

THE EFFECT OF THE MARKETING MIX ON THE PURCHASE DECISION OF FURNITURE IN COPY CIPTA FURNITURE

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Abstract: The purpose of this study is to analyze the effect of product, price, promotion and location on purchasing decisions for furniture. The location of this research was carried out at Cipta Furniture. The population in this study amounted to 597 consumers, while the sample in this study amounted to 86 people using random sampling technique. Analysis of the data used in this study is multiple linear regression. The results of the research that have been carried out have resulted in simultaneous product, price, promotion and location having a significant influence on furniture purchasing decisions at Cipta Furniture with an adjust R Square value of 77.1% explaining that product, price, promotion and location can influence purchasing decisions. Partially, product, promotion and location have a positive and significant effect, while price has a negative and significant influence on furniture purchasing decisions at Cipta Furniture

Keywords: Product, Price, Promotion, Location, and Purchase Decision

1. Introduction

The current advance of the economic sector causes many rapid developments in the business sector, particularly companies engaging in selling. This further creates competition between the companies. In order to win the competition, companies try to apply the right marketing strategies in order to dominate the market and compete with other companies, especially those engaged in furniture sales.

This research was conducted at Cipta Furniture, which is one of the companies engaged in selling furniture such as Sofas and Divan (bed). Cipta Furniture focuses on selling furniture which has been adjusted to the market and consumer needs. The following table is the development of furniture sales at Cipta Furniture:

Table 1. Development of Furniture Selling at Cipta Furniture

Year	Selling of Types of Product								Total	%
	Divan		Jaguar Sofa		Minimalist Sofa		Mango Sofa			
	Unit	%	Unit	%	Unit	%	Unit	%		
2016	670	-	26	-	77	-	36	-	809	
2017	571	(14.78)	26	-	53	(31.17)	40	11.11	690	(14.7)
2018	522	(8.58)	23	(11.54)	61	15.09	35	(12.5)	641	(7.1)
2019	504	(3.45)	20	(13.04)	58	(4.92)	30	(14.3)	612	(4.5)
2020	484	(3.37)	17	(15)	64	10.34	32	6.7	597	(2.4)

Data Source: Cipta Furniture, 2020

Table 1 above explains the sales development of each furniture item at Cipta Furniture. Based on the table above, there was a decreased selling of divan from 2016 to 2018, in which there was a decrease of 14.78% in 2017, and 8.58% in 2018. Meanwhile, in 2019 and 2020, the divan sales decreased by 3.45% and 3.37%, respectively. As for jaguar sofa furniture, the sales decreased by 11.54% in 2018, 13.04% in 2019, and 15% by 2020. Meanwhile, for minimalist sofas, the sales increased by 15.09% in 2018 from 2017 which decreased by 31.17%. Furthermore, the sales of minimalist sofas decreased again by 4.92% in 2019 and increased again by 10.34% in 2020. In addition, for the type of mango sofa, its sales decreased by 12.5% and 14.3% in 2018 and 2019, respectively. Meanwhile in 2020, it increased again by 6.7%. Such fluctuation in sales of furniture at Cipta Furniture is affected by many factors; one of them is competition with other furniture manufacturers.

The purchase decision is an important consideration of how a marketing strategy will be carried out by the company in the future. Many factors can affect a consumer to make a purchase decision. According to Kotler and Armstrong (2014), a significant factor that affects consumers in making a purchase decision is the consumers' perception of the marketing mix applied by the company; this includes the product, price, promotion, and location (Bairizki, 2017).

Products are the results of the production process carried out by producers or companies which will further be sold to consumers in need. Most of a company's income comes from the products it sells to consumers. Consumers will buy these products for their daily needs, as well as to fulfill their satisfaction. Currently, many companies think that consumers prefer products that are relatively cheap but have good quality. The product is a subjective understanding of the producer on something that can be offered as an effort to achieve organizational goals through fulfilling the needs and desires of consumers, in accordance with the competence and capacity of the organization as well as purchase power (Tjiptono, 2014).

