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The Influence of Promotional Product Quality and Design on the Decision to Purchase Aluminum Goods at the Amerta Aluminum Store

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ABSTRACT

The purpose of this research is to determine the influence of product quality, promotion and design on purchasing decisions for aluminum products at the Amerta Aluminum store. The population of this research is all Amerta Aluminum shop consumers, both male and female. The sample used in this research was 55 customers. Data collection methods use questionnaire techniques and documentation techniques. The type of research used is quantitative research and the data analysis used is multiple linear regression analysis. The data analysis technique uses the IBM SPSS Statistics 25 application. The results of the study show that Product Quality has a positive and significant effect on Purchasing Decisions with t count > t table (2.392 > 1.675 with a mean significance level of 0.020 < 0.05. Promotion has a positive and statistically significant effect on Purchasing Decisions with a calculated t value > t table value (1.755 > 1.675) with a significance level of 0.036 < 0.05. And design does not have a positive influence on Purchasing Decisions but has a significant value on Purchasing Decisions for aluminum products at the Amerta Aluminum store significance for Purchasing Decisions with tcount < ttable (3,010 < 1.675) with a significance level of 0.004 < 0.05.

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1. INTRODUCTION

Nowadays, everyone runs various businesses to satisfy their daily needs, starting from agriculture, offices, business, utilization of available natural resources, etc. However, business development and competition are intensifying in both the commercial and industrial worlds, so companies and industries must follow strategic changes to take advantage of market opportunities. Manufacturers need to be more innovative and creative to attract the attention of consumers during purchase. Man needs effective and efficient tools to function. Compared to all the home appliances available today, Aluminum furniture is the choice of most people today. This is a great opportunity for aluminum tool manufacturers to capture the market and continue to develop their products. The versatile taste of people makes them choose aluminum products based on quality and design.

Indonesia is a country very rich in natural resources, one of these natural resources is aluminum. Aluminum is a mining product or metal that is relatively light and silver-white in color. The

density of aluminum is 2.7 gr. Aluminum has several properties. The properties of aluminum include lightness, corrosion resistance, non-toxicity, reflectivity, and the ability to produce stronger new metals when combined with other metals. Aluminum has many useful properties for human activity. Therefore, there is no concern when aluminum is widely used in the manufacture of various household appliances.Modern lifestyle is one of the personal factors that can influence a person's buying behavior.

Purchase decisions are a complex process involving many different factors, from functional needs to emotional considerations. (Tjiptono, 2014) purchase decisions is the process by which a consumer identifies a problem, searches for information about a specific product or brand, and says whether each option can solve the problem, leading to a purchase decision. Consumers often consider a product's quality, price, brand and user experience before making a purchase decision. Psychological factors such as the consumer's perception of the value of the product and the extent to which the product meets their personal wants or needs are also important. In addition, consumer reviews, friend recommendations, and advertising can also influence purchasing decisions. Purchase decisions are not only rational, but also involve emotional aspects that underlie individual preferences. Therefore, manufacturers and marketers have a thorough understanding of consumer behavior and the factors that influence it in order to design effective usage strategies and meet consumer expectations.

Product quality plays an important role in consumer purchasing decisions. Marketing experts like Philip Kotler define product quality as the set of characteristics that distinguish a product from similar products. When a consumer is in the evaluation phase of a product, they consider quality to be a key factor influencing purchase decisions. (Kotler and Armstrong, 2012) defines product quality as the product's ability to perform its function, including overall durability, reliability, thickness, ease of use and product repair, and other product characteristics. Product quality is not only related to physical properties, but also includes reliability, durability and innovative advantages. Consumers are more likely to choose products that are perceived to be of high quality, as this gives them confidence that the product meets the expected standards. In a highly competitive environment, companies that can offer high-quality products have a better chance of winning the trust of consumers. Awareness of product quality can create added value and influence consumer preferences, leading them to make more rational and informed purchasing decisions. A similar study was also conducted by (Marlius, 2022), who found that product quality had a positive effect on purchasing decisions. Thus, product quality is a key factor influencing how consumers choose between the various product options available in the market.

