

## The Influence of Marketing Strategies (Promotion, Product Quality, Price) and Product Diversity on Consumer Purchase Decisions at PT. Vincy Glow Lamongan

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| Article Info                                                                                                                                                                                                   | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Keywords:</b><br>Promotion, Product Quality, Price, Product Diversity and Purchase Decision.                                                                                                                | A purchase decision is a decision-making process where the buyer will actually buy. Many factors influence the purchase decision of a product such as: promotion, product quality, price and product diversity. The type of research used in this study is quantitative. The population in this study is Vincy Glow consumers. and the sample used in this study was 100 consumers. From the results of the t-test, it was obtained that there was a partially significant influence between the variables of Promotion (X1), Product Quality (X2), Price (X3) and Product Diversity (X4) on Purchase Decision (Y) on Vincy Glow. The variables of free promotion, product quality, price and product diversity have a simultaneous influence on the Purchase Decision. This can be proven by the value of $F_{cal} > F_{table}$ with a significant level of less than 0.05, which is 0.000. From the multiple linear regression equation, the result of the product quality variable (X2) = 0.446 is greater than the other variables. So it can be concluded that product quality (X2) is the most dominant variable affecting the Purchase Decision (Y) in Vincy Glow Lamongan. |
| This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license<br> | <b>Corresponding Author:</b><br>Aan Andri Ardiyansah<br>Management, Faculty of Economics, Lamongan Islamic University<br><a href="mailto:aanandriardiyansah@unisla.ac.id">aanandriardiyansah@unisla.ac.id</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

### INTRODUCTION

At this time, consumers in making the decision to purchase a product have many considerations. Therefore, one of the business actors such as Vincy Glow Lamongan must pay attention to what consumers need in order to attract consumers and be able to win competition with similar business actors.

One of the things that companies must meet in order to succeed in competition includes trying to achieve the goal of creating and retaining customers. In order for these goals to be achieved, every company must strive to produce and deliver goods and services that consumers want at an appropriate price (Sutisna, 2018: 21).

Previous research relevant to this research was conducted by Irawan and fellow researchers from the Faculty of Economics and Business, Lamongan Islamic University (UNISLA) which examined the influence of product quality, price, and promotion on consumer buying interest in PT. Satria Nusantara Jaya. The results of the study show that product quality, price, and promotion simultaneously affect consumer buying interest. These findings

show that marketing strategies have an important role in shaping consumer interest in a product. The better the quality of the products offered, the price that suits the consumer's ability, and the more effective the promotion, the higher the tendency of consumers to make purchases. The results of the study are the basis that the variables of promotion, product quality, and price are feasible to use as factors that influence purchasing decisions in this study.

Another research that is still relevant was conducted by researchers affiliated with FEB UNISLA lecturers regarding the influence of product quality and promotion on purchase decisions. The results of the study show that product quality has a positive influence on purchase decisions because it is related to consumer perception of the benefits and quality received. In addition, promotions also have an effect on increasing consumer interest and encouraging the formation of purchase decisions. The findings reinforce that companies need to pay attention to elements of marketing strategies to increase competitiveness and retain consumers.

Based on the previous research, this research has differences in the object of research, namely PT. Vincy Glow Lamongan and added product diversity variables as factors that allegedly influence consumer purchase decisions. Product diversity is seen as providing consumers with more choices, potentially improving purchasing decisions.

## **Literature Review and Problem Statement**

### **Literature Review**

Purchasing decisions are one of the important aspects of consumer behavior. At this time, consumers have a lot of considerations before deciding to buy a product. These considerations can be in the form of needs, product quality, price, benefits, brand image, service, and consumer experience of the products offered. Therefore, business actors need to understand the needs and desires of consumers in order to be able to attract buying interest and retain customers.

In increasingly fierce business competition, companies are required to be able to create and retain customers. One way that can be done is to provide products or services that suit consumer needs and offer reasonable prices. Sutisna (2018:21) explained that companies must strive to produce and deliver goods or services that consumers want at appropriate prices so that the company's goals in creating and retaining customers can be achieved.

Vincy Glow Lamongan as one of the business actors needs to pay attention to the factors that affect consumer purchase decisions. This is important because the large number of similar businesses makes consumers have many choices before making a purchase. If a company is able to understand consumer needs, provide the right products, and offer better value than competitors, the chances of attracting consumers and winning the competition will be greater.

