



The Impact of Product Quality, Price and Promotion on Axis Card Purchase Decisions On Students In Padang City

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ABSTRACT

At the time of the covid-19 pandemic began in March and until now people spend more time at home playing their gadgets and of course they want smooth communication so that their intended goals are achieved. Purchasing decisions on the use of Simcard cards must be appropriate, and one of them is a simcard that is widely targeted by students or teenagers now, namely axis cards. The study aims to test purchasing decisions against product quality, to test purchasing decisions against prices, to test purchase decisions against promotions, sample withdrawal methods using 78 samples of saturated sampling techniques, using multiple linear regression testing. The results showed that purchasing decisions have a positive and significant effect on product quality, purchasing decisions have a positive and significant effect on price, and purchasing decisions have a positive and significant effect on promotion.

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ABSTRAK

Kata Kunci:

Purchasing decisions, product quality, price and promotion.

Pada masa pandemi covid-19 ini diawali bulan maret dan sampai sekarang masyarakat lebih banyak menghabiskan waktu dirumah dengan memainkan gadget mereka dan tentunya mereka ingin komunikasi yang lancar agar tujuan yang mereka maksud tercapai. Keputusan Pembelian pada penggunaan kartu Simcard haruslah tepat dan salah satunya simcard yang banyak diincar oleh mahasiswa atau anak remaja sekarang yaitu kartu Axis. Penelitian ini bertujuan untuk menguji keputusan pembelian terhadap kualitas produk, untuk menguji keputusan pembelian terhadap harga, untuk menguji keputusan pembelian terhadap promosi, metode penarikan sampel dengan menggunakan teknik sampling jenuh sebanyak 78 sampel, dengan menggunakan pengujian regresi linear berganda. Hasil penelitian menunjukkan bahwa keputusan pembelian berpengaruh positif dan signifikan terhadap kualitas produk, Keputusan pembelian berpengaruh positif dan signifikan terhadap harga, dan keputusan pembelian berpengaruh positif dan signifikan terhadap promosi.

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INTRODUCTION

Along with the increasing science of telecommunications makes communication something that is considered very helpful to human life, since the discovery of human communication of motion faster and feel close to each other. Therefore, companies, especially in the field of telecommunications, strive to increase sales and prioritize customer purchase decisions. A purchase decision is liking the brand purchased but is based on the purchase intention and the purchase decision. This purchase decision is very influential on the profit obtained by the company because the more purchase decisions, the more profit the company gets. At the time of the covid-19 pandemic began in March and until now people spend more time at home playing their gadgets and of course they want smooth communication so that their intended goals are achieved. The decision to purchase the use of Simcard cards must be appropriate, and one of them is a simcard that is widely targeted by students or teenagers now, namely axis cards.

This axis card is considered to have more value than other cards such as affordable prices, a fairly good network and internet package options that attract attention. Well here researchers have interviewed 5 students of STIE KBP who use axis cards during March to July and on average their response about the use of this axis card is a fairly good network quality but at certain times there is still a sticking point on this axis network but it does not last too long. Similarly, with product quality, good product quality can make consumers without hesitation to make purchasing decisions. Product quality according to (Prasastiningtyas, 2016) Is the ability of a product to perform its own role and from its ability is obtained reliability, accuracy produced, ease of use and improvement and other attributes that have value in the product as a whole. Product quality is a combination of properties and characteristics that determine how much it provides satisfaction to customers. (Lenzun et al., 2014)

Not only the quality of the product but the price can also affect the purchase decision. According to (Mongi et al., 2013). Price is one of the most important variables in decision making, economic reasons being the main factor for product distribution but price also determines how the quality of the product with other competitors. Judging from the phenomenon that occurs now the network on telkomsel cards is very good and very small possibility to lelet but why people use axis cards more for their daily needs, I think one of the factors is in the price of the package card.

The price difference can change the way people view the use of the package card, although the axis network does not surf telkomsel network but it is not too much in question by those who clearly match also the price they provide. Promotion is one of the most important things in doing marketing to get a purchase decision. According to (Kafabih & Mukti, 2016) Promotion is an activity that is shown to consumers in the form of a product by the company so that consumers like the product and buy it. Promotion can be a determinant of the success of a marketing program because whatever the quality of the product if the consumer does not know the benefits of a product then consumers will not buy it. (Kafabih & Mukti, 2016).

