

**INFLUENCE OF PRODUCT QUALITY, PRICE, PROMOTION, AND TRUST ON THE
PURCHASE DECISION PROCESS OF MOBIL STICKER PRODUCTS
ONLINE SHOP SPEEDTUNER INDONESIA**

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ABSTRACT

Along with the development of technology, especially the internet, causing many businesses that use the internet for trade or called online shopping. The background of this research is fluctuations in sales of mobil sticker product in Online Shop Speedtuner Indonesia Sticker. This research aimed to analyze the effect of product quality, price, promotion, and trust in the purchase decision process mobil sticker product Speedtuner Indonesia Sticker. Respondents who were involved in this research were 100 consumers who have ever shopped at Online Shop Speedtuner Indonesia Sticker, the method used is non-probability sampling technique. Data collected by spreading an online questionnaire and methods of data analysis performed by multiple linear regression using SPSS software. The results showed that partially product quality and promotion have positive impact on purchase decision process mobil sticker product in Online Shop Speedtuner Indonesia Sticker, while price and trust does not affect the purchase decision process mobil sticker products in Online Shop Speedtuner Indonesia Sticker. Then based on the results of the F test, the results showed that product quality, price, promotion, and trust simultaneously influence the purchase decision process. The coefficient of determination obtained for 0.616, this means that 61.6% purchase decision process is influenced by the variables product quality, price, promotion, and trust, while the rest can be explained by other variables not examined in this research.

Keywords: quality of product, price, promotion, trust, and purchase decision process.

I. Introduction

One of the effective social media to market a product is Instagram. Instagram can be a fairly fertile business ground, with a large number of users in Indonesia. The total number of users logging in until the end of 2020 reached 300 million per month, while active users per month amounted to 284 million. This number experienced a significant increase compared to 2019 where there were only 150 million active users per month (www.tempo.co). In addition, most Instagram users are consumers who like online shopping. In January 2021, a survey service provider startup in Indonesia, JakPat, revealed the results of their survey regarding the behavior of users of the Instagram photo sharing application in Indonesia. The survey involved 530 respondents who had installed and used Instagram on their smartphones. As a result, 75% of respondents stated that they use Instagram to find and follow vendor accounts such as online stores (id.techinasia.com).



Respondents Following Vendor Accounts on Instagram

Source: id.techinasia.com

If we look at the current phenomenon, not only personal accounts are on Instagram, but there are also many online shop accounts that market various products, such as beauty products, food, clothing, shoes, gadgets, and many more. One product that is currently being marketed on Instagram is Speedtuner Indonesia. Design Car Sticker.

Currently, there are many online shops that market sticker cars through Instagram, one of which is Speedtuner Indonesia Sticker. Speedtuner Indonesia Sticker was established in August 2015, and has started using Instagram as a medium to market its products since December 2020. Until now, Speedtuner Indonesia Sticker has 7600 followers on its Instagram account. Through Instagram, Speedtuner Indonesia Sticker is able to sell around 30 pieces of sticker cars in one month. Sticker cars themselves are not a necessity and must be owned, but sticker cars have been in great demand since their appearance in Indonesia.

Figure .2
Speedtuner Indonesia Sticker



Source: Online Shop Speedtuner Indonesia Sticker

Many online shops are non-stores or do not have stores, consumers only see products and get information about product details through advertisements on social media. It is difficult to determine whether the product they want to buy is what they want, and it is also difficult to ensure that the online shop can be trusted or not. In the Rakuten Smart Shopping Survey report in 2020, they found that 78% of online shoppers were disappointed with their shopping products because the items received were not the same as those seen in the pictures or advertisements. Research conducted by the Rakuten Smart Shopping Survey involves more than two thousand consumers in four countries, one of which is Indonesia (www.merdeka.com). This is also a concern for the Speedtuner Indonesia Sticker online shop as one of the online shops in Indonesia

In general, there are many things that influence consumers in the buying decision process. Therefore, it is necessary to analyze the things that affect the consumer purchasing decision process, especially in online shopping which is relatively new to the trading system. In order to attract consumers to transact at an online shop, of course it is related to what products are offered by the online shop itself. If a product is known to the general public about its quality or the product already has a strong brand, it will attract consumer interest. Prices can also generate consumer interest, especially for consumers who are price sensitive. With a certain price difference will determine consumer interest in transacting to buy a product, especially in online purchases.

In selling a product, promotion is needed to convey information about the product to consumers so that consumers are interested in the product. Promotion, among others, can be done through regular sales promotions and advertising through various media, including online media. Because consumers are generally more accustomed to traditional transactions, when consumers see a promotion through online media and are interested in a product and its price, the next thing that determines consumer confidence in the online shop. Doubts can arise, so trust is a key factor for an online shop.

