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THE INFLUENCE OF PROMOTION, PRICE, BRAND IMAGE, PRODUCT QUALITY, AND SERVICE QUALITY ON BAGS PURCHASE DECISIONS ON ELIZABETH JEMBER

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ABSTRACT

This study aims to determine the influence of Promotion, Price, Brand Image, Product Quality, and Service Quality on the Purchase Decisions of Elizabeth Bags in Jember. The data for this study were obtained from the distribution of questionnaires to the research objects using Purposive Sampling technique. This type of research is quantitative. The respondents in this study were consumers of Elizabeth Bags in Jember who had purchased bags at least twice, with a total of 60 respondents. Data analysis in this study used Validity Test, Reliability Test, Normality Test, Multicollinearity Test, Heteroscedasticity Test, Multiple Linear Regression Analysis, Coefficient of Determination (R^2) Test, t-test, and F-test. The results of this study indicate that the promotion variable has a significant influence on purchasing decisions, the price variable does not have a significant influence on purchasing decisions, the brand image variable does not have a significant influence on purchasing decisions, the product quality variable has a significant influence on purchasing decisions, and the service quality variable has a significant influence on purchasing decisions.

Keywords: promotion, price, brand image, product quality, service quality, purchasing decisions.

1. INTRODUCTION

The development of the retail business in Indonesia has led to tighter competition in the marketing sector. This phenomenon affects many industries, one of which is fashion retail. One of the retail stores in Indonesia called Elizabeth has a branch in Jember. Elizabeth bag products are one that many people are interested in. Elizabeth offers modern, quality, affordable bag products, friendly service and well-known brands. One fashion item that functions to support your appearance is a bag. Many bag brands compete to attract customers. Bags are used by people of all ages. Apart from storing things, bags also function to support your appearance. Choosing a fashion product like this bag is not easy. Apart from the perceived comfort, the design must also follow the times. Just like clothes, wearing a bag that always follows fashion trends can improve the wearer's appearance.

Competition is so tight that Elizabeth Jember continues to develop the quality of her business in order to win the competition and be able to beat her competitors in the future. One way to do this is by providing friendly service, winning the hearts of consumers and trying to satisfy consumers about the bag products being sold so that consumers decide to buy the bags being sold. Consumers will make comparisons between what they are given and what they get. Several factors that influence consumer purchasing decisions include promotional variables, price, brand image, product quality and service quality. This factor influences the survival of companies such as Elizabeth Jember because it is related to purchasing decisions made by consumers.

2. RESEARCH OBJECTIVES

a. To determine and analyze the partial influence of promotion, price, brand image, product quality and service quality on bag purchasing decisions.
b. To determine and analyze the influence of promotion, price, brand image, product quality and service quality simultaneously on bag purchasing decisions.

3. PREVIOUS RESEARCH

a. Dimas Wirandani Putra, Mas Oetarjo (2023). This research aims to determine the influence of brand image, brand trust and promotion simultaneously on purchasing decisions at bag and suitcase shops (INTAKO). Based on the research results, it shows that brand image, brand trust, and promotion simultaneously have a positive influence on purchasing decisions. Thus, it can be stated that every increase in brand image, brand trust and promotion variables together will influence purchasing decisions.

b. Yoga Reffy Ferdiansyah, Lilik Indayani (2023). This research aims to determine the influence of product quality, price and promotion on purchasing decisions for women's bags at Flicka Bag's stores. The results of this research prove that product quality influences the decision to purchase women's bags at the Flicka Bag's store. Price influences the decision to purchase women's bags at the Flicka Bag's store. Promotions influence the decision to purchase women's bags at Flicka Bag's stores. Thus, it can be concluded that the variables of product quality, price and promotion simultaneously influence purchasing decisions on women's bags at the Flicka Bag's store.

c. Ary Susana Dewi, Elwisam (2021). This study investigates how brand image, product quality, and promotions impact Epson projector purchasing decisions. The results of this research show that the variables of brand image, product quality and promotion have a positive and significant effect on purchasing decisions for Epson projector products. Brand image, product quality, and promotion are the variables that provide the most significant contribution to purchasing decisions.

