

PRODUCT QUALITY, PROMOTION AND PRICE PERCEPTION OF PURCHASING DECISIONS (Study on Consumers of Kopi Janji Jiwa Tembalang Semarang City)

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Abstract

The consequences of product quality, promotion, and price assumption to the purchase decision in Coffee Kopi Janji Jiwatembalang Semarang. Respondents wore non-random sampling illustration methods. This illustration is wearing Purposive Sampling method, there are also criteria used are consumers or customers of the lowest age of 15 years, minimum once tasted coffee Kopi Janji Jiwa Semarang and the last had arrived at Kopi Janji Jiwa Tembalang Semarang. Methods of collecting information by wearing questionnaires and have been tested for validity and reliability. In testing product quality variables, the promotional decameter price assumption to the researcher's purchase provisions put on multiple linear regression analysis. There are also results showing if the quality of the product, promotion and price assumptions have a positive and significant influence.

Keywords: Product quality, Promotions, Price Perception, Purchase Decisions.

INTRODUCTION

Coffee shops and cafeterias are one of the most famous businesses in Semarang. One of the characteristics of the rise of cafes in every corner of Semarang. As the number of cafes grows, trade people are trying to win the competition. Therefore, coffee shop owners must be able to create in producing their products, taste drinks from other coffee shop sales, and win competition.

Industry in working on commercial services to survive, it means a lot to look at the purpose of buyers, this sticks to what business people can do to acquire customers and persuade buyers to buy our products. For those who subscribe, users always think that elements such as product quality, price considerations and promotions. However, it

must be understood that each consumer has a different attitude, because each consumer is not all about this subject can persuade him to carry out the purchase.

Only buyers who can be influenced by all the variables available can carry out purchases until the businessman can produce good policies and connection skills and master the needs of users. Product quality is very meaningful in an effort to meet the needs and willingness for real customers. Product quality has an interest in the user while dealing with a good bond with the product provider.

By Kotler and Keller, promotions are a variety of methods to inform, persuade, and assert consumers directly or indirectly about a product being sold. The next aspect that is considered in the purchase decision is

promotion, in marketing a product owned by the industry, one aspect of its success is the reason the promotional strategy is tried. Because promotion is one of the surest methods to market products to be known or known by the public.

Intense competition in the coffee shop business influences the level of sales and consumers of Janji Jiwa Tembalang Semarang which has dropped from its first opening on September 15, 2019 to March 14, 2020.

Table 1. Kopi janji jiwa Sales Data Tembalang Semarang

Month	Selling (Rp)	Increase/Decrease	Presentase
15 September – 15 October 2019	Rp. 61.127.000	- Rp. 7.248.000	0,13%
16 October – 15 November 2019	Rp. 53.879.000	- Rp. 9.220.000	0,20%
16 November – 15 December 2019	Rp. 44.659.000	- Rp. 9.397.000	0,26%
16 December 2019 – 15 January 2020	Rp. 35.262.000	- Rp. 6.653.500	0,23%
16 January – 15 February 2020	Rp. 28.608.500	- Rp. 7.371.000	0,34%
16 February – 15 March 2020	Rp. 21.237.500	Rp. 39.889.500	0,65%

Source: Kopi janji jiwa Sales Tembalang Semarang

Share Table 1. 15 September 2019 - 15 October 2019 Sales data is Rp. 61. 127. 000 because janji Jiwa Tembalang Semarang shop has just opened this subject because of the consumer's curiosity towards a very big new subject. In the following month, depreciation was established from October 16, 2019 to November 15, 2019 due to the new competitors in the area approximately 10-kilometers from the distance of Kopi Janji Jiwa Tembalang Semarang regarding it made some buyers move to a new place because of a great curiosity.

In the month 16 November 2019 – 15 December 2019 there was a slight depreciation with a difference of Rp. 177. 000, because in November and December together with the rainy period and a long time intertwined, if consumers only want to enjoy coffee can order

online Grabfood or Gofood to get attractive promos. On the date of December 16, 2019 - January 15, 2020, there is another depreciation caused in this month customers Mostly just enjoy coffee and nangkring when the silent shop is just for contemplating yourself. On January 16, 2020 – February 15, 2020 and February 16, 2020 – March 15, 2020 sales from month to month decreased because many newcomers who made curious buyers as beautiful areas just for selfie.