2. Literature Review

- **Product Quality**

Product quality is one of the important aspects that consumers will pay attention to when they are interested in a product, until they finally decide to make a purchase or not. According to Kotler and Keller (2009) "Product quality is the ability of an item to provide results or performance that match, or even exceed, what the customer wants". Meanwhile, according to Mowen (2011) "Product quality is an overall evaluation process to customers for improving the performance of a product or service".

- **Price**

Price is an element of the marketing mix that is flexible which can change at any time according to time and place. Prices are not just nominal numbers listed on the label of a package, but prices take many forms and carry out many functions, such as rent, fees, wages, interest, rates, storage fees, and salaries. These are all prices that must be paid to obtain goods and services. According to Kotler and Keller (2009) "Price is one element of the marketing mix that generates revenue, another element generates costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time."

- **Promotion**

"Promotion is an activity carried out by a company in an effort to communicate a product to consumers so that it can influence consumers' buying interest in the company's products. Activities that communicate the merits of a product and persuade target customers to buy it". Kotler and Armstrong (2009) According to William Shoell quoted by Alma (2013) "Promotion is an effort made by marketers to communicate with potential customers". From the above definition, it can be concluded that promotion is one of the communication tools in marketing activities that plays a role in informing, persuading, and reminding the benefits of a product so as to encourage consumers to buy the product.

- **Trust**

Trust is the foundation of business. A business transaction between two or more parties will occur if each trusts each other. This trust cannot simply be recognized by other parties/business partners, but must be built from scratch and can be proven. Consumer trust according to Mowen and Minor cited by Sumarwan (2011) "Consumer trust is the knowledge possessed by consumers about an object, its attributes, and its benefits". Meanwhile, according to Ding Mao and Hendia, (2013) "Belief that one's word or promise can be trusted and one will fulfill his obligations in an exchange relationship" it can be concluded that trust is the trust of certain parties with others in conducting transactional relationships based on a belief that the trusted person will fulfill his obligations properly.

- **Purchase Decision Process**

"The buying decision process is a consumer's decision about preferences for brands in the choice set" The consumer buying decision process is the selection of one course of action from two or more alternative choices. From the above definition, it can be concluded that the purchasing decision process is a process carried out by consumers to

buy a product after having information and comparing it with other brand products. Kotler and Keller (2009)

3. Framework and Hypothesis



Figure 2. Relationship Flow Framework between Latent Variables

$X_{1,1}$ = Product quality (*exogenous latent variable*)

$X_{1,2}$ = Price (*exogenous latent variable*)

$X_{1,3}$ = Promotion (*exogenous latent variable*)

$X_{1,4}$ = Trust (*exogenous latent variable*)

Y = Purchase Decision Process (*endogenous latent variables*)

ζ = Residue factor

• Hypothesis

H₁: Product quality affects the consumer purchasing decision process of a product

H₂: Price affects the consumer purchasing decision process of a product

H₃: Promotion affects the consumer purchasing decision process of a product

H₄: Trust affects the consumer purchasing decision process of a product

3. Research Methodology

Metode penelitian yang digunakan on these descriptions and Verifikatif, the authors are interested in conducting research with the title: Influence Of Product Quality, Price, Promotion, And Trust On The Purchase Decision Process Of Mobil Sticker Products Online Shop Speedtuner Indonesia Sticker".the design research used in this research is exploratory, descriptive, verifative, and causal, which aims to find views or insights into the problem in general, to clarify emerging phenomena and to clarify the priority of the problem in research. descriptive research is research that aims to obtain variable characteristics or provide a more accurate description of the variable or segment. hypothesis testing with multiple linear

regression analysis, the research sample 100 is carried out by using probability sampling techniques,.

4. Research Finding and Argument

- **Multiple Linear Regression Analysis**

Multiple linear regression analysis was used in this study with the aim of knowing whether there was an effect of the independent variable on the dependent variable..

Table .1.

Multiple Linear Regression Results Effect of Product Quality, Price, Promotion, Trust and Purchase Decision Process on Product Purchase Decision Process Mobil Sticker Speedtuner Indonesia

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,009	1,981		1,519	,132
	Product Quality	,126	,049	,183	2,583	,011
	Price	,113	,128	,073	,884	,379
	Promotion	,615	,115	,573	5,362	,000
	Trust	,127	,151	,091	,841	,402

a. Dependent Variable: Purchase Decision Process

From the results of the multiple regression equation, each variable can be interpreted its influence on the purchasing decision process as follows:

- The constant value has a positive sign of 3.009 which indicates that if the variables of product quality, price, promotion and trust do not change or are equal to 0 then the purchasing decision process of 3.009 has a significant effect.
- The product quality variable has a positive regression coefficient of 0.126, this means that if the quality of the product is increased every 1 unit, it will increase the purchasing decision process by 0.126, which has a significant effect.
- The price variable has a positive regression coefficient of 0.254, this means that if the price is increased every 1 unit, it will increase the purchasing decision process by 0.254 which has a significant effect.
- The promotion variable has a positive regression coefficient of 0.615, this means that if the promotion is increased every 1 unit, it will increase the purchasing decision process by 0.615 with a significant effect.

c) The confidence variable has a positive regression coefficient of 0.127, this means that if the confidence is increased every 1 unit, it will increase the purchasing decision process by 0.127, which has a significant effect.

