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The Influence of Product Quality, Price, and Promotion on Purchasing Decisions for Ultrajaya Tea Boxes at Super Indo - Hr Muhammad Surabaya

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ABSTRACT: This study aims to determine the effect of product quality, price, and promotion on purchasing decisions for Ultrajaya Teh Kotak. The location selection is in Surabaya City, determined purposively. The population is consumers of Ultrajaya Boxed Tea 300 ml packaging. Determination of the sample using purposive sampling technique. The sample taken amounted to 50 respondents. The research method uses SEM-PLS analysis. Data collection was carried out through distributing questionnaires with 51 statement criteria. The results of this study found that product quality, price, and promotion have a significant influence on consumer purchasing decisions on ready-to-drink tea in Ultrajaya Boxed Tea brand packaging. Product quality has a significant and positive influence on consumer purchasing decisions on Teh Kotak Ultrajaya. The t-statistics value is positive (3.494) and the p-value is very low (0.001). Price has a significant and positive influence on consumer purchasing decisions on Ultrajaya Tea Boxes. Positive t-statistics value (2.877) and low p-value (0.004). Promotion has a significant and positive influence on consumer purchasing decisions on Ultrajaya Tea Boxes. The t-statistics value is positive (2.083) and the p-value is quite low (0.038). Product quality is the most important factor in influencing consumer purchasing decisions, followed by promotion and price. The results of this study have important implications for companies. Companies are advised to maintain or improve the quality of their products in order to increase consumer purchasing decisions. Companies also need to consider pricing strategies that support consumer purchasing decisions and minimize the negative impact on purchase intention. In addition, companies are advised to maintain or increase their promotional efforts to maximize their impact on consumer purchasing decisions.

KEYWORDS: Product Quality; Price; Promotion; Purchase Decision; Ultrajaya Tea Box

I. INTRODUCTION

The development of the tea beverage industry in Indonesia is influenced by various factors. The growth of the food and beverage industry in Indonesia supported by a large population, providing a broad market and easy access to raw materials (Subagyo & Samari, 2022). The readiness of the tea beverage industry to embrace the Industry 4.0 revolution is a focal point for Indonesia (Ekawati & Rahayu, 2021). However, despite Indonesia's abundant resources, low productivity has resulted in weak competitiveness in the tea industry (Nurohman et al., 2018). Tea is one of the most popular beverages in Indonesia. It also encourages the consumption of tea in the country to be quite high, both in the form of tea bags, tea powder, and tea packaging. The Central Statistics Agency noted that the average consumption of tea bags per capita per week was 2.79 grams in September 2021. That number increased by 0.72% compared to March 2021 which amounted to 2.77 grams. Per capita consumption of tea powder in Indonesia amounted to 0.041 ounces a week in September 2021. This amount decreased by 0.04% compared to March 2021 which amounted to 0.043 ounces. Meanwhile, the consumption rate of packaged tea reached 51.5 milliliters (ml) in September 2021. This value increased by 0.08% compared to March 2021 which amounted to 47.75 ml. Looking at the trend, the consumption level of tea bags tends to increase. Then, consumption of powdered tea and packaged tea both tend to decline. Furthermore, tea production in Indonesia reached 145.1 thousand tons in 2021. The value increased by 13.45% from the previous year which amounted to 127.9 thousand tons (Widi, 2022). Bottled drinks are often the choice of people when they feel thirsty. Apart from being practical, it also has a variety of flavors. Based on the results of the Jejak Pendapat (JakPat) survey, 92.9% of respondents like to buy or consume bottled drinks. Meanwhile, only 7.1% of respondents do not like to buy these drinks. Based on the type, milk is the type of packaged beverage most favored by the public. The percentage is 60.8%. Next, 57% of consumers

said they liked bottled tea water. Then, as many as 44.7% of respondents each said they liked fruit juice drinks and yogurt drinks. There were also respondents who liked soft drinks or packaged soft drinks as much as 43.7%, while only 39% of respondents said they liked health/energy/isotonic drinks. This survey was conducted on July 29, 2022 through the JakPat application on 2,661 respondents throughout Indonesia (Annur, 2022). The results of the Goodstats survey on the behavior patterns of Indonesians throughout Ramadan 2023 show that bottled drinks are the second favorite beverage chosen when breaking the fast. In the survey, Goodstats asked a number of questions about the characteristics of Indonesian Muslims when carrying out worship in the holy month of Ramadan, starting from the series of sahur, breaking the fast, to the sundries of choice. Goodstats in this survey divided into three types of ready-to-consume packaged beverages, namely ready mineral water, tea products, and soda. In this survey, Goodstats selected six brand names of bottled tea drinks. Referring to the survey results, sosro bottled tea came out as the most chosen product with a percentage of 26.4%, then fragrant top tea in second position with 23.6% and Ultrajaya Teh Kotak in third position with 18.5%. Based on the survey, brand strength, price and stock availability in stalls or outlets are the reasons for some respondents to choose their preferred beverage products. Apart from the two names above, several other brands are included in the list of people's favorite bottled tea drinks when breaking the fast, namely box tea, fruit tea, frestea, oca tea and so on (Syahrini, 2023).

