



Analysis of Factors Affecting Purchase Decision General Spicy Chips

Nuning Nurna Dewi

Fekultas Ekonomi

Universitas Maarif Hasyim Latif, Jl. Raya Ngelom Megare No.30, Ngelom, Kec. Taman, Kabupaten Sidoarjo, Jawa Timur 61257

Email: nuning@dosen.umaha.ac.id

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ABSTRACT

This study aims to determine the effect of product quality, price, brand and promotion on purchasing decisions for spicy general chips at Griyo Taman Asri Wage Sidoarjo. This research was conducted on the decision to purchase spicy general chips with a population of 100 samples. The sampling method with saturated sampling means that the entire population is sampled, ie 100 samples. The data analysis technique used is Multiple Linear Regression Analysis using the SPSS 20.0 for Windows program. Based on the results of data analysis, it was found that prices partially had a positive and significant effect on purchasing decisions. This can be seen from the tcount of 7.131 > t table of 1.985 and the significance value of 0.000 < 0.05. And partial promotions have no effect on purchasing decisions. This can be seen from the value of tcount of 3.099 > t table of 1.985. and a significance value of 0.003 > 0.05. Partial brands also have no influence on purchasing decisions. This can be seen from the value of tcount of 1.172 < ttable of 1.985. While product quality has an influence on purchasing decisions. The results of the F test obtained Fcount of 19.751 > Ftable of 2.47 and a significance value of 0.204 > 0.05. Thus it can be concluded that simultaneously or together the quality of products, prices, brands and promotions can be accepted by statistical tests. From the results of the analysis obtained the coefficient of determination (R²) of 0.454. That is, the four variables of product quality, price, brand and purchasing decisions together contribute 45.4% to purchasing decisions, while the remaining 54.6% is a contribution / contribution to other variables not observed in this study.

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1. Introduction

Food sebilang the fundamental purposes of the human individual. Food is a human physiological needs. be keinginananas, create memerankanamatberguna consumption resulting in significant creatures usahapun field course in an attempt to portray the main thoughts perbisnisan. Food crisps especially be the main reference in the business aspects. Because the food is quite appropriate chips when presented as a relaxing time, when gathered together under the family and is suitable for traveling. One businessman generals spicy chips, with the diversity of many different flavors that exist today, then the generals spicy chips employers strive to provide a wide range - wide through a delicious and attract the attention of consumers, in order not to miss with another company.

Satukomoditas diakibatkandengan Perceptions of product quality and brand of a product given the maximum to consumers. to attract the attention of consumers, the chips generals generals spicy spicy chips deliver products with good taste, savory, crunchy and delicious. product quality are factors that are considered by consumers when choosing a product "Kotller Philip and Kevin Lane Keller, 2014: 143". Therefore any entrepreneurs have the quality and uniqueness to increase consumer confidence in purchasing products. As with chips generals generals spicy spicy chips the company makes chips generals





with good taste, savory, crunchy and delicious. With a sense of general chips delicious spicy, savory, Delicious crispy and consumers are keen to buy it. Because consumers typically will want to buy something from the snack food products taste is first perceived, when it feels good, then consumers will buy it over other ulang. Faktor that could impact the purchase consideration is harga. Harga is a variable that is very strategically important for entrepreneurs because prices affect the number of sales and the amount of money earned, the cost of merchandise offered at a cheap price the more consumers are interested in buying "Philip Kotler and Kevin Lane Keller, 2014: 277". Prices have artibagian of one who in kasihkan or give to produce "a product or service". Price is a variable that is very strategically important for entrepreneurs, because prices affect the number of sales and the amount of money earned. Prices are set to be able to provide a level of profit that is favorable to entrepreneurs. Prices generals spicy chips ranging from 7,500 rupiah to 10,000 rupiah. The owner makes handmade by employing only a few people to help start the process of production to the goods ready for shipment to customers. Merupakandesain brand, or combination thereof that is intended to introduce products / services to attract para consumers. Spicy chips generals brand is unique and very interesting, so many consumers are interested in buying it. usually a rare brand of konsmenberkeinginan to buy products tersebt. Generals spicy chips born with ideas that many kinds of cracker and flavors among which, macaroni fireworks, fusilimercon, fireworks cassava, taro mercon. Bagaimanapun quality product, if consumers have never heard even less confident when buying a product that is very beneficial to him, then he was not sure to buy. The consumer just assumed low or snack food is not a primary requirement. Here is the number of purchase transactions spicy chips in Griyo general Wage Asri Taman Sidoarjo,

