

The Effect of Price, Promotion and Product Quality on the Decision to Repurchase Liquid Fertilizer

(Study on Liquid Fertilizer Customers at UD. Micro Primatan)

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ABSTRACT

This study aims to determine the effect of price, promotion, and product quality on the decision to repurchase liquid fertilizer. UD Primatan Mikro either partially, simultaneously and is the most dominant factor among the three variables above that influence repurchase decisions. This type of research is quantitative with a sample of 57 people. The sampling technique is Validity Test, Reliability Test, Classical Assumption Test, Multiple Correlation Analysis, Multiple Linear Regression Analysis, Coefficient of Determination Analysis, t Test, F Test. The results of this test result that the variables of Price, Promotion and Product quality partially influence the Buyer's Decision UD Primatan Mikro. The results show that the price (X_1) = $3.012 < t$ table 2005, promotion (X_2) = $2.466 < t$ table 2005, product quality (X_3) = $2.605 < t$ table 2005. then H_0 is rejected and H_a is accepted. F test evidence obtained $F_{count} = 28,817 > F_{table} = 3.17$ means that the independent variable simultaneously affects the dependent variable. 3. The results of calculations using Multiple Linear Regression Test obtained that the most dominant is Promotion (X_1) with a regression coefficient value of 0.363 and a standard beta coefficient of 0.359, compared to the Product Quality variable (X_3), the standard regression coefficient of 0.261 and the standard beta coefficient of 0.283 and price variable (X_2) the standard regression coefficient is 0.358 and the standard beta coefficient is 0.323.7. The results of the hypothesis test show . Price, Promotion, and Product Quality have a significant positive positive impact in t table 2005 so that t count $3,014 > t$ table 2,005 and a significant value $0.004 < 0.05$ then H_0 is rejected and H_a is accepted, meaning that there is a partially significant effect between the price variables. (X_1) against the buyer's decision (Y) UD. Primatan Mikro.

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INTRODUCTION

In the era of globalization and commercial competition, companies are fierce and demanding companies to be able to satisfy the needs of consumers and devote themselves to making products that have advantages. If a company wants to succeed in competition, it must be able to achieve the goal of creating and retaining customers if that goal has been achieved, then every company needs to work hard to produce and provide the goods and

services that consumers want at a certain price, therefore, every company must be able to understand the survival of the company as an organization looking for Highly dependent on fulfillment. Consumer needs and desires Consumer behavior (Tjiptono, 2008).

UD. Primatan Mikro was founded by Mr. H. Sumarjo in 1997. UD. Primatan Mikro .which is located at Dsn. Ngembes, Ds. Yungyang Kec. This is one of the UD's. which is engaged in the distribution of Micro Primatan Fertilizer. The success of a company depends on the customers who buy the products according to their needs. One of the fertilizer companies that is felt to be successful and able to retain its customers to date. For approximately 25 years, UD. Primatan Mikro proves that he is able to compete by showing his existence. This company must understand consumer behavior so that consumers can give constant trust and the company can provide the best quality for its customers.

In attracting consumer buying interest, companies compete to conduct promotions to introduce the products they offer. The value of a product is greatly influenced by the promotional strategy carried out, whether or not a promotion is effective depends on how a business person carries it out. In addition to implementing promotional strategies, facing a strong and fierce competition environment, companies are required to improve the quality of their products to increase the competitiveness of products in the market and be able to plan sustainable marketing strategies

Promotion is one of the marketing strategies that plays an important role in increasing consumer interest and purchase decisions. In the digital era, companies are required to be able to utilize various effective marketing media so that product information can be well received by consumers. According to Rosyad, the development of marketing digitalization through the Marketing 4.0 concept has an influence on the purchase decision-making process because it makes it easier for consumers to obtain product information and make transactions. Therefore, effective promotions can increase the likelihood of consumers making a repeat purchase.