4. THEORITICAL REVIEW

- Marketing Management. Kotler and Keller (2009) say marketing management is the process of planning and implementing thinking and setting prices, promotions, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. This definition recognizes that marketing management is a process that includes analysis, planning, implementation, and control of goods, services, and ideas that depend on exchange for a specific purpose.

- Promotion. According to Kotler and Keller (2016) promotion is an activity that communicates the benefits of a product and persuades the target market to buy it. Promotion is important to highlight the strength of the product, create an image, build consumer awareness and understanding. According to Tjiptono, the aim of promotion is to make people accept, buy and also be loyal to the products offered by the company.

- Price. According to Kotler and Armstrong (2018) price is the amount of money charged for a good or service or the amount of money exchanged by consumers for the benefits of having purchased or used the product or service. Price has an important role in the company to support the implementation of marketing strategies. According to Dharmmesta and Irawan (2015), the factors that influence prices are: economic conditions, supply and demand, elasticity of demand, competition and costs.

- Brand Image. According to Kotler and Armstrong (2018) Brand Image is a collection of consumer beliefs regarding various brands. A product can give birth to a brand if the product, according to consumers' perception, has functional advantages (functional brand), creates associations and images that consumers want and evokes certain experiences when consumers interact with it (experiential brand). Brand image is a consumer's understanding of a brand as a whole which is not solely determined by how to give a good name to a product so that it can become a memory for consumers in forming a perception of a product.

- Product Quality. According to Kotler and Armstrong (2018) product quality is a characteristic of a product or service that depends on its ability to meet customer needs, whether stated directly or implied.

- Quality of Service. According to Kasmir (2017) service quality is the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. This service quality is also a marketing component that is difficult for competitors to imitate. Because the real thing can only be felt by customers, and customers who have experienced the best quality service from a company will have special expectations that are not necessarily provided by other brands.

- Purchasing Decisions. According to Kotler (2011) purchasing decisions are the actions of consumers whether they want to buy or not a product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are already known to the public.

5. HYPOTHESIS

- H1: It is suspected that promotion (X1) has a partial effect on Elizabeth Jember's decision to purchase (Y) bags.

- H2: It is suspected that price (X2) partially influences Elizabeth Jember's decision to purchase (Y) bags.

- H3: It is suspected that brand image (X3) partially influences Elizabeth Jember's decision to purchase (Y) bags

- H4: It is suspected that product quality (X4) partially influences Elizabeth Jember's decision to purchase (Y) bags

- H5: It is suspected that service quality (X5) partially influences Elizabeth Jember's decision to purchase (Y) bags

- H6: It is suspected that together promotion, price, brand image, product quality and service quality have a significant influence on Elizabeth Jember's decision to purchase bags.

6. DESCRIPTION OF RESEARCH OBJECTS

Elizabeth, one of the well-known local fashion brands in Indonesia, has a branch office in Jember. He is located at Kampung Tengah, Kepatihan, Kaliwates District, Jember Regency, East Java, 6831, on Jalan Jendral Ahmad Yani VI No. 49. Apart from bags, Elizabeth Jember also sells wallets, accessories and clothing. and clothes. Elizabeth Jember offers a variety of attractive and high quality products.

7. METHOD OF COLLECTING DATA

- Observation. Data collection techniques are used to directly observe a particular object with the aim of obtaining a certain amount of data and information related to that object.

- Interview. The data collection technique is through an oral question and answer process which takes place face to face.

- Questionnaire. The data collection technique is by providing a number of questions or written statements. Questionnaires were given to respondents to get answers to the questions studied

- Literature Study. Data collection techniques through reading written sources such as books, previous research, papers, articles, reports and magazines related to research.

