ANALYSIS OF FACTOR THAT INFLUENCES THE BUYING DECISION (PROMOTION, COMPLETENESS OF THE PRODUCT, AND SERVICES QUALITY) ON PT. GORILLA PERKASA INDONESIA

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Abstract

The purpose of this research is to determine whether promotion, completeness of the product, and service quality affect the consumer buying decision of PT. Gorilla Perkasa's product. The population of this research is anyone who is affected by information from PT. Gorilla Perkasa's social media (Instagram: @gorillafoodofficial) with the final sample numbers are 397 respondents using a probability sampling method. The sources of data in this research are primary (interview & questionnaire) and secondary data sources (book, literature, journal, etc). The result of analyzing data prove that: promotion, completeness of the product, and service quality are influencing the buying decision variable either seen per variable or simultaneously.

Keywords: promotion, completeness of the product, service quality, and buying decision

Introduction

In this day if the business wants to advance it must rely on various things, not only delicious, or strategic location, but the effect of the promotion can be considered, Promotion are meant to introduce a product to a public and it is expected that the product can be purchased by the audience so as to increase sales. In addition, promotion can also increase the sales area of a product to be wider and not pegged to only one region where the product is produced. By doing promotion can also bring up potential users from other segmentation who are not sales targets.selling points.

PT. Gorilla perkasa indonesia is a company from garut that into culinary business. Starting as it's own restaurant with a japanese concept, with the main menu ramen that located in garut region and the restaurant called"Ramen Gorilla". The restaurant has opened several branches in garut area.because the busines cinsidered to be quite succesful, the restaurant owner expanded his business to franchise and instan food Sometimes a campaign of promotion doesn't always pay off. Sometimes the price that companies pay is not straight as the expected sales.

Not only produce on the ramen menu in it's resturant, PT. Gorilla Perkasa Indonesia also tried it's chace on instant product like Ramen Instan kuah (Level 1 & 3), Ramen Instan Yamie (level 1 & 3), Baso Aci Instan berbagai varian, Goripak (Gorilla Cipak), Goritol (Gorilla Aci Pentol), dan Gorimol(Gorilla Cimol Mozarella). Sales at every variant cannot be equalized at all times. There are products that are more dominants than the other. One example ihs the instant ramen product that does not have high demand like Baso Aci that just launched. There are a times when instant ramen production being stopped for fulfill yhe demnd from other variants. Of course this will impact to product purchase decicion

With the name tha has been on the top, the selling tchniques that used are stil the same it was online selling by admin and being helped by the reseller. The social media admin who recieve the product request should be sure until it is delivered to the buyer. What problem is if the demand are high but the admin was limited so that thing will decrease the speed of customer services

Problem Formulation

Based on the bcakrounds and problem identification, so the problem formulation at this research is :

