The effect of product quality, brand image, promotion, and price on consumer purchase decisions in umkm on car-free day kab. Jember

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Abstract
Previous research is the most important thing in a research or scientific article. Previous research is useful for strengthening theories and phenomena that affect variables. This article reviews the Influence of Product Quality, Brand Image, Promotion and Price on Consumer Purchasing Decisions at UMKM Car Free Day Kab. Jember. The purpose of writing this marketing management literature review article is to build a hypothesis that can be used in further research. The results of this study are: 1) Product Quality partially does not affect consumer Purchasing Decisions; 2) Brand Image partially does not affect consumer Purchasing Decisions; 3) Promotion partially affects consumer Purchasing Decisions; 4) Price partially does not affect Consumer Purchasing Decisions; 5) Product Quality, Brand Image, Promotion and Price simultaneously affect Consumer Purchasing Decisions at UMKM Car Free Day Kab. Jember

Keywords: Product Quality, Brand Image, Promotion, Price, Consumer Purchasing Decisions

1. Pendahuluan

The growth of the economy in Indonesia, especially in East Java and in Jember, is addressed by culinary business actors as a market potential. That is also the basis for brands to expand into this area, in addition to the local business factors that are also emerging. The culinary business in Indonesia is a business that never dies as long as people still need food and the many culinary delights in Indonesia make the culinary business competition increasingly tight. With this phenomenon, MSMEs must be better at implementing their management strategies. Marketing is a method or approach used to capture or attract consumers in all aspects, not only oriented toward vital objects needed by consumers (products) but also considering aspects related to meeting consumer needs. Marketing Mix commonly called the marketing mix is the core of the system, especially in marketing management strategies. The increasing and rapid development in the business world, of course, triggers producers or MSMEs to try to meet these needs, so that there is tight competition between MSMEs in various fields such as the culinary field. The marketing mix is a consideration for consumer actions in buying a product. This is more due to product quality factors, brand image, promotion and price that are directly felt or observed by end consumers and distribution channels that will provide positive value to the products that have been determined by MSMEs.

In MSMEs engaged in the service sector, other elements can be controlled and coordinated for communication purposes and consumer satisfaction. As in the current era, there are so many culinary businesses emerging. Purchasing decisions are consumer decisions regarding preferences for brands in a collection of choices (Kotler and Keller, 2017). Another definition, purchasing decisions are buyers' decisions about which brands to buy (Kotler and Keller, 2017).

The world of marketing is currently in a condition of increasingly tight competition with various products offered in the market that have diverse qualities and innovations. MSMEs also have high competitiveness, MSMEs are required to continue to exist to survive in their business. The culinary business is currently booming, offering a variety of foods with various innovations that can win the hearts of consumers and are undoubtedly able to compete in the market, because the majority of Indonesian people are culinary food fans.

Consumers are faced with a variety of product choices and from various consumer satisfaction has become a central concept in marketing theory and practice, consumer satisfaction is a person's feeling of pleasure and disappointment that arises after comparing the expected results (performance) (Kotler and Keller, 2017). Consumer satisfaction is the level of a person's feelings after comparing reality and expectations, a consumer if satisfied with the value given by a product or service is very likely to become a consumer for a long time or is often referred to as a loyal consumer.

According to (Kotler and Keller 2017) product quality is a product characteristic that depends on its ability to satisfy consumer needs that are stated or implemented. Improving product quality is very important, thus the product is very important, thus MSME products need to pay more attention to product quality because this is a very important factor about consumer satisfaction. If MSMEs have strengthened their products, a positive brand image will be created that sticks in the minds of consumers.

Brand image according to (Kotler and Keller 2017) is a vision and belief that is embedded in the minds of consumers, as a reflection of associations that are retained in the memory of consumers. Brand image greatly influences buyer satisfaction for a consumer because of the values contained in each brand, these have different values in the eyes of one consumer and another. Usually, consumers view a brand as an important part of a product, and consumers in obtaining satisfaction react to the attributes of the product used including taste, packaging, and price.

Price is one of the important variables in marketing, where price can influence customers in making decisions to buy a product, for various reasons (Ghozali, 2021), price is a monetary value determined by MSMEs in return for goods or services traded and something else held by a company to satisfy customer desires. Promotion is communicating information between sellers and potential buyers or others to influence attitudes and behavior (Cannon et al., 2008). Promotion is a marketing activity that seeks to disseminate information, influence, or remind the target market of MSMEs and their products so that they are willing to accept, buy, and be loyal to the products offered by the MSMEs concerned.

