

The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta

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Abstract: This study aims to examine and analyze the effect of variable quality of product, price, promotion, and location on purchase decision product nitchi at PT Jaya Swarasa Agung in Central Jakarta both partially or simultaneously. This statistic parametric study adopted method that use a multiple linear regression in which the data processed by SPSS program. Sample size was 115 buyers product nitchi in Supermarket Rezeki as respondents. The instruments used in the form of a structured questionnaire with Likert scale was used to collect data which consisted of 23 questions arranged based on indicator and dimensions derived from each variable. The result showed that quality of product, price, promotion, and location in influencing the purchasing decision, either partially nor simultaneously.

Keywords: Quality of Product, Price, Promotion, Location, Purchase Decision

INTRODUCTION

The product quality is a factor to support purchasing decisions. Atmosphere of competition and the increasing demand by consumers led many companies seeking to realize his desire to produce a quality product quality that can compete in the market. A company should be able to perform a variety of efforts and strategy to master the market position, and strive to improve and develop the quality or the quality of the product. Society offered a combination of products and prices vary. Manufacturers of competing to offer competitive prices, consumers are free to choose according to the needs and purchasing power. One absolute thing customers want is to buy goods with the best quality at the lowest price. This is a big challenge for the company. However to produce a quality product is influenced by several factors that ultimately determine the level of prices. In addition one of the most important factors that must be considered by any company promotional activities on how to introduce, inform or promote their products, so that consumers will choose the type of goods and services, because no matter how good the quality of the product, the price may be affordable for consumers, and timely delivery of products to consumers, all this is not a

guarantee of success of products in the market, where the company has yet to make the process of delivering messages and information about the existence of the product as well as to introduce to consumers of goods produced in a precise, clear, and continuous. The role of the promotion to the development of new products in companies is one factor that is vital to the success of the marketing of a product for goods and services. Inaccuracy in planning the strategy of promotion of products that will be developed can lead to delays in the delivery of information and messages to consumers, so it will give a chance / opportunity for competitors companies to break through or overtake the market, and this situation will be difficult for the company to market its new product mentioned. A company must be able to perform a variety of operations and strategy to master the market position, and strive to improve also develop the quality or the quality of the product. Location is one other factor to do promotion. PT. Swarasa Agung Jaya is one of the companies engaged in the food industry. The products produced by the company is a kind of snack made from wheat flour that is a kind of wafer stick. Such products have a variety of flavors are chocolate, strawberry, and cappuccino.

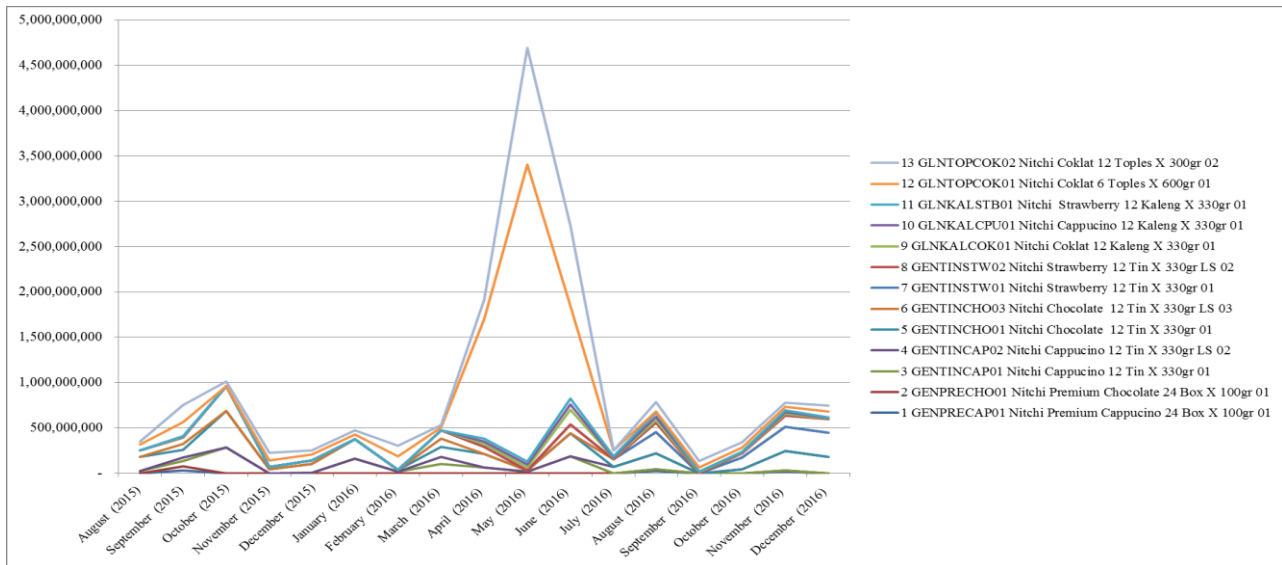


Fig-1: Product Sales Nitchi period August 2015 - December 2016
 Source: Company data (2016)

Based on the Figure-1. Product Sales Nitchi period August 2015 to December 2015 can be explained that sales in August 2015 amounted to 348 444 388, September 2015 amounted to 749 226 173, in October 2015 amounted to 1.009.427.778, November 2015 224 770 849, 253 828 270 in December 2015, while for the period of January 2016 amounted to 474 416 538, February 300 942 876, 531 532 185 March, April 1.916.822.475 May 4.693.434.213, 2.731.964.572 June, July 253 648 995 August 786 624 060, 132 370 131 September, October 344 491 163, 775 208 968 November, and the last in December 2016 amounted to 744 667 918. We can see that sales in 2015, October experiencing high sales amounted to 1.009.427.778, while in 2016 the high sales achieved in May and June 4.693.434.213 2.731.964.572.

