

The influence of price, promotion, and product quality on purchase decisions at PT Karsa Primapermata Nusa

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ABSTRACT

This research aims to test and analyze the influence of price, promotion, product quality, and purchase decisions. Decreased purchasing decisions have occurred in the company due to a decrease in company income. In the pricing phenomenon, special prices are offered only to loyal customers who have been purchasing products for a minimum of 2 years. New customers, on the other hand, do not receive any price discounts. In terms of promotional activities, the company's efforts have been inadequate, primarily relying on personal selling by salesmen every month who offer products to customers. Product returns are still frequent, and customers often complain about the product's durability, which tends to be short. This research employs a quantitative approach with a sample of 100 customers. Multiple linear regression is used for data analysis. Simple random sampling is used as the sampling method. The conclusion of this research is that price has a positive and significant influence on purchase decisions, promotion has a positive and significant influence on purchase decisions, and product quality has a positive and significant influence on purchase decisions. In the case of price, promotion, and product quality variables, they all have a positive and significant impact on purchase decisions with a coefficient of determination of 35%.

Keywords: Price, Promotion, Product Quality, Purchase Decision

1. INTRODUCTION

Various strategic policies are essential to face intense business competition with competitor companies that offer many advantages to consumers (Sutia et al., 2020). With the ability to provide benefits to consumers, customers as the target of marketing have various product choices that match their expectations, and this will make customers more careful in choosing products provided by the company (Zuhri et al., 2020).

Karsa Primapermata Nusa LLC. is a company engaged in the sale of materials such as sand, gravel, crushed stone, paving blocks, and other building materials. To assess the purchasing decisions within the company, it can be evaluated through the company's sales figures as follows.

Table 1. Karsa Primapermata Nusa LLC. Sales Data Year 2020 - 2022

Month	Year		
	2020	2021	2022
January	4,350,350,000	3,250,350,000	3,112,332,200
February	4,225,151,000	3,660,520,000	3,552,500,000
March	3,250,350,000	3,752,500,000	3,112,560,000
April	3,040,350,000	3,885,250,000	3,253,232,000
May	2,903,500,000	3,723,200,000	2,247,500,000
June	2,860,350,000	2,564,200,000	2,165,000,000
July	2,820,350,000	3,522,500,000	2,558,500,000
August	3,830,350,000	3,112,000,000	2,065,500,000
September	3,903,500,000	2,912,650,000	2,556,230,000

October	3,820,350,000	2,569,600,000	2,142,011,000
November	2,810,350,000	2,356,500,000	2,222,400,112
December	2,730,350,000	2,056,500,000	2,663,200,000
Total	40,545,301,000	37,365,770,000	31,650,965,312

From the sales data at Karsa Primapermata Nusa LLC., it can be seen that in 2020, the sales volume experienced a decreasing trend, and this trend continued into 2022. This is an indication of a decrease in purchasing decisions occurring within the company due to a decrease in revenue.

Price is the value paid by consumers to the company as part of the transaction. By offering competitive prices, it will attract customers to buy products from the company. In the price phenomenon, price offers provided in building materials are only given special prices to loyal customers who have been taking products for a minimum of 2 years. Meanwhile, new customers have not received any price reductions. This triggers difficulties for the company in developing its business activities due to intense price competition with competitors (Fahlevi et al., 2023).

Promotion is carried out as part of an effort to provide promotions to customers. Promotion activities carried out by Karsa Primapermata Nusa LLC. In the implementation of promotions carried out by the company, it lacks effective promotion activities, as it is dominated by personal selling activities by salesmen every month who only offer products to customers. This is certainly ineffective because promotional activities are rarely offered to customers in selling products. Product quality is the standard of products owned by customers. When buying a product, customers certainly expect the product to have high quality at an affordable price. Regarding product quality issues, the number of product returns still occurs frequently, and customers often file complaints with the company about the product's durability, which frequently gets damaged in a relatively short period. This indicates that product quality has not been able to meet customer expectations (Fahlevi et al., 2022).

2. LITERATURE REVIEW

Price Theory

According to Herlambang (2014: 47), price is one of the flexible aspects of the marketing mix because it is the only factor that generates revenue from sales. Prices may stabilize at a certain point in time, but they can also rise or fall instantly. According to Kurniawan (2014:34), the price is the exchange value expressed in monetary units for goods or services issued by individuals or organizations at a specific time and place.

