



INFLUENCE OF PRICE, ADVERTISING AND PRODUCT QUALITY ON CHOCOLATE PURCHASE DECISIONS SILVERQUEEN AT PT KOTA MAS PERMAI

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Abstrak

Di Kota Medan, PT Kota Mas Permai menjual Coklat Silverqueen. Penelitian ini bertujuan untuk mengetahui bagaimana harga, iklan, dan kualitas produk Silverqueen Chocolate mempengaruhi pilihan konsumen untuk membeli coklat di PT Kota Mas Permai. Keterkaitan antara dua atau lebih variabel penelitian ditunjukkan dengan menggunakan metode penelitian kuantitatif. Data kuantitatif adalah tipe data, dan data primer dan sekunder adalah sumber data. Populasinya adalah 95 pelanggan PT Kota Mas Permai dan teknik pengambilan sampel adalah jenuh dan populasi yang digunakan sebagai sampel dan 30 orang diuji validitas dan reliabilitas di PT. Inti Cakrawala Citra. Model dengan regresi linier berganda. Hasilnya adalah harga, iklan dan kualitas produk berpengaruh secara parsial dan simultan terhadap keputusan pembelian Coklat Silverqueen pada PT Kota Mas Permai.

Kata Kunci: Harga, Periklanan, Kualitas Produk, Keputusan Pembelian

Abstract

In Medan City, PT Kota Mas Permai sells Silverqueen Chocolate. This study's goal was to determine how Silverqueen Chocolate's price, advertising, and product quality affected consumers' choices to buy the chocolate at PT Kota Mas Permai. The association between two or more study variables is demonstrated using the method of quantitative research. Quantitative data are the data type, and primary and secondary data are the data sources. The population is 95 customers of PT Kota Mas Permai and the sampling technique is saturated and the population is used as a sample and 30 people are tested for validity and reliability at PT. Inti Cakrawala Citra. The model with multiple linear regression. The result is that price, advertising and product quality have a partial and simultaneous effect on the purchasing decision of Silverqueen Chocolate at PT Kota Mas Permai.

Keywords: Price, Advertising, Product Quality, Purchase Decision

INTRODUCTION

Now that the corporate world is expanding quickly, many companies are competing to keep their businesses viable. In the business world, there are a lot of companies, one of which is a company. The most favorite snack among people is chocolate since it can uplift and cheer people's spirits. PT Kota Mas Permai, a company involved in the field sale of Silverqueen Chocolate in Medan City, is one of the chocolate businesses that will be investigated. The customer decision is actions taken by customers to select and buy products sold company after going through several processes such as the need recognition process, information search, choice assessment, and the buyer's decision to buy a product. The factors causing consumers to make purchasing decisions chocolate Silverqueen such as price, advertising, and product quality. The cost of Silverqueen Chocolate is reasonable, and it tastes better than other chocolates. Prices for Silverqueen Chocolate vary depending on the type of chocolate and form that customers like. Silverqueen comes in huge packs, 90 g large sachets, and the most expensive 55 g medium sachets. The chosen pricing is in the middle; Silverqueen's rivals at shopping malls, Delfi, Top, and Briko, have set a higher price.

The purchase of Silverqueen Chocolate was also driven by advertising company but this year advertising was not carried out due to the company assume that people already know Silverqueen Chocolate. Even though it's a chocolate ad Silverqueen is important to remind consumers of the rich taste of chocolate various. The absence of Silverqueen Chocolate advertising can be degrading sales due to other brands of chocolate intensively advertising for attract consumer attention. The purchase of Silverqueen Chocolate was also driven by advertising company but this year advertising was not carried out due to the company assume that people already know Silverqueen Chocolate. Even though it's a chocolate ad Silverqueen is important to remind consumers of the rich taste of chocolate various. The absence of Silverqueen Chocolate advertising can be degrading sales due to other brands of chocolate intensively advertising for attract consumer attention. Advertising companies were also able to push people to buy Silverqueen Chocolate, but this year no advertising was done because the corporation assumed that everyone was already familiar with the product. Despite the

fact that it is a chocolate advertisement, Silverqueen feels it is vital to remind consumers of the rich flavor of chocolate. Sales of Silverqueen Chocolate may struggle if there is no advertising since competing chocolate manufacturers spend a lot of money gaining consumers' awareness. Based on the pre-existing background, it encourages researchers to discuss in the thesis entitled "The Influence of Price, Advertising and Product Quality on Chocolate Purchasing Decisions Silverqueen at PT Kota Mas Permai".

