

# Analysis toward purchase decision determinant factors

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## Abstract

The problem with this research is that there is a tendency to decrease demand for Hemart brand cooking oil in 2018-2019. This makes it a challenge for the Hemart cooking oil product distributor company to find out the factors that influence the decline in purchases. This study aims to analyze brand image, product quality, promotion and knowledge of sales promotion on the purchasing decisions of PT. Transfarma Semarang Branch. The population in this study were all consumers of PT. Transfarma Semarang Branch, which amounted to 566 consumers, while the sampling technique used was a non-probability sampling technique with purposive sampling and the analytical tool used in this study was multiple linear regression. The results showed that the variables of consumer confidence, consumer experience and sales promotion had a positive and significant effect on purchasing decisions of PT. Transfarma Semarang Branch and the results of the adjusted R square value in the regression model were obtained at 0.584, which means that 58.4 percent of the purchasing decision variables can be explained by the variables of consumer confidence, consumer experience and sales promotion while the remaining 41.6 percent is explained by other variables outside of this study.

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## Introduction

Palm oil is still one of the most popular types of oil. Having a cheaper price than other types of cooking oil, this product made from palm oil seed extract has never lost interest. Nationally, the consumption of palm cooking oil is partly consumed by the public in the form of cooking oil, which reaches 80%. The remaining 20% is in the form of packaging (branded). Apart from that, the price of bulk cooking oil is cheaper (20%-30% below the price of packaged cooking oil). Indonesian society does not seem to demand much more detailed production attributes (brand minded) as obtained from packaged cooking oil (<https://sawitindonesia.com/industri-oil-sawit-indonesia-menuju-100-tahun-nkri-section-lxv/.2018>).

The market share of branded cooking oil is only about 20%, but there are already many cooking oil products on the market. Some of them are Bimoli, Filma, Tropical, Fortune, Sania, Kunci Mas, Rolebrand, Sunco, Avena. This shows that the branded cooking oil market segment tends to be highly competitive. Because cooking oil is included in the staple food whose price is also controlled by the government, the competition that occurs is not on the price level but on variables outside the price such as promotion/advertising.

One of the cooking oil is Hemart brand. The Hemart brand is not in the list of widely known cooking oil brands, but based on observations in the Ambarawa market, the Hemart brand of cooking oil is quite widely circulated. In the Semarang Regency area, the distributor of Hemart cooking oil is CV. Mega Prosperity. To see the phenomenon of Hemart girng oil marketing, it will be seen from the number of products distributed by CV. Mega Makmur during 2018-2020.

The demand for Hemart cooking oil from 2018-2020 tends to decline, making it a challenge for the Hemart cooking oil product distributor company to find out the factors that influence the decline in purchases. The literature in the field of marketing has explored a lot of consumer behavior. A person's buying behavior towards a product will be influenced by many factors, such as: brand image, product quality, promotion and product knowledge.

**Tabel 1.** Total Distribution of Hemart cooking oil products (unit carton)

Month	2018	2019	2020
Jan	10.278	8.177	10.309
Feb	6.676	6.553	7.482
Mar	41.039	40.989	37.932
Apr	53.683	53.833	52.987
May	50.263	49.337	48.506
June	14.828	14.597	14.631
July	28.525	28.924	29.017
Aug	50.596	50.020	49.214
Sept	45.160	45.445	44.985
Oct	38.445	38.456	38.135
Nov	58.009	57.876	58.151
Dec	32.024	31.749	31370
Total	429.526	425.956	422719
Change	-	- 0.831 %	- 0.760 %

Source: CV. Mega Makmur

Aaker (2016), brand image is an integral component of brand equity because it conveys brand value to consumers. Brand image has become an important concept in consumer behavior research and is also an important factor influencing purchasing decisions of luxury products. Kotler and Keller (2016), brand image is very important in purchasing behavior because it can affect consumer preferences and purchase intentions as well as their willingness to pay and recommend brands to others. When consumers hold a strong brand and a constructive image, they are more likely to evaluate the finished product brand positively, regardless of price. Amilia (2017) and Miati (2020), there is a significant and insignificant effect of brand image on purchasing decisions. However, Deisy et al. (2018) find that brand image has no effect on purchasing decisions.