Meanwhile, Tjiptono (2015:151) defines price as a monetary unit or another counting unit (including other goods and services) that is traded in return for ownership or use of a good or service.

Promotion Theory

Promotion, according to Rangkuti (2016: 1), is the most critical action for increasing revenue. Without promotional activities, businesses cannot achieve the desired level of customer acquisition. Tirtana and Turmudhi (2021:215) affirm that

promotion is another important signal for the cognitive assessment of a product and purchasing decisions. Online businesses carry out various sales promotions where they provide various freebies. These free offers can be seen by online buyers who take advantage of the discounts or free shipping provided by merchants on their websites. According to Genchev and Tondova (2017), sales promotions help increase market sensitivity, cause brand switching, and generate increasingly popular product samples. Sales promotion typically reduces the price of goods by a larger amount when more are purchased. As a result, consumer perception of the importance of commodity prices contributing to purchasing decision initiatives increases. Sales promotion initiatives are aimed at generating quick results, but to maximize revenue, they must be paired with other resources.

Product Quality Theory

According to Tjiptono (2016:152), quality can be defined as a dynamic condition related to products, services, human resources, processes, and environments that meet or exceed expectations. According to Sunyoto (2016:45), quality is a measure used to assess whether a product or service has a usefulness value as desired. In other words, a product or service is considered to have quality when it functions or has a usefulness value as desired.

Product quality is an important factor that every company must strive for if they want their products to compete in the market. Nowadays, due to the increasing economic capacity and education level of society, some people tend to be critical when consuming a product. Consumers always want to get quality products at a price they pay, even though some people believe that expensive products are of high quality (Fetrisen and Aziz, 2020).

Purchase Decision Theory

According to Sangadji and Sopiah (2013:37), the purchase decision is the stage in the process of making a purchase decision until consumers actually buy the product. According to Tjiptono (2015:184), the purchase decision is the behavior shown by consumers in seeking, buying, using, evaluating, and stopping consumption of products and services they expect to satisfy their needs. According to Nitisusastro (2013:195), consumer decision-making is the process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes, and environmental factors through which people engage in exchanges in all aspects of their lives.

Table 2. Previous Research

No	Researcher	Title	Variable	Results
1	Marpaung and Mekaniwati (2020)	The Effect of Product Quality, Price, Promotion, and Service on Customer Satisfaction and Its Impact on Purchase Decisions Study on Coffee Processing Machine Consumers at PT. Karya Mitra Usaha	X1=Product Quality X2=Price X3=Promotion Y= Customer Satisfaction Y2= Purchase Decision	The research results showed: a) Product quality and promotional activities have a direct and significant positive effect on customer satisfaction and purchase decisions. While the direct impact of service quality is not significant, it has a positive effect on customer satisfaction and purchase decisions. b) Price has a direct and significant negative effect on customer satisfaction and purchase decisions. c) Customer satisfaction has a direct and significant positive effect on purchase decisions. d) Product quality, price, promotional activities, and service quality simultaneously have a significant effect on customer satisfaction
2	Malohing and Mandagic (2021)	Analysis of the Influence of Product Quality, Price, and Promotion on Purchase Decisions of Avanza Cars at PT. Hasrat Abadi Jayapura	X1= Product Quality X2= Price X3= Promotion Y= Purchase Decision	Hypothesis testing results found that simultaneously Product Quality, Price, and Promotion significantl influence the Purchase Decision of Avanza Cars at PT. Hasrat Abadi Jayapura, but partially, Product Quality, Price, and Promotion do not significantl influence the Purchase Decision of Avanza Cars at PT. Hasrat Abadi Jayapura.
3	Fetriszen and Aziz (2020)	Analysis of the Influence of Product Quality, Price, Promotion on the Purchase Decision of Packaged Drinking Water (Amdk) Brand Aico Produced by PT. Bumi Sarimas Indonesia	X1= Product Quality X2= Price X3= Promotion Y= Purchase Decision	Through the research results obtained by the researcher, the researcher concludes that the independent variables, price, and promotion have a significant influence on purchase decisions because the significance value is <0.05. Meanwhile, for the independent variable product quality, it does not significantly affect purchase decisions because the significance value is >0.05.

