

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

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Abstract

The purpose of this study was to determine the effect of product quality, promotion, and brand image on purchasing decisions for Kingkong Brand Rice PT. Lumbung Bumi Perkasa, either partially or simultaneously has no effect. The strategy used in this study is an associative research strategy with quantitative research methods. The number of samples is 100 people (respondents). The data analysis method uses the coefficient of determination analysis and hypothesis testing (t-test and F-test). Tool for calculating and processing data using SPSS Version 25.0. The results showed that: (1) Partially the quality of the product had a significant effect on purchasing decisions on Kingkong Brand Rice PT. Lumbung Bumi Perkasa (2) Partially, promotion does not influence the purchasing decision on Kingkong Brand Rice PT. Lumbung Bumi Perkasa (3) Partially, brand image has no effect on purchasing decisions on Kingkong Brand Rice PT. Lumbung Bumi Perkasa (4) partially product quality, promotion, and brand image simultaneously influence product quality, promotion, and brand image significantly influence purchasing decisions on Kingkong Brand Rice PT. Lumbung Bumi Perkasa.

Keywords: Product Quality; Promotion; Brand Image and Purchasing Decisions

I. PRELIMINARY

Each company has a different marketing strategy, and the Superior Rice Company is working with PT. Lumbung Bumi Perkasa in Jakarta (Pasar Induk Beras) and has a special strategy, namely by embracing all wholesalers (shops) and retail to the scope of traditional markets. give promotion to all traders so that the Kingkong Brand Baras are known by the public like Rojolele Rice.

Superior Paddy Rice buys unhulled rice from Seragen, Pati, Sukoharjo, Baki and other cities. in Central Java, the first process of grain is filtered by using a sieve to remove impurities from the grain such as hay, weeds and others. After the process is complete, the grains automatically go

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

straight into the open machine because using a very sophisticated machine, the 60 tonne process can be dried in just 1 day, usually drying the rice manually, the grain, which is usually only 15 tonnes of drying using sunlight manually. can reach 3 to 4 days, grain is dried so that the water content in the grain is reduced and not excessive.

And after 1 day of unhulled rice, then the next step is to break the skin to remove the grain skin and grain hairs in the rice, and the next step is grabbed before entering the grinded rice polishing first because the newly broken rice is still there. rice bran containing a lot of bran, to remove the bran.

The rice is then processed through sophisticated machines to whiten and process the rice so that the rice gets super and good quality. The polishing process also involves removing the bran that is on the rice and then spraying it with water so that the rice is white.

So this company uses natural ingredients, there are no preservatives or dangerous chemicals because this company prioritizes good and good quality, the polishing process so that the rice becomes clear and produces good quality rice.

Furthermore, the process of packing rice is packaged in a modern way, all using sophisticated and automatic machines because this company makes super good rice which is sent to big shops such as in Semarang, Boyolali, Medan, Pontianak, Cipinang, Cakung and Tangerang Rice Main Market which quality of rice also good, PB. Superior Rice is also a supplier of PB Companies. Torch which has been sending rice to KFC and MCD throughout Indonesia for years. (PB. Superior Rice 2019).

PT. Lumbung Bumi Perkasa has been collaborating with this Solo Central Java Superior Rice Company for about 5 years and they are very satisfied with this Kingkong Brand Rice because the rice is good, the rice is of good quality. Sales of this Kingkong Rice at PT. This Bumi Perkasa granary is very stable and they sell this Kingkong Brand Rice to shops outside the main rice market and to traditional markets and even to mini markets. and PT. This Bumi Perkasa Granary asks the Superior Rice Company for approximately 30 tons of rice once a week or once every two weeks.

The research that will be discussed on the quality of this type of Kingkong Rice is the quality of the rice which is durable to be stored in the long term (1 month), and the rice is fluffier, fragrant and not broken / whole. This Kingkong Brand Rice Product is easy for customers to remember because of its attractive packaging, so that customers will continue to repurchase the Kingkong Brand Rice product. Promotions used at PT. Lumbung Bumi Perkasa, which is 10% of the sales price with a promotion period of 1 week. (PT. Lumbung Bumi Perkasa, 2019).

1.1. Formulation of the problem

Based on the background that has been described, the following problems can be formulated: "The Influence of Product Quality, Promotion, and Brand Image on Purchasing Decisions in the Study of PT. Granary Earth Perkasa? "

Problem specification:

1. Does product quality affect the purchase decision of Kingkong brand rice

PT. Lumbung Bumi Perkasa ?

