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The Influence of Product Quality, Personal Sales, and Pricing on Purchase Decisions at PT Panca Niaga Jaya Lestari Kisaran

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ABSTRACT

Personal selling is a skill somebody for communicate to candidate buyer in offer something products for buyers interested for To do purchase product that. Determination price policy a business entity in set price sell from products offered PT Panca Niaga Jaya Lestari Kisaran is a private company engaged in as a food distributor light that has been operate since 2002 in the Kisaran. The research method uses a quantitative approach, the type of research used is descriptive quantitative. Data was collected by means of interviews, questionnaires and documentation studies. Analysis of the data used is multiple linear regression. Population is PT Panca consumers Niaga Jaya Lestari, totaling 88 people. Determination of the sample in the study using a saturated sample. The results showed that the quality of product, personal selling and pricing simultaneously and partially have a positive and significant effect on purchasing decisions with a coefficient of determination of 0.565 or 56.5%, while the remaining 43.5 % is influenced by other factors. The conclusion of the study is simultaneously and partially product quality, personal selling and pricing have a significant effect on purchasing decisions on products PT. Panca Niaga Jaya Lestari Kisaran

Keywords : Quality Product, Personal Selling, Designation Price, Decision Buyer.

INTRODUCTION

PT. Panca Niaga Jaya Lestari is a private company that operates as a snack food distributor that has been operating since 2002. In this case, for the last few years, it is known that the company's sales have started to decline because old consumers no longer repurchase the company's products. The first factor that influences it is product quality where the quality of the products offered by the company begins to decline both in terms of performance, product reliability and product durability. The decline in quality in terms of performance is considered that the product is less able to provide optimal performance. The durability of the product is considered bad because the product purchased is not durable. The next factor is personal selling, where the personal sales program carried out by the company is considered less effective in attracting consumers to make a purchase. Consumers are also considered rarely visited by company employees to offer their products directly, either offering the latest products or doing follow-ups. Another actor is pricing, where in this case, consumers judge that the price offered by the company for each product is high enough so that the price is not in accordance with the purchasing power of consumers.

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LITERATURE REVIEW

Product quality

Damiati, et al (2017: 184), product quality is the overall consumer evaluation of the superior performance of an item or service. Lupiyoadi (2013: 214), there are eight indicators used to assess product quality, namely as follows: *Performance*, *features*, *Reliability*, *Conformance to Specification*, *Durability*Service (*Service Ability*)

Personal Sales

Firmansyah (2020: 63), personal selling is the most effective tool in the advanced stages of the buying process, especially for building preferences, confidence, and encouraging action. Kotler and Keller (2016:673), indicators of *personal selling variables* are information, product knowledge, supporting tools consumer identification, making personal visits, and looking for presentations. According to Raharjo (2021:35), "Quality product core very important in interesting consumer for To do purchase, because reason main somebody To do purchase based on oroduct core from something product.". According to Firmansyah (2020:63), "Sale Personal is a tool which most effective on stages carry on process purchase, specifically for build preference, belief, and push action

Pricing

Tjiptono and Diana (2020: 256), price is an element of the marketing mix that is flexible, meaning that it can be changed quickly. Kotler and Armstrong (2012:278), price indicators are as follows: Price affordability, Price compatibility with product quality, Price competitiveness, and Price compatibility with benefits. According to Ramdhani, et al. (2020:36), "Price is component which takes effect direct to profit company and Becomes a score on goods or service which have role main in processing decision para buyer.

Buying decision

Firmansyah (2018:27), decision purchase is activity solving problem which conducted inindividuallyn election alternative behavior which in accordance from two alternative behavior or more and considered as action which most appropriate in buy with more formerly through stages process taking decision. Kotler and Keller (2012:154), there is four indicator of decision purchase that is: Stability on something product, custom in buy product, Buy recommendation on person else, Do purchase repeat
”

METHOD

Study conducted in PT. Panca Niaga Jaya Lestari. Time study from month April 2021 until with April 2022. Population study which will used in study this is whole customer During period 2020 which has To do purchase on PT. Panca Niaga Jaya Lestari a Sustainable with amount population as much 731 customer. On study this amount sample is as much 88 respondent and as much 30 customer will used for testing validity and reliability. Data analysis techniques used is Analysis Regression linear multiple

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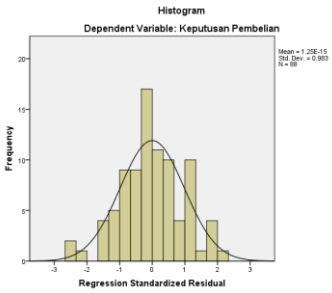
RESULTS AND DISCUSSION

Test Normality

Test normality aim for test is in model regression variable bully or residual have distribution normal. There is two methods for detecting is residual distribution normal or not, that is with analysis chart and test statistics.

