

Influence of Product Quality, Promotion, Price, Trust on the Purchase Decision at Alfa Scorpii Rantauprapat

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Abstract

This study was conducted to determine and analyze the effect of product quality (X1), promotion (X2), price (X3) and trust (X4) on purchasing decisions (Y). This research design is hypothesis testing using primary data obtained by distributing 100 questionnaires to consumers of Alfa Scorpii Rantauprapat. The measuring scale used is the Likert scale. The data analysis technique used is the multiple linear regression analysis technique of quantitative data using the statistical methods of the statistical sciences package for the social sciences (SPSS). The results of this study conclude that partially and simultaneously there is a significant and positive influence between product quality, promotion, price and trust on purchasing decisions.

Keywords: Product quality, Promotion, Price, Trust and Purchase Decision.

1. Introduction

Vehicle is a tertiary need that is needed by humans. The amount of competition in the vehicle industry makes each company always increase its market share and gain new customers. The company must also be able to improve the quality of each of its products in order to be well competitive with other companies. In order for a company to survive, a company must determine the right marketing strategy so that its business can continue to run and develop and the company can achieve its goals. Quality is one of the things that consumers see before deciding to buy a product. With good and reliable product quality, the product will always be embedded in the minds of consumers and consumers will feel satisfied with the products offered and bought.

In the rapid development of the business world, many products, goods and services have emerged that offer various advantages and uniqueness of each of these products and services. As a result, it makes customers have many choices in using the goods and services offered by producers. Alfa scorpii Rantauprapat which runs in the sale of motorcycles, yamaha motorcycles have various types of products including n-max, new aerox, lexi, xmax, n-max 155, tmax dx.aerex 155, yamaha vixion, yamaha mio. (James sambara, Hendra Novi Tawas, 2021) Product quality is something that needs special attention from companies or manufacturers, considering that product quality is closely related to purchasing decision problems, which is the purpose of marketing activities carried out by a company. (Menntang et al., 2021) Therefore, the product is said to be of high quality if the product is able to meet customer expectations. Consumers always want to get a quality product according to the price paid, although there are some people who think that an expensive product is a quality product. Good product quality and affordable prices are self-consideration for consumers who will buy certain products. So, of course, the problem is that every product quality from each motorcycle brand must be consumers compare to get the best (Pohan, 2022).

According to (Aldi et al., 2021), product quality is the product's ability to meet or satisfy customer needs and desires. The definition of product quality can be concluded that product quality is an understanding that the product offered by the seller has more selling value than competing products. According to (Aulia, 2020), promotion is one of the elements in a company's marketing mix that is utilized to inform, persuade, and remind about the company's products. From the two definitions above, it can be concluded that promotion is a very important activity in marketing a product or service so that it can be interesting to buy the product. Price is one part of the marketing mix, it is dynamic which can generate income/income for the company (Kotler & Keller, 2016). Meanwhile, other parts such as product, distribution and promotion actually create expenses/costs for the company.

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According to (Khan & Khan, 2018) Trust is reflected by the customer's desire to be sensitive to producers by basing positive expectations on the quality of products or services in the future. Decision can be interpreted as a decision to make a choice from more than one possibility, and this can be achieved after going through various considerations so that they decide to choose the one that is best for consumers (Philip Kotler, 2012)

Based on the background of the problem, the formulation of the research problem is:

1. Does product quality affect purchasing decisions?
2. Does promotion affect purchasing decisions?
3. Does price affect purchasing decisions?
4. Does trust affect purchasing decisions?
5. Does product quality, promotion, price, trust affect purchasing decisions?

2. Literature Review

2.1. Product Quality

Product quality is the ability of a product to perform its function. In a company "Total quality management" (TQM) is needed to improve the quality of the company's products, the main goal of total quality is to increase consumer value and also reduce product damage. Product quality is a dynamic condition that is interconnected even though it can have different definitions, but the product essentially has a specification of an item or service that can lead to a purchase decision that meets or exceeds expectations for consumers who use it (Fatmawati & Soliha, 2017).

2.2. Promotion

Promotion is a communication process of a company with interested parties now and in the future. Promotion is one of the variables in the marketing mix that is very important by companies in marketing service products. Promotion not only functions as a communication tool between companies and consumers. It is also referred to as a tool to influence consumers in purchasing activities or using services according to their wants and needs. (syahputra et al., 2019) Promotion is a motivation that can encourage someone to actively participate in a company to be better and more advanced from the current position. Promotion plays an important role for every employee and become a dream that is always eagerly awaited, because with the promotion indicates that the trust and recognition from the company will the ability and competence of the employee concerned to occupy a position higher position. According to (Kotler and Keller 2012 in Vania Senggetang et al., 2019), promotion indicators include:

1. Promotion frequency is the number of sales promotions carried out at a time through sales promotion media.
2. Promotion quality is a measure of how well sales promotions are carried out.
3. Promotion quantity is the value or number of sales promotions given by consumers.
4. Promotion time is the length of promotion carried out by the company.
5. Accuracy or suitability of promotional targets is a necessary factor to achieve the company's desired target.

