



The Effect of Product Quality, Price, and Promotion on Electronic Goods Purchase Decisions at Ciriung Electronic Store, Bogor

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International.



ABSTRACT

Determine the simultaneous and partial effects of price, promotion, and product quality on buying decisions. Descriptive, multiple linear regression analysis using a quantitative methodology and sampling from 100 respondents is the analysis method. Numerous tests, including multiple linear regression analysis, correlation coefficient, validity, reliability, classical assumptions, determination, and hypothesis testing, were conducted. The study's findings indicate that there is a simultaneous and partial influence on this research.

INTRODUCTION

The quick expansion of the electrical technology sector provides a large selection of products at a variety of pricing points. People now have the chance to have technological products in their houses thanks to this. Attracting attention and persuading customers to make purchases is one method businesses may strengthen their competitive edge.

The Ciriung Electronic Bogor Shop, situated in Ciriung, Cibinong, Cibinong District, was founded in 2010 and is one of the stores in Bogor Regency. The proprietor opened this store since he enjoys electronics and wanted to start his own electronics store. Shop sales haven't been reached yet, nevertheless, because of the growth of the electronics industry and fierce competition among companies. It is believed that customers are having trouble making selections about what to buy from the Ciriung Electronic Bogor Shop because of factors including product quality, pricing, and promotions that might not be in line with their needs and wants. The 2023 sales results are as follows:

Table1. Sales Data of Ciriung Electronic Bogor Store in 2023

Month	Sales Target (Unit)	Realization (Unit)	Target Achievement (%)	Information
January	500	508	101.6	Achieved
February	500	453	90.6	Not achieved
March	500	524	104.8	Achieved
April	500	510	102	Achieved
May	500	421	84.2	Not achieved
July	500	461	92.2	Not achieved
August	500	390	78	Not achieved
September	500	418	83.6	Not achieved
October	500	465	93	Not achieved
November	500	527	105.4	Achieved
December	500	628	125.6	Achieved
Total	6,000	5.305	1,061	
Average	500	442.1	88.4	Not achieved

Source: Ciriung Electronics Store, 2024

The failure to achieve the target indicates that the purchasing decision is not yet optimal for the electronic store product, because it has not become a product choice for consumers and the number of purchases has not been in accordance with the company's expectations. Therefore, electronic stores need to pay attention to their marketing strategy, because it can affect consumer decisions in purchasing products offered can affect the development of the company.

One of the factors that influence purchasing decisions is product quality that product durability is not optimal. Product features are not maximized. Product aesthetics are still less attractive to consumers. So the quality of products offered by Toko Ciriung Electronic Bogor is still not optimal.

Another factor that influences purchasing decisions is price. For Wall Fan and Desk Fan products, the prices offered by Toko Ciriung Electronics are more expensive than its three competitors. For the prices of LED lights, sockets, and plugs, the prices are not much different from its competitors. Toko Ciriung Electronics in offering its products has a variety of products and quality of its products and prices that are slightly more expensive than its competitors.

Another factor that influences purchasing decisions is promotion. Store promotional messages and store promotional times do not match consumer expectations so that store promotions are not yet known to many people. Based on the brief description above, purchasing decisions are still low, allegedly because the product quality does not match consumer desires, prices do not match consumer purchasing power, and promotions are still not optimally carried out.

LITERATURE REVIEW

Kotler and Keller (2016) define purchasing decisions as the study of how people, groups, and organizations select, acquire, utilize, and ensure that goods and services meet the needs and desires of customers. Purchase decisions are influenced by a number of elements, including pricing, promotion, psychological, social, and cultural aspects of the goods. Brand, distributor, time, amount, and payment method are all indications of purchasing decisions, according to Kotler and Keller (2016). Product quality is one of the elements that affects decisions to buy.

Kotler and Keller (2016) define product quality as an item's capacity to deliver outcomes or performance that are on par with or better than what customers desire. Kotler and Keller (2016) list performance, durability, specialty, adherence to specifications, appearance, and perception of quality as indicators of product quality. Kotler and Armstrong (2018) define pricing as the value that customers pay in monetary terms in order to purchase a good or service. Price affordability, price compatibility with quality, price competitiveness, and price suitability with advantages are pricing indicators, according to Kotler and Armstrong (2018).

Kotler and Keller (2016) define promotion as a communication action used by businesses to remind, educate, and convince customers about their brands and products. Kotler and Keller (2016) define price indicators as promotional time, promotional media, and promotional messaging.

The resulting hypothesis is:

H1: Buying decisions are positively and significantly impacted by price, promotion, and product quality all at the same time.

H2: Buying decisions are positively and significantly impacted by product quality.

H3: Price significantly and favorably influences consumers' decisions to buy.

H4: Purchase decisions are significantly and favorably impacted by promotions.

