

The Effect of Product Quality, Price, Promotion Towards Purchase Decision and Consumer Loyalty of Tiga Serangkai Books in Riau Province

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Abstract

This research conducted at PT. Tiga Serangkai in Riau province. The goal is to know the direct effect of product quality, price, and promotion to purchasing decision and consumer loyalty. The population is 369 consumers. The sample was taken as many as 192 consumers. Variables used are product quality, price, promotion of purchasing decision and loyalty. Data were analyzed using SEM (Structural Equation Modeling) analysis which operated through AMOS 20 programs. The results showed that there is influence of product quality, price and promotion to purchasing decision and consumer loyalty. But there is no positive and significant influence between promotion variable to consumer loyalty. There is a positive and significant influence between the purchase decision variable on consumer loyalty, the better the consumer purchasing decision will increase consumer loyalty consumers.

Keywords: *Product Quality, Price, Promotion, Purchasing Decision and Loyalty*

Introduction

The existence of textbooks has become part of the world of education. Books of general knowledge, books of natural knowledge, as well as other textbooks provide convenience for students in studying. Competition in the world of private book business in Indonesia is increasingly tight, this is due to the regulation of the government in this case through the Ministry of Education and Culture of the Republic of Indonesia with the Regulation of the Minister of Education and Culture of the Republic of Indonesia No. 81A Year 2013 on the Implementation of the 2013 Curriculum in all level of primary and secondary education (elementary, junior high and high school equivalent) throughout Indonesia. The policy of Ministry of Education and Culture has an impact on the publishing industry of private school books where private book

publishers who have been acting as producers and suppliers of textbooks to schools throughout Indonesia will be less in their role, since the Government in this case Ministry of Education and Culture will fulfill the needs of the books, 2013 curriculum textbooks at all levels of basic and secondary education with APBN funds.

Responding to the impact of government policy on the prohibition of selling books in schools. Management PT. Tiga Serangkai in the preparation of business plan every year during the last 5 years from 2013-2016 only make business plan for private school and public school as *contingency* only.

During the year 2013-2016, the government's policy on the curriculum change from Education Unit Level Curriculum to the K13 curriculum becomes a chaotic and full of doubts for publishers. Textbooks are often used by schools, one of the books produced by

PT.Tiga Serangkai which is one of the publishers of books, especially textbooks and knowledge that stood since September 28, 1958. The resulting products include school books or called the *School Book* (SB) and general books or called the *General Book* (GB).

The market demand is very high, demanding Tiga Serangkai also increasing in producing books. Tiga Serangkai Publishers already have modern printing equipment that can print thousands of books in an hour, to support the quality of the book products they produce. Now the textbook of Tiga Serangkai Triumvirate, became one of the reference books for the students. Marketing of Tiga Serangkai books in Riau provincial schools there are 18 categories of products but only 3 product categories are the buffer of business that is Platinum, Global and Aquila Products.

The consumer market is all individuals and households that buy or obtain goods and services for personal consumption purposes. While the business market is a consumer who buys goods and services as inputs for the production process or the consumer who buys an offer from a company for resale. The behavior of the consumer market is different from the behavior of the business market. (Kotler, 2009)

The Tiga Serangkai products are divided into two: School Books and General Books. School books include platinum school books Platinum, Global and Aquila. The Three Comedy Books are marketed with a direct approach to the schools as a result of collaboration with Principals, Teachers, Foundation Chairs and other decision-making Parties. The principle of cooperation is *Business to Business* because of indirect sales to *end users* or students as users.

In terms of marketing, Tiga Serangkai divides the marketing division into two parts: School Book (SB) and the General Book (GB) division. For marketing books in schools of Riau region managed by branches of PT. Tiga Serangkai under the leadership of the Branch Head specifically handles the marketing of the School Book (SB) division. Furthermore, market handling for the General Book division (GB) is managed marketing division led by Area Manager with the sales target of modern bookstores.

To keep consumers to buy products offered by PT. Tiga Serangkai, Customer loyalty can not simply be achieved, but requires a long process to ensure that the books produced are the best books. Building consumer confidence has been done by the company since its inception.

