

The Influence of Product Quality, Promotion, and Design Toward Furniture Purchase Decision

Erdiansyah

Universitas PGRI Palembang



Abstract – This study aimed at determining the effect of product quality, promotion, and design on furniture simultaneously toward the consumer furniture purchase decision of PT. Tribos Nusantara Palembang. This study used questionnaire as an instrument to collect perception data from respondents. The analysis technique used in this research is descriptive analysis and causal analysis. Descriptive analysis is applied to recognize and explain the characteristics of the variables examined in a situation, whereas causal analysis is designed to check whether one event causes another event. The results of this study in multiple linear regression analysis showed that there was a simultaneous influence between product quality, promotion, and design with the consumer furniture purchase decision of PT. Tribos Nusantara Palembang. Likewise, the influence of the level marketing mix on PT. Tribos Nusantara Palembang with significant product quality, promotions and designs.

Keywords – Product Quality, Promotion, Design, and Purchasing Decisions.

I. INTRODUCTION

Rapid changes in the industry have caused a flood of products that have entered the market. Every consumer has different attitudes and behaviors towards a product. The success or failure of a product is influenced by the attitudes and behavior of consumers towards the product concerned. Understanding consumer behavior is an important task of marketing management, so that consumers accept the products the company offers.

Consumer behavior in the product marketing process, the right strategy is a way for producers to find out the desires of consumers so they can improve the right products to be marketed in the community. Thus what producers want to increase sales volume and win the competition can be achieved well. The problem formulation was 1) is there any influence on product quality on furniture purchase decisions at PT Tribos Nusantara Palembang; 2) is there any influence of promotion on furniture purchase decisions at PT Tribos Nusantara Palembang; 3) is there any influence of design on furniture purchase decisions at PT Tribos Nusantara

Palembang; 4) is there any influence of product quality, promotion, and design on furniture purchase decisions at PT Tribos Nusantara Palembang.

II. THEORY REVIEW

Kotler and Armstrong (2012: 75) state marketing mix a set of tactical marketing tools that companies combine to produce the desired response in the target market. Kotler and Armstrong (2012: 83) state product quality the ability of a product to demonstrate its function, this includes the overall durability, reliability, accuracy, ease of operation, and product repairs as well as other product attributes. Tjiptono (2015: 295) states promotion of persuasive communication, inviting, urging, persuading, and convincing. Marketer's way or efforts so that the product being marketed can be bought and used by consumers. Kotler (2012: 87) states the design of the totality of features that affect the appearance and function of a product functioning in terms of customer needs. Kotler and Armstrong (2012: 77) state purchasing decisions where consumers have a choice and are ready to make a purchase

or exchange between money and a promise to pay with

ownership rights or use of an item or service.



Figure: Framework for Thinking

III. METHODS

The method used was quantitative which carried out using data calculation of numbers in decision making. This method is called quantitative because the research data in the form of numbers and analysis using statistics using SPSS version 22. For the population, Sugiyono (2016: 80) state that population is a generalization area consisting of objects that have certain quantities and characteristics determined by researchers to be studied and then drawn

conclusions. The population in this study is that all buyers or consumers number 100 people. In this study the sampling technique used is non-probability sampling with saturated sampling technique, is the technique of determining the sample when all members of the population are used as samples (Sugiono, (2016: 85). Based on these definitions, the sample in the study amounted to 100 people who are buyers or consumers. The research variables used in this study can be seen in the following table.

Table 1. The research variables used in this study

No.	Concept	Variable	Research Indicator
1	Marketing Mix (X)	Product quality (X1)	1. Performance 2. Balance 3. Reliability 4. Endurance
		Promotion (X2)	1. Advertising 2. Sales promotion 3. Direct marketing
		Design (X3)	1. Durability 2. Performance 3. Test power 4. Ease of Repair 5. Models
2	Purchase Decision (Y)	Purchase Decision	1. Introduction of needs 2. Search for information 3. Alternative Evaluation 4. Decision to buy 5. Post-purchase behavior

This research used primary and secondary data. Primary data obtained from the results of the questionnaire. While secondary data comes from journals, theses, books, research results, and other information deemed relevant to this research topic. Descriptive analysis is done to find out and can explain the characteristics of the variables studied in a situation. Now, (2014: 159) the purpose of this analysis is to

provide historical researchers or to describe aspects relevant to the phenomenon of attention from the perspective of a person, organization, industry orientation, or others. The data analysis technique used is multiple linear regression. Sugiyono (2015: 277) multiple linear regression is used by researchers, if researchers intend to predict how the state of

the dependent variable, if two or more Independent variables as predictors are manipulated.