If the promotional efforts made by the company do not get a good response from its targets, it means that the promotion is not attractive to consumers, consumers will not glance at the products offered by the company. and vice versa if the promotion attracts the attention of consumers, get a good response then automatically consumers will make a purchase decision. and if they are comfortable using the product consumers will be royal and this is one of the goals of a company.

Based on the description above, it is clear that purchasing decisions can be influenced by various things. Therefore, in this study, the author was interested in testing how much consumer purchasing decisions are influenced by related factors. In addition, the Author is interested in doing this research also because there are so many students of Stie kbp padang using axis prime cards. Here the author will make product quality, price and promotion as variables that will be tested to find out how much influence each variable has on the purchase decision.

LITERATURE REVIEW

According to (Murni & Yulika, 2017a) Purchasing decision is a settlement between the needs and desires of consumers consisting of looking for information on needs and wants, evaluating purchases, then deciding to buy and continuing on evaluation after making a purchase.. Menurut Todar et al.,(2020) Purchasing Decision is the process by which a consumer finds a problem and then identifies a product so that the problem can be solved and then assesses each alternative that can lead to a purchase decision.

Opinion Todar et al., (2020) Purchasing decision is the purchase of a product by decision making based on what stages are needed, activities carried out before, behavior when buying and feelings after buying the product. So based on the understanding of the experts above I concluded that the purchase decision is something that ends in the purchase of an item caused by a consumer's needs and desires and also a reciprocal relationship (Aminudin, 2015; Rita et al., 2019; Saputra et al., 2020; Sudirjo, 2018; Yanto, 2018) .

The positive and significant influence between the quality of the product and the purchase decision on the use of axis cards in students in the city of Padang, this is supported also by research conducted by Mongi et al., (2013), In his research he said that the good quality of the network is very influential on this purchase decision is evident from the number of respondents who feel satisfied if the quality of the axis network is good then they will be loyal to the use of the axis card and axis also provides good service for its users. The above conditions are also caused because some things such as axis networks that are believed by students are very good and rarely disappoint and axis also provides many attractive vouchers for its users.

It is proven that the quality of the product has a positive effect on purchasing decisions in research conducted by Sukmawati, (2018) In bottled water, he stated that the better the quality of the product, the more consumers make decisions to buy bottled water. The effect of product quality on purchasing decisions is also positive in research conducted by Evelina et al., (2012), which is their opinion consumers can easily recognize axis cards and make repeated purchases if the quality of the resulting product is good and vice versa if the quality of the product is not good then the purchase decision will also decrease.

H1: Product quality has a positive effect on purchasing decisions.

Price is a deal that is used to get a product.(LUBIS, 2015) According to Murni & Yulika (2017a) Price is the amount of money that consumers spend to get the products / services they want. According to (Mongi et al., 2013) Price is one of the most important things when making a transaction, because price is a variable that is needed when making a purchase decision. This price is about economic factors in society. At the price of competence can be done. So based on the understanding according to the experts above I conclude that price is the most important thing when making a product purchase because this concerns economic factors in society.

According to (Murni & Yulika, 2017b) This price can be used in comparison so that it is easier to influence the decision of buying and buying interest, this makes the variable price quite significant effect. This study is the same as the research conducted by Riyono & Budhiharja, (2016) Who said that price variables positively affect the purchase decision because price plays an important role in the purchase decision by attracting competition to attract consumers to buy AQUA drinking water products. If the price is lowered, it will cause the purchase decision to increase. Price can affect purchasing decisions this shows that the more in accordance with the price felt by consumers with the quality of the product, consumers will make decisions (Andriani et al., 2019).

H2: Price has a positive effect on purchasing decisions

Promotion is a communication business carried out by sales to buyers who aim to make their products known and consumers make purchasing decisions. (Kurniawan, 2018). According to (Nela Evelina, Handoyo DW, Sari Listyorini, 2013) Promotion is interpreted as a persuasive action that is given to the exchange in marketing, and this promotion is also the process of the company's interaction with the parties concerned and who will come and the surrounding environment.

According to Putri et al., (2019) This promotion is one of the important processes in product marketing, promotion as well as marketer programs in persuasive action to the development of bribery that occurs exchanges between companies and customers. Promotion is defined as an additional form of communication in marketing because with the promotion of product information can spread easily and the company so know the target and can influence consumers who are willing to buy and loyal to the products offered. (Murni & Yulika, 2017b)

Research conducted oleh Nur (2016), dan Novemy (2015) Stated that the promotion has a positive effect on the purchase decision because the results of testing the third hypothesis obtained the promotion was a significant effect. Based on the results of partial tests in research conducted by Andriani et al., (2019) In bottled water explained that the promotion hypothesis has a positive effect on purchasing decisions because promotion is a consideration in the decision-making process. this promotion is one of the most important things in doing a marketing.

