THE EFFECT OF PRODUCT QUALITY, PRICE, SALES PROMOTION, AND TRUST TOWARDS CONSUMERS' PURCHASE DECISION IN DEY'S RECIPE

Adelia Puspa Kirana

Roxi Earth

deliadeaaa@gmail.com

Abstract-The purpose of this study was to determine, test, and analyze the effect of product quality, price, sales promotion, and customer trust on purchasing decisions at Dey's Recipe. The population in this study are all Dey's Recipe customers who have made purchases from June 2020 to March 2021 as many as 73 respondents. The sampling technique that will be used in this research is the Saturated Sampling Method. Data collection techniques using a questionnaire and measured using a Likert scale. The number of samples in this study was 73. The data analysis method used was quantitative with multiple linear regression models and processed using SPSS. The results of the study show that product quality has a positive but not significant effect on purchasing decisions on Dey's Recipe. Meanwhile, price, sales promotion, and customer trust have a positive and significant influence on purchasing decisions in the Dey's Recipe business.

Keywords: Marketing Mix, Trust, Purchase Decision

1. Introduction

The COVID-19 pandemic has changed people's purchasing patterns online. Promotion and marketing through social media has become a popular and effective strategy to attract customers. Dey's Recipe is a food and beverage business that has been operating since July, 2020. Dey's Recipe focuses on selling giant soft cookies that are marketed through social media with the target market of Bandung and outside the city. In the first month, Dey's Recipe experienced a significant decrease compared to competitors. Sales of Dey's Recipe have increased only on certain days such as Christmas and New Year's Day. The growth of the food and beverage business with great potential cannot be matched by Dey's Recipe, so its sales are getting bigger every month. This phenomenon encourages research on factors that affect Dey's Recipe sales such as the products marketed, the prices offered, the promotion strategies carried out, and the level of consumer confidence to make the right and mature strategy, so as to increase sales in the future.

2. Literature Review

2.1 Previous Research

Research by Hanaysha (2018) showed that corporate social responsibility, store environment, and perceived value have a significant impact on purchase decisions, while sales promotion and social media marketing have negative or insignificant effects. Research by Brata et al. (2017) showed that product quality, price, promotion, and location have a significant effect on consumers' purchasing decisions. Research by Anggita and Ali (2017)

showed that there is a significant influence of product quality, service quality, and price on purchasing decisions. Research by Solihin (2020) found that trust and promotion have a positive and significant influence on buying interest. Meanwhile, buying interest has a positive and significant influence on purchasing decisions. Research by Amron (2018) because there are similarities in several variables used such as brand trust, product quality, price, and purchase decision.

2.2 Theoretical Foundations

2.2.1 Product Quality

According to Lestari (2019), a product can be said to be of high quality if it can meet consumer satisfaction where the product is in accordance with consumer expectations, product quality is also the main positioning tool for marketers. Food quality indicators according to Lestari (2019) are:

1. Portions: Each serving of food has a standard portion determined
2. Taste: The taste point on the tongue is sweet, sour, salty, bitter.
3. Texture: Food has a texture such as smooth or soft, liquid or solid, hard or soft, dry or moist.
4. Aroma: The aroma of the food will affect consumers as much as the food is enjoyed.
5. Color: The color of the combination of foodstuffs used must look attractive so that it can affect the appetite of consumers.
6. Serving: The freshness and cleanliness of the food served can affect the appearance of the food served

2.2.2 Price

According to Lestari (2019), price is the amount of money charged against a product or service, or the amount of value that consumers exchange to benefit from a product or service. Based on Amin et al. (2018), price has four (4) indicators:

1. Price Affordability: Affordable or not the price
2. Price compliance with product quality: a price quote given by a different manufacturer/seller and competing with that given by another manufacturer, on the same type of product.
3. Price Competitiveness: Quotes offered by different manufacturers competing with each other with the same product type offerings.
4. Compatibility of prices with product benefits: Aspects of pricing carried out by producers / sellers in accordance with the benefits that consumers can get from the products purchased.

