

The Role Of Quality, Promotion And Trust In Purchase Decisions At PT. Weedo Niaga Global

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Abstract.

In this era of globalization and technology, there is a demand for changes in all areas of business in the world today. One of them is in the field of marketing. The development of the information technology system which is growing rapidly and increasingly sophisticated has made the company take advantage of the marketing and selling interests of its products. This research aims to examine the effect of product quality, promotion and trust on purchasing satisfaction at PT Weedo Niaga Global both partially and simultaneously. This study used a descriptive research design with a quantitative approach. The software used to manage and analyze this data is SPSS version 25. The sample was determined using random sampling of 115 respondents. Data collection was carried out by means of a questionnaire. Based on the results of statistical tests, it is known that the variables of product quality, promotion, trust and purchase decisions are normally distributed data, the independent variables do not occur multicollinearity and heteroscedasticity. From the results of the determination coefficient of 51.7%. The t test results show that the value of product quality is $3.239 > 1.98118$ with sig $0.002 < 0.05$ means that product quality has a positive and significant effect on purchasing decisions, the promotional value of $5.454 > 1.98118$ with sig $0.000 < 0.05$ means that promotion has a positive and significant effect on purchasing decisions, and the value of trust $2.983 > 1.98118$ with sig $0.004 < 0.05$ means that trust has a positive and significant effect on purchasing decisions. While the f test results show the value of $39,581 > 2.69$ with sig $0.000 < 0.05$, so simultaneously the variables of product quality, promotion and trust have a significant effect on purchasing decisions.

Keywords: Product Quality, Promotion, Trust, Purchase Decision

I. PENDAHULUAN

Companies that have the ability to optimize all their resources in achieving company goals will certainly greatly influence success in the coming year [1]. The purchasing decision is the ultimate goal of the company in optimizing the resources owned by the company [2]. So that companies are expected to be creative in introducing the products it produces to the consumer market segments that will be seven [3].

PT Weedo Niaga Global is a company engaged in the import and sale of men's and women's bags located in the warehouse complex 1 block A8-9 Batam which was founded in 2014 where the vision is to become a leading brand in Indonesia and Go-International with a mission " Good Service, Good System, and Good Quality ". The motto is Close To You, which means wanting to be closer to consumers in the present and future era of globalization.

The product quality in a product is certainly the most essential thing in a purchase decision [4]. So do not be surprised if consumers often pay attention to product quality before deciding to make a purchase [5]. Furthermore, consumers will also pay close attention to the composition of a product with a certain brand [6]. This step is a consumer effort to avoid products with less than optimal performance [7]. Product quality is often used as a foundation in fostering marketing strategies and contributing to purchasing decisions. In terms of product quality at PT Weedo Niaga Global where there are materials that are less durable, such as zippers that break quickly, colors that are not good, such as colors that fade quickly, lack of aesthetics in products such as beauty in products that attract consumers to make purchases and additional product features

includes additional features on the product such as additional storage space on the product bag. This results in a reduced purchasing process. Companies should also pay attention to the quality of the production of their creations and must continue to make product updates so that their products are in demand because product quality is a crucial factor that has an influence on consumer decisions when buying goods [8].

Table 1 Sales Turnover from January - June

No.	Bulan	Penjualan	Realisasi
1	January	255.300.000	328.300.000
2	February	255.300.000	340.060.000
3	March	255.300.000	290.680.000
4	April	255.300.000	254.782.000
5	Mey	255.300.000	247.730.000
6	Juny	255.300.000	231.723.000

Source: PT Weedo Niaga Global, 2020

Table 1 indicates PT Weedo Niaga Global in January 2020 where sales turnover of 225,300,000 has been achieved with the realization of 328,300,000. In February 2020, sales turnover was also achieved with the realization of 340,060,000. So in March 2020 sales turnover was achieved but decreased from the following month with realization of 290,680,000. However, in April 2020 it experienced a decline and did not reach a sales turnover of only 254,782,000. In May 2020 the same thing happened, sales turnover was not achieved, only 247,730,000. In June 2020, there was a decline in sales, which was only 231,723,000 and did not reach sales turnover. This occurs because of problems in the quality of PT Weedo Niaga Global's products that are not good, the aesthetics in the product, and the absence of additional innovation features on the product so that it does not attract consumers' attention to make purchasing decisions.

Promotion is not only functioned as an intermediary in communicating between consumers and companies, but is also aimed at influencing consumers in making decisions when buying goods or using services that are in accordance with what they need [9]. Promotion also has an important meaning for consumers in finding sources of information about a product [10]. With the promotion of a product, it is expected that consumer interest in the company's products will continue to increase [11]. The problem of promotion at PT Weedo Niaga Global is the lack of product posting on social media so that the product is not known to consumers, advertising in marketplaces that is still minimal and also establishing relationships with consumers, which includes leaving numbers that consumers can contact. Promotion has a major effect on the level of sales of a company because promotion is used to inform, socialize product uses to customers and can be used as a tool to influence and attract consumers and even re-shopping. Promotion provided by the company is one of the keys to consumer decisions to purchase products [12].

