

Promotion and Product Quality's Effects on Purchase Decisions at Shunda Ceiling Cirebon

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ABSTRACT

In this very competitive era, the PVC ceiling business is a business that is still developing in the city of Cirebon. The quality of the commodity is a consideration for consumers. Therefore, it is important for businesses to provide good commodity quality with a variety of color choices that can be adjusted depending on the level of commodity targeting. At Shunda Plafon Cirebon, we want to know how much of an impact promotions and product quality have on customers' choices to buy. Quantitative approaches combining descriptive and causal analysis were used in this investigation. Customers of Shunda Plafon Cirebon who purchased ceilings made up the study's population. A total of ninety-six participants were polled using a saturation sampling method. Multiple linear regression, classical assumption testing, and descriptive analysis were the tools utilized to examine the data in this research. Multiple linear regression research at Shunda Plafon Cirebon found that product quality and advertising both contributed to higher Plafon sales. Among the factors that impact consumers' choices to buy, 61.7% are related to product quality and promotions, while 38.3% are accounted for by factors beyond the scope of this research. We can say that at Shunda Plafon Cirebon, customers are influenced by both the quality of the products and the promotions that are running. So, it is better for the company. The researcher suggests that for the durability of the ceiling, the company should continue to improve the quality of the ceiling product, both in terms of materials and quality, so that consumers are satisfied and can increase ceiling sales and so that the condition of the ceiling quality is in a decent and good condition so that it can be used for a long time and suggests that the price should be considered by the company in determining the price so that it can be accepted by all groups.

Keywords: Promotion, Product Quality and Purchasing Decisions.

I. INTRODUCTION

In a period of increasing competition, especially in the sale of commodities and services, companies need to pay more attention to the promotion and quality of the commodities marketed to respond to competition. Regarding the definition of promotion according to, namely all activities of delivering commodities in the target market, providing information about the most important characteristics, advantages and existence, to encourage people to take action at that time when buying a commodity. In addition, the company must be able to design a sales plan where the company can produce, retain, and grow customer satisfaction, which is ultimately able to create customer loyalty so that it is optimal for the commodities offered to them (Pratama, Aulya Rahman Putri., Wardhana, 2022). So it can be said that the quality of commodities has a very important role in the competition of the business world. The view regarding the quality of commodities is the heart of the business, while quality is increasing the competitiveness of commodities which must satisfy customers more or at least equal to the quality of competitor commodities (Nasution, Muhammad Irfan, Muhammad Andi Prayogi, 2017).

If seen behind the purpose of establishing and starting a business, it is expected that the volume of sales will be large enough to obtain maximum profit. A company can be said to be successful or not in achieving its goals if the company itself is able to maximize the profits obtained from the costs incurred or capital. Along with the development of the city of Cirebon, the need for gypsum, glass and aluminum ceilings is increasing. In this very competitive period, the gypsum, glass and aluminum ceiling business is a business that is still developing and is the center of attention in the city of Cirebon. In addition to the shape and beauty of various commodity styles, the quality of the commodity is also a consideration for consumers in using the commodity. Therefore, it is important for businesses to provide good commodity quality with a variety of color choices that can be adjusted depending on the level of commodity targeting. Given the increasing population growth, it is evident that the use of plaster, glass and aluminum ceilings as basic materials for building projects is a bright business prospect. Therefore, promotion and quality of commodities must be maintained and strengthened so that sales from the business can survive and compete with competing companies so that the company's sales can also continue to increase. Considered a component in the decision-making process for consumers. There are a lot of things that impact customer behavior and the choices they make when they shop online. The future success of the business depends on the company's ability to anticipate and adapt to changes in customer behavior and the factors influencing their purchase choices.

Purchasing decisions are a benchmark for companies in starting their business, with the hope that they can get increasing profits through the capital that has been issued. Sales are activities that consist of transactions for the sale of goods or services, either in the form of credit or cash (Wardhana, 2024; Listiya & Wardhana, 2024; Salsabila & Wardhana, 2023; Nabilah & Wardhan, 2023; Dharmawan & Aditya, 2021; Haryoko, 2019). However, it is not that easy to get increasing sales considering the high level of competition in this business. Due to the many competitors offering more promotions and better quality commodities, sales at Shunda Plafon Cirebon have become unstable. The following is a report of sales data at Shunda Plafon Cirebon for the last 9 months.

The promotions offered by Shunda Plafon Cirebon have less discounts and bonuses than its competitors. On this basis, the company understands that promotions are important to increase sales because in general, every consumer who wants to purchase a commodity will look for information first and then compare the promotions offered which will be their consideration in making purchasing decisions (Wardhana, 2024; Pratama & Wardhana, 2022; Islami, Wardhana & Pradana, 2021).