Based on the hypothesis, we can draw conclusions regarding the framework of thought such as:

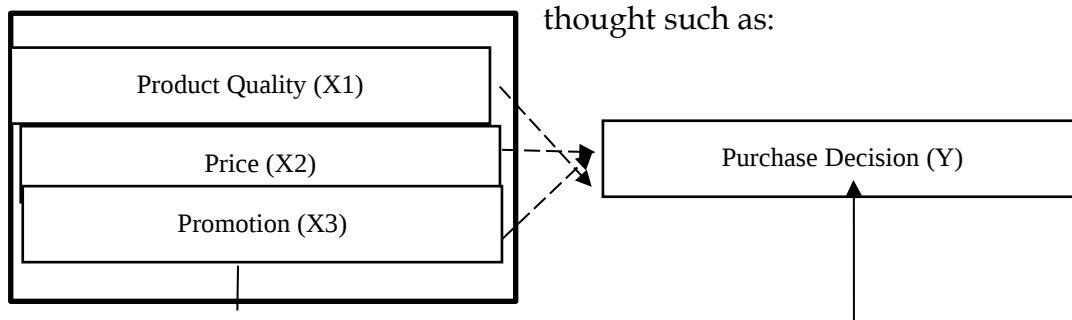


Figure 1. Framework of Thought

METHODOLOGY

Product quality, price, and promotion are the independent factors in this study, and the choice to buy is the dependent variable. It is a descriptive and verifiable research design. Nonprobability sampling, the sampling methodology used in this study, does not provide equal possibilities or chances for each element or member of the population to be chosen as a sample. Purposive sampling, or a sampling determination technique with specific considerations, is the nonprobability sampling technique that researchers will employ in this study. The lemeshow formula yielded 96.04 samples, or 100 responders, according to the sample count estimate. In order to achieve more accurate results, the number of samples from this survey was fixed at 100 respondents.

Testing of instruments is done on the traditional presumptions of validity and reliability. Statistical tests such multiple linear regression analysis, determination coefficient, correlation, and hypothesis testing of F and t tests are employed in this study's descriptive and verification analysis procedures.

RESEARCH RESULT

The characteristics of respondents in this study were: Most consumers of Toko Ciriung Electronic Bogor are male aged 26 - 35 years, working as private employees with an income/month of Rp. 4,100,000,- to Rp. 5,000,000,-/ month.

A total of 12 statement items on X1, 8 statement items on (X2), 6 statements on X3 and 10 statements on Y are all declared valid. For reliability, all items are declared reliable.

In the classical assumption test, the normality test results are stated to be normally distributed. Multicollinearity testing with VIF <5 and tolerance value more than 0.05. So it can be concluded that in the regression model for the variables of product quality, price, and promotion there is no multicollinearity problem. Heteroscedasticity testing in the regression model does not occur heteroscedasticity, so it is suitable for use in predicting each variable in this study.

The results of the regression analysis test are as follows:

Table 2 Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.342	1,805		2,959	.004
	Product quality	.203	.053	.266	3,828	.001
	Price	.592	.088	.511	6,766	.001
	Promotion	.340	.088	.230	3,849	.001
	T table	-	-	-	1,661	
	F count	111,337				
	Sig	.001				
	F Table	3.699				
	R	.881				
	R2	.777				
	Adjusted R2	.770				
	Std Error Of The Estimate	2.50639				
	Alpha (a)	5%				

Source: Processed primary data, 2025

The regression equation indicates that price, promotion, and product quality all positively influence consumers' decisions to buy. Price and promotion will also alter if the quality of the product changes. The very strong group includes the R value of 0.881, which falls between 0.80 and 1,000. There is an extremely significant correlation between the independent and dependent variables. 77.7%, or 0.777, is the R Square. This indicates that 77.7% of decisions are influenced by criteria such as price, marketing, and product quality, with other factors accounting for the remaining 22.3%.

Since the F count is higher than the F table ($111.337 > 2.699$), it can be said that H_0 is rejected and H_a is accepted, indicating that the research has an impact at the same time. Purchase decisions (Y) are partially positively and significantly influenced by the three independent variables – price (X2), promotion (X3), and product quality (X1).

DISCUSSION

Consumer responses to product quality then found the indicator with the lowest research, namely I am interested in buying electronic products at the Ciriung Electronic Bogor Store because it is energy efficient. The Ciriung Electronic Bogor Store needs to provide more electronic goods with energy efficient.

Consumer response to price then found the indicator with the lowest research, namely the price of products at Toko Ciriung Electronic Bogor is more economical than other electronic stores. Toko Ciriung Electronic Bogor needs to adjust prices to consumer finances, by providing a variety of product choices that fit different budgets, ranging from affordable products to more premium ones. Consumer response to promotions, then found the indicator with the lowest assessment, namely the promotional media used by Toko Ciriung Electronic Bogor is appropriate. Toko Ciriung Electronic Bogor must use promotional media that is in accordance with the target market and consumer characteristics, such as utilizing social media and digital advertising. In addition, it can also use traditional methods such as billboards, radio, or special discounts in physical stores to attract consumers.

Consumer responses to purchasing decisions at the Ciriung Electronic Bogor Store, there is an indicator with the lowest rating, namely I bought electronic products at Ciriung Electronic Bogor Store is in accordance with the amount I need. This should be the case that Ciriung Electronic Bogor Store should provide more product stock to ensure the availability of goods desired by consumers.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and hypothesis testing that has been done that simultaneously and partially product quality, price, and promotion affect purchasing decisions. For further researchers, this research can be used as a reference. Further research is suggested to add other variables and a larger number of respondents.

Advanced Research

The limitations of this study are the number of respondents and the methods used.

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