2. Does promotion affect the purchase decision of Kingkong brand rice

PT.Lumbung Bumi Perkasa ?

3. Does the brand image affect the purchase decision for the Kingkong brand rice

PT.Lumbung Bumi Perkasa ?

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

4. Does product quality, promotion, and brand image affect the purchase decision of Kingkong Brand Rice PT.Lumbung Bumi Perkasa ?

1.2 . Research purposes

The objectives to be achieved in this study are to obtain answers to the problems identified above, namely:

1. To determine the effect of product quality on purchasing decisions for Kingkong rice at PT.Lumbung Bumi Perkasa ?
2. To determine the effect of promotion on purchasing decisions for Kingkong rice at PT.Lumbung Bumi Perkasa ?
- 3 To determine the effect of brand image on purchasing decisions for Kingkong rice at PT.Lumbung Bumi Perkasa ?
4. To determine the effect of product quality, promotion, and brand image on purchasing decisions for Kingkong brand rice, PT.Lumbung Bumi Perkasa ?

II. LITERATURE REVIEW

2.1. Definition of Marketing Management

According to Suparyanto & Rosad (2015: 1) marketing management is the process of analyzing, planning, organizing and managing programs that include conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable behavior with target markets. to achieve company goals.

2.2 Definition of Product Quality

Kotler and Garry Armstrong (2016: 82) define that quality is a characteristic of a product in its ability to meet predetermined and latent needs. Quality in the view of the customer is something that has its own scope that is different from the quality in the view of the manufacturer when issuing a product that can be recognized by its true quality.

2.3. Definition of Promotion

Promotion is something that needs to be done by companies, which are expected to be carried out through promotions that can encourage customers to make purchases. According to Lupiyoadi (2013: 178), promotion not only functions as a means of communication between companies and consumers, but also as a tool to influence consumers in purchasing activities or using products or services according to their wishes and needs.

2.4. Definition of Brand Image

Brand image plays an important role in the development of a brand. Brand image concerns the reputation and credibility of a product, which will then be used as a guide for consumers to try and consume a certain product or service. Consumers often buy products with well-known brands

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

because they feel more comfortable with things that are already well-known, the assumption that well-known brands are more reliable, readily available and easy to find, and have unquestionable quality, so that better-known brands are more frequent chosen by consumers over unknown brands. To be able to provide a clear picture of brand image, here are some definitions of brand image. According to Kotler & Keller (2016: 330), the definition of brand image is as follows: brand image describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs.

2.5. Definition of Buying decision

Kotler & Armstrong (2016: 177) defines purchasing decisions as follows: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. which means that the purchase decision is part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use, and how goods, services, ideas or experiences to satisfy their needs and desires.

2.5.1. Relationship between Research Variables

Kotler and Armstrong (2015: 253) define product quality as follows: "Product quality is the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs". Based on the definition above, it can be seen that product quality is the ability of a product to meet customer desires. The desires of these customers include the durability of a product, ease of use, product reliability and other valuable attributes that are free from deficiencies and damage. These results are in line with previous research conducted by Bayu Alfat Nur (2017). It can be concluded that Brand Image and Product Quality have a significant effect on purchasing decisions.

2.5.2. The Effect of Promotion on Purchasing Decisions

According to Kotler and Keller in Priansa (2017: 40), promotion is an element used to inform and persuade the market about new products or services to the company. This can be explained in a study conducted by Yuliana Ika, Rony Ika Setiawan (2015) that promotional variables have an indirect effect on customer loyalty through purchasing decisions.

2.5.4. Effect of Brand Image on Purchasing Decisions

According to Sumarwan (2015: 369) there are three important attributes that are often used for evaluation in the purchasing decision-making process, namely price, brand, and country of origin or product maker. Brand is a symbol or indicator of the quality of a product. Product brands that have long been recognized by consumers have become an image, even a status symbol for the product. In making purchasing decisions, consumers will determine their brand choices which can be based on consumer interest in the brand image. This can be explained in the research conducted. These results are in line with previous research conducted by Mardati Saing Siti, Alam Syamsu, Jumidah Maming (2015). It can be concluded that brand image has a positive but not significant effect on purchasing decisions, customer satisfaction has a positive effect on purchasing decisions. Meanwhile, marketing strategy and brand image indirectly have a positive but not significant effect on purchasing decisions through customer satisfaction.

2.6 The hypotheses in this study are :

H1: It is suspected that product quality has an effect on purchasing decisions at PT.Lumbung Bumi Perkasa ?

