

The Influence Of Product Brand, Product Quality And Sales Promotion On Purchasing Decisions Fashion Products At The Ratu Collection Shop

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Abstract . This research was conducted at Toko Ratu Collection Stores which aims to analyze and explain the influence of product brands, product quality and sales promotions on purchasing decisions for fashion products which are experiencing unfavorable conditions including product sales promotions in social networks which cannot be ascertained because currently there are still many consumers who cannot use social media. Research data obtained through questionnaires and interviews. The sample used in the study was 100 respondents. The research results are expected to provide useful information for managers and consumers. The data obtained were processed using descriptive analysis and quantitative statistical analysis. Quantitative analysis uses multiple regression analysis to determine the effect of the independent variable on the dependent variable, test the model, test the hypothesis, and but before carrying out the test, the validity and reliability tests are carried out first. The results of the regression analysis show that there is an increase in product branding, product quality and sales promotion on the purchasing decision of fashion products. So the results of the multiple regression analysis test show a significant F value, with a correlation value of determination R2 square of 0.629. This shows that product brand, product quality and sales promotion significantly influence the purchasing decision of fashion products together with a close relationship of 62.9%. This shows that to increase purchasing decisions for fashion products, it is necessary to increase product brands, product quality and sales promotions that are popular today.

Keywords : Product Brand, Product Quality and Sales Promotion.

INTRODUCTION

Globalization era currently making _ competition business the more sharp , good domestic market and global markets. Although consumer still There is However their purchasing power Still limited . as a result consumer become the more thorough in do purchasing and determining brand a product that they want . With circumstances the push company so that it can interesting consumers , offering quality products and paying attention brand accompanied by an economical price . _ Currently there are many consumers who are looking for products that can help makes it easier economical customer . According to Kotler and Keller , (2009) “ brand is Name term symbol , or design or the combination For identify goods or service from one _ seller or group seller For differentiate they than competitors ” .

Study previously tested _ related promotions and decisions on fashion products are carried out by Tambunan, (2016) revealed that : “ activities promotion influential significant to decision consumer in buy a product”. Another research conducted by Caddi , (2016) tested linkages promotions and decisions purchase , stated that mix promotion influential significant to decision purchase .

Sales level (sales volume), is results the end reached company from Product sales are carried out by salesmen and personnel seller others . Sales volume calculated based on assumed targets with realization achieved . _ Sales volume No separate in a way cash nor credit , however calculated in a way whole of the total achieved . So if the sales volume increases and costs distribution decrease so level achievement profit company increases . But on the contrary if sales volume decrease so achiever company decreased . Sales level is goods sold _ in form of money for period time certain things in it have a good service strategy. (Philip Kotler, 2000).

Ratu Collection Store is shops that produce products in the form of t-shirts , shirts, jackets and trousers from Toko Ratu Collection specialize yourself on the ordered product , where in producing No depends on trends , but rather on desires party consumers who order it . In facing increasing competition-competitive party Ratu Collection Store management must capable increase the quality desired by consumers . A number of problems faced by the Ratu Collection Store between other : consumer Still many do n't know uses and advantages something product brand . Currently communication directly (face to face) inter sellers and candidates customer not enough cause customer change hesitation between buy or no. promotion internal product sales networking social Not yet can confirmed Because currently still _ Lots consumers who don't Can using social media . Currently the product quality is still many do n't according to what consumers expect so that No interested do purchase.

METHOD

1. Types and Research Design

This research uses type study descriptive with approach quantitative is intended research _ For get descriptions and descriptions about decision purchase at the Ratu Collection Shop . Data obtained in study will in accordance with method statistics used .

2. Population and Sample

a. Population

According to Abdullah (2015) population is collection of units under study characteristics (characteristics), if its population too wide so researcher must take sample (part population) studied . With thereby population is whole a must goal studied , and in the population that's the result study enforced . Population in this research is consumers who buy and use products from Ratu *Collection* stores , the number No can is known in a way sure . Researcher No Possible research all existing population _ Because limitations time , energy and costs so researcher with using *incidental sampling* technique take sample based on daily average amount the consumer namely 30 consumers as respondents .