Promotion is one of the factors that play an important role in improving customer decisions, because it is one of the strategies that companies can use to maintain and improve the sustainability of their business, including building good customer relationships (Achmad Alfin, 2021) . Company campaigns can be used to offer services to consumers so that consumers can learn about the benefits of the product and encourage consumers to make decisions when using the service (A and Soliha, 2017). There are forms of sales promotion such as doing social media ads using social media platforms like Instagram, TikTok and Facebook (Anggita and Trenggana, 2020). Toko Amerta Aluminum should pay attention to this, because the Facebook post shows that Toko Amerta Aluminum is not yet used in advertising media. Therefore, advertisements are an important aspect of consumer decision-making because offers can make consumers who were not initially interested in the product change their minds and become interested in the product (Maryana and Permatasari, 2021). However, the study by Hanaysha (2017) shows different results, namely that sales promotion has a negative effect on purchase decisions (Yuvita, Wahab, & Sulastri, 2019).

Design plays a very important role in product selection, the better the product design, the better the product is in the eyes of consumers, so that consumers are interested in purchasing the product (Maindoka, 2018). A unique design that attracts the consumer will definitely leave a good impression on the product. With more and more modern developments, product design has become the focus of consumers' attention before making a purchase decision (Suari, 2019). When creating a product that can attract the interest of consumers, companies must pay attention to product quality, provide attractive product designs that satisfy the wants and needs of consumers, and offer good prices so that product prices become positive (Ansah, 2017). When creating a product that can attract the interest of consumers, companies must pay attention to product quality, provide attractive product

designs that satisfy the wants and needs of consumers, and offer good prices so that product prices become positive (Ansah, 2017).

When creating a product that can attract the interest of consumers, companies must pay attention to product quality, provide attractive product designs that satisfy the wants and needs of consumers, and offer good prices so that product prices become positive (Ansah, 2017). Quality is defined by several uses and functions, including durability, independence from other products or other components, exclusivity, convenience, appearance (color, shape, packaging, etc.) (Handoko, Tiya et al., 2019). The highest quality products can quickly develop and gain market share.

Based on the background above, the research problem that I am researching can be formulated with the title "THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND DESIGN ON DECISIONS TO PURCHASE ALUMINUM GOODS AT AMERTA ALUMINUM STORE" and based on the problem formulation above, the aim of my research is to determine the Influence of Product Quality , Promotion and Design on Purchase Decisions for aluminum products among the public.

2. RESEARCH METHOD

In this study, the author used quantitative research methods. Quantitative is data expressed as numbers that can be counted (Sugiyono, 2019). In this study, quantitative data is the sum of all data collected from the field and can be expressed in numbers or calculated, such as the target level of Amerta Aluminum Shop.

Population and research sample :

Population

A population is the total number of individuals whose characteristics you want to study. These units are called units of analysis and can be people, institutions, objects (Djarwanto 1994:420 Iskandar 2020). Another opinion affirms that the population is all the values, the results of calculations and measurements, both quantitative and qualitative, and not certain characteristics of a group of objects completely and clearly (Usman and Setiady, 2000:43). From the above definition, it can be concluded that the studied population consists of all objects studied in the research area. The consumers in this study came to shop at Amerta Aluminum Store. 120 consumers participated in this study.

Sample

A sample is part of the number and characteristics of a population (Sugiyono, 2019). The core group of this study is the consumers who shop at Amerta aluminum stores, that is. 120 people and calculated by Slovin's formula. Slovin's formula for determining samples is as follows:.

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

$$n = \frac{120}{1 + 120\ (0.10)^2}$$

$$n = \frac{120}{1 + 1{,}2} = \frac{120}{2{,}2} = 54{,}5$$

Information :

n = Sample size or number of respondents

N = Population size

e = Percentage of allowance for sampling error accuracy that can still be tolerated, e = 0.10

Thus, the sample of this study is 55 respondents. The reason researchers use the above formula is because the target group is too large and diverse, according to researchers.

Research Instrument

The instrument of this study is to use a questionnaire, where the information produced is quantitative data that is processed statistically, so the results of this division are first made with tests of validity and reality, method and purpose. The purpose of validity testing is to find out the extent to which a research instrument is usable. is done as follows:.

