

The Influence Of Product Quality, Price, And Promotion And Their Relationship To Consumer Decisions In Buying Queen Accessories Products In The City Of Surakarta

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Abstract

This study aims to determine: (1) The effect of quality on consumer decisions in purchasing queen accessories products in the city of Surakarta, (2) To determine the effect of price on consumer decisions in buying queen accessories products in the city of Surakarta, (3) To determine the effect of promotion on consumer decisions in buying queen accessories products in the city of Surakarta, and lastly, (4) To find out whether the three variables together influence consumer decisions in buying queen accessories products in the city of Surakarta.

The method used in this research is a survey method by distributing questionnaires. The technique used is purposive sampling. Samples taken as many as 100 respondent. The data analysis used was multiple linear regression analysis using the SPSS version 22 application.

This study (1) partially product quality has a positive and significant influence on buying decisions with a Beta value of 27%. (2) partially the price of the product has a positive and significant influence on buying decisions with a Beta value of 25%. (3) partially promotion has a positive and significant influence on buying decisions with a Beta value of 31%. (4) simultaneously quality, price, and promotion have a positive and significant effect on purchasing decisions, with an F value of 2.70 and Sig. 0.000, so that $34.508 > 2.70$ is obtained and the value of Sig. $0.000 < 0.05$.

Keywords: Quality, Price, Promotion, Buyer's Decision

Introduction

The marketing industry has always been in competition with other industries. Creating and retaining customers is one of the goals that marketers must do in order to succeed in this environment. In the event that these objectives are met, the business will need to work to provide the kind of goods and services that customers desire—that is, high-quality products at reasonable costs with frequent promotions in different locations. Every business that aims to satisfy the requirements and wants of customers—whose behavior is highly dependent on the business—must be able to comprehend how to remain in business (Tjiptono, 2008). Among these is the well-known Queen Accessories store, which has numerous locations around Central Java, particularly in Surakarta City. The Queen Accessories business sells a variety of accessories, including necklaces, rings, earrings, hijab knickknacks, and other decorative items. These days, Queen Accessories retailers face competition from a wide range of accessory stores, particularly in this technologically advanced period. The distinction is that, in order to be competitive with other accessory stores, retailers must now focus on meeting customer demands by

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selecting high-quality products at reasonable rates and actively promoting the things they trade.

In terms of manufacturing quality, or the capacity of products and services to satisfy the demands of the client. Quality can be defined in many different ways, but some of its characteristics include performance, features, durability, compliance, aesthetics, safety, and perception (Heizer and Render, 2015). In their study, Kristian and Widyanti (2016) employed a variety of quality indicators, such as product performance, features, dependability, durability, aesthetics, brand image, and fuel efficiency. One benefit in this rivalry is the caliber of goods that can satisfy customer needs. If it is not in conformity with consumer preferences, the product will be rejected. The merchandise quality at the Queen Accessories shop is questionable, because most of the products are made of glass, they break or break easily; also, sales are low, therefore many items, such as shoes and bags, are moldy. Consumers usually expect the things they buy to satisfy high quality standards. To do so, the corporation must first understand the aspirations of its customers in order to create products that match those expectations. The company must provide high-quality products in order to grow successfully. It is not enough to only consider quality; consumers must also consider price.

Price is the most important element in buying and selling goods and services. Because prices affect activities within the company that serves to create advantages for the company. Price is one of the marketing variables that company management needs to pay attention to, because price will directly affect the volume of sales and profits achieved by the company. According to Tjiptono (2012), Price is a monetary unit or other measure (including other goods and services) that is exchanged in order to obtain ownership rights or use of an item or service. So consumers can compare prices very quickly and widely. At the Queen Accessories store, most of the prices for goods for the lower middle class are relatively expensive, considering the quality and price offered, they are quite expensive. If the specified price is unaffordable or expensive, consumers will not buy the product, especially if the quality does not match the price offered. Quality and price must be mutually sustainable because consumers will compare these two factors and coupled with the incessant promotions.

Using promotional indicators, such as the distinctiveness of promotional activities, appealing promotional features, and provocative promotions, is recommended by Meiliani and Augusty (2015). Entrepreneurs utilize promotion, which is information or communication, to introduce and promote products to consumers. This is done with the goal of encouraging consumers to make a purchase, hence increasing sales results for the company. Special promotions are one of the things that might persuade customers to buy products, especially those that make use of creative media. Customers may be encouraged to make additional purchases if they are happy with the goods they have purchased, which will transform them into loyal customers. Customers would not be interested in purchasing the product if there are no promotions or if there are few promotions. There is not any social media promotion at Queen Accessories. Every day product uploads should follow a timetable or be consistent because inconsistent or inactive uploading of items will hinder sales and have an impact on both high and low profit margins.

