra, and Ningrum 2022), (Buchori and Harwani 2021), (Santoso and Samboro 2017), (Mulyadi et al. 2022), (Regina, et al. 2021), (Maulida Purnamasari and Budiarmo 2019), (Mardiyani and Murwatiningsih 2015), (Susilo, et al. 2018), (Setyaningsih and Murwatiningsih 2017a), (Apriliana and Sumowo 2015), (Purnamasari and Budiarmo 2019), (Mardiyani and Murwatiningsih 2015), (Setyaningsih and Murwatiningsih 2017), (Istanti 2017), (Bagaskara, et al. 2021) all of which say that promotions carried out by a company can increase purchasing decisions.

Product quality is a characteristic of products and services that is borne out in their ability to satisfy consumer needs and desires, both real and implied (P. Kotler and Armstrong 2008). Quality is an important thing that a company must strive for, the products it produces can compete in the market to meet the satisfaction of consumer needs and desires. Consumers will decide to buy a good or service usually because the product is quality. Thus, the quality of this product can also influence purchasing decisions. Research on the relationship between product quality and purchasing decisions has been carried out by many researchers, among others: (Nuraini and Maftukhah 2015), (Napik, et al. 2018), (Ratnasih and Nurjanah 2019), (Chaerudin and Syafarudin 2021), (Rizal and J 2019), (Qomariah 2011), (Anggreni et al. 2023), (Fiorentino et al. 2021), (Maulana, et al. 2022), (Napik, et al. 2018) The result is that product quality has an impact on purchasing decisions.

This research was conducted at Mie "KBR" Jember on the basis that culinary competition in the noodle sector is increasing. Therefore, the formulation of the problem in this research is whether price, promotion and product quality influence purchasing decisions for Mie "KBR" Jember? Meanwhile, the aim of this research is to determine and analyze the influence of price, promotion and product quality on purchasing decisions at Mie "KBR" Jember.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Price

According to (Sudaryono 2016), Price is an exchange value that can be equated with money or services for a person or group at a certain time and in a certain place. Buchari (2013), stated that price is the value of an item expressed in money. Based on the definition above, price is the value of the product being sold, so consumers have to spend a certain amount of money to get the product.

Promotion

According to (Tjiptono 2011), Promotion is an element of the marketing mix that focuses on efforts to inform, persuade and remind consumers of the company's brand and products. Based on the definition above, promotion is an important element in marketing to introduce the advantages of a product to consumers. According to (Kotler and Keller 2016), promotion is an activity

The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

in an effort to convey product benefits and persuade customers to buy the products offered. Promotion is one of the determining factors regarding the success of a marketing program

Product Quality

According to (Arianty 2016), Product quality is the ability of a product to fulfill its functions which have the value of a product. According to (Tjiptono 2014), Product quality is the expected level of quality and controlling variation in achieving that quality to meet consumer needs.

Buying Decision

According to (Morrisson 2010), purchasing decision is the next stage after there is an intention or desire to buy; However, purchasing decisions are not the same as actual purchases. When a consumer chooses to purchase a brand, he or she still has to execute the decision and make the actual purchase. According to (Griffin 2015), Purchasing decisions made by consumers are based on rational motives, emotional motives or both.

Research Hypothesis

Hypothesis 1: Price has a positive and significant effect on purchasing decisions.

Hypothesis 2: Promotion has a positive and significant effect on purchasing decisions. Hypothesis 3: Product quality has a positive and significant effect on purchasing decisions.

METHODS

This research is causality research. Causality research is research conducted to determine the causality of the relationship between the independent variable and the dependent variable used in the research (Ferdinand 2006). The population of this research is all Mie "KBR" Jember customers who have ever bought these noodles. The number of samples was determined as 34 respondents who referred to the opinion (Sugiyono 2017) which states that the large sample of a study is $n \geq 30$. The independent variable consists of price (X1), promotion (X2), and product quality (X3), while the independent variable is purchasing decisions (Y). The data analysis method consists of descriptive statistical analysis, data validity and reliability testing. To test the hypothesis, multiple linear regression analysis is used.

RESULTS AND DISCUSSION

Research result

Analysis Results Description of Research Variables

The research variables used consist of 3 (three) independent variables, namely the price variable (X1), the promotion variable (X2) and the product quality variable (X3) as well as the dependent variable, namely the purchasing decision (Y). The results of the descriptive analysis for the research variables are presented in Table 1.

Table 1. Results of Variable Description Analysis

	Mean	Std. Deviation	N
Purchase Decision (Y)	13,5294	1,77926	34
Price (X1)	13,5588	1,89403	34
Promotion (X2)	13,3824	2,05993	34
Product Quality (X3)	13,4412	1,90996	34

Data Validity and Reliability Test Analysis Results

Validity test and reliability test for each variable price variable (X1), promotion variable (X2) and product quality variable (X3) as well as the dependent variable, namely purchasing decisions (Y) in this study are presented in Table 2.

Table 2. Results of Validity Test and Reliability Test Analysis

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price (X1)	40,3529	28,720	,840	,923
Promotion (X2)	40,5294	26,620	,870	,914
Product Quality (X3)	40,4706	27,893	,883	,909
Purchase Decision (Y)	40,3824	30,122	,823	,928

The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

Based on the data presented in Table 2, it can be concluded that the validity test for each variable has met the validity test criteria. This is because the Corrected Item-Total Correlation value for each variable has a value above 0.6. To test the reliability of the data in this study, it also meets the criteria for testing data reliability. This is because the Cronbach's Alpha if Item Deleted value for each variable has a value above 0.7.