Indonesian MSMEs are in great demand by consumers. Their products vary such as iced tea, iced orange, vegetable salad, geek chicken, crispy chicken, fried rice, accessories, fish, clothing, cellphone accessories, and many more. Jember City is one of the cities that has very rapid business development. In various corners of the city, many kinds of food are offered and emerging from restaurants to food stalls and other businesses in the fashion and electronics sectors. One of the attractions for researchers is the MSME Car Free Day of Jember Regency. MSME Car Free Day of Jember Regency is one of the biggest agendas initiated by the Regent of Jember to advance MSMEs in Jember Regency. In addition, it can also reduce air pollution caused by motor vehicles. Most of the MSMEs that have penetrated the Jember Regency market come from sub-districts around the city. It is recorded that several MSMEs come from Ambulu, Balung, Patrang, Sumbersari, etc. who have opened outlets in Indonesia. The high public interest in this fast food is also seen in the emergence of similar outlets that imitate the MSME Car Free Day Kab. Jember. In today's era, the culinary business offered is increasing and the competition is getting tighter, which also offers similar products with guarantees that are not inferior to the MSME Car Free Day Kab. Jember. In conditions like this, it encourages MSME Car Free Day Kab. Jember to continue to strengthen the quality of its products and brand image to achieve the highest position in the hearts of consumers.

Presenting product quality and building a good brand image will encourage consumers to buy, thereby creating satisfaction in the minds of consumers, which will then build a sense of loyalty to repurchase products from the MSME Car Free Day Kab. Jember, based on the description above, the researcher is interested in researching "The Influence of Product Quality, Brand Image, Promotion and Price on Consumer Purchasing Decisions at UMKM Car Free Day, Jember Regency".
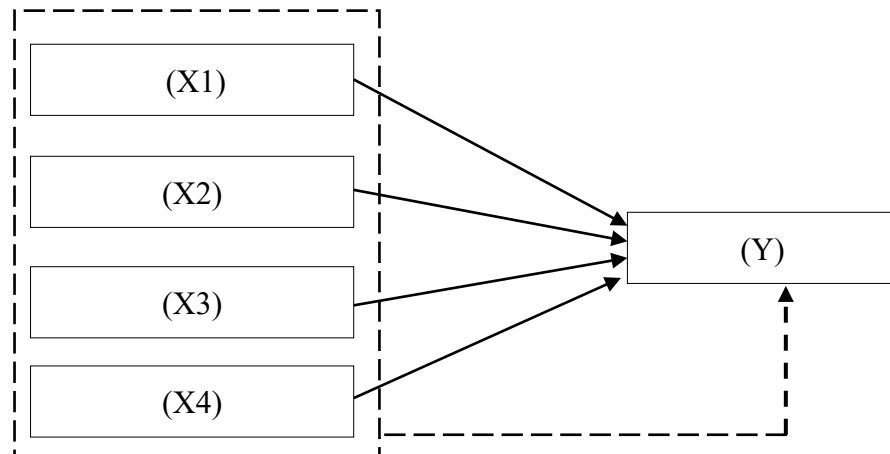
Figure 1. *Conseptual Framework*

Description:
X1 : Product quality
X2 : Brand image
X3 : Promotion
X4 : Price
Y : Purchase decision

2. Metode

This study uses a quantitative approach, namely to determine the effect of independent variables on dependent variables. The population of this study is all consumers who participating in car-free days in Jember Regency and who are directly involved in transactions. The sample in this study is customers who meet the requirements using the purposive sampling method.

Samples as indicated by (Arfan Ikhsan and Misri, 2012), are very important for the number and quality that are driven by the population and carefully selected from the population. In this audit, respondents were registered using the non-probability sampling test method, where not everyone reviewed for the population had the same opportunity to be selected as a test person. The non-probability sampling test technique used in this review is purposive sampling, which is a sample determination system with certain reflections (Sugiyono 2022). Regarding the (purposive) research model, it is based on the considerations that will be explained below:

1. Respondents who have purchased no less than twice.

2. Respondents aged approximately 15 years because they are considered to have started to have their own opinions, accepting that at that age respondents already understand, and can react. And can determine choices in completing the individual's own answers. Questions on the questionnaire were given.