Validity test
Menurut Sugiono, (2019) menyatakan “Suatu instrumen penelitian dapat dikatakan valid apabila dapat dan konsisten menghasilkan data mengenai variabel-variabel yang diteliti.” Suatu instrumen dikatakan valid bersyarat apabila mempunyai koefisien korelasi Pearson product-moment (r) > r-tabel dengan alpha dari 0,05". Pengujian dengan SPSS untuk Windows. Untuk menguji validitas dilakukan dengan membandingkan angka r dengan t-tabel pada taraf signifikansi 5% atau a=5%.

Reliability Test
According to Sugiyono (2019), "reliability is an index that shows how reliable a measuring instrument can be or how reliable a measuring instrument can be in measuring variables or if the reliability coefficient (a) is reliable. 0.60 or more is used to test the reliability of the survey for the studied variables, the coefficient of survey reliability is used.

Data Analysis Technique
Based on the formulation of the problem, the objectives of the research, the establishment of hypotheses and the type of data collected, the data analysis methods used in this work are classical hypothesis testing, linear multiple regression analysis, t-test and F .- test with statistics package. Statistical Package for the Social Sciences (SPSS) for Windows 25. The experiment was performed as follows:.

Multiple Linear Regression Analysis
Multiple Linear Analysis According to Ghozal (2018), regression analysis is essentially the science of studying the dependence of a dependent variable on one or more independent variables when the value of the independent variable is known. Regression of two or more independent variables can be called multiple regression.

$$Y = a + b1\ X1 + b2\ X2 + b3\ X3 + e$$

Information :
Y = Dependent variable purchasing decision
a = Constant
b1-b3 = Multiple regression coefficient
X1 = Product quality variable
X2 = Promotion variable
X3 = Design variable
e = Disturbance error (residual)

Classic assumption test
The aim of testing classical assumptions is for decision making to approach real conditions, namely that the data is normally distributed, does not contain multicollinearity, autocorrelation and heteroscedasticity. So, before carrying out multiple linear regression analysis, researchers first carry out a classic hypothesis test. The classic hypothesis test carried out in this research consists of linearity, normality, multicollinearity and heteroscedasticity tests.

Normality test
The goal is to test whether the independent variable, the dependent variable, or both regression models are normally distributed. A good regression model is one where the distribution of the data is normal or close to it. The population is normally distributed if the Asymp.Sig (2-tailed) coefficient is greater than $\alpha = 0.05$.

Multicollinearity Test
The purpose of the multicollinearity test is to find out if there is a relationship between one independent variable and other variables. To detect multicollinearity, this can be seen using the variance inflation factor (VIF). If the VIF value is greater than 10, multicollinearity occurs, and conversely, if the VIF value is less than 10, multicollinearity does not occur (non-multicollinearity).

Heteroscedasticity Test
The purpose of this test is to see if the confounding variables have the same variance or not. One method is to test whether the lack of heteroscedasticity leads to inefficiency in estimating the regression coefficients. If the difference between one observation and another tail is constant, it is called homoscedasticity, and if it varies, it is called heteroskedasticity. A good regression model is homoscedastic or has no heteroscedasticity. A regression model is said to contain heteroskedasticity if it has a value of Asymp. Say (value) > 0.05.

Hypothesis test
1. **Partial Testing (T Test)**
This test was conducted to determine if each independent variable had an effect on the dependent variable (Ghozali, 2007).
2. Simultaneous Testing (F Test)
The F statistical test basically shows whether all independent or dependent variables in a model have the same (simultaneous) influence on the dependent variable.

3. RESULTS AND DISCUSSIONS

Validity test

Tabel 1. Results Validity Test

Instrumen Penelitian	*Corrected Item Total Correlation*	r – Tabel	Keterangan
Kualitas Produk			
X1.1	0,863	0,260	Valid
X1.2	0,858	0,260	Valid
X1.3	0,877	0,260	Valid
X1.4	0,835	0,260	Valid
X1.5	0,657	0,260	Valid
Promosi			
X2.1	0,870	0,260	Valid
X2.2	0,787	0,260	Valid
X2.3	0,762	0,260	Valid
X2.4	0,844	0,260	Valid
X2.5	0,601	0,260	Valid
Desain			
X3.1	0,864	0,260	Valid
X3.2	0,661	0,260	Valid
X3.3	0,729	0,260	Valid
X3.4	0,830	0,260	Valid
X3.5	0,863	0,260	Valid
Keputusan Pembelian			
Y.1	0,766	0,260	Valid
Y.2	0,747	0,260	Valid
Y.3	0,834	0,260	Valid
Y.4	0,612	0,260	Valid
Y.5	0,621	0,260	Valid

Validations are made with a correlation coefficient greater than 0.260 between the indicator values and the total value of the 20 indicators as a valid condition. Considering that the corrected multiple-to-sum correlation coefficient shows a value greater than 0.260, it can be said that the variable form instrument is suitable for use.

