



Purchasing Decisions for Pure Cow's Milk in Tlekung Junrejo Village Batu seen from Promotion, Price, and Product Quality

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Abstract. This study set out to investigate and determine whether a product's quality, price, and promotion affect consumers' purchasing decisions. The study's demographic and sample consisted of eight respondents who solely drank pure cow's milk and lived in the Tlekung Junrejo Batu village. Questionnaires were used to collect data for this investigation. The data analysis methods used in this study include the Instrument Test, Normality Test, Hypothesis Test, Coefficient of Determination Test, Multiple Linear Regression Analyzer, and Classical Assumption Analyzer. SPSS is used to analyze this study process. Price, product quality, and advertising all have a positive and significant impact on the purchase of pure cow's milk in Tlekung Junrejo Village, Batu.

Keywords: promotion, price, quality.

1. BACKGROUND

A multitude of advancements has transpired in the corporate sector. This swift advancement is enhancing corporate competitiveness. Companies strive diligently to develop innovative, market-leading products. This layer rivalry compels those who are usually consumptive to alter their mindset and lifestyle. fulfill daily requirements. Clothing, food, and shelter are fundamental need for daily existence. Some individuals refer to these three elements as "fundamental human necessities." The majority of persons in society, notably students, exhibit heightened consumption of fashion, especially regarding used clothing. Numerous companies are consequently vying to offer products that satisfy consumer demands. Consequently, firms must possess the ability to The advancement of this progressively modern era influences the consumption behaviors of the community, including the Indonesian populace.

The criteria that must be fulfilled have diversified due to the innovations of this century, and it is common for individuals to emulate their peers or acquire superfluous products despite the exorbitant expense. The millennial generation, defined as individuals aged 18 to 35 who

entered young adulthood in the decade following 2000, generally experiences this lifestyle transformation. The digital era has transformed consumer characteristics and behaviors; for instance, the millennial generation exhibits unique preferences and habits regarding product acquisition and consumption patterns. Millennials are a primary focus due to their elevated consumption levels (Dwi Sinta Anggraini, 2020). Millennials are no longer obligated to visit numerous retailers or service providers to compare items. All information, including prices and user evaluations, is accessible to them by simply initiating the internet and performing a search in the search engine. The millennial generation is more captivated by the product's narrative and the consumption experience. They value the unique experience provided by a product or service, and many contend that embracing contemporary lifestyles will enhance their jobs and offer increased networking opportunities (Nawawi, 2020).

The need for fashion has escalated alongside the enhancement of lives. Currently, fashion is increasingly impacted by clothing. Consequently, thrifting is increasingly gaining popularity among contemporary youngsters. Furthermore, replicate each variant to meet market requirements. Customers engage in purchasing decisions when they seek, evaluate, and invest in items and services expected to fulfill their needs (Amilia and Asmara in Schiffman and Kanuk, 2007). Several considerations are generally considered while making a purchasing decision, including available promotions or discounts, the product's price relative to its quality, and the service level provided by the product tier. Customers will opt to get the tier product if they perceive that the things acquired fulfill their requirements.

Additionally, customer behavior must be considered as a primary market objective for the tier organization. Companies may enhance their competitiveness annually due to the expansion of market share. The plethora of alternative product options now on the market is an additional factor. Consequently, buyers possess greater choices in selecting things to purchase when there is an increased number of competitors for a specific commodity. Customers are unique in the purchasing process as they follow a certain procedure that differs from others. Demographic, psychographic, psychological, and other consumer factors exhibit significant variability, influencing purchasing decisions and the utilization of goods and services according to individual preferences. Kotler and Armstrong (2016: 162) assert that the purchasing choice process is a phase that the buyer must navigate prior to making a purchase. Customers undergo five stages during the purchasing process: problem identification, information gathering, option evaluation, decision-making, and post-purchase actions.

This model highlights that the purchasing process commences before to the transaction and has enduring effects post-purchase. Kotler and Armstrong (2012: 135) identify various

elements that affect purchase decisions, including cultural influences, peer and status considerations, and personal reasons. cost of an item. Kotler & Armstrong (2016: 324) describe "Price" as the monetary amount charged for a product or service, or the total value that customers exchange for the benefits derived from possessing or utilizing the product or service. Can be seen as the monetary expenditure on a product or service, or the value traded by consumers for the advantages, ownership, or utilization of a product or service.

Besides purchase decisions, promotion is a crucial element in marketing management. Promotions can convert consumers who were once disinterested in purchasing into motivated buyers. Tjiptono (2015: 387) defines promotion as a component of the marketing mix that aims to inform, persuade, and remind consumers about the company's brands and products. Promotion is an essential activity undertaken by the company to attract consumers. Engaging and systematic promotions will be essential for the company's sustainability. Promotion is a crucial component of marketing management, alongside purchase decisions. The promotion, Siebab, possesses the ability to convince initially reluctant consumers to make a purchase. Promotion constitutes a marketing mix that prioritizes efforts to inform, persuade, and reinforce client awareness of the company's brands and products, asserts Tjiptono (2015: 387). The company must undertake promotional activities to attract customers. The company's viability will significantly enhance through consistent and captivating promotions.

