

Influence Of Product Quality Price And Promotion On Customer Purchase Decision at PT. Socfin Indonesia (Socfindo)

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ABSTRACT

Researcher chooses object research at PT. SOCFIN INDONESIA (SOCFINDO), because experience problem sale in 3 years final consequence covid 19 pandemic. About theory used for support study is a theory according to experts part management related marketing with quality products, prices and promotions. The researcher use population customers as many as 91 people with sample research used for results from the validity and reliability test of as many as 30 customers at PT. Socfin Indonesia (SOCFINDO). Research results show Quality products, prices and promotions by Partial take effect significant on decision customer. simultaneous Quality Products, Prices and Promotions take effect significant on decision purchase. With score coefficient, the determination seen of Adjust R Square is 0.593 which means influence variable free (Quality products, prices and promotions) top variable bound (Purchase Decision) by 59.3% and more of 40.7% is influence from variable independent foreigners who don't researched in research this like brand, quality service etc. PT. Socfin Indonesia (SOCFINDO) is companies engaged in plantation coconut palm oil and rubber, as well as sale seeds and seeds coconut palm quality high. PT. Socfin Indonesia (SOCFINDO) was established in 1930 as a company Socfindo Medan.

Keywords : Prices, Promotions, Purchase Decision

INTRODUCTION

Decision purchase to product which in offer on PT. SOCFINDO experienced the problem, problem sales at PT. SOCFINDO always experience increase and decrease. But since 3 years final sales on PT. SOCFINDO experience increase. Quality product on PT. SOCFINDO suspected experience problem though product at PT. SOCFINDO is famous with quality product that good however products for sale once experience damage. The damage happened to PT. SOCFINDO like seeds no grow and seed eaten pests. Price which offered on PT. SOCFINDO enough compete with other companies, so that experience problem because the price offered by PT. SOCFINDO more tall from competitor 's price other. Promotion on PT. SOCFINDO experience problem special within 3 year final caused pandemic Covid 19. PT. SOCFINDO usually To do promotion with visit directly to the farmers or customer, conduct seminars and exhibitions in areas. Because of the pandemic Covid 19 PT SOCFINDO does not again To do promotion with go to the farmers or customer, seminars and exhibition in areas that.

LITERATURE REVIEW

Quality Product

According to Kotler and Armstrong (2017: 37), the quality of product is feature goods and services that contribute to its capacity for Fulfill needs customer. According to Kotler (2017:39) indicators from quality product are : Form (form), Characteristics product (features), Performance, Conformity), Durability, Reliability, Ease repairability, style, design

Price

According to Kotler (2021:103), the definition of determination limited price is cost product or service. According to Wulandari (2012:45-63) explains that there are several indicators used to measure prices as follows: Prices according to product quality, Price comparisons, Prices are affordable by consumers, Prices are in accordance with consumer expectations

Promotion

According to Buchari Alma (2020:84) Promotion is business which conducted by the communicating company with customer potential. According to Kotler and Keller (2016: 272) the dimensions of promotion including : Message promotion, Promotion media, Promotion time

Decision Purchase

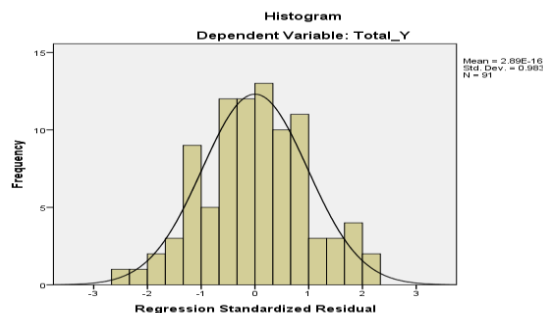
Buyer 's decision according to Kotler & Armstrong (2021:13), is a stages of the taking process decision buyer when customer truly buy. According to Sunyoto (2014:283) every decision buy have structure components namely : Decision on type product, Decision about form product, Decision about brand, Decision about sales, Decisions about method payment

METHOD

Approach study this is associative, with using primary data, namely collection data from consumer covers use questionnaire, interview, and study document. Data analysis techniques using multiple linear regression

Results and Discussion

Normality Test



Normality Test with Histogram Graph

Picture 1 above seen that the line shaped bells, no deviate to left nor to right. This thing show that the data are normally distributed and meet assumption normality.



