The Influence of Price, Product Quality and Promotion on the Decision to Purchase Ventela Shoes at the Schulkinder Store in Ungaran City

Annisa Onik Aprilia[1], Edy Purwanto [2]
[1,2]Faculty of Economics and Business, Muhammadiyah University Semarang
Correspondence Email: annisaonik6@gmail.com

ARTICLE INFORMATION

ABSTRACT

Thesis entitled The Influence of Price, Product Quality and Promotion on the Decision to Purchase Ventela Shoes at the Schulkinder Store in Ungaran City. Using a non-probability sampling method with a sample size of 100 respondents. The data collection technique uses a questionnaire processed using SPSS version 26. Data analysis uses multiple linear regression. The results of this research show, based on hypothesis testing that price variables, product quality and promotion have a positive and significant effect on purchasing decisions. Based on partial hypothesis testing, the influence of price variables has an influence on purchasing decisions. The product quality variable has a positive and significant effect on purchasing decisions. The promotion variable has no effect on purchasing decisions. The results of the coefficient of determination (Adjusted R Square) show that the influence of product quality price and promotion on purchasing decisions is 39.4%, while the remaining 60.6% is influenced by other independent variables not included in this research.

Keywords: Price, Product Quality, Promotion, Buying decision

INTRODUCTION

In modern times, the competitive level in the business sector is increasing. Along with rapid technological advances in information systems and science, entrepreneurs strive to improve their skills and advantages by utilizing their potential as fully as possible. Globalization has had a huge impact on business competition for similar products. Therefore, all entrepreneurs will continue to strive to find a wide market share for their products in society. As competition increases, companies need to develop strategies to keep their shoe products in the minds of consumers.

Companies need to find opportunities from people's preferences in order to produce the desired products. That is why companies need to thoroughly understand the types of products consumers want. Yusuf (2021), purchasing decision making refers to the process where a person evaluates existing options and chooses a particular product from the various options available. In improving business, companies need to increase the level of creativity and innovation to remain competitive with their competitors. For entrepreneurs, the challenge lies in the need to continuously monitor and follow changing trends. This is because trends always change over time and this has a significant impact on purchasing decisions.

Table 1. Ventela Schulkinder Store Shoe Sales Data for 2022

No	In 2022	Number of purchases of Ventela shoes
1	January	70
2	February	82
3	March	84
4	April	87
5	May	47
6	June	47
7	July	48
8	August	85
9	September	35
10	October	36
11	November	40
12	December	89
	Total	**750**

Source : Schulkinder Store, 2023

From table 1.1, Ventela sales data experienced fluctuations in sales. It was recorded that in January - April Ventela experienced an increase due to promotions at the beginning of the year, the month of Ramadan or before the Eid al-Fitr holiday. However, in the following month, Ventela sales decreased for 3 months, but not too significantly, and in August there was an increase in sales due to the independence promotion which caused an increase from the previous month. However, after that sales experienced a decline for 3 months due to a lack of promotions coupled with the arrival of local shoes at prices that were much more affordable than Ventela, thus causing consumer interest in Ventela shoes to decline. In December there was an increase due to Christmas and New Year promotions, and consumers compared the quality of Ventela products which were far superior to previous local shoes.

A purchasing decision is when a customer decides which goods or services to purchase after identifying a need, researching a particular brand or product, and assessing how well each alternative meets that need. Tjiptono (2020) describes the purchasing decision as a process in which consumers recognize a specific product or brand, evaluate the

extent to which each alternative can solve their problem, and this ultimately leads to the decision to purchase.

Price is the amount of money needed to obtain a product or combination of certain goods and services, explained by Gitosudarmo (2019). When someone decides to buy a product, the price factor becomes the main aspect in the decision-making process. Price is a benchmark used by consumers in assessing the quality of a product being marketed to meet consumers' desires and needs at a price that is not too high.

Product quality is the most important concept in the product development process. To meet customer needs and desires, quality products are needed. According to Ely (2021), product quality refers to the overall characteristics of a product or service that can satisfy unstated needs. Rosyidi (2020) states that overall product quality can be characterized by its characteristics and properties which have an impact on the ability to satisfy consumers or customers.