Intense competition in each field of business makes each industry in the competition to face an increase or depreciation in its sales. Similarly, felt by Kopi Janji Jiwa Tembalang Semarang, where at this time a lot of Coffee shop appeared in the zone approximately 10-kilometers from Tembalang. The following include:

Table 2. Coffee Shop in Area Tembalang

No.	Coffee shop
1	Anak Panah
2	Antara Kata Coffe Shop
3	Jendela Coffe Brewers
4	Kopi Benteng
5	Stove Syndicate Coffe and Waffle
6	Semasa Coffe Shop

Source: TribunTravel.com

Sourced on the table, it appears that competitors Kopi Janji Jiwa Temabalang Semarang quite a lot and sales depreciation can also be caused by the diversity of menus and the quality of menus offered by other coffee shops. From the results of previous research there are some researches that shows the research gap is in the research tried by Fatmawati, Soliha (2017) and reported that product quality variables affect positively and significantly on purchasing decisions. but in contrast to research Krisnawati and Mahmud (2017) reported that the variable quality of the product does not affect positively and significantly to the purchase decision.

For research from Vania Senggentang, Silvya L. Mandey, Sileyljeova Moniharapon (2019) and research tried by Anita Styaningrum and Asih Niati (2019) reported that the assumption of price influences positively and significantly on purchasing decisions. Promotion is an activity that the industry tries in an effort to communicate a product to consumers so that it can influence the attention of consumers to buy industrial products. Promotions are a core ingredient in marketing campaigns, consisting of a collection of incentive equipment, mostly short-term, designed to stimulate faster or larger purchases of certain products or services by consumers or trade. Sellers use incentive-type promotions to attract new tryouts, reward loyal customers, and increase the level of purchases that users don't often buy. (Kotler and Keller, 2009).

For research from Anita Styaningrum and Asih Niati (2019) as well as research tried by Vania Senggentang, Silvya L. Mandey, Sileyljeova Moniharapon (2019) reported that promotions influence positively and significantly on purchasing decisions. There are also cases contained in this research is how the influence of product quality, price assumptions and promotions on purchasing decisions.

LITERATURE REVIEW

Purchase Decision

For Kotler and Keller (2009) in fatmawati and soliha daily, said that the purchase decision is a process of solving problems consisting of analyzing or introducing needs, willingness, disbursement of data, evaluation of sources of choice on alternative purchases, purchasing needs, and attitude after purchase.

On the contrary for Private and Handoko (2000) in fatmawati and Soliha daily (2017) purchasing decision is an approach to solving problems in the activity to buy objects and services in fulfilling the will and needs consisting of the introduction of needs and wills, in seeking assessment data on alternative purchases, purchasing decisions, behavior after purchase.

For Kotler and Keller (2019: 178) the purchase decision makers have 6 sizes and 4 markers are:

- 1) Product Options:
 - a. Product excellence
 - b. Product benefits
 - c. Product selection
- 2) Brand Choice:
 - a. Interest in brands
 - b. Habits on the brand

Product Quality

For Tjiptono (2008) product quality is an interpretation of quality centered on consumers so it can be said that a seller has shared the quality if the product or service seller has fulfilled or exceeded consumer expectations.

For Tjiptono (2007), quality has many definitions and meanings, each different person wants to interpret it differently. On the contrary for Kotler (2009) in Dwitama and Stephen (2013) product quality is the totality of the characteristics of a product that effects on the skill to satisfy the stated or implied needs.

Consumer evaluation of the quality of the ingredients Kopi Janji Jiwa Tembalang Semarang cannot be measured mechanically, but can still be evaluated through the nutritional value, the level of ingredients used, the taste, and appearance of the product.

For Fiani and Japarianto (2012) have some markers that influence the quality of products, are as follows:

1. Color

The color of the beverage ingredients must be combined in such a way that it does not look pale or apparently not harmonious.

2. Appearance

Drinks must look good when served, where it is a meaningful aspect.

3. Portion

Have a standard ration in each serving of beverages.