1.   How does the effect of promotional factors on purchasing decisions at PT Gorilla Perkasa Indonesia?

2.   How does the effect of product completeness factor on purchasing decisions at PT. Gorilla Perkasa Indonesia?

3.   How does the service factor affect purchasing decisions at PT. Gorilla Perkasa Indonesia ?

4.   How does the effect of factors between promotion, product completeness, and service simultaneously on purchasing decisions at PT. Gorilla Perkasa Indonesia ?
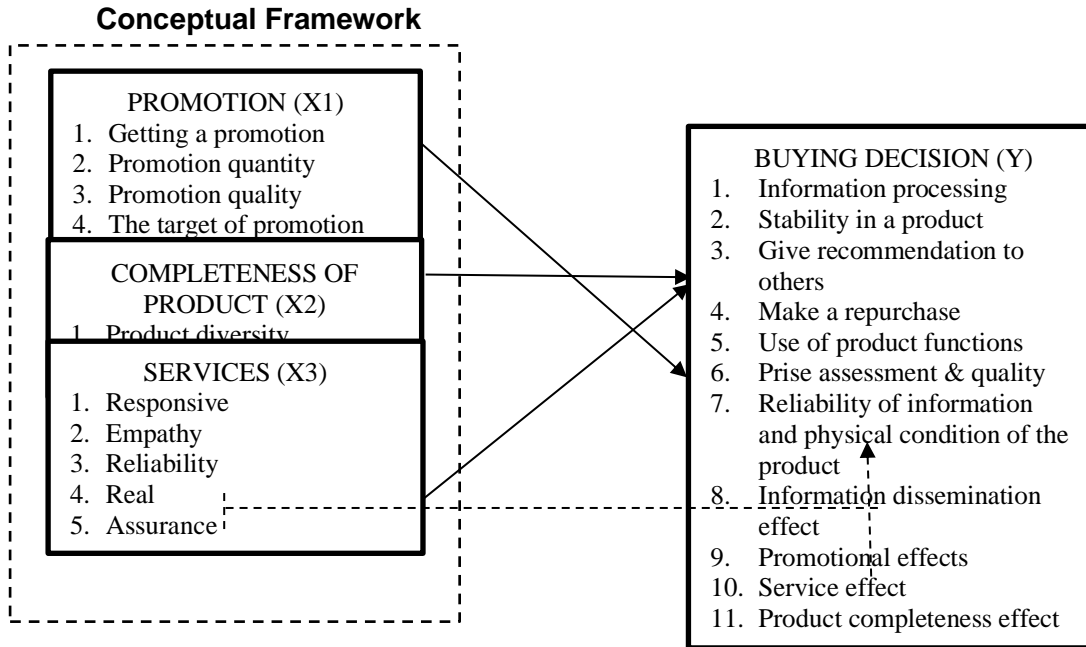
Library Review

Promotion is a specific strategy of personal advertising, sales promotion and public relations that a company uses to achieve its advertising and marketing goals [1, 2].

Product completeness is something that can be offered into the market to be considered, owned, used, or consumed so that it can meet the wants or needs [3, 4].

According to [5]explained the **quality of service** is the quality of a service that provided to customers, internal customers and external customers based on standard service procedures.

Consumer decision making is an integration process that combines knowledge to evaluate two or more alternatives and select one of them [4, 6].

Conceptual Framework

PROMOTION (X1)
1. Getting a promotion
2. Promotion quantity
3. Promotion quality
4. The target of promotion

COMPLETENESS OF PRODUCT (X2)
1. Product diversity

SERVICES (X3)
1. Responsive
2. Empathy
3. Reliability
4. Real
5. Assurance

BUYING DECISION (Y)
1. Information processing
2. Stability in a product
3. Give recommendation to others
4. Make a repurchase
5. Use of product functions
6. Prise assessment & quality
7. Reliability of information and physical condition of the product
8. Information dissemination effect
9. Promotional effects
10. Service effect
11. Product completeness effect

RESEARCH HYPOTESIS

H1: There is a significant impact between promotion and buying decision

H2: There is a significant impact between product completeness and buying decisions

H3: There is a significant impact between service and buying decisions

H4: There is a significant impact between promotion, product completeness, and service simultaneously with buying decisions.

Research Object

Based on the background and Conceptual Framework that has been explained earlier, the object of this research will discuss about the promotion, completeness of products, and quality of service to th ebuying decision of PT. Gorilla Perkasa Indonesia.

Types and Methods of Research

This type of research uses descriptive research with a quantitative approach. Quantitative descriptive research is a research that is intended to get an overview and information about consumers from PT. Gorilla Perkasa Indonesia.

In this study researchers used multiple linear regression methods. Methods with regression analysis are used to build equations and use those equations to make predictions. Thus, regression analysis is often called predictive analysis.

Data and Data Sources

1. Qualitative Data
2. Quantitative Data

Data Source

In this research the colection of the field research and literature data techniques based on data used is using primer and sekunder data

Population

The population in this study was followers of @gorillfoodsofficial's instagram account. This is because they are considered as people who are exposed to information about products from PT. Gorilla Perkasa Indonesia. For the number of followers of the Instagram account it amounted to 45.1 thousand.

Sample

The sample size for the study used the Slovin formula.

$$\frac{N}{1 + N\alpha^2}$$

N = Population size
n = sample size
= Allowance for inaccuracy due to tolerable sampling error

$$n = \frac{44.900}{1 + 44.900(0{,}05)^2}$$

$$n = 396{,}46799117$$

$$n = 397 \text{ people}$$

Data Collection Methods

A questionnaire can be considered as a written interview. The method for primary data collection of this study is by creating and disseminating questionnaire links in the form of Google Forms for respondents to answer based on a predetermined sample.