LITERATURE REVIEW

Price

Definition of Price

Price is the only one element *marketing mix* which produce reception sale, whereas other elements only cost element just (Assauri, 2014).

Indicator Price

Hassan (2013) states the indicator of price. Here are the indicators.

- a. Price tree and discount
- b. Condition payment
- c. Requirements credit

Advertising

Definition of Advertising

Advertising is an activity related to two areas of everyday human life, viz economy and communication (Jaiz, 2014)

Indicator of Advertising

Here are the indicators of advertising.

- a. Spread information
- b. Offer idea.
- c. Persuasion.
- d. Non personal.
- e. Sponsors clear.

Product Quality

Definition of Product Quality

Quality product is thing which need get the main attention of company or manufacturer. Quality is a something product related tightly with problem satisfaction consumer, which is the purpose of the activity marketing what the company does (Assauri, 2014).

Indicator of Product Quality

Tjiptono and Chandra (2017) states the indicator of product quality. Here are the indicators.

- a. Performance.
- b. Feature.
- c. Reliability.
- d. Conformation.
- e. Power stand.
- f. Maintenance.
- g. Aesthetics.
- h. Perception about quality.

Decision Purchase

Definition of Decision Purchase

Decision purchase is step next after exists intention or desire buy; however, decision purchase is no same with actual purchase (Morrison, 2015).

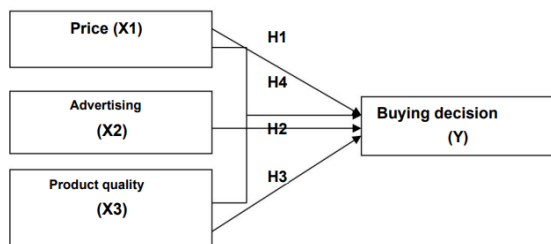
Indicator of Decision Purchase

Firmansyah (2019) states the indicator of decision purchase. Here are the indicators.

- a. Decision about type product
- b. Decision about characteristics product
- c. Decision about brand
- d. Decision about amount product
- e. Decision about time purchase
- f. Decision about method payment
- g. Decisions about service

Conceptual Framework

The conceptual framework that can be presented in Figure 1.



Price, advertising and product quality affect the decision for H-1, H-3, and H-4. Hypothesis H₄ purchase of Silverqueen Chocolate at PT Kota Mas Permai.

Research Hypothesis

Here is the hypothesis of this journal.

1. In PT Kota Mas Permai, Silverqueen Chocolate buyers are influenced by price.
2. At PT Kota Mas Permai, marketing affects consumers' decisions to buy Silverqueen Chocolate.
3. Product quality influences whether customers choose to purchase Silverqueen Chocolate from PT Kota Mas Permai
4. At PT Kota Mas Permai, customers' decisions to acquire Silverqueen Chocolate are influenced by price, advertising, and product quality.

METHOD

Approach quantitative research which shows connection among two variables study or more. Researcher do this study on PT Kota Mas Permai which is on Medan city at: Jl. Pulau Irian No 15, Sampali, District Pecut Sei Tuan. According to Kesumawati, et.al., (2017:11), "the population is a collection of all objects or subjects that have certain characteristics are then studied clearly and completely so that conclusions can be drawn. The population is 95 respondents of PT Kota Mas Permai. According to Sugiyono (2014: 156), "saturated sampling is a sampling technique when all members population used as a sample". The sample is about 95 customers of PT Kota Mas Permai who serve as a sample. The data collection techniques that is applied in this study were interviews and questionnaires using a Likert scale.