According to Kotler (2019), promotion involves efforts to communicate the benefits of an item to consumers and encourage buyers to use the product. It involves interactions between individuals or communities with the aim of introducing something to them and encouraging the purchase and use of that product. Brahim (2021) describes promotion as an action that functions as a means of interaction that can be carried out between individuals or companies and society. The goal is to introduce goods or services to the public and influence the wider community to adopt the product.

LITERATURE REVIEW

Price
Price is a representation of benefits to be expressed in the form of value or product as compensation for the benefits obtained by products and services in that context and location. Prices are used to financially assess goods and services. Kotler (2019) states that price is the amount of money set for a particular product. According to Tjiptono (2012) price can be interpreted as an amount of money and/or other aspects that support certain utilities or uses to obtain a product.

Product quality
Product quality refers to the potential of an item to carry out its function, including toughness, capability, individual condition, repair, and properties, Tjiptono (2019). Kotler and Armstrong's (2016) point of view, product quality includes the extent to which an item provides value and is able to provide satisfaction to consumers, physically and mentally. Reflected through the nature and quality of the product. Astuti Miguna (2020) states that product quality is the product presented by the producer and can be felt, used, purchased and consumed by consumers and producers, according to specific consumer needs.

Promotion
Promotion is a persuasive action that is used to attract and persuade customers to feel interested in purchasing goods and services being offered by a company, Praestuti (2020). Promotion according to Kotler and Armstrong (2019) is a specific combination of advertising, sales promotion, public relations, and personal selling that companies use to communicate customer value persuasively and build customer relationships. Promotion is a key element in the marketing mix with the aim of reaching a specific target on each consumer, which basically is to convince them with the hope of purchasing the goods or services offered.

Buying decision

Tjiptono (2020) Purchasing decisions are made in stages where consumers make choices to identify certain products or brands, assess the extent to which each option can meet their needs or ultimately make purchasing decisions based on these considerations. Kotler & Armstrong (2016) define purchasing decisions as consumer actions in selecting, obtaining and using products, services, ideas or experiences to meet the needs and desires of individuals, groups and organizations. According to Firmansyah (2019), purchasing decisions are individual actions to solve a problem by choosing the most appropriate behavior among many action options and this is seen as the most appropriate step in the decision making process.

RESEARCH METHOD

Types of research

This type of research data uses a quantitative approach, namely the data can be obtained through interviews, observations, discussions or observations (surveys). Data analysis Explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another. (Sugiyono, 2019). The data source used in this research is primary data. Primary data is a type of data that is collected directly from the main source, taken and recorded for the first time by the researcher. To obtain primary data, researchers used a questionnaire technique which was distributed to respondents.

Population and Sample

In connection with the research above, in this study the population is all consumers who buy Ventela shoes at the Schulkinder store. This method uses non-probability samples. This research uses a simple random sampling technique, which is the process of taking samples from a population at random without considering the starters in that population. In the context of this research, because the population of members is known with certainty, the sample size is calculated using the Slovin formula, the sample in this research is 98.6 rounded up to 100 respondents.

RESULTS

Table 2. Validity test

Price (X1)	r_{hitung}	r_{tabel}	Information
X1.1	0.830	0.194	Valid
X1.2	0.845	0.194	Valid
X1.3	0.670	0.194	Valid
X1.4	0.891	0.194	Valid
Product Quality (X2)	r_{hitung}	r_{tabel}	Information
X2.1	0.664	0.194	Valid
X2.2	0.679	0.194	Valid
X2.3	0.721	0.194	Valid
X2.4	0.699	0.194	Valid
X2.5	0.772	0.194	Valid
X2.6	0.673	0.194	Valid
X2.7	0.814	0.194	Valid
X2.8	0.655	0.194	Valid
Promotion (X3)	r_{hitung}	r_{tabel}	Information
X3.1	0.808	0.194	Valid
X3.2	0.826	0.194	Valid
X3.3	0.785	0.194	Valid
Buying Decision (Y)	r_{hitumg}	r_{tabel}	Information