Research Variables

In this study, there are two types of variables, namely independent variables (X1, X2, dan X3) and dependent variables (Y) From each variable that exist will be given an explanation, then determine the indicator to be measured, so that it becomes a question item, as in the table as follows:

T a b l e   1

Operasional Variabel

Variable	Definition	indicator	Scale
Promotion (X1)	Promotion is a specific strategy of personal advertising, sales promotion and public relations that a company uses to achieve its advertising and marketing goals [1]	Getting a promotion Promotion quantity Promotion quality The target of promotion Promotion time Promotion Effect	Licert Scale
Completness of the product (X2)	Completeness of the product is something that can be offered to the market to be noticed, owned, used, or consumed so that it can fulfill a want or need [3]	Product diversity Availability of product	Licert Scale
Services (X3)	Product completeness is something that can be offered into the market to be considered, owned, used, or consumed so that it can meet the wants or needs [3]	Responsive Empathy Reliability real assurance	Licert Scale
Buying decision (Y)	Consumer decision making is an integration process that combines knowledge to evaluate two or more alternatives and select one of them [6]	Information processing Stability in a product Give recommendations to others Make a repurchase Use of product functions Price assessment & quality Reliability of information and physical condition of the product Information dissemination effect Promotional effects Service effect Product completeness effect	Licert Scale

Data Analysis Techniques

To perform data analysis, the data obtained is summarized and compared with indicators that have been set by questionnaires. And the results of the comparison can be known whether there is promotion, completeness of products, and service to the purchase decision.

Validity test

Validity is the extent to which the accuracy of a concept is used as a measuring tool in quantitative research [7]. Then [8] stated that the purpose of the validity test was to find out whether the research was carried out using the right measuring instrument or not [9-12].

Validity test conducted by the author on 397 respondent data using bivariate correlation. the benchmark of an indicator declared valid is the result of Sig. (2-tailed). When the results of Sig. (2-tailed) has a value above the cut off value of 0.05,

then the indicator or element is declared valid. On the other hand, if the value of Sig. (2-tailed) obtained an element is above 0.05 then it is declared invalid [13].

Reliability Test

Reliability test is a data analysis conducted on questionnaire indicators which aims to check whether the elements used in the questionnaire are consistent or not as a research measuring tool [14]. The consistency of an indicator is marked by not much difference in the answers that respondents give to these indicators [7].

Descriptive Analysis

This study uses descriptive data analysis to create a systematic picture of an actual and accurate data regarding the facts and phenomena to be studied. Descriptive data analysis helps to simplify data into a form that is easier to read and interpret

Multiple Linear Regression Analysis

Regression test is a statistical technique to determine the magnitude of the effect given and the independent variable on the dependent variable (Suhartono, 2014). In the research conducted, the author uses multiple regression because the author intends to know the effect of 5 variables, that is promotion, product completeness, and service on purchasing decisions. Multiple linear regression equation can be formulated as follows:

$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$

information :
Y= buying decision a= constant
$b_1 + b_2$ = Independent variable regression coefficient
X1= Promotion
X2= Completness of the product
X3= service quality
e= Error term, that is the level of user error in reserch

Hypothesis test

Hypothesis testing is useful to find out the truth of the statement (hypothesis) so that it can be seen whether the hypothesis is accepted or rejected. Hypothesis testing that used in this study are relates to the presence or absence of the influence of the independent variable, that is promotion (X1) product completeness (X2) and service (X3) on the dependent variable (Y) namely purchasing decisions. In statistical testing a result can be said to be significant if the event is almost impossible to be caused by coincidental factors, in accordance with predetermined profitability limits, then the F-test (simultaneous test) and T-test (partial test) are carried out.

RESEARCH RESULTS AND DISCUSSION

Research respondent profile

The influence of promotion, completeness of products and services on purchasing decisions PT. Gorilla Perkasa Indonesia

By gender

From a total of 397 respondents, it can be concluded that most of the respondents are women with a score of 54.9% (218 respondents) and the rest are men as much as 45.1% (179 respondents).