Kotler and Keller (2016), product is anything that can be offered to the market for attention, acquisition, or consumption that can fulfill wants and needs. Product quality is an understanding that the products offered by the seller have more selling value than competing products. The quality of a product has a significant impact on the performance or service of the product, so that it will satisfy consumers. Product quality is also important for product positioning tools by marketers. Consumers will demand high quality of products to save time, energy and consumer energy (Kotler & Armstrong, 2018). Consumers will look for reliable products that are fit for purpose and able to maintain the desired functionality. Product quality is an important factor for the selection of each brand in a market environment where the level of competition is intense and prices are competitive. However, it is difficult to meet consumer expectations because their understandings are varied and inconsistent. Consumers will try to find a reliable product that is fit for purpose and capable of withstanding its intended function. Product quality that meets consumer expectations, wants, and needs can create a big impact for the company (Saputra, et al. 2017).

Promotion is one of the important factors that must be done by marketers to meet consumer recognition of the product. Promotion is one of the incentives intended to influence customers to make purchasing decisions (Kotler & Keller, 2016). Promotion is a communication by marketers that informs and reminds potential buyers about a product to influence an opinion or obtain a response (Rizal et al., 2017). In the concept of the marketing mix, promotion is also one of the components of the marketing mix designed to stimulate consumers to take direct and immediate action, namely to create incentives to encourage consumers to buy products faster, more often and/or in larger quantities. Promotion is considered the starting point, and first step, for producers to communicate and contact with their customers, which can pave the way for other marketing efforts. The effect of promotion on purchasing decisions also still gives inconsistency of results. Andriani and Sari (2019) found that promotion has a significant effect on purchasing decisions. Meanwhile, Nasution et al. (2019) found that promotion had no significant effect on purchasing decisions.

Product knowledge is a collection of various kinds of information about products (Rusniati & Rahmawati, 2019). Peter and Olson (2010) divides three types of product knowledge, namely

knowledge about product characteristics or attributes, knowledge about product benefits, and knowledge about the satisfaction that products provide for consumers.

Companies that want to develop and gain competitive advantage must be able to provide products in the form of good quality goods to customers. In addition, so that consumers want to buy and consume a product, consumers must have knowledge about the product. If you are not careful in choosing a product, it can harm consumers. For this reason, product knowledge by consumers is important so that consumers have a sense of trust in these products (Hanjaya, 2016).

On the effect of product knowledge on purchasing decisions, Agustino and Syaifullah (2020) and Elvina (2017) research get significant results, but Mutiara and Syahputra (2018) found that product knowledge has no significant effect on decisions purchase. Seeing the difference in results regarding the effect of brand image, product quality, and product knowledge on purchasing decisions, it shows that there is a research gap that leaves differentiation of results, thus requiring further testing. The purpose of this study is to analyze the influence of brand image, product quality, promotion and product knowledge that can influence the purchasing decision of Hemart cooking oil.

## Literature Review and Hypotheses Development

### Purchasing Decisions

Purchasing decisions are defined as what to buy, whether to buy or not, when to buy, where to buy, and how to pay for it (Kotler & Armstrong, 2018). Decision making is a form of psychological construction, which means that although the decision cannot be seen, it can be inferred from observable behavior that a decision has been made so that it can be concluded that a psychological "decision-making" event has occurred. linking a meaningful commitment to action based on an observable action, assuming that people have made a commitment to take that action.