In this study the usual Slovin formula used For taking amount samples are a must representative order of results study can generalized and the calculations too requires a sample number table , where the formula as following :

$$n = \frac{N}{1 + N(e)^2}$$

Description :

n = size sample or amount respondents

N = size population

E = percentage leeway accuracy error taking sample which still is Can tolerated .

e = 0.1 .

Criteria testing :

The value of e= 0.1 (10%) for population in amount big .

The value of e= 0.2 (20%) for population in amount small .

b. Sample

Samples are part from the number and characteristics of the population (Isvandiari & Idris, 2018) . If amount the subject not enough from 100, more Good taken all so that his research is population . Respondents will _ taken the data in this study was 30 person. Procedure determination the sample use sample fed up ie tech determination sample when all member population used become sample .

3. Due Diligence Instrument

Testing instruments This need done Because process collection that data need time, energy and costs large , while the data obtained Not yet Of course useful because of the questionnaire used for example No own high validity and reliability . (Abdullah, 2015)

Following is a feasibility test instrument which is used in study This :

a. Validation test

Validity is something size that shows level of validity or validity an instrument. An instrument that valid have validity tall And on the contrary when level level its validity low so instruments the not enough valid. A instruments said valid if can reveal data from variable Which researched (Status et al., 2021) . The method with correlate amount score factors with score total. If correlation factors positive And big 5% or 0.05 and above so can considered as instruments own validation good . (Khalifah, 2019) .

b. Reliability Test

Reliability testing is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. In this study, to find the reliability of the instrument, the *Cronbach Alpha formula* was used as follows (Duwi, 2009)

4. Data Analysis Techniques

In this research the author use method quantitative as well as use analysis multiple . As for the explanation as following :

a. Analysis Multiple Linear Regression

Multiple regression is an analytical tool that can be used to predict the influence of two or more predictor variables (independent variables) on a criterion variable (dependent variable), or to prove whether or not a functional relationship exists. between two or

more independent variables and a dependent variable, where the formula is as follows (Ghozali, 2018):

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

Description :

Y= dependent variable

a = constant

b(1,2,3,...) = mark consistency regression

X(1,2,3,...) = variable free

X = subject to variable independent who has mark certain

b. Test Mode I

This model feasibility test is intended to determine the accuracy of the regression function in estimating the actual value which can be measured from its *goodness of fit*. In testing the feasibility of this model, the following method was used (Ghozali, 2018):

1. *of* Determination (R^2)

The coefficient of determination essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one. A *small* R^2 value means that the ability of the independent variables to explain variations in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable (Ghozali, 2018). Many researchers recommend using the *adjusted* R^2 (*adjusted R square*) value to evaluate the best regression model (Ghozali, 2018). Meanwhile, to measure the percentage of influence formed by the independent variable on the dependent variable, the coefficient of determination formula is used, namely: $R^2 \times 100\%$

2. F Test

This statistical test is basically used to test regression models as a prediction tool (influence) of an independent variable in explaining variations in the dependent variable. The decision-making criteria for this test on the regression model proposed is that if in the F test calculation the significance probability value is obtained which is smaller than 0.05 (the chosen confidence level), this means that statistically the regression model is significant and suitable for use. Furthermore, these results provide the meaning that the independent variable is good (fit) can predict the dependent variable. Vice versa.

5. Hypothesis testing

Hypothesis testing in this research uses the t test. This test is used to determine whether in the regression model the independent variable partially has a significant effect on the dependent variable. At the same time to answer the first, second, third and fourth. The calculation formula for regression analysis is (Ghozali, 2018):

The hypothesis that will be used in this test is:

1. $H_0: \beta_0 = 0$, variables (product brand , product quality and promotion sales) does not have a significant influence on the dependent variable (decision purchase)
2. $H_1: \beta_0 \neq 0$, independent variables (product brand , product quality and promotion sales)

has a significant influence on the dependent variable (decision purchase)

Basis for decision making:

- a) By comparing the calculated t value with the t table where the level of significance is 95% ($\alpha=5\%$):
If $t_{\text{count}} \leq t_{\text{table}}$, then H_0 is accepted or H_a is rejected. If $t_{\text{count}} > t_{\text{table}}$, then H_0 is rejected or H_a is accepted.
- b) By using significance probability figures:
If the probability of significance is ≥ 0.05 , then H_0 is accepted or H_a is rejected.
If the significance probability is < 0.05 , then H_0 is rejected or H_a is accepted .