Conceptual Framework

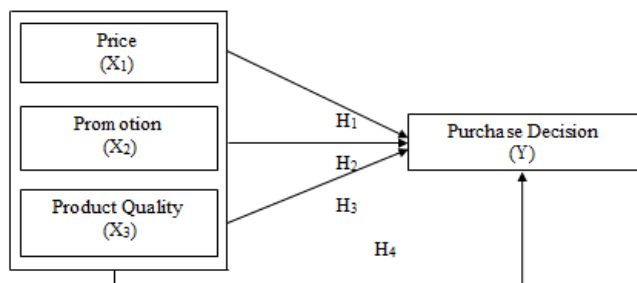


Figure 1. Conceptual Framework

Hypothesis

Based on the previous explanations, the research hypotheses can be formulated as follows :

- H1: Price affects the purchase decision at Karsa Primapermata Nusa LLC.
- H2: Promotion influences the purchase decision at Karsa Primapermata Nusa LLC.
- H3: Product Quality affects the purchase decision at Karsa Primapermata Nusa LLC.
- H4: Price, promotion, and product quality collectively influence the purchase decision at Karsa Primapermata Nusa LLC.

3. RESEARCH METHODOLOGY

Location and Research Time

This research will be conducted at Karsa Primapermata Nusa LLC., located on Jalan Veteran Gang Buntu Medan. The research period will start from January 2023 to June 2023.

Research Method

Research Approach

According to Suharsaputra (2018:49), quantitative research is a method aimed at explaining phenomena using numerical statistical figures, which are then analyzed using statistics. This research approach is based on the quantitative approach because this study has a clear and organized flow.

Type and Nature of Research

According to Sujarweni (2015:49), descriptive research is conducted to determine the value of each variable, either one or more independent variables, without creating relationships or comparisons with other variables. This study is a descriptive type of research. According to Zulganef (2012:11), explanatory research aims to examine causality between variables that explain a particular phenomenon. The nature of this research is descriptive explanatory.

Population dan Sample

According to Sugiyono (2018:80), the population is the generalization area consisting of objects/subjects with certain qualities and characteristics determined by the researcher for study and then drawing conclusions. The population in this study is the customers at Karsa Primapermata Nusa LLC., totaling 132 customers.

According to Suharsaputra (2018:121), a sample is used to represent the variance of variables in the population. The

sampling technique used is simple random sampling. According to Hikmawati (2018:62), random sampling is called simple random sampling because the sample is taken from the entire population randomly without considering strata within the population. In determining the research sample size, the researcher used the slovin formula. Where the tolerance (error) value is expressed as a percentage of 5%, the formula used is:

$$x = \frac{n}{1 + ne^2}$$

Explanation:

- n : sample size
 N : population size
 e : percentage of error tolerance (0,5)

So, in this study, the result is as follows:

$$n = \frac{132}{1 + 132 \times 0.05^2} = 99,24 = 100 \text{ orang}$$

Therefore, it can be concluded that the sample used is 100 people based on the slovin sampling calculation, and 30 customers will be taken from the remaining population for data validity testing.

Data Collection Techniques

According to Sanusi (2014:105), data collection can be done in several ways, such as through surveys, observations, and documentation.

Types and Sources of Data

According to Sanusi (2014:104), there are two types and sources of data: primary data and secondary data. Primary data are data initially recorded and collected by the researcher, while secondary data are data already available and collected by other parties.

Identification and Operational Definitions of Research Variables

The identification and operational definitions of research variables can be seen in Table II.1.