H2: It is suspected that promotion has an effect on purchasing decisions at PT.Lumbung Bumi Perkasa ?

H3: It is suspected that brand image has an effect on purchasing decisions at

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

PT.Lumbung Bumi Perkasa ?

H4: It is suspected the quality of the product. Promotion, brand image influence purchasing decisions at PT.Lumbung Bumi Perkasa ?

2.7. Research Conceptual Framework

Based on the description above, the conceptual framework of research can be expressed in the form of a paradigm. The paradigm in this study is a paradigm of three independent variables and one dependent variable which can be described as follows:

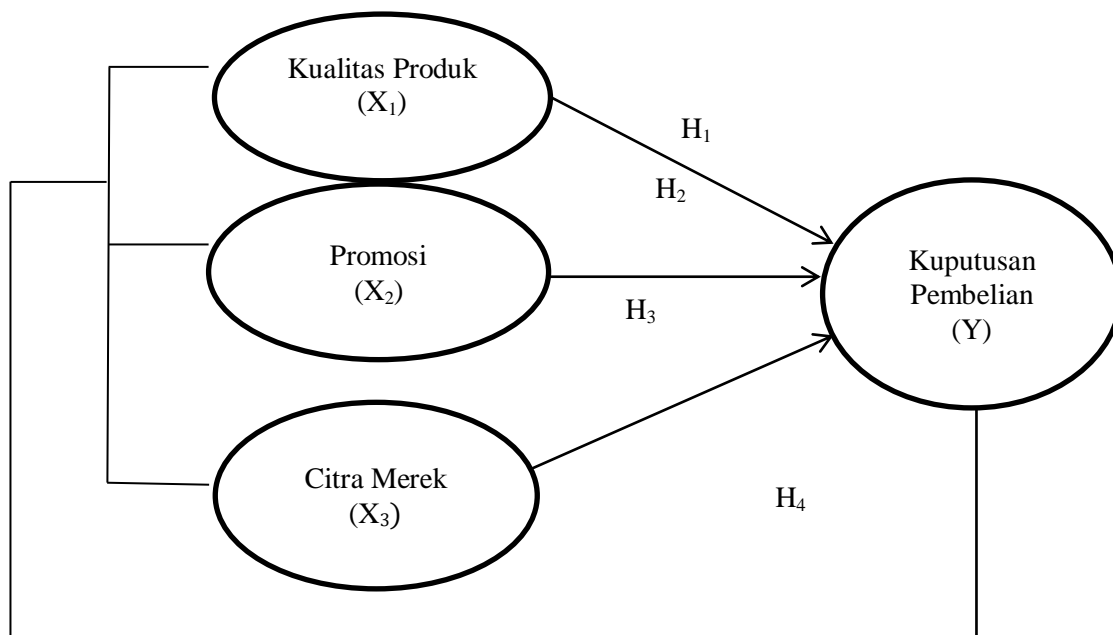


Figure 2.1. The influence of variables of product quality, promotion, and brand image on purchasing decisions.

II. RESEARCH METHODS

2.1. Research Strategy

The strategy used in this research is an associative research strategy with quantitative research methods. Sugiyono (2016: 11) understanding associative aims to determine the relationship between two or more variables. This study aims to provide an explanation of how the independent variables influence the related variables. The survey method used in this study is by distributing questionnaires to respondents who were sampled in the study.

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

2.2. Populasi dan Sampel Penelitian

3.2.1 Populasi Penelitian

Sugiyono (2016: 80) Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population referred to in this study are as follows:

General population : All customers who have bought Kingkong Rice
 Target population : Customers who have bought the kingkong brand rice at PT. Lumbung Bumi Perkasa.

3.2.2. Sampel Penelitian

According to Sofar and Widiyono, a sample is an activity from a population that is taken in certain ways to measure or observe its characteristics, then conclusions are drawn about these characteristics which are considered to represent the population.

Information:

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

n = Number of samples sought

N = Total population

e = Percentage of inaccurate leeway due to desirable sample returns, for example 10%

According to the Rice Manager at PT Lumbung Bumi Perkasa, all customers who will buy rice at Pt Lumbung Bumi Perkasa, they are the target population in this study, amounting to 55,557 from the above buyer data. This study uses a 10% questionnaire and calculates the number of samples studied as follows:

$$\begin{aligned} n &= \frac{55.557}{1 + \{55.557 \times (10\%)^2\}} \\ &= \frac{55.557}{1 + \{2.000.000 \times (0,10\%)^2\}} \\ &= 99,79 \text{ di bulatkan menjadi } 100 \end{aligned}$$

3.3 Data and Data Collection Methods

In this study using data collection methods as follows:

1. Librarian research

In this literature research, secondary data is used, namely secondary data, namely data obtained indirectly from sources. Secondary data from this study were obtained from books related to the problem to be studied in order to obtain a theory from the definitions used in this study, such as from the internet and data that support research.