Consumers have a large selection of products and brands available in the market and have the freedom to choose which products and brands to buy. Purchasing decisions are entirely in the hands of consumers, who will consider various criteria such as their needs, preferences and financial capabilities in choosing certain products and brands. Companies have the responsibility to understand consumers well, identify their needs and preferences, and understand the factors that influence purchasing decisions. This is very necessary so that companies can produce goods or services that are in accordance with consumer needs. Therefore, customer satisfaction is an important thing that greatly influences the development of the ready-to-drink packaged tea industry market. Surabaya City is the second largest city in Indonesia with a population of more than 2 million people, to be precise 2.88 million people in 2022(Badan Pusat Statistik Kota Surabaya, 2023). There are many supermarkets and minimarkets in Surabaya, including Super Indo (Pemerintah Kota Surabaya, 2014). One of the leading supermarkets in Indonesia with many branches in Surabaya. It offers a wide range of products, including Ultrajaya boxed tea. Has a variety of marketing strategies, including promotions and discounts. Important factors that influence consumer purchasing decisions. The quality of Ultrajaya boxed tea is known to be good, with good taste and distinctive aroma. Ultrajaya boxed tea packaging is also considered practical and easy to carry. Another important factor influencing consumer purchasing decisions. The price of Ultrajaya boxed tea is competitive with other boxed tea brands. Super Indo often holds promos and discounts for Ultrajaya boxed tea. Various forms of promotion, such as advertisements, discounts, and gifts, can influence consumer purchasing decisions. Super Indo often holds promotions for Ultrajaya boxed tea. Consumers will consider various factors, such as product quality, price, and promotion, before deciding to buy Ultrajaya boxed tea. Ultrajaya Box Tea is one of the pioneers of ready-to-drink packaged tea drinks in Indonesia produced by PT Ultrajaya Milk Industry & Trading Company Tbk. PT Ultrajaya guarantees that all its products are high quality and natural with the most modern production technology in Asia and the most hygienic facilities. Teh Kotak Ultrajaya has been developing since 1981 and still has a fairly high level of existence. Teh Kotak is characterized by its packaging made of aseptic cardboard (Aseptic Packaging Material).

Based on the data, Teh Kotak Ultrajaya only received the award for 2 years since the product launch. In the same year, a packaged tea product appeared, namely Teh Pucuk Harum, which until now the market share of this tea tends to increase (PT Ultrajaya Milk Industry and Trading Company Tbk, 2022). Therefore, it is possible that Ultrajaya Boxed Tea will increasingly lose the competition in the following years if it does not carry out strategies to capture market share. Based on these considerations, it is necessary to conduct further research.

II. GRAND THEORY

Product Quality

The definition of product quality according to experts is as follows:

1. Product quality as the ability of a product to meet stated or implied needs (Garvin, 2016);
2. Product quality as an effort to meet or exceed customer expectations (Fandy Tjiptono, 2020);
3. Product quality as a characteristic of a product or service that supports its ability to satisfy customer needs (Kotler & Armstrong, 2020).

Price

The definition of price according to experts is as follows:

1. Price as the relative value of a product. This value is not an exact indicator that shows the amount of resources needed to produce the product (Garvin, 2016);
2. Price as the amount of money that consumers have to pay to get the benefits of owning or using a product or service (Fandy Tjiptono, 2020);
3. Price as the amount of money charged for a product or service, or the amount of value that consumers must pay to obtain the benefits of owning or using a product or service (Kotler & Armstrong, 2020).

Promotion

The definition of promotion according to experts is as follows:

1. Promotion as an activity that aims to influence consumer behavior to buy products or services offered by the company (Garvin, 2016);
2. Promotion as a communication activity that aims to create awareness, understanding, and acceptance of the products or services offered by the company (Fandy Tjiptono, 2020);
3. Promotion as marketing communication that is carried out to inform, persuade, or remind the target market about the products or services offered by the company (Kotler & Armstrong, 2020).