The term "purchasing decision" refers to the act of consumers choosing to act, in this example, to make purchases or make use of particular goods or services (Lupoyadi, 2008). High sales volumes can be the outcome of strong customer purchase decisions, increasing the company's potential earnings. In order to attain substantial earnings, businesses need

to consider the decisions made by consumers while making purchases of these items or services. The Queen Accessories firm can develop better in the marketplace and gain advantages for itself if it can influence customers' decisions to buy and analyze consumers to prepare quality goods or services, promotional offers, or advertising prices.

Product innovation is one factor that can affect consumers' decisions to buy. Innovation is essential to the creation of a product since it sets it apart from the offerings of competitors and makes it considerably better than the same product sold by a different vendor. To get customers to purchase a product, a corporation needs to use more innovation in its production process. Product innovation is described by Myers and Marquis in Kotler (2007:36) as a conglomeration of diverse processes that interact with one another. According to studies by Yulianda and Handayani (2015) and Brata (2017), factors such as location, price, advertising, consumer psychology, and product quality all have a big impact on what people decide to buy.

Based on the foregoing, it is clear that there is a close relationship between product quality, price, and promotion on consumer purchasing decisions for Queen Accessories. As a result, it will be critical for the Queen Accessories store to understand its customers' behavior in order to execute product quality development strategies, particularly costs connected to promotional media utilized today and in the future.

Theoretical Background

1. Quality

Kotler and Armstrong (2012) define a product as something that can be made available to the market in order to meet a need or want. By definition, a product is anything that can be made available to the public in order to fulfill a need or desire. According to Kotler (2012) a product can be evaluated through five product levels, namely:

- a. Core product, the important thing to remember is that core benefits are the essential services or advantages that customers really purchase. They are the primary reason a customer purchases a product.
- b. Generic product, in technical terms, a generic product is a basic version of the product, or more specifically, the physical description of a product.
- c. Expected product, the term "expected product" refers to a collection of features and requirements that customers typically accept and agree upon when buying a product. Specifically, it refers to a set of features and requirements that customers typically accept and approve when making a purchase.
- d. Augmented product, an augmented product is one that has extra features and advantages that set the business apart from its rivals. The key thing to remember is that an augmented product may set itself out from its rivals' offerings.
- e. Potential product, potential product refers to all the modifications and changes that this product may eventually go through; in other words, it refers to the breadth of potential alterations that the product may go through

2. Price

Ferdinand (2006) states one of the key factors in marketing is price, which can affect a consumer's decision to purchase a product for a number of reasons. Economic factors will demonstrate that one of the key catalysts for increasing performance marketing is low or excessively competitive pricing; however, psychological factors may demonstrate that price is a precise measure of quality and is, therefore, intended to be both a sales tool and a competitive weapon. Price-

measuring indicators as stated by Fure (2013): prices that match the benefits, perceived price and benefits, prices of goods are affordable, price competition, compatibility of price with quality.

3. Promotion

Promotion, according to (Tjiptono, 2008), is the term for business operations intended to inform, persuade, or remind the target market so that the firm and its goods accept, buy, and are loyal to the goods given by the company concerned. According to OB (Olson and Peter J, 2014), promotion is a social and physical aspect of the environment that can influence customers' emotive reactions, cognitive responses, and open behavior. The four purposes of promotion, according to Swastha and Irawan (2008), are to modify behavior, provide knowledge, persuade (persuasive), and remind (reminding).