The consumer's mind has been described as a black box, which shows the interaction of stimuli, consumer characteristics, decision-making processes and consumer responses (Kotler & Armstrong, 2018). The assumptions of a perfectly rational economist are often unrealistic. Consumers are influenced by emotional and non-rational considerations that make attempts to be rational only partially successful.

Kotler and Keller (2016), marketing scholars have developed a "five-stage model" of the buying decision process, namely: Problem Definition, Information Search, Alternative Evaluation, Purchase Decision and Post-Purchase Behavior. The five stages are a framework for evaluating the consumer purchasing decision process. While many consumers pass through these stages in a fixed linear sequence, several stages such as evaluation of alternatives can occur throughout the purchase decision. The time and effort devoted to each stage depends on a number of factors including perceived risk and consumer motivation. In the case of an impulse purchase, such as the purchase of a chocolate bar as a personal gift, consumers may spend less time engaging in information seeking and evaluation and proceed directly to the actual purchase (Kotler & Keller, 2016). Kotler and Keller (2016), the final purchase decision can be disrupted by two factors: negative feedback from other customers and the level of motivation to comply with or accept the feedback. Swastha and Irawan (2014) purchasing decisions have six dimensions as follows: Product type decisions, Brand decisions, Seller decisions, Product quantity decisions, Purchase timing decisions, Decisions on how to pay.

### Brand Image

Miati (2020) defines brand image as a series of associations that exist in the minds of consumers towards a brand. The relationship to a brand will be stronger if it is based on experience and various information. Brand image holds the value of a brand to its customers as an integral part of brand equity. A person can have different beliefs, impressions and ideas regarding any object that can be defined as an image. A set of associations can also be treated as a brand image when they are significant to customers. Brand image also represents the image of any product related to the consumer's mind that connects memory with a particular brand Aaker (2016). Brand image can

also be related to the type of product and its classification. The uniqueness of the product distinguishes it from other products which also serve as a brand image. In other words, it can be said that it is the overall mental image that customers have drawn in their minds while distinguishing a particular brand from other brands and the uniqueness that they consider to create differentiation. Aaker (2016) suggests that brand image consists of three components, namely: Products Attributes, Consumer Benefits, and Brand Personality.

H1: Brand image affects positive and significant on purchasing decisions

### **Product Quality**

The product is the point of marketing activities because the product is the result of a company that can be offered to the market for consumption and is a tool of a company to achieve the goals of the company. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product. Prawirosentono (2011) and Supriyadi et al. (2016), product quality is the physical condition, function and nature of the product concerned that can satisfy the tastes and needs of consumers satisfactorily according to the value of money that has been spent. Kotler and Keller (2016), there are nine dimensions of product quality as follows: Form, features, performance quality, perceived quality), Durability, Reliability, Repairability, Style and Design.

H2: Product quality affects positive and significant on purchasing decisions

### **Promotion**

Hasan (2014) and Nasution et al. (2019), promotion is a process of communicating the marketing mix variables which are very important for companies to implement in marketing their products. In managing a marketing communication system requires a design strategy and sales programs that are effective and efficient. Sales promotion is a key element in a company's campaign and the best promotions are those carried out by satisfied customers. Thus, promotions need to be handled carefully because the problem is not only related to how to communicate with customers but also how much costs are incurred for these costs which of course must be adjusted to the conditions and capabilities of the company. The implementation of the promotion will involve several stages (Swasta & Irawan, 2014), including: Determining Goals, Identifying Targeted Markets, Preparing Budgets, Selecting News, Determining Promotional Mixes, Selecting Media Mixes, Measuring Effectiveness, Controlling and Modifying Promotional Campaigns. Kotler and Armstrong (2018), states that the promotional mix consists of: Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling and Direct Marketing. Senggetang et al. (2019) used several promotion indicators as follows: Frequency of promotion, Quality of promotion, Quantity of promotion, Time of promotion and Accuracy or suitability of promotional objectives.