RESULTS AND DISCUSSION

Validity Test

According to Ghazali (2018:51), test validity used for measure legitimate or valid nope something questionnaire. The price variable stated that all are valid because of the *item-total* correction correlation bigger from 0.3610.

Reliability Test

According to Ghazali (2018: 45), a questionnaire is said to be reliable if the answers are someone's opinion is consistent or stable over time. Testing is done by

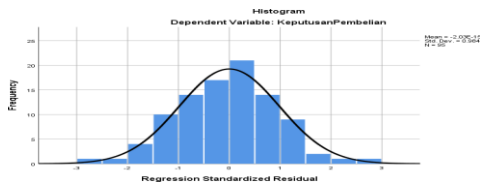
trying the questionnaire just once with a variable said reliable if give score Cronbach Alpha > 0.70 The reliability value is 0.836, advertising is 0.841, product quality of 0.917 and purchase decision of 0.882 is concluded reliable with *Cronbachs Alpha* > 0.70.

Normality Test

type data which its purpose is known data distributed with normal or no. Normality can form chart, *Normal P-plot Regression standardized* and Kolmogorov-Smirnov (KS). Data distributed normally with form chart histogram show bell-shaped and does not experience sloping. *Normal P-plot diagram Regression standardized*, for see is distributed normal or no.

Picture 3.1 Histograms

Source: processed data, 20



Picture 3.2 Normally P- P Plot of

Regression Standardized Residuals

Source: processed data, 2021

Normal P-plot Regression Standardized that the points follow the linediagonally then the data is normal. Statistical normality analysis on *one Kolmogorov Smirnov* for knowing data normal or no. Determine provision decision: a) asymp sig is in on 0.05 data normal, b) asymp sig is at under 0.05 data no normal.

Table 3.1 One-Samples Kolmogorov-Smirnov test



Multicollinearities Test

Multicollinearity as testing regression there is nope correlation between independent variable. Usually provided that the *Tolerance value is* ≤ 0.10 and the VIF value is > 10. Testing multicollinearity is presented here.

Table 3.2 Test Multicollinearity

N	95	
Normal Parameters ^{a,b}	Means	.0000000
	std. Deviation	2.51825104
Most Extreme Differences	absolute	.051
	Positive	.035
	Negative	-.051
test Statistics	051	
asymp. Sig. (2-tailed)	.200	

Model	Collinearity Statistics	
	tolerance	VIF
1		
	(Constant)	
	Price	.562
	Advertising	.427
	Product quality	.295
		1,781
		2,343
		3,389

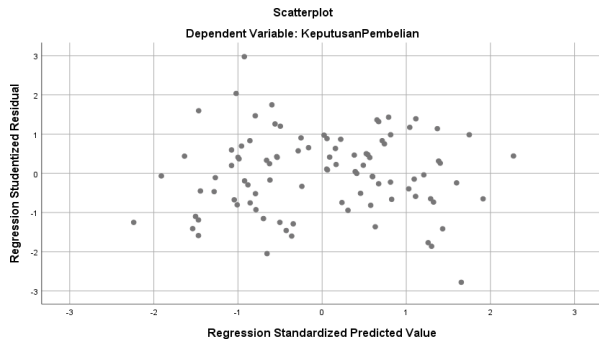
Source: Processed data, 2021

Price, advertising and quality product have tolerance bigger from 0.1 and VIF smaller 10 said no any symptoms multicollinearity.

Heteroskedasticity Test

Heteroscedasticity with see scatterplot which no patterned is at inaxis X and Y scattered random in lower number 0. The result seen.

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Picture 3.3 Test scatterplot

Source: processed data, 2021

Chart *Scatter plots* have point spread random and no patterned so there is no heteroscedasticity.