Many factors influence consumer behavior in purchasing decisions of goods and services. Studying and analyzing consumer behavior in purchasing decisions is important, because with a good basic knowledge of consumer behavior will be able to provide meaningful input to marketing strategy planning. Marketing strategy consists of integrated marketing elements (4P, i.e. *product, price, promotion, place*) that always evolves in line with the company's motion and changes in the marketing environment and changes in consumer behavior. Consumer behavior has far-reaching implications for the formulation of marketing strategies. This is because the marketing strategy involves two main activities which include the selection of markets that will be targeted marketing, and formulate and develop an appropriate combination of *marketing mix* so that the needs of consumers can be satisfactorily fulfilled. (Kotler, 2009)

One of the advantages in this competition is mainly the quality of products that can meet the desires of

consumers. The increasingly critical customer condition in terms of quality also forces the company to maintain and improve the quality of its products in order to avoid claims or dissatisfaction of its customers in order to compete with other similar companies.

Price is an attribute among several other attributes in consumer decision making. This will lead to price competition from different brands available in the market, so that consumers who are sensitive to price changes will tend to switch to other cheaper brands. But consumers who are loyal to their preferred brand may not switch to another brand.

The role of the allocation of prices is a function of price in helping buyers to decide how to get the highest expected benefits or utilities based on their purchasing power. The role of information from the price is a function of price in "educating" the consumer about product factors, such as quality. This is particularly useful in situations where the buyer has difficulty assessing the product or its benefits objectively. The prevailing perception is that expensive prices reflect high quality (Tjiptono, 2008)

Promotion is an important factor in realizing the sales goals of a company. In order for consumers to become subscribers, they must first be able to try or examine the goods produced by the company, but they will not do so if they are unsure of the item. This is where the need to conduct a focused campaign, because it is expected to give a positive influence on the increase of sales (Sugiyono, 2004).

Through the promotion of the company can communicate the product to the consumer. The advantages of the product can be known by consumers and can make consumers interested to try and then will take the decision to buy a product. So promotion is one important aspect in marketing management because

with the promotion can make consumers who originally not interested in a product can change the mind and become interested in the product.

Many factors can influence a person's decision to make a purchase. According to Ghanimata and Kamal (2012) said that the price and quality of the product can affect a person to make a purchase as well as research conducted by Citra (2016) research shows that product quality positively affects purchasing decisions.

Rizki (2009) research findings show the product and price against consumer buying interest. Promotion effect on consumer buying interest. There is influence between consumers buying interest to consumer buying interest. Arnindita (2016) in his research product quality, convenience and price have an indirect effect on the decision mediated by satisfaction

Based on the background of the above problem, there is a gap (*gap*), i.e. differences in results from previous studies that have been done (*research gap*). The difference of research now with previous is on the object of research, where research this time is at PT. Tiga Serangkai, besides observation year is also one of difference, where year of research now is year 2017. Besides *research gap*, also happened *phenomenon of gap* from background of problem which has been described. *Gap phenomenon* is a gap that occurs between theory and facts that exist, where the phenomenon that occurs is not achieving the target set by the company. From the description above shows that product quality, price and promotion are important factors in determining decisions and consumer loyalty. Therefore there is an interest to examine these variables at PT. Tiga Serangkai in Riau province.

Based on the above description, where the market is always dynamic and increasingly demanding the marketer to anticipate the marketing of its products, it is interesting to examine about “The Influence of Product Quality, Price, Promotion on Purchase Decision and Consumer Loyalty of Tiga Serangkai Book in Riau Province ”. The formulation of the problem is:

1. How is the effect of product quality on the purchase decision of Tiga Serangkai book in Riau Province?
2. How is the effect of price on the purchase decision of the book of Tiga Serangkai in Riau Province?
3. What is the effect of promotion on the decision to purchase the book of Tiga Serangkai in Riau Province?
4. How is the effect of product quality on the loyalty of the consumer of Tiga Serangkai book in Riau Province ?.
5. How is the influence of price on consumer loyalty book of Tiga Serangkai in Riau Province?.
6. What is the effect of promotion on consumer loyalty of Tiga Serangkai book in Riau Province ?.
7. How is the influence of purchasing decisions on consumer loyalty of Tiga Serangkai book in Riau Province ?.

The study aims to to analyze the effect of product quality and price on purchasing decision and consumer loyalty. To analyze the influence of purchasing decisions on consumer loyalty book of Tiga Serangkai in Riau Province.