So that it can be seen if this female gender is more likely to shop and enjoy products from PT. Gorilla Perkasa Indonesia

By age

From a total 397 respondents, there were 212 respondents (53.4%) aged 15 – 25 years (teenagers), 71 respondents (17.9%) aged 26 years – 35 years (early adults), 71 respondents (17.9%) aged 36 – 45 years (late adulthood), and 43 respondents (10.8%) aged > 46 years (elderly).

From the results above, it can be seen that respondents with the majority of product purchases from PT. This Gorilla Perkasa Indonesia is a teenagers at the age of 15-25 years. This is in accordance with what was published by cnnindonesia.com, a new survey from Piper Jaffray found that the average teenager can spend US $ 2,600 or reach Rp. 36 million for food and clothing annually. Teenagers use money to shop at various retail stores, fashion labels and fast food.

Validity test analysis

The results of testing the validity of the questionnaire items show that all statement items in each promotion variable (X1) have a correlation value above 0.098 as the limit value of a research questionnaire item that can be used (acceptable), so it can be said that the Promotion variable questionnaire item (X1) is valid and can be used to measure the variables studied. The results of testing the validity of the questionnaire items show that all statement items in each completeness of the product variable (X2) have a correlation value above 0.098 as the limit value of a research questionnaire item that can be used (acceptable), so it can be said that the facility variable questionnaire item (X2) is valid and can used to measure the variables studied. The results of testing the validity of the questionnaire items show that all statement items in each service quality variable (X3) have a correlation value above 0.098 as the limit value of a research questionnaire item that can be used (acceptable), so it can be said that the service quality variable questionnaire item (X3) is valid and can be used to measure the variables studied. The results of testing the validity of the questionnaire items show that all statement items in the Purchase Decision variable (Y) have a correlation value above 0.098 as the limit value of a research questionnaire item that can be used (acceptable) so that it can be said that the questionnaire item for the Purchase Decision variable (Y) is valid and can be used to measure the variables studied [15-20].

Reliability Testing Analysis

The results of reliability testing carried out using the SPSS program with a total of 397 consumer respondents are as follows.

Table 2

Reability test variable X1

Cronbach's Alpha	N of Items
,873	6

Source: *Primary Data of Processed Questionnaire Results*

The promotion variable (X1) was obtained by Cronbach's alpha of 0.873, so the questionnaire for this variable was declared reliable because it was greater than 0.6 (>0.60).

Table 3

Reability test variable X2

Cronbach's Alpha	N of Items
,785	2

Source: *Primary Data of Processed Questionnaire Results*

The product completeness variable (X2) is obtained by Cronbach's Alpha of 0.785, so the questionnaire for this variable is declared reliable because it is greater than 0.6 (>0.60)

Table 4

Reability test variable X3

Cronbach's Alpha	N of Items
,921	5

Source: *Primary Data of Processed Questionnaire Results*

The service quality variable (X3) is obtained by Cronbach's Alpha of 0.921, so the questionnaire for this variable is declared reliable because it is greater than 0.6 (>0.60)

Table 5

Reability test variable y

Cronbach's Alpha	N of Items
,941	11

Source: *Primary Data of Processed Questionnaire Results*

The purchasing decision variable (Y) was obtained by Cronbach's Alpha of 0.941, so the questionnaire for this variable was declared reliable because it was greater than 0.6 (>0.60). Based on the results of reliability tests conducted on all items in this research, it shows that all research items can be said to be reliable (reliability coefficient value is greater than 0.60. so it can be used as an instrument in measuring the variables specified in this study.

Analysis of Respondents Response Description

Respondents in this study were buyers of PT. Gorilla Perkasa Indonesia. In accordance with the method used for weighting the questionnaire items, the variables X and Y are Likert scales.

Respondents Response Regarding Promotion

From the results of the questionnaires that have been distributed to 397 respondents in this study, the response to the promotion can be seen that as many as 3 respondents (0.8%) are included in the very low category, 8 respondents (2%) are in the low category, 47 respondents (11.8%)) in the medium category, 144 respondents (67.2%) in the high category and 195 respondents (49.1%) in the very high category. That's can be concluded that the product purchase decision PT. Gorilla Perkasa Indonesia is affected by promotions categorized as high.

