

**Original Article****THE INFLUENCE OF PRODUCT QUALITY AND PROMOTION ON PURCHASE DECISIONS AT LARISSA BABYMART UJUNG PANGKAH GRESIK****Nur Farida^{1)*}, Ainin Shofiyah²⁾**¹⁾STIENU Trate Gresik (College of Economics NU Gresik)²⁾Management Study Program, STIENU Trate Gresik (College of Economics NU Gresik)***Corresponding Author, Email : nurfaridamanajemen@gmail.com**Co-author, Email: aininshofiyah000@gmail.com**ABSTRACT**

Background. Product quality is a determining component in purchasing decisions. Apart from product quality, another variable that influences purchasing decisions is promotion. Promotion is one of the determining factors in event purchasing decisions. Whatever the nature of an item, assuming the buyer never knows or does not know whether the item will be of value to the buyer, the customer will not be interested in getting it, meaning that purchasing decisions also pay attention to this.

Research Purpose. To frame the buyer's disposition in the face of all the data and take reactions as to what goods to buy.

Research Method. This is an illustrative form with a quantitative methodology. This research strategy can be interpreted as an exploitation technique from a positivism perspective, which is used to look at populations or tests which can later be used for research text components, describing them quantitatively or measurably. information with the intention of testing the speculations made.

Findings. Product quality to a certain extent influences purchasing decisions, while promotions to a certain extent greatly influence decisions and product quality and promotions also influence purchasing decisions.

Conclusion. The idea of Larissa Babymart scientists is to further improve advertising through timely virtual entertainment according to product quality to improve purchasing decisions.

Keywords: Product Quality, Promotion, and Purchasing Decisions.

BACKGROUND

In the current era of global competition, every organization must be able to transform from producing products to providing services. Thus, an understanding of the strategic role of services and service marketing strategies is absolutely necessary for every marketer in order to satisfy their customers [1,2]. Quality here is product quality as a determining component in purchasing decision choices. A lucky or unlucky encounter with the item will influence the buyer to make a purchase again or not purchase. According to Kotler and Armstrong, described by Daga, product quality is a characteristic of goods and services that helps its ability to meet the needs of buyers [3,4]. Apart from product quality, another variable that influences purchasing decisions is promotion. As shown by Tjiptono promotion is one of the determining elements of the results of the showcase program [5]. Regardless of the nature of an item, assuming the customer either never found out about it or had no idea whether the item would be of value to the buyer, then, at that point, the buyer would have no interest in acquiring it.

Larissa Babymart Ujungpangkah Gresik is a business that participates in offering children's and children's equipment. This shop was established in 2018 in Bangsalsari Hamlet, Banyuurip City, Ujungpangkah Area, Gresik Regency. This character provides many choices for baby clothes, accessories, eating and drinking equipment, toiletries, and toys specifically for babies and children, but not only baby and children's equipment, this store also sells various needs for pregnant and lactating mothers.

The reason the researcher chose Larissa Babymart Ujungpangkah Gresik as an object of research because, from a survey conducted by researchers, the quality of the products offered by Larissa Babymart Ujungpangkah Gresik is not in accordance with the quality expected by consumers, such as baby equipment that has less durability, if the item falls it will break easily. In addition, not all products sold in this shop are marked with SNI (Indonesian National Standard) for products for babies, children, and breastfeeding mothers.

Marketing management comes from two words, namely Management and Marketing. These two terms are actually two different sciences, then combined in one activity. This means that the functions in the two sciences are combined in the form of cooperation [6]. In addition to product quality, researchers also found other problems with Larissa Babymart Ujungpangkah Gresik, such as less-than-optimal promotions through social media such as Youtube, Instagram, and WhatsApp.

RESEARCH METHOD

This kind of examination is graphic with a quantitative methodology. As stated by Sugiyono, Quantitative methodology can be interpreted as an exploratory procedure according to the perspective of positivism, one of the things that can be used is to look at populist and other tests, collect those used in the instrument when researching, separate this data or measurable ones that are determined as a test. amalgamation hypothesis [7].

The strategy in this study is a quantitative system. As Sugiyono mentions, basically a quantitative exploratory procedure is a legitimate strategy to obtain data with clear reasons and uses [8]. The use of this quantitative strategy because this technique can describe as well as describe the circumstances that occur and to find out what quality and product promotion means to consumers buying decisions at Larissa Babymart Ujungpangkah Gresik.

FINDINGS

a. Results of Multiple Linear Regression Analysis

A different direct relapse investigation strategy is to anticipate the value of the dependent variable, purchasing decision (Y) taking into account the excess of independent factors, namely the increase in the quality of goods (X1) specific (X2) so that the positive or negative impact can be distinguished.