Literature Review And Problem Statement

Price

Price is one of the most important factors influencing consumer purchasing behavior. Consumers generally evaluate whether the price offered is appropriate to the benefits and quality received. A competitive and affordable price can encourage customers to make repeat purchases because they perceive greater value from the product. Several studies have found that price has a significant influence on purchasing decisions and repurchase behavior.

Promotion

Promotion is a marketing communication activity aimed at informing, persuading, and reminding consumers about products offered by a company. Effective promotional activities can increase consumer awareness, attract interest, and strengthen customer loyalty. Research shows that promotion positively influences purchasing decisions, especially when consumers receive clear information regarding product benefits and advantages.

Product Quality

Product quality refers to the ability of a product to perform its functions and meet customer expectations. High-quality products tend to generate customer satisfaction, trust, and loyalty. In the fertilizer industry, product quality is closely related to effectiveness, reliability, and consistency of results obtained by farmers. Previous studies indicate that product quality significantly affects purchasing decisions and encourages consumers to repurchase products.

Repurchase Decision

Repurchase decision is the consumer's willingness to buy a product repeatedly after experiencing its benefits. This behavior is usually influenced by satisfaction, perceived value, and previous purchasing experiences. Customers who feel satisfied with product quality, pricing, and promotional activities are more likely to continue purchasing the same product in the future.

METHOD

The research conducted is a quantitative research using the Likert Scale. Respondents are from liquid fertilizer customers in UD. Micro Primatan with a sample of 57 respondents. In this study, it consists of three independent variables (X) and one bound variable (Y). Namely Price (X₁), Promotion (X₂), Product Quantity (X₃) and Repurchase Decision (Y). To find the influence of Price, Promotion and Product Quality on Repurchase Decisions, in this study several test tools were used consisting of "validity test, reliability test, normality test, multiconierity test, heterokedasticity test, autocorrelation test, multiple linear regression analysis, t test and F test."

RESULTS AND DISCUSSION

Validity Test

From the results of SPSS 25, it can be seen that all the items of the research variables have a calculation of $> r_{table}$, namely the significant level $\alpha = 0.5\%$ and $n = 57$ obtained $r_{table} = 0.258$ and it can be known that r each item > 0.258 so that it can be said that all the items of the research variables are valid to be used as instruments in research or the questions asked can measure the variables being studied.

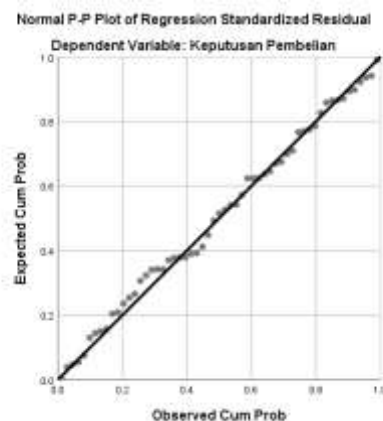
Relibiality Test

The Reliability Test aims to test the consistency of the measuring instruments used, whether the instruments used are accurate, stable or consistent. The results of reliability testing with SPSS 25 of *Cronbach's Alpha method* obtained an alpha coefficient of price with personal price (X₁) of 0.805, promotion (X₂) of 0.785, training (X₃) of 0.827 and employee performance (Y) of 0.800. The Alpha coefficient obtained is compared to the critical value, if it is greater than the critical value, it means that the instrument is reliable. At the level of $\alpha = 0.05$ and $n = 57$, it turns out that the Alpha coefficient obtained for each variable is > 0.6 , which means that the instrument used is Reliable

Classic Assumption Test

The normality test analysis in this study is calculated using the SPSS 25 program, the results of the analysis can be presented as follows

Figure 1



Source : SPSS 25 Staltistic Output

In principle, normality can be detected by looking at the distribution of data or points on the diagonal of the graph, or by looking at the histogram from the regression method, which meets the assumption of noemality if the data spreads out the histogram line.