IV. RESULTS AND DISCUSSION

A. Classic assumption test

This research has passed the classical assumption test, which includes the normality test, the multicollinearity test, and the heteroscedasticity test. The normality test with the Kolmogorov-Smirnov One Sample Test shows that the Amp. Sig (2-tailed) value of Kolmogorov-Smirnov is $0.164 > 0.05$. From the results of the normality test, it can be concluded that the residual value that is normally distributed means supporting the normality test with histogram and p-

plot normal unstandardized regression. Multicollinearity test results can conclude that there is no multicollinearity between product quality, promotion, and design variables in the regression model. Meanwhile, the results of heteroscedasticity test can conclude that there is no heterogeneity problem in the regression model.

B. Multiple Linear Analysis

This study uses multiple regression tests because there are more than one independent variable that affects the dependent variable Sugiyono (2015: 277). The independent variables of this study include product quality, promotion, and design, while the dependent variable is consumer purchasing decisions.

C. Multiple Linear Tables

Figure 2. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	17.718	5.811		3.049	.003
Product quality	.677	.403	3.534	3.682	.017
Promotion	.457	.189	3.243	2.420	.018
The Design	.496	.385	3.160	3.508	.013

a. Dependent Variable: Buying decision

Based on the table above, it is known that the constant value is 17.718 with the coefficient value of the product quality variable 0.677, the coefficient value of the promotion variable is 0.457, and the coefficient value of the design variable is 0.496. Based on the calculations in the table above, the multiple linear regression equation is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 \dots\dots\dots (1)$$

$$Y = 17.718 + 0.667X_1 + 0.457X_2 + 0.496X_3$$

From the above equation, several things can be analyzed:

1. Purchase decision, if without product quality, promotion and design equal to 0, then the purchase decision is only 17,718.

2. The coefficient of product quality is 0.677; which means that if the product quality rises by one unit, the purchasing decision will increase by 0.677.
3. The coefficient of the promotion variable is 0.457; which means that if the promotion increases by one unit, the buying decision will increase by 0.457.
4. coefficient of design variable 0.496; which means that if a design increases by one unit, the purchasing decision will increase by 0.496.

D. Partial Test Results

Following are the conclusions from the partial test results of each hypothesis:

Figure 3. Conclusions from the Partial Test Results of Each Hypothesis:

Variable	T-Count	T-Table	Sig.	Statement	Conclusion
Product quality (X1)	3.682	1,9847	,000	$T_{count} > t_{table}$, with a significance level of	Partially there is the effect of product quality on

				$0,000 < \alpha 0,05$	purchasing decisions
Promotion (X2)	2.420	1,9847	,000	$T_{\text{count}} > t_{\text{table}}$, with a significance level of $0,000 < \alpha 0,05$	Partially there is the effect of promotion on purchasing decisions
The design (X3)	3.508	1,9847	,000	$T_{\text{count}} > t_{\text{table}}$, with a significance level of $0,000 < \alpha 0,05$	Partially there is the influence of design on purchasing decisions

Based on the calculation results in the table above, the results of the hypothesis test obtained results:

1. Effect of Product Quality Variables on Purchasing Decision Variables

Based on the table above, it turns out that H_0 was rejected. With t count 3.682, which is higher than 1.9842. Thus, product quality variables have a significant influence on consumer purchasing decisions at PT Tribos Nusantara Palembang. For consumers of PT Tribos Nusantara Palembang, product quality affects the purchasing decisions of consumers who shop.