Month	number of Transactions sale
January	753 Cartons
February	415 Cartons

The above data shows that there is a decrease in sales of general spicy chips from January to the month of February is numbered 338 why generals spicy chips at low prices generals spicy chips are still experiencing a drastic decline even unnatural losses exceed 300 cardboard. With the decline in dialaskanakibat listed several factors in purchasing decisions generals spicy chips. Thing The background on the author to conduct research on "The Effect of product quality, price, brand and sale to the general purchasing decisions spicy chips in Griyo Wage Asri Taman Sidoarjo." Problem Formulation Based on the background that has been described above, the author intends to discuss the issue factor- factors that may influence purchasing decisions generals spicy chips. In Griyo Taman Asri Wage Sidoarjo.

2. Theory

2.1. understanding Marketing

According phillip Kotlr and Kevin Lane Keller, (2014: 5) marketing (marketing) is to investigate and provide for community and social. Nice selection and a solid understanding of marketing is to "meet the needs in a way that does not harm". When eBay aware that someone is less powerful find the most diverse goods he needs, the company has an idea for the auction bargn.

2.2. Definition of Product Quality

Theory of Product Quality According to "Philip Kotler and Kevin Lane Keller" (2014: 143) is a picture of the nature of the product quality and product features or services that rely upon to meet keinginan yang kemapanannya expressed or metaphorically.

2.3. understanding Price

According to "Philip Kotler and Kevin Lane Keller" (2014: 277) Price is a variable that is very strategically important for employers, because prices affect the number of sales and the amount of money earned. Prices are set to be able to provide a level of profit that is favorable to entrepreneurs.

2.4. understanding Brand

According to 'Philip Kotler and Kevin Lane Keller', (2014: 258) is a brand identifier, symbol, or creation, or association which aims to clarify the object or service in one of the traders or hawkers joint and separate them started competitors.





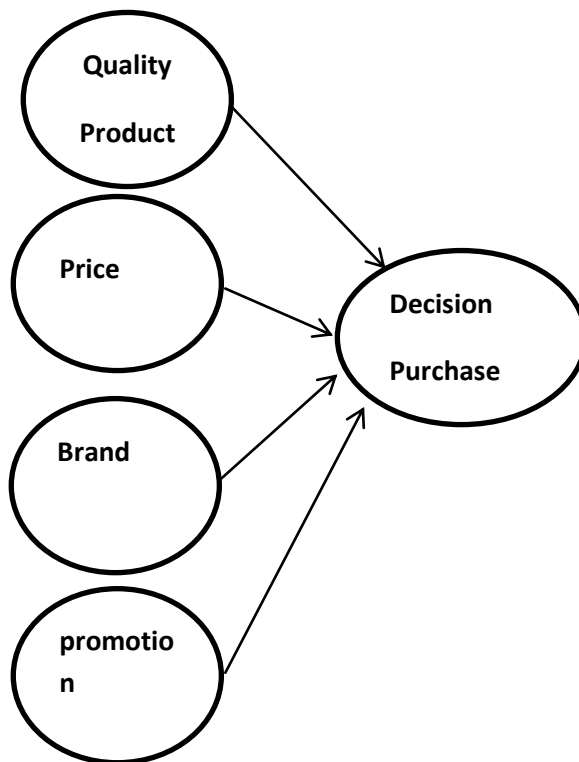
2.5. understanding Promotions

Promotion is an institutional activity and inline methods will build, clicking, and connects give the quantity of the users and for the sake of consumers and their implementing rules bond using the network and implementing interest.