Table 3. Operational Definitions of Research Variables

Variable	Operational Definitions	Indicators	Measurement
Price (X ₁)	Price is one aspect of the marketing mix that is flexible as it is the only factor that generates revenue from sales. One day, the price will stabilize at a certain point in time, but it can also rise or fall instantly (Herlambang, 2014: 47)	1. Price matches product quality 2. Price comparison 3. Affordable price for consumers 4. Price meets consumer expectations Wulandari dalam Indrasari (2019:43)	Likert Scale
Promotion (X ₂)	Promotion is the most critical action to increase revenue. Without promotional activities, businesses cannot achieve the desired level of consumer acquisition (Rangkuti, 2016: 1)	1. Promotion frequency 2. Promotion quality 3. Promotion quantity 4. Promotion timing 5. Promotion accuracy Tirtana and Turmudhi (2021:216)	Likert Scale
Service Quality (X ₃)	Quality can be interpreted as a dynamic condition related to products, services, human resources, processes, and the environment that meets or exceeds expectations (Tjiptono, 2016:152)	1. Physical facilities 2. Reliability 3. Responsiveness and speed of service 4. Service certainty Sunyoto (2013:145)	Likert Scale
Purchase Decision (Y)	Purchase decision is a stage in the process of making a purchase decision until consumers actually buy the product (Sangadji and Sopiah, 2013:37)	1. Purchase intention 2. Goals to be achieved 3. Rationality 4. Decision criteria 5. Other considerations Adisaputro (2014: 91)	Likert Scale

Instrument Variable Validity and Reliability Testing

Validity Testing
 According to Priyatno (2016:19), validity is a measure that indicates the level of validity of a research instrument. A valid research instrument has a high validity, while an instrument with less validity means it has low validity. If the calculated r-value is greater than the r-table, the questionnaire is considered valid; otherwise, if the calculated r-value is less than the r-table, the questionnaire is considered not valid.

1. If the calculated r-value > r-table, then the questionnaire item is considered valid
2. If the calculated r-value < r-table, then the questionnaire item is considered not valid

Reliability Testing

According to Priyatno (2016:30), a measuring instrument is considered reliable if it consistently shows the same results when measuring a phenomenon at different times. According to Sekaran in Priyatno (2016:30), the decision-making process for reliability testing is as follows:

1. Cronbach's alpha < 0,6 = poor reliability
2. Cronbach's alpha 0,6-0,79 = acceptable reliability.
3. Cronbach's alpha 0,8 = good reliability.

Classical Assumption Testing

According to Priyatno (2016:49), regression classical assumption testing is a prerequisite if you are using linear regression analysis. To obtain a good multiple linear regression model, it must meet the criteria for BLUE (Best Linear Unbiased Estimator).

Normality Test

According to Ghozali (2021:160-161), the normality test aims to determine whether in the regression model, the error term or residual variable follows a normal distribution. The normality test is performed using the One-Sample Kolmogorov-Smirnov method. According to Priyatno (2013:38), the criteria for the test are as follows :

1. Normality test using graphical analysis to detect whether the residuals are normally distributed or not. This can be done through histogram analysis and a normal probability plot
2. Normality test using statistics with the One-Sample Kolmogorov-Smirnov test criteria:
 - a. If the significance value is > 0.05 , then the data is normally distributed.
 - b. If the significance value is < 0.05 , then the data is not normally distributed.

Multicollinearity Test

According to Ghozali (2021:105), the common cutoff value used to indicate multicollinearity is a tolerance value of less than 0.10 or a VIF value greater than 10.

Heteroskedasticity Test

According to Ghozali (2021:139), the heteroskedasticity test aims to determine whether there is a difference in the variance of residuals from one observation to another in the regression model. If the variance of residuals remains the same from one observation to another, it is called homoskedasticity, and if it differs, it is called heteroskedasticity.

1. Examine the scatterplot graph and analyze it for any clear patterns. If there is no clear pattern, and the data points are scattered above and below zero on the Y-axis, then there is no heteroskedasticity.
2. Perform the statistical test by conducting a Glejser test. If the significance value is > 0.05 , then there is no heteroskedasticity.

Data Analysis Model

Research Model

According to Sugiyono (2012:277), multiple linear regression analysis aims to predict how the dependent variable (criterion) varies when two or more independent variables as predictor factors are manipulated.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Coefficient of Determination (R²)

According to Ghozali (2021:97), the coefficient of determination (R²) essentially measures how well the model explains the variation in the dependent variable.