Purchase Decision

The definition of purchasing decisions according to experts is as follows:

1. Purchasing decision as a process carried out by consumers to choose a product or service that suits their needs and desires (Garvin, 2016);
2. Purchasing decisions as a process carried out by consumers to determine which products or services to buy, when to buy, and how much to buy (Fandy Tjiptono, 2020);
3. Purchasing decisions as a process carried out by consumers to choose products or services to buy (Kotler & Armstrong, 2020).

III. METHOD

Population and Sample Determination Method

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The sample is a portion to be taken from the entire object under study and is considered to represent the entire existing population (Sugiyono, 2019). The population in this study were all consumers who purchased ready-to-drink tea drinks for the Ultrajaya Boxed Tea brand in 300ml packages at Super Indo - Hr Muhammad Surabaya. The population was determined by the author using a purposive method. Determination of the sample using purposive sampling technique. Purposive sampling is one of the non-random sampling techniques where the researcher determines the sampling by determining the specific characteristics that are in accordance with the research objectives so that it is expected to answer research problems (Sugiyono, 2019). The larger the sample of the size of the existing population is the better, but there is a minimum number of limits that must be taken by researchers, namely 30 samples (Cohen et al., 2007). The sample selected in this study amounted to 50. Research using statistical data analysis, the minimum sample size is 30 (Mahmud, 2011). The sample is determined by certain considerations or criteria (Kerlinger, 2000).

Data Analysis Method

This research method is quantitative. Qualitative research is a type of research that aims to understand a phenomenon in depth by exploring and interpreting data collected through observations, interviews, and document studies (Sugiyono, 2019).

1. Validity and Reliability Test

   The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire. The significance test is carried out by comparing the calculated r value with the r table for degree of freedom (df) = n-2, in this case n is the number of samples and alpha = 0.05. If r count is greater than r table and the value is positive, then the item or question or indicator is declared valid (Ghozali, 2014). Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time. Reliability measurement is done by means of one shot or measurement once and then the results are compared with other questions or measuring the correlation between question answers. Smart-PLS provides facilities to measure reliability

with the Cronbach Alpha (α) statistical test. A construct or variable is said to be reliable if it provides a Cronbach Alpha value> 0.6 (Ghozali, 2014).

2. SEM-PLS

SEM (Structural Equation Modeling) PLS (Partial Least Squares) test is a statistical analysis method used to test the relationship between latent variables in a structural model. This method is an alternative to covariance-based SEM analysis methods (for example, LISREL or AMOS methods) and is more suitable for use on data that are not normally distributed or in exploratory research with small sample sizes.

The following are general steps in conducting the PLS SEM test (Trisnawati et al., 2013):

A. Conceptual Model Formation: Determine latent variables (factors that cannot be measured directly) and manifest variables (indicators that measure latent variables) based on theory and previous research;
B. Data Collection: Collect data through surveys, interviews, or other data collection methods that match the manifest variables in the model;
C. Measurement Model Building: Create a measurement model by linking the manifest variables to the corresponding latent variables. This measurement model will be used to test the validity and reliability of the constructs;
D. Measurement Model Evaluation: Test construct validity and reliability by calculating Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE) values, and testing discriminant validity;
E. Structural Model Building: Create a structural model by connecting latent variables according to the research hypothesis;
F. Structural Model Evaluation: Test the relationship between latent variables in the structural model by calculating path coefficients, R-Squared (R^2) values, and Q-Squared (Q^2) values;
G. Hypothesis Test: Test the research hypothesis by calculating the t-statistic and p-value for the path coefficients. If the p-value is smaller than the specified significance level (e.g., 0.05), then the hypothesis is accepted;
H. Interpretation of Results: Based on the results of the analysis, draw conclusions regarding the relationships between the latent variables in the model and suggestions for further research or business practices.

Variable Measurement

Measurement of variables in this study using a Likert scale. Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. In measuring this variable, all things are measured by measuring instruments in the form of questionnaires that fulfill statements in the Likert scale type, for each answer choice a score of 1 - 5 (one to five) is given, then the respondent must describe, support the statement (positive) or not support the statement (negative) (Zikmund et al., 2013).