H3: Promotion has a positive effect on purchasing decisions.

METHOD

The method used in the study was a quantitative type, with data obtained based on questionnaire answers. The population and sample in this study were students in the field city who used axis cards. The population was obtained as many as 365, the technique used is using saturated sampling techniques, and in determining the sample used the slovin formula by producing 78 respondents. Data analysis techniques that use instrument tests, namely validity tests and reliability tests, classical assumption tests, normality tests, multicollinearity tests, and heterocedasticity tests and multiple analysis and hypothesis tests.

Variable Operational Definition

The variables in this study are independent variables (free) consisting of Product Quality, Price and Promotion. And dependent variables (bound) namely Purchasing Decisions.

Table 1. Definition of Operational Variables

No	Variable	Understanding	Indicator	Source
1	Purchasing Decision (Y)	A purchasing decision is the activity of a person directly taking the decision to buy the product offered by the seller. (Jayanti, 2015).	a. Pengenalan Masalah b. Pencarian Informasi c. Alternative Evaluation d. Purchasing Decision e. Decision Of Behavior After Purchase	Murni & Yulika, (2017)
2	Product Quality (X1)	Product quality is the ability of a product in maximizing its function as well as possible so that there is a relationship between comments and product providers and also to know what kind of products are needed by consumers so that	a. Performance b. Durability (durability) c. Conformity with specifications d. Feature e. Reliability f. Aesthetic	LUBIS (2015)

No	Variable	Understanding	Indicator	Source
		manufacturers can better improve their products.(Todar et al., 2020)		
3	Price (X2)	Price is the amount of money that consumers get to get the products / services they want.	a. Affordability of Price b. Price Suitability with Product Quality c. Price Competitiveness d. Price Conformity with Benefits	LUBIS (2015)
4	Promotion (X3)	Promotion is a communication business carried out by sales to buyers who aim to make their products known and consumers make purchasing decisions.(Kurniawan, 2018)	a. Advertising b. Personal selling c. <i>Direct marketing</i>	Yusa & Hastono, (2018)

The data analysis technique used is an instrument test consisting of a validity test to test questions given to respondents and reliability to test answers answered by respondents. The classical assumption test consists of a normality test to test whether in a regression model, residual variables have a normal distribution, multicollinearity tests to find out the exist or absence of multicollinearity on heteroskedasticity test variables to test whether regression occurs in conjunction with variants from residual one observation to another, using multiple linear regression analysis to process and discuss the data that has been obtained and to test the hypothesis that has been obtained.

RESULT AND DISCUSSION

In this study, data analysis techniques were carried out using multiple linear regression analysis techniques to process and discuss the data that had been obtained and to test the proposed hypothesis.

Table 2. Multiple Linear Regression Analysis

Information	Coefficient
Constand	0.449
Product Quality	0.225
Price	0,403
Promotion	0.637

Based on the table above can be formed a regression equation with the following estimated model:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 0,449 + 0,225 (X_1) + 0,403 (X_2) + 0,637 (X_3)$$

The multiple linear regression equations above have the following meanings:

1. Constant Value has a positive value of 0.449 if Product Quality, Price and Promotion on axis card usage is zero, then the Purchase Decision is still worth 0.449
2. Value $X_1 = 0.225$ Means that product quality regression effect indicates a positive direction. This means that if the Quality of the Product increases then the Purchase Decision will also increase by 0.225.

3. Value $X_2 = 0.403$ Means that price regression effect indicates a positive direction. This means that if the price increases, the purchase decision will also increase by 0.403.
4. Value $X_3 = 0.637$, Meaning that the promotion regression effect indicates a positive direction. This means that if the Promotion decreases then the Purchase Decision will also increase by 0.637.