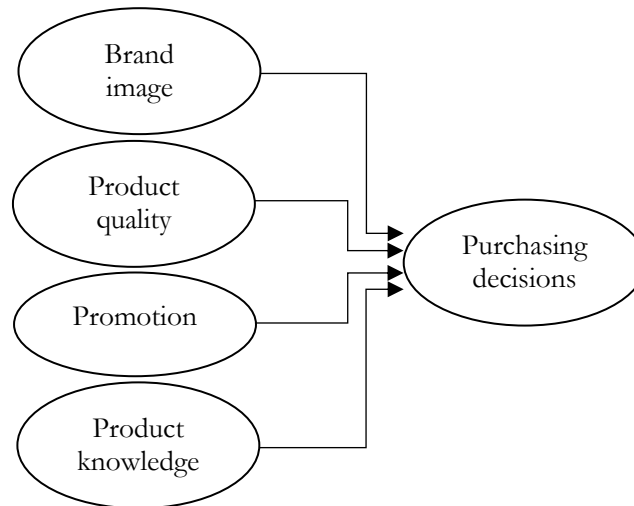
H3: Promotion affects positive and significant on on purchasing decisions

### **Product Knowledge**

Sumarwan (2011) and Elsy and Indriyani (2020) product knowledge can be interpreted as the overall scope of accurate information stored in memory and can be used to assist in making purchasing decisions. Product knowledge will be a source for consumers to create a sense of trust in products, with knowledge about products consumers will know and believe that the products consumed are useful in meeting needs so that consumers who have knowledge about these products will make purchasing decisions. Consumers with higher knowledge will be more realistic in choosing products that match their expectations. The higher the product, the knowledge in purchasing products, can increase the ability of consumers to make choices. Maghfiroh and Pangestuti (2019), product knowledge includes: product categories, brands, product terminology, attributes or features, product prices, and product beliefs. Product knowledge can be obtained from the product itself or from product use experiences, such as advertising, interactions with salespeople, information from friends or the media, previous decision making or product use, and consumer memory. Brucks (1985) and Erida and Rangkuti (2017) divides product knowledge into

three types, namely: (1) subjective knowledge, the level of consumer knowledge about products; (2) Objective knowledge, how much information is stored in consumer memory related to brand code, attributes, usage situations, product types and classes; (3) Knowledge based on experience, how much additional information is obtained from a product after buying and using a product. Maghfiroh and Pangestuti (2019) and Agustino and Syaifullah (2020), indicators of product knowledge are: Product attributes, Functional or Physical Benefits, Psychosocial Benefits, and Values obtained after consumers use products/services.

H4: Product knowledge affects positive and significant on on purchasing decisions



**Figure 1.** Conceptual Framework

## Research Methods

### Population and Sample

The population of this study is the population in this study, namely the buyers (consumers) of Hemart fried oil in the Ambarawa market. The population of cooking oil is not fixed and it is difficult to know with certainty. To determine the number of samples based on the Rao (1996), formula:

$$n = \frac{Z^2}{4(MoE)^2}$$

Information:

n = Sample size

Z = 1.96 score at a certain level of significance (degree of confidence is determined 95%) Moe= Margin of error, the maximum error rate is 10%

$$n = \frac{(1,96)^2}{4(0,1)^2}$$

$$n = 96,04$$

The number of respondents is 96 people. The sample selection method is purposive sampling where the determination of the sample is determined based on its characteristics, including: 1) Hemart cooking oil consumers are at least 17 years old because that age is culturally and legally the minimum age limit is already considered mature enough and can make decisions independently and at the age of 17 years or older. 2) Willing to provide information.