Research Model

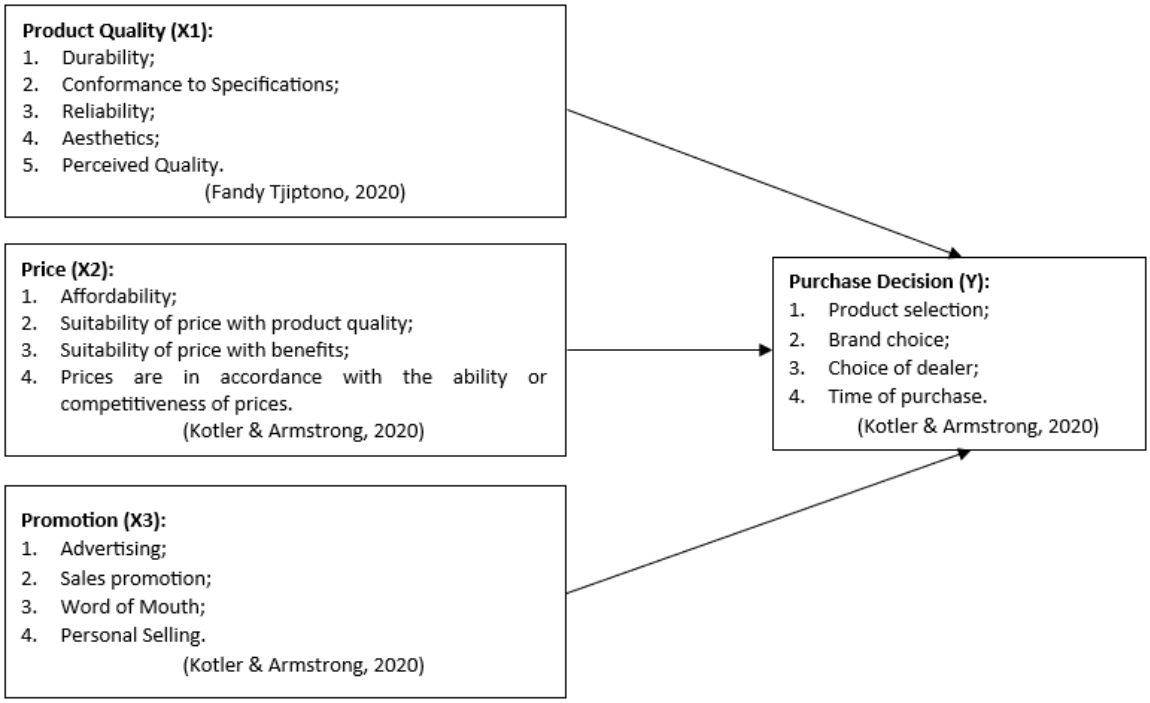

Figure 1. Research Model

Hypothesis

H1: Product quality (X1) has a positive effect on consumer purchasing decisions (Y) on Ultrajaya Box Tea.

H2: Price (X2) has a negative effect on consumer purchasing decisions (Y) on Ultrajaya Teh Kotak.

H3: Promotion (X3) has a positive effect on consumer purchasing decisions (Y) on Ultrajaya Teh Kotak.

IV. RESULTS AND DISCUSSION

Model Analysis

In this study, researchers conducted model and hypothesis testing using PLS techniques. Analysis using PLS (Partial Least Square) consists of (2) two parts, namely; outer model evaluation and inner model evaluation. The following will explain the evaluation of each model based on the results of the analysis conducted:

1. Outer Model Testing:

   Outer model evaluation aims to determine the validity and reliability of measurement instruments in the research model. This is done to determine how well the questionnaire items measure the nature and concept of the variable being measured and to determine the consistency of the questionnaire items in measuring the same variable at different times and places. Outer model analysis can be seen from the value of convergent validity, construct validity, and composite reliability. The outer model is explained with the following figures and tables:

   A. Convergent Validity, Construct Validity dan Composite Reliability

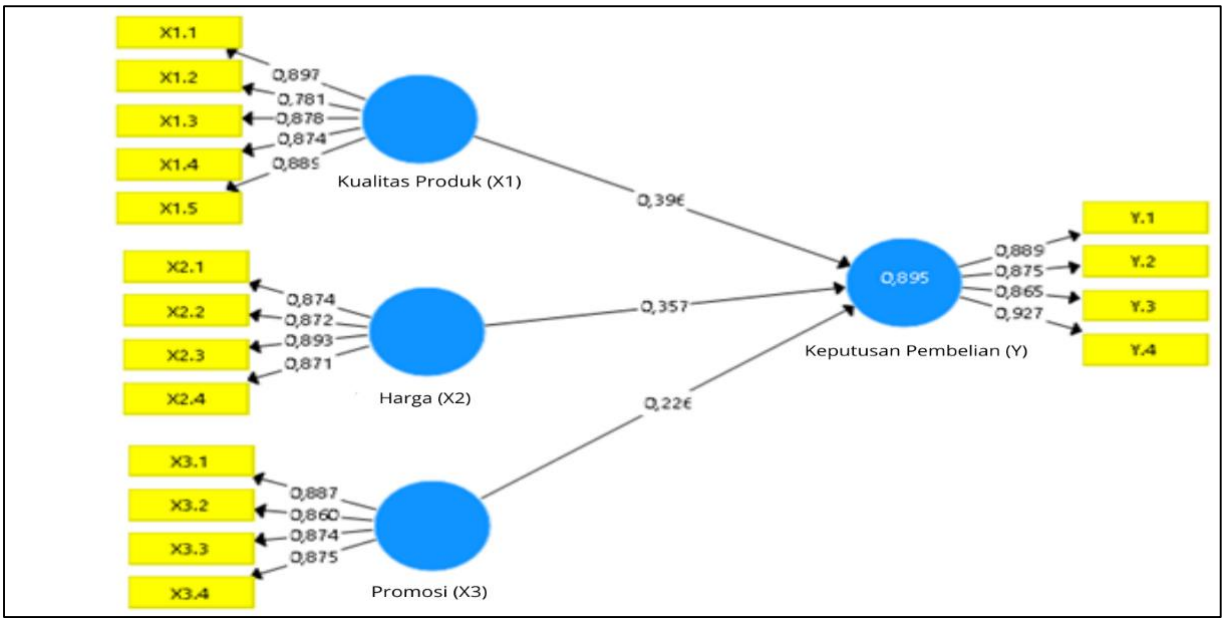

Figure 2. PLS Model Outer Path Diagram

Source: SEM-PLS Data Processing, 2024

In the figure, it is known that the results and shapes of this research path diagram used in this study, the purpose of the reliability test is used to prove the accuracy, consistency, and accuracy of the instrument in measuring constructs (Ghozali & Hengky, 2015). Test the validity of reflective indicators with the SmartPLS program can be seen from the Loading factor value for each construct indicator (Ghozali & Hengky, 2015). The rule of thumb to assess convergent validity is that the loading factor value must be more than 0.7 for confirmatory research and between 0.6 – 0.7, from the figure above it can be seen that the loading factor is more than 0.7 which means the indicator is able to represent constructs, the rest is explained in Table 1 below:

Table 1. Construct Validity Test Results

Indicator	X1	X2	X3	Y	Validity Construct
	Composite Reliability				
Durability	0,897				Valid
Conformance to Specifications	0,781				Valid
Reliability	0,878				Valid

Aesthetics	0,874				Valid
Perceived Quality	0,889				Valid
Price Affordability		0,874			Valid
Price Conformity with Product Quality		0,872			Valid
Price Conformity with Benefits		0,893			Valid
Price in accordance with Ability		0,871			Valid
Advertising			0,887		Valid
Sales Promotion			0,860		Valid
Word of Mouth			0,874		Valid
Personal Selling			0,875		Valid
Product Choice				0,889	Valid
Brand Choice				0,875	Valid
Choice of Distributor				0,865	Valid
Purchase Time				0,927	Valid

Source: SEM-PLS Data Processing, 2024

Based on Table 1. Demonstrate construct reliability test results for research models that study the effect of product quality, price, and promotion on purchasing decisions. Construct reliability tests are performed to measure the internal consistency of each construct. In that table, each row represents a construct. The first column indicates the construct name, the second column indicates the composite reliability (CR) value, and the third column indicates whether the construct is valid or not. Based on the table, all constructs in the research model are declared valid. This is indicated by a CR value greater than 0.70. A CR greater than 0.70 indicates that the construct has good internal consistency.

B. Construct Validity and Reliability

Test the validity of reflective indicators with the SmartPLS program can be seen from the Loading factor value for each construct indicator (Ghozali & Latan, 2015). The rule of thumb for assessing convergent validity is that the loading factor must be more than 0.7 for confirmatory studies and between 0.6 – 0.7. Then and the value of Average Variance Inflation Factor (AVE) must be greater than 0.5 ((Ghozali & Hengky, 2015). The rule of thumb for assessing construct reliability is that the Composite Reliability value must be greater than 0.70. However, the use of Cronbach's Alpha to test construct reliability will give a lower value (under estimate) so it is more advisable to use Composite Reliability (Ghozali & Hengky, 2015). Furthermore, in this study the level of reliability of constructs and models is described in Table 2. Below:

Table 2. Reliability Test Results

	Cronbach's Alpha	**rho_A**	**Composite Reliability**	**Average Variance Extracted (AVE)**	**Description**
Quality Product	0,915	0,920	0,937	0,748	Reliabel
Price	0,900	0,901	0,930	0,770	Reliabel
Promotion	0,897	0,899	0,928	0,764	Reliabel
Purchase Decision	0,912	0,913	0,938	0,791	Reliabel