4. Buying Decision

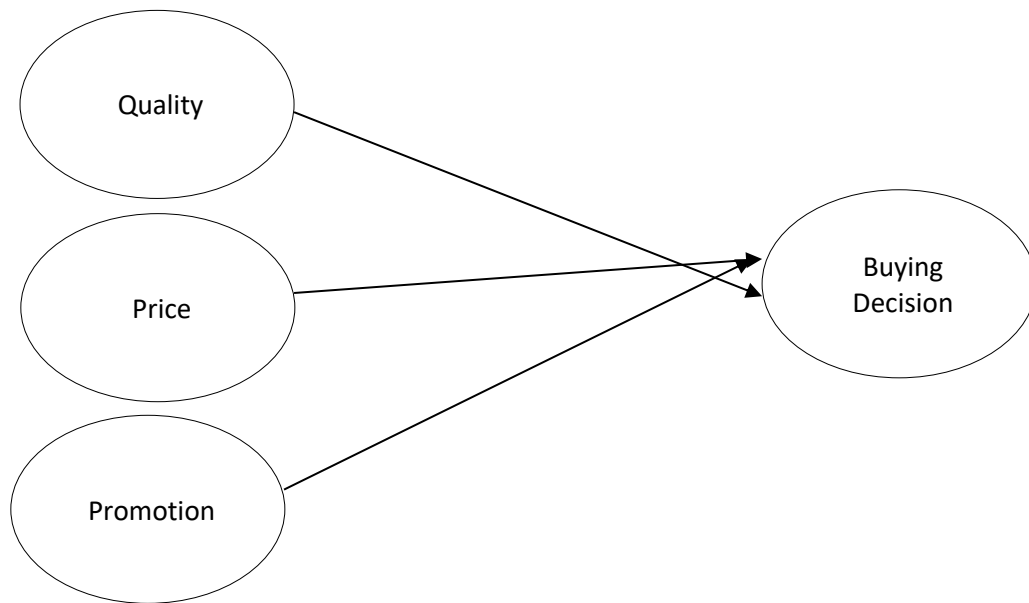
Five roles in purchasing, according to Tjiptono (2008), namely:

- a. Initiator: the person who first realizes that there is a desire or need that has not been met and proposes an idea to buy a certain item or service.
- b. Influencers: people whose views, advice, or opinions influence buying decisions.
- c. Decision maker (decider): the person who determines the purchase decision, for example whether to buy or not to buy, what to buy, how to buy, or where to buy.
- d. Buyer: a person who makes a factual purchase.
- e. User (user): people who consume or use the purchased goods or services.

Factors which influence decision purchases, according to Kotler and Armstrong (2008), namely:

- a. Factor Culture: Has a wide and deep influence to behavior, includes culture (culture, sub-culture, and social class). Culture is the set of basic values, perceptions, wants and behaviors that members of a society learn from the family and other important
- b. Social Factors: In addition to factors culture, consumer behavior is also influenced by social factors such as reference groups, family, and roles and status. nt institutions.
- c. Personal Factors: A buyer's decision by personal characteristics such as the buyer's age and stage life cycle, work, economic situation, lifestyle and personality.
- d. Psychological Factors such as motivation that people are constantly in need of various things. Some require biogenic characteristics. These requirements are a result of tension-related psychological states like hunger, thirst, and discomfort and perception is how someone selects, arranges, and interprets the data they submit to make a meaningful description.

Research Framework



Hypothesis

The hypothesis is a temporary answer to the research problem formulation. It is said temporarily because the answers given are based on relevant theories, not based on empirical facts obtained through data collection or questionnaires (Sugiono 2017). Based on the study of theory and framework, the research hypothesis is as follows:

- H1: The quality variable has a significant effect on purchasing decisions at Queen Accessories stores.
- H2: The price variable has a significant effect on purchasing decisions at Queen Accessories stores.
- H3: The promotion variable has a significant effect on purchasing decisions at Queen Accessories stores.
- H4: There is a joint effect of the three variables above on purchasing decisions at the Queen Accessories store.

Method

This study was conducted using a quantitative research design. Utilizing survey techniques and consumer data from either past or present buyers of the product, quantitative research is a technique used to investigate specific groups or samples. Sugiyono (2017) states that the population is defined as a generic region made up of items or subjects with certain amounts and attributes chosen by researchers for analysis and conclusion-making. Since the population of this study consists of customers who plan to shop at Queen Accessories, non-probability sampling was used to conduct the investigation. Sugiyono (2016) defines purposive sampling as a sample technique with certain concerns. The questionnaire method sample was used to determine the number of samples to be taken. Approximately 100 samples were used.

Result and Discussion

The author collects data using a questionnaire which includes five statement items for variable X1 (product quality), four statement items for variable X2 (price), four statement items for variable X3 (promotion), and five statement items for variable Y (consumer

decision). The gender of the respondents is shown in the following table based on a survey of 100 respondent that consists 44 men and 56 women.

Table 2. Distribution of Respondents by Age

Age	Frequency	Percentage
15-20 Year	12	10.3%
21-25 Year	77	80.3%
26-30 Year	8	6.8%
31-35 Year	1	0.9%
36-40 Year	2	1.7%

1. Effect of Product Quality on Purchase Decisions

H1: The quality variable has a significant effect on purchasing decisions at Queen Accessories stores.