2.3. Price

Prices in general in the manufacture of products are divided into two categories of costs, namely production costs and non-production costs. Production costs are costs incurred in processing raw materials into products. While non-production costs are costs incurred for non-production activities such as marketing and administrative activities. Product costs form the cost of goods. production costs used to calculate the cost of finished products and the cost of goods which at the end of the accounting period are still in process. Non-production costs are added to the cost of production to calculate the total cost of products.

(Malonda deisy et al., 2018) Price is something that consumers pay attention to when making a purchase. Some consumers even identify price with value. If a product requires consumers to spend more than the benefits received, then what happens is that the product has a negative value. Consumers may perceive it as a bad value and will then reduce consumption of the product. According to Fure, the indicators used to measure prices include:

- 1) Prices that match the benefits
- 2) Perception of price and benefits
- 3) Affordable prices
- 4) Price competition
- 5) Price match with quality

From the definition above, it can be seen that the price has a major influence on the purchase decision that occurs between the seller and the buyer. The indicator is also a determinant of the extent to which the price affects the way customers think in buying a product.

2.4. Trust

In buying and selling, consumer trust is very important for business actors, because that trust can turn visitors into buyers, in addition, along with the rise of sales of fictitious products, trust becomes a very important thing in the buying and selling system. provide confidence that the transactions made are free from elements of fraud, and the goods will be immediately received by consumers after making a purchase transaction. According to (Omoregie et al., 2019) Trust is reflected by the customer's desire to be sensitive to producers by basing positive expectations about the quality of products or services in the future. Meanwhile, according to (Boonlertvanich, 2019) stated that trust is a customer's belief in a manufacturer that will fulfill their needs and not take unexpected steps that will cause something negative.

2.5. Buying Decision

Purchasing decision is a process where consumers choose and evaluate products or services, consumers often consider various things that suit their needs in the buying decision process. The results of the product selected from the purchase decision become the product of choice from consumers to meet needs. In making a purchase of a product, consumers will certainly think before deciding to buy or not a product (Novansa, H., & Ali, 2017) In (Bisma, MA, & Pramudita, 2019) writes that the buyer's interest consists of.

Four dimensions, namely:

- 1) transactional interest is consumer behavior in make product purchases,
- 2) referential interest is consumer behavior only collect online products in the list as a reference in product selection.
- 3) preferential interest is to collect preferred products
- 4) exploratory interest is consumer behavior to search for more information in related products

3. Methods

This research was conducted to measure the hypothesis through the use of quantitative research methods. The study segment in this study was Alfa Scorpii Rantauprapat. And the unit of observation of this research was Alfa Scorpii Rantauprapat customers. To test the research variables, it was conducted on 30 customers. In this study, a questionnaire was used using a Likert scale measurement model. The Likert scale used a score of 1-5, and each had a meaning. A score of 1 was the answer to strongly disagree, a score of 2 was the answer to disagree, a score of 3 was a neutral answer, a score of 3 was a neutral answer. 4 is an agree answer, and a score of 5 is a strongly agree answer. The population in this study are customers and people who have bought products at Alfa Scorpii Rantauprapat.

The method used in sampling in this study is purposive sampling. Purposive sampling is a sampling technique with certain considerations. The author uses a purposive sampling technique because not all samples have criteria that are in accordance with what the authors specify. Therefore, the authors choose a purposive sampling technique by setting certain criteria that must be met by the samples used in this study. determined, namely 1) Domiciled in Rantauprapat, 2) Have purchased products at Alfa Scorpii Rantauprapat. Based on the determination of the size of the sample, if the subject is less than 100, it is better to take all of them and if the number of subjects is more than 100, it can be taken between 10-15% or 20-25% or more. To determine the sample size of a population, to determine sample size of a population. The population in this study is 3000 people and the number of samples is 100 people.

In order to simplify the calculation, the number of samples was added to 100 people. Primary data in this study was obtained by distributing questionnaires to customers and the public who had purchased products at Alfa Scorpii Rantauprapat. The approach to respondents was done by contacting people who were around the researcher who used products from Alfa Scorpii such as family, friends and other people. the closest person to the researcher and asked potential buyers of Alfa Scorpii products who were in the shop. The data obtained include the identity of respondents, responses from customers and the public regarding product quality, prices, promotions, trust and purchasing decisions.