The test instruments used are Validity Test, Reliability, Hypothesis Testing (t test) and Coefficient of Determination (R<sup>2</sup>), while the analysis technique uses Multiple Linear Regression. The regression equation is:  $Y = b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$

Where:

Y = Purchasing decision

X<sub>1</sub> = Brand image

X2 = Product quality

X3 = Promotion

X4 = Product knowledge

b1,b2,b3,b4 = Regression coefficient

e = Error/tolerable error rate

## Results and Discussion

### Validity Test

**Table 2.** Validity Test Results

Variables/Indicators	Correlation	r table	Information
Brand image			
Indicator 1	0.872	0,201	Valid
Indicator 2	0.842	0,201	Valid
Indicator 3	0.852	0,201	Valid
Indicator 4	0.835	0,201	Valid
Indicator 5	0.845	0,201	Valid
Product quality			
Indicator 1	0.868	0,201	Valid
Indicator 2	0.851	0,201	Valid
Indicator 3	0.856	0,201	Valid
Indicator 4	0.824	0,201	Valid
Indicator 5	0.834	0,201	Valid
Promotion			
Indicator 1	0.869	0,201	Valid
Indicator 2	0.859	0,201	Valid
Indicator 3	0.853	0,201	Valid
Indicator 4	0.852	0,201	Valid
Indicator 5	0.866	0,201	Valid
Product knowledge			
Indicator 1	0.862	0,201	Valid
Indicator 2	0.825	0,201	Valid
Indicator 3	0.865	0,201	Valid
Indicator 4	0.808	0,201	Valid
Purchasing decisions			
Indicator 1	0.841	0,201	Valid
Indicator 2	0.848	0,201	Valid
Indicator 3	0.852	0,201	Valid
Indicator 4	0.870	0,201	Valid

Source: Data processed, 2021

Table 2 shows that all indicators used to measure the variables used in this study have a correlation coefficient greater than  $r_{table} = 0.201$  ( $r_{table}$  value for  $n = 96$ ) so that all indicators are valid.

### Reliability Test

**Table 3.** Reliability Test Results

Variable	Correlation > 0,70	Information
Brand image	0,903	Valid
Product quality	0,901	Valid
Promotion	0,911	Valid
Product knowledge	0.861	Valid
Purchasing decisions	0.873	Valid

Source: Data processed, 2021

Table 3 shows that all variables have an Alpha coefficient greater than 0.70 so they are reliable.

### Multiple Linear Regression Analysis

**Table 4.** Multiple Linear Regression Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.215	1.222		.994	.323
	Brand image	.149	.065	.201	2.279	.025
	Product quality	.169	.070	.231	2.424	.017
	Promotion	.157	.057	.225	2.749	.007
	Product knowledge	.305	.086	.312	3.546	.001

Source: Data processed, 2021

Multiple regression equation, namely:  $Y = 0.201 X_1 + 0.231 X_2 + 0.225 X_3 + 0.312 X_4 + e$   
The regression equation can be explained:

- Regression coefficient of variable X1 (Brand image) = 0.201 (positive), if the Brand image is better, it will increase purchasing decisions.
- Regression coefficient of variable X2 (Product quality) = 0.231 (positive), if product quality is improved it will increase purchasing decisions.
- The regression coefficient of the variable X3 (Promotion) = 0.225 (positive), if the promotion is more intensive and attractive, it will increase purchasing decisions.
- The regression coefficient of the variable X4 (Product knowledge) = 0.312 (positive), if the respondent's product knowledge is better, it will increase purchasing decisions.

### Coefficient of Determination

**Table 5.** Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.764 <sup>a</sup>	.583	.565	1.81219

a. Predictors: (Constant), Product knowledge, Promotion, Brand image, product quality

b. Dependent Variable: Purchasing decisions

Table 5, the coefficient of determination (adjusted R<sup>2</sup>) = 0.565, meaning that 56.5% of purchasing decisions are influenced by brand image, product quality, promotion and product knowledge and 43.5% of other decision variables can be explained by other variables, such as: price, location, service quality.