In addition to product factors, the price also takes a role in affecting the consumers' purchase decision. Price is the method used by seller to distinguish his offering from competitors. Therefore, pricing can be considered as part of the product differentiation function in marketing. Price is also relative. If a buyer has the opportunity to buy the same goods and services at a lower price, he will do so. (Zulaicha and Irawati, 2016).

Promotion is also an important factor in increasing sales because it can introduce the company to consumers. One of its benefits is making the consumers who previously do not know about the existence of the company become a consumer who knows the existence of the company. Promotion is an effort to inform or offer products or services aiming to attract potential consumers to buy. According to Basu Swasta, promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing (Hasbiyadi et al, 2017).

Another factor affecting the purchase decision is the location of the business. The selection of the business location is the main thing to consider. Strategic location is one of the important factors and greatly determines the success of a business. In choosing a business location, the owner of a business location must consider location selection factors, because the business location is a long-term asset and will affect the success of the business itself. According to Tjiptono (2012), location is the selection of a place or location based on the consideration of several factors, including access, accessibility, traffic, a large, comfortable, and safe parking area, expansion, environment, competition, and government regulations.

Based on the background of the problem above, the formulation of the problems in this study are (1) Does the product affect the purchase decision of furniture at Cipta Furniture? (2) Does price affect the purchase decision of furniture at Cipta Furniture? (3) Does promotion affect the purchase decision of furniture at Cipta Furniture? (4) Does location

affect the purchase decision of furniture at Cipta Furniture?

The objectives of this study are (1) to analyze the effect of the product on the purchase decision of furniture at Cipta Furniture; (2) to analyze the effect of price on the purchase decisions of furniture at Cipta Furniture; (3) to analyze the effect of promotion on the purchase decisions of furniture at Cipta Furniture; (3) To analyze the effect of place on the purchase decision for furniture at Cipta Furniture.

2. Literature Review

Purchase Decision

Consumers' purchase decision is a buying process that consists of a sequence of events starting from problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior (Kotler and Keller, 2012). In this case, the purchase decision is the next stage after the intention or desire to purchase, but it is different from the actual purchase (Tjiptono, 2014).

Several indicators present for measuring the purchase decisions (Tjiptono, 2014). The first indicator is (1) According to Needs. Consumers make purchases because the products offered are needed and easy to find. The second indicator is that it (2) Has benefits. In this case, the products purchased must be very meaningful and useful for the consumer. The third indicator is (3) accuracy in buying the product. In this case, prices should be according to product quality and consumer wishes. Furthermore, the last indicator is (4) Repeat purchases, which is a situation where consumers are satisfied with their previous transactions so they want to always make transactions in the future.

Product

Products have a significant meaning for companies because without products, companies will not be able to do anything from their business. Consumers will buy products if they consider the product is suitable for them. Therefore, products must be adjusted to the consumers' wishes or needs, thus product marketing will be successful. In other words, the manufacture of products is better oriented to market desires or consumer tastes. According to Gravin in (Istijanto, 2007) if a product is made in accordance with the dimensions of product quality, it will affect consumer interest in purchasing.

According to Tjiptono (2014), determining the dimensions of the quality of goods can be carried out through eight dimensions. The first dimension is (1) product performance, which is related to the functional aspects of an item and is the main consideration for the consumer to purchase the item. The second dimension is (2) reliability, which is related to the probability or possibility of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions. The third dimension is the (3) product conformity, which is related to the level of conformity according to the specifications claimed based on the consumers' wishes. Conformity indicates the level of determination between the product design characteristics and the established quality characteristics. The fourth dimension is the (4) product durability, which is a reflection of economic life in the form of a measure of durability or service life of goods. Furthermore, the last dimension is the (5) perceived quality, which is a consumer's perception of the overall quality or excellence of a product.

Price

Price is the amount of money spent to purchase a product or service. According to Tjiptono (2014), price is a monetary unit or other measure (including other goods or services) that are exchanged in order to obtain the right to use an item. In this case, price is an important

factor in sales.