Source: SEM-PLS Data Processing, 2024

Based on Table 2. Demonstrate reliability test results for research models that study the effect of product quality, price, and promotion on purchasing decisions. Reliability tests are performed to measure the internal consistency of each construct. In that table, each row represents a construct. The first column shows the construct name, the second column shows Cronbach's Alpha value, the third column shows the rho_A value, the fourth column shows the Composite Reliability (CR) value, the fifth column shows the Average Variance Extracted (AVE) value, and the sixth column shows whether the construct is valid or not. Based on

the table, all constructs in the research model are declared valid. This is indicated by a CR value greater than 0.70. A CR greater than 0.70 indicates that the construct has good internal consistency.

2. Inner Model Testing:

   The second stage in model evaluation is the evaluation of the structural model (inner model). There are several component items that become criteria in the assessment of the structural model (inner model), namely the R-Square value and the Significance of the Path Coefficient. The R-Square value is used to measure the degree of variation in the change of the independent variable to the dependent variable (Jogiyanto, 2016). R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak (Ghozali & Hengky, 2015).

Table 3. ***Chi-Square Test Results***

	R Square	***R Square Adjusted***
Analysis model	0,895	0,888

Source: SEM-PLS Data Processing, 2024

Based on Table 3. Show Chi-Square test results for a research model that studies the effect of product quality, price, and promotion on purchasing decisions. The Chi-Square test was conducted to test whether the research model was fit or not. In the table, the first column represents the model name, the second column represents the R Square value, and the third column shows the R Square Adjusted value. Based on the table, the value of R Square is 0.895, which means that 89.5% of the variance in the dependent variable (purchase decision) can be explained by the independent variable (product quality, price, and promotion). The R Square Adjusted value is 0.888, which means that 88.8% of the variance in the dependent variable can be explained by the independent variable after taking into account the number of independent variables in the model. High R Square and R Square Adjusted values indicate that the research model is fit or in accordance with existing data. This means that the research model can be used to explain the effect of product quality, price, and promotion on purchasing decisions. Overall, Chi-Square's test results show that the research model is fit and can be used to explain the influence of product quality, price, and promotion on purchasing decisions. The results of the analysis show that R Square 0.895 means that the model has a strong indication. The next step of testing the inner model is the hypothesis test, namely the significance test or path analysis.

Table 4. Significance Test Results

	Original Sample (O)	**Sample mean (M)**	**Standard Deviation (STDEV)**	**T Statistics (|O/STDEV|)**	**P Values**	**Description**
H1: Product Quality (X1) has a positive effect on Purchasing Decisions (Y)	0,396	0,407	0,113	3,494	0,001	Significant and positive
H2: Price (X2) has a positive effect on Purchasing Decisions (Y)	0,357	0,350	0,124	2,877	0,004	Significant and positive
H3: Promotion (X3) has a positive effect on Purchasing Decisions (Y)	0,226	0,222	0,108	2,083	0,038	Significant and Positive

Source: SEM-PLS Data Processing, 2024

Based on Table 4. Demonstrate significance test results for research models that study the effect of product quality, price, and promotion on purchasing decisions. A significance test is performed to test whether there is a significant relationship between the independent variable and the dependent variable. In that table, each row represents one relationship between the independent variable and the dependent variable. The first column shows the independent variable, the second column shows the dependent variable, the third column shows the original sample value, the fourth column shows the sample mean, the fifth column shows the standard deviation of the sample (standard deviation), the sixth column shows t statistics, the seventh column shows the p value (P Values), and the eighth column indicates whether the relationship is significant or not. Based on the table, there are three significant relationships between the independent variable and the dependent variable, namely:

1. X1 > Y (Product Quality > Purchase Decision): The statistical t value is 3.494, which is greater than the critical value of the t-table at a significance level of 0.05. The p value is also very small, which is 0.001. This shows that there is a significant and positive relationship between product quality and purchasing decisions.
2. X2 > Y (Price > Purchase Decision): The statistical t value is 2.877, which is greater than the critical value of the t-table at a significance level of 0.05. The p value is also small, which is 0.004. This shows that there is a significant and positive relationship between price and purchase decisions.
3. X13 > Y (Promotion > Purchase Decision): The statistical t value is 2.083, which is greater than the critical value of the t-table at a significance level of 0.05. The p value is also small, which is 0.038. This shows that there is a significant and positive relationship between promotions and purchase decisions.

Overall, the significance test results show that there is a significant relationship between product quality, price, and promotion on purchasing decisions. This means that these variables have a significant influence on consumer purchasing decisions.