4. Result and Discussions

The purpose of testing research instruments is to determine the level of validity and reliability of the questionnaire before data collection is carried out. The validity test used the analysis of r arithmetic $> r$ table, while the validity and

reliability test carried out using the SPSS 20.0 program for windows. Hypothesis testing was carried out using the SPSS 20.0 program for Windows. The hypothesis test used in this study is a partial significant test (t test). The decision-making criteria for the partial test (t test) is if t count < t table, then Ho is accepted or Ho is rejected and if t count < t table, then Ho is rejected or Ha is accepted, with a significance level below 0, 05 eat Ho is rejected and Ha is accepted.

The validity and reliability tests in this study were carried out outside the sample. This study was conducted outside the 381 respondents. The purpose of testing the research instrument was to determine the level of validity and reliability of the questionnaire before data collection. It is known that for all variables, the value of Corrected item – total correlation (t count > t table (2.823). Thus, all questionnaire items are valid, by validity test and all indicators of variable measurement are declared valid, then a reliability test is carried out. There are also the results of reliability testing it is known that the Cronbach's alpha coefficient is > 0.60, therefore all questionnaire items can be relied upon. The table below presents the results of the validity and reliability test of the research variables as follows.

4.1. Validity Test

Table 1. Validity Test Result

Variable	Indicator	r-count	sig	Criteria r-table	Conclusion
Product quality	Kp1	0.700	0.000	>0.3	Valid
	Kp2	0.669	0.000		Valid
	Kp3	0.724	0.000		Valid
	Kp4	0.713	0.000		Valid
Promotion	P1	0.722	0.000	>0.3	Valid
	P2	0.755	0.000		Valid
	P3	0.797	0.000		Valid
	P4	0.719	0.000		Valid
Price	H1	0.739	0.000	>0.3	Valid
	H2	0.913	0.000		Valid
	H3	0.724	0.000		Valid
Trust	K1	0.739	0.000	>0.3	Valid
	K2	0.913	0.000		Valid
	K3	0.724	0.000		Valid
Buying decision	Kep1	0.694	0.000	>0.3	Valid
	Kep2	0.826	0.000		Valid
	Kep3	0.784	0.000		Valid

Source: primary data processed by researchers (2022).

Based on table 1, it can be seen that product quality (X1), promotion (X2), price (X3), trust (X4) The purchase decision (Y) in this test has met the requirements with the Pearson correlation value or r count greater than 0.30 and significant value <0.05. So it can be concluded that this statement item is declared valid.

4.2. Reliability Test

Based on the results of the instrument reliability test in table 2, it can be concluded that the above instrument is reliable because the Cronbach's Alpha value of each instrument is greater than r table 0.60. So that it can be used to conduct research or test research hypotheses.

Table 2. Reliability Test Result

Variable	Number of items	Criteria	Cronbach's Alpha	Information
Product quality	4	valid	0.744	Reliable
Promotion	4	valid	0.796	Reliable

Price	3	valid	0.822	Reliable
Trust	3	valid	0.807	Reliable
Buying decision	3	valid	0.822	Reliable

Source: primary data processed by researchers (2022).

4.3. Multicollinearity Test Results

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF	Results
Product quality	0,654	1,530	Free of multicollinearity
Location	0,552	1,812	Free of multicollinearity
Service	0,566	1,765	Free of multicollinearity

Source: primary data processed by researchers (2022).

4.4. Multicollinearity Test Results Normality Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Results
Product quality	0.748	1.337	Free of multicollinearity
Promotion	0.733	1,365	Free of multicollinearity
Price	0.680	1,474	Free of multicollinearity
Trust	0.721	1,420	Free of multicollinearity

Source: primary data processed by researchers (2022).

If the VIF value in each independent variable is less than 10, and the tolerance value is greater than 0.10. In accordance with the stipulated provisions, based on these results it can be stated that the variables in the study did not experience a correlation between variables.

4.5. Multiple Regression Analysis

Table 5. Results of Multiple Regression Analysis

Variable	B	T	Sig.t
Constant	10,215	12,455	0.000
Product quality	0.465	5.064	0.000
Promotion	0.267	3,119	0.000
Price	0.268	3.175	0.000
Trust	0.310	4.020	0.000
R-Square	0.276		
Adjusted R-Square	0.300		
F	28,993		
Sig. F	0.000		

Source: primary data processed by researchers (2022).