Increasingly intense competition among food companies, customer satisfaction is the most important priority. Wherein the level of customer interests as well as the company's performance must be appropriate, and therefore the success of a company engaged in the field of food in a run, maintain and develop its business lies in customer satisfaction over the quality of the product, price, promotion and strategic location provided by the company. One way that a company's food sales are superior compared to its competitors is to provide quality product, price, promotion of quality and grade, as well as a strategic location to meet the level of interest or consumer expectations. As a company engaged in the field of food, influence the quality of product, price, promotion and the location is very important. Based on the background of the above problems can be identified as follows:

- Nitchi products with good quality are not able to compete among the competitors in the market segment of the food industry

- The price Nitchi quite expensive compared with similar products
- Companies that are less effective for promoting Nitchi
- Parking space inadequate

To discover, to know the cause of the phenomenon occurs by way of:

- Determine and analyze the influence of the quality of products on purchase decision
- Determine and analyze the influence of the price on purchase decision
- Determine and analyze the influence of the promotion on purchase decision
- Determine and analyze the influence of the locations on purchase decision
- Determine and analyze the effect of product quality, price, promotion, and location simultaneously on purchasing decisions

LITERATURE REVIEW AND HYPOTHESES

Marketing in a company plays a very important, where marketing is one of the activities carried out to maintain the viability of public perusahaan. Secara marketing includes activity - a very broad activity such as sales activities, marketing research, planning distribution channels, price policy planning, policy promotions, etc. Marketing is also an activity of the company in meeting the needs and desires of consumers.

The quality of products is the ability of a product to perform its function. Ability including durability, reliability, accuracy is generated, easy to operate, and repair and other valuable attributes for all products [1]. According to Kotler and Keller [2], the product quality is the ability of a product to provide performance results that match or even exceed what a

cool customer. According Tjptono [3], which reflects the quality of all the dimensions of product offerings that generate benefits (benefits) for customers. The quality of products in the form of goods or services are determined by the dimensions. dimensional quality of the product according to Tjptono [3] is the performance (performance), durability (durability), compliance with specifications (conformity to specifications), features (features), Confidence (reliability), Aesthetics (Aesthetics), impression of quality (perceived quality), serviceability.

Price is one of the critical successes of a company because the price determines how much profit will be obtained by the company from selling its products in the form of goods or services. Set the price too high will cause sales to decline, but if the price is too low will reduce the benefits to be gained by the organization. According Adisaputro [4] "product price is one element in the marketing mix that generates sales revenue, while the other element of the mix that generates costs".

Promotions can be defined as a form of marketing communication, marketing communication is a marketing activity that seeks to disseminate information, influence / persuade and / or alerting the target market for the company and its products to be willing to accept, purchase, and loyal to the products offered by the company concerned [3]. Promotion is the most important activities play an active role in introducing, inform, and recalls the benefits of a product in order to encourage consumers to buy the product being promoted. To hold a promotion, every company should be able to determine exactly which of promotional tools used in order to reach success in sales [5].

The location is a flurry of activity by the company to distribute its products to the consumers targeted to be available, and that the place and the right time for a decision on the location is difficult to be changed and for the adjustment takes a long time, then

decisions regarding the locations used requires careful thought to attention to consumer characteristics, environmental characteristics. According to Elliott, Rundle-Thiele, and Waller [6], the location is the activity of the company to deliver products or services that are available to consumers at the right time and place. Through the places then a company can put the products / services to be reached by the target customers. The location itself is a distribution program planning and implementation of products or services through the place or the exact locations [7].

According Swastha and Handoko [8] argues that "the purchasing decision process in real purchase, whether to buy or not." According to Kotler and Keller [9] suggests consumer buying decision is the stage where the consumer is also possible to form the intention to buy the most preferred product, where the consumer's decision to modify, delay, or avoid highly influenced by the perceived risks.

From the above description, the quality of the product (X1), price (X2), promotion (X3), and location (X4) mentioned becomes the independent variable, while the purchase decision (Y) becomes the dependent variable.

Framework

Marketing is a series of processes from the planning to the implementation of the concept, pricing, promotion, and distribution of a number of ideas as well as goods and services to create exchanges that can satisfy individual and organizational goals. Marketing management is one of the main activities of a company.

In purchasing decisions, consumers actions on a variety of alternative actions that are owned, decision-making is a process that starts from the recognition problems that can be solved through the purchase of some products. Based on existing theory, it can be formulated in terms of a model used in this study are as follows figure 2.