2. Field Research

In this field research using primary data, namely by collecting data with a direct approach to the object of research, namely:

- A. Observation, namely the technique of collecting data by directly observing the object under study and is the first step in collecting data.
- B. Interview, namely by asking a few questions to the Cipinang Central Market Rice Shop. this is used to obtain a clearer picture of the company, and to obtain data that will be used in this study.
- C. Questionnaires, namely by giving sheets containing questions to 100 customers in the form of statements related to research problems to customers of PT. Lumbung Bumi

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

Perkasa.

3.4 Data and Data Collection Methods

Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data (Creswell, 2016: 157). Without knowing the data collection technique, the researcher will not get data that meets the established data standards. Furthermore, Nazir (2016: 179) said that data collection is a systematic and standard procedure for obtaining the necessary data. From this explanation, namely the data collection techniques that will be used in this study using a questionnaire.

Now and Bougie (2016: 82) questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer. The questionnaire is an efficient data collection mechanism if the researcher knows exactly what is needed and how to measure the research variables. The questionnaire used in this study used open questions, for example the name of the respondent, the age of the respondent and used closed questions, namely asking the respondent to have one of the answers provided from each question (Sugiyono, 2016: 142). Each question relates to the problems discussed in this study. Questions are made in the form of a questionnaire using a Likert scale. The Likert scale is a scale that has a gradient from very positive to very negative which is used to measure a person's attitudes, opinions and perceptions (Sugiyono, 2016: 93). Answers to respondents' questions (qualitative) are converted into quantities in the form of numbers or scores (Sugiyono, 2016: 93) as shown in the table below:

Table 3.1. Likert scale for questionnaire answers

No.	Pertanyaan	Kode	Skor
1	Sangat Setuju	SS	4
2	Setuju	S	3
3	Tidak setuju	TS	2
4	Sangat Tidak Setuju	STS	1

Source: *Sugiyono (2016:97)*

3.5. Uji Instrumen Penelitian

1. Validity test

The research instrument is in the form of questions that are arranged based on the variables and indicators, in this instrument the respondents can provide a perception of the income that has been distributed by the researcher. Sugiyono (2016: 75) states that the formula used to test the validity of this instrument is the Pearson Product Moment correlation, which is formulated as follows:

$$r = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\} \{n \sum Y^2 - (\sum Y)^2\}}}$$

Information :

r = correlation coefficient

n = Number of samples (respondents)

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

X = Item size obtained by the subject from all items

Y = Total item size obtained from all items

Thus based on the results of r compared to the value of r table with degrees of freedom $(n-2)$. If the $r_{count} > r_{critical}$ (0.19), that means the question is said to be valid or accurate. Test the validity of the questionnaire in this study using the help of the Statistical Product and Service Solution (SPSS) program.

2. Reliability Test

The reliability test shows an understanding that an instrument is reliable enough to be used as a data collection tool because a good instrument will not tend to direct respondents to choose certain answers. If the data is true according to reality, then how many times it is taken, it will be the same (Sunyoto, 2016: 70). According to Sugianto (2016: 90). Explained that the instrument reliability testing was carried out with interal consistency using Crombach's Alpha.

3.4.3 Analysis of the coefficient of determination

According to Ghozali (2016: 55). Saying that the coefficient of determination (R^2) essentially measures how far the model is able to explain the variation in the dependent variable. The coefficient of determination is between zero and one. The small value of R^2 means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value that is close to one means that the independent variables provide variations in the dependent variable. In order to measure the influence of the independent variable on the dependent variable partially or multiple, the coefficient of determination (KD) will be used with the formula:

1. Partial determination between X1 to Y (X2, X3 constant)

$$KDY1.23 = r_{Yx1.2.32} \times 100\%$$

2. Partial determination between X2 against Y (X1, X2 constant)

$$KDY2.13 = r_{Yx2.1.32} \times 100\%$$

3. Partial determination between X3 against Y (X1, X2 constant)

$$KDY3.12 = r_{Yx3.1.22} \times 100\%$$

4. Multiple determinations between X1, X2, X3 against Y

$$KDY123 = r_{Y1232} \times 100\%$$

3.4.4. Hypothesis test

In statistical hypothesis testing, there is no hypothesis testing on KD. Therefore, in this case the hypothesis testing is carried out on the correlation coefficient (p) which is the main element in forming KD.