2.2.3 Sales Promotion

In Hanaysha (2018) it is stated that promotion is considered an important element in the marketing mix, promotion aims to inform, encourage, and remind the target market regarding the products offered to influence the feelings, perceptions or purchasing decisions of consumers. According to Kotler et al. (2018), there are six indicators or sales promotions:

1. Awareness: Promotion is used to raise awareness, and people who don't know the goods will initially learn.
2. Knowledge: Promotions offer product information so that consumers know when to buy goods
3. Interest: Promotion must be carried out according to the right choice of consumer segment

4. Preferences: Provided that the details that will be the consumer's expectations when purchasing the goods offered rather than existing competitors

5. Belief: promotion allows persuading people when they want to buy goods

6. Purchase: A promotion is considered effective if it allows a customer to purchase an item successfully

2.2.4 Customer Trust

According to Kusumawati et al. (2020), trust in online shops is very important for online interaction through social media, the trust factor itself is considered as the key in every online buying and selling because the products offered and sold are still in the form of shadows alone not in the form of real objects or are considered pseudo-objects. According to Kusumawati et al. (2020) indicators of trust:

1. Confidence in satisfaction guarantees when buying products online

2. The online shop gives the impression that he keeps his promises and commitments

3. Online Shop attaches importance to the interests of buyers

2.2.5 Purchasing Decisions

According to Kotler & Keller (2018) a purchasing decision is a stage of evaluation of consumers' considerations of several choices and intentions to buy the most desirable brand. Based on Hanaysha (2018), there are five indicators in the purchase decision as follows:

1. Customers are comfortable with purchasing decisions

2. Customers recommend brands

3. Customer purchase frequency

4. Customer buyback intent

5. Customer satisfaction

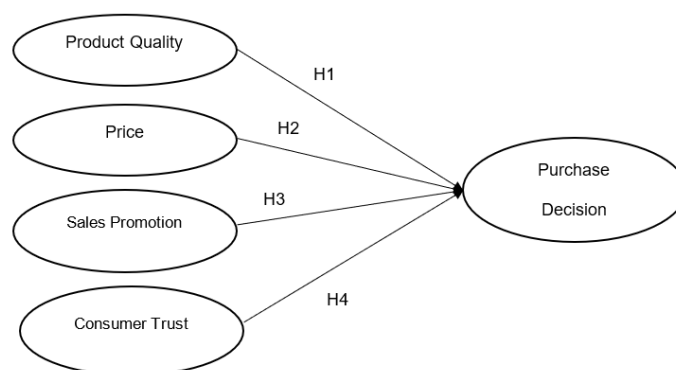## 3.   Research Framework

3.1   Analysis Models

Figure 3.1 Research Model
Source: Data processed (2021)

3.2   Hypothesis

H1: Product quality positively affects purchasing decisions in Dey's Recipe business

H2: Price positively affects the purchasing decision of Dey's Recipe business

H3: Sales promotion positively affects the purchasing decision of Dey's Recipe business

H4: Customer trust positively affects purchasing decisions in Dey's Recipe business

4. Research Methods

4.1 Types of Research, Samples, and Data Collection

This research method is quantitative which was carried out in April-June 2021. The study population was Dey's Recipe consumers from June 2020-March 2021 totaling 73 people. This research uses probability sampling with a random sampling method. The sample of this research is Dey's Recipe consumers who have purchased and consumed Dey's Recipe products. The sampling technique of this research is the saturated sampling method with a total of 73 respondents. Obtaining primary data for this study through questionnaires. The secondary data obtained from this study is in the form of scientific journals, books, and internal company data. The measurement used is the Likert scale 1-5.