Simultaneous Hypothesis Testing (F-test)

According to Ghozali (2021:98), the F-test essentially shows whether all independent variables included in the model have a simultaneous effect on the dependent variable. The criteria for testing the hypothesis in the F-test are :

1. H₀ is accepted if: $F_{\text{calculated}} \leq F_{\text{table}}$ at $\alpha = 5\%$.
2. H_a is accepted if: $F_{\text{calculated}} > F_{\text{table}}$ at $\alpha = 5\%$.

Partial Hypothesis Testing (T-Test)

According to Ghozali (2021:98), the t-test statistic essentially shows the extent of the influence of one independent variable on the dependent variable, assuming that other variables are held constant. The criteria for testing the hypothesis in the t-test are :

1. H₀ is accepted if: $-t_{\text{table}} \leq t_{\text{calculated}} < t_{\text{table}}$ at $\alpha = 5\%$.
2. H_a is accepted if: $t_{\text{calculated}} > t_{\text{table}}$ or $-t_{\text{calculated}} \leq -t_{\text{table}}$ at $\alpha = 5\%$.

4. RESULT AND DISCUSSION

General Company Overview

Karsa Primapermata Nusa LLC. is a company engaged in the sale of building materials such as sand, gravel, crushed stone, paving blocks, and other building materials. Established in 2009, the company serves various sales of building materials with its target market including hardware stores, iron stores, housing projects, and others.

The vision and mission of PT Prima Karsa Primapermata Nusa are as follows:

Vision:

To become a leading company in our industry, providing the best and innovative solutions that meet customer needs, and making a positive contribution to society and the environment.

Mission:

Providing high-quality services and products that meet our customers' expectations.

Developing long-term partnerships with our customers, business partners, and suppliers.

Promoting innovation and the development of new technologies to improve operational efficiency and add value to customers.

Maintaining high ethical standards in all aspects of our business.

Providing fair and stimulating opportunities for our employees to develop and reach their full potential.

Enhancing environmental sustainability by reducing the negative impact of our operations and contributing to environmental protection.

Actively engaging in social activities and providing support to the community to improve the quality of life.

Table 4. Descriptive Statistics Results
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PRICE	100	16.00	37.00	26.1400	5.70313
PROMOTION	100	22.00	47.00	33.4900	5.52587
PRODUCT QUALITY	100	20.00	44.00	34.5900	4.79287
PURCHASE DECISION	100	21.00	46.00	34.7200	5.02736
Valid N (listwise)	100				

Source: SPSS Data Processing Results, 2023

The descriptive statistical results show that there were 100 research samples. For the Price variable, the minimum value was 16.00, the maximum value was 37.00, the mean was 26.14, and the standard deviation was 5.70313. For the Promotion variable, the minimum value was 22.00, the maximum value was 47.00, the mean was 33.49, and the standard deviation was 5.52587. For the Product Quality variable, the minimum value was 20.00, the maximum value was 44.00, the mean was 34.59, and the standard deviation was 4.79287. Lastly, for the Purchase Decision variable, the minimum value was 21.00, the maximum value was 46.00, the mean was 34.72, and the standard deviation was 5.02736.

Validity and Reliability Testing

Here are the results of validity and reliability testing in the following table.

Table 5. Validity Test Results

Variable	Number of Statements	Validity Test Results Value
Price	8	> 0.361
Promotion	10	> 0.361
Product Quality	10	> 0.361
Purchase Decision	10	> 0.361

Source: SPSS Data Processing Results, 2023

The results of the validity testing show that all statements submitted have values greater than 0.361. Therefore, it can be concluded that all validity test results are valid.

Table 6. Reliability Test Results

Variable	Number of Statements	Validity Test Results Value
Price	8	0.797
Promotion	8	0.861
Product Quality	10	0.864
Purchase Decision	10	0.801

Source: SPSS Data Processing Results, 2023

The results of the testing on respondents indicate that the Cronbach alpha values are all greater than 0.6, which means that the testing results meet the criteria for reliability.

Classic Assumption Testing

The results of the classic assumption testing are as follows.

Normality Test

This test is conducted to assess the normality of the research data. The result of the normality test with a Histogram graph is shown below.