2.6. Understanding the Buying Decision

According to Philip Kotler and Kevin Lane Keller, (2014: 23) a purchase decision is a form Definition way out a problem with human activity to pick up an item or service quality to meet the expectations and needs that occur from the introduction of the purposes and encouragement, investigative information, consideration of alternative purchases, certainty of purchase and after purchase behavior.

2.7. conceptual framework



2.8. Research hypothesis

- H1: Suspected variable product quality and significant positive effect on purchasing decisions spicy chips in Griyo general Wage Asri Taman Sidoarjo.
- H2: Anticipated price variables influence positively and significantly to the purchase decision spicy chips in Griyo general Wage Asri Taman Sidoarjo.
- H3: Allegedly brand variable positive and significant influence on the decision-general Purchase spicy chips in Griyo Wage Asri Taman Sidoarjo.
- H4: Allegedly Promotions variable positive and significant influence on the decision-general Purchase spicy chips in Griyo Wage Asri Taman Sidoarjo.
- H5: Anticipated product quality, price, brand and promotion simultaneous influence on purchasing decisions.

3. Research methodology

3.1. population Research

Population According sugiyno (2016: 117), the population of which is the number of subjects or objects that its use in penelitian. Populasi not only on obsession or base understood, about the overall specific properties. Based on such understanding, then that becomes is this exploration of the population in general semuapembeli spicy chips.





3.2. Research samples

According Sugiyono (2016: 81) samples is the number of sections of the community began characteristics achieved sample was reached when this study was seberlimpah 100 pengguna who consume products generals spicy chips.

3.3. Data Used

Data Collection Tools Primary data collection can be done using the tmya responsibility and questionnaire: Interview by Sugiyono (2015: 137) The interview is a question and answer process between two people yangsaling release information or exchange of views so as to dikontuksikan specific topics to be discussed. Interviews are usually conducted directly, so as to face to face with the parties interviewed and the parties will be in wawancara.Kuesioner is dokumentasibuktimenggunakanarahakan mencapai penjelasan-important explanation melandaelastic-elastic eksplorasi to be measured against this analitiasinvestigasi. This questionnaire will be distributed to the respondents who logically that statement-a statement relating to statements relating to the lattice - lattice pernyataankeripik spicy generals who are in Griyo Wage Asri Taman Sidoarjo. Mechanical filling the questionnaire by selecting one of the answers to the columns that are available in sheets of such statements. After filling in the statements of the party presenting the questionnaire will get skla Likert questionnaire. Likert skla digunakanny goal is for each choice answers were scored, in order to know the extent the result of balasaninforman who have answered pertanyaan.Untuk answers from respondents will get the value, Value for the scale is as follows: For answers strongly agree (SS) were given a score of 5 for answers agree (S) by a score of 4 to answer quite agree (CS) were given a score of 3 for answers to disagree (TS) by a score of 2 for the answers strongly disagree (STS) were given a score of 1

3.4. Analysis method

Data analysis is the process of analyzing the data collected from interviews and field activities sebatasbisagamangdiajaran others. (Sugiyono, 2015: 254). The use of research methods application program SPSS 20.0 for windows can be obtained data was analyzed before being presented in the form of information.This study uses statistical analysis descriptive and inferential statistical analysis. Descriptive analysis is to describe the answers of the respondents surveyed, as well as the frequency distribution of research results is entered into the table.

3.5. Analysis Method Used (Validity of Test Results)

Test Validity Product Quality

	grain Instruments	Correlation value [Pearson Correlation]	Probability Correlation [Sig. (2-tailed)]	Information
1	performance	0695	0000	valid
2	Additional Privileges	0539	0000	valid
3	Compliance with specifications	0623	0000	valid
4	Durability	0411	0000	valid

Source: SPSS Data processing 2019

Based on the above table shows that test the validity of the variable quality of the product is said to be valid. It diapat seen with all correlation values at each point instrumenm with variable quality products that exceed rtabel value of 0.1966 and a probability value 0,000.