Table 3.3 Results Test Glejser Coefficients

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.	
	B	std. Error				
1	(Constant)	2.142	1,199		1,787	.077
	Price	.035	.061	.081	.579	.564
	Advertising	.022	.044	.080	.500	.618
	Product quality	-.029	.030	-.185	-.962	.338

a. dependent Variables: Abs_ut

Source: processed data, 2021

Score probability (sig.) for Price, advertising and quality product > 0.05 that no occur heteroscedasticity.

Table 3.4 Analysis Regression Double Coefficients^a

Model	Unstandardized Coefficients		standardized Coefficients	t	Sig.	
	B	std. Error				
1	(Constant)	7.125	2019		3,530	.001
	Price	.219	.103	.109	2,131	.036
	Advertising	.403	.074	.321	5,454	.000
	Product quality	.422	.050	.593	8,389	.000

a. dependent Variables: Buying decision

Source: processed data, 2021

Equality regression linear double that obtained that is:

$$\text{Buying decision} = 7,125 + 0.219 (\text{Price}) + 0.403 (\text{Advertising}) + 0.422 (\text{Quality})\text{Product}$$

Constant value (a) = 7.125 means price, advertising and product quality value zero so decision purchase permanent as big 7,125. Score coefficient variable price (b_1) = 0.219, the value is positive meaning each addition of one unit of price (X_1) resulting in purchasing decisions rose 0.219 units. Variable coefficient value advertising (b_2) = 0.403 value positive means each addition one by one advertising (X_2) resulted decision purchase go on 0.403 unit. Score coefficient variable quality product (b_3) = 0.422 value positive means each addition one by one quality product (X_3) resulted decision purchase go on 0.422 units.

Hypothesis Test

F Test (Simultaneous Test)

According to Hantono (2017:72-73) F test is used to test whether variable independent in a manner together influence variable dependent. The hypothesis is: $H_0 : b_1 = b_2 = b_3 = 0$, that is price, advertising and product quality does not affect the decision to purchase Silverqueen Chocolate at PT Kota Mas Permai. $H_1 : b_1 = b_2 = b_3 \neq 0$, means price, advertising and product quality influence on the decision to purchase Silverqueen Chocolate at PT Kota Mas Permai.

Table 3.5 Results F-test

ANOVA						
Model		sum of Squares	df	Mean Square	F	Sig.
1	Regression	3840249	3	1280083	195,413	.000 ^b
	residual	596,109	91	6,551		
	Total	4436358	94			

- a. dependent Variables: Buying decision
b. Predictors: (Constant), Product quality, Price, Advertising
Source: Data processed, 2021

Count F value > F table (195.413 > 2.70) with sig. 0.000 < 0.05 then the hypothesis H_0 rejected and H_1 . If accepted, price, advertising and product quality have an effect against decisions purchase Chocolate Silverqueen in PT Mas City Permai.

Test T (Partial Test)

According to Hantono (2017:74 75) T test used for test is variable independent in a manner individual influence variable dependent. The hypothesis can be described: 1) H_0 : $b_1, b_2 = 0$, means price, advertising and quality product no take effect to decision purchase Chocolate Silverqueen at PT Kota Mas Permai. 2) H_1 : $b_1, b_2 \neq 0$, means price, advertising and product quality influences the purchasing decision of Silverqueen Chocolate in PT City Mas Permai. Here are the criteria decision.

1. H_0 received if $t \text{ count} \leq t \text{ table}$ on $\alpha = 5\%$.
2. H_1 received if $t \text{ count} > t \text{ table}$ on $\alpha = 5\%$.
 $df = nk$, $df = 69-3 = 66$. score t table is t 5% or t 0.05 (97) = 1.996.

