PRIMANOMICS : JURNAL EKONOMI DAN BISNIS - VOL. 22. NO.3 (2024)
Versi Online tersedia di : https://jurnal.ubd.ac.id/index.php/ds
| 1412-632X (Cetak) | 2614-6789 (Online) |

The Influence Of Price, Product Quality, And Promotion On Purchasing Decisions On Toast Store In Tangerang City

Saddha Budianto Kirtileka[1)]
saddhabk@gmail.com

Pujiarti[2)]
pujiarti.pujiarti@ubd.ac.id

Andy[3)]
andy.andy@ubd.ac.id

[1)2)3)]Universitas Buddhi Dharma

ABSTRACT

Many stores provide products the various and varied ways of preparing bread make many shops sell a variety of processed bread. One example is the processing of bread by baking. Toast is a processed bread that contains meat and vegetables with various processed sauces, and a processed bread that is served with sweet toppings and topped with various flavors that are then baked. The author sees many stores that provide processed bread products that are different from each other that vary. With so many shops offering a variety of processed toasts, it will inevitably lead to competition, In this study, the type of the research conducted is descriptive research. Descriptive research analyzes data systematically. The conclusion that produced is not general. The type of descriptive research is research survey. This study sought to determine how pricing, product quality, and promotion affected consumers' decisions to buy toast at Tangerang City's toast shops, researchers took three examples of toast shops in Tangerang City, namely Tokyo Cheese Toast, Roti Bakar 88, and Jiwa Toast. In studies that have been carried out, it shows that adjusted R Square has a value of 0.827. From the value obtained, it is stated that the price, product quality, and promotion of purchasing decisions have an influence with a value of 82.7% while the rest ($100\% - 82.7\% = 17.3\%$) are other influencing factors. Based on t test research, it shows that the price has a value of 11,949 > 1,657. With a value of Sig. known 0.000 < 0.05. The product quality variable has a value of 20.494 > 1.657. With a Sig value of 0.000 < 0.05. The promotion variable has a value of 17.783 > 1.657. With a Sig value. 0.000 < 0.05. The fact that Ha is accepted suggests that independent variables influence in part purchasing decisions.

Keywords: Price, Product Quality, Promotion, and Purchasing Decisions.

INTRODUCTION

The culinary business is currently growing rapidly and is increasingly varied in its development. One example of culinary that is developing today is processed bread foods that are developed into various types of dishes. Many stores that provide processed toast storeproducts that differ from each other from processed bread containing meat and vegetables with a variety of processed sauces, and processed bread served with sweet toppings and topped with a variety of varied flavors.

With the many types and variations of processed bread, especially toast that enters the market for selling processed toast, the author sees the number of stores that provide processed bread products that are different from each other from processed bread filled with meat and vegetables with various kinds of processed sauces, and processed bread served with sweet toppings and topped with a variety of varied flavors(Brittany & Andy, 2022). With so many stores offering a variety of processed toast, it will certainly lead to competition. "A technical way to overcome opposition is to create something else. being 2 occasions to differentiate one bistro from another"(Juniantan et al., 2023).

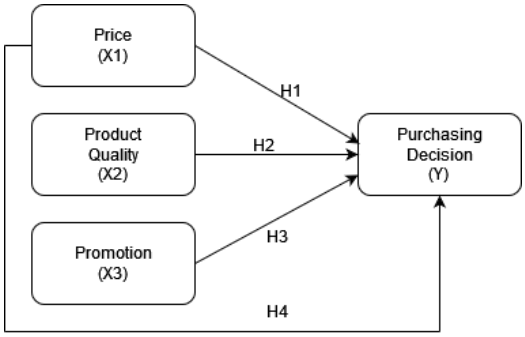
The quality of the product both in terms of raw materials and appearance will determine whether potential customers will decide to buy the product. With good product quality, useful for consumers, valuable, and useful provided according to the price, consumers will be interested in buying and making purchase decisions and then make repeated purchases and also the good quality obtained will sometimes cause experiences that will later be shared with others who can become new potential customers(Handayani, Putri, Pujiarti, 2024).

Promotions that are informed to consumers can be important things that can have an impact on consumers in making purchase decisions. Promotions given to consumers such as giving discounts or buying two get one free promotions are certainly tempting for consumers(Wahyuni, Sri, 2022). With the promotion will certainly increase the added value of competitors in the market where consumers will be attracted to products that have attractive promos first, which can increase brand awareness and also attract many potential customers so that they can increase sales significantly(Michael et al., 2023). Promotion can be done on the available marketplace which can be used as a promotional medium that can also be supported by attractive product designs and attractive packaging that can increase brand awareness. A number of factors, including price product quality, and promotion can have an impact on purchasing decisions. The decision to buy will undoubtedly be influenced by the well calculated pricing and the suitable quality offered(Wiediya & Andy, 2022).