Validity Price

	grain Instruments	Correlation value [Pearson Correlation]	probability Correlation [Sig. (2-tailed)]	Information
1	Request	0142	0000	valid
2	Selling price	0811	0000	valid
3	Quality Price	0677	0000	valid
4	Price comparison	0883	0000	valid

Based on the above table shows that the principle experiment started saying the price factor in valid all. as evidenced by the value of all correlation in point of each instrument to variable rates. This state is characterized by the correlation value exceeds the value rtabel of 0.1966 and a probability value 0,000.

Validity Brand





No.	grain Instruments	Correlation value [Pearson Correlation]	Probability Correlation [Sig. (2-tailed)]	Information
1	Introduction	0711	0000	valid
2	Reputation	0678	0000	valid
3	Attractiveness	0703	0000	valid
4	Loyalty	0734	0000	valid

Based on the above table shows that test the validity of the variables considered valid trademark. This incident is informed besrta all correlation values at each point of instruments with variable rlabel brands that exceed the value of 0.1966 and a probability value 0,000.

Validity Promotion

No.	Item Instrumlen	Correlation value [Pearson Correlation]	Probability Correlation [Sig. (2-tailed)]	Information
1	Promotion media	0492	0000	valid
2	creativity Promotion	0223	0000	valid
3	differentiation Promotion	0590	0000	valid
4	power Marketing	0750	0000	valid

Based on the above table shows that the experiment foundation through the promotion factor is said to be valid. This is evidenced by all of the correlation values at each point of instrument with variable rlabel sale that exceed the value of 0.1966 and a probability value 0,000

Test Purchasing Decisions

No.	grain Instruments	Correlation value [Pearson Correlation]	Probability Correlation [Sig. (2-tailed)]	Information
1	Product quality	0527	0000	valid
2	Price	0752	0000	valid
3	Brand	0505	0000	valid
4	promotion	0256	0000	valid

Based on Table 4.7 above shows that the truth of past trials flexible purchasing decisions as valid. This is evidenced by all of the correlation values at each point the instrument with the purchase decision variable exceeds rlabel value of 0.1966 and a probability value 0,000.

Reliability Test Results

variables	Cronbach's Alpha if Item Deleted	Cronbach's Alpha Required	Information
Quality Products (X1)	0590	0:40	reliable
Price (X2)	0545	0:40	reliable
Brand (X3)	0412	0:40	reliable
Promotion (X4)	0483	0:40	reliable
Purchase Decision (Y)	0431	0:40	reliable

Multiple Linear Regression Test

Model	B	Std. Error	beta	T	Sig
(Constant)	5,387	1,490		3,614	0000
Product quality	-0092	0072	-0109	-1280	0204
Price	0398	0056	0567	7131	0000
Merer	0071	0060	0100	1,172	0244
promotion	0261	0084	0253	3099	0003

The linear regression equation have the following meanings:

- a) $\alpha = 5.387$ means that all variables influence the purchasing decisions of 5.387%. Then every one unit of the four variables together will provide value added 5.387. This means that if the four variables have every increase of one, then rose 5.387 purchasing decisions. If the four variables that have an increased two then become 2 x 5.387.





- b) Product quality regression coefficient (b_1) = -0.092, indicating that the variable quality of the product has the effect of 0.092 and the minus sign, which indicates the degree of product holding bow ties contend. This means that any increase of the quality of the product that the factor purchases conclusion (Y) would be shifted as much as 0.092. So if the quality of the product is reduced then the purchase decision will increase. The product quality is right is such a discrepancy durability of a product with quality is produced, and so on.
- c) Price regression coefficient (b_2) = 0.398, this determines the flexible price has repercussions will result amounted to 0.398 purchase. This means that any increase in the price variables influence the purchasing decisions of 0.398 on the assumption that foreign elastic started leading independent benchmark is consistent setbacks.
- d) The regression coefficient brand (b_3) = 0.071, this state tell the brand variable has an effect on the result of the purchase of 0,071. This means that each increase of one unit of the brand variables will influence the purchase decisions of 0.071.
- e) The regression coefficient sale (b_4) = 0.261, this situation choose the promotional variable has an effect will the results of purchase of 0.261. This means that each increase of one unit of sale that would allocate variables influence the purchasing decisions of 0.261.

