

THE INFLUENCE OF PRODUCT QUALITY AND DISTRIBUTION ON THE PURCHASING DECISION OF SEMEN BATURAJA

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ABSTRACT

This research aims to determine the influence of product quality and distribution on the purchasing decision of Semen Baturaja. The population in this study is all Baturaja cement consumers who purchased Baturaja Cement in the Lampung region in the 2021 period with the purchase category on 50 kg zak bag packaging as many as 100 respondents. The data collection method uses questionnaires that are distributed to all consumers and the data is processed using multiple linear regression analysis. The results of multiple linear analysis show that product quality and distribution have a positive and significant effect on Baturaja's cement purchasing decisions. Product quality is expected to add types of cement variants not produced by PT Semen Baturaja (Persero), Tbk. With the increasing number of competitors of cement companies in Indonesia, PT Semen Baturaja (Persero), Tbk needs to make many innovations in order to compete. The distribution is expected that PT Semen Baturaja (Persero), Tbk needs to evaluate in order to provide transportation fleets that need to be added. With consumer complaints that say that the length of the distribution process is due to the lack of transportation owned.

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1. INTRODUCTION

Companies in marketing their products need to know and explore what products are desired by consumers so that they know whether their products are acceptable and what ways the company influences consumer purchasing decisions. Purchasing decision is a person's attitude to buy or use a product in the form of goods or services that have been believed to satisfy him and the willingness to bear the risks that may be caused (Kotler & Keller, 2016).

The market share of Baturaja cement in 8 provinces shows a good percentage in some regions. So by looking at the market share data, PT. Semen Baturaja (Persero), Tbk targets sales to increase by more than 5% in 2021. According to the Corporate Secretary of Semen Baturaja, Doddy Irawan said that 2021 could be an opportunity to increase sales. This also happened due to a decrease in cement demand in 2020 causing fierce competition in the market. SMBR is optimistic to achieve the target because SMBR has advantages based on the company's geographical location to the quality of cement that is well known by loyal consumers. In addition, improvements in channels and distribution systems along with strengthening marketing information systems are able to encourage increased sales. SMBR earned a net profit of Rp. 17.9 billion in the first quarter of 2021 and net cash flow was able to be at a stable level with a value of Rp. 86.4 billion (Andi, 2021). Based on the above business phenomenon, the researcher will conduct further research on the influence of product quality and distribution on the purchase decision of Semen Baturaja.

Based on the results of a survey conducted by Merekbagus.id with several respondents and analyzed with sales levels in 2020-2021 by comparing several cement brands that are the recommendations most often used by consumers, namely Conch cement, Rajawali cement, Jakarta cement, Merah Putih cement, Baturaja cement, Gresik cement, Padang cement, Garuda cement, Holicim/ Dynamic cement, and Tiga Roda cement. This shows that Baturaja cement is included in the 10 cement brand recommendations. According to respondents' responses, it was said that although Baturaja cement was priced at a fairly expensive price, the quality of cement could be pitted against other cement brands. According to respondents, Baturaja cement has practical qualities and is easy to stir. In addition, Baturaja cement is waterproof and makes the surface of the building smooth and not easily cracked (Alni, 2022).

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PT. Semen Baturaja (Persero), Tbk has carried out a number of strategies to strengthen the company's business in the midst of the Covid-19 pandemic, one of which is optimizing product distribution. PT. Semen Baturaja (Persero). Tbk strengthens the distribution of cement supply in the western part of Sumatra Selatan through the construction of a distribution center to be built in the city of Lubuklinggau which is considered a strategic point in the cement supply chain for the West South Sumatra region. The supply of cement to the warehouse is not only to meet the needs in Lubuklinggau, but is able to reach areas in neighboring provinces, such as Curup in Bengkulu province and Sarolangun regency in Jambi. In the construction of these facilities, SMBR collaborates with the Lubuklinggau city government and the plan aims to develop industrial and trade areas. SMBR is committed to developing the market through strengthening the logistics distribution network. The market expansion initiative to the secondary market area is expected to increase sales and market share (Wulandari, 2021).

2. METHOD

Product Quality

Product *quality* is the ability of a product to demonstrate its function and is one of the factors most relied on by a marketer in marketing a product (Kotler & Armstrong, 2015).