Kotler and Armstrong (2014) defined price as the amount of money charged for a product or service. In a broader definition, price is defined as the sum of values that consumers spent for the benefits of owning or using a product or service. Since the past, the price has been an important factor affecting the consumers' choice.

Prices are measured through several indicators (Tjiptono, 2014). The first indicator is (1) Price affordability. Affordable prices are what consumers expect before they make a purchase. Consumers will look for products whose prices they can afford. The second indicator is (2) Price compatibility with product quality. For certain products, consumers usually do not mind if they have to buy at a relatively expensive price as long as the quality of the product is good. However, consumers prefer products with low prices and good quality. The third indicator is (3) Price competitiveness. The company determines the selling price of a product by considering the price of the product sold by its competitors so that its products can compete in the market. The last indicator is (4) Price compatibility with benefits. Consumers sometimes ignore the price of a product but are more concerned with the benefits of a particular product.

Promotion

Kotler and Armstrong (2014) defined promotion as an activity implemented by companies to communicate the benefits of their products and to convince consumers to purchase. Furthermore, Tjiptono (2014) defined promotion as a series of techniques used to achieve sales or marketing goals by using effective costs as well as by giving additional value to products or services either to intermediaries or direct users. This activity is usually not limited in a certain period of time.

In the case of measuring promotion, there are several indicators proposed by Tjiptono (2014). The first indicator is (1) advertising, which is all forms of non-personal presentations and promotions paid by sponsors to present ideas, goods, or services. Advertising is considered image management that aims to create and maintain creativity and meaning in the minds of consumers. In this case, the promotion used various means such as broadcast, printed media, internet, outdoor, and other forms. The second indicator is (2) sales promotion which is short-term incentives to encourage the purchase or sale of a product or service. In this case, the forms of promotion used include discounts, coupons, displays, demonstrations, contests, sweepstakes, and events. The third indicator is (3) personal selling, which is a personal presentation by a sales force with the aim of generating sales and building consumer relationships. The forms of promotion used include presentations, trade shows, and incentive programs. The fourth indicator is (4) public relations, which is conducted by building good relations with various company publics in order to obtain favorable publicity, build a good corporate image, and handle or correct unfavorable rumors, stories, and events. The forms of promotion used include press releases, sponsorships, special events, and web pages. The last indicator is (5) direct sales, which is a direct relationship with the target consumers aiming to obtain an immediate response and fostering lasting relationships with consumers. The forms of promotion used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and others.

Location

According to Kotler and Armstrong (2014), one of the keys to marketing success is location. The determination of the location starts by selecting the community first. This decision is highly dependent on the potential for economic growth and stability, competition, political climate, and so on. Location is a place where a business or company activity operates and carries out activities to produce goods, services, or a place for consumers to come and shop.

The selection and determination of the location is the science of investigating the spatial order of economic activity. The selection of a strategic and appropriate business location will determine the success of a business in the future.

In determining location, there are several factors that need to be considered (Tjiptono, 2014) such as (1) access, (2) visibility), (3) traffic, (4) large, comfortable, and safe parking area, (5) expansion, (6) environment, and (7) competition. In this case, access is means that the location should be easily passed or accessible by public transportation. Meanwhile, visibility means that the location can be seen clearly more than the normal viewing distance. Traffic concerns the density and congestion. Furthermore, expansion is the availability of a large enough space for business expansion in the future. Environment is the surrounding area that supports services while competition refers to the location of competitors.

The Effect of Variables Studied and Hypothesis of the Effect of Product on Purchase Decision

Purchase decisions are the process of determining consumer choices from various alternative choices for products that best suit their desired needs. According to Tjiptono (2012), product quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of consumer needs or assess to what extent the properties and characteristics meet their needs. The results of previous research carried out by Janitra and Pramudana (2016) explained that product quality has a significant effect on purchase decisions. Furthermore, in another study conducted by Simon and Sembiring (2019), it was also found that product quality has a significant influence on purchase decisions.

H1 : Product has positive effect on purchase decision

The Effect of Price Perception on Purchase Decision

Price is often related to the quality, which consumers tend to use as an indicator of quality or potential satisfaction of a product. Price will affect purchase decisions if it is affordable, competitive, as well as in accordance with the quality and benefits offered. According to the previous research carried out by Muharam and Soliha (2017), price perception has a significant influence on purchase decisions.