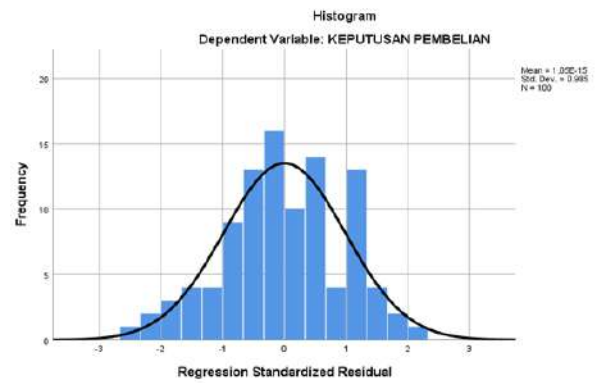


Figure 2. Histogram Graph Test Results

Source: SPSS Data Processing Results, 2023

The results of the histogram graph test show that the data is dispersed and forms a bell-shaped curve, indicating that the data meets the normality assumption. The next test is conducted using the Normal P-P Plot.

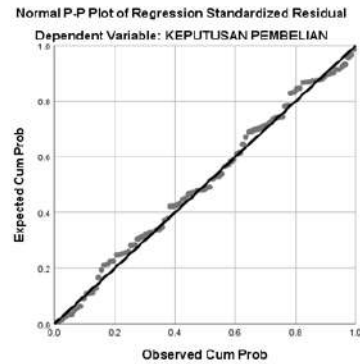


Figure 3. Result of Normal P-P Plot

Source: SPSS Data Processing Results, 2023

The results of the normality test on the normal P-P plot graph indicate that the data follows the diagonal line and demonstrates that the data satisfies the assumption of normality.

Multicollinearity Test

Here are the results of the multicollinearity test.

Table 7. Multicollinearity Test Results

Model	Coefficients ^a	
	Collinearity Tolerance	Statistics VIF
1 (Constant)		
PRICE	.956	1.046
PROMOTION	.997	1.003
PRODUCT QUALITY	.959	1.043

a. Dependent Variable: PURCHASE DECISION

Source: SPSS Data Processing Results, 2023

The multicollinearity test results show that the tolerance values are 0.956 > 0.1, 0.997 > 0.1, and 0.959 > 0.1, with VIF values of 1.046 < 10, 1.003 < 10, and 1.043 < 10. These results indicate that all variables fully meet the multicollinearity assumption.

Heteroskedasticity Test

The results of the normality test with a Scatterplot graph are shown below.

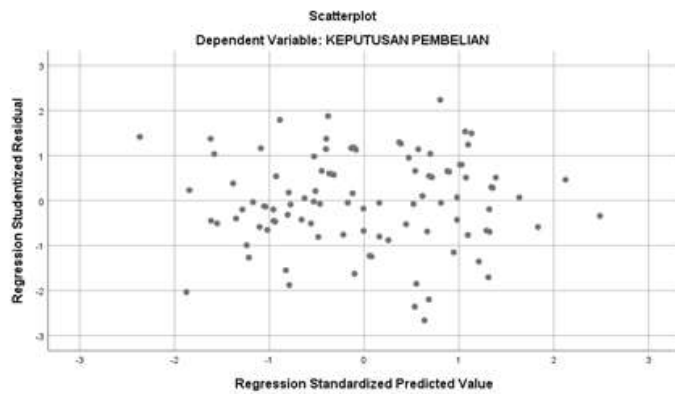


Figure 4. Scatterplot Test Results
Source: SPSS Data Processing Results, 2023

The results of the test show that the data is randomly scattered, meeting the criteria that there is no issue with heteroskedasticity. The next test uses the Glejser test as follows.

Table 8. Glejser Test Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3.243	2.380		1.363	.176
PRICE	.079	.042	.180	1.880	.063
PROMOTION	-.079	.043	-.183	-1.860	.066
PRODUCT QUALITY	.015	.050	.030	.296	.768

a. Dependent Variable: ABSUT
Source: SPSS Data Processing Results, 2023

The Glejser test results show that the Sig values are $0.063 > 0.05$, $0.066 > 0.05$, and $0.768 > 0.05$, indicating that there are no issues with heteroskedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis will show the changes in the value of variables when other variables are added. In this analysis, the values of multiple linear regression used in Table B in the processed data are as follows :