The analysis of the Multiconiérity Test in this study was calculated using the SPSS 25 program, it can be seen from the results of SPSS that all independent valriabels, namely price, promotion, product quality and repurchase decisions, have a tolence value of > 0.1 and VIF value of > 10 so that it is concluded that all valriabilis in this study consisting of price, promotion, product quality do not occur multicolinieristals.

Multiple Linear Regression Analysis

Multiple Regression Alnalysis is used by researchers, the researchers are asked to explain how the valrialbel is independent (criterion) i.e. the decision to repurchase, if two or more valrialis are independent price, promotion, product quality i.e. as far as the preditor factors are manipulated (dialectical derivatives).

Table 1. Results of multiple linear regression analysi

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.373	1.793		.208	.836
	Pricing	.358	.119	.323	3.014	.004
	Promotions	.363	.104	.359	3.503	.001
	Product Quality	.261	.094	.283	2.783	.007

Sumber : Output Staltistic SPSS 25 Diolalh Talhun 2022

T test

From table 1 above, the price variable (X1) shows that it is significant ($0.004 < 0.05$), so the test shows that H_0 is accepted and accepted, and the price (X1) is based on the

purchase decision (Y). The Motivation variable (X2) shows that it is significant ($0.001 < 0.05$) so the test shows that H_0 is accepted and accepted, and that the decision to promote (X2) is based on the purchase decision (Y).

The Training variable (X3) showed that it was significant ($0.007 < 0.05$) then the test showed that H_0 was accepted and accepted, and that the test was concluded that the product quality (X3) was influenced by the purchase decision (Y).

Test F

Talbel 2. Halsil SPSS Uji F

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	140.651	3	46.884	28.817	.000 ^b
Residual	86.226	53	1.627		
Total	226.877	56			

Source : Output Staltistic SPSS 25 Diolalh Talhun 2022

Based on table 2 above, it can be seen that the significant $0.000 < 0.05$, malkal H_0 is calculated to be based on the purchase decision (Y).

CONCLUSION

The results of the hypothesis test show that Price, Promotion, and Product Quality have a significant positive impact on the price variable (X1) obtained in table 2,005 so that the calculation is $3.014 > \text{table } 2,005$ and the significant value is $0.004 < 0.05$, then H_0 is rejected and H_a is accepted, meaning that there is a significant influence on the price variable (X1) on the buyer's decision (Y) UD. Micro Primatan.

Meanwhile, the influence of the promotion was obtained with a value of 3,503 with a significant value of $\alpha=0.05$ so that the calculation of $> t_{\text{table}} 3,503 > 2,005$ and a significant value of sig $0.001 < 0.05$, then H_0 was rejected and H_a was accepted, meaning that there was a significant influence on the Promotion variable (X2) on the buyer's decision (Y) UD. Micro Primatan.

While the influence of product quality in terms of price is calculated by a value of 2,783 with a significant value rate of $\alpha=0.05$, then $t_{\text{table}} = 2,005$ is obtained so that the calculation of $> t_{\text{table}} 2,783 > 2,055$ and a significant value = 0.007, then H_0 is rejected and H_a is accepted, meaning that there is a significant influence between the variable of Product Quality (X3) on the Buyer's Decision (Y).

The results of the second test show that the results of the simultaneous test were obtained by F_{cal} of 28,817 while F_{table} was 3.17 because $F_{\text{cal}} > F_{\text{table}}$ with a significant value level of $0.000 < 0.05$, then H_0 means that there is a significant influence between Price Variables (X₁), Promotion (X2) and Product Quality (X3) on Buyer Decision (Y).

The results of the calculation using the Multiple Linear Regression Test were obtained, the most dominant was promotion (X1) with a regression coefficient value of 0.363 and a standard beta coefficient of 0.359, compared to the Product Quality variable (X3) of the standard regression coefficient of 0.261 and the standard beta coefficient of 0.283 and the variable Price (X2) of the standard regression coefficient of 0.358 and the standard beta coefficient of 0.323.

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