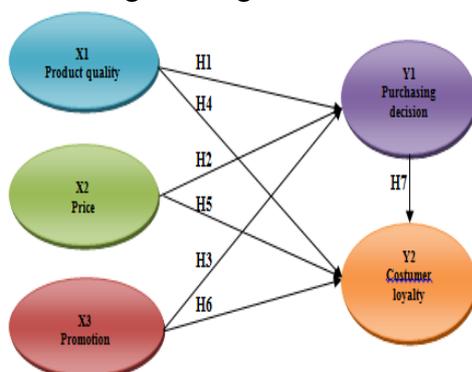


Figure 1. Research model

Hypothesis

Based on the background of the problem and the theoretical concepts that have been put forward above can be drawn hypothesis as follows:

1. Product Quality positively affects Purchase Decision
2. Price has a positive effect on Purchase Decision
3. Promotion positively affects Purchase Decision
4. Product Quality positively affects Consumer Loyalty
5. Price has a positive effect on Consumer Loyalty
6. Promotion has a positive effect on Consumer Loyalty
7. Purchase Decision affects positively to Consumer Loyalty

Research Methods

The research design used in this research is the design of causality. The design of causality is used to prove the cause or effect relationship that affects and is influenced by the variables studied, in this study product quality, price and promotion which will then be analyzed to determine the effect on the decision and satisfaction.

The model to be used in this research is the causality or influence relationship model to test the proposed hypothesis, the analysis technique used is SEM (Structural Equation Modeling). As a model of structural equation, Amos 20.

The definition and indicators for independent variables and dependent variables in this study can be seen in the following table:

Table 1. Operational Definition and Research Indicator

Variables	Definition	Indicator	Measurement Scale
Product quality	Product Quality is the overall attribute in a product that meets certain criteria according to customer expectations.	a. The product has vari -ation diverse flavors b. The product has good durability c. The quality of the product matches the expectation of the consume n d. Packaging appeals to consumers e. The product has a better quality when compared to competitors (Tjiptono, 2008: 112) and Utami, 2010; 88)	Ordinal
Price	Price is the amount of money charged to a product or service owned or used by the consumer.	a. Price in accordance with kua -liras products b. Price pro -duk terjangkau- you by the consumer c. The price of the offered product appeals to the consumer d. The price set according to the benefits gained e. The price of the product is able to compete with the existing competitors Tjiptono (2008, 101)	Ordinal
Promotion	Promotion is an activity to combine information from seller to buyer or other party in channel to influence attitude and behavior	a. Sales promotion b. Advertising c. Salespeople d. Community relations e. Direct Marketing Kotler (2008, 101)	Ordinal

Variables	Definition	Indicator	Measurement Scale
Buying decision	The purchase decision is the consumer's decision regarding the preference s of the brands within the set of options	a. Liked pro - duk and Memi - Liki a good view of me -initiation, a brand b. T hd consumer desires a brand c. The consumer's desire in the choice of the product he purchased Swastha (2009, 134)	Ordinal
		d. Decisions about me - which one will be purchased rek e. Decisions about where consumers will buy	

Consumer Loyalty	Consumer loyalty is that brand loyalty is obtained because of a combinatio n of satisfactio n and complaints .	a. Make a purchase back b. Provide positive information or recommendations to others c. Perform a per - suasif action to others d. Had to - kebalan ter- toward the pen - warrants on other products e. Conducting a defense Griffin (2007: 31),	Ordinal
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Results and Discussion

Normality Test

Based on the *critical ratio* , it can be seen that there is no larger number than ± 2.58 . Thus, the data used in this study can be said to have normal distribution

Evaluation of Univariate Outliers

Testing whether or not *univariate outliers* are done by analyzing the *standardized (Z-score) value* of the research data used. If a *Z-score* is in a range greater than + 3.00 or less than -3.00 then it will be categorized as *univariate outliers* (Hair, et al., 2006). In Table 4.12. Test results show that there is no *Z-score* greater than + 3.00 or smaller than - 3.00. Therefore, *univariate*, it can be concluded that there are no *outliers* in the data used in this study.

Hypothesis Test 1

Hypothesis 1 in this research is Product Quality positively influence to Purchase Decision. Based on the results of regression weight testing known that the critical ratio value of the effect of Product Quality variable to Promotion is 3.346 with P value (probability) of <0.001. Both of these values qualify the acceptance of a hypothesis. Therefore, it can be concluded that hypothesis 1 in this study is acceptable.