4.2 Operational Variables and Definitions

Table 4. 1 Operational Definition of Variables

Variable	Operational Definition	Indicators
Product quality (X_1)	According to Lestari (2019), a product can be said to be of high quality if it can meet consumer satisfaction where the product is in accordance with consumer expectations, product quality is also the main positioning tool for marketers.	According to Lestari (2019) food quality indicators are as follows: a. Portion b. Taste c. Texture d. Aroma e. Color f. Serving
Price (X_2)	According to Lestari (2019), price is the amount of money charged against a product or service, or the amount of value that consumers exchange to benefit from a product or service.	a. Price Affordability b. Price Compliance with Product Quality c. Price Competitiveness d. Compatibility of Price with product Benefits
Sales Promotion (x_3)	In Hanaysha (2018) it is stated that promotion is considered an important element in the marketing mix, promotion aims to inform, encourage, and remind the target market regarding the products offered to influence the feelings, perceptions or purchasing decisions of consumers.	According to Kotler et al. (2018), there are six indicators or sales promotions: a. Awareness b. Familiarity c. Like d. Preferences e. Belief f. Purchase
Customer Trust (X_4)	According to Kusumawati et al. (2020), trust in online shops is very important for online interaction through social media, the trust factor itself is considered as the key in every online buying and selling because the products offered and sold are still in the form of shadows alone not in the form of real objects or are considered pseudo-objects.	a. Confidence in the guarantee of satisfaction when buying products b. The online shop gives the impression that he keeps his promises and commitments c. Online Shop attaches importance to the interests of buyers
Purchasing Decision (Y)	According to Kotler & Keller (2018) a purchasing decision is a stage of evaluation of consumers' considerations of several choices and intentions to buy the most desirable brand.	a. Customers are comfortable with purchasing decisions b. Customers recommend brands c. Customer purchase frequency d. Customer buyback intent e. Customer satisfaction

Source: Data Processed (2021)

The analysis used multiple linear regression, validity, reliability, classical assumption testing, and hypothesis testing with SPSS.

5. Results and Discussion

5.1 Respondent Descriptive Analysis

The predominance of respondents was women at 55 or 75.3%. The highest age from 18-26 years old was 55 or 75.3%. Respondents with purchases 2-3 times a month dominated by 46.5%.

5.2 Descriptive Research Variables

Variabel product quality has an average of 4.48 which means that respondents' answers in thecategory strongly agree.Variable sales promotion has an average of 4.16 which means the respondent's answer is categorized asagreeing. Variable customer trust has an average of 4.46 which means respondents' answers are categorized as strongly agreeing. Variable purchasing decisions have an average of 4.42 which means respondents' answers arecategorized as strongly agreeing.

5.3 Validity and Reliability Test

1. Validity Test

Table 5. 1 Validity Test Results

Variable	Indicators	Pearson Correlation	Significant Value	Conclusion
Product Quality (X1)	X1.1	0,658	0,000	Valid
	X1.2	0,596	0,000	Valid
	X1.3	0,751	0,000	Valid
	X1.4	0,774	0,000	Valid
	X1.5	0,699	0,000	Valid
	X1.6	0,768	0,000	Valid
Price (X2)	X2.1	0,855	0,000	Valid
	X2.2	0,782	0,000	Valid
	X2.3	0,770	0,000	Valid
	X2.4	0,734	0,000	Valid
	X2.5	0,702	0,000	Valid
Sales Promotion (X3)	X3.1	0,508	0,000	Valid
	X3.2	0,695	0,000	Valid
	X3.3	0,624	0,000	Valid
	X3.4	0,672	0,000	Valid
	X3.5	0,691	0,000	Valid
	X3.6	0,706	0,000	Valid
Customer Trust (X4)	X4.1	0,863	0,000	Valid
	X4.2	0,813	0,000	Valid
	X4.3	0,803	0,000	Valid
Purchasing Decision (Y)	Y1	0,811	0,000	Valid
	Y2	0,851	0,000	Valid
	Y3	0,801	0,000	Valid
	Y4	0,807	0,000	Valid
	Y5	0,819	0,000	Valid

Source: Data Processed (2021)

The results of the data testing prove that all questionnaire statements from the variables are declared valid because all of the significance values are <0.05.

2. Reliability Test

Table 5. 2 Re liability Test Results

Variable	Cronbach Alpha	Conclusion
Product Quality (X1)	0,799	Reliable
Price (X2)	0,723	Reliable
Sales Promotion (X3)	0,727	Reliable
Customer Trust(X4)	0,767	Reliable
Customer Trust (Y)	0,874	Reliable

Source: Data Processed (2021)

The test results proved that the variable was declared reliable because it had a *Cronbach Alpha* coefficient of ≥ 0.6.