Consumer communications involving product information made available to prospective buyers also aid in purchasing decisions(Calistia & Andy, 2022). Purchase decisions are influenced by information provided to customers about the product's description; well-transmitted product information and strategically placed information about alluring promotions can also positively impact consumers' decision to buy.

Research Outline

Figure 1
Research Outline



Description X1 = Price
X2 = Product Quality
X3 = Promotion
Y = Purchasing Decision

Hypothesis

H1 = It is suspected that price fluctuations have an impact on purchasing decision to buy at toast store in Tangerang City.

H2 = It is suspected that product quality fluctuations have an impact on purchasing decisions at toast store in Tangerang City.

H3 = It is suspected that promotion fluctuations have an impact on purchasing decision at toast store in Tangerang City.

H4 = Suspected influence of price, product quality, and promotion on purchasing decisions at toast store in Tangerang City.

RESEARCH METHOD

Problem Formulation

Descriptive was the sort of research done for this study
"Descriptive research is research aimed at providing symptoms, facts regarding events related to the character of a particular population or area precisely and methodically"(Gilang Ginanjar, 2021).
Descriptive Research analyzes data systematically. The resulting conclusions are not general. A descriptive type of research is survey research(Herawati, 2022). The survey was conducted using the Random Sampling method, and data collection with questionnaires distributed to consumers and potential consumer.

RESEARCH OBJECT

In the object of this study, the object used is consumers from a toast storein Tangerang City. The object taken was a toast store in Tangerang City, researchers took 3 objects, namely Tokyo Cheese Toast Pasar Lama Tangerang, Roti Bakar 88 Pasar Lama Tangerang, and Jiwa Toast. This research was carried out to determine the influence of prices, product quality, and promotion to purchasing decisions at the toast store in Tangerang City

VALIDITY AND RELIABILITY TEST

Test of Validity and Reliability of PRICE (X1)

Table 1
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.909	.912	10

Sumber: SPSS 25

Based on table, reliability statistics because Cronbach's Alpha value of 0.909 is greater than 0.60 can be concluded to be reliable. With a total of 10 statements, so that the result data can be used for the next analysis process.

Table 2
Item-Total Statistics

	Scale Mean if *Item* Deleted	Scale Variance if *Item* Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if *Item* Deleted
X1.1	37.4538	26.498	.704	.563	.898
X1.2	37.3462	26.554	.772	.707	.895
X1.3	37.3154	26.528	.776	.680	.894
X1.4	37.3615	27.039	.708	.567	.898
X1.5	37.5231	26.282	.752	.624	.895
X1.6	37.4923	27.539	.625	.401	.903
X1.7	37.4077	26.848	.722	.633	.897
X1.8	37.6538	27.050	.598	.525	.905
X1.9	37.2077	27.251	.642	.550	.902
X1.10	37.4308	27.689	.479	.427	.914

Sumber: SPSS 25

Based on the Item-Total Statistical variance table, it can be explained that:

1. The Item-Total Statistical table for 10 statements shows the results of the validity calculation.
2. The degree of freedom, or df, can be used to calculate the size of the table value. If the number of respondents is lowered by three, or 130-3 = 127, with a significance level of 5%, the table value is 0.1729.
3. From the overall statement about the price variable when compared to the Corrected Item-Total Correlation Value (rcal) shows a higher result than the rtable value (rcalculate ≥ rtable = 0.1729). The conclusion is the price variable statement points are all valid.
4. Then it was found that the entire PRICE variable statement item in the Cronbach's Alpha If ItemDeleted section had an Alpha Cronbach's value of more than 0.60. This means that all the statement points about the price variable are reliable.

Validity and Reliability Test of PRODUCT QUALITY (X2)

Table 3
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.943	10

Sumber: SPSS 25

Based on the reliability statistics table, because Cronbach's Alpha value of 0.939 is greater than 0.60, it can be concluded that it is reliable. With a total of 10 statements, so that the result data can be used for the next analysis process.