4. Shape

The form of a drink plays a meaningful role in the energy of the eye attraction. The form of interesting beverages can be obtained through the presentation method of various beverage ingredients.

5. Temperature

Temperature is able to influence the taste of a drink, for example the sweetness of a drink will be more pronounced when the drink is still warm or cold.

6. Texture

There are many textures in drinks such as viscous, or liquid.

7. Aroma

Aroma is a reaction of the drink that will affect consumers moments before consumers enjoy the drink.

8. Taste

The taste point of the tongue is the basic knowledge skill is sweet, sour, salty, bitter. In certain dishes these 4 flavors are combined so that it becomes a unique and interesting taste to enjoy.

Promotion

Promotion needs to be tried to introduce to consumers want new products and also to assert to consumers want products that have been spread in the market. Share (Shimp, 2003: 111) promotion refers to each incentive used by manufacturers to stimulate transactions or consumers to buy something brand and urge salespeople to roughly sell it.

For (Machfoedz, 2010: 31) promotion is an activity that can communicate interesting persuasive data about the products offered, either directly or through parties that can influence purchasing decisions. On the contrary, for (Rangkuti, 2010: 50) Promotion is a sales and marketing activity in order to inform and urge the demand for products, services, and inspiration by influencing consumers to want to buy products and services from the industry.

Tjiptono (2010: 219), describes promotion as a marketing activity that seeks to disseminate data, influence, persuade or affirm the target market for the industry and its products in order to be willing to accept, buy and loyal to the products offered by the industry concerned. On the contrary for Ginting (2012: 10), promotion is the entire industry activity of manufacturers to improve the quality of their products and persuade or seduce consumers to buy their products. Share Kotler and Keller (2012: 272),

There are also promotional indicators for (Vania Senggentang, et al., 2019) among others are:

1. The frequency of promotions is the number of sales promotions tried in a time through the sales promotion media.
2. The quality of the promotion is a benchmark of how well the sales promotion is tried.
3. The quantity of promotion is the value or amount of sales promotion given by the consumer.

4. Promotion time is the length of promotion tried by the industry.
5. Accuracy or suitability of promotional targets are factors needed to achieve the desired target of the industry.

Price Perception

For Kotler and Keller (2009: 179) perception is the process of sorting, controlling, and translating data to create a reflection of the world. The assumption depends not only on the physical stimuli but also on the bond of stimuli to the plane that surrounds the state within us.

For Tjiptono (2008) the assumption of price is related to how price data is fully understood by consumers and share a deep meaning for them.

Meanwhile, according to Dinawan (2010) in the daily Dawn and Nurhadi (2015)" the price in the marketing viewpoint is something monetary or other dimensions (listed objects and other services) that are exchanged in order to obtain ownership rights or the use of objects and services.

For tjiptono (2008), the price assumption is measured by the following markers:

1. Price conformity with product quality. Consumers tend to associate prices with product quality levels.
2. Suitability of price with efficacy. Price is a statement of the value of a product. Value is the ratio or comparison between the assumption to efficacy and the costs incurred to obtain the product.
3. Competitive price. Prices are flexible, meaning they can be adjusted to lightning. Price is a very easy element and adapted to market dynamics.

Product Quality Relationships and Purchasing Decisions

Kotler (2009) if the quality of the product is a totality characteristic of a product that effects on the skill to satisfy the stated or implied needs. Quality has a direct effect by the performance of products or services.

Therefore, quality is related to value and customer satisfaction so as to improve purchasing decisions.

Based on the research results tried by Dwitama and Stephen (2013), Fatmawati and Soliha, 2017 formulated that product quality variables positively affect purchasing decisions. Until then it is stated that so that the industry to share more focus on product quality and equate with competitor products. Because it continues to be a great quality of products until consumers want to make purchasing decisions.

Based on these assumptions, this research can be concluded hypothetically:

H1: Product Quality Positively Affects Purchasing Decisions.

Promotion Relationships and Purchase Decisions

For Tjiptono (2010: 219), describing promotion is a marketing activity that seeks to disseminate data, influence, persuade or affirm the target market for the industry and its products in order to be willing to accept, buy and loyal to the products offered by the industry concerned. On the contrary for Ginting (2012: 10), promotion is the entire activity of the manufacturer industry to improve the quality of its products and persuade or seduce consumers to buy its products. for (Rangkuti, 2010: 50) Promotion is a sales and marketing activity in order to inform and urge the demand for products, services, and inspiration by influencing consumers to want to buy products and services from the industry.