This shows that there is a problem related to the promotion carried out by Shunda Plafon Cirebon which if not considered will cause a decrease in sales because consumers switch to competing products that provide bigger discount promotions with the same product for larger quantities.

So good promotion and product quality are mandatory requirements for businesses to implement to win tight competition, the importance of promotion and good product quality is a company's advantage in increasing its sales (Listiya, M. T., & Wardhana, 2023). The more promotions given along with quality products, the more consumers will trust and be motivated in making purchases and using their commodities (Pratama, Aulya Rahman Putri., Wardhana, 2022).

So from the results of the initial data from the After reviewing the data, it seems that the marketing and product quality of Shunda Ceiling Cirebon are influencing customers purchase choices in an unsatisfactory way.

Based on the pre-survey, it can be seen that the promotion and quality of Shunda Plafon Cirebon products have an influence on purchasing decisions at Shunda Plafon Cirebon, but its influence has not become the main consideration in increasing sales because the number of consumers who are influenced and those who are not influenced is not much different.

II. LITERATURE REVIEW

2.3.1 The Effect Of Promotion On Purchase Decisions

In this regard, workers who are employed in a setting that encourages independence The research results show that brand variables, physical evidence, advertising, sales promotions, and personal recommendations have a partial and simultaneous influence on purchasing decisions. ("Analysis of Several Product Attributes and Promotional Mixes and Their Implications for Purchasing Decisions," 2019).

2.3.2 The Effect Of Product Quality On Purchase Decisions

The results of the study show a positive and significant influence on promotion towards purchasing decisions. The results of the study show a positive and significant influence on product quality towards purchasing decisions. Promotion and product quality have a good and substantial impact on consumers' purchase choices at the same time, according to the research. ("The Influence of Product Quality and Promotion on Purchase Decisions for Rambak Crackers," 2016).

Thus, the model in this study is shown in figure 1, and the following assumptions are also visible, based on the prior research of the theory offered:

2.3 Research Hypothesis

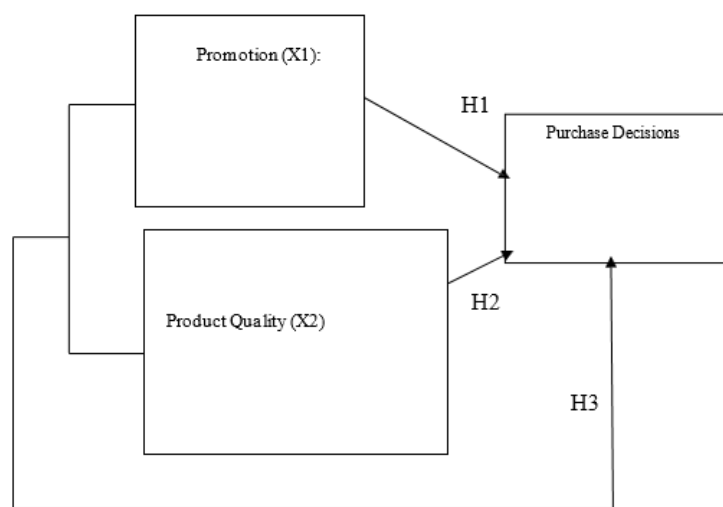


Figure 1: Research Model

H1: Promotion has a positive and significant impact on purchasing decisions at Shunda Plafon Cirebon

H2: Product quality has a positive and significant impact on purchasing decisions at Shunda Plafon Cirebon.

H3: Promotion and product quality simultaneously have a positive and significant impact on purchasing decisions at Shunda Plafon Cirebon

III. METHODOLOGY

3.1 Type of Research

Both descriptive and causal research methods are used in this study. Descriptive research, according to Iba & Wardhana (2023) and Sugiyono (2018), is studies that look at the values of one or more variables (independent) without comparing them to other variables or drawing any connections between them. On the other hand, causal research establishes a relationship between two variables (dependent and independent), where the former influences the latter. Iba and Wardhana (2023) and Sugiyono (2018) both state that this study employs a quantitative approach, which is a type of research based on positivism. This approach involves studying specific populations or samples through the use of research instruments and quantitative or statistical data analysis. The goal is to test the established hypotheses. So, this research describes the relationship between the factors of promotion, product quality, and purchase decisions at Shunda Plafon Cirebon, as well as the variables of interest and the extent to which they impact one another. The following factors influence consumers' choices when making a purchase: 1) product selection, 2) brand selection, 3) distributor selection, 4) purchase time, and 5) purchase amount; 2) advertising, sales, promotion, and publicity are indicators of promotion (X1), while performance, features, reliability, suitability, and durability are indicators of publicity (X2). Lastly, aesthetics play a role in the purchasing decision (Y).