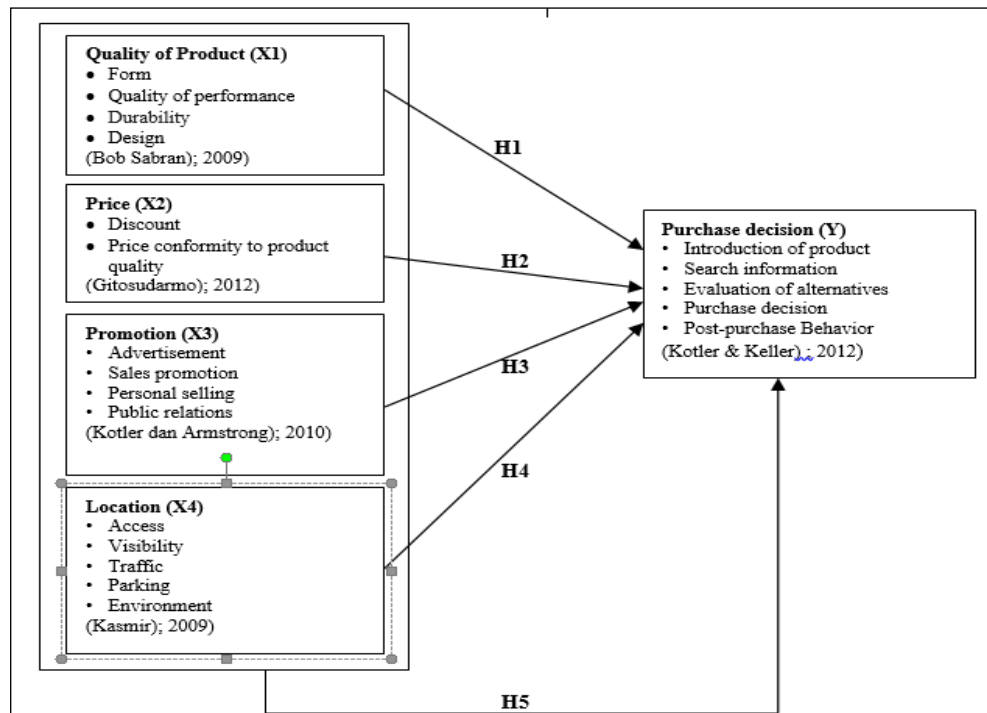


Fig-2: Conceptual Framework

Based on the theoretical description and theoretical framework. Further research hypothesis proposed as a temporary answer to the problem of the study as follows:

- H1: The influence the quality of product on purchase decisions
- H2: The influence of price on purchase decisions
- H3: The influence of promotion on purchase decisions
- H4: The influence of location on purchase decisions
- H5: The Influence the quality of the product, price, promotion, and location simultaneously on purchasing decisions.

METHOD

The study design or also known as the research design is a framework or blueprint to carry out marketing research project. Research design detailing details of the procedure necessary to obtain the information needed to construct and or solve marketing research problems [10]. The approach of the research is quantitative research. The analytical method includes, library research, interviews, questionnaires and documentation.

PT. Swarasa Jaya Agung has its own supermarket is Supermarket Sustenance. The population in this study is the sustenance supermarket customers who buy products Nitchi May to September 2016. If the daily average of 500 visitors who came to the Supermarket Sustenance, then it can be assumed total of

75,000 visitors Supermarket sustenance visitors. These results were obtained from 500 visitors x 5 months (from May to September 2015) x 30 days.

The sampling technique used in this study is Non-Probability Sampling, ie the sampling process that does not guarantee an opportunity that every element of the population members chosen in the sample. The sampling technique in this research is by using purposive sampling method, where researchers use their own judgment deliberate in selecting members of the population is considered appropriate in providing the required information or a sample unit in accordance with certain desirable criteria researchers. The criteria used by researchers is the respondents who bought products in supermarkets Rezeki Nitchi in May to September 2016. The criteria used in view of the large number of population and the limited time.

To determine the number of samples, hairs [11] states that the minimum sample size is as much as 5 observations for each parameter estimation. Thus the parameter estimates in this study was 23, the minimum sample size is 23 x 5 to 115 buyers Nitchi. Quantitative analysis method with multiple linear regression analysis and continue with determination analysis (R Square), hypothesis test with t test and F test. Data processing tool is with SPSS 2.0

RESULT

The results of this study are as follows:

Table-1: Descriptive Statistics Research variable

Descriptive Statistics				
	Minimum	Maximum	Mean	Std. Deviation
Quality Products (X1)	1,00	5,00	3,81	0,92224
Form	1,00	5,00	3,93	1,05561
Quality performance	1,00	5,00	3,86	1,03826
Durability	1,00	5,00	3,71	1,07194
Perceived Quality	1,00	5,00	3,87	0,97512
Design	1,00	5,00	3,68	0,91140
Price (X2)	1,00	5,00	3,73	1,05397
Discounts	1,00	5,00	3,70	1,18006
Suitability Price	1,00	5,00	3,76	0,97989
Promotion (X3)	3,00	5,00	4,12	0,62831
Advertisement	3,00	5,00	4,14	0,65994
Sales promotion	2,75	5,00	4,12	0,65253
Personal selling	2,67	5,00	4,17	0,62950
Public relations	2,75	5,00	4,05	0,70283
Location (X4)	1,00	5,00	3,96	0,89294
Access	1,00	5,00	3,95	1,06247
Visibility	1,00	5,00	3,94	0,99959
Traffic	1,00	5,00	3,95	0,88749
Parking lot	1,00	5,00	3,95	0,91856
Environment	1,00	5,00	3,99	0,93435
Purchase Decision (Y)	1,00	5,00	4,06	0,67550
Product introduction	1,00	5,00	4,17	0,70831
Search Information	1,00	5,00	3,94	0,86475
Alternative evaluation	1,00	5,00	4,04	0,75846
Purchase Decision	1,00	5,00	4,13	0,76298
Post-Purchase Behavior	1,00	5,00	4,01	0,54808
Valid N (listwise)				