Hypothesis Test 2

Hypothesis 2 in this research is Price has a positive effect on Purchase Decision. Based on the results of regression weight testing, it is known that the critical ratio value of the effect of Product Quality variable on consumer loyalty is 2.561 with P value (probability) of 0.010. Both of these values qualify the acceptance of a hypothesis. Therefore, it can be concluded that hypothesis 2 in this study is acceptable.

Hypothesis Test 3

Hypothesis 3 in this research is Promotion have positive effect to Purchasing Decision. Based on the result of regression weight testing it is known that the critical ratio value of influence of price variable to Promotion is 3.930 with P value (probability) equal to <0,001. Both of these values qualify the acceptance of a hypothesis. Therefore, it can be concluded that hypothesis 3 in this study is acceptable.

Hypothesis Test 4

Hypothesis 4 in this research is Product Quality have positive effect to Consumer Loyalty. Based on the result of regression weight testing, it is known that the critical ratio of the influence of Price variable to consumer loyalty is 1.976 with P value (probability) of 0.048. The result of this CR value indicates that it qualifies the acceptance of a hypothesis. Therefore, it can be concluded that hypothesis 4 in the study has an effect and significant.

Hypothesis Test 5

Hypothesis 5 in this study Price positive effect on Consumer Loyalty. Based on regression weight test result known that the critical ratio value of influence of Promotion variable to consumer loyalty is 2,935 with P value (probability) equal to 0,003. Both of these values indicate that they have met the

acceptance requirements of a hypothesis. Therefore, it can be concluded that hypothesis 5 in this study is acceptable.

Hypothesis Test 6

Hypothesis 6 in this research is Promotion have positive effect to Consumer Loyalty . Based on the result of regression weight testing, it is known that the critical ratio value of the influence of knowledge management variable on consumer loyalty with Promotion as mediation variable is 0.619 with P value (probability) of 0.536. Both of these values qualify the acceptance of a hypothesis. Therefore, it can be concluded that hypothesis 6 in this study can not be accepted or rejected . Despite the influence between promotion and positive loyalty variables, the effect is not significant.

Hypothesis Test 7

Hypothesis 7 in this research is Purchase Decision have positive effect to Consumer Loyalty. Based on the results of regression weight testing, it is known that the critical ratio value of the influence of the good Price variable will increase consumer loyalty with Promotion as the mediation variable is 2.121 with the P value (probability) of 0.034. Both of these values qualify the acceptance of a hypothesis. Therefore, it can be concluded that hypothesis 7 in this study is acceptable.

Conclusions and Recommendations**Conclusion**

1. PT. Tiga Serangkai must be able to provide a quality product. The better the resulting product will determine the consumer's purchase decision.
2. PT. Tiga Serangkai establish pricing policies more consistently so that prices can be more competitive with competitors. The better the price of the

- offered product will determine the purchase decision.
3. PT. Tiga Serangkai are promoting to get closer to the consumer. The better the quality of promotion is done then the purchase decision will be faster.
 4. PT. Tiga Serangkai must be able to maintain product quality. The better the quality of the resulting product then the consumer loyalty will be maintained.
 5. PT. Tiga Serangkai price series must be able to compete. The more competitive the price offered then the consumer loyalty will increase
 6. PT. Tiga Serangkai must change the promotional strategy that has been done. The better the promotional changes made then will increase consumer loyalty.
 7. PT. Tiga Serangkai must be able to make consumers decide the attitude in making purchasing decisions. The faster the decision made by the consumer then the level of loyalty will increase.

Suggestion

The suggestion of the results of this study can be described as follows:

1. PT. Tiga Serangkai is expected to improve the quality of the products produced. The color of a typical book is different from *competitors*, company logo more highlighted or embossed and book cover made shinier.
2. PT. Tiga Serangkai in setting the price of the product must be able to compete with the existing competitors. Consumers are given a lot of price options from the offered product variants such as *Price High, Price Middle and Price Low*.
3. PT. Tiga Serangkai is expected to make changes and policies on promotions not only rely on brochures and catalogs but more boldly innovate through advertisements through print and electronic media, book review

programs and syllabus surgery programs.

4. PT. Tiga Serangkai in offering products to consumers to always provide choices about products provided to consumers, including the addition of product variants, adding depth of material, reproduce sample questions, and images more relevant to the material.
5. This study uses only three independent variables (product quality, price and promotion), and two dependent variables (purchasing decisions and consumer loyalty). Subsequent research should increase the number of samples, as well as examine the distribution variables, whether it can affect purchasing decisions and consumer loyalty.

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