8. INSTRUMENT TEST RESULTS

- Validity Test Results: all variables are valid

- Reliability Test Results: all variables are reliable

- Normality Test Results: variables have a normal distribution

- Multicollinearity Test: variables do not have multicollinearity

- Heteroscedasticity Test: All points are spread evenly

9. MULTIPLE LINEAR REGRESSION ANALYSIS.

From the results of the SPSS analysis, it is obtained : $Y = 1,795 + 0,263X_1 - 0,055X_2 + 0,067X_3 + 0,203X_4 + 0,392X_5$

a. Constant Value. The constant value (a) has a positive value, meaning that Promotion, Price, Brand Image, Product Quality and Service Quality increase Purchasing Decisions (Y). So the decision to purchase bags at Elizabeth Jember increases.

b. Promotion (X1). The regression coefficient for the Promotion variable (X1) obtained a positive value, meaning that if the promotion gets better assuming other variables are constant, then this can increase the Purchasing Decision (Y) of bags in Elizabeth Jember.

c. Price (X2). The regression coefficient for the Price variable (X2) obtained a negative value, meaning that if the price decreases with the assumption of a constant variable, then every increase in the Price variable will reduce the Purchasing Decision (Y) of bags in Elizabeth Jember.

d. Brand Image (X3). The regression coefficient for the Brand Image variable (X3) obtained a positive value, meaning that if the Brand Image gets better assuming a constant variable, then this can increase the Purchasing Decision (Y) of bags in Elizabeth Jember.

e. Product Quality (X4). The regression coefficient for the Product Quality variable (X4) obtained a positive value, meaning that if the Product Quality gets better assuming the variable is constant, then this can increase the Purchasing Decision (Y) of bags in Elizabeth Jember.

f. Service Quality (X5). The regression coefficient for the Service Quality variable (X5) obtained a positive value, meaning that if the Service Quality increases assuming the variable is constant, then this can increase the Purchasing Decision (Y) of bags in Elizabeth Jember.

10. ANALYSIS OF THE COEFFICIENT OF DETERMINATION

The Adjusted R Square coefficient value () is 0.879. This shows that the variation in purchasing decisions can be explained by 87.9% by the independent variables promotion, price, brand image, product quality and service quality, the remaining 12.1%, variation in purchasing decisions is explained by other variables

11. HYPOTHESIS TESTING

a. Promotion Variable (X1) on Purchasing Decision Variable (Y). The hypothesis which states that promotions have a partial effect on purchasing decisions is accepted because the significance value of the promotion variable (X1) is 0.000, which is smaller than 0.05 and the calculated t value of 4.683 is greater than the t table of 2.00488.

b. Price variable (X2) on purchasing decision variable (Y). The hypothesis which states that price has a partial influence on purchasing decisions is not accepted because the significance value of the price variable (X2) is 0.472 which is greater than 0.05 and the calculated t value of -0.724 is smaller than the t table of 2.00488

c.Brand Image Variable (X3) on Purchasing Decision Variable (Y). The hypothesis stating that brand image has a partial influence on purchasing decisions is not accepted because the significance value of the brand image variable (X3) is 0.443 which is greater than 0.05 and the calculated t value of 0.773 is smaller than the t table of 2.00488.

d. Product Quality Variable (X4) on Purchasing Decision Variable (Y). The hypothesis states that product quality has a partial influence on purchasing decisions. It is accepted because the significance value of the product quality variable (X4) is 0.015, which is smaller than 0.05 and the calculated t value of 2.518 is greater than the t table of 2.00488.

e. Service Quality Variable (X5) on Purchasing Decision Variable (Y). The hypothesis stating that service quality has a partial influence on purchasing decisions is accepted because the significance value of the service quality variable (X5) is 0.000, which is smaller than 0.05 and the calculated t value of 6.187 is greater than the t table of 2.00488.

f. The results of the calculated F analysis are greater than the F table of 86,871, greater than 2.38. The significance value of 0.000 is smaller than 0.05, so Ha is accepted. This means that the independent variables Promotion, Price, Brand Image, Product Quality and Service Quality simultaneously have a positive and significant effect on the dependent variable Purchase Decision.

12. CONCLUSION

Based on the analysis, the following conclusions can be drawn:

a. Promotion variables (X1), product quality (X4), service quality (X5) have a significant effect, while price variables (X2) and brand image variables (X3) do not have a significant effect on the Purchasing Decision variable (Y) for bags in Elizabeth Jember.

b. Promotion variables (X1), Price (X2), Brand Image (X3), Product Quality (X4) and Service Quality (X5) have a significant influence on the Purchasing Decision (Y) of bags in Elizabeth Jember.

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