Sugiyono's view (2022), provides sug   gestions on sample size for research if the research is conducted analysis with multivariate (correlation or multiple regression for example), then the number of sample members is at least 10 times the number of variables studied. For example, there are 5 research variables (independent + dependent), then the number of sample members = 10 x 5 = 50, in this study there are 5 variables, then the number of sample members is = 10 x 5 = 50.

Instrument Test

The validity test can be seen from the significance value by comparing the calculated r value with the r table for degree of freedom (df) = n − 2, in this case n is the number of samples. Meanwhile, to find out whether the score for each question item is valid or not (Ghozali 2021), the following statistical criteria are set:

If r count > r table and is positive, then the variable is valid.

If r count < r table and is negative, then the variable is invalid.

Ghozali (2013) Measuring reliability can be done in two ways, namely if the alpha value > 0.7 means sufficient reliability, while if alpha > 0.80 this suggests all items are reliable and all tests are internally consistent because they have high reliability. strong. Or, there are also those who interpret it as follows:

a. If alpha > 0.90 then reliability is perfect

b. If alpha is between 0.70 − 0.90 then reliability is high

c. If alpha is between 0.50 – 0.70 then reliability is moderate
d. if alpha <0.50 then reliability is low

Data Analysis Tools

The multiple linear regression analysis model in this research is to find out how much influence the independent variables, namely purchasing decisions (X1), product quality (X2), and service quality (X3) have on consumer satisfaction (Y) on the Shopee application marketplace in Jember Regency, then multiple liner regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_nX_n + e$$

Information:
Y   = Purchase decision
X_1 = product quality
X_2 = brand image
X_3 = promotion
X_3 = price
n   = Variable to-n
a   = Constant
$b_1..b_3$ = Koefisien regresi X_1, X_2, X_3
e   = Nuisance variable

Coefficient of Determination R^2

The coefficient of determination R^2 is used to measure the ability of all independent variables to explain the variance of the dependent variable. The value of the coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2021).

Hypothesis testing

Hypothesis testing is to establish a basis so that you can collect evidence in the form of data in determining whether to reject or accept the truth of the statement or assumption that has been made. Hypothesis testing can also provide confidence in making objective decisions. The hypothesis is divided into two, namely the Ho hypothesis (there is no relationship between research variables x and y) and Ha (there is a relationship between research variables x and y).

Simultaneous Test

According to (Ghozali 2021) the F statistical test basically shows whether all the independent variables included in the model have a joint influence on the dependent variable
e. If F count > F table then H1 is rejected and H0 is accepted.
f. If F count < F table then H1 is accepted and H0 is rejected.

Partial Test

According to Imam (Ghozali, 2021) the t statistical test basically shows how much influence an independent variable individually has in explaining the dependent variable. The basis for decision making in this test is as follows (Ghozali, 2021):
g. If the significance probability number is > 0.5 then H0 is accepted and H1 is rejected.
h. If the significance probability number is <0.5 then H0 is rejected and H1 is accepted.

3. Hasil dan Pembahasan

To determine the influence between the dependent variable (Y) and the independent variable (X), Sugiyono's formula (2012) is used. The results of the multiple linear regression analysis are as follows:

Table 1. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient	Sig.
Constant	2.191	-
product quality (X_1)	0,055	0,512
brand image (X_2)	0,077	0,509
promotion (X_3)	0,270	0,002
price (X_4)	0,157	0,062

Source: primary data processed in (2024)

Based on the table above, a multiple linear regression equation model can be created as follows:
Y = 2.191+ 0,055X1 + 0,077X2 + 0,270X3 + 0,157X4

a. rom the equation above, a constant value of 2.191 is obtained, which means that if the value of the beta variables, namely Product Quality (X_1), Brand Image (X_2), Promotion (X_3), and Price (X_4) are assumed to be constant, then the Purchase Decision (Y) for MSME products on Car Free Day, Jember Regency is perceived as positive or good.
b. The coefficient value of the Product Quality variable is positive at 0.055, which means that if the Product Quality variable increases, the Consumer Purchasing Decision variable of MSMEs on Car Free Day, Jember Regency will increase or vice versa.
c. The coefficient value of the Brand Image variable is positive at 0.077, which means that if the Brand Image variable increases, the Consumer Purchasing Decision variable of MSMEs on Car Free Day, Jember Regency will increase or vice versa.
d. The coefficient value of the Promotion variable is positive at 0.270, which means that if the Promotion variable increases, the Consumer Purchasing Decision variable of MSMEs on Car Free Day, Jember Regency will increase or vice versa.
e. The coefficient value of the Price variable is positive at 0.157, which means that if the Price variable increases, the Consumer Purchasing Decision variable of MSMEs on Car Free Day, Jember Regency will increase or vice versa.