1) **3.1.1 Samples**

A sample is a subset of a population unit that is expected to represent the research population. The sample has to be representative of the population it purports to represent for the data it collects to be representative of the population at large. For the purpose of collecting data that is statistically representative of the whole, an appropriate sample selection method is needed. Information from a good sample will be able to reflect information from the population as a whole (Iba & Wardhana, 2023; Kuncoro, 2018). Saturated sample was the sample strategy employed in this investigation. When the whole population is utilized as a sample, it is called saturated sampling (Sugiyono, 2019; Iba & Wardhana, 2023). There are 96 samples total, which is identical to the population size.

2) **3.1.2 Statistical Package for the Social Sciences (SPSS)**

Multiple fields make use of SPSS for statistical analysis, data processing, modification, and report creation. A wide range of statistical analyses, including tests for central tendency, regression, factor, and clustering, are available to SPSS users. When doing social research using quantitative methodologies, this application is often used.

IV. RESULT

The reasonableness If the value of r count is more than or equal to r table, with r table equal to 0.200, then the findings of the data instrument test conducted on each item are considered legitimate, and this is the main goal of the research validity test. If the claims in the questionnaire for each item are valid, then the researcher can use the results of the validity test to conclude that the product quality variables (X1), promotion (X2), and purchasing decisions (Y) are all valid. This conclusion is drawn from the table above. The questionnaire's Cronbach Alpha rating demonstrates its reliability as a research tool.

Table 1. Evaluation of Measurement Model

Factor	Cronbach's alpha
Promotion	0.93
Product Quality	0.83
purchasing decisions	0.68

The reliability testing showed that the Cronbach's Alpha value is > 0.60 , which means that the questionnaire employed in this study is consistent and dependable; in other words, it can be relied upon as a research instrument.

Table 2
Hypothesis test

Variables	Path Coefficient	P Values
Promotion → Purchase Decisions	6.073	0.000
Quality Product → Purchase Decisions	7.317	0.000

Analysis and Implications of Path Coefficients and Significance Levels**1. Promotion → Purchase Decisions**

- Path Coefficient: 6.073
 - This shows a positive relationship between promotion and purchasing decisions, meaning that the higher the promotion, the higher the purchasing decision..
- P-Value: 0.000
 - Highly significant ($p < 0.05$).

Implications:

- These results may indicate that customer expectations were met, leading to increased purchase decisions despite previous promotions.
- Future research could examine whether factors such as price, or brand switching behavior influence these results..

2. Product → Brand Trust

- Path Coefficient: 7.317
 - Positive relationship, indicating that better product quality improves purchasing decisions.
- P-Value: 0.000
 - Highly significant ($p < 0.05$).

Implications:

- This supports the idea that positive product quality at Shunda Plafon Cirebon builds stronger trust.
- Marketing strategies should focus on improving product quality to strengthen purchasing decisions.

V. CONCLUSION

Research on "The Influence of Promotion and Product Quality on Purchasing Decisions at Shunda Plafon Cirebon" led to the following findings:

1. The following must be inferred about the impact of promotion and product quality on purchasing decisions at Shunda Plafon Cirebon:
 - a. The descriptive study shows that interpreting criteria for promotions at Shunda Plafon Cirebon is quite excellent. Whether it's via the media or directly, the marketing is still subpar.
 - b. Interpretation criteria for overall product quality at Shunda Plafon Cirebon are extremely excellent, according to descriptive analysis findings. Even at this discounted rate, it's too expensive.
 - c. The descriptive analysis shows that, all things considered, the choice to buy a ceiling at Shunda Plafon Cirebon meets excellent criteria for interpretation. Regarding purchases, some customers still aren't keen on making a selection at Shunda Plafon Cirebon.
2. The hypothesis test findings demonstrate that partial promotion affects purchase choices at Shunda Plafon Cirebon in a substantial way.
3. The findings of the hypothesis test indicate that product quality at Shunda Plafon Cirebon somewhat influences purchase choices.
4. It indicates that at Shunda Plafon Cirebon, product quality and advertising both have a substantial impact on purchase choices, according to the findings of the hypothesis test..

Implications

The following are suggestions put forward by researchers to be considered by further research, as follows:

- a. The study's findings indicate that 61.7% of the impact on purchasing decisions comes from product quality and promotion. The remaining 38.3% comes from other factors that were not considered in this study; therefore, future studies should incorporate these factors, as well as others like brand image, which were not examined in this study, promotion, service quality, green marketing, purchase interest and customer satisfaction.
- b. It is hoped that further researchers will be able to conduct research on other companies or agencies, so that they can be used as comparative material..

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