Promotion is an activity that the industry tries in an effort to communicate a product to consumers so that it can influence the attention of consumers to buy industrial products. Promotions are a core ingredient in marketing campaigns, consisting of a collection of incentive equipment, mostly short-term, designed to stimulate faster or larger purchases of certain products or services by

consumers or trade. Sellers use incentive-type promotions to attract new tryouts, reward loyal customers, and increase the level of purchases that users don't often buy. (Kotler and Keller, 2009).

For research from Anita Styaningrum and Asih Niati, as well as research conducted by Vania Senggentang, Silvy L. Mandey, Sileyljeova Moniharapon, 2019, reporting that promotions positively and significantly influence purchasing decisions,

Based on the explanation above, the hypothesis proposed for this research is as follows.

H2: Promotions Have a Positive Effect on Purchase Decisions.

Price Perception Relationship and Purchasing Decisions

The pricing process plays a significant role in the marketing mix, as pricing is an element directly related to the income to be received by the industry. The assumption of price is a relative payment that consumers must spend to get the desired product or service (Priyanto, 2013). Price assumption is an aspect that influences consumers in carrying out consumer purchasing decisions on a product. (Kotler and Armstrong, 2008: 345)" price is some money that is billed for a product or service, or some of the value

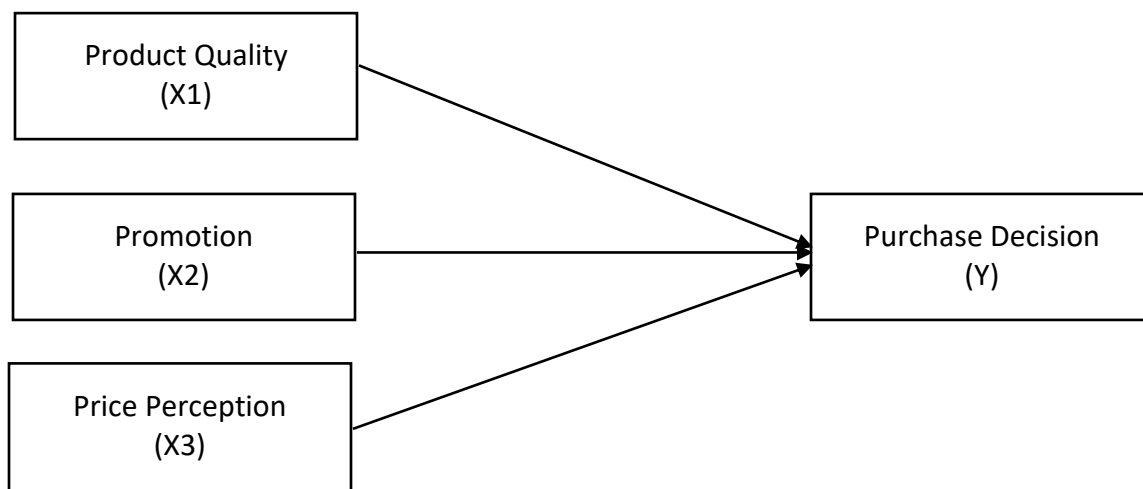
exchanged by customers to get the efficacy of owning or using a product or service". On the contrary, for (Tjiptono, 2008: 151) in order to be successful in marketing an object or service, the industry must set the cost appropriately. Price is one of the factors of the marketing mix that distributes revenue for the industry.

Price assumption has a big influence on consumer purchasing decisions, because price is an aspect that becomes the initial thought for consumers to buy a product / service by looking at the affordability of the price, consumers want to have a great feeling of interest to buy products / services offered. And also, with the determination of a good price assumption until consumers want to have thoughts to suddenly return to carry out the repurchase of products / services offered.