The Effect of Product Quality on Consumer Purchasing Decisions on Ultrajaya Tea Boxes

There are significance test results for the Product Quality variable (X1) on Purchasing Decisions (Y) on Ultrajaya Box Tea. The effect of Product Quality (X1) on Consumer Purchasing Decisions (Y) based on the test results:

1. Original Sample (O): The original sample value for Product Quality (X1) on Purchasing Decisions (Y) is 0.396;
2. Sample Mean (M): The sample mean for Product Quality (X1) on Purchasing Decisions (Y) is 0.407;
3. Standard Deviation (STDEV): The standard deviation value for Product Quality (X1) on Purchasing Decisions (Y) is 0.113;
4. T Statistics (|O/STDEV|): The t statistic value (|O/STDEV|) for Product Quality (X1) on Purchasing Decisions (Y) is 3.494;
5. P Values: The p value (P Values) for the significance test of Product Quality (X1) on Purchasing Decision (Y) is 0.001.

- Conclusion: Based on the test results, it can be concluded that the effect of Product Quality (X1) on Purchasing Decisions (Y) on Ultrajaya Box Tea is significant and positive.

The significance test results show that the Product Quality variable (X1) has a significant and positive influence on Purchasing Decisions (Y) on Ultrajaya Tea Boxes. This is reinforced by the positive t-statistics value (3.494) and a very low p-value (0.001). In other words, it can be interpreted that the higher the product quality of Teh Kotak Ultrajaya, the more positive the influence on consumer purchasing decisions. Therefore, the company needs to maintain or improve the quality of its products in order to increase consumer purchasing decisions.

The theory that supports the results of this significance test is product quality theory. This theory states that product quality is one of the most important factors in influencing consumer purchasing decisions. Consumers will be more likely to buy products that they consider quality, both in terms of functionality, performance, and durability (Zeithaml et al., 2018).

The results showed that product quality (X1) had a positive effect on consumer purchasing decisions (Y) on Ultrajaya Box Tea. This means that the higher the product quality of Teh Kotak Ultrajaya, the higher the consumer purchasing decisions. The reasons are:

1. Teh Kotak Ultrajaya is known to have good taste, distinctive aroma, and practical packaging;
2. Consumers are satisfied with the product quality of Teh Kotak Ultrajaya;
3. Good product quality increases consumer confidence in Teh Kotak Ultrajaya;

The results of this study are relevant to research that has been conducted by previous researchers, including: (Agung et al., 2023); (Fauzi & Maulana, 2024); (Setiawan et al., 2024).

The Effect of Price on Consumer Purchasing Decisions on Ultrajaya Tea Boxes

There are significance test results for the Price variable (X2) on Purchasing Decisions (Y) on Ultrajaya Box Tea. The effect of Price (X2) on Consumer Purchasing Decisions (Y) based on the test results:

1. Original Sample (O): The original sample value for Price (X2) on Purchasing Decisions (Y) is 0.357;
2. Sample Mean (M): The sample mean for Price (X2) on Purchasing Decisions (Y) is 0.350;
3. Standard Deviation (STDEV): The standard deviation value for Price (X2) on Purchasing Decisions (Y) is 0.124;
4. T Statistics (|O/STDEV|): The t statistic value (|O/STDEV|) for Price (X2) on Purchasing Decisions (Y) is 2.877;
5. P Values: The p value (P Values) for the significance test of Price (X2) on Purchase Decision (Y) is 0.004.

- Conclusion: Based on the test results, it can be concluded that the effect of Price (X2) on Purchasing Decisions (Y) on Ultrajaya Box Tea is significant and positive.

The significance test results show that the Price variable (X2) has a significant and positive effect on Purchasing Decisions (Y) on Ultrajaya Tea Boxes. This is reinforced by the positive t-statistics value (2.877) and a fairly low p-value (0.004). In other words, the higher the price of Ultrajaya Tea Box, the more positive the influence on consumer purchasing decisions. This can be

interpreted that consumers may be more likely to purchase the product despite the higher price, perhaps due to a high perception of the value or quality of the product. It is important for companies to consider the right pricing strategy to ensure that the price set can support consumer purchasing decisions and minimize its negative impact on purchase intention.

The theory that supports the results of this significance test is price theory. This theory states that price is one of the factors that can influence consumer purchasing decisions. Consumers will be more likely to buy products that they consider valuable, namely products that have good quality at a reasonable price (Garvin, 2016).