T Test

To determine the effect of Product Quality, Price and Promotion on Decisions, the hypothesis is carried out through the t test using a significant level of 5% ($\alpha = 0.05$) with the following results:

Table 3. T Test Results

No	Variable	t-count	t-table	A	Sign	Conclusion
1	Product Quality ((X1)	15.210	1.665	0.05	0.000	H1 Accepted
2	Price (X2)	12.507	1.665	0.05	0.000	H2 Accepted
3	Promotion (X3)	19.226	1.665	0.05	0.000	H3 Accepted

Source: SPSS 15 Data (Data processed in 2020)

Based on the results of the partial test table above can be done as follows:

- a. Effect of Product Quality variables on Purchasing Decisions (H1). Product Quality Variable (X1) has a positive and significant effect on the Decision to Purchase Axis cards in students in Padang city, so hypothesis one (H1) in this study is declared accepted.
- b. Effect of Price variables on Purchasing Decisions(H2). Price Variable (X2) has an effect and significant effect on the Axis Card Purchase Decision in students / i in the city of Padang, then the second hypothesis (H2) in this study is declared accepted.
- c. Effect of Promotion variables on Purchasing Decisions (H3). The Promotion Variable (X3) had an effect and significant effect on the Decision to Purchase Axis cards in students in the city of Padang, so the third hypothesis (H3) in this study was declared accepted.

DISCUSSION

Effect of Product Quality on Axis Card Purchase Decision

Based on the results of the first hypothesis test, it was found that product quality variables had a positive and significant effect on the decision to purchase Axis cards in Students in Padang city, with indicators of performance, durability, conformity to specifications, features, reliability, and aesthetics. Where the calculated t value is greater than the table t and the significance value is smaller than the alpha value. Thus, in this study the first hypothesis (H1) was accepted.

This shows that if a product has good quality, the purchase decision also increases. As revealed that product quality has a close relationship with purchasing decisions as well as product quality provides encouragement to customers to establish strong relationships with the company (Prasastiningtyas, 2016). The results of this study are in accordance with the research.Yanto, (2018) Related to Product Quality And Promotion Influence Analysis on Indosat Mobile Card Product Purchase Decision stated that product quality has a significant positive influence on purchasing decisions. And other research results also have the same conclusion where the quality of the product was tested positively and significantly on the purchase decision on the purchase of used cars avanza brand in the city of Padang.(Syarfri, n.d.)

Effect of Price on Axis Card Purchase Decision

Based on the results of the second hypothesis test, it was found that price variables had a positive and significant effect on axis card purchase decisions in students in Padang city, with indicators of price affordability, price conformity with product quality, price competitiveness, and price conformity with benefits. Where the calculated t value is greater than the table t and the significance value is smaller

than the alpha value. Thus, in this study the second hypothesis (H2) in this study was accepted. This indicates that consumers will choose products at relatively low prices as well as have affordable prices at competitive prices, they tend to have higher purchasing decisions. (Prasastiningtyas, 2016) (Satriawan, 2020; Widayastuti et al., 2020).

The results of this study are in accordance with the research. Lisbeth, (2019) We stated that prices positively and significantly affected consumer purchasing decisions at bentenan center sonder minahasa. And the same research was followed by Rowiyani, (2020) which states that the price is influential and significant to the decision to buy indomie brand instant noodles in the indomaret minimarket of banjarsari district of Surakarta city. This research is also in line with the research conducted by Hafiz & Dewi, (2019) which states that the Price has a positive and significant effect on the Consumer Purchase Decision on users of Kawasaki Pulsar Motorcycles in the city of Padang.

Effect of Promotion on Axis Card Purchase Decision

Based on the results of the third hypothesis test, it was found that promotional variables had a positive and significant effect on the decision to purchase Axis cards in students in the city of Padang with indicators of advertising, personal sales and direct marketing. Where the calculated t value is greater than the table t and the significance value is smaller than the alpha value. Thus, in this study the third hypothesis (H3) was accepted. This indicates that the higher the level of promotion, the higher the purchase decision. Attractive promotions encourage many consumers to buy products, because attractive advertisements in the mind of consumers decide to buy the product. (Solihin, 2020).

The results of this study are in line with Jonea, (2021) It was concluded that the promotion had a positive and significant effect on the decision to purchase the tri card (case study on STIE HAS Bukittinggi students). And this research is also in line with the research conducted. Sumiati & Mujanah, (2018) Who said that the promotion also had a positive and significant effect on the decision to buy shopie bags Paris on students.

CONCLUSSION

In the results of the study, it has been done that the conclusions in this study are

1. Product Quality (X1) has a positive and significant effect on the Decision to Purchase Axis cards on Students in the city of Padang, so the conclusion is the first hypothesis accepted.
2. Price (X2) has a positive and significant effect on the decision to purchase axis cards on students in the city of Padang, so the conclusion is that the second hypothesis is accepted.
3. Promotion (X3) has a positive and significant effect on the decision to purchase Axis cards to Students in the city of Padang, so the conclusion is that the third hypothesis is accepted.

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