1. Partial testing

A. Product quality (X1) on purchasing decisions

Ho: $p_{y1.23} = 0$ (partially product quality has no significant effect on purchasing decisions).

Ha: $p_{y1.23} \neq 0$ (partially product quality has a significant effect on purchasing decisions).

B. Promotion (X2) of purchasing decisions

Ho: $p_{y2.13} = 0$ (partially product quality has no significant effect on purchasing decisions).

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

Ha: $py_{2.13} \neq 0$ (partially product quality has a significant effect on purchasing decisions).

C. Brand image (X3) on purchasing decisions

Ho: $py_{3.12} = 0$ (partially product quality has no significant effect on purchasing decisions).

Ha: $py_{3.12} \neq 0$ (partially product quality has a significant effect on purchasing decisions).

To make a conclusion, this is the significance of t compared with the real rate α (5%) with the following criteria:

H_0 is rejected, if the significance of $t < \alpha$, and H_a is accepted

H_0 is rejected, if the significance $t \geq \alpha$, and H_a is rejected

2. Simultaneous hypothesis testing.

Ho: $py_{123} = 0$ simultaneously there is no significant influence between product quality, promotion, brand image on purchasing decisions.

Ha: $py_{123} \neq 0$ simultaneously there is a significant influence between product quality, promotion, brand image on purchasing decisions.

H_0 is rejected, if significance $F < \alpha$, and H_a are accepted

H_0 is accepted, if significance $F \geq \alpha$, and H_a is rejected

If the results of hypothesis testing either partially or simultaneously conclude that H_0 is rejected so that H_a is accepted, it means that the value of KD (coefficient of determination) can be used to explain the effect of the independent variable (free) on the dependent variable (bound).

1V. RESULTS AND DISCUSSION

4.4. Results of Testing Research Instruments

The results of the instrument testing in this study were to test the validity and reliability tests first using the help of SPSS Software Version 25.

4.4.1. Validity test

In the validity test, the research instrument can be said to be valid if the validity value is greater than 0.19. Testing is done by correlating the score of each item with the total score, testing is done using the product moment formula with the help of the SPSS Version 25 program.

Table 4.3. Instrument Validity per Item for Product Quality Variables (X1)

No. Pernyataan	r_{hitung}	r_{kritis}	Keputusan
1	0,596	0,19	Valid
2	0,657	0,19	Valid

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

3	0,700	0,19	Valid
4	0,726	0,19	Valid
5	0,788	0,19	Valid

Source: Data processed (2019)

Based on statistical calculations using SPSS Software (Appendix 4.3) obtained from 5 (five) statement items on the Product Quality variable (X1), each of which has a rcount value in the range of the smallest value to the highest value is 0.596-0.788, then the acquisition of rcount is greater of the critical value (0.19), so that all statements on the Product Quality variable can be used in data collection in this study. And the next statistical test can be done, namely the reliability test. Next is the validity test for the Promotion variable, which can be explained in the table below:

Table 4.4. Instrument Validity Per Item for Promotion Variables (X2)

No. Pertanyaan	r_{hitung}	r_{kritis}	Keputusan
1	0,686	0,19	Valid
2	0,705	0,19	Valid
3	0,702	0,19	Valid
4	0,673	0,19	Valid
5	0,623	0,19	Valid
6	0,635	0,19	Valid

Source: Data processed (2019)

Based on statistical calculations using SPSS Software (Appendix 4.4), it is obtained from 6 (six) statement items on the Promotion variable (X2), each of which has a rcount value in the range of the smallest value to the highest value is 0.623-0.705, then the acquisition value of rcount is greater than critical value (0.19), so that all statements on the Promotion variable can be used in data collection in this study. And the next statistical test can be done, namely the reliability test.

Next is the validity test for the Promotion variable, which can be explained in the table below:

Table 4.5. Instrument Validity Per Item for Brand Image Variables (X3)

No. Pertanyaan	r_{hitung}	r_{kritis}	Keputusan
1	0,654	0,19	Valid
2	0,719	0,19	Valid
3	0,755	0,19	Valid
4	0,689	0,19	Valid

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

5	0,592	0,19	Valid
6	0,559	0,19	Valid

Source: Data processed (2019)

Based on statistical calculations using SPSS Software (Appendix 4.5) obtained from 6 (six) statement items on the Brand Image variable (X3), each of which has a rcount value in the range of the smallest value to the highest value is 0.559-0.755, then the acquisition of the rcount value is greater of the critical value (0.19), so that all statements on the Brand Image variable can be used in data collection in this study. And the next statistical test can be done, namely the reliability test.