6. Standardized β coefficient

The beta coefficient is used to determine the strength of each independent variable in determining the dependent variable. The purpose of this beta test is to find which independent variable has the dominant or largest influence on the dependent variable. The greater the beta value, the greater the influence on the dependent variable (Ghozali, 2018)

RESULTS AND DISCUSSION

1. The Influence of Product Brands on Purchasing Decisions

Based on results multiple linear calculations where the Product Brand (X_1) has influence in a way Partial regarding the Purchase Decision (Y) at the Ratu Collection Store at stage significance by 5%. This is demonstrated with mark The significance of the Product Quality variable (X_1) is $0.006 < 0.05$ and the calculated t value is $3.005 > t_{\text{table}} 2.262$, so can concluded that H_1 is accepted which is meaningful there is influence significant X_1 (Product Brand) against Y (Purchase Decision). This is appropriate with research conducted by Abdullah & Tantri, (2004) explains that : “ brand is promise seller For convey gathering properties and benefits , and services Specific in a way consistent to buyers ”.

2. Influence Product Quality on Purchasing Decisions

Based on results multiple linear calculations Where Product Quality (X_2) has influence in a way Partial regarding the Purchase Decision (Y) at the Ratu Collection Store at stage significance by 5%. This is demonstrated with mark The significance of the Product Quality variable (X_2) is $0.004 < 0.05$ and the calculated t value is $3.200 > t_{\text{table}} 2.262$, so can concluded that H_2 is accepted which means there is influence significant X_2 (Product Quality) to Y (Purchase Decision). This is appropriate with research conducted by Kotler, (2004) on quality is warranty our best _ have on support from customer , defense we are the strongest from competition foreign and street the only one going to sustainable growth and income .

3. Influence Promotion Sale Regarding Purchasing Decisions

Furthermore based on results multiple linear calculations Where Sales Promotion (X_3) has influence in a way Partial regarding the Purchase Decision (Y) at the Ratu Collection Store at stage significance by 5%. This is demonstrated with mark significance of the Promotion variable Sales (X_3) is $0.999 > 0.05$ and the calculated t value is $0.002 < t$ table 2.262, so can concluded that H2 is rejected which means No influential in a way significant between X_3 (Sales Promotion) and Y (Purchase Decision) . This is appropriate with research conducted by Laksana, (2019) states that : " promotion sale activity nature of sales period short and no done in a way repeated as well as No routine , as indicated push more strong speed up targeted market response as tool promotion other with use different shapes ” .

CONCLUSION

From the results analysis and discussion , then The conclusions that emerge from this research are: as following :

1. Product Brands matter positive and significant to decision purchasing fashion products in stores *Ratu Collection* .
2. Product quality matters positive and significant to decision purchasing fashion products in stores *Ratu Collection* .
3. Promotion sale influential positive and significant to decision purchasing fashion products in stores *Queen Collection*
4. Product brand, product quality and promotion sale influential positive and significant decision purchasing fashion products in stores *Queen Collection*
5. The most dominant product quality to decision purchasing fashion products in stores *Ratu Collection* .

Suggestion

Based on results research and conclusions , researcher provide possible suggestions give benefit for related parties . _ The suggestions are as follows: following :

1. Ratu Collection shop , that brand of product offered must worth it with product quality from the product brand Alone quality as well as promotion need become attention more so in the future can influence decision purchase consumers at the Della Collection store . Shop necessary guard in a way consistent and maintain standard the quality of branded products sold to ensure trust consumer to shop always Good Likewise the Ratu Collection shop is necessary increase activities _ _ promotion so you can interesting attention

consumer For buy products offered by the Ratu Collection store .

2. For study furthermore researcher recommended For research with using other variables outside the product brand , product quality and promotion variables researched sales _ in work this research . Writer find that in this research only found 62.9% percentage product quality and promotion in a way simultaneous can give influence to decision purchase temporary the rest 37.1 % is influenced by other variables. Therefore _ his study furthermore expected capable research other influencing factors decision purchase

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