Y1	0.696	0.194	Valid
Y2	0.730	0.194	Valid
Y3	0.706	0.194	Valid
Y4	0.595	0.194	Valid
Y5	0.629	0.194	Valid
Y6	0.722	0.194	Valid

Source : Data processed SPSS 26, 2024

Based on table 2, the results of the validity test in the table can be concluded that the rcount in each questionnaire has a value greater than the rtable. So it can be concluded that all instruments in this research are declared valid.

Table 3. Reliability Test

Variable	*Alpha Cronbach*	Information
Price	0.814	Reliable
Product Quality	0.856	Reliable
Promotion	0.724	Reliable
Buying Decision	0.723	Reliable

Source : Data processed SPSS 26, 2024

Based on table 3, the reliability test results for each variable were obtained with Cronbach's Alpha values for all variables greater than 0.700, which means that all instruments in this study were declared reliable and had good reliability.

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.20602187
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.072
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source : Data processed SPSS 26, 2024

Based on table 4, the results of the normality test with Kolmogorov Smirnov obtained a significance value greater than 0.05 which can be seen in the table above. So it can be concluded that the data is normally distributed.

Table 5. Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga	.999	1.001
	Kualitas	.998	1.002
	Promosi	.999	1.001

a. Dependent Variable: Keputusan_Pembelian

Source : Data processed SPSS 26, 2024

Based on table 5, the results of the multicollinearity test using it can be seen in the coefficients table that the VIF value of each Price variable is (1.001), the Product Quality variable is (1.002), and the Promotion variable is (1.001). This means that the VIF value of each variable is <10 so it can be concluded that multicollinearity does not occur. Apart from that, we can see that the Tolerance value for the Price variable is (0.999), the Product Quality variable is (0.998), and the Promotion variable is (0.999). This means that the Tolerance value for each variable is > 0.10, so it can be concluded that there is no multicollinearity between the independent variables.

Table 6. Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.237	1.872		-.126	.900
	Harga	-.034	.065	-.053	-.528	.599
	Kualitas	.018	.038	.047	.466	.642
	Promosi	.173	.089	.195	1.955	.054

a. Dependent Variable: Abs_RES1

Source : Data processed SPSS 26, 2024

Based on table 6, it shows that the Price variable with a Sig. 0.599 > 0.05 so that H0 is accepted by the Quality variable with a Sig value. 0.642 > 0.05 so that H0 is accepted and the Promotion variable with a Sig. 0.054 > 0.05 so H0 is accepted. So the data with the independent variables, namely Price, Quality and Promotion, does not contain symptoms of Heteroscedasticity.

Table 7. Multiple linier regression analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.963	3.058		1.950	.054		
	Harga	-.020	.105	-.015	-.193	.848	.999	1.001
	Kualitas	.510	.062	.641	8.184	.000	.998	1.002
	Promosi	.055	.145	.030	.378	.707	.999	1.001

a. Dependent Variable: Keputusan_Pembelian

Source : Data processed SPSS 26, 2024

Based on the table of results of the multiple regression analysis above, this research can be formulated as follows:
Y = 5.963 – 0.020 X1 + 0.510 X2 + 0.055 X3

1. The constant value (α) is 5.963, showing a positive direction, which means that if the price, product quality and promotion variables are zero, then the purchasing decision is 5.963.
2. The regression coefficient value for the price variable is -0.020, indicating a negative direction, meaning that for every change in the price variable of 1 percent, purchasing decisions will decrease by -0.020 assuming the price variable is constant.
3. The regression coefficient value for the product quality variable is 0.510, indicating a positive direction, meaning that for every change in the product quality variable of 1 percent, purchasing decisions will increase by 0.510 assuming the product quality variable is constant.
4. The regression coefficient value for the promotion variable is 0.055, indicating a positive direction, meaning that for every change in the promotion variable of 1 percent, purchasing decisions will increase by 0.055 assuming the promotion variable is constant.