Figure 2: Test with Probability Plots. Method

Figure 2 shows that where dot, dot, dot spread along the diagonal line then the regression model said normally distributed.

Multicollinearity Test

Table 1: Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
(Constant)	6.217	2.277			
1 Quality Product	0.151	0.070	0.192	0.569	1,757
Price	0.254	0.075	0.295	0.596	1,676
Promotion	0.501	0.083	0.464	0.757	1.321

In table 1 the VIF value for variable quality product amounted to 1,757, at the price amounted to 1,676 and on promotion amounted to 1321. Where is less of 10 and value *Tolerance* for variable quality product of 0.569, at the price of 0.569, and promotion of 0.757 that is more of 0.01. This thing show no there is symptom multicollinearity.

Heteroscedasticity Test

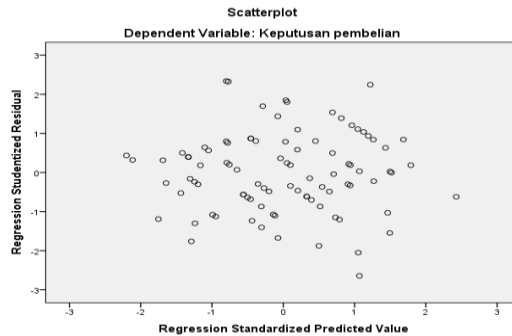


Figure 3: Testing Heteroscedasticity

In Figure 3 it is known that dot, dot, dot spread above and below number zero or around number zero and no shape pattern certain so that based on picture the no occur heteroscedasticity.

Table 2: Glejser Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.927	1.336		0.694	0.489
Quality Product	0.041	0.041	0.139	0.989	0.325
Price	0.040	0.044	0.125	0.910	0.365
Promotion	0.041	0.049	0.103	0.843	0.401

a. Dependent Variable: RES2

From table 2 we get value (*sig*) for variable quality product is of 0.325, variable price is of 0.365, and the variable promotion is of 0.401. Seen that score the significance is at above 0.05 so that the regression model this no contain heteroscedasticity.

Research Data Analysis

Table 3: Multiple Linear Regression Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.217	2.277		2,730	0.008
Quality Product	0.151	0.070	0.192	2.150	0.034
Price	0.254	0.075	0.295	3.385	0.001
Promotion	0.501	0.083	0.464	6.03	0.000

a. Dependent Variable: Purchase Decision

From table III.5 the value of equality multiple linear regression in a study is as follows:

$$\text{Purchase Decision} = 6.217 + 0.151 \text{ Quality Product} + 0.254 \text{ Price} + 0.501 \text{ Promotion}$$

Based on equality the could explained as following :

1. The constant value (a) of 6217 means if no there is variable Quality Product (X_1), Price (X_2), and Promotion (X_3), then performance worth of 6,217 units.
2. Variable Quality The product (X_1) is 0.151 which is worth positive, means every enhancement variable is 1 unit, so that value on decision purchase will increase of 0.151 units with assumption that variable quality product fixed.
3. variable (X_2) is 0.254 which is worth positive, meaning that every increase variable price is 1 unit, so that score to decision purchase increase of 0.254 units with assumption that variable price fixed.
4. Variable Promotion (X_3) of 0.501 which is worth positive, that every increase variable price is 1 unit, so that score to decision purchase will increase by 0.501 units with assumption that variable price fixed.