### Influence of Brand Image on Purchase Decision

t-value = 2.279 with a significance of  $0.025 < 0.05$ , with a positive coefficient direction, then the hypothesis which states that brand image has a positive and significant influence on purchasing decisions is accepted. The test results show that brand image has a positive influence on consumer decisions, meaning a better brand image and will increase consumer decisions to buy it. If consumers are more positive about Hemart cooking oil, the more they will have the potential to be a final decision to buy the product brand. Increased purchases can be formed through a more positive brand image. This aspect of brand image seems to be increasingly important because of the increasing competition in cooking oil brands. Thus the brand image that includes a broader and comprehensive picture of the product, will be able to become one of the information potential consumers want. In the increasingly fierce competition between companies and product brands, companies as providers and sellers of products must always try to improve their image to be more in the minds of consumers. The results of this study support the results of research by Amilia (2017) and Miati (2020).

### **Influence of Product Quality on Purchase Decisions**

t-value = 2.424 with a significance of  $0.017 < 0.05$ , with a positive coefficient direction, then the hypothesis which states that product quality has a positive and significant effect on purchasing decisions is accepted. The test results show that increasing product quality will improve purchasing decisions. Consumers who receive quality products, thus consumers will get value from products that have been purchased previously. Good products owned by the company will increase or speed up decision making to buy. Product quality can arise from one's own experience or the experience of others, which is the basis for reference about a product. Good quality products indicate that consumers have positive information about the product. Purchasing decisions will be triggered by a good product quality. On the other hand, the perceived satisfaction is the result of an evaluation based on the consumer's experience with the services obtained. The quality of the product purchased is the goal of the consumer. This means that the satisfaction felt by consumers will depend on the products provided by the company. As a continuation of the satisfaction obtained by consumers is their desire to repurchase. The results of this study support the research of Saputra et al. (2017), Amilia (2017), and Agustino and Syaifullah (2020).

### **Influence of Promotion on Purchase Decision**

t-value = 2.749 with a significance of  $0.007 < 0.05$ , with a positive coefficient direction, then the hypothesis which states that promotion has a significant positive effect on purchasing decisions, is accepted. The test results show that the promotion obtained has a positive effect on purchasing decisions, meaning that better promotions will increase purchasing decisions. Consumers who perceive and assess the existence of better promotional efforts made by Hemart cooking oil will be able to improve purchasing decisions that can be made by consumers. The research findings show that respondents agree if a brand offers promotions that can be their reason to buy it, promotion allows them to buy more of the same product, promotion also allows them to buy the product earlier. Promotion has an important role for companies so that there will be competition between companies. Companies that promote with conditions that match the products and services being marketed will increase purchasing decisions. The results of this study support the research of Andriani and Sari (2019) and Senggetang et al. (2019).

### **Influence of Product Knowledge on Purchase Decisions**

t-value = 3.546 with a significance of  $0.001 < 0.05$ , with a positive coefficient direction, then the hypothesis which states that product knowledge has a significant positive effect on purchasing decisions is accepted. The test results show that product knowledge can influence purchasing decisions for Hemart cooking oil, the better the acceptance of consumer knowledge about Hemart cooking oil products, the more purchasing decisions. The increase in product sales will be marked by the increasing number of purchasing decisions on the product. Meanwhile, consumers' knowledge of better products will reduce the risk faced by consumers to choose Hemart cooking oil products. The results of this study support the research of Agustino and Syaifullah (2020) and Elvina (2017).

### **Implication and Conclusion**

Brand image, product quality, promotion and product knowledge partially have a positive and significant effect on purchasing decisions for Hemart brand cooking oil. By testing the coefficient of determination, only 56.5% of purchasing decisions are influenced by brand image, product quality, promotion and product knowledge and 43.5% can be explained by other variables, such as: price, location, service quality.

The limitations of this study are: the predictor variables in this study are few while theoretically there are still many predictor variables and the questionnaire is self-reported so that the discrepancy of the answers given with the real conditions often occurs.

The suggestion is to expand the research sample by adding predictors under study and adding open questions.



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