2. Effect of Promotional Variables on Purchasing decision variables

Based on the table above, it could be that H_0 was rejected. Is it because t arithmetic is 2.420, which is higher than 1.9842. Thus, promotion variables

significantly influence consumer purchasing decisions at PT Tribos Nusantara Palembang.

3. Effect of Design Variables on the purchase decision variable

Based on the table above, it could be that H_0 was rejected. Because t arithmetic 3,508, which is smaller than 1.9842. Thus, the design variable significantly influences the purchase decision.

E. Simultaneous Test Results

The following are the results of the simultaneous test of each hypothesis:

Figure 4. Results of calculation of research variables

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	9.631	3	3.210	7.352	.000 ^b
Residual	41.929	96	.437		
Total	51.560	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Promotions, The design

Based on the above table, H_0 could be rejected and H_1 accepted. F test value, the number of F-count $7.352 > F$ table is 2.70 which means that there is a significant influence if carried out simultaneously or together in product quality, promotion and design on consumer purchasing decisions.

The calculation of the coefficient of determination R^2 is also performed to find out the contribution made by the three research variables to consumer purchasing decisions, an analysis of the model summary table is carried out, as follows:

Figure 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,647 ^a	,463	,537	1,44649	1,843

In Table 5, it is known that the contribution made by product quality, promotion and design variables to consumer purchasing decisions is a temporary 46.3%. Other factors outside the research framework affected the remaining 53.7%.

V. CONCLUSION

Based on research conducted by the author, it can be concluded that there are several points regarding this research.

- a. Three variables (X) are included in the active category, which means they are practically correct.
- b. Consumer purchasing decisions at PT Tribos Nusantara Palembang are included in the active category, which means that purchasing decisions of consumers who buy at PT Tribos Nusantara Palembang are correct.
- c. Based on the equation of the results of multiple linear regression analysis of the three variables, the most influential is the dimension of product quality which has the highest regression coefficient. While the promotion variable has a low regression coefficient compared to other variables.
- d. The coefficient of determination on product quality, promotion, and design variables has a significant influence on consumer purchasing decisions while the rest is influenced by other variables not included in this research model.
- e. Simultaneously, it can be concluded that the f count is 7.352, then there is a significant influence between product quality, promotion and design variables with consumer purchasing decisions.
- f. Partially, the impact of these three variables on consumer purchasing decisions at PT Tribos Nusantara Palembang shows that all of them have a significant influence.

SUGGESTIONS

The company owners will be able to see what else can make consumers buy goods at their place. According to the regression analysis of this study, the lowest variable of the other variables is the promotion variable. Design variables where product designs are made at this time; this can help consumers more easily to choose products that will buy

what consumers want. Companies can also conduct studies to fix it themselves.

ACKNOWLEDGMENT

I would like to express my special thanks and gratitude to Rector Universitas PGRI Palembang, Dean of Economic Faculty Universitas PGRI Palembang who gave me the support to do this wonderful project. This project was funded independent. Secondly, I would also like to thank my friends in Economic Faculty Universitas PGRI Palembang who helped me a lot in finalizing this project within the limited time frame.

REFERENCES

- [1] Erdiansyah, Likdanawati, Hamdiah dan Sri Porwani (2019) The Influence Of Marketing Mix On Purchase Decision At Omi Mini Market Palembang, Seminar International, Proceeding Miicema
- [2] Kotler, P., and Armstrong, G. (2012). Principles of Marketing (14th ed) New Jersey: Person Education Limited.
- [3] Sekaran, U. (2014). Research Methods For Busines Jakarta: Salemba Empat
- [4] Sugiyono (2015). Business Research Methods. Bandung: Alfabeta Publisher
- [5] Tjiptono, Fandy. 2013. Management Services. Yogyakarta: Andi Publisher.
- [6] Rahmad Hidayat., Effendi Sinuhaji., Meiyanti Widyaningrum., Erdiansyah and Adrianto. (2018). Factors That Affect Students Decision To Choose Private Universities In Medan City Indonesia, Academy Of Strategis Management Journal, Vol. 17 Issue 6
- [7] Zeithaml, V.A., Bitner, J.M., and Gremler, D.D. (2009). Marketing Services (5th ed) Singapore: Mc Graw Hill