Table 9. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	4.208	4.124		1.020	.310
PRICE	.251	.073	.285	3.437	.001
PROMOTION	.300	.074	.330	4.065	.000
PRODUCT QUALITY	.402	.087	.383	4.632	.000

a. Dependent Variable: KEPUTUSAN PEMBELIAN
Source: SPSS Data Processing Results, 2023

The calculation of multiple linear regression is as follows.

$$Y = 4.208 + 0.251 X_1 + 0.300 X_2 + 0.402 X_3$$

The explanation of multiple linear regression above is as follows: The constant is 4.208, indicating that the impact of price, promotion, and product quality on purchase decisions is 4.208 units when there are no changes or when they remain constant. The coefficient for price is 0.251, which is positive, meaning that the effect will be 0.251 for each unit increase in the price variable when other factors remain unchanged. The coefficient for promotion is 0.300, which is positive, meaning that the impact can be increased by 0.300 for each unit increase in the promotion variable, assuming other factors remain constant. The coefficient for product quality is 0.402, which is positive, indicating that the effectiveness will increase by 0.402 for each unit increase in the product quality variable, provided that other factors remain unchanged.

Hypothesis Testing

Coefficient of Determination

The results of the coefficient of determination test indicate the influence of independent variables on the dependent variable in terms of a percentage. The value of this test will determine the strength of the influence of these variables. The results of the coefficient of determination are as follows:

Table 10. Coefficient of Determination Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	.370	.350	4.05207

a. Predictors: (Constant), PRODUCT QUALITY, PROMOTION, PRICE
b. Dependent Variable: PURCHASE DECISION
Source: SPSS Data Processing Results, 2023

This means that 35% of the purchase decisions can be explained by the variables price, promotion, and product quality, as indicated by the Adjusted R Square value, while the remaining 65% is explained by other variables not analyzed in this study.

F-Test (Simultaneous)

The F-statistic test essentially shows whether all independent variables included in the model have a simultaneous effect on the dependent variable.

Table 11. F-Test (Simultaneous) Results ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	925.910	3	308.637	18.797	.000 ^b
	Residual	1576.250	96	16.419		
	Total	2502.160	99			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), PRODUCT QUALITY, PROMOTION, PRICE
Source: SPSS Data Processing Results, 2023

With degrees of freedom (df), the critical F-value at a significance level of 0.05 is 2.70. The test results show that the calculated F-value (18.797) is greater than the critical F-value (2.70), and the significance probability (0.000) is less than 0.05. This indicates that H_a (alternative hypothesis) is accepted, and H_o (null hypothesis) is rejected. In other words, all three tested variables have a positive and significant simultaneous effect on purchase decisions.

T-Test (Partial)

The t-test is used to determine whether there is a significant partial relationship or influence between independent variables and the dependent variable.

Table 12. Partial t-Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	4.208	4.124		1.020	.310
PRICE	.251	.073	.285	3.437	.001
PROMOTION	.300	.074	.330	4.065	.000
PRODUCT QUALITY	.402	.087	.383	4.632	.000

a. Dependent Variable: PURCHASE DECISION
Source: SPSS Data Processing Results, 2023

With degrees of freedom (df) = $100 - 3 = 97$, the critical t-value at a significance level of 0.05 is 1.984. The results of the partial test are as follows: Partially, the influence of the price hypothesis is obtained as $3.437 > 1.984$, and it is significant with a value of $0.001 < 0.05$. This means H_a

(alternative hypothesis) is accepted, and H_0 (null hypothesis) is rejected, indicating that the price has a strong and significant partial influence on purchase decisions. Partially, the influence of the promotion hypothesis is obtained as $4.065 > 1.984$, and it is significant with a value of $0.000 < 0.05$. This means H_a is accepted, and H_0 is rejected, indicating that promotions have a strong and significant partial influence on purchase decisions. Partially, the influence of the product quality hypothesis is obtained as $4.632 > 1.984$, and it is significant with a value of $0.000 < 0.05$. This means H_a is accepted, and H_0 is rejected, indicating that product quality has a strong and significant partial influence on purchase decisions.

