

Factors that shape Muslim consumers' purchase decisions on Pattaya Corner Products, Salatiga City

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Abstract

This study aims to determine the reasons behind the fluctuating sales of Pattaya Corner products using price, product quality, and promotion variables to influence purchasing decisions. Primary data was used in this study and distributed through an online questionnaire. The population in this study is people who live in Salatiga, while for the sample itself, namely consumers from Pattaya Corner, Salatiga city, as many as 106 samples. Random sampling does sampling. A quantitative approach is used in this study with validity test, reliability test, T-test and F test. The study results using SPSS version 23 show that the variables of price, product quality, and promotion both have a positive and significant effect on purchasing decisions. The price variable has an impact of 52%. For the product quality variable, it has an effect of 46%. The promotion variable has an impact of 54% and is the most dominant in making purchasing decisions.

Keywords: price, product quality, promotion, purchase decision

Abstrak

Abstrak yang dipersiapkan dengan baik, memungkinkan pembaca untuk mengidentifikasi Penelitian ini bertujuan untuk mengetahui penyebab fluktuasi penjualan produk Pattaya Corner dengan menggunakan variabel harga, kualitas produk, dan promosi untuk mempengaruhi keputusan pembelian. Data primer digunakan dalam penelitian ini dan disebarluaskan melalui kuesioner online. Populasi dalam penelitian ini adalah masyarakat yang berdomisili di Salatiga, sedangkan untuk sampelnya sendiri yaitu konsumen dari Pattaya Corner kota Salatiga sebanyak 106 sampel. Random sampling melakukan sampling. Pendekatan kuantitatif digunakan dalam penelitian ini dengan uji validitas, uji reliabilitas, uji T dan uji F. Hasil penelitian menunjukkan bahwa variabel harga, kualitas produk, dan promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: harga, kualitas produk, promosi, keputusan pembelian

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1. Introduction

The rapid development of the entrepreneurial world causes producers to face intense competition. Nowadays there are more and more businesses offering the same product. Therefore, producers must carry a product's innovation so that the company they run always survives and can attract consumer interest. Consumer interest itself is one thing that producers must consider because it is related to purchases that

consumers will make. From the consumer's interest in buying a product, the decision to buy a product is obtained.

The purchase decision is a decision on the ownership of an item because it has carried out a series of transaction processes. In buying a product, consumers do not choose the product directly, but several things must be considered. It is at this time that producers must be able to read what consumers want. The innovation of the products offered is significant for producers to pay attention to because it will become the hallmark of the product and will increase consumer interest in making purchasing decisions for the product.

Pattaya Corner is a business engaged in the sale of beverages that already exists in the city of Salatiga, which can indeed read the opportunities that its consumers want; this is proven by its high sales every month. Its distinctive features can attract consumers, plus it already has a reasonably wide market share with evidence of having several branches in the city of Salatiga. This is evidenced by the high number of weekly sales in August 2021.

Table 1. Pattaya Corner Sales Table August 2021 Selasar Branch

Week	Sale
1	520
2	485
3	508
4	538

Source: Interview, 2021

This fluctuating sale is an exciting topic to study because it is related to products that already exist among the people of Salatiga that influence purchasing decisions. Factors that influence purchasing decisions themselves include price, product quality, and promotion. Therefore, the variables of price, product quality, and advertising were taken to test the purchasing decision-making of Pattaya Corner products.

2. Literature Review

Price

According to Indriyo in Sunyoto (2016), the definition of price is the value expressed in one currency or medium of exchange for a particular product. The size of the value or price is influenced by physical factors and other factors such as psychological factors that also affect the price. The price of a product depends on the producer's pricing; the higher the benefits that consumers can feel from consuming a consequence, the higher the price to be issued. According to Swastha in Gerung et al. (2017), pricing objectives include survival, profit maximization, sales maximization, and prestige or prestige.

Product Quality

The product, according to Malau (2016), is a tangible item that can be seen or natural and can even be held that is designed to satisfy a want or need such as a computer, car, toothbrush, and others. Meanwhile, product quality, according to Kotler (2002) is the product's ability to perform various functions, including durability, reliability, accuracy, and ease of use. Good product quality, of course, will increase consumer interest in buying these products. Therefore producers must pay attention to how their products are processed so that consumers' trust is maintained.

Promotion

According to Indriyo (2004), promotion is an activity aimed at influencing consumers so that they can become acquainted with the products offered by the company to them and then become happy and then buy the product. Promotions carried out by producers or entrepreneurs can be done using several ways, namely advertising, sales promotion, publicity, and personal selling, which is commonly referred to as the promotion mix.

Buying decision

According to Kotler & Armstrong (2017), buyers' decisions about which brand to buy. Two factors that can appear in the purchase decision are the intention to purchase and the purchase decision itself. According to Kotler, (2002) suggests that the purchasing decision-making process there are five stages, namely:

- a. Need recognition stage, which is the stage where consumers realize the problem or need.
- b. The information search stage is the stage where consumers seek more information about what they want to get.
- c. Alternative evaluation stage is the stage where consumers use the information to evaluate several products that have been obtained.
- d. The purchase decision stage is the stage where consumers buy the product that has been selected.
- e. Post-purchase behavior stage, where consumers feel satisfied or not about the product that has been purchased.

