

The Effect of Product Quality, Price and Promotion on Purchasing Decisions of Oppo Cellphones at Planet 99 Celuler Unaaha Store

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ABSTRACT

This study aims to study and analyze the effect of product quality (X1), price (X2), and promotion (X3) on purchasing decisions (Y) at the Planet 99 Celuler Unaaha store, with a total sample of 30 0 people empirically. The results of this study indicate that product quality, price, and promotion have a positive and significant effect on purchasing decisions for the Oppo cellphone at the Planet 99 Celuler Unaaha store. Product quality partially has a positive and significant effect on purchasing decisions for Oppo cellphones at the Planet 99 Cellular Unaaha store. Price positively and significantly affect purchasing decisions for Oppo cellphones at the Planet 99 Celuler Unaaha store. Promotion partially has a positive and significant effect on purchasing decisions for Oppo cellphones at the Planet 99 Celuler Unaaha store. Data is processed using SPSS version 26.

Keywords: Product Quality, Price, Promotion, Purchase Decision

Introduction

Currently, technology has become a daily necessity both in communication and business. The era of globalization requires everyone to be forward-thinking and move quickly[1][2]. Science of technology and information and communication that continues to develop in everyday life which is marked by very rapid changes, especially in the field of information technology. Mobile phones are one of the results of the development of information technology very close to human life, almost everyone has and follows the development of mobile phones[3][4].

In the era of globalization that is very advanced with this technology, of course, there are many kinds of mobile phone brands offered to consumers so that the brands offered are superior. So good and appropriate marketing activities play an important role in supporting business continuity and the development of a company. In other words[5][6], producers must be able to win the hearts of their consumers. The phenomenon of business competition in the era of globalization will further move the direction of the modern economic system towards a market mechanism that requires business actors to always develop and seize market share. So that it is necessary to attract and retain consumers so that the business continues to exist[7][8].

Marketing activities have now begun to focus on consumer satisfaction. Consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of the performance (

result) of a product with his expectations [9][10]. In general, every business aims to seek profit, this goal is inseparable from marketing goals. Marketing itself must be thought of in advance, in order to be more precise to the target consumer. Because potential consumers will consider various factors, including product quality factors so as to make consumers feel very satisfied and prefer our products over other competitors' products[11][12].

Products have significance for entrepreneurs because without a product, entrepreneurs will not be able to do anything from their business. Consumers will buy products if they are interested and feel suitable, therefore the product must be adjusted to the wishes or needs of buyers in order for product marketing to be successful. With good product quality, this is what will make consumers believe[13][14].

Price is a good determining factor in bringing up consumers' buying decisions. According to Anafik (2012) in his research stated that price is one of the determinants of product selection which will later affect purchasing interest. Meanwhile, according to Agusty [15]–[19] price is one of the important variables in marketing, where price can influence consumers in making decisions in buying a product. Price is often associated with quality, consumers tend to use price as an indicator of quality or potential satisfaction of a product. When someone makes a purchase of a product, the main thing that becomes a factor in the occurrence of a purchase is the price, then the quality and benefits of a product to be purchased, the price and quality of

the product are the things that consumers pay the most attention to [20][21].

Promotion is a one-way flow of information or persuasion that is created to lead a person or organization to actions that create exchanges in marketing. Promotion is an effort to notify or offer a product or service with the aim of attracting potential consumers to buy or consume it [22] Promotion is a form of marketing communication, meaning an activity that seeks to disseminate information, influence / persuade, or persuade the target market of the company and the products offered by the company concerned [23].

Consumer purchasing decisions are the process by which consumers choose and evaluate products or services, often consumers consider various things that suit their needs in the purchase decision process. Therefore the consumer's purchasing decision is formed based on his wishes. [24][25] defines a consumer's purchasing decision as a process by which consumers become familiar with the problem, seeking information about a particular product or brand. Before consumers decide to buy, consumers usually look for information first to compare other options to be absolutely sure of buying the right item. As for factors that influence consumers in purchasing a product or service, usually consumers always consider the quality of the product, the price of the product, and how famous the product is.