F Test Calculation Results

The results of the F test (simultaneous test) for this research are presented in Table 3. In Table 3, data analysis is presented in the form of F test significance values and calculated F.

Table 3. F Test Analysis Results

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	72,418	3	24,139	22,593	,000
	Residual	32,053	30	1,068		
	Total	104,471	33			

Based on the analysis data presented in Table 3, it can be seen that together the independent variable price (X1), promotion variable (X2) and product quality variable (X3) have an effect on the dependent variable purchasing decisions (Y), this can be seen from the calculated significance value of 0.000 which is greater than the required significance value, namely 0.05.

T Test Analysis Calculation Results

Partial test analysis was carried out using the t test which in this study is presented in Table 4.

Table 4. Results of t test analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,953	1,348		2,191	,036
	Price (X1)	,204	,181	,217	1,128	,268
	Promotion (X2)	,467	,162	,541	2,884	,007
	Product Quality (X3)	,116	,208	,124	,555	,583

Based on data analysis with multiple linear regression presented in Table 4, it can be seen that the coefficient value for X1 is 0.204 with a p value of 0.268. The coefficient value for X2 is 0.467 with a p value = 0.007. The coefficient value for variable X3 is 0.116 with a p value = 0.583. Thus, the regression equation from this research is $Y = 2.953 + 0.204X_1 + 0.467X_2 + 0.116X_3 + e$.

Results of Coefficient of Determination Analysis

The contribution of the independent variable price (X1), promotion variable (X2) and product quality variable (X3) to the dependent variable purchasing decision (Y) is presented in Table 5.

Table 5. Coefficient of Determination Results

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	,833 ^a	,693	,663	1,03365	,693	22,593	3	30	,000

Based on the data in Table 5, it can be concluded that the adjusted r square value is 0.663 or 66.30%. Thus, the contribution of the independent variable to the dependent variable is 66.30%, so the remainder is influenced by other variables at 33.70%..

DISCUSSION

The Influence of Product Prices on Purchasing Decisions

The results of statistical analysis calculations show that the coefficient of the price variable (X1) is 0.204 with a p value of 0.268. Seeing these results, the first hypothesis (H1) which states that product price influences purchasing decisions is rejected (H0 is accepted). Thus, it can be concluded that the price of Jember "KBR" Noodle products has no influence on purchasing

The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

decisions. Thus, customers making purchases at Mie "KBR" Jember are not influenced by the price of the noodle products served but are influenced by other variables. This research is not in line with research conducted by (Nasution, et al. 2019), (Nisak and Astutiningsih 2021), (Qomariah, et al. 2021), (Aminullah, et al. 2018), (Zaini, et al. 2020), (Rumengan, et al. 2015), (Qomariah, et al. 2020), (Angga and Santoso 2015) which states that product price has an impact on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

The results of statistical analysis calculations show that the coefficient of the promotion variable (X2) is 0.467 with a p value of 0.007. Seeing these results, the second hypothesis (H2) which states that promotions provided by the company influence purchasing decisions is accepted (H0 is rejected). Thus, it can be concluded that the promotion carried out by the Jember "KBR" Mie product has an influence on purchasing decisions. Thus, customers make purchases at Mie "KBR" Jember because they are influenced by promotions carried out by noodle sellers. This research is in line with research conducted by (Setyaningsih and Murwatiningsih 2017a), (Apriliana and Sumowo 2015), (Purnamasari and Budiatmo 2019), (Mardiyani and Murwatiningsih 2015), (Setyaningsih and Murwatiningsih 2017), (Istanti 2017), (Bagaskara, et al. 2021) which stated that the promotions carried out by Mie "KBR" Jember had an impact on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

The results of statistical analysis calculations show that the coefficient of the product quality variable (X3) is 0.204 with a p value of 0.268. Seeing these results, the third hypothesis (H3) which states that product quality influences purchasing decisions is rejected (H0 is accepted). Thus, it can be concluded that the quality of Mie "KBR" Jember products has no influence on purchasing decisions. Thus, customers making purchases at Mie "KBR" Jember are not influenced by the quality of the noodle products served but are influenced by other variables. This research is not in line with research conducted by (Nuraini and Maftukhah 2015), (Napik, et al. 2018), (Ratnasih and Nurjanah 2019), (Chaerudin and Syafarudin 2021), (Rizal and J 2019), (Qomariah 2011), (Anggreni et al. 2023), (Fiorentino et al. 2021), (Maulana, et al. 2022), (Napik, et al. 2018) which states that product quality has an impact on purchasing decisions.

CONCLUSION

1. The product price set by Mie "KBR" Jember has no influence on customers' purchasing decisions. In this way, customers buy noodles not because of the price set by the Jember "KBR" Noodle seller.
2. Promotions carried out by sellers by Mie "KBR" Jember turned out to have a positive impact on purchasing decisions. Thus, customers making purchases could be due to promotions carried out by Jember "KBR" Noodle sellers.
3. The quality of noodle products provided by Mie "SKR" Jember does not have a positive impact on purchasing decisions. Thus, customers purchasing noodles are not due to quality products but are caused by other factors not examined in this research.

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The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

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The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

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The Influence of Price, Promotion, Product Quality on Purchasing Decisions at "Mie KBR" Jember

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