Reliability Test

Tabel 2. Results Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.917	4

In the table of reliability statistics, the Cronbach's alpha value of 0.917 was obtained for a total of 20 statements of the four variables (efficiency, compliance, system availability and privacy) in the E-Core Service Quality element. Since the calculated Cronbach's alpha value is greater than the predetermined Cronbach's alpha value (0.917 > 0.60), all statements of the E-Core Service Quality item are reliable.

Multiple Linear Regression Analysis

Tabel 3. Results Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3.373	1.484		2.272	.027
	X1	.308	.129	.343	2.392	.020
	X2	.146	.094	.176	1.755	.036
	X3	.365	.121	.395	3.010	.004

Based on the results of data processing in this research, the multiple linear regression equation was determined as follows.

Purchase decision = Y = α + β1X1 + β2X2 + β3X3

3.373 + 0.308 + 0.146 + 0.365

Purchase decision = 3,373 + 0.308 (Product Quality) + 0.146 (Promotion) + 0.365 (Design)

Interpretation of the multiple linear regression equation from the equation model above as follows :

a. From the multiple linear regression equation above, it can be seen that the regression coefficient of the product quality variable is 0.308 and has a positive sign, which means that if there is an increase in product quality by one, it will cause an increase in purchasing decisions by 0.308.
b. From the multiple linear regression equation above, it can be seen that the regression coefficient of the promotion variable is 0.146 and has a positive sign, which means that if there is an increase in promotion by one, it will cause an increase in purchasing decisions by 0.146.
c. From the multiple linear regression equation above, it can be seen that the regression coefficient of the design variable is 0.365 and has a positive sign, which means that if there is an increase in design by one, it will cause an increase in purchasing decisions by 0.365.

Normality test

Tabel 4. Results Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			55
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.45577269
Most Extreme Differences	Absolute		.118
	Positive		.067
	Negative		-.118
Test Statistic			.118
Asymp. Sig. (2-tailed)[c]			.063
Monte Carlo Sig. (2-tailed)[d]	Sig.		.060
	99% Confidence Interval	Lower Bound	.054
		Upper Bound	.066

Based on the results of the normality test using the One Sample Kolmogorov-Smirnov Test, it shows that the Asymp Sig. (2- Tailed) has a value of 0.063 where this value is greater than 5% (0.05) so it can be concluded that the questionnaire data used is normally distributed.

Multicollinearity Test

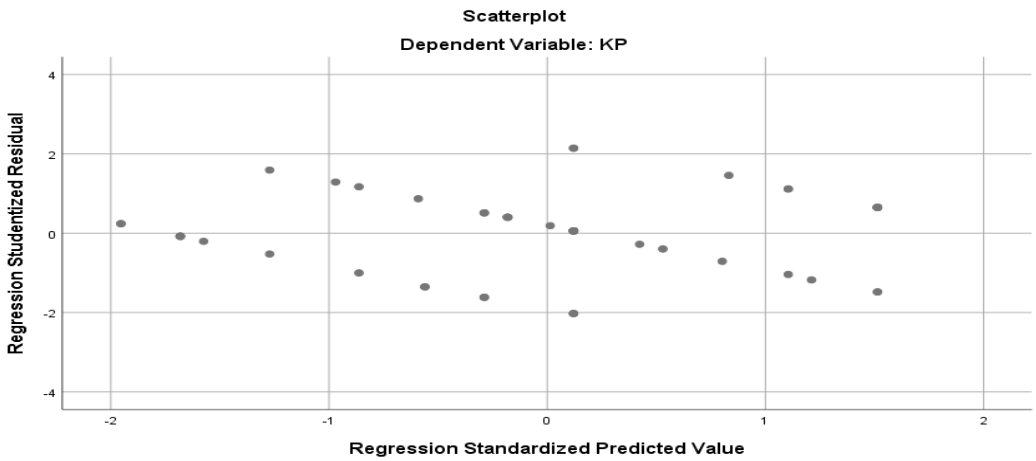
Tabel 5. Results Multicolinearity Test

Coefficients[a]						
			Correlations		Collinearity Statistics	
Model		Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)					
	X1	.789	.318	.183	.285	3.512
	X2	.686	.213	.119	.457	2.187
	X3	.788	.388	.230	.339	2.954