Table 4
Item-Total Statistics

	Scale Mean if *Item*Deleted	Scale Variance if *Item*Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if *Item*Deleted
X2.1	37.2462	34.575	.766	.659	.932
X2.2	37.1846	34.648	.697	.572	.935
X2.3	37.9231	34.180	.560	.376	.945
X2.4	37.4462	33.551	.772	.646	.932
X2.5	37.4077	33.623	.766	.664	.932
X2.6	37.4077	33.716	.812	.699	.930
X2.7	37.3000	33.607	.868	.785	.928
X2.8	37.4538	33.862	.820	.730	.930
X2.9	37.4231	33.672	.826	.744	.929
X2.10	37.4692	33.755	.730	.569	.934

Sumber: SPSS 25

Based on the Item-Total Statistics table, it can be explained that:

1. The Item-Total Statistics table shows the results of the validity calculation for 10 statements.
2. The author can determine the magnitude of the table value by determining the degree of freedom – df, the number of respondents is reduced by 3 or 130-3 = 127 with a significance level of 5%, then the table is 0.1729.
3. From the overall statement about the product quality variable when compared to the Corrected Item-Total Correlation Value (calculated), the result is higher than the value of the table (calculated ≥ table = 0.1729). This conclusion is the points of the statement of product quality variables are all valid.
4. It was then found that the entire product quality variable statement item in the Cronbach's Alpha If Item Deleted section had an Alpha Cronbach's value of more than 0.60. This means that all statement points about product quality variables are reliable.

Validity and Reliability Test of Promotion Variables (X3)

Table 5
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.908	10

Sumber: SPSS 25

Based on the reliability statistics table, because Cronbach's Alpha value of 0.903 is greater than 0.60, it can be concluded that it is reliable. With a total of 10 statements, so that the result data can be used for the next analysis process**.**

Table 6
Item-Total Statistics

	Scale Mean if *Item*Deleted	Scale Variance if *Item*Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if *Item*Deleted
X3.1	37.9538	27.750	.679	.537	.892
X3.2	37.8154	29.283	.692	.624	.891
X3.3	37.8846	28.366	.753	.696	.887
X3.4	38.0615	28.740	.670	.559	.892
X3.5	37.9462	28.966	.694	.604	.891
X3.6	37.9308	28.297	.733	.574	.888
X3.7	38.1769	28.736	.687	.580	.891
X3.8	37.8077	28.916	.743	.619	.888
X3.9	38.0308	29.348	.450	.395	.910
X3.10	37.9846	29.426	.562	.358	.899

Sumber: SPSS 25

Based on the Item-Total Statistics table, it can be explained that:

1. The Item-Total Statistics table shows the results of the validity calculation for 10 statements.
2. The degree of freedom, or df, can be used to calculate the size of the table value. If the number of respondents is lowered by three, or 130-3 = 127, with a significance level of 5%, the table value is 0.1729.
3. From the overall statement about the promotion variable when compared to the Corrected Item-Total Correlation Value (calculated), it shows a higher result than the value of the table (calculated ≥ table = 0.1729). The conclusion is the points of the promotion variable statement are all valid.
4. It was then found that the entire promotional variable statement item in the Cronbach's Alpha If Item Deleted section had an Alpha Cronbach's value of more than 0.60. This means that all the points of the statement about the promotion variable are reliable.

Test of Validity and Reliability of Purchase Decision Variables (Y)

Table 7
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.937	10

Sumber: SPSS 25

Based on the reliability statistics table, because Cronbach's Alpha value of 0.935 is greater than 0.60, it can be concluded that it is reliable. With a total of 10 statements, so that the result data can be used for the next analysis process.

Table 8
Item-Total Statistics

	Scale Mean if *Item*Deleted	Scale Variance if *Item*Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if *Item*Deleted
Y1	38.6231	28.423	.663	.467	.933
Y2	38.6538	28.011	.764	.597	.927
Y3	38.6923	28.649	.633	.439	.934
Y4	38.5923	27.949	.770	.637	.927
Y5	38.5692	28.046	.813	.688	.925
Y6	38.6615	28.055	.696	.505	.931
Y7	38.4154	28.198	.806	.671	.925
Y8	38.4769	28.329	.799	.680	.926
Y9	38.5000	28.578	.754	.618	.928
Y10	38.4308	29.022	.761	.595	.928

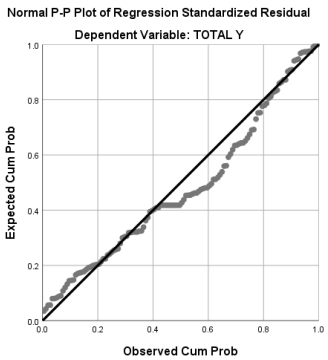
Sumber: SPSS 25

Based on the Item-Total Statistics table, it can be explained that:

1. The Item-Total Statistics table shows the results of the validity calculation for 10 statements.
2. The degree of freedom, or df, can be used to calculate the size of the table value. If the number of respondents is lowered by three, or 130-3 = 127, with a significance level of 5%, the table value is 0.1729.
3. From the overall statement about the purchase decision variable when compared to the Corrected Item-Total Correlation Value (rcal) shows a higher result than the rtable value (rcalculate ≥ rtable =0.1729). This means that the statement points of the purchase decision variables are all valid.
4. It was then found that the entire purchase decision variable statement item in the Cronbach's Alpha If Item Deleted section had an Alpha Cronbach's value of more than 0.60. This means that all statement points about the purchase decision variable are reliable.

Normality Test

Figure 2
Normality Test



Apropriate on the picture spreading points can be seen around the diagonal line, so it can be speculated that normal assumptions are met by regression models. While the regression model is moving further away from the normal assumption if the points are scattered farther and farther away from the diagonal line. Because the number of data is more than 30 normality tests in this study using Kolmogorov Smirnov's table

Multicollinearity Test

Table 9
Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.670	1.707		2.150	.033		
	Price (X1)	.105	.057	.102	1.831	.070	.435	2.298
	Product Quality (X2)	.459	.061	.502	7.487	.000	.299	3.350
	Promotion (X3)	.373	.062	.376	6.053	.000	.349	2.863
a. Dependent Variable: PURCHASING DECISION (Y)								

Sumber: SPSS 25

Among all the free variables none have a tolerance value below 0.10, meaning that between free variables the correlation does not exist. There is no multicollinearity between independent variables as, according to the findings of computing the VIF (Variance Inflation Factor) value of the same object, none of the independent variables (2,2From the above characteristics, the regression model is worth running.

Multiple Linear Analysis

Table 10
Multiple Linear Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.670	1.707		2.150	.033
	Price (X1)	.105	.057	.102	1.831	.070
	Product Quality (X2)	.459	.061	.502	7.487	.000
	Promotion (X3)	.373	.062	.376	6.053	.000
a. Dependent Variable: PURCHASING DECISION (Y)						

Sumber: SPSS 25

Based on the results of table Coefficients data above, it can be explained that:

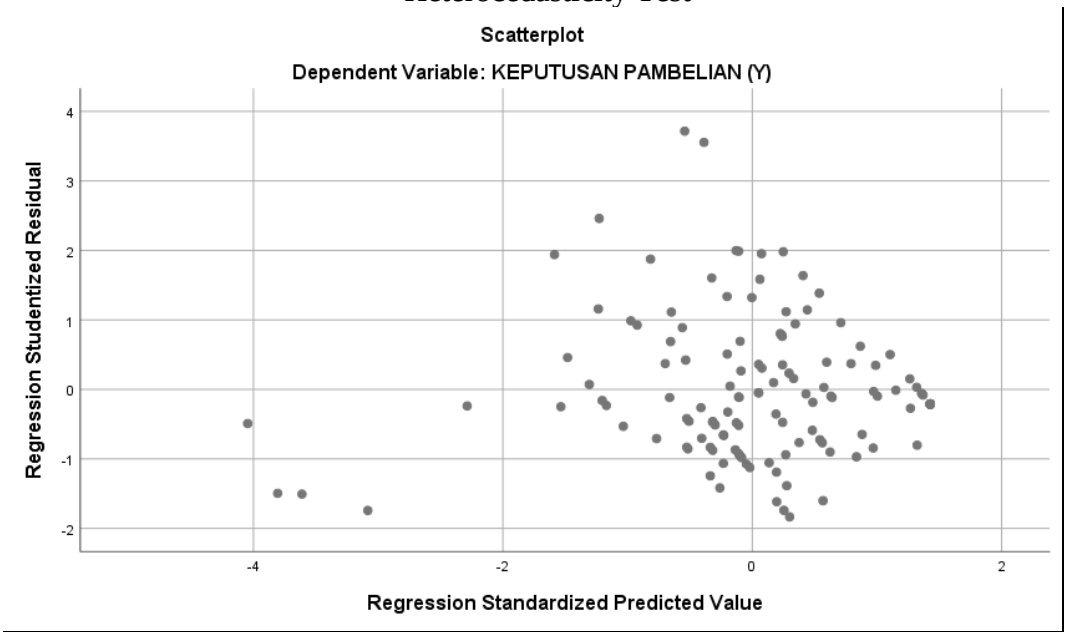
a. The multiple regression equatin can be created using the values of the coefficients in the above table:

$$Y = 3{,}670 + 0.105X1 + 0.459X2 + 0.373X3 + \sum$$

The constant is 3,670 as we can see on the coefficients table.