The Relationship of Price, Product Quality, and Promotion to Purchase Decisions

Many things affect purchasing decisions (Afnan & Saifudin, 2021). Price is an essential component in deciding to buy a product. Prices that vary, such as the availability of prices from the cheapest to the highest prices, can also increase consumer purchasing decisions because consumer interest in a product is not only focused on one product. Products that have lower prices than other products but still pay attention to quality can also attract consumers to buy these products. As is the case with Pattaya corner products, which have affordable prices but still pay attention to the quality, it dramatically affects the sales results. Therefore, price is an essential factor in making purchasing decisions.

The excellent and impaired quality of a product will affect consumers in making purchasing decisions for a product. As in processing, the product will affect the taste. Products with a characteristic or brand will increase consumer interest in buying these products because consumers feel satisfied after consuming products with their characteristics. Therefore, product quality is also a factor that influences purchasing decisions.

Promotion is one way for companies to attract consumers to make purchasing decisions for their products. With the promotion, consumers will be more interested in buying the product because it will be more profitable for the consumers themselves. Therefore, promotion is also one of the factors that influence purchasing decisions.

Research conducted by Kusumawati & Saifudin (2020) shows that the price variable has a positive and significant effect on purchasing decisions. Furthermore, research conducted by Agustin (2016) shows that product quality has a considerable impact on purchasing decisions. And research conducted by Widiastuti & Widowati (2014) shows that promotion has a significant effect on buying decisions. From the literature review and previous study, the following hypotheses can be drawn:

H1: Price has a positive and significant effect on purchasing decisions

H2: product quality has a positive and significant impact on buying decisions

H3: promotion has a positive and significant impact on buying decisions

3. Research Method

This type of research uses a quantitative approach. The population in this study is people who live in the city of Salatiga. While the sample in this study was taken using Random Sampling where the piece of this study were consumers from Pattaya Corner as many as 106 respondents. The data used are primary data obtained from distributing questionnaires for a week from 18 to 25 August 2021.

In this study, the analysis was carried out in several stages. The first stage is the validity test which is to test the validity of the research instruments used in data collection. The second stage is the reliability test which is used to measure the level of confidence of a research instrument. The third stage is a regression test, which aims to determine whether independent or independent variables affect the dependent or bound variables using the F test and T-test (Ghozali, 2018).

4. Results and Discussion

4.1. Results

From the SPSS data processing, the demographics of the respondents are listed in table 2 as follows:

Table 2. Demographic Information

Demographic	Percentage
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Gender	
Male	20.8
Female	79.2
Age	
10 – 15	3.8
15 – 20	68.9
>20	27.4
Profession	
Student	9.4
Student	84.9
Private	4.7
Other	0.9

Source: Data processed 2021

Based on table 2 above, the number of respondents is 106 respondents, of which 20.8% are male, and 79.2% are female. And in the status section, there are students as much as 9.4%, students as much as 84.9%, private sector as 4.7%, and others as 0.9%. Meanwhile, the age information from respondents was 3.8% for ages 10 to 15 years, for ages 16 to 20 years as much as 68.9%, and forages more than 20 years as much as 27.4%.

Table 3. The Result of KMO and Bartlett of Sphericity

Testing	Value
Sample Adequacy KMO	0.888
Bartlett of Sphericity	0.000

Source: Data processed 2021

From the KMO test table and Bartlett of specharity above, the KMO value is 0.888, which means the value is better. Meanwhile, the Bartlett of Specharity value is 0.000, which means that the results are significant. From the validity test, it can be concluded that this research is valid.

The type of data used in this study is primary data obtained through a questionnaire with answers, namely a 5-point linear scale. The scale used is 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). In testing, this instrument, validity and reliability tests were used. The results of the validity and reliability tests can be seen in table 4 and table 5.

Table 4 shows the results of the reliability test and the Cronbach alpha value. From the table of validity and reliability tests, it can be seen that the value of the price variable as reflected in the price suitability indicator is 0.804. While the value of the product quality variable is reflected in two indicators, the first indicator is raw materials with a value of 0.778. The second indicator, quality, and appearance have a value of 0.764. As reflected in the advertising indicator, the value of the promotion variable has a value of 0.864. And for the value of the purchase decision variable has a value of 0.749. From the results of the validity and reliability tests, it was found that

the Cronbach alpha value was above 0.7 of all variables, so it can be said that this research instrument is reliable.