Based on the research obtained, the hypothesis test in this study shows a positive and significant coefficient value between product quality and purchasing decisions. This is based on the t test obtained t value of 2.938 so that $t_{count} > t_{table}$ ($2.938 > 1.98498$) and $0.004 < 0.05$ then H1 is accepted while H0 rejected. The concept that product quality influences purchase decisions has been demonstrated to be correct. This indicates that the higher the quality of the product produced, the more the consumer's purchasing decision shop Queen Accessories. When combined with Rumagit (2013) research, this study shows that product quality has a minor impact on consumer purchase decisions at Jumbo Supermarkets. According to Harahap (2018) research, product quality can affect consumer purchase decisions. As a result, product quality has a significant impact on consumer purchasing decisions. This can demonstrate that quality is also crucial in increasing consumer decision-making.

2. The Effect of Product Prices on Purchase Decisions

H2: The price variable has a significant effect on purchasing decisions at Queen Accessories stores.

Based on the research results obtained, test the hypothesis in the study shows a positive and significant coefficient value between product prices and purchase decisions. This is based on the t test obtained t value of 2.559 so that $t_{count} > t_{table}$ ($2.559 > 1.98498$) and $0.002 < 0.05$, then H1 is accepted while H0 is rejected. The conclusion is that the hypothesis that the product price variable has an effect on purchasing decisions is proven to be true. This demonstrates that price plays a significant factor in consumer purchasing decisions at the Queen Accessories store. According to Melisa (2013) and Walukow (2014) studies, pricing has a substantial impact on customer purchase decisions. This implies that price is one of the most important elements influencing consumers' decisions to purchase from Queen Accessories.

3. The Effect of Promotion on Purchase Decisions

H3: The promotion variable has a significant effect on purchasing decisions at Queen Accessories stores.

Based on the research results obtained, test the hypothesis in the study shows a positive and significant coefficient value between promotions and purchase decisions. This is based on the t test obtained t value of 3.402 so that $t \text{ count} > t \text{ table}$ ($3.402 > 1.98498$) and $0.001 < 0.05$ then H1 is accepted while H0 is rejected. The idea that the promotion variable influences purchasing decisions is demonstrated to be correct. This indicates that strong promotion has a major impact, thus it should always be a store concern to improve. Promotions influence purchase decisions, according to studies from (Rusmawaty and Marlindawaty, 2018) and (Nela Evelina, Handoyo DW, Sari Listyorini, 2012). This demonstrates that promotions have a beneficial value in terms of attracting consumers to Queen Accessories products and generating interest in purchasing.

4. Mutual Influence Between Quality, Price, and Promotion on Buying Decision

H4: There is a joint effect of the three variables above on purchasing decisions at the Queen Accessories store.

It is known that the three independent variables, namely product quality, price, and promotion, have a simultaneous effect on the dependent variable, namely the purchase decision at Queen Accessories. By taking steps decision purchase, then these three variables are part of the factors that influence a person to make a purchase decision, this is evidenced by the simultaneous test results with a significance value of 0.000 less than 0.05 and F count of 37.508.

In practice, purchasing decisions are influenced by a variety of elements, one of which is the surrounding environment or the closest person who can influence attitudes to narrow alternative options. According to the author's research, product quality, price, and promotion are significant to purchasing decisions because Queen Accessories provides product quality, pricing, and promotions that meet the needs of interested consumers. Purchase it

Conclusion

Based on the result analysis and discussion that has been described in previous chapters, it can be concluded as follows:

1. The product quality influence on buying decision. This shows the better the quality of products, it will increase the purchasing decisions become better. The influence is shown by the dimensions of the form with the dimensions of the purchase decision.
2. The price influence on buying decision, it shows more and more discounts, it will increase the purchasing decisions become better. The influence is shown by the dimensions of price conformity with the dimensions of post-purchase behavior.
3. Promotion affects the buying decision, the value of correlation or high-level positive relationships. This shows the better and heavier promotion is done, it will improve purchasing decisions become better. Influence is indicated by the dimension of public relations with alternative evaluation dimensions.
4. Promotion of influence on buying decision, correlation value or high level of positive correlation. This shows the better location to product introduction, it will increase the purchasing decisions become better. The influence is shown by the dimensions of environment with the dimensions of the purchase decision.

5. Quality of product, price, promotion and location simultaneously influence the buying decision of products Positive correlation coefficient value with the interpretation of a strong relationship level. Therefore, if the quality of the product, price, promotion and location better, it will be able to increase the purchasing decisions to be better anyway.

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Author Contributions Statement (Applied since 2023/Vol 4 No 1)

The Author Contributions Statement can be up to several sentences long and should briefly describe the tasks of individual authors. Please list only 2 initials for each author, without full stops, but separated by commas (e.g. JC, JS). In the case of two authors with the same initials, please use their middle initial to differentiate between them (e.g. REW, RSW). The Author Contributions Statement should be included at the end of the manuscript before the References.

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