Respondents Response Regarding Product Completeness

From the results of the questionnaires that have been distributed to 397 respondents, it can be seen that 1 respondent (0.3%) is in the very low category, 0 respondents (0%) is in the low category, 35 respondents (8.8%) is in the medium category, 122 respondents (30.7%) in the high category and 239 respondents (60.2%) in the very high category. And it can be concluded that the product purchase decision PT. Gorilla Perkasa Indonesia is influenced by the completeness of the product which is categorized as very high.

Response Response Regarding Service Quality

From the results of the questionnaires that have been distributed to 397 respondents, it can be seen that as many as 2 respondents (0.5%) are in the very low category, 2 respondents (0.5%) are in the low category, 65 respondents (16.4%) are in the medium category. , 122 respondents (30.7%) in the high category and 206 respondents (51.9%) in the very high category. Than it can be concluded that the product purchase decision PT. Gorilla Perkasa Indonesia is influenced by the quality of service which is categorized as very high.

Respondents' Responses Regarding Purchase Decisions for PT.Gorilla Perkasa Indonesia

It can be seen that as many as 3 respondents (0.8%) are in the very low category, 3 respondents (0.8%) are in the low category, 59 respondents (14.9%) are in the medium category, 151 respondents (38%) are in the low category. high and 181 respondents (45.5%) in the very high category. Than it can be concluded that the product purchase decision PT. Gorilla Perkasa Indonesia is influenced by the quality of service which is categorized as very high.

Verification Analysis of Research Results

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of two or more independent variables (X) on the dependent variable (Y). From the data processing that has been done, the following results are obtained

Table 6

Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.820	1.351		-.607	.544					
	PromosiX1	.670	.073	.364	9.220	.000	.799	.422	.226	.387	2.587
	Kelengkapan ProdukX2	1.341	.204	.230	6.588	.000	.722	.315	.162	.493	2.030
	Kualitas Pelayanan X3	.831	.094	.375	8.842	.000	.815	.407	.217	.336	2.976
a. Dependent Variable: Keputusan PembelianY											

Source: *Primary Data of Processed Questionnaire Results*

The regression equation in the calculation results this time is;
Y = a + b1.x1 + b2.x2 + b3.x3+e
Y = -0.820 + 0.670.x1 + 1,341.x2 + 0.831.x3+e
The equation shows that the regression coefficient (b) has a positive value for all variables and is significant at < 0.05 which means that the promotion variable (X1), product completeness (X2), and service quality (X3) affect purchasing decisions (Y) either simultaneously or partially.

Hypothesis testing

Table 7

F Test (Simultaneous)

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18907,694	3	6302,565	421,698	,000b
	Residual	5873,651	393	14,946		
	Total	24781,345	396			
a. Dependent Variable: KEP_Y						
b. Predictors: (Constant), PL_X3, KP_X2, P_X1						

Source: *Primary Data of Processed Questionnaire Results*

The F test is used to see the significance of the effect between the independent variables on the dependent variable. Based on the table above, the calculated F value is 421,698. Meanwhile, the criteria for rejecting H_0, if: Fcount is greater than Ftable or $F_0 > F\alpha 1, n-1$, by taking a significance level (α) of 5%, then from the distribution table F, the value of Ftable = 2.63 is obtained. Because 421.698 is greater than 2.63 and sig F is 0.000, then H_0 is rejected. This means that the results of the table above can explain that Variable P_X1, Variable KP_X2, and Variable PL_X3 can have a significant effect on Variable KEP_Y.

Determination of ftable:
N2 denominator
df = n – k – 1
N2 = column number of samples / data / responde
df = Degree of freedom
n = Number of samples/data/respondents
k = Number of Variables
So;
df = 397 – 4 – 1
df = 392

N1 numerator
df = k – 1
Information :
N1 = Column Number of Variables in f table
df = Degree of freedom
k = Number of Variables
So;
N1 = 4 – 1
N1 = 3

The value of ftable is in the 392nd column of the N2 denominator and the 3rd row of N1's numerator, then the ftable value is 2.63.