Coefficient of Determination R^2

Coefficient of Determination (R^2) o measure how big or percentage the contribution of the independent variables purchasing decisions (X_1), Product Quality (X_2), dan Service Quality (X_3) to Consumer Satisfaction as the dependent variable.

Table 2. Results of Determination Test Analysis
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,547[a]	,299	,237	,951

a. Predictors: (Constant), product quality, brand image, promotion, price
b. Dependent Variable: Purchase decision
Source: primary data processed in (2024)

Based on table 2, Shows the value of R = 0.547 and the coefficient of determination (Adjusted R Square) of 0.237. This shows that Product (X_1), Brand Image (X_2), Promotion (X_3), and Price (X_4) contribute 23.7% to the Purchase Decision (Y), while the remaining 100% - 23.7% = 76.3% is explained by other variables not examined in the study.

Simultaneous Test
The F test is used to test whether the independent variable simultaneously influences the dependent variable.

Table 3. F Test Analysis Results

	ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1. Regression	17,380	4	4,345	4,804	,003b
Residual	40,700	45	,904		
Total	58,080	49			

a. Dependent Variable: Purchase decision
b. Predictors: (Constant), product quality, brand image, promotion, price
Source: Primary data processed in (2024)

Based on statistical testing using the F test method, where the level of significance obtained is 0.03 < 0.05, it can be concluded that simultaneously Product (X1), Brand Image (X2), Promotion (X3), and Price (X4) have a significant effect on purchasing compliance in Jember Regency.

Partial Test

The t test is used to determine whether the independent variables purchasing decisions (X_1), Product Quality (X_2), and Service Quality (X_3) have a partial (individual) effect on the dependent variable (Consumer Satisfaction). H0 states that there is no influence between the independent variable and the dependent variable and Ha states that there is an influence.

Table 4. Results of t test analysis

Model	Coefficients[a]			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2,191	3,312		,661	,512
product quality	,055	,083	,087	,666	,509
brand image	,077	,103	,100	,744	,461
promotion	,270	,083	,433	3,239	,002
price	,157	,082	,251	1,912	,062
a. Dependent Variable: Purchase decision					

Source; Primary data processed in (2024)

1. The results of the multiple regression analysis of the t-test, show that the t_count on the Product Quality variable (X1) is 0.666 and the t_table is 2.014. This shows that the t_count 0.666 < t_table 2.014 and Sig 0.509 > 0.05, then H0 is accepted and Ha is rejected, meaning that partially the Product Quality variable does not affect the Purchasing Decision of MSME consumers on Car Free Day, Jember Regency.
2. The results of the multiple regression analysis of the t-test, show that the t_count on the Product Quality variable (X2) is 0.744 and the t_table is 2.014. This shows that the t_count 0.744 < t_table 2.014 and Sig 0.461 > 0.05, then H0 is accepted and Ha is rejected, meaning that partially the Brand Image variable does not affect the Purchasing Decision of MSME consumers on Car Free Day, Jember Regency.
3. The results of the multiple regression analysis of the t-test, show that the t_count on the Promotion variable (X3) is 3.239 and the t_table is 2.014. This shows that the t_count 3.239> t_table 2.014 and Sig 0.00 <0.05, then H0 is rejected and Ha is accepted, meaning that the Promotion variable partially influences the Purchasing Decision of MSME consumers on Car Free Day, Jember Regency.
4. The results of the multiple regression analysis of the t-test, show that the t_count on the Price variable (X4) is 1.912 and the t_table is 2.014. This shows that the t_count 1.912 < t_table 2.014 and Sig 0.062 > 0.05, then H0 is accepted and Ha is rejected, meaning that partially the Price variable does not affect the Purchasing Decision of MSME consumers on Car Free Day, Jember Regency.

4. Kesimpulan

1. Product quality partially does not affect the purchasing decisions of MSME consumers on Car Free Day, Jember Regency.
2. Brand image partially does not affect the purchasing decisions of MSME consumers on Car Free Day, Jember Regency.
3. Promotion partially affects the purchasing decisions of MSME consumers on Car Free Day, Jember Regency.
4. Price partially does not affect the purchasing decisions of MSME consumers on Car Free Day, Jember Regency.
5. Product quality, brand image, promotion, and price simultaneously affect the purchasing decisions of MSME consumers on Car Free Day, Jember Regency.

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