### **Problem Statement**

Based on these conditions, the problem that arises is that consumers are now increasingly selective in making purchase decisions. Consumers not only look at the product from one side, but also consider various factors before buying. This is a challenge for Vincy

Glow Lamongan to understand what consumers need in order to improve purchasing decisions.

Competition with similar business actors also requires Vincy Glow Lamongan to be able to create the right strategy in attracting and retaining customers. If the needs and desires of consumers are not considered, then consumers can switch to other products or businesses that are considered more in line with their expectations. Therefore, this research needs to be conducted to find out the factors that influence consumers' purchase decisions on Vincy Glow Lamongan. Thus, the formulation of the problem in this study is how factors related to consumer needs, products, prices, and business competition can influence consumer purchase decisions at Vincy Glow Lamongan.

## METHOD

This study uses a quantitative research method with an associative approach. The quantitative approach is used because the research aims to measure and analyze the relationship between independent variables and dependent variables through the processing of statistical data. Associative research was used to determine the influence of network quality and consumer satisfaction on the purchase decision of Indosat Ooredoo's internet starter pack.

The location of the research was conducted in Balungkawun Village, Sukodadi District, Lamongan Regency. The selection of the research location is based on the characteristics of the community, the majority of which are teenagers who use the Indosat Ooredoo internet starter pack so that it is in accordance with the research object to be researched.

The population in this study is all adolescents in Balungkawun Village who use the Indosat Ooredoo internet starter pack. The sampling technique uses purposive sampling, which is a technique of determining samples with certain criteria that are adjusted to the purpose of the research. The respondent criteria include: (1) teenagers who live in Balungkawun Village, (2) have bought or used Indosat Ooredoo internet starter packs, and (3) are willing to become research respondents. The number of samples used in this study was 100 respondents.

The data collection method was carried out through the distribution of questionnaires (questionnaires) to respondents. The questionnaire was compiled using a five-level Likert scale, namely strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). In addition, supporting data is obtained through literature studies from journals, books, and previous research relevant to the research topic.

The variables in this study consist of independent variables and dependent variables. Independent variables include network quality (X1) and consumer satisfaction (X2), while dependent variables are purchasing decisions (Y).

The data analysis technique was carried out using the help of statistical software with stages including: (1) validity test to determine the accuracy of the research instrument, (2) reliability test to determine the consistency of the instrument, (3) classical assumption test consisting of normality, multicollinearity, and heteroscedasticity tests, (4) multiple linear

regression analysis to determine the influence of independent variables on dependent variables, (5) multiple correlation coefficient analysis to determine the level of relationship between variables, (6) the determination coefficient ( $R^2$ ) to determine the magnitude of the contribution of independent variables to the dependent variables, (7) the t-test to determine the influence partially, and (8) the F-test to determine the influence simultaneously.

## RESULTS AND DISCUSSION

### Validity Test

All indicators have a correlation coefficient that is greater than  $r$  table = 0.1654. This proves that all of these indicators are valid.

**Table 1** Validity Test Results

| Variabel          | Item | R (count) | R (table ) | Status |
|-------------------|------|-----------|------------|--------|
| Promotions        | 1    | 0,762     | 0,1654     | Valid  |
|                   | 2    | 0,811     | 0,1654     | Valid  |
|                   | 3    | 0,789     | 0,1654     | Valid  |
| Product quality   | 1    | 0,776     | 0,1654     | Valid  |
|                   | 2    | 0,812     | 0,1654     | Valid  |
|                   | 3    | 0,778     | 0,1654     | Valid  |
| Pricing           | 1    | 0,745     | 0,1654     | Valid  |
|                   | 2    | 0,849     | 0,1654     | Valid  |
|                   | 3    | 0,790     | 0,1654     | Valid  |
| Product diversity | 1    | 0,694     | 0,1654     | Valid  |
|                   | 2    | 0,771     | 0,1654     | Valid  |
|                   | 3    | 0,799     | 0,1654     | Valid  |
|                   | 4    | 0,609     | 0,1654     | Valid  |
| Purchase decision | 1    | 0,762     | 0,1654     | Valid  |
|                   | 2    | 0,737     | 0,1654     | Valid  |
|                   | 3    | 0,747     | 0,1654     | Valid  |
|                   | 4    | 0,584     | 0,1654     | Valid  |

### Reliability Test

**Table 2** Reliability Test Results

| Variabel          | Alpha | Status   |
|-------------------|-------|----------|
| Promotions        | 0,699 | Reliabel |
| Product quality   | 0,688 | Reliabel |
| Pricing           | 0,705 | Reliabel |
| Product diversity | 0,686 | Reliabel |
| Purchase decision | 0,666 | Reliabel |

The results of the reliability test showed that all questionnaire questions had a consistency standard (*reliable*) that met the criterion of  $> 0.6$  so that it could be declared good to continue the research.