Based on Table 5, the t-count value is 5.064 and the significant value is 0.000 <0.05. So it can be concluded that there is a partial relationship between X1 and Y variables. Looking at the t-count, which is 3.119 and the significant value is 0.000 <0.05, it can be concluded that there is a partial relationship between X2 and Y variables. Looking at the t-count value, which is 3.175 and the significant value is 0.000 <0.05, it can be concluded that there is a partial relationship between X3 and Y variables. Looking at the t-count value, which is 4.020 and the significant value is 0.000 <0.05, it can be concluded that there is a partial relationship between X4 and Y variables. Based on the value in table 5, the f-count value is 28.993 and the significant value is 0.000 <0.05, it can be concluded that there is a simultaneous or joint effect between X1, X2, X3, X4 on Y.

- *Effect of product quality on purchasing decisions*

Based on the output coefficients of the first hypothesis test, the regression coefficient of the purchasing decision variable on purchasing decisions is 0.465 with a significant 0.000 smaller than alpha (0.000 <0.05), it can be concluded that product quality has a positive and significant influence on purchasing decisions. This proves that product quality is one of the things that companies must pay attention to so that consumers want to make repeat purchases.

Effect of promotion on purchasing decisions

Based on the output coefficients of the second hypothesis test, the promotion variable coefficient is 0.267 with a significant as much as 0.000 smaller than alpha ($0.000 < 0.05$), because it can be concluded that if the promotion in the company is good and in accordance with the quality, it can improve purchasing decisions so that it can attract power. consumer interest in repurchasing.

- *Effect of price on purchasing decisions*

Based on the output coefficients of the third hypothesis test, the price variable is 0.268 with a significant value of 0.000 smaller than alpha ($0.000 < 0.05$). Affordable prices with good quality are one of the dimensions that make many people interested in buying a product. the more affordable the price of a given product, the higher the value of the purchase decision that can increase profits for the company.

- *The influence of trust on purchasing decisions*

Based on the output coefficients of the third hypothesis test, the price variable is 0.310 with a significant value of 0.000 which is smaller than alpha ($0.000 < 0.05$), this shows that consumer trust is very meaningful for the company, the higher the level of consumer confidence, the higher the level of purchase and purchase. The increasing number of repeat purchases made by consumers, therefore the company must maintain consumer confidence.

4.6. Discussion

The results of the analysis of this study state that product quality has a positive influence on consumer purchasing decisions. The existence of consumer purchasing decisions provides several positive values, including the relationship between the company and consumers to be harmonious, giving a good impact on repurchase and the creation of consumer purchasing decisions. The results of this study indicate that the purchasing decisions felt by consumers when making purchases will make consumers return to buy at the company at a later time and can become customers.

Product quality has a significant influence on consumer purchasing decisions which is in line with research by (Rini & Ikhsan., 2017) states that product quality has a positive effect on the purchasing power of customers. This is stated by looking at the significant value $0.000 < 0.05$. Price in this study has a significant influence on consumer purchasing decisions. which is in line with this result (Puspa et al., 2017) states that price has a high influence on consumer purchasing decisions. where this shows that if the price in a company varies and the more affordable the price, the higher the level of consumer satisfaction and if the price matches the quality then it can affect consumer purchasing decisions for the purchasing power of customers. This is stated by looking at the significant value $0.000 < 0.05$.

Promotion in this study has a significant influence on purchasing decisions. Where this result is in line with (Prilano et al., 2020) which states that promotion has a major influence on the sale and purchase of a product. Where the better the promotion by the company, the more it will attract buyers. This is stated by looking at the significant value of $0.000 < 0.05$. Trust in this study has a significant effect on consumer purchasing decisions. this is in line with the results (Nasution et al., 2019) which states that trust has a very large and significant effect on consumer purchasing decisions the higher the level of consumer confidence in the product and the company, the higher the purchasing decisions made by customers and can lead to profits for the company. Therefore, company leaders must always pay attention to and maintain the level of consumer confidence. This is stated by looking at the significant value $0.000 < 0.05$.

5. Conclusion

Based on the results of calculations and hypothesis testing, it can be concluded as follows:

There is a positive and significant influence between product quality (X1) on purchasing decisions (Y1) which shows that product quality and purchasing decisions are side by side where if the customer feels fast, the customer will make a repeat purchase.

In the next test, the results between promotions (X2) on purchasing decisions (Y1) got positive and significant results. This event shows that promotion is very influential on the decision of buyers to make a purchase, the more attractive the promotion provided by the company, the more attractive the customer will be.

There are positive and significant results in this subsequent test, namely the price (X3) has an effect on purchasing decisions (Y1) which means that price is one of the factors that must be considered by the company if you want customers to feel satisfied and make repeat purchases.

In this last test, positive and significant results were obtained between trust in purchasing decisions (Y1), this indicates that trust has an impact on purchasing decisions, which means that if customers feel trust in the company, customers will make visits or repeat purchases.

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