Heterocedasticity Test

Figure 3
Heterocedasticity Test



Sumber: SPSS 25

There was no heteroscedasticity in the variables of price (X1), product quality (X2), promotion (X3), and purchase decision (Y), or homosedacticity is homoscedasticity, according to the heteroscedasticity test output results, which showed that the points spread below the number 10 on the Y axis, the points spread, and the pattern looked irregular.

R Test

Table 11
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.911[a]	.831	.827	2.45385

a. Predictors: (Constant), Promotion (X3), Price (X1), Product Quality (X2)
b. Dependent Variable: Purchasing Decision (Y)

Sumber: SPSS 25

It can be explained as follows using the data from the preceding summary model table:

1. The correlation coefficient in Column R of Model 1 is 0.911. Therefore, the factors of pricing, product quality, and advertising all have a big impact on what people decide to buy.
2. The determination coefficient is another name for R-square. Model 1's R-square column indicates that the correlation coefficient squared, or 0.911 x 0.911 = 0.831, is equal to 0.831.

3. The value in the column for the Adjusted R-Square is 0.827. In this instance, it is claimed that 82.7% of purchase decisions are driven by price, product quality, and promotion, with other factors accounting for the remaining 100% (100% - 82.7% = 17.3%). Because the Adjusted R-Square number is 0.827, which indicates that there is a very strong relationship between price, product quality, and promotion on purchase decisions, or vice versa, the Adjusted R-Square has a value in the range of 0 to 1.
4. While the std error of the estimate column in model 1 is 2.454
5. In comparison to the standard error of estimate, which is 2,454, the standard deviation figures for pricing, product quality, and promotion in the table (Descriptive Statistics) are greater. This shows that the regression model is appropriate for the analysis presented in this paper. The standard values for price, product quality, and promotion are 5,736, 6,449, and 5,929.

T Test

Table 12
T Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.670	1.707		2.150	.033
	Price (X1)	.105	.057	.102	1.831	.070
	Product Quality (X2)	.459	.061	.502	7.487	.000
	Promotion (X3)	.373	.062	.376	6.053	.000
a. Dependent Variable: Purchasing Decision (Y)						

Sumber: SPSS 25

The Pricing variable (X1) calculation yielded a t value of 1.831. The t-table distribution has a value of 1,657. This indicates that either the value is 1.831>1.657 or the price is higher than the table. This means that the price has affects purchasing decisions.
T = 7.487 is the result of calculating the product quality variable (X2) The t-table distribution has a value of 1,657. This indicates that either the value is 7.4787>1,657 or the product quality is higher than the table. This means that the product quality has affects purchasing decisions.
T value 6.053 is the result of calculating the promotion variable (X3). The T-table distribution has a value of 1,657. this suggests that the promotion has an impact on the purchasing decision, as either the t value is 6.053>1,657 or the promotion is higher than the table.

F Test

Table 13
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3720.229	3	1240.076	205.945	.000[b]
	Residual	758.694	126	6.021		

Total	4478.923	129			

a. Dependent factor: Purchasing Decision (Y)
a. Predictors: (Constant), Promotion (X3), Price (X1), Product Quality (X2)
Sumber: SPSS 25

The explanation that follow is based on the data from table a"findings:
Model 1 computation yielded a result 0f 205.945 for the F ANOVA Test, with a significance level of 0.000 and a value of 0.000 < 0.05 and also Fvalue > Ftable or 205.945 > 2.68 so as to get the result Ha is accepted. With these results, the promotion, price, and product quality variables simultaneously affect purchasing decisions at toast shops in the city of Tangerang, so this regression model is valid and feasible to use.

SUMMARY

The author's test results, acquired by partial and simultaneous testing with the SPSS 25 software, address the author's hypothesis on the influence of price, product quality, and promotion on purchase decisions. In this talk, the author goes into depth about the test findings.
The Influence of Price, Product Quality, and Promotion on Purchase Decisions
Based on the results of the calculation of the F ANOVA Test obtained from Fcal for model I is 205.945 with a significant level of 0.000 where the value is 0.000 <0.05 and also Fcal > Ftabel or 205.945 > 2.68 so that the results of Ho are rejected and Ha is accepted. With these results, it means that there is a simultaneous influence between promotional variables, prices, and product quality on purchasing decisions at a toast store in Tangerang City so that this regression model is feasible and appropriate to use.

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