Source: Research Data Processed (2016)

Based on the analysis above table 2 shows the description of the five variables studied average value of the respondents' answers were highest for promotion variables at 4.08 this shows that most respondents give a good response because in the range agree and strongly agree. The average value of the questions about the location of variables 4.07. The average grade of the questions about the purchase decision variable by 4.06. The average value of the questions regarding the variable price of 3.92. The average grade of the questions about the variable quality of the product amounted to 3.89.

The Result of Test of Validity

Based on the results obtained Table-2:

- Product Quality There are five (5) dimensions of the shape, the dimensions of quality of performance, dimensions of security, quality and dimensional impression dimensional design. The fifth dimension after having tested the validity of the test results are turned out r value > r table 0.185, then to five dimensions of product quality variable declared valid and can be used for further testing.
- Prices are 2 (two) dimensions of the pieces price and dimensional conformity with the price of the

product quality. The second dimension of the test of validity turns out the test results are r value > r table 0.185, then to two dimensions on a variable price declared valid and can be used for further testing.

- Promotions are four (4) dimensions of advertising, sales promotion dimension, the dimension of personal selling and public relations dimension. The four dimensions of the test the validity of the test results are turned out r value > r table 0.185, then to four dimension in promotions variable declared valid and can be used for further testing.
- Location / Place there are five (5) dimensions of access, visibility dimension, the dimension of traffic, parking space dimensions and environmental dimensions. The fifth dimension after having tested the validity of the test results are turned out r value > r table 0.185, then to five dimensions at variable locations / places declared valid and can be used for further testing.
- Purchasing Decisions are five (5) dimensions of the product introduction, the dimensions of information search, the dimension of evaluation of alternatives, the dimension of the purchase decision and post-purchase behavior dimensions. The fifth dimension after having tested the validity

of the test results are turned out r value $>$ r table 0.185, the fifth dimension on the purchase decision

variables declared valid and can be used for further testing.

Tabel-2: The Results of Test Validity Instrument

Variable/Dimension	r_{hitung}	r_{tabel}	Ket
Quality Products (X1)			
Form	0,917	0,185	Valid
Quality performance	0,921	0,185	Valid
Durability	0,898	0,185	Valid
Perceived Quality	0,929	0,185	Valid
Design	0,937	0,185	Valid
Price (X2)			
Discounts	0,980	0,185	Valid
Suitability Price	0,971	0,185	Valid
Promotion (X3)			
Advertisement	0,934	0,185	Valid
Sales promotion	0,961	0,185	Valid
Personal selling	0,942	0,185	Valid
Public relations	0,950	0,185	Valid
Location (X4)			
Access	0,936	0,185	Valid
Visibility	0,949	0,185	Valid
Traffic	0,944	0,185	Valid
Parking lot	0,871	0,185	Valid
Environment	0,948	0,185	Valid
Purchase Decision (Y)			
Product introduction	0,944	0,185	Valid
Search Information	0,929	0,185	Valid
Alternative evaluation	0,947	0,185	Valid
Purchase Decision	0,933	0,185	Valid
Post-Purchase Behavior	0,857	0,185	Valid

Source: Research Data Processed (2016)

Test Reliability

Table-3: The Result of Test Reliability

Questionary	Cronbach's Alpha Count	Line on Reliable	Reliability
X_1 = Quality Product	0,954	0,60	Reliable
X_2 = Price	0,941	0,60	Reliable
X_3 = Promotion	0,961	0,60	Reliable
X_4 = Location	0,960	0,60	Reliable
Y = Purchasing Decision	0,952	0,60	Reliable

Source: Research Data Processed (2016)

Based on Table 3 above to show that for each variable even the dependent variable nor independent variable, figures Cronbach's Alpha $>$ 0.60. Therefore this research variables can be expressed reliable so that the items in each of the variables fit for use as a measuring tool and can do further analysis.

Normality Test Results

Basis for a decision on the normality test is as follows:

- If the significance of the numbers Kolmogorov-Smirnov test Sig \geq 0.05 then the normal distribution of data
- If the significance of the numbers Kolmogorov-Smirnov test Sig $<$ 0.05 then the data distribution is not normal.

Normality Test results are shown in Table 4 below:

Table-4: Normality Test results

<i>One Sample Kolmogorov Smirnov Test</i>		
Kolmogorov-Smirnov Z		1,289
Asymp. Sig. (2-tailed)		0,072

Source: Research Data Processed (2016)

Based on Table 4 of the test results One Sample Kolmogorov-Smirnov Test against residual results are normally distributed. It is seen from the total sample of 115 people, Kolmogorov-Smirnov Z value of 1.289 and significance at the $0.072 > 0.05$ then H_0 is rejected and H_a accepted means it can be concluded the data were normally distributed.