### Multiple Linear Regression Analysis Test

**Table 3** Multiple Linear Regression Test Results

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)        | 3,540                       | 1,408      |                           | 2,514 | ,014 |
|       | Promotions        | ,184                        | ,089       | ,179                      | 2,064 | ,042 |
|       | Product quality   | ,446                        | ,094       | ,376                      | 4,731 | ,000 |
|       | Pricing           | ,260                        | ,086       | ,260                      | 3,007 | ,003 |
|       | Product diversity | ,143                        | ,070       | ,162                      | 2,059 | ,042 |

The multiple linear regression equation can be known as follows:  $Y = 3.540 + 0.184 X_1 + 0.446 X_2 + 0.260 X_3 + 0.1143 X_4$ . It can be concluded that product quality is the most dominant influence on the purchase decision.

### Multiple Correlation Test

**Table 4** Multiple Correlation Test Results

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |      |      |               |
|-------|-------|----------|-------------------|----------------------------|-------------------|----------|------|------|---------------|
|       |       |          |                   |                            | R Square Change   | F Change | df 1 | df 2 | Sig. F Change |
| 1     | ,710a | ,505     | ,484              | 1,22061                    | ,505              | 24,205   | 4    | 95   | ,000          |

A coefficient (R) of 0.710 indicates that there is a strong relationship between promotion, product quality, price, product diversity and purchase decisions. The higher the correlation value of promotion, product quality, price, product diversity, the higher the purchase.

### Determination Test

**Table 5** Determination Test Results

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | ,710a | ,505     | ,484              | 1,22061                    |

a. Predictors: (Constant), Product diversity, Product quality, Promotion, Price

Based on the analysis of the test of the determination coefficient, it shows that *R square* is 0.505 or 50.5%. From the *R square*, it can be concluded that the variables of promotion, product quality, price, and product diversity contribute 50.5% to the variable of purchase decisions.

## T test

**Table 6** Results of the t test

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Say. |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)        | 3,540                       | 1,408      |                           | 2,514 | ,014 |
|       | Promotions        | ,184                        | ,089       | ,179                      | 2,064 | ,042 |
|       | Product quality   | ,446                        | ,094       | ,376                      | 4,731 | ,000 |
|       | Pricing           | ,260                        | ,086       | ,260                      | 3,007 | ,003 |
|       | Product diversity | ,143                        | ,070       | ,162                      | 2,059 | ,042 |

a. Dependent Variable: Purchase decision

The calculation of the t-test can be seen with the t-value of the calculation of X1 2.064 > t of the table 1.985 while X2 of the t-value of the table is 4.731 > t of the table is 1.985, X<sub>3</sub> of the t-value is calculated 3.007 > t of the table is 1.985, X<sub>4</sub> of the t-value is calculated 2.059 > t of the table is 1.985, meaning that there is a partially significant influence between the promotion variables, product quality, price, product diversity to the purchase decision.

## Test F

**Table 7** F Test Results

| Model        | Sum of Squares | Df | Mean Square | F      | Say.  |
|--------------|----------------|----|-------------|--------|-------|
| 1 Regression | 144,251        | 4  | 36,063      | 24,205 | ,000b |
| Residual     | 141,539        | 95 | 1,490       |        |       |
| Total        | 285,790        | 99 |             |        |       |

From the results of the calculation of the F test with the significant value of  $\alpha = 0.05$  df = n-k-1 (100-4-1 = 95), F<sub>table</sub> (2.47) was obtained. So that the value of F<sub>cal</sub> (24.205) > F<sub>table</sub> (2.47) then H<sub>1</sub> is accepted. From these results, it can be concluded that promotional variables, product quality, price, and product diversity have a simultaneous effect on purchasing decisions.

## CONCLUSION

Based on the research conducted by the author and the results of the research that have been discussed, conclusions can be drawn, including:

1. Promotional variables , product quality, price, and product diversity have a partial effect on the purchase decision at PT. Vincy Glow Lamongan.
2. Promotional variables , product quality, price, and product diversity simultaneously affect the purchase decision at PT. Vincy Glow Lamongan.
3. The most dominant Product Quality variable has an effect on the purchase decision at PT. Vincy Glow Lamongan.

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