The test results presented in the table above show that the tolerance value is above 0.10 and the VIF value is below 10. This shows that in the regression model there is no multicollinearity problem between the independent variables.

Heteroscedasticity Test

Gambar 6. Grafik Scatterplot



Based on the scatterplot graph, it is known that the distribution of points presented above can be evenly distributed below and above zero. So it can be said that in the regression model there are no problems.

Partial Testing (T Test)

Tabel 7. Results Partial Testing (T Test)

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.373	1.484		2.272	.027
	X1	.308	.129	.343	2.392	.020
	X2	.146	.094	.176	1.755	.036
	X3	.365	.121	.395	3.010	.004

Based on the calculation results above, it can be seen that the t-count for the product quality variable is 2.392, then the t-count for the promotion variable is 1.755 and the t-count for the design variable is 3.010. Next, calculations will be carried out to compare the t-count value with the t-table. In this study, (error level) = 5% and df (degree of freedom = degrees of freedom) = n - k = 51 are used so that the size of the t-table = t(a.df) that is sought is t (5%, 51) is 1,675 (Sugiyono, 2019). The criteria for acceptance/rejection of the hypothesis are:

1. The results of the T test above show that the Product Quality variable has a value of T = 2.392 > than T table = 1.675, so that the decision that can be taken is partial acceptance of H1. The significant value for the Product Quality variable shows a value = 0.020 < 0.05 (α) so it has a significant influence on satisfaction with purchasing aluminum goods at the Amerta Aluminum store.
2. The results of the T test above show that the Promotion variable has a value of T = 1.755 > than T table = 1.675, so that the decision that can be taken is partial acceptance of H2. The significant value for the Promotion variable shows a value = 0.036 < 0.05 (α) so it has a significant influence on satisfaction with purchasing aluminum goods at the Amerta Aluminum store.
3. The results of the T test above show that the Design variable has a value of T = 3.010 < compared to T table = 1.675, so that the decision that can be taken is partial rejection of H3. The significant value for the Design variable shows a value = 0.004 < 0.05 (α) so it has a significant influence on satisfaction with purchasing aluminum goods at the Amerta Aluminum store.

Simultaneous Testing (F Test)

Tabel 8. Results Simultaneous Testing (F Test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	374.504	3	124.835	40.072	.000[b]
	Residual	158.878	51	3.115		
	Total	533.382	54			

Formulation of the testing hypothesis using the F test (F-test) is as follows.

a. Ho: 1 ≤ 2 ≤ 3 ≤ 0, means that the hypothesis is rejected.
b. Ha: 1 > 2 > 3 > 0, meaning that the hypothesis is accepted.

Determination of Table Statistics

In this test, F-table = F (a,dfn/dfd) is used. The magnitude or level of confidence (level of significance) used in this test is 5% with dfn (degree of freedom numinator = degrees of freedom of the numerator) = K - 1 = 3 - 1 = 2, and dfd (degrees of freedom denominator = degrees denominator free) = n - k = 55 - 3 = 52. According to table F, the magnitude of F (a, dfn/dfd) for F (5%, 2/52) is 3.18

Determination of F-count

From the results of calculations with the help of the SPSS version 25 program, it turns out that dfn (degrees of freedom of the numinator = degrees of freedom in the numerator) = 3 and dfd (degrees of freedom of the denominator = degrees of freedom in the denominator) = 51, the F-count is 40.072.

Drawing Conclusions
Based on the calculation results above, we get F-count > F table, (40.072 > 3.18) so Ho is rejected and Ha is accepted. This is statistically significant at the 0.05 level of significance. This indicates that product quality, promotion and design influence purchasing decisions with a significant level of 0.000 <0.05.