Trust can be built based on interactions and personal relationships between sellers and consumers. The seller should be able to create an atmosphere that can persuade consumers so that they are sure to transact via the internet which in the end they will make a purchase [13]. Trust will have an important role for consumers to decide which products to buy [14]. Consumers who have good trust, consumers will not feel worried about consuming a product [15]. The low level of consumer confidence in making purchases at PT Weedo Niaga Global is because consumers are afraid that the goods purchased do not match expectations, there is no guarantee in transactions such as no guarantee if the product is damaged so that the reseller cannot sell the product. Trust is very crucial, because growing trust can be difficult in company conditions. In addition, there is a concern felt by business buyers that products or services with high quality they will not get or will not be delivered to the correct location and schedule, and vice versa [16].

II. METHOD

This research is classified as quantitative research, in which the relationship between a number of variables is examined by applying the data which is embodied in numbers and the analysis by applying statistics. This study applies a questionnaire technique that is distributed to respondents [17]. The population

in this study is based on the data that has been obtained. So, the total population in the study at PT Weedo Niaga Global for the January - July 2020 period was 162 consumers. Then the sampling technique used simple random sampling. Where the sample is taken randomly. The number of samples taken randomly in this study were 115 respondents. Data analysis using multiple linear regression analysis.

III. RESULTS AND DISCUSSION

The Effect of Product Quality on Purchasing Decisions at PT Weedo Niaga Global

Based on the results of the t test for the effect of all independent variables on the dependent variable, the test results indicate the t value of 3.239 and a significant value of product quality (X1) of $0.002 < 0.05$. This statistical test indicates that X1 has a positive and significant impact on purchasing decisions (Y). The linear regression test indicates that the variable coefficient (X1) is 0.176 and is positive which indicates a positive correlation between (X1) and (Y). In short, there is a positive correlation between product quality and purchasing decisions at PT Weedo Niaga Global. The results of this study are in line with the results of research conducted by [18][19][20] which states that product quality has a positive and significant effect on a consumer's purchasing decision. This indicates that improved product quality will increase purchasing decisions.

The Effect of Promotion on Purchasing Decisions at PT Weedo Niaga Global

From the results of the t test for the effect of all independent variables on the dependent variable, the results of this test indicate the t value of 5.454 and the significant value of promotion (X2) of $0.000 < 0.05$. This statistical test indicates that (X2) has a positive and significant effect on (Y). The linear regression test indicates that the variable coefficient (X2) is 0.515 which is classified as positive. Therefore, there is a positive correlation between (X2) and (Y). In short, there is a positive correlation between promotions and purchasing decisions at PT Weedo Niaga Global. The results of this study are in line with research [21][22][19] which states that promotion has a positive and significant effect on consumer purchasing decisions. This shows that when promotion is increased it will increase purchasing decisions.

The Effect of Trust on Purchasing Decisions at PT Weedo Niaga Global

From the results of the t test for the effect of all independent variables on the dependent variable, it is indicated that the t value is 2.983 and the significant value of confidence (X3) is $0.004 < 0.05$. This statistical test indicates that X3 has a positive and significant impact on (Y). The linear regression test indicates that the variable coefficient (X3) is 0.254 and the value is positive. That is, there is a positive correlation between (X3) and (Y). In short, there is a positive correlation between trust in purchasing decisions at PT Weedo Niaga Global. The results of this study are in line with research [19][23][24] which states that trust has a positive and significant effect on purchasing decisions. When trust is getting better, it will have an impact on consumer purchasing decisions in the future.

IV. CONCLUSION

Based on the results of the research and discussion that has been reviewed in the previous chapter, the conclusions that can be drawn include:

1. Product quality has a positive and significant effect on purchasing decisions at PT Weedo Niaga Global.
2. Promotion has a positive and significant effect on purchasing decisions at PT Weedo Niaga Global.
3. Trust has a positive and significant effect on purchasing decisions at PT Weedo Niaga Global

Based on the above conclusions, a number of suggestions that the author can convey include:

1. For the company PT Weedo Niaga Global, the quality of the products provided must match the consumers, the promotion is still minimal. Therefore, companies must carry out promotions so that the products sold are known to people, and there is also a guarantee of trust from the company in the form of guarantees in transactions, so that purchasing decisions at the company PT Weedo Niaga Global increase.

2. This researcher applies the variables of product quality, promotion, trust and purchase decisions, so it is hoped that the next researchers can add other variables to this study.
3. This research is expected to provide readers with insight into the effect of product quality, promotion and trust on purchasing decisions in enriching science and education in management studies.

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