Based on this information, the Planet 99 Celuler unaaha Store in unaaha district, konawe regency, is trying to find out how much influence the Quality of Product Price and Promotion has on the decision to buy oppo mobile phones at the Planet 99 Celuler unaaha Store by looking at the development of product quality, price, and promotion. The results of the initial survey on potential consumers who will buy oppo mobile products at the Planet 99 Celuler Unaaha Store said that the quality of the product is still not good in terms of durability, then the price of the product is relatively higher than other stores, and also the products purchased are not in accordance with the conditions and promotions offered so that if this is allowed, it is not impossible that Toko Planet 99 Celuler Unaaha will not be able to maintain its existence and lose in competition with other Mobile Stores, especially in the unaaha area [1], [3], [4].

From the description above, researchers want to know how much influence the quality of price and promotional products has on the purchase decision of Oppo Mobile products at the Planet 99 Celuler unaaha Store.

Research Methods

Population and sample

According to Sugiono (2016: 135) Population is a generalized area consisting of objects / subjects that have certain quantities and characteristics that are determined by researchers to be studied and then drawn conclusions. In this study, the population is consumers who purchase oppo mobile phones at the Planet 99 Celuler Unaaha Store, therefore this population is an *infinite* population that is not known for sure the actual population number of customers who come to shop at the Planet 99 Celuler Unaaha Store.

Samples are part of the number and characteristics that the population has Samples are part of the population (example) to be used as study material in the hope that the examples taken from that population can be representative of the population. The sample design used in this study is *non-probability sampling*, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. The ideal and representative sample size is between 10 and 20 per free variable. In this study using 3 free variables, so the number of samples that were considered representative and represented the characteristics of the population was as many as (3 x 10) or 30 respondents as customers of Toko Planet 99 Celuler Unaaha. According to Arikunto (1998: 120) that if the number of subjects is smaller or equal to one hundred, it is better to take all so that the study is a population study. Due to the limited population, the sampling technique is carried out by census, which is a sample determination technique when all members of the population are used as samples (Sugiono, 2008: 85). Thus the number of samples in this study is the entire population of 30 people.

Data Collection Methods

To collect the data needed in this study, the following methods were used:

1. Interviews are conducting good interviews with employees, consumers at the Planet 99 Celuler Unaaha Store
2. Documentation is recording or retrieving data that has been documented
3. Questionnaires are data obtained through the distribution of questionnaires or questionnaires.

Data Measurement Methods

To measure the influence of product quality, price and promotion on purchasing

decisions, a measuring instrument in the form of a questionnaire is used. Categories of answers to questions with a likert scale. The likert scale is a psychometric scale that is generally used in questionnaires and is the most widely used scale in survey research (Sugiono, 2011: 86). In the likert scale, respondents determine their level of approval of one available option, usually provided five scales with the following format:

1 =STS, 2=TS,3 = N.4 =S.5

Information:

STS = Strongly Disagree

TS = Disagree

N = Neutral

S = Agree

SS = Totally Agree

Results and Discussion

The effect of product quality, price, and promotion on purchasing decisions

Based on the F test in the ANOVA table above, it shows that simultaneously independent variables have a significant effect on dependent variables, so it is concluded that the estimated linear regression model is feasible to use to explain that product quality, price, and promotion have a significant effect on the purchase decision of Oppo Mobile At Celuler Unaaha's Planet 99 Store. The multiple linear regression value prby $Y = + 12.880 + 0.040 X_1 + 0.385 X_2 + 0.153 X_3$ where the constant value is 12.879. This shows that if the variable value of product quality, price, and promotion is equal to zero then the cost of the purchase decision is 12,880. Adjusted *R Square* value of 0.650. This shows that 65% of oppo mobile purchase decisions at Celuler Unaha's Planet 99 Store can be explained by product quality, haraga and promotion.

This is because the quality of Oppo Mobile products offered by Toko Planet 99 Celuler is in accordance with consumers' wishes and has a fairly affordable price and in accordance with the benefits of the product and the delivery of promotions with a good message is very clear and easy to understand so that it attracts consumers to buy Oppo Mobile Phones at the Planet 99 Celuler Unaaha Store.

Fidayanti (2020), in his journal entitled The influence of product quality, price, and promotion on consumers' purchasing decisions at the Colombus Unaaha Store. The results of the study stated that all independent variables have a positive effect on dependent variables.