Discussion

The Influence of Product Quality on Purchasing Decisions

Based on the results of the t test, it is clear that the Product Quality variable has a positive and significant effect on Purchasing Decisions. Product quality (X1) shows a significant value (0.020 < 0.05) with a β1 value of 0.308. This means that the higher the quality of the product, the more it increases purchasing decisions (acceptance). This shows that product quality influences purchasing decisions.

Product quality refers to how the product performs functions that encompass the entire product. Determining quality is one way to win the competition in the market, because quality is one way to define a product in the minds of consumers. The quality of the company's products is something accepted and understood by all market segments, as evidenced by the large number of potential consumers. This makes consumers more focused when choosing a product. If companies want to grow, let alone profit, they have no choice but to embrace the concept of quality. Companies must always improve quality, be creative and dynamic to influence consumer purchasing decisions. This is how it results from the study of Kadek Ayuk Riska Oktavenia and I Gusti Agung Ketut Sri Ardan (2019) that product quality has a positive and significant effect on purchasing decisions, and from the study of Made Tiya Yogi Suar, Ni Luh Wayan. Sayang Telagawat. and Ni Nyoman Yulianthin (2019) show that product quality positively affects purchasing decisions. The quality of the products plays an important role in shaping the purchase decision process and also greatly affects the company's result. Product quality has a partially positive and significant impact on purchasing decisions, as several studies by Ferdyanto (2015) also claimed..

The Effect of Promotion on Purchasing Decisions

Based on the results of the t test, it is clear that the Promotion variable has a positive and significant effect on purchasing decisions. The promotion variable (X2) shows a significant value (0.036 < 0.05) with a β2 value of 0.146. This means that the more promotion there is for the product, the more it increases the level of purchasing decisions (accepted). This shows that promotions have an effect on purchasing decisions.

Every buyer has different characteristics and opinions about the products offered by the marketers. Promotional tools influence consumers' purchase decisions, promotional activities can provide incentives that can attract consumers' attention to make more purchases. Information on how consumers respond positively to different campaigns promoted by marketers. This is because consumers are more likely to believe that all products are cheaper than usual at discount prices and feel that they are getting a better buy. This means that the more positive the attitude towards the advertising media, the more likely consumers will make purchase decisions during promotional activities, according to Benjamin and Yeoh Sok (2011). Based on the study of Siti Nurhayat (2017), which shows that advertising variable has a significant positive effect on purchase decisions.

The Influence of Design on Purchasing Decisions

Based on the results of the t test, it is clear that the Design variable has a positive and significant effect on purchasing decisions. The Design variable (X3) shows a significant value (0.004 < 0.05) with a β3 value of 0.365. This means that the more attractive the design used, the higher the level of purchasing decisions (accepted). This shows that the design influences purchasing decisions.

Product design problems are one of the factors that require serious attention from management, especially from the new product development group, because quite a few target consumers begin to doubt the problem of designing a product that meets the needs and wants of the consumer. Before making a purchase decision, consumers imagine the available product options. Consumers want the products they buy to have a model that meets their needs. In the production process, serious attention must be paid to design, because the target consumers are not few, but

many, and the product design in the production process must be able to meet the wants and needs of consumers. To capture the attention of consumers while shopping, companies must offer ever-evolving designs with different features to integrate into the product.

Previous research conducted by Nova Kurnia Dewi Lestar, Sri Ekowati (2020) and Novita Ika Yuniart, Eny Kustiyah (2021) shows that product design has a significant influence on purchasing decisions, so it can be concluded that the product is getting better. design for consumers, the greater their purchasing decisions. Based on research by Muhammad Khoirul, Ayun Maduwinart and Agung Pujianto (2020), product design has a positive effect on purchasing decisions.

4. CONCLUSION

Based on the results of the research that has been carried out, the following conclusions can be drawn: 1). Product Quality has a positive and significant effect on Purchasing Decisions at the Amerta Aluminum Store with the hypothesis that Product Quality influences Purchasing Decisions. 2) Promotion has a positive and significant effect on purchasing decisions at the Amerta Aluminum Store with the hypothesis that promotion has an effect on purchasing decisions. 3) Design has a positive and significant effect on purchasing decisions at the Amerta Aluminum Store with the hypothesis that design influences purchasing decisions.

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