5.4 Test Classical Assumptions

1. Normality Test

Table 5. 3 Normality Test Results

	Asymp.sig. (2tailed)	Conclusion
Unstandarized Residual	0,06	Normal Distributed

Source: Data Processed (2021)

The results of the Kolmogorov-Smirnov Normal test proved that the residual data of the study had been normally distributed because it had a significant value of > 0.05.

2. Multicholinearity Test

Table 5. 4 Multicollinearity Test Results

Free Variables	Collinearity Statistics		Information
	Tolerance	**VIFs**	
Product Quality (X_1)	0,52	1,91	No multicollinearity occurs
Price (X_2)	0,49	2,03	No multicollinearity occurs
Sales Promotion (x_3)	0,68	1,47	No multicollinearity occurs
Customer Trust (X_4)	0,48	2,08	No multicollinearity occurs

Source: Data Processed (2021)

The test results showed a tolerance value of more than 0.1 and a VIF value of less than 10. That is, there is no multicollinearity in all free variables.

3. Heteroskedasticity Test

Table 5. 5 Heteroskedasticity Test Results

Variable	*Sig. (2-tailed)*	Information
Product Quality (X_1)	0,098	No Heteroskedasticity Occurs
Price (X_2)	0,075	No Heteroskedasticity Occurs
Sales Promotion (x_3)	0,431	No Heteroskedasticity Occurs
Customer Trust (X_4)	0,406	No Heteroskedasticity Occurs

Source: Data Processed (2021)

In the Glejser test all independent variables have a significance of > 0.05. It means there is no heteroscedasticity between the independent variables and the residuals.

5.5 Multiple Linear Regression Analysis

Table 5. 6 Results of Multiple Linear Regression Analysis

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std. Errors**	**Beta**		
(Constant)	-.354	.396		-.894	.375
Product Quality (X1)	.214	.115	.168	1.858	.068
Price (X2)	.242	.101	.224	2.403	.019
Sales Promotion (X3)	.162	.073	.176	2.222	.030
Customer Trust(X4)	.473	.102	.438	4.638	.000
Dependent Variable: Purchasing Decision (Y)					

Source: Data Processed (2021)

The multiplication of multiple linear regressions is obtained as follows:

$$Y = -0.354 + 0.214X_1 + 0.242X_2 + 0.162X_3 + 0.473X_4$$

Variable customer confidence has the highest positive regression value of 0.473. The price variable has a positive regression value of 0.242. The product quality variable has a positive regression value of 0.214. The sales promotion variable has a positive regression value of 0.162.

5.6 Hypothesis Test

1. Test F

Table 5. 7 F Test Results

	Sum of Square	Mean Square	F	Sig.
Regression	14.983	3.746	41.415	,000[b]
Residual	6.150	.090		
Total	21.133			

Source: Data Processed (2021)

The test results show a significance value of 0.000 <0.05. It proves that product quality (X1), price (X2), sales promotion (X3), and customer trust (X4) together have a significant influence on purchasing decisions (Y).

2. t-test

Table 5. 8 t Test Results

Variable	t	Sig.
Product Quality (X1)	1.858	.068
Price (X2)	2.403	.019
Sales Promotion (X3)	2.222	.030
Customer Trust (X4)	4.638	.000

Source: Data Processed (2021)

The test results show that the significance value on the product quality variable (X_1) has a result of 0.068 > 0.05 which means that product quality does not have a significant effect on purchasing decisions. Variable price, sales promotion, and trust each have a significance value of < 0.05 so all three variables have a significant influence on purchasing decisions.

5.7 Analysis of Correlation Coefficients (R) and Determination (R^2)

Table 5. 9 Results of the Analysis of the Coefficient of Correlation and Determination

R	R^2
0,842	0,709

Source: Data Processed (2021)

The results of the correlation coefficient of 0.842 which means that all free variables have a strong relationship with the purchase decision because they have a value close to 1. The efficiency of determination is worth 0.709 or the percentage of the contribution of all free variables to the purchase decision is 70.9%. The remaining 29.1% is influenced by other variables outside of this study.