Discussion of Research Findings

The Influence of Price on Purchase Decisions

The results of partial regression analysis indicate that price has a positive and significant influence on purchase decisions at Karsa Primapermata Nusa LLC. This is evident from the calculated t-value being greater than the t-table value ($3.437 > 1.984$) and a significance value of $0.001 < 0.05$, thus supporting hypothesis H1. The first hypothesis is accepted, demonstrating that price is a consideration for consumers when making purchase decisions. Attractive and competitive pricing will attract consumers to make purchases.

This research's findings are also consistent with Marwanto's theory (2015:182), which suggests that in setting the price of a product, producers should be rational. Seeking maximum profit is not prohibited, but what should be remembered is the ability and purchasing power of consumers for our products. Previous research also supports this study by Malohing and Mondagie (2021), showing that price has a positive and significant influence on purchase decisions.

The Influence of Promotion on Purchase Decisions

The results of partial regression analysis indicate that promotions have a positive and significant influence on purchase decisions at Karsa Primapermata Nusa LLC. This is evident from the calculated t-value being greater than the t-table value ($4.065 > 1.984$) and a significance value of $0.000 < 0.05$, thus supporting hypothesis H2. The second hypothesis is accepted, demonstrating that promotions can attract consumer interest in making purchases. Attractive promotions will make consumers interested in the products offered by the company.

These research findings align with Gitosudarmo's theory in Sunyoto (2016:155), which suggests that promotion is an activity aimed at influencing consumers to become aware of the products offered by the company and then become pleased and purchase the products. Previous research also supports this study by Fetrisen and Aziz (2021), showing that promotions have a positive and significant influence on purchase decisions.

The Influence of Product Quality on Purchase Decisions

The results of partial regression analysis indicate that product quality has a positive and significant influence on purchase decisions at Karsa Primapermata Nusa LLC. This is evident from the calculated t-value being greater than the t-table value ($4.632 > 1.984$) and a significance value of $0.000 < 0.05$, thus supporting hypothesis H3. The third hypothesis is accepted, demonstrating that good product quality will lead consumers to

buy products sold by the company. Products with good quality will make consumers happy with the products offered.

These research findings are consistent with Marwanto's theory (2015:169), which suggests that improving product quality is essential. This is because the quality of a product significantly influences a consumer's decision to purchase a product. Previous research also supports this study by Marpaung and Mekaniwati (2021), showing that product quality has a positive and significant influence on purchase decisions.

The Influence of Price, Promotion, and Product Quality on Purchase Decisions

The results of simultaneous regression analysis indicate that price, promotion, and product quality have a positive and significant influence on purchase decisions at Karsa Primapermata Nusa LLC. This is evident from the calculated F-value being greater than the F-table value ($18.797 > 2.70$) and a significance value of $0.000 < 0.05$, thus supporting hypothesis H4. The fourth hypothesis is accepted, demonstrating that price, promotion, and product quality have a positive and significant simultaneous influence on purchase decisions. These research findings are also in line with the research by Marpaung and Mekaniwati (2021), which shows that price, promotion, and product quality have a simultaneous and significantly positive influence on purchase decisions.

5. CONCLUSION

Based on the research results, the following conclusions can be drawn: The price variable, in partial terms, has a positive and significant influence on the purchase decision variable with a calculated t-value ($3.437 > t\text{-table } (1.984)$) and significance ($0.001 < (0.05)$). The promotion variable, in partial terms, has a positive and significant influence on the purchase decision variable with a calculated t-value ($4.065 > t\text{-table } (1.984)$) and significance ($0.001 < (0.05)$). The product quality variable, in partial terms, has a positive and significant influence on the purchase decision variable with a calculated t-value ($4.632 > t\text{-table } (1.984)$) and significance ($0.000 < (0.05)$). The price, promotion, and product quality variables, simultaneously, have a positive and significant influence on the purchase decision variable with a calculated F-value ($18.797 > F\text{-table } (2.70)$).

Based on the research results, the following recommendations can be made: For Researchers This research can serve as a basis for examining the influence of price, promotion, and product quality on purchase decisions. For Companies This research can be used as a reference for companies to understand how price, promotion, and product quality affect purchase decisions. For Universitas Prima The results of this research can serve as a model for future research. For Future Researchers Future researchers can consider adding other variables, such as brand image, using different research methods, and studying different research objects, such as distribution companies, banks, manufacturing, and others.

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