Hypothesis testing

- a. Partial test (t test)

(Table = df = nk

Note: n = number of respondents; k = number of variables. \rightarrow df = 100-5 = 95

ttable df (95) = 1.985 (pr 0,025 / 0.05))

Model	B	Std. Error	beta	T	Sig
(Constant)	5,387	1,490		3,614	0000
Product quality	-0092	0072	-0109	-1280	0204
Price	0398	0056	0567	7131	0000
Merer	0071	0060	0100	1,172	0244
promotion	0261	0084	0253	3099	0003

- b. Simultaneously variable product quality, price, brand and promotional acceptable statistical tests.
- c. In partial, Product Quality and Brand as aktuals and meaningful impact on the certainty of purchase.
- d. In partial Pricing and Promotion holds no impact on purchasing decisions.
- e. Among the four variables, the most dominant variable price and durability of products are less (expiration date) due to lack of sodium propionate that will influence purchasing decisions on product quality.

4. Analysis and Discussion

4.1. Influence Buying Decision Against Product Quality.

The regression coefficient quality of the products provide value for Product quality regression coefficient (b_1) = -0.092, indicating that the variable quality of the product has the effect of 0.092 and the minus sign, which indicates to the contrary makakualitasproduk bow ties. This means that any increase of the quality of the product that the factor purchases (Y) want to shift as much as 0.092. So if the quality of the product is reduced then the purchase decision will increase. The product quality is right is such a discrepancy durability of a product with quality is produced, and so on.

4.2. Influence Buying Decision Against price.

Price regression coefficient (b_2) = 0.398, this situation determined that the price variable has an influence on purchasing decisions by 0.398. This means that any increase in the price variables influence the purchasing decisions of 0.398 along with the notion that a different self-contained elastic setback that is consistent reference originated.

4.3. Against Brand Influence Purchasing Decisions.

The regression coefficient brand (b_3) = 0.071, these events determine the variable decree brand has resulted in a purchase of \$ 0,071. This means that each increase of one unit of the brand variables will influence the purchase decisions of 0.071.

4.4. Influence Campaign Against Buying Decision.





The regression coefficient sale (b_4) = 0.261, this shows that the promotion variables have an influence on purchasing decisions by 0.261. This means that each increase of one unit of sale will memnerikan variables influence the purchasing decisions of 0.261.

5. knot

Repose exploration suspect made and explanation of the results of research regarding the causes of product quality, price, brand and prmosi on purchasing decisions spicy chips in Griyo general Wage Asri Taman Sidoarjo, it can take several conclusions as follows:

- The independent variables will negatively affect product quality purchase this conclusion can difaktakan together figures thitung $-1.280 < t_{table} 1.985$. Ha so H_0 is accepted or rejected. Therefore we can conclude the product quality does not have any impact on the results of purchase. Based on the results of product quality
- The independent variable price has a significant influence on purchasing decisions this can be proved by tcount amounted to $7.131 > t_{table} 1.985$. So H_0 is rejected and Ha accepted. It can be concluded positively and significantly affect the price of the purchase decision.
- Brand independent variable has no effect on purchasing decisions this can be proved by tcount of $1,172 < t_{table} 1.985$. Ha so H_0 is accepted or rejected. Therefore we can conclude the brand does not have an influence on purchasing decisions.
- Promotion of independent variable has no effect on purchasing decisions this can be proved by tcount of $3,099 > t_{table} 1.985$. Ha so H_0 is rejected or accepted. It can be concluded Promotions should not have an influence on purchasing decisions.

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