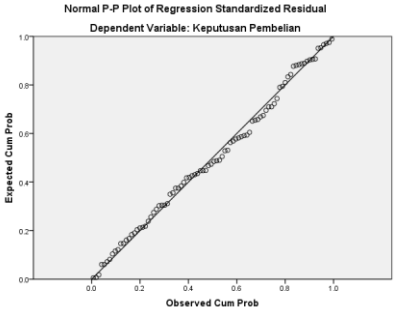
Picture 1: Normality Test



Source : Results research, 2021 (Data processed)

Based on the picture above, it can be seen that the line drawing is in the shape of a bell, neither deviating to the left nor to the right. This indicates that the data is normally distributed and meets the assumption of normality.

Picture 2 : Graphics *Normal Probability Plot of Regression*



Source : Results research, 2021 (Data processed)

Test Multicollinearity

Test multicollinearity could seen on table under this :

Result Test Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Quality product	.997	1.003
	Sale Personal	.829	1,207

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Determination Price	.827	1.209

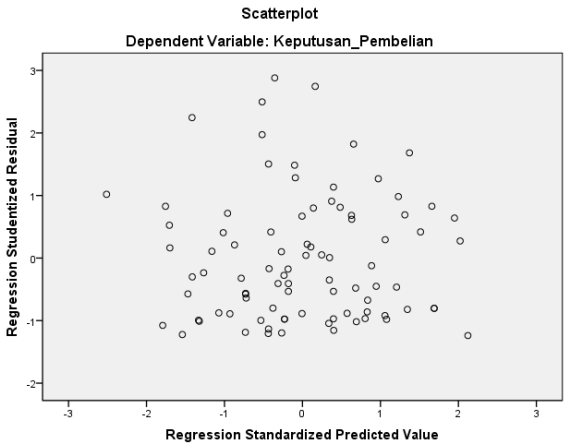
a. Dependent Variable : Decision Purchase
Source : Results Study, 2021 (Data processed)

Based on table on could is known that for every variable have score *tolerance* > 0.1 and score VIF < 10. So with thereby no found problem multicollinearity in study this.

Test Heteroscedasticity

Test heteroscedasticity there is 2 method for To do the test that is by statistics and chart. Following this testing heteroscedasticity by chart could seen on picture under this :

: Graphics *Scatterplot*



Source : Results Study, 2021 (Data processed)

Based on chart *scatterplot* which served could seen dot, dot, dot spread by random and no shape a pattern certain which clear as well as spread good on nor under number zero on axis Y. Thing this means no occur heteroscedasticity on model regression, so that model regression could worn for predict performance based on input variable independent.

Test heteroscedasticity could seen on table under this :

: Result Test Glacier

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.314	3.312		1,000	.320
	Quality Product	-.022	.073	-.032	-.296	.768
	Sale Personal	-.006	.043	-.016	-135	.893
	Determination Price	-.004	.063	-.007	-.061	.951

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	Determination Price	-.004	.063	-.007	-.061	.951

a. Dependent Variables: Decision Purchase
Source : Results Study, 2021 (Data processed)

Based on table in on could seen that level significance every variable more big from 0.05. From results calculation and level significant on so no found existence occur heteroscedasticity.

Result

Results testing analysis regression linear multiple could seen on table under as following:

: Result test Coefficient Regression multiple

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	20,193	5.345	
	Quality product	.313	.118	.188
	Sale Personal	.474	.070	.527
	Determination Price	-.455	.101	-.350

a. Dependent Variables: Decision Purchase
Source: Results Study, 2021 (Data processed)

Decision Purchase = 20,193 + 0.313 Quality product + 0.474 Sale Personal - 0.455 Determination Price + e

Based on equality on, so:

1. constant (a) = 20,193. It means if variable free that is Quality product (X1), Sale Personal (X2), and Determination Price (X 3) worth 0 so Decision Purchase (Y) is as big as 20,193.
2. If there is enhancement Quality product so will there is enhancement Decision Purchase as big as, 31.3%.
3. If existence enhancement to Sale personal then f Decision Purchase will increase as big as 47.4%.
4. If existence enhancement to Determination Price so Decision Purchase will decrease as big as 45.5%.

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Coefficient Determination (R^2)

Results testing coefficient determination could seen on the table under this:

Table 3: Coefficient Determination
Model Summary [b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 [a]	.580	.565	3.133

a. Predictors: (Constant), Determination Price, Quality Product, Sale Personal
b. Dependent Variables: Decision Purchase
Source : Results Study, 2021 (Data processed)

Based on table on so obtained score coefficient determination *Adjusted R Square* as big as 0.565. Thing this show that ability variable Quality product ($X1_{)}$, Sale Personal ($X2_{)}$, and Determination Price (X_3) explain the effect to Decision Purchase (Y) as big as 56.5%. Whereas the rest as big as 43.5% is influence from variable free other which no researched in study this like variable quality service, satisfaction, loyalty and factor other.