Test Multicollinearity

Multicollinearity test is to look at the correlation between independent variables. In this test can be seen in the table Coefficients the results on regression Product Quality variable (X1), Price (X2), promotion (X3), location (X4) and Purchase Decision (Y) as shown in Table 5 below:

Table-5: Test Results Multicollinearity

Variable	Tolerance	VIF
Quality Product	0,957	1,045
Price	0,692	1,444
Promotion	0,490	2,042
Location	0,577	1,733

Source: Research Data Processed (2016)

Based on Table 5. looks VIF of production quality variable to variable purchase decisions amounted to 1,045, a price variable to the purchasing decision amounted to 1,444, variable promotions on purchasing decisions amounted to 2,042 and variable locations on purchasing decisions amounted to 1,733.

From the data it can be seen that the value of tolerance of all the variables more than 0.10 and VIF of all independent variables is less than 10. It can be concluded that there is no multicollinearity among variables in the regression model.

Table-6: Testing Results Effect of Product, Price, Promotion and Location for Purchasing Decisions Nitchi Product at PT Jaya Agung Swarasa In Central Jakarta

Variable	Regression Coefficients	t hitung	Sig.
F_{hitung}		94,998	0,000 ^b
R^2	0,776		
Constant	0,166		
Quality Product	0,085	2,501	0,014
Price	0,118	3,379	0,001
Promotion	0,481	6,925	0,000
Location	0,291	6,478	0,000

Source: Research Data Processed (2016)

Simultaneous test (F Test)

Test the reliability of the model or test the feasibility of the model is an initial stage regression models estimated identify feasible or not feasible (reliable) means that the estimated feasible model used to explain the influence of independent variables on the dependent variable. To find a proper or improper influence of the independent variables (Quality Product, Price, Promotion and location) were together on a dependent variable (Decision Purchase), then used the F test statistic.

Based on Table 5.7 above in column F obtained value F_{hitung} 94.998, column or Sig is a significant probability value of 0.000 or significance of

0%. value F_{table} for the level of significance (α) = 5% two-tailed with 115 samples obtained using a numerator df k-1 or the number of variables is reduced by 1 is a numerator 5-1= 4, and df denominator using n-k or the number of samples minus the number of variables is df denominator 115-5 = 110 then obtained F_{table} is 2.45. Valuation based on test F: if $F_{count} > F_{table}$ then H_0 is rejected means insignificant, from the calculation results of the analysis above are $94.998 > 2.45$ hence H_0 refused mean significant. Based on the probability: if < 0.05 then H_0 is rejected, the analysis results obtained value of 0.000 < 0.05 means that H_0 refused and H_a accepted. Therefore Quality Product, Price, Promotion and location simultaneously significantly influence the

purchase decision Nitchi products at PT Jaya Swarasa Agung in Central Jakarta.

Partial Test (t Test)

T test in multiple linear regression intended to test whether the parameters (regression coefficients and constants) are suspected to estimate equation / multiple linear regression model is already an appropriate parameter or not. The aim here is able to explain the behavior of these parameters in the independent variables affect the dependent variable.

Based on Table 6 above can be seen:

- 1) Quality products t value 2,501 > t table 1,981 and significance level 0.014 < 0.05 or Ho refused and Ha is received, it can be stated partial variable product quality significantly influence the purchasing decisions of products Nitchi at PT Jaya Swarasa Agung in Central Jakarta.
- 2) Price, the value t value 3,379 > t table 1,981 and significance level 0.001 < 0.05 or Ho refused and Ha is received, it can be stated partial variable price significantly influence the purchasing decisions of products Nitchi at PT Jaya Swarasa Agung in Central Jakarta.
- 3) Promotion, the value t value 6,925 > t table 1,981 and significance level 0.000 < 0.05 or Ho refused and Ha is received, it can be stated partial variable promotion significantly influence the purchasing decisions of products Nitchi at PT Jaya Swarasa Agung in Central Jakarta.
- 4) Location, the value t value 6,478 > t table 1,981 and significance level 0.000 < 0.05 or Ho refused and Ha is received, it can be stated partial variable location

significantly influence the purchasing decisions of products Nitchi at PT Jaya Swarasa Agung in Central Jakarta.

Regression Analysis

The regression equation can be interpreted as follows:

- The constant of 0.166, meaning if Product Quality (X1), Price (X2), promotion (X3) and location (X4) value is 0, then the purchase decision (Y) value was 0.166.
- The regression coefficient X_1 worth 0,085 positive, meaning the product quality score will increase for purchasing decisions worth 0,085.
- The regression coefficient X_2 worth 0,118 positive, meaning the price score will increase for purchasing decisions worth 0,118.
- The regression coefficient X_3 worth 0,481 positive, meaning the promotion score will increase for purchasing decisions worth 0,481.
- The regression coefficient X_4 worth 0,291 positive, meaning the promotion score will increase for purchasing decisions worth 0,291.

Coefficient of Determination

The coefficient of determination R Square (R2) of 0.776 or 77.6%. This shows that the percentage contribution of independent variables (Quality Product, Price, Promotion and location) to dependent variable purchase decision (Y) amounted to 77.6%, while the remaining 22.4% is influenced by other variables not included in this study.