Table 8

T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-.820	1.351		-.607	.544					
P_X1	.670	.073	.364	9.220	.000	.799	.422	.226	.387	2.587
KP_X2	1.341	.204	.230	6.588	.000	.722	.315	.162	.493	2.030
PL_X3	.831	.094	.375	8.842	.000	.815	.407	.217	.336	2.976
a. Dependent Variable: KEP_Y										

Source: *Primary Data of Processed Questionnaire Results*

The t-test was carried out by comparing the tcount value with the ttable value at a significance level of = 0.05. Based on the multiple linear regression calculation table above, it can be seen that:

1. Partially the promotion variable (X1) has a significant effect on purchasing decisions with evidence of the value of tcount > ttable (9,220 > 1,9660)

2. Partially the product completeness variable (X2) has a significant effect on purchasing decisions with evidence of the value of tcount > ttable (6.588 > 1.9660)

3. Partially the service quality variable (X3) has a significant effect on purchasing decisions with evidence of the value of tcount > ttable (8.842 > 1.9660).

Discussion of Research Results

This study aims to determine the effect of promotion, product completeness and service quality on purchasing decisions of PT. Indonesian Mighty Gorilla.

This study uses four variables, namely promotion, completeness of products and services as independent variables and purchasing decisions as the dependent variable. This study uses primary data, the results obtained from filling out questionnaires, with a sample of 397 consumers and those who have bought products at PT. Indonesian Mighty Gorilla. The results of this study are as follows:

1. Effect of Promotion on Purchase Decision

Partially, promotion has a significant influence on purchasing decisions at PT. Gorilla Perkasa Indonesia based on the t-test where tcount > ttable (9,220 >

1,9660). This means that hypothesis 1 is accepted, meaning that promotion has an effect on purchasing decisions.

2.   The Effect of Product Completeness on Purchase Decisions

Partially completeness of the product has a significant influence on purchasing decisions at PT. Gorilla Perkasa Indonesia based on the t-test where tcount > ttable (6.588 > 1.9660). This means that hypothesis 2 is accepted, meaning that the completeness of the product has an effect on purchasing decisions.

3.   The Influence of Service Quality on Purchase Decisions

Partially the quality of service has a significant influence on purchasing decisions at PT. Gorilla Perkasa Indonesia based on the t-test where tcount > ttable (8.842 > 1.9660). This means that hypothesis 3 is accepted, meaning that service quality affects purchasing decisions.

4.   The Effect of Simultaneous Promotion, Product Completeness and Service Quality on Purchase Decision

Simultaneously the variables of promotion, product completeness and service quality have a positive influence on the purchasing decision variables based on the F test where Fcount > Ftable (421,698 > 2,63). This means that hypothesis 4 is accepted, meaning that promotion, product completeness, and service quality together have a significant effect on purchasing decisions at PT. Indonesian Mighty Gorilla.

Conclusion

Based on the results of the research and discussion described in the previous section, the following conclusions can be drawn:

1.   Partially the promotion variable (X1) has a significant effect on purchasing decisions with evidence of the value of t count > t table (9,220 > 1,9660)

2.   Partially, the product completeness variable (X2) has a significant effect on purchasing decisions with evidence of the value of t count > t table (6.588 > 1.9660)

3.   Partially the service quality variable (X3) has a significant effect on purchasing decisions with evidence of the value of t count > t table (8.842 > 1.9660)

4.   The independent variables, namely promotion, product completeness, service quality simultaneously affect the dependent variable, namely purchasing decisions. This is evidenced by the calculated F value > F table (421,698 > 2,63)

Suggestion

Based on the conclusions that have been formulated, some suggestions or recommendations from the results of this study are as follows:

1.   It is recommended to PT. Gorilla Perkasa Indonesia in order to be able to sort out the means in delivering promotions and add variants of the forms of promotions made such as discount promos, buy 3 get 1 free, and others. To select influencers who will cooperate and endorse products from PT. Gorilla Perkasa Indonesia is expected to be given a video briefing as to what we want from lighting, words, and others to get extra attention.

2.   It is recommended for PT. Gorilla Perkasa Indonesia to continue to provide stock of all product variants issued. Judging from the available sales data, it took a while for the Instant Ramen variant to be unavailable or out of stock. In my opinion, it is better to keep it available even though the percentage is not as much as other products that are best sellers. This will affect consumer purchasing decisions.

3.   It is recommended for PT. Gorilla Perkasa Indonesia to add admin staff. There is only one social media admin in the company. If the order is not too much, maybe it can be handled optimally. However, what if the order is a lot and of

course the service time provided is not as fast as expected. This will affect consumer satisfaction and end in product purchase decisions.

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