Table 1. Multiple Linear Regression Analysis

Model	Coefficient	Significant	Information
1 (Content)	8.401	0.001	
Product quality	0.128	0.046	Positive
Promotion	0.238	0.000	Positive

1. If the independent factor value consists of variable one (X1) and promotion (X2) is zero, then the environmental buying choice variable (Y) will still be 8.401 because the fixed value shows a value of 8.401.
2. The regression coefficient for the variable quality of goods is positive, indicating a unidirectional relationship and positively influencing the quality of goods (X1) and purchasing decisions (Y). The relapse coefficient for the variable quality of goods (X1) increases by 1 unit, so that the purchase choice (Y) increases by 0.128.
3. The efficiency of the promotion variable is positive, showing a parallel or positive impact relationship between promotions (X1) and purchasing decisions (Y). The advance variable relapse coefficient (X1) increases by 1 unit, so at that time the buying option (Y) will increase by 0.238.

b. Results of Analysis of the Coefficient of Determination (R²)

The coefficient of determination (R²) is essentially used to determine the level of commitment of the independent factors to the dependent variable.

Table 2. Multiple Linear Regression Analysis

Model	<i>R Square</i>	<i>Adjusted R Square</i>
1 (Content)	0.231	0.218
	23.1%	21.8%

After the 10 above, it can be concluded that 23.1% of the purchasing decision variables can be made reasonable or influenced by quality factors and promotional side effects. While the excess is 76.9%.

c. Hypothesis Test Results

1) Partial Effect Significance Test (t test)

The t-test is applied as a means of seeing how far the impact of the first purely autonomous variable makes sense from the non-pure variables.

From these results the t-test introduced in table 11 above, it is known that:

1. The quality of the goods somewhat influences the purchase decision.
2. Promotion to some extent influences the buying decision. Thus, the value of a very large promotion is $0.000 < 0.05$, so H₀ is omitted and H₁ can mean that there is an influence between promotion and purchasing decisions.

Table 3. Partial Effect Significance Test (t test)

Model	t count	B coefficient	Significant	Information
1 (Content)				
Product quality	2.017	0.128	0.046	Positive
Promotion	4,521	0.238	0.000	Positive

2) Simultaneous Effect Significance Test (Test F)

The concurrent F test is used to decide whether there is a joint effect between the independent factors on the dependent variable. the resulting F count is 17.621, while the critical value is 0.001 which is lower than the large level (α) = 0.05 or 5%. Because the large value is $0.001 < 0.05$, then H_0 is rejected and H_1 is accepted, this results in product quality and development factors at the same time influencing purchasing decisions.

DISCUSSIONS

Judging from the results above, we can read that the value of this analysis is the relationship and influence of Product Quality (X1) and Promotion (X2) variables from the non-dependent variable Purchase Decision (Y), where the object of this research is Larissa Babymart Ujungpangkah Gresik. From this research it can be shown that goods (X1) have an impact on purchasing decisions (Y). This can be seen from the critical value of goods quality $0.046 < 0.05$, meaning that H_0 is rejected and H_1 is recognized, meaning that the product quality variable influences the purchase decision or not at Larissa Babymart Ujungpangkah Gresik. The result of this study is similar to another research on Product Quality and Promotion on Purchase Decisions for Pristine 8+ Products at PT Super Wahana Tehno [9]. This research also has the same result as the influence of product Quality and Promotion on Purchase Decisions for Melons PT. Syafina Commerce [10]. Basically, as a business person, of course, the company before releasing the product must learn what is called segmentation, intended targets, and positioning of the product in the market, so what is desired by the company can be achieved, and according to what expected and able to compete with other companies [11].

From these results, it can be shown that promotion (X2) influences purchasing decisions (Y). This must be seen from the large promotion value of $0.000 < 0.05$, and it implies that H_0 is omitted and H_1 is recognized, and it implies that the promotion variable influences whether or not to buy at Larissa Babymart Ujungpangkah Gresik. From the other side, it can also be shown that the product quality variable (X1) and promotion (X2) have a positive effect, while the purchase decision variable (Y) has a critical value of 0.001. Because the value is very large, namely $0.001 < 0.05$, so H_0 is not accepted and H_1 is accepted, which means that product quality and product promotion factors influence purchasing decisions at Larissa Babymart Ujungpangkah Gresik. This result supports another research that quality brand image has a positive and significant effect on purchasing decisions at Harapan Minimarket [12].

CONCLUSION

Product quality more or less influences purchasing decisions at Larissa Babymart Ujungpangkah Gresik. Promotions more or less influence purchasing decisions at Larissa Babymart Ujungpangkah Gresik. Product quality and promotion simultaneously influence purchasing decisions at Larissa Babymart Ujungpangkah Gresik.

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