Table-7: Matrix Dimensional Correlation Inter-Variable Research

Variable	Dimensions	Keputusan Pembelian (Y)				
		Product introduction	Search Information	Alternative evaluation	Purchase Decision	Post-Purchase Behavior
Quality Product (X ₁)	Form	0,182	0,190	0,202	0,189	0,148
	Quality Performance	0,138	0,145	0,218	0,072	0,193
	Durability	0,111	0,301	0,270	0,166	0,099
	Perceived Quality	0,113	0,046	0,090	0,081	0,190
Harga (X ₂)	Design	0,066	0,143	0,173	0,017	0,138
	Discount	0,535	0,491	0,484	0,550	0,533
Promosi (X ₃)	Suitability Price	0,568	0,531	0,535	0,568	0,585
	Advertisement	0,614	0,663	0,624	0,646	0,534
	Sales promotion	0,662	0,772	0,761	0,706	0,562
	Personal selling	0,805	0,671	0,744	0,690	0,765
Lokasi (X ₄)	Public relations	0,769	0,802	0,850	0,719	0,708
	Access	0,622	0,574	0,572	0,690	0,487
	Visibility	0,689	0,598	0,597	0,708	0,548
	Traffic	0,774	0,543	0,583	0,719	0,714
	Parking lot	0,692	0,471	0,523	0,654	0,680
	Environment	0,777	0,672	0,651	0,818	0,627

Source: Research Data Processed (2016)

The results of correlation analysis made in table 7 as follows:

Correlation Quality Products to Purchase Decision

In the table explaining that the test results of the strongest correlation dimension with a very strong relationship level indicated by the dimensions of quality of performance with post-purchase behavior dimensions of 0,193 and correlation dimension dimensional impression of the quality of the post-purchase behavior amounted to 0,190. Dimensions weakest with a low correlation level indicated by the dimension of design with dimensions of purchasing decisions amounted to 0,017 and correlation dimension perceived quality with dimension search information amounted 0,046.

Correlations Price to Purchase Decision

The Results Correlation between dimensions, price variable against purchase Decision is The correlation strongest with strong Relation rate indicated by suitability price dimension with post-purchase behavior amounted 0,585 and The correlation suitability price dimension with purchase decision dimension amounted 0,568. Dimensions weakest with strong relation rate indicated by the dimensions discounts with Evaluation of alternatives dimension amounted 0,484 and correlation dimension dimensional discounts with dimension search information amounted 0,491.

Correlations Promotion to Purchase Decision

The Results Correlation between dimensions, promotion variable against purchase Decision is The correlation strongest with strong Relation rate indicated by public relation dimension with Evaluation of alternatives dimension amounted 0,850 and The correlation personal selling dimension with Product introduction dimension amounted 0,805. Dimensions weakest with strong relation rate indicated by the dimensions advertisement with post-purchase behavior dimension amounted 0,534 and correlation promotion dimension with post-purchase behaviour dimension amounted 0,562.

Correlations Location to Purchase Decision

The Results Correlation between dimensions, location variable against purchase Decision is The correlation strongest with strong Relation rate indicated by environment dimension with purchase decision dimension amounted 0,818 and The correlation environment dimension with Product introduction dimension amounted 0,777. Dimensions weakest with strong relation rate indicated by the dimensions parking with search information dimension amounted 0,471 and correlation promotion dimension with post-purchase behaviour dimension amounted 0,487.

DISCUSSION

The Influence of Product Quality on Purchase Decision

From the result of t test above, it can be seen that hypothesis 1 is proven correct. Testing of

hypothesis 1 proves that variable of product quality have positive and significant effect to purchasing decision variable.

Based on Table 7, product quality has a strong correlation coefficient value to the purchase decision. Of the five dimensions (shape, quality of performance, durability, impression of quality and design). This illustrates that PT Jaya Swarasa continues to improve the quality of its products. Of the five dimensions mentioned above the most dominant is the form of these products that attract consumers to make purchasing decisions to the product Nitchi.

Tjiptono [12] defines the product as everything a manufacturer can offer to be noticed, requested, searched, bought, used or consumed in the market. The product is one that can be offered to a market that can satisfy the needs or desires of the consumer. Anything that can satisfy the consumer can be called as a product. Any combination of each of the attributes can create a new product besides the products are not the same for everyone eg, the offer of a product is what the seller feels as a foundation that will be the product to be produced. While the quality of the product is the ability of a product to perform its functions. These capabilities include durability, reliability, accuracy, ease of operation, and repair and other valuable attributes to the product as a whole [13].

Thus it can be concluded that the better the quality of the resulting product the better and increased purchasing decision of the product by consumers. This study supports previous research as the research conducted by Alfred [14], found that there is a positive and significant effect Price and quality of products on consumer purchasing decisions; Carmina Fandos and Carlos Flavia'n [15], found that product quality both intrinsically and extrinsically has significant and significant impact on compensation purchase decisions; Ackaradejruangri [29], This study focuses on the quality of product attributes that provide differentiation on the minds of consumer rewards.

The Influence Price on Purchase Decision

From result of t test above, seen that hypothesis 2 proved correct. Testing of hypothesis 2 proved that price variable have positive and significant effect to purchase decision variable.

Based on Table 7, the price has a strong correlation coefficient value to the purchase decision. Two dimensions (discount and suitability of price) have a high correlation. This illustrates that PT Jaya Swarasa Agung matches the suitability of price of the products it produces so it will attract purchasing decisions from consumers and it also provides discounts to more attract consumers to make purchasing decisions on the resulting product.