As for the validity test on the Purchasing Decision variable, which can be explained in the table below:

Table 4.6. Instrument Validity Per Item for Purchasing Decision Variable (Y)

No. Pertanyaan	r_{hitung}	r_{kritis}	Keputusan
1	0,775	0,19	Valid
2	0,694	0,19	Valid
3	0,762	0,19	Valid
4	0,685	0,19	Valid
5	0,758	0,19	Valid
6	0,679	0,19	Valid
7	0,699	0,19	Valid
8	0,565	0,19	Valid
9	0,638	0,19	Valid

Source: Data processed (2019)

Based on statistical calculations using SPSS Software (Appendix 4.6) obtained from 9 (nine) statement items on the Purchasing Decision variable (Y) each variable has a value of rcount in the range of the smallest value to the highest value is 0.565-0.775, therefore the data is obtained the rcount value is greater than the critical value (0.19), so that all statements on the Purchasing Decision variable can be used in data collection in this study. And the next statistical test can be done, namely the reliability test.

The validity test has been carried out for 4 (four) variables above the Product Quality, Promotion, Brand Image and Purchase Decision variables, all statements on these variables are declared valid as a

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

whole, meaning that the rcount value is greater than the critical value, so the next step is to test the reliability.

4.4.2. Reliability Test

Furthermore, the reliability test will be carried out, which is to see the level of willingness or consistency of the answers of the respondents in answering various questions on the questionnaire distributed by the researcher. And as for the explanation of the reliability test can be explained in the table below as follows:

Table 4.7. Instrument Reliability Test Results.

Variabel	Ketentuan	Nilai Cronbach Alpha	N of Item	Keputusan
Kualitas Produk	0,60	0,776	5	Reliable
Promosi	0,60	0,767	6	Reliable
Citra Merek	0,60	0,764	6	Reliable
Keputusan Pelanggan	0,60	0,769	9	Reliable

Source: Data processed (2019)

Based on the table above, it illustrates that the acquisition of Cronbach alpha for the product quality variable is 0.776, the Promotion variable can be obtained by the number 0.767, the Brand image variable is 0.764 and the Purchasing Decision variable can be obtained a number of 0.769, so it is concluded that the variable product quality, promotion, brand image, and the purchase decision is declared reliable, because it can be obtained that the Cronbach alpha value is greater than the provision value of 0.60.

4.5. Statistical Analysis of Data

4.5.1. Partial Correlation Coefficient

Partial correlation coefficient analysis is used to determine the degree of linearity between a variable and other variables, namely product quality (X1), promotion (X2), brand image (X3) and purchasing decisions (Y).

Table 4.8. Analysis of the partial correlation coefficient of variable X1 to Y

Correlations		
Control Variables		Kualitas Produk (X1) Correlation
Promosi (X2)	Kualitas Produk (X1)	1,000
		,335

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

& Citra Merek (X3)	Keputusan Pembelian (Y)	Significance (2-tailed)	.	,001
		Df	0	96
		Correlation	,335	1,000
		Significance (2-tailed)	,001	.
		Df	96	0

Source: Data processed (2019)

Correlations

Control Variables			Promosi (X2)	Keputusan Pembelian (Y)
Kualitas Produk (X1) & Citra Merek (X3)	Promosi (X2)	Correlation	1,000	,112
		Significance (2-tailed)	.	,271
		Df	0	96
	Keputusan Pembelian (Y)	Correlation	,112	1,000
		Significance (2-tailed)	,271	.
		Df	96	0

Based on the results of the above data processing, the partial correlation coefficient of product quality variables on purchasing decisions for Kingkong Brand Rice is 0.335, so the coefficient of determination of the product quality variable on purchasing decisions can be calculated as follows:

$$\begin{aligned}
 KD_{Y1.23} &= r_{YX1.23}^2 \times 100\% \\
 KD_1 &= (0,335)^2 \times 100\% \\
 &= 11,2\%
 \end{aligned}$$

The partial effect of product quality on purchasing decisions has an effect of 11.2%, then the effect of product quality on purchasing decisions on Kingkong brand rice is 11.2%, the rest is influenced by other variables. Thus, it illustrates that most customers when buying Kingkong Brand Rice are seen from the quality of the product, so that the quality of the products offered to customers is of good quality, so that compared to competing products, the customer wants to buy and decide to repurchase the product.