Table 3.6
Results Test t Coefficients

Model	B	Unstandardized Coefficients		standardized Coefficients Beta	t	Sig.
			std. Error			
1	(Constant)	7.125	2019		3,530	.001
	Price	.219	.103	.109	2,131	.036
	Advertising	.403	.074	.321	5,454	.000
	Product quality	.422	.050	.593	8,389	.000

a. Dependent Variables: Buying decision

Source: processed data, 2021

Testing t test could outline: t value count price (X_1) of 2,131 positive and sig. of 0.036 ($0.036 < 0.05$). Hypothesis H_0 is rejected and H_1 received because $t_{count} > t_{table}$ ($2,131 > 1,986$) price take effect to Chocolate buying decision Silverqueen at PT Kota Mas Permai. t value count advertising variable (X_2) of 5.454 has a positive effect and sig. of 0.000 ($0.000 < 0.05$). Hypothesis H_0 rejected and H_1 received because $t_{count} > t_{table}$ ($5,454 > 1,986$) advertising take effect to decision purchase Chocolate Silverqueen at PT Kota Mas Permai. t value count product quality variable (X_3) of 8.389 has a positive effect and sig. of 0.000 ($0.000 < 0.05$). hypothesis H_0 rejected and H_1 received because $t_{count} > t_{table}$ ($8,389 > 1,986$) quality product take effect to decision purchase Chocolate silverqueen in PT Kota Mas Permai.

Coefficient of Determination Analysis (R^2)

Table 3.7 Results Testing Coefficient of Determination Model Summary

Model	R	R Square	adjusted R Square	std. Error of the Estimates
1	.930 ^a	.866	.861	2.55942

a. Predictors: (Constant), Product quality, Price, Advertising

Source: processed data, 2021

Adjusted R Square 0.861 or 86.1% means the purchase decision is explained independent variables but the remaining 13.9% is explained by other variables not examined such as promotion sale, personal selling and sales promotions.

Discussion

Influence Price to Decision Purchase

The results of this study show that price has an effect on decisions purchase Chocolate Silverqueen in PT Kota Mas Permai with $t_{\text{count}} > t_{\text{table}}$ ($2,131 > 1,986$) and 0.036 ($0.036 < 0.05$) the hypothesis H_1 received. Results study in accordance with theory Sudaryono (2015:230) on new product penetration pricing can be applied, a low initial price to attract interest buyers or price skimming, that is, the initial price is high due to product considered different with product which has it is in market.

Influence Advertising to Decision Purchase

Results study this show advertising take effect to decision purchase Chocolate Silverqueen in PT City Mr beautiful with $t_{\text{count}} > t_{\text{table}}$ ($5,454 > 1,986$) and 0.000 ($0.000 < 0.05$) the hypothesis H_1 received. The results of this study are in accordance with Kertamukti (2015:21-22) advertising is viewed as media which most general used for direct communication persuasive to consumers, influencing feelings, knowledge, beliefs and attitude related to a product, which ultimately leads to effort to influence consumer so that have interest buy.

Influence Quality Product to Decision Purchase

The results of this study show that product quality has an effect on decision purchase Chocolate Silverqueen in PT Kota Mas Permai with $t_{\text{count}} > t_{\text{table}}$ ($8,389 > 1,986$) and 0.000 ($0.000 < 0.05$) the hypothesis H_1 received. The results of this study are in accordance with Poerwanto and Sukurno (2014:175), In connection with score for customer

which based on quality, the consequences communication marketing must be oriented on score for customer. Approach quality in framework create score more for customers as a marketing base, because purchasing decisions tend to be more many based on perception, they about score which attached on product.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research, several can be drawn conclusion as follows:

1. Price affects the purchasing decision of Silverqueen Chocolate at PT Kota Mas Permai.
2. In PT Kota Mas Permai, advertising has an impact on consumers' decisions to purchase Silverqueen Chocolate.
3. Product quality affects the decision to buy chocolate Silverqueen at PT Kota Mas Permai.
4. Price, advertising and product quality affect the choice buy of Silverqueen Chocolate at PT Kota Mas Permai.

Suggestion

Based on the conclusions above, several suggestions can be given:

1. For enterprises, the management should modify the selling price products on the market, undertake active advertising, improve product quality in order to sustain or draw attention customers to continue to buy products.
2. For upcoming authors, remember to include the independent variables that affect purchasing choices.
3. For Prima Indonesia University, the outcomes of this investigation can be enriching scientific work.

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