Here it is seen that the price is the amount of consumer value that is exchanged for owning or using a product or service. Price is the only marketing mix element that generates revenue, while the other elements reflect cost.

Price-Adjustment Strategies, explains that companies typically make their basic price adjustments to deal with customer differences and changing situations. Six price adjustment strategies are discount and allowance pricing, segmented pricing, psychological pricing, promotional pricing, geographical pricing, and international pricing.

Customers who are price sensitive, usually a cheap price to satisfaction are very important because customers will get high value for money. The price will be considered high enough for the consumer to decide on the purchase, the consumer will compare the price of the product of their choice and then evaluate whether the price is appropriate or not with the product value and the amount of money it has. Issued according to Ayu [16].

Thus it can be concluded that price is one important factor in attracting consumers to buy a product. The more price adjusted with a product will increase the purchase decision of the product. This study supports previous research as research conducted by Ezekif Tom Ebitu [17], found that the price and quality of the products have a significant effect on purchasing behavior; Kinney, Ridway, and Monroe [18] find that the number of consumers will buy an attractive product at a low price; Justin Beneke *et al.* [19] The results stated that the quality of products and prices have a positive effect on the value of perceived products and finally on the purchase decision.

The Influence Promotion on Purchase Decision

From the results of t test above, it appears that hypothesis 3 proves true. Testing of hypothesis 3 proves that promotion variable have positive and significant effect to purchase decision variable.

Based on Table 7, promotion has a strong correlation coefficient value to the purchase decision. Four dimensions (advertising, sales promotion, personal sales and public relations) have a high correlation. This illustrates that the promotion by PT Jaya Swarasa Agung is part of introducing the products produced in order to attract consumers to make a purchase decision against the resulting product.

The purpose of promotion conducted by PT Jaya Swarasa Agung is to provide information that strengthens awareness and knowledge of marketed products or services, to encourage increased demand for a product from consumers, increase profits for the company because the product is preferred by consumers

so that the sales volume increases, the company can Deferring the product because the profit increases, can stabilize the sales volume.

Here it is seen that promotion is a form of marketing communication, marketing communication is a marketing activity that aims to disseminate information, influence / convince and / or remind the target market of the company and its products to be willing to accept, buy and loyal for products offered by the company concerning the amount of consumer value that is exchanged for owning or using a product or service.

Product promotion activities that are in line with the overall marketing plan, planned, directed and controlled by PT Jaya Swarasa Agung can play a significant role in developing the sales rate of production, on the contrary, unintended promotional activities will be a source of waste that does not Losing magnitude by mistakes in other marketing activities. Promotional activities move consumers to make buying decisions by providing facilities through information that can encourage consumers to make purchases.

Thus it can be concluded that promotion is one important factor in attracting consumers to buy a product. The more intense promotion is done then the consumer will be more familiar with the product and will increase the decision to buy the product. This study supports previous research as research conducted by Kenneth and David [23], found that the promotion of multiple prices has a positive and significant impact on purchasing decisions; David and Kim [22] found that promotional activities undertaken have a positive and significant impact on purchasing decisions; Muthukrishnaveni and Muruganandam [24] find that sales promotion is considered a successful and effective weapon for the company.

The Influence Location on Purchase Decision

From result of t test above, seen that hypothesis 4 proved correct. Testing of hypothesis 4 proved that location variable have positive and significant influence to purchase decision variable.

Based on Table 7, The location has a strong correlation coefficient value to the purchase decision. Five dimensions (access, visibility, traffic, parking, environment) have a high correlation. This illustrates that the location of marketing by PT Jaya Swarasa Agung is where the distribution of products from producers to end consumers. Locations relate to the provision of goods in order to be available in the right quantities in the right location.

According to Swastha [20], the location is where a business activity is conducted. Important factors in the development of a business is the location of the location of urban areas, the way the achievement

and travel time to destination. Choosing a good location is an important decision; First, because the place is a long-term resource commitment that can diminish the future flexibility of the business, whether the location has been given or just leased. Second, the location will affect future growth. The chosen area must be able to grow economically so that it can maintain business viability. And finally, the local environment may change at any time, if the value of the location worsens, then the business location must be moved or closed.

Locations relate to delivering the right product to the target market place, where in this marketing mix is the location of the business, most parties believe that profit from a good location. Good location will affect the cost and profit for that exact location factor is also a way to compete in the business of attracting customers, the location needs to be selected because the success of the business is very dependent on the selection of the right business location.

Thus it can be concluded that a good location will affect cost and profit is also a way to compete in an effort to attract customers. This research supports previous research as research conducted by Suryad and Hutomo [21], found that the marketing mix consisting of product, price, promotion and distribution channel has a very strong and positive relationship to consumer decision in purchasing IM3 prepaid card in Pontianak.

The Influence of Product Quality, Price, Promotion and Location on Purchase Decision

From the test F above, it is seen that hypothesis 5 proved true. Testing of hypothesis 5 proves that variable of product quality, price, promotion and location have positive and significant effect to purchase decision variable.

Based on Table 6, It is clear that product quality, price, promotion and location simultaneously have a positive and significant effect on purchasing decision variable. Among the four independent variables, promotional variables are very big influence on the purchase decision of the Nitchi product.