For research from Vania Senggentang, Silvy L. Mandey, Sileyljeova Moniharapon, as well as research conducted by Anita Styaningrum and Asih Niati, 2019, it is reported that the assumption of price influences positively and significantly on purchasing decisions, based on these assumptions and in this research can be concluded hypotheses:

H3: Price Perception Positively Affects Purchasing Decisions

Figure 1. Theoretical Frame of Mind



RESEARCH METHODS

Population and Samples

This method of taking illustrations using purposive sampling method which is the understanding is that in the collection of information on respondents using certain criteria for taking illustrations are not random as a consideration material, as well as illustrations to be taken is from consumers of coffee beverage products in Kopi Janji Jiwa Tembalang Semarang located on the Street. Banyuputih South Semarang. The illustrations in this research were tried on consumers or

customers of Kopi Janji Jiwa Tembalang Semarang with the following criteria:

1. Consumers or customers who are minimum 15 years old.
2. Consumers or customers who have had time to consume Kopi Janji Jiwa products Tembalang Semarang
3. Have visited Janji Jiwa Tembalang Semarang

Illustration in this research is a consumer buyer Kopi Janji Jiwa Tembalang fits certain criteria.

Table 3. Definitions of Concepts, Operations, and Variable Measurements

No	Name	Concept Definitions	Operasonal/Indicator
1	Purchase decision (Y)	Purchasing decisions are a problem-solving approach in the activities to buy goods and services in fulfilling the wants and needs consisting of the introduction of needs and wants, in seeking evaluation information on purchase alternatives, purchasing decisions, behavior after purchase. Private and (Handoko, 2000)	<ol style="list-style-type: none"> 1. Product selection 2. Brand selection 3. Dealer options 4. Number of purchases 5. Time of purchase 6. Payment methods <p>(Kotler and Keller, 2019)</p>
2	Quality Product (X1)	Product quality is understanding of quality centered on consumers so that it can be said that a seller has provided quality when the seller's product or service has met or exceeded the expectations of the consumer. (Tjiptono, 2008)	<ol style="list-style-type: none"> 1. Color 2. Appearance 3. Portion 4. Shape 5. Temperature 6. Texture 7. Aroma 8. Taste <p>(Fiani and Japariato, 2012)</p>
3	Promotion (X2)	(Machfoedz, 2010:31) promotion is an activity that can communicate persuasive information of interest about the products offered, either directly or through parties that may influence purchasing decisions. Whereas according to (Rangkuti, 2010:50) Promotion is a sales and	<ol style="list-style-type: none"> 1. Promotion Quantity 2. PromotionAI Frequency 3. Promotion Quality 4. Promotion Time (Vania Senggentang, et al., 2019)

		marketing activity in order to inform and encourage demand for products, services, and ideas by influencing consumers to want to buy products and services from the company.	
4	Perception Price (X3)	Price perception is related to how price information is fully understood by consumers and gives them deep meaning. Tjiptono (2008)	1. Conformity with product quality 2. Price conformity with benefits 3. Competitive price (Tjiptono, 2008)

Source: Research Journal

RESULTS AND DISCUSSION

Validity Test and Reliability Test

Validity testers in this research were tried using aspect analysis. If the value of KMO, greater than 0. 5, to the illustration in this research is quite feasible and worthy of

further analysis. Loading aspects of items has a value greater than 0.4 until it is counted as valid and worth making in further analysis. The results of KMO and Bartlett's Test between variables can be seen in the following table.

Table 4. Validity Test Results

No	Variabel	KMO Value	indicator	Matrix Components	information
1	Product Quality (X1)	0,869	color	0,402	Valid
			Appearance	0,825	Valid
			portion	0,754	Valid
			shape	0,685	Valid
			Temperature	0,705	Valid
			texture	0,721	Valid
			aroma	0,858	Valid
			taste	0,775	Valid
2	Promotion (X2)	0,687	Recognition or recognition	0,806	Valid
			Attraction name or logo	0,837	Valid
				0,803	Valid
3	Perception Price (X3)	0,631	Conformity with product quality	0,828	Valid
			Price fit with the benefit	0,874	0,874
4	Purchase decision (Y)	0,761	Competitive prices	0,718	Valid
			Product selection	0,781	Valid
			Brand Selection	0,781	Valid
			Dealer options	0,753	Valid
			Purchase amount	0,847	Valid
			Time of purchase	0,596	Valid
			Payment methods	0,783	Valid

Source: Processed data, 2020.