Distribution

Distribution is an organizational structure within the company and outside the company consisting of agents, dealers, wholesalers and retailers, through a commodity, product or service that is marketed (Swastha, 2010).

Purchasing Decision

Purchase decision is a stage where consumers already have a choice and are ready to make a purchase or exchange between money and a promise to pay with the right of ownership or use of a good or service (Kotler & Keller, 2016).

The product quality variable (X1), has a beta value of 0.647 with a significant value of 0.000 which is smaller than 0.05. This shows that product quality variables have a positive and significant influence on the purchase decision of Semen Baturaja. This proves that the first hypothesis on product quality variables has a positive and significant effect is acceptable.

The distribution variable (X2), has a beta of 0.207 with a significance value of 0.001 which is smaller than 0.05. This shows that distribution variables have a positive and significant influence on the purchase decision of Semen Baturaja. This proves that the second hypothesis on the sales distribution variable has a positive and significant effect is acceptable.

3. RESULTS AND DISCUSSION

Product quality has a positive and significant effect on purchasing decisions This result is in line with the results of research from Rosa (2020); Barcelona (2019); Wicaksana (2018); Fernando & Aksari (2018); Hendro & Hidayat (2018); Pratama & Santoso (2018); Sumiati & Mujanah (2018); Mahanani (2018); Sari, Tjahjaningsih, & Hayuningtias (2018); Porawouw (2018); Ulfa & Sulistyorini (2018); Tehubijuluw & Sari (2017); Syaleh (2017); Gerung, Sepang, & Loindong (2017); Purba (2016); Daha (2014) shows the same results that product quality has a positive and significant effect on purchasing decisions.

The results showed that the indicator of Baturaja cement products produced in accordance with the specifications needed by consumers showed the lowest value of 3.70. It is suspected that consumers still need more diverse types of products produced by PT Semen Baturaja (Persero), Tbk. Based on direct interviews with several respondents in the Lampung area, it shows that consumers say there are several types of cement that have not been produced by PT Semen Baturaja (Persero), Tbk where consumers are forced to buy cement products with other brands. In the indicator of Baturaja cement products produced have good quality, showing the highest score of 4.85. This shows that the quality of the products produced by PT Semen Baturaja (Persero), Tbk is very good and can be well received by consumers. Consumers say that the quality of cement produced by PT Semen Baturaja (Persero), Tbk has a sturdy and durable quality.

Distribution has a positive and significant effect on purchasing decisions These results are in line with the results of research from Simanjuntak (2020); Nangoy (2019); Taslim, Jesy, Sibarani, & Siregar (2019); Barcelona (2019); Fernando & Aksari (2018); Nangoy (2017); Syaleh (2017); Purba (2016); Bahtiar (2017); Daha (2014); Mandey (2013) Shows the same result, namely the distribution variable has a positive and significant effect on purchasing decisions.

The results showed that the distribution variable in the indicator of PT Semen Baturaja (Persero), Tbk using a safe transportation system in shipping goods to consumers showed the lowest value of 3.20. It is suspected that perhaps the lack of transportation fleets or distribution employees is causing consumer orders to not be delivered quickly. There needs to be a follow-up to find out whether the transportation fleet and employees need to be added, considering that incoming orders continue to grow. In the indicator of Baturaja cement products, it is easy to obtain showing the highest value, which is 4.63. This shows that Baturaja cement products are easy to obtain, especially in the Palembang, Baturaja and Lampung areas where there are many building shops that sell Baturaja cement products.

4. CONCLUSION

Product quality and distribution have a positive and significant influence on the purchasing decision of Semen Baturaja.

In the variable product quality, it is expected to add types of cement variants that have not been produced by PT Semen Baturaja (Persero), Tbk. With the increasing number of competitors of cement companies in Indonesia, PT Semen Baturaja (Persero), Tbk needs to make many innovations in order to compete. Based on respondents' responses who said that the quality of Baturaja cement products produced was good, this became one of the reinforcements of PT Semen Baturaja (Persero), Tbk in competing with similar competitors. In the distribution variable, it is expected that PT Semen Baturaja (Persero), Tbk needs to evaluate in order to provide transportation fleets that need to be added. With consumer complaints that say that the length of the distribution process is due to the lack of transportation owned. In addition to transportation, it also needs to be adjusted for the addition of employees, one of which is a driver who must be adjusted to the provision of existing transportation fleets.

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