Test Hypothesis by Simultaneously (F-Test)

Results testing hypothesis by simultaneously could seen on table in lower this :

Testing Simultaneous
ANOVA [b]

Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	1137,341	3	379.114	38,634	.000 [a]
	Residual	824,284	84	9,813		
	Total	1961,625	87			

a. Predictors: (Constant), Determination Price, Quality Product, Sale Personal
b. Dependent Variables: Decision Purchase
Source : Results Study, 2021 (Data processed)

Based on table in on obtained that score F_{table} (3,10) and significant □ = 5% (0.05) that is F_{count} (38,634) and sig.a (0.000 [a]). Thing this indicates that results study accept H_1 and reject H_0. Comparison Among F_{count} with F_{table} could prove that by simultaneously Quality product, Sale personal, and Determination Price take effect positive and significant to Decision Purchase.

Test Hypothesis by Partial (t-test)

Results testing hypothesis by Partial could seen on table in lower this as following:

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Result Test Partial

Model		T	Sig.
1	(Constant)	3.778	.000
	Quality product	2.660	.009
	Sale Personal	6,788	.000
	Determination Price	-4,500	.000

a. Dependent Variable : Decision Purchase
Source : Results Study 2021, (Data processed)

Based on table in on, seen that :

1. Score t_{count} for variable Quality product (X_1) seen that score t_{count} (2,660) > t_{table} (1,985) with level significant 0.009 < 0.05 so that could concluded that there is influence positive which significant by Partial Among Quality product to Decision Purchase.
2. Score t_{count} for variable Sale Personal (X_2) seen that score t_{count} (6,788) > t_{table} (1,985) with level significant 0.000 < 0.05 so that could concluded that there is influence positive which significant by Partial Among Sale Personal to Decision Purchase.
3. Score t_{count} for variable Determination Price (X_3) seen that score t_{count} (4,500) > t_{table} (1,985) with level significant 0.000 < 0.05 so that could concluded that there is influence negative which significant by Partial Among Determination Price to Decision Purchase.

DISCUSSION

Influence Quality Product To Decision Purchase

There is influence positive which significant by Partial Among Quality product to Decision Purchase where Thing the could seen from score t_{count} (2,660) > t_{table} (1,985) with level significant 0.009 < 0.05 so that could concluded that there is influence positive which significant by Partial Among Quality product to Decision Purchase.

Influence Sale Personal To Decision Purchase

There is influence positive which significant by Partial Among Sale Personal to Decision Purchase where Thing the could seen from score t_{count} (6,788) > t_{table} (1,985) with level significant 0.000 < 0.05 so that could concluded that there is influence positive which significant by Partial Among Sale Personal to Decision Purchase.

Influence Determination Price To Decision Purchase

There is influence negative which significant by Partial Among Determination Price to Decision Purchase Thing the could seen from score t_{count} (4,500) > t_{table} (1,985) with level significant 0.000 < 0.05 so that could concluded that there is influence negative which significant by Partial Among Determination Price to Decision Purchase.

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Influence Quality Product, Sale personal, and Determination Price To Decision Purchase

Score F $_{table}$ (3,10) and significant □ = 5% (0.05) that is F $_{count}$ (38,634) and sig.a (0.000 ^{a}). Thing this indicates that results study accept H $_{1}$ and reject H $_{0.}$ Comparison Among F $_{count}$ with F $_{table}$ could prove that by simultaneously Quality product, Sale personal, and Determination Price take effect positive and significant to Decision Purchase. Score coefficient determination *Adjusted R Square* as big as 0.565. this f show that ability variable Quality product (X1 $_{),}$ Sale Personal (X2 $_{),}$ and Determination Price (X $_{3}$) explain the effect to Decision Purchase (Y) as big as 56.5%. Whereas as big as 43.5% is influence from variable free other which no researched in study this like variable quality service, satisfaction, etc

Conclusion

1. Score t $_{count}$ for variable Quality product (X $_{1}$) seen that score t $_{count}$ (2,660) > t $_{table}$ (1,985) with level significant 0.009 < 0.05 so that there is influence positive which significant by Partial Among Quality product to Decision Purchase.
2. Score t $_{count}$ for variable Sale Personal (X $_{2}$) seen that score t $_{count}$ (6,788) > t $_{table}$ (1,985) with level significant 0.000 < 0.05 so that there is influence positive which significant by Partial Among Sale Personal to Decision Purchase.
3. Score t $_{count}$ for variable Determination Price (X $_{3}$) seen that score t $_{count}$ (4,500) > t $_{table}$ (1,985) with level significant 0.000 < 0.05 so that there is influence negative which significant by Partial Among Determination Price to Decision Purchase.
4. Score F $_{table}$ (3,10) and significant □ = 5% (0.05) that is F $_{count}$ (38,634) and sig.a (0.000 ^{a}). Thing this indicates that results study accept H $_{1}$ and reject H $_{0.}$ So by simultaneously Quality product, Sale personal, and Determination Price take effect positive and significant to Decision Purchase.

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