5.8 Discussion

5.8.1 The Effect of Product Quality on Purchasing Decisions

The results showed that the product quality variable had a positive but not partially significant influence on the purchasing decision variable at Dey's Recipe. This is also influenced by the possibility of buyers who find it difficult to see and assess the quality of Dey's Recipe products objectively because it is done online via social media (Instagram). The need for development in the delivery of product quality to be more visualized through images or videos than the previous one was just a description.

5.8.2 The Effect of Price on Purchasing Decisions

The results showed that the price variable had a positive and partially significant influence on the purchasing decision variable in Dey's Recipe. This indicates that if the price of Dey's Recipe changes, there will be significant changes to the purchase decisions made by Dey's Recipe customers.

5.8.3 The Effect of Sales Promotion on Purchasing Decisions

Data in the study showed that the sales promotion variable had a positive and partially significant influence on the purchase decision variable in Dey's Recipe. So, it can be concluded that if the sales promotion carried out by Dey's Recipe increases, there will be a significant increase in the purchase decisions made by Dey's Recipe customers.

5.8.4 The Effect of Customer Trust on Purchasing Decisions

In this study, the results of the data showed that the customer trust variable had a positive and partially significant influence on the purchasing decision variable in Dey's Recipe. This indicates that if the price of Dey's Recipe changes, there will be significant changes to the purchase decisions made by Dey's Recipe customers.

5.9 Managerial Implications

Table 5. 10 Managerial Implications

Variable	Before Research	After Research
Product Quality (X_1)	1. Using materials of premium quality. 2. The consistency of product quality is still not standardized.	1. Highlighting the premium quality of products through online publication media. 2. Make SOPs so that they can maintain product quality both in terms of taste and product texture.
Price (X_2)	1. Dey's Recipe offers cookies at a price that is quite competitive with its competitors (Idr 25,000). 2. The high quality of raw materials makes production prices high.	1. Looking for alternative raw materials that can reduce production prices so that funds can be allocated to other aspects. 2. Looking for more economical substitute material options so as to reduce production costs.
Sales Promotion (x_3)	1. Dey's Recipe provides special discounts for the next purchase for customers who post their purchased Dey's Recipe products on their social media. 2. Dey's Recipe provides one free cookie for customers who buy five cookies at once (multiplication applies) at certain periods 3. Dey's Recipe is relatively ineffective in publishing its products on social media 4. Promotional content from Dey's Recipe is still not attractive to buyers	1. Dey's Recipe can increase sales promotions such as discounts or free products for customers. 2. Dey's Recipe should do more frequent sales promotions on the celebration of big days in Indonesia so that it can increase sales, 3. Dey's Recipe must be more active in publishing its products on the social media used, 4. Improve product content and promotions so that they are more attractive to customers.
Customer Trust (X_4)	1. Dey's Recipe does not provide written information about the products offered 2. Customers are hesitant to make a purchase on Dey's Recipe. 3. Lack of customer trust in the new brand.	1. Dey's Recipe should provide information about the brand and products being sold that are easily accessible to customers 2. Dey's Recipe must build a good brand image through the promotional media used. 3. Dey's Recipe can increase a sense of security and customer trust by building a good relationship with Dey's Recipe consumers.

Source: Data Processed (2021)

6. Conclusions and Suggestions

6.1 Conclusion

1. Product quality has a positive but insignificant effect on purchasing decisions in Dey's Recipe business, so the first hypothesis (H1) is rejected.

2. Price has a positive and significant effect on purchasing decisions on Dey's Recipe business, so hypothesis two (H2) is accepted.

3. Sales Promotion has a positive and significant effect on the Purchasing Decision on Dey's Recipe business, so hypothesis three (H3) is accepted.

4. Customer trust has a positive and significant effect on purchasing decisions in Dey's Recipe business, so hypothesis four (H4) is accepted.

6.2 Suggestion

6.2.1 For Similar Businesses

It is important for companies to pay attention to and consider product quality, make good pricing and promotion strategies, and gain customer trust in order to improve purchasing decisions from customers.

6.2.2 For Further Research

Researchers are advised to pre-survey before conducting research so that the variables to be studied are more relevant to the actual situation. Researchers are expected to further examine other variables in the marketing mix, particularly product quality related to purchasing decisions and repurchase decisions using social media.

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