Table 8. Partial Test (T Test)

Independent Variable	T Hitung	T Tabel	Significant	Decision
Price (X1)	-0.193		0.848	No Influence
Product Quality (X2)	8.184	1.984	0.000	There is Influence
Promotion (X3)	0.378		0.707	No Influence

Source : Data processed SPSS 26, 2024

Based on the table above, price has a value of 0.848 > 0.005. Product quality has a value of 0.000 < 0.05. Promotion has a value of 0.707>0.005. So it can be concluded that price and promotion have no effect on purchasing decisions and product quality has a significant effect on purchasing decisions.

Table 9. Coefficient of determination test (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643[a]	.413	.394	2.240

a. Predictors: (Constant), Promosi, Harga, Kualitas

Source : Data processed SPSS 26, 2024

Based on the table, it is known that (X1), (X2), (X3) have an influence on Y with a percentage of 39.4%, the remaining percentage of 60.6% is explained by other variables.

DISCUSSION

The Influence of Price on Purchasing Decisions
Based on the research results, it is known that price has no influence on the decision to purchase Ventela shoes, which is indicated by a significance level of 0.848 (>0.05). This means that price has no effect because one of the important aspects that consumers perceive is price suitability. This proves that the higher the price, the less influence it will have on purchasing decisions. These results are not in line with research conducted by Husein & Arifin (2022) which states that price has a significant influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on the research results, it is known that product quality has a positive and significant effect on the decision to purchase Ventela shoes, which is indicated by a significance level of 0.000 (< 0.05). This means that product quality has an influence because quality raw materials, as well as paying attention to and improving product quality, consumers feel comfortable with the shoe products being sold. This proves that the higher the quality of the product offered, the purchasing decision will also increase. These results are in line with research by Marlius & Noveliza (2022) which states that product quality has a positive and significant effect on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

Based on the research results, it is known that promotions have no effect on the decision to purchase Ventela shoes, which is indicated by a significance level of 0.707 (>0.05). This means that the promotion variable has no effect because attractive promotions are not the only factor for consumers in making purchasing decisions. This proves that the higher and more attractive the promotions carried out have no influence on purchasing decisions. These results are not in line with research conducted by Lanhar & Yualiadi (2023) which states that promotions have a positive effect on purchasing decisions.

The Influence of Product Quality Price and Promotion on Purchasing Decisions

Based on the research results, it is known that the F test results for the price, product quality and promotion variables obtained calculated F > F table (22.498 > 3.146) and the probability value < significance (0.000 < 0.05). This means that the independent variables consisting of the variables Price (X1), Product Quality (X2) and Promotion (X3) simultaneously influence purchasing decisions (Y). This means that consumers who are more satisfied will have more purchasing decisions towards Ventela shoe providers. These results are in line with research conducted by Prasetyo & Rachma (2022) which states that product quality, price and promotion have a positive and significant effect on purchasing decisions.

CONCLUSION

Based on the analysis and discussion that has been presented, the conclusions and research results obtained are that price has no effect on purchasing decisions, so the first hypothesis is rejected. Product quality has a positive and significant effect on purchasing decisions, so the second hypothesis is accepted. Promotion has no effect on purchasing decisions, so the third hypothesis is rejected, Product Quality Price and Promotion have a positive and significant effect on purchasing decisions, so the fourth hypothesis is accepted.

Several suggestions that can be made regarding the conclusions are: 1). It is hoped that future researchers can develop other variables such as price, service quality and place on purchasing decisions; 2). For academics, it is hoped that this research can be used as material for consideration in the hope that it can provide constructive and positive improvements; 3). The results of this research can be input and consideration for the Schulkinder Store to maintain the quality provided so that consumers are increasingly interested in the products offered, continue to innovate and update products so that they remain relevant and attractive to consumers. Apart from that, continuous innovation remains up to date with the latest developments, both in terms of materials. new or design trends, continuous innovation can help keep products relevant and of high quality.

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