Consumers will consider price while determining their purchasing selections. Consumers often evaluate the product's price in relation to its quality and prospective benefits. Promotions possess the ability to influence clients who previously had no intent to purchase, rendering price and promotion essential elements of marketing management. Product quality is a significant factor influencing purchasing decisions. The level of satisfaction with a product may be regarded as its quality. Mussry (2016: 76) contends that product quality can influence loyalty, facilitating the identification of elements that affect the fluctuations in loyalty and the ensuing customer discontent with product quality. Improving product quality can affect consumer purchasing decisions in several ways. During product development, companies meticulously evaluate the quality of the product. Customers prioritize quality as their principal factor when choosing products from the firm. Businesses can consistently improve the quality of their products to meet customer demands. Companies can contend with competitors to acquire market share by manufacturing superior products. 2016: 164 Kotler and Kiellier.

Investigation related to the aforementioned problem description is necessary to obtain accurate information substantiated by empirical facts. The price, advertising, and brand image significantly influence consumers' purchasing decisions about Skechers shoes. The research

aimed to assess the individual and collective impacts of price, promotion, and product quality on the purchasing decisions for Pure Cow's Milk in Tlekung Junrejo Village.

2. THEORETICAL STUDY

Purchase Decision

A purchasing decision involves an individual choosing from a variety of alternatives. Making a purchasing decision necessitates several processes. The final stage in the client's assessment process when acquiring a product is the buy decision. Kotler and Keller (2019, as cited in Rachmwati et al.); Kotler and Armstrong (2017, as cited in Priansa; Lubis, 2019); and Winardi (2010) assert that consumers would make decisions based on their wants and preferences. The purchase process comprises several components. In Siienggietang et al. (2019), Kotler and Keller identify four indicators of purchase continuity: product stability, purchasing habits, and product recommendations to others.

Promotion

The act of informing a buyer or client about the benefits of a product or service is referred to as promotion. This marketing is designed to inspire and motivate customers to purchase the product or service (Tjiptono, 2015; Daryanto, 2013; Bahri, 2013). Swastha and Irawan, as cited in Widagdio (2011: 3), identify the principal objectives of promotion as informing, influencing, and reminding the target clientele about the firm and its offerings, in addition to altering customer behaviour. Kotlerr & Armstrong (2017) identify the following as instances of promotional indicators: disseminating information regarding new products, providing a range of gifts, conducting promotions during special deals, and strategically positioning catalogues. One method to present products to consumers is via priomiosi. Promotions significantly influence consumers' purchasing decisions by facilitating their understanding of the proportion of their purchases attributed to the customer's goods. Agusani (2021) discovered that an increase in promotion correlates with a higher percentage of purchases. Additionally, Haryanto's (2015) study findings suggest that promotions positively affect the purchasing of goods or services. According to study H1, promotion greatly affects the purchasing decisions of Tlekung Village locals about pure cow's milk.

Price

A product or service's price is the total of all the benefits that consumers derive from using or owning it (Malau, 2017; Sudaryono, 2016; Kotler & Keller, 2013). Pricing is a business management strategy that establishes the appropriate starting price for a good or service. You also need to establish plans for discounts, shipping expenses, and other associated factors (Kotler & Armstrong, 2017). The following are some of the pricing objectives, according to Kotler and Keller (2016: 491): survival ability, maximum current profit (maximum competitive advantage), maximum market share (maximum market share), maximum market skimming (maximum market skimming), product-quality leadership (product-quality leadership), and other objectives (other objectives). pricing is characterized by four indications, according to Kotler & Armstrong (2017): affordability, compatibility with quality, compatibility with benefits, and pricing based on purchasing power or capacity. Price information undoubtedly influences consumers' decisions to buy. The price of a product is typically compared to that of other products by consumers. Pricing therefore has a significant impact on decisions to buy. According to research findings reported by Saputri (2021), pricing significantly influences consumers' decisions to buy. Furthermore, Damanik (2018) provided an explanation of his research's findings, which also revealed a noteworthy impact. When choosing to purchase a product, shoppers also take price into account. Because of this, the study's second hypothesis is that, in Tlekung Village, pricing significantly influences consumers' decisions to buy pure cow's milk.

Product Quality

According to Kotler and Armstrong (2014), Kotler & Keller (2016), Yamit (2017), and others, product quality is the capacity of a product to exhibit its purpose, including overall durability, reliability, accuracy, ease of use, and product repair. According to Kotler (2015), a product's quality must be established during development since it demonstrates the product's capacity to fulfill its intended purposes. Product quality can be seen from both an internal and external perspective. Four factors—features, durability, consistency, and design—are indicative of product quality, according to Cashmere (2014). Purchase decisions are influenced by the quality of the goods, with the better the product's quality, the greater the influence on decisions to buy (Kotler and Keller, 2017). Thus, H3 in this study states that decisions to buy pure cow's milk in Tlekung Village are significantly influenced by product quality. The findings of this study are as follows: In Tlekung Village, decisions to buy pure cow's milk are influenced simultaneously by priorities, price, and product quality.

