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

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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

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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).

Indicators of 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)

Indicators 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 (Morrisan, 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.

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 Ghozali (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 Ghozali (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 Cronbach’s 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**

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>tolerance</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>.562</td>
<td>1.781</td>
</tr>
<tr>
<td>Advertising</td>
<td>.427</td>
<td>2.343</td>
</tr>
<tr>
<td>Product quality</td>
<td>.295</td>
<td>3.389</td>
</tr>
</tbody>
</table>

*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 in axis X and Y scattered random in lower number 0. The result seen.

**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**

<table>
<thead>
<tr>
<th>N</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Normal Parameters a,b</td>
<td>Means std. Deviation</td>
</tr>
<tr>
<td></td>
<td>absolute</td>
<td>0.0000000</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
<td>Positive</td>
<td>.035</td>
</tr>
<tr>
<td>test Statistics</td>
<td>Negative</td>
<td>- .051</td>
</tr>
<tr>
<td>asympt. Sig. (2-tailed)</td>
<td></td>
<td>.200</td>
</tr>
</tbody>
</table>

**Source:** Processed data, 2021
Equality regression linear double that obtained that is:
Buying decision = 7.125 + 0.219 (Price) + 0.403 (Advertising) + 0.422 (Quality) 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 (b₁) = 0.219, the value is positive meaning each addition of one unit of price (X₁) resulting in purchasing decisions rose 0.219 units. Variable coefficient value advertising (b₂) = 0.403 value positive means each addition one by one advertising (X₂) resulted decision purchase go on 0.403 unit. Score coefficient variable quality product (b₃) = 0.422 value positive means each addition one by one quality product (X₃) 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: H₀ : b₁ = b₂ = b₃ = 0, that is price, advertising and product quality does not affect the decision to purchase Silverqueen Chocolate at PT Kota Mas Permai. H₁ : b₁ = b₂ = b₃ ≠ 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

<table>
<thead>
<tr>
<th>Model</th>
<th>ss Regression</th>
<th>df</th>
<th>Mean Squares</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>38402.49</td>
<td>3</td>
<td>12800.83</td>
<td>195.4</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>residual</td>
<td>91</td>
<td>6.551</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>94</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. dependent Variables: Buying decision
Source: processed data, 2021
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 H₀ rejected and H₁. 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) H₀ : b₁, b₂ = 0, means price, advertising and quality product no take effect to decision purchase Chocolate Silverqueen at PT Kota Mas Permai. 2) H₁ : b₁, b₂ ≠ 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. H₀ received if t count ≤ t table on α = 5%.
2. H₁ received if t count > t table on α = 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

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>std. Error</th>
<th>standard Coefficients Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>7.125</td>
<td>2019</td>
<td>3.530</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.219</td>
<td>.103</td>
<td>.109</td>
<td>2.131</td>
</tr>
<tr>
<td></td>
<td>Advertising</td>
<td>.403</td>
<td>.074</td>
<td>.321</td>
<td>5.454</td>
</tr>
<tr>
<td></td>
<td>Product quality</td>
<td>.422</td>
<td>.050</td>
<td>.593</td>
<td>8.389</td>
</tr>
</tbody>
</table>

a. Dependent Variables: Buying decision

Testing t test could outline: t value count price (X₁) of 2.131 positive and sig. of 0.036 (0.036 < 0.05). Hypothesis H₀ is rejected and H₁ 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 (X₂) of 5.454 has a positive effect and sig. of 0.000 (0.000 < 0.05). Hypothesis H₀ rejected and H₁ 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 (X₃) of 8.389 has a positive effect and sig. of 0.000 (0.000 < 0.05). hypothesis H₀ rejected and H₁ 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 (R²)

Table 3.7 Results Testing Coefficient of Determination Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>adjusted R Square</th>
<th>std. Error of the Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.930</td>
<td>.866</td>
<td>.861</td>
<td>2.55942</td>
</tr>
</tbody>
</table>

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 \( t_{count} > t_{table} \) (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 \( t_{count} > t_{table} \) (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 \( t_{count} > t_{table} \) (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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