Table 4. Convergent Validity and Reliability Test

Item	Loading
Price Match (CR=0.804)	
The price of Pattaya corner affects me in buying the product	0.811
The affordable price will increase my desire to buy Pattaya corner	0.818
The price of Pattaya corner met my expectations	0.790
Price information can be understood clearly	0.790
The price of the Pattaya corner is under the quality of the product	0.769
The price of Pattaya corner is according to the product quantity	0.758
The price of Pattaya corner is according to the consumer's budget	0.760
The price of the Pattaya corner is according to the consumer's wishes	0.750
Raw Material (CR=0.778)	
The raw materials used can be understood by consumers	0.762
The raw materials used are fresh and safe	0.699
The raw materials used are fresh and safe	0.729
The raw materials used are excellent and hygienic	0.709
Cleanliness and Appearance (CR=0.764)	
The manufacturing process is carried out in a clean and safe manner	0.703
The place to sell is clean, comfortable, and many branches	0.716
The look of the Pattaya corner has its characteristics	0.732
Consumers can easily remember the appearance of the Pattaya corner	0.683
Promotion (CR=0.864)	
Pattaya corner often advertises its products	0.845
Pattaya corner has accounts on social media and is active	0.833
Promotions are often given in online purchases	0.802
Anyone can obtain promo prices	0.826
Purchase Decision (CR=0.749)	
I bought Pattaya corner because of a need	0.779
I am interested in buying Pattaya corner because the product is delicious and the price is affordable	0.625
I bought Pattaya corner because the product is well known and has its characteristics in the city of Salatiga	0.666
I bought the Pattaya corner because of the ease of access to purchases, both on the spot and online	0.687

Source: Data processed 2021

To prove the hypothesis that has been used, it can be tested using a regression test. A regression test was conducted to determine the effect of the independent variable on the dependent variable. The regression test uses an analytical tool, namely SPSS version 23. The results of the regression test can be seen in table 5.

Table 5. Determinant Coefficient and Adjusted R Square and Result of t-test, and F-test

	HR to KP	KLP to KP	PM to KP
Determinant Coefficient and Adjusted R			
R	0.730	0.686	0.738
R ²	0.533	0.470	0.545
Adjusted R Square	0.528	0.465	0.540
Standardized Coefficient Beta			
T	10.894	9.606	11.150
Sig.	0.000	0.000	0.000
Result of F test			
F	118.670	92.269	124.326
Sig.	0.000	0.000	0.000

Source: Data processed 2021

4.2. Discussion

The first hypothesis test results show that the R-value is 0.730, the R² value is 0.533, and the adjusted R Square value is 0.528. For the value of adjusted R square, it can be seen that 52% of the purchasing decision variables are influenced by price, while other variables affect 48%.

Price has a positive and significant effect on purchasing decisions. It can be seen that the regression test results obtained a value of 0.533 with a T count value of 10,894 and a significant value of 0.000, which is significantly less than 0.05. A value smaller than 0.05 means that the price of the Pattaya corner affects consumers in the purchasing decision-making process. It was found that in the first F test value of 118,670 with a significant deal of 0.000. These results indicate that the price variable has a significant effect on purchasing decisions. Therefore, H1 in this study is accepted. This research supports previous research that has been done by Kusumawati & Saifudin (2020).

From the results of the second hypothesis test, it was found that the R-value was 0.686, for the R² value was 0.470, and the adjusted R Square value itself was 0.465. From the importance of Adjusted R Square, it is found that 46% of purchasing decisions are influenced by product quality, while other factors influence 54%.

Product quality has a positive and significant effect on purchasing decisions. It was found that the regression test value was 0.470 with a T count value of 9.606 and a significant value of 0.000, which is smaller than 0.05. This states that if the quality of the product increases, the decision-making on the Pattaya corner product will increase. In the second F test, results obtained a value of 92,629 with a significant deal of 0.000. These results indicate that the product quality variable has a significant effect on purchasing decisions. Therefore H2 in this study is accepted. This research supports previous research that has been done by Agustin (2016).

From the results of the third test, it was found that the R-value was 0.738, the R² value was 0.545, and the adjusted R Square value was 0.540. From the adjusted R Square value, it can be seen that 54% of the purchasing decision variables are influenced by promotions, while other variables affect 46%.

The promotion has a positive and significant effect on purchasing decisions. The regression test results obtained a value of 0.545, with a T-test value of 11.150 and a significant value of 0.000, and this value is smaller than 0.05. A deal that is smaller than 0.05 means that, if promotion is increased, the level of consumer purchasing decisions for Pattaya corner products will also increase. At the same time, the F test obtained a value of 124,326 with a significant deal of 0.000. These results indicate that the promotion variable has a significant effect on purchasing decisions. Therefore H3 in this study can be accepted. This research supports previous research that has been done by Widiastuti & Widowati (2014).

5. Conclusion

From the research that has been done, the following conclusions can be drawn: 1) Price, product quality, and promotion variables have a positive and significant influence on purchasing decisions. This shows that the purchase decision of Pattaya Corner Salatiga depends on the price, product quality, and promotions provided. 2) Product quality variable does not dominantly affect the purchasing decision of Pattaya corner because it only affects 46% of purchasing decisions. This shows that product purchase decisions can be obtained with other variables. 3) The promotion variable is the variable that has the most dominant influence on the purchasing decision of Pattaya corner because it has a value of 54%.

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