The results of product quality variable reliability testing, promotion and price influence on purchasing decisions have an alpha cronbach value of more than 0.60 so that

the variable Product Quality, Promotion and Price Assumption on the purchase decision is reliable.

Table 5 Reliability Test Results

Variabel	Cronbach Alpha	Reliable Standards	Information
Product Quality	0,780	0,60	Reliable
promotion	0,850	0,60	Reliable
Price Influence	0,885	0,60	Reliable
Purchase Decision	0,930	0,60	Reliable

Source: Processed data, 2020.

Coefficient of Determination

The Adjusted R Square value is 0.579. This suggests that independent variables are capable of 57, 9% Of 42% and 1%% of the remaining variable towers that were not studied in this study.

Simultaneous Test (Test F)

The F statistical test basically shows whether all independent or free variables included in the model have a mutual influence on dependent/bound variables. From the test results obtained a value of F count 46, 345 with a significance of 0.000 smaller than 0.05(p<0, 05), to this point means that the Quality of Products, Promotions and Price Assumptions together positively and significantly affect the Purchase Decision. Thus, the hypothesis of Product Quality, Promotion and Price Assumption together positively and significantly affects the Purchase Decision is accepted.

Hypothesis Test (t Test)

The t statistical test basically shows how far the influence of one explanatory variable or independently individually describes the alteration of dependent variables. If the calculated t value is greater than the table t and the significance value is less than

0.05(p<0.05), it can be concluded that the variable partially affects significantly the bound variable.

Product Quality Variable has a significance level of 0.000. From the results of the t test on the Variable Product Quality reported that the significance of the test t is smaller than 0.05 and the coefficient of regression has a positive value of 0.426. The results of the research report that the variable, "Product Quality positively and significantly affects purchasing decisions".

Brand Image Variables have a significance level of 0.000. From the results of the t test on the variable Citra Merk reported that the significance of the test t is smaller than 0.05 and the coefficient of regression has a positive value of 0.446. The results of the research report that the variable " Brand Image positively and significantly affects the Purchasing Decision".

Variable Price Assumption has a significance level of 0.000. From the results of the t test on the variable Price Assumption reported that the significance of the t test is smaller than 0.05 and the regression coefficient has a positive value of 0.540. The research results report that the variable, "Price

Assumptions positively and significantly affect purchasing decisions".

Effect of Product Quality on Purchasing Decisions

Product Quality Variables are expressed significantly with a significance value of 0.000. This subject means that product quality has a meaningful role to the decision of purchasing respondents on The Soul Promise Coffee Tembalang Semarang. This issue is supported by the assumption of respondents to the Quality of coffee products are positive value indicated by the result of regression coefficient of 0.426. Sourced on the results showed that the variable Product Quality positively affects Kopi Janji Jiwa Purchase Tembalang Semarang.

Effect of Promotion on Purchase Decision

Promoted Variables are expressed as significant with a significance value of 0.000. This subject means that the Promotion has a meaningful role to the Purchase Decision on The Soul Promise Coffee Tembalang Semarang. In the regression coefficient result of 0.330 shows that the Promotion variable positively affects the Purchase Decision. The Analysis results show that the Promotion positively affects the Purchase Decision. The influence of the Promotion may be exposed in several aspects. Aspects of recognition or recognition, aspects of the name and Promotion Strategy as well as aspects of interest from respondents. Kopi Janji Jiwa Tembalang Semarang has a good promotion in the eyes of coffee enthusiasts.

Effect of Price Perception on Purchasing Decisions

The Price Assumption Variable is expressed as significant with a significance value of 0.000. This means that the variable Price Assumption has a meaningful role to the Purchase Decision. The regression coefficient of 0.355 shows that the Variable Price Assumption positively affects the Purchase Decision.

CONCLUSION

Product Quality positively and significantly affects the Purchase Decision. Continue to be good Product Quality, until the Purchase Decision continues to grow. Promotions positively and significantly affect Purchasing Decisions. Continue to be a good Brand Image, until the Purchase Decision continues to grow. Price Assumption positively and significantly affects the Purchase Decision. It continues to be a good assumption of price, until the Purchase Decision continues to grow. 105.

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