- **Correlation Coefficient Analysis**

In this study the correlation coefficient is used to determine the strength of the relationship between all independent variables and the dependent variable together.

Table.2.
Correlation Coefficient (R)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.616	.600	2.359

a. Predictors: (Constant), Product Quality, Price, Promotion

b. Dependent Variable: purchasing decision process

The results of calculations using the SPSS program can be seen that the R value is 0.785. Based on the correlation coefficient interpretation table, this value is included in the strong category. So it can be concluded that the dependent variable with all independent variables together has a strong relationship that is equal to 78.5%.

5. Conclusion and Suggestion

- **Conclusion**

1. The results find that the product quality variable has a significant influence on the purchasing decision process. This means that consumers will choose products with good product quality. In this study, consumers judged that the Speedtuner Indonesia Car Sticker product in the online shop w store had good product quality, the motifs provided were in accordance with the wishes or needs of the customer. The results of this study found that in many ways the quality characteristics of the Car Sticker Speedtuner Indonesia product in the online shop Speedtuner Indonesia were in accordance with the criteria as expected by consumers, where in this case consumers or prospective consumers would expect good product quality according to their needs
2. The results find, consumers considered that the price of Speedtuner Indonesia Car Sticker products in online shops was not a factor that encouraged consumers in the purchasing decision process. Many online shops sell Indonesian Speedtuner Car Sticker products, especially on the Instagram social network.

The price quoted for 1 pcs Speedtuner Indonesia Car Sticker also varies, and some of them are more expensive or cheaper than the price of the Indonesian Speedtuner Car Sticker product at the online shop w store. However, there are still many consumers who come to buy Speedtuner Indonesia Car Sticker products at the online shop Speedtuner Indonesia, because consumers want the product, therefore the price can be adjusted. Speedtuner Indonesia Car Sticker products offered by every online shop have different motifs from each other. So these results indicate that consumers will look for the motif of the Indonesian Speedtuner Car Sticker product they want, price is not the main focus of consumers in making the purchasing decision process.

3. The results find, promotion has a positive influence on the purchasing decision process. This means that promotion will encourage consumers in the purchasing decision process, especially at the stage of need recognition and information seeking. Marketers must stimulate consumers that the product being sold is a need for consumers. The promotion carried out by the online shop w store itself is through the Instagram social network, the online shop w store uploads advertisements for Speedtuner Indonesia Car Sticker products on a regular basis. In addition, there is also a promotion method that is currently being used by many online shops on Instagram, namely sfs. SFS is a collaboration between online shops to upload advertisements from other online shops, with the aim that promotions can be expanded, because followers of one online shop with other online shops may be different. So with the results of this study, promotion is a very important factor in the purchasing decision process, to trigger consumers to realize that the product is their need.
4. Trust shows that there is no positive influence on the trust variable on the decision process to purchase Car Sticker Speedtuner Indonesia products at the online shop w store. In this study, consumers consider that trust is not a factor that drives consumers in the purchasing decision process. Because what consumers do is not looking for a trusted online shop and then looking for the items they want or need, but want an item first and then look for an online shop that provides the products they want.

- **Suggestion**

1. What needs to be suggested regarding product quality, firstly by providing quality products, can be done by maintaining the features, reliability,

performance, and durability of the product. Second, the products sold by the Speedtuner Indonesia Car Sticker online should be able or able to meet the needs and desires of consumers by providing various Speedtuner Indonesia Sticker Car motifs ranging from unict, so that consumers do not buy Speedtuner Indonesia Car Sticker at other online shops.

2. To attract consumers during the purchasing decision process until they can finally make a decision to buy the product, the owner / owner must set an affordable price, set a price that is in accordance with the benefits, and set a price that is in accordance with the quality of the product.
3. the frequency of ad serving needs to be maintained by the owner / owner, because each individual has different hours of work and rest so that to reach gadgets or online, even modest, with frequent advertising frequencies, many people will know. Second, to reach consumers' decision to buy, promotions are made as attractive as possible, for example by providing quizzes with prizes, discounts, and displays of products with the highest sales. Third, by creating various promotional media by participating in exhibitions or reaching out to all social media.
4. To assist consumers in making decisions to buy, the owner / owner must create trust in consumers with good service, provide product information as it is and the success of payments properly needs to be maintained by online Car Sticker Speedtuner Indonesia. By providing product information as it is, as well as ensuring the success of payments by having multiple bank accounts, making it easier for consumers to make payments.

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