Table 4.9. Analysis of the partial correlation coefficient of variable X2 to Y

Source: Data processed (2019)

Based on the results of the data processing above, the partial correlation coefficient of the promotion variable on purchasing decisions for the Kingkong Brand Rice is 0.112, the coefficient of determination of the promotional variable on purchasing decisions can be calculated as follows:

$$\begin{aligned}
 KD_{Y2.13} &= r_{YX2.13}^2 \times 100\% \\
 KD_2 &= (0,112)^2 \times 100\% \\
 &= 1,2\%
 \end{aligned}$$

The partial effect of promotion on purchasing decisions has an effect of 1.2%, then the effect of promotion on purchasing decisions on Kingkong Brand Rice is 1.2%, the rest is influenced by other

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

variables. Thus, it illustrates that most customers when buying Kingkong Brand Rice are seen from the promotion, so that the promotions offered to customers get a 10% discount on the sales price of competing products, so the customer wants to buy and decide to repurchase the product

Table 4.10. Analysis of the partial correlation coefficient of variable X3 to Y

Control Variables			Citra Merek (X3)	Keputusan Pembelian (Y)
Kualitas Produk (X1) & Promosi (X2)	Citra Merek (X3)	Correlation	1,000	,161
		Significance (2-tailed)	.	,112
		Df	0	96
	Keputusan Pembelian (Y)	Correlation	,161	1,000
		Significance (2-tailed)	,112	.
		Df	96	0

Source: Data processed (2019)

Based on the results of the data processing above, the partial correlation coefficient of the promotional variable on the purchase decision for the Kingkong Brand Rice is 0.161, the coefficient of determination of the brand image variable on the purchase decision can be calculated as follows:

$$KD_{Y2.13} = r_{YX3.12}^2 \times 100\%$$

$$KD_2 = (0,161)^2 \times 100\%$$

$$= 25,9\%$$

Partial effect of brand image on purchasing decisions has an effect of 0.161%, so the effect of brand image on purchasing decisions on Kingkong Brand Rice is 0.161%, the rest is influenced by other variables. Thus, it illustrates that most customers when buying Kingkong Brand Rice are seen from the brand image, so that the Kingkong Brand Rice brand image according to customers is positive compared to other brands, so the customer wants to buy and decide to re-purchase the product

Table 4.11. Simultaneous / Multiple Correlation Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,377 ^a	,142	,115	4,61573

a. Predictors: (Constant), Citra Merek (X3), Kualitas produk (X1), Promosi (X2)

Source: Data processed (2019)

Based on the results of data processing, the simultaneous correlation coefficient between the variable product quality, promotion, and brand image on the purchase decision for Kingkong Brand Rice is 0.377, so the coefficient of determination is 0.142. following:

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

$$\begin{aligned}
 KD_{Y123} &= r_{Y123}^2 \times 100\% \\
 &= (0,377)^2 \cdot 100\% \\
 &= 14,2\%
 \end{aligned}$$

Based on the above calculations, that the data value of the coefficient of determination of the effect of product quality, promotion and brand image together on the decision to buy Kingkong brand rice is 14.2%. So it can be interpreted that the effect of product quality, promotion, and brand image on purchasing decisions for Kingkong Brand Rice is 14.2%, the rest is influenced by other variables.

Table 4.12. Hypothesis Testing Results partially (t-test)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,409	5,427		1,918	,058
	Kualitas produk (X1)	,683	,196	,330	3,488	,001
	Promosi (X2)	,168	,152	,106	1,107	,271
	Citra Merek (X3)	,239	,149	,154	1,603	,112

a. Dependent Variable: Keputusan Pembelian (Y)

Based on the results of testing the hypothesis listed in Table 4:14, it can be explained as follows:

- A. Effect of product quality on purchasing decisions
Based on the results of calculations using SPSS 25.0 which (See Appendix 11) which has been summarized in Table 4.15, it is obtained that the significant value of the product quality variable t is 0.001 smaller than the real tariff of 0.05 or (0.001 < 0.05). These results indicate that there is a significant influence between product quality on purchasing decisions at the Kingkong Brand Rice PT. Lumbung Bumi Perkasa.
- B. Effect of promotion on purchasing decisions
Based on the results of calculations using SPSS 25.0 which (See Appendix 11) which has been summarized in Table 4.15, it is obtained that the significant value of the promotion variable t is 0.271, smaller than the real rate of 0.05 or (0.271 > 0.05). These results indicate that there is no significant effect between promotions on purchasing decisions at Kingkong Brand Rice PT. Lumbung Bumi Perkasa.
- C. The influence of brand image on purchasing decisions
The influence of brand image on purchasing decisions
Based on the results of calculations using SPSS 25.0 which (See Appendix 11) which has been summarized in Table 4.15, the t value of the brand image variable is 0.112 smaller than the real rate of 0.05 or (0.112 > 0.05). These results indicate that there is no significant effect between brand image on purchasing decisions on the Kingkong Brand Rice PT. Lumbung Bumi Perkasa.

PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi Perkasa Cipinang)

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	339,231	3	113,077	5,308	,002
	Residual	2045,279	96	21,305		
	Total	2384,510	99			

a. Predictors: (Constant), Citra Merek (X3), Kualitas produk (X1), Promosi (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

Source: processed data (2019)

Based on the calculation results (See attachment 11 of the SPSS output) which has been summarized in table 4.15, the significance value of F is 0.002. This means that 0.002 is smaller than the real rate of 0.05 or ($0.002 < 0.05$). This shows that there is a significant influence between product quality, promotion, and brand image on purchasing decisions for Kingkong Brand Rice at PT. Lumbung Bumi Perkasa.

4.3. Research Findings

4.7.1. Effect of Product Quality on purchasing decisions

The t value of the product quality variable is 0.001. This means that 0.001 is smaller than the actual rate of 0.05 or ($0.001 < 0.05$). These results indicate that there is a significant influence between product quality on purchasing decisions for Kingkong Brand Rice at PT. Lumbung Bumi Perkasa. These results are in line with previous research conducted by Bayu Alfat Nur (2017). It can be concluded that Brand Image and Product Quality have a significant effect on purchasing decisions.

4.7.2. Effect of Promotion on purchasing decisions

The t significant value of the promotion variable is 0.271. This means that 0.271 is smaller than the real rate of 0.05 or ($0.271 > 0.05$). These results indicate that there is no significant effect between promotion on purchasing decisions for Kingkong Brand Rice at PT. Lumbung Bumi Perkasa.

These results are in line with previous research conducted by Yuliana Ika, Ika Setiawan Rony (2015). It can be concluded that Promotion has an indirect effect on Customer Loyalty through Purchase Decisions.

4.7.3. The influence of brand image on purchasing decisions

The acquisition of the significant value of t brand image variable is 0.112. This means that 0.112 is smaller than the actual rate of 0.05 or ($0.112 > 0.05$). These results indicate that there is no significant effect between brand image on purchasing decisions for Kingkong Brand Rice at PT. Lumbung Bumi Perkasa.

These results are in line with previous research conducted by Mardati Saing Siti, Alam Syamsu, Jumidah Maming (2015). It can be concluded that brand image has an indirect effect on Customer Loyalty through Purchase Decisions.

**PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE
PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi
Perkasa Cipinang)**

V . CONCLUSIONS AND SUGGESTIONS

5.1. CONCLUSIONS

Based on the research results above, it can be concluded in this study are as follows:

1. Product quality has a significant effect on purchasing decisions for Kingkong Brand Rice. Thus, PT. Lumbung Bumi Perkasa must be able to perform & maintain the quality of Kingkong Brand Rice. This will make customers decide to buy Kingkong brand rice products at PT. Lumbung Bumi Perkasa.
2. Promotion does not have a significant effect on purchasing decisions. This is why PT. Lumbung Bumi Perkasa must increase its promotion and association in order to attract customers to buy Kingkong brand rice.
3. Brand image does not have a significant influence on purchasing decisions. Thus, PT. Lumbung Bumi Perkasa does not need to change the existing brand with whatever brand of rice does not really affect the buying brand so customers look more at the quality side of the rice.
4. Product quality, promotion, and brand image simultaneously influence purchasing decisions for Kingkong Brand Rice at PT. Lumbung Bumi Perkasa.

5.2. SUGGESTIONS

Based on the description of the results of this study, the suggestions in this study are as follows:

The method of storing rice in the warehouse so that the quality of the rice is maintained is by providing wooden blocks so that the rice is not damp and the temperature in the room must be maintained so that the rice is not moldy (curse).

**PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE
PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi
Perkasa Cipinang)**

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***PRICE EFFECT OF PRODUCT QUALITY, PROMOTION AND BRAND IMAGE ON THE
PURCHASE DECISION OF KINGKONG BRAND RICE (Study of PT. Lumbung Bumi
Perkasa Cipinang)***

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