Quality is the conformance to requirement, which is in accordance with the hinted or standardized, a product has a quality when in accordance with quality standards that have been determined by covering raw materials, production processes, and finished products. A broad range of qualities that is a dynamic condition associated with products, services, people, processes, and environments that meet or exceed expectations. According to the American Society for Quality Control quoted by Kotler and Keller [25] that quality is the totality of features and characteristics of a product or service that depends on its ability to satisfy expressed or implied needs. Price, ie the amount of money that consumers pay to buy the product or change the property rights of the product. Simply put, prices can be

defined as the amount of money needed to pay for a product or service. More broadly, it can be said that price is the amount of consumer value that is exchanged to own or use a product or service; price is one of the important factors from the provider side of the product to win a competition in marketing its product, therefore price must be set. In deciding the pricing of a company is influenced by internal factors and external factors. Internal factors that affect the pricing include the company's marketing objectives companies determine the strategy of the product before setting the price, marketing mix strategy is putting the company's product through price by basing the decision of other marketing mix through the price they are charged, and the organization's consideration is deciding the person who set the price Within the organization. For external factors affecting pricing decisions include the nature of supply and demand, when the cost becomes the basis for establishing the lower limit of prices, markets and demands the basis of setting the upper limit, both the consumer and the buyer of the industry equate the price of a product or service with the benefit of owning it then cost, Price and offer of competitors as well as other external factors such as the state of the economy, booming or recession.

Promotion is an activity undertaken to provide information from products or services provided by the producers, which can control and influence the responses or responses of consumers to the product so that consumers can distinguish a product with a competitor's product. Promotion is the most important activity that plays an active role in introducing, notifying, and reminding the benefits of a product to encourage consumers to purchase the promoted product. Location is a company activity to distribute products or services available to consumers at the right time and place. Through place or place, a company can place its product / service to be reached by target customers. According Suharno (2009: 21), the distribution / place is the efforts of marketers to ensure the availability of products for the target market in times of need. Important factors in the development of a business is the location of the location of urban areas, how the achievement and travel time to destination.

This research is also supported by research conducted by Zulfikar [27] found that Product, Price, Promotion, significantly influence purchasing decisions either partially or simultaneously and dominant variables of influence compared with other variables. Either partially or simultaneously; Oetama [28] with the result of his research is Product, Price, Place, Promotion, Influence Significantly to Consumer Decision; Saiz Wantini *et al.* [26] The results of this study prove that the marketing mix consisting of product, price, place and promotion able to influence purchase decision.

CONCLUSION AND SUGGESTION

Conclusion
Based on the result analysis and discussion that has been described in previous chapters, it can be concluded as follows:

- The product quality influence on purchase decisions nitchi products at PT Jaya Swarasa Agung in Central Jakarta. Correlation value or strong positive relationship level. This shows the better the quality of products, it will increase the purchasing decisions become better. The influence is shown by the dimensions of the form with the dimensions of the purchase decision.
- The price of influence on purchase decisions Nitchi products at PT. Jaya Swarasa Agung in Central Jakarta. It shows more and more discounts, it will increase the purchasing decisions become better. The influence is shown by the dimensions of price conformity with the dimensions of post-purchase behavior.
- Promotion affects the decision to purchase nitchi products at PT Jaya Swarasa Agung in Central Jakarta. The value of correlation or high-level positive relationships. This shows the better and heavier promotion is done, it will improve purchasing decisions become better. Influence is indicated by the dimension of public relations with alternative evaluation dimensions.
- Promotion of influence on purchase decisions nitchi products at PT. Jaya Swarasa Agung in Central Jakarta. Correlation value or high level of positive correlation. This shows the better location to product introduction, it will increase the purchasing decisions become better. The influence is shown by the dimensions of environment with the dimensions of the purchase decision.
- Quality of product, price, promotion and location simultaneously influence the purchasing decisions of products nitchi at PT Jaya Swarasa Agung in Central Jakarta. Positive correlation coefficient value with the interpretation of a strong relationship level. Therefore, if the quality of the product, price, promotion and location better, it will be able to increase the purchasing decisions to be better anyway.

Suggestion

Based on the results of research and discussion and conclusions that have been described previously, the authors put forward some suggestions that can be used as input for PT Jaya Swarasa Agung in Central Jakarta are expected to be used as input in improving their product purchasing decisions by consumers. As the authors put forward some suggestions which are as follows:

- Of the five variables studied, it appears that the more dominant promotion on purchase decisions, therefore the leadership of PT. Jaya Swarasa Agung can be meningkatkan

Swarasa promotional activities because promotion is an activity undertaken to provide information on the products or services provided by the manufacturer, which can control and affect the response or the response from consumers of these products so that consumers can differentiate the product from competitors' products.

- The management of PT. Jaya Swarasa Agung can further improve product quality because the product quality is the ability of a product to provide appropriate performance results or even exceed what is cool customer. Improved product quality that is the shape of the product includes the size, shape, or the physical structure of the product so that consumers can assess the quality of the product and the decision to buy the product will increase.
- The Leader of PT. Jaya Swarasa Agung is expected to make improvements on the dimensions of perceived quality. The impression of quality (perceived quality) is the result of the use of measurements carried out indirectly because there is a possibility that consumers do not understand or lack of information on the product concerned. Information received by consumers must be clear so that the impression is conveyed that quality can meningkatkan the product purchase decisions.

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