3. RESEARCH METHOD

A quantitative method was taken in this investigation. Sugiyono (2013) asserts that the quantitative method tests specific hypotheses by using random populations or samples. Associative research is used in this study to determine the association between two or more variables. Buyers of pure cow's milk in Tlekung Village, Junrejo, Batu, were the subject of this study. Researchers utilize the Malhotra method (in Asnawi and Masyhuri, 2011) to calculate the number of samples in an uncountable population as the population size is unknown. Four or five times the number of indicators employed in this study is the minimum sample size needed. A total of 16 indicators were derived based on the amount of variables that were present. Therefore, the number of samples needed is calculated as follows: $16 \times 5 = 80$ samples, which is determined using the purposive sampling technique. The primary instrument for gathering data is the questionnaire. The list of independent and dependent variables utilized in this study is as follows: According to Kotler and Keller's assessment (in Sienggetang et al., 2019), the bound variable (Y) is the purchase decision using three indications. Free parameters: Product quality (X3) using Kasmir's (2014) opinion with four indicators; price (X2) using this theory with three indicators; and promotion (X1) using Kotler and Armstrong's (2017) theory with four indicators. Multiple linear regression, which incorporates the t, F, and determination tests, was used to analyze the data in this study. The SPSS version 22 software was used for this.

4. RESULTS AND DISCUSSION

Multiple Linear Regression Analysis is used to measure the influence of the independent variable on the dependent variable. Multiple regression analysis can be seen in the following table:

Table 1. Multiple Linear Regression Test Results

NO	VARIABLES	B	t	Sig t	DECISION
1	Constant	3.878	2.399	.019	
2	Promotion	.238	3.193	.002	Signifikan
3	Price	.183	2.622	.010	Signifikan
4	Product Quality	.390	5.462	.000	Signifikan
F : 25.892 Sig F : 0,000 R ² : 0,505					

Dependet Variable: Purchase Decision

Source: Primary Data Processed, 2024

Based on Table 1 above, it can be seen that the multiple linear regression test coefficients can be arranged into the regression equation as follows:

$$Y = 3,878 + 0,238X1 + 0,183X2 + 0,390 X3$$

1) The Concurrent Influence of Price, Promotion, and Product Quality on Purchase Intentions

A significant value of $0.000 < 0.05$ was found from the computation results obtained to test the Purchasing Decision variable simultaneously. Therefore, it can be said that the factors of price, promotion, and product quality all significantly affect purchasing decisions at the same time. Promotion, price, and product quality are said to all have an impact on purchasing decisions at the same time. This study supports earlier research by Aisyah Nur Winingsih (2021) that found that the dependent variable, Purchasing Decisions (Y), is partially and simultaneously impacted by Promotion (X1), Price (X2), and Product Quality (X3).

2) Promotion's Impact on Purchase Decisions

The study's findings indicate that purchasing decisions are influenced by the promotion variable. It may be concluded that the Promotion variable significantly influences the Purchasing Decision variable because the significant result in the t test of 0.010 is less than 0.05. Customers make more decisions about what to buy when they shop when sellers run promotions that are more intense and creative. In order to increase customer awareness of a product, promotion is used to launch and broaden its selection. This study supports earlier research by Aisyah Nur Winingsih (2021) that found that promotions significantly and favorably affect consumers' decisions to buy.

3) How Price Affects Purchase Intentions

Based on the study's findings, it is known that pricing influences consumers' decisions to buy. This demonstrates that the Price variable has a major impact on the Purchasing Decision variable. Customers make more decisions about what to buy when they shop at stores that provide higher price points. Because buyers typically take into account prices that are commensurate with the quality of the products being supplied, price plays a significant role in their judgments. Price has an impact on purchase decisions, according to earlier research by Niovita Sari (2020), which is consistent with this study.

4) The Effect of Product Quality on Purchasing Decisions

The study's results indicate that the Product Quality variable influences Purchasing Decisions. The t-test value of 0.002, which is less than 0.05, indicates a substantial influence of the Product Quality variable on the Purchasing Decision variable. Higher product quality from the vendor correlates with elevated consumer purchasing decisions while shopping. Product quality is crucial for evaluating client

happiness, ensuring that purchasers are inclined to return for future purchases. This study aligns with the research conducted by Ida Yulianti (2022), which asserts that product quality exerts a positive and significant impact on purchasing decisions.

5. CONCLUSIONS AND SUGGESTIONS

This study seeks to ascertain the impact of Promotion, Price, and Product Quality on the Consumer Purchase Decision of Pure Cow in Tlekung Junrejo Village, Batu. Research findings indicate that Promotion, Price, and Product Quality collectively influence Consumer Purchase Decisions of Pure Cattle in Tlekung Junrejo Village, Batu. The Promotion variable exerts a positive and considerable influence on the purchasing decisions of Pure Cow consumers. The Price variable exerts a favourable and considerable influence on the purchasing decisions of Pure Cow consumers. The product quality variable positively and significantly influences the purchase decisions of pure cattle consumers in Tlekung Junrejo village, Batu.

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