The results showed that price (X2) had a negative effect on consumer purchasing decisions (Y) on Ultrajaya Box Tea. This means that the higher the price of Teh Kotak Ultrajaya, the lower the consumer purchasing decision. The reasons are:

1. Teh Kotak Ultrajaya has a relatively higher price compared to other tea box brands;
2. Consumers consider price before buying Ultrajaya Tea Box;
3. Price increases can encourage consumers to switch to other cheaper tea brands.

The results of this study are relevant to research that has been conducted by previous researchers, including: (Raziq, 2023); (Subagja et al., 2024); (Lidia, 2024).

The Effect of Promotion on Consumer Purchasing Decisions on Ultrajaya Tea Boxes

There are significance test results for the Promotion variable (X3) on Purchasing Decisions (Y) on Ultrajaya Box Tea. Promotion (X3 to Consumer Purchasing Decisions (Y) based on the test results:

1. Original Sample (O): The original sample value for Promotion (X3) on Purchasing Decisions (Y) is 0.226;
2. Sample Mean (M): The sample mean for Promotion (X3) on Purchasing Decisions (Y) is 0.222;
3. Standard Deviation (STDEV): The standard deviation value for Promotion (X3) on Purchasing Decisions (Y) is 0.108;
4. T Statistics (|O/STDEV|): The t statistic value (|O/STDEV|) for Promotion (X3) on Purchasing Decisions (Y) is 2.083;
5. P Values: The p value (P Values) for the significance test of Promotion (X3) on Purchasing Decision (Y) is 0.038.

- Conclusion: Based on the test results, it can be concluded that the effect of Promotion (X3) on Purchasing Decisions (Y) on Ultrajaya Box Tea is significant and positive.

The significance test results show that the Promotion variable (X3) has a significant and positive influence on Purchasing Decisions (Y) on Ultrajaya Tea Boxes. This is reinforced by the positive t-statistics value (2.083) and a fairly low p-value (0.038). In other words, the success of promotional strategies can contribute positively to consumer purchasing decisions. Effective promotion can increase consumer interest in buying Ultrajaya Teh Kotak. Therefore, companies should maintain or increase their promotional efforts to maximize their impact on consumer purchasing decisions.

The theory that supports the results of this significance test is promotion theory. This theory states that promotion is one of the factors that can influence consumer purchasing decisions. Effective promotion can increase consumer awareness of the product, create a positive image of the product, and encourage consumers to buy the product (Philip Kotler & Kevin Lane Keller, 2018).

The results showed that promotion (X3) had a positive effect on consumer purchasing decisions (Y) on Ultrajaya Box Tea. This means that the more promotion is carried out, the higher the consumer purchasing decisions. The reasons are:

1. Promotion can increase consumer awareness of Teh Kotak Ultrajaya;
2. Promotions such as discounts and prizes can attract consumers to buy Teh Kotak Ultrajaya;
3. Promotion can encourage consumers to try Teh Kotak Ultrajaya.

The results of this study are relevant to research that has been conducted by previous researchers, including: (Nurbayzura & Soebiantoro, 2023); (Trisakti & Arnu, 2024); (Sari & Putra, 2024).

V. CONCLUSION AND SUGGESTION

Based on the results and discussion that have been described, 3 (three) conclusions can be determined in accordance with the research objectives as follows:

1. Based on the results of the significance test, it can be concluded that product quality (X1) has a significant and positive influence on consumer purchasing decisions on Ultrajaya Box Tea;
2. Based on the results of the significance test, it can be concluded that price (X2) has a significant and positive influence on consumer purchasing decisions on Ultrajaya Tea Boxes;
3. Based on the results of the significance test, it can be concluded that promotion (X3) has a significant and positive influence on consumer purchasing decisions on Ultrajaya Tea Boxes.

Based on the conclusions that have been determined, the authors suggest the following point of view:

The Influence of Product Quality, Price, and Promotion on Purchasing Decisions for Ultrajaya Tea Boxes at Super Indo - Hr Muhammad Surabaya

1. Product quality is the most important factor in influencing consumer purchasing decisions on Ultrajaya box tea. Therefore, companies are advised to maintain or improve the quality of their products in order to increase consumer purchasing decisions;
2. Price is also an important factor in influencing consumer purchasing decisions on Ultrajaya boxed tea. Even though the price of Ultrajaya boxed tea is higher than other similar products, consumers still tend to buy it because of the high perception of product value or quality. Therefore, companies need to consider pricing strategies that support consumer purchasing decisions and minimize negative impacts on purchase intention;
3. Promotion can also be an important factor in influencing consumer purchasing decisions on Ultrajaya boxed tea. An effective promotional strategy can increase consumer interest in buying this product. Therefore, companies are advised to maintain or increase their promotional efforts to maximize their impact on consumer purchasing decisions.

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