Effect of Product Quality on Purchasing decisions

The results of testing the hypothesis that product quality variables have a positive and significant effect on the purchase decision of Oppo Mobile At Celuler Unaaha's Planet 99 Store. The quality of the product can be seen from the Oppo Mobile products provided by the Planet 99 Celuler Unaaha Store for consumers who make consumers satisfied with the products sold. With the satisfaction of the product, it will be an ongoing process for consumers who will return to visit the Planet 99 Celuler Unaaha Store.

This is done by Planet in improving the quality of its mobile phone products, namely by identifying consumer needs and desires for Oppo Mobile products. The planet seeks to provide mobile products that can meet the needs and satisfaction of consumers for the products purchased. In addition, Planet conducted a question and answer to several consumers about the experience they felt after using Mobile products from Toko Planet, and asked consumers for advice on what things are still lacking and need to be improved so that they feel satisfied with the product. With the feeling of consumer satisfaction with the product, it will be an ongoing process for consumers who will return to visit the Planet 99 Celuler Unaaha Store. Assauri (2015:90) said that product quality is the factors contained in an item or result that cause the goods or results to be in accordance with the purpose for which the goods or results are intended.

This research is in line with research conducted in their journal entitled The Effect of Product Quality on Oppo Mobile Phone Purchase Decisions in Pagar Alam City. The results showed that there was a positive and significant influence of product quality variables on purchasing decisions.

The Effect of Price on Purchasing Decisions

The results of hypothesis testing found that the price variable had a positive and significant effect on the purchase decision of Oppo Mobile At Celuler Unaaha's Planet 99 Store. The price variable is feasible as a determinant of the buyer's decision. In improving purchasing decisions, prices can determine consumers' buying interest by offering good products at prices that are quite affordable to consumers. By having a good product and a fairly affordable price, it will be able to attract consumers' interest in Oppo Mobile products offered by Toko Planet 99 Celuler Unaaha.

One of the strategies carried out by Planet in determining the selling price to attract buyers' interest is to give *cashback* on certain Oppo Hanphone products. With the cashback ,

consumers become interested in making purchases so that the sales results increase. Engel, (2014:21) defines price as the amount of money (in addition to several products) needed to obtain a certain number of combinations of service products.

This research is in line with research conducted by David Joshua (2016) in a journal entitled *The Effect of Product Quality and price on consumers' purchasing decisions in Terang Bulan-Martabak 93*. The results showed that there was a positive and significant influence of price variables on purchasing decisions.

How Promotions Affect Purchasing Decisions

The results of hypothesis testing found that the promotion variable had a positive and significant effect on the purchase decision of Oppo mobile phones di Toko Planet 99 Celuler Unaaha. This shows the relationship between unidirectional promotion and the purchase decision of Oppo Mobile At Celuler Unaaha's Planet 99 Store. The more promotions carried out by Planet, the more the product purchase decision will increase. The form of promotion carried out by Planet is by promoting through print media and online media. In addition, the delivery of promotional messages is carried out very clearly and easily understood so as to cause a good impression of the promotions carried out. With this form of promotion, consumers' buying interest is increasing. According to Ridwansyah (2017:52) "Promotion is a tool or activity used by companies to communicate customer value".

This research is in line with research conducted by Mulyana (2016), with the title *The Effect of Promotion and Product Quality on Indihome Purchasing Decisions (Witel Bandung Case Study)*. The results showed that promotional variables have a positive and significant effect on consumers' purchasing decisions.

Conclusion

Based on the results of the analysis and discussion in this study, it can be concluded that:

1. Product Quality, Price, and Promotion have a positive and significant effect on the purchasing decision of Oppo Mobile At Celuler Unaaha's Planet 99 Store.
1. Product Quality has a positive and significant effect on purchasing decisions. The higher the product quality, the more the decision to buy Oppo mobile phones at the Planet 99 Celuler Unaaha Store will increase.
2. The price has a positive and significant effect on the completeness of the purchase. By

providing an affordable price, the higher the decision to buy Oppo Mobile at the Planet 99 Celuler Unaaha Store.

3. Promotions have a positive and significant influence on purchasing decisions. The higher / more promotions are made, the decision to buy Oppo Mobile at the Planet 99 Celuler Unaaha Store will increase.

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