Coefficient Determination (R^2)

Table 4: Coefficient Determination (R Square)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.779 ^a	0.606	0.593	1,943

a. Predictors: (Constant), Promotion, Price, Quality Product

From table III.6 above obtained score *Adjusted R Square* of 0.593 which means influence variable free (X_1 , X_2 , and X_3) against variable bound (Y) of 59.3% and the rest of 40.7% is explained by the variable free which is not researched.

Test Hypothesis by Simultaneous (F-Test)

Table 5: F-Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	505.505	3	168,502	44,633	0.000 ^b
	Residual	328,451	87	3,775		
	Total	833,956	90			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Price, Quality Product

In table III.7 obtained F_{count} of 44,633 while $= 0.05$ obtained F_{table} is 2.71 and it is

known results this of $44,633 > 2.71$ and significant $0.000 < 0.05$. This thing show that variable quality products, prices and promotions by simultaneous take effect significant to decision purchase.

Test Hypothesis by Partial (t-test)

Table 6: t-test Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.217	2.277		2,730	0.008
Quality Product	0.151	0.070	0.192	2.150	0.034
Price	0.254	0.075	0.295	3.385	0.001
Promotion	0.501	0.083	0.464	6.03	0.000

a. Dependent Variable: Purchase Decision

In table III.8 obtained partial test results as follows:

1. Value of $t_{count} > t_{table}$ i.e. $2.150 > 1.987$ and also the value of significant $0.034 < 0.05$. Based on results obtained that is reject H_0 and accept H_a for variable quality product meaning by Partial quality product (X_1) effect positive and significant to decision purchase (Y) at PT. SOCFINDO.
2. Value of $t_{count} > t_{table}$ i.e. $3.385 > 1.987$ and also the value of significant $0.001 < 0.05$. Based on results obtained that is reject H_0 and accept H_a for variable price meaning by Partial price (X_2) has an effect positive and significant to decision purchase (Y) at PT. SOCFINDO.
3. $t_{value} > t_{table}$ i.e. $6.003 > 1.987$ and also the value of significant $0.000 < 0.05$. Based on the results obtained that is reject H_0 and accept H_a for variable promotion means by Partial promotion (X_3) effect positive and significant to decision purchase (Y) at PT. SOCFINDO.

CONCLUSION

Based on results research and discussion that has been explained in chapter before, so that taken conclusion as following :

1. Test results by Partial obtained results value of $t_{count} > t_{table}$ i.e. $2.150 > 1.987$ and also the value of significant $0.034 < 0.05$ which indicates that quality product (X1) effect positive and significant to decision purchase (Y) at PT. SOCFINDO
2. Test results by Partial obtained results value of $t_{count} > t_{table}$ i.e. $3.385 > 1.987$ and also the value of significant $0.001 < 0.05$ indicates price (X2) has an effect positive and significant to decision purchase (Y) at PT. SOCFINDO

3. Test results by Partial obtained results value of $t_{count} > t_{table}$ i.e. $3.385 > 1.987$ and also the value of significant $0.001 < 0.05$ indicates promotion (X3) effect positive and significant to decision purchase (Y) at PT. SOCFINDO
4. Test results by simultaneous obtained results $44,633 > 2.71$ and significant $0.000 < 0.05$ indicates that Quality Product (X1), Price (X2) and Promotion (X3) are influential and significant to the Purchase Decision (Y) at PT. SOCFINDO.

SUGGESTION

Based on conclusion before, researcher stated :

1. The research results that have been obtained researcher could utilized for study and for add outlook study especially in the field management marketing.
2. To PT/SOCFINDO still keep it up quality product and price from products that are produced, so that sale can Keep going growing.
3. For Study Programs Management Faculty of Economics, Prima Indonesia University, so that the results study this could made ingredient study in the library so that Becomes reference for researcher next.
4. For researcher next, can develop another theory because still many Another theory that can be studied with Interesting title yet once or rarely found.

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