In addition, another study conducted by Simon and Sembiring (2019) found similar results that price has a significant effect on purchase decisions. This is also supported by research performed by Abadan, Dhiana and Hasiolan (2018) that revealed that the price of a product has a significant effect on purchase decisions

H2 : Price has positive effect on purchase decision

The Effect of Promotion on Purchase Decision

According to Tjiptono (2014), promotion of services requires more emphasis on improving the quality of services that have been carried out. Promotion is not only introducing a product or the advantages of the product, but promotional activities are intended to be able to communicate with consumers, so that companies can introduce, persuade, influence, or encourage consumers to buy products and services that the company has offered to consumers. Promotion is one of the efforts made by the company in interacting with consumers or communicating with potential consumers.

The results of Permana's research (2017) explained that promotion has a significant effect on purchase decisions. This is also supported by the results obtained in the research done by Prasetyo and Rismawati (2018) that promotion has a significant influence on purchase decisions.

H3 : Promotion has positive effect on purchase decision

The Effect of Location on Purchase Decision

According to Tjiptono (2014), a good location that ensures quick access, can attract a large number of consumers and is strong enough to change consumer purchase patterns. The right and strategic location facilitates access for potential consumers to meet their needs and will provide a distinct advantage for a business to indirectly influence consumer purchase decisions. The location factor will affect the success of a business. Consumers always consider buying by looking at the location factor, because a strategic location is related to the consumer's purchase decision to buy or use a product

Related to this, a study by Antari et al (2014) revealed that location has a significant effect on purchase decisions. This is also in line with the results of research by Raharjo et al (2015) that location has a significant influence on purchase decisions

H4 : Location has positive effect on purchase decision

Research Framework

Based on the problem formulation that has been explained, the framework is illustrated as follow:

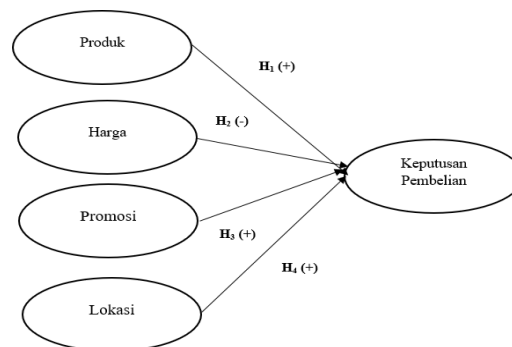


Figure 1. Research Framework

3. Method

Research Place and Time

The current study was done in April 2021 to May 2021 at Cipta Furniture, a company engaged in the sale and distribution of furniture.

Population and Sample

In this study, the population involved is the consumers at Cipta Furniture, containing 597 people from the sales data. Among the population, the samples were selected through random sampling model by using slovin formula, obtaining 85.65, which was further fulfilled to become 86 people.

Types and Source of Data

The data employed in this study are (1) Primary Data, which are data obtained or collected directly from the sample through field research using questionnaires given directly to respondents in the form of a list of questions or direct data from the object of this research. (2) Secondary data is data or company reports that have been processed by the company such as company history, organizational structure, division of tasks, as well as authorities and responsibilities of each organizational unit at Cipta Furniture.

Data Collection Technique

The data collection technique applied in this study are (1) Library Research. In this technique, the writer collected and studied books, literatures, and other data related to the problem under study. The second technique applied is (2) Field Research, which consists of (a) a questionnaire, which is a data collection method used to collect data by distributing a list of questions to consumers at Cipta Furniture. The purpose of this questionnaire distribution is to explore the information, responses, beliefs, opinions, feelings, and desires of the respondents. Another field research technique used is also (b) Documentation, which is a technique used to prepare documents using accurate evidence. Research results from questionnaires and interviews can be maintained if it is supported by related documents. Furthermore, (c) interview also belongs to field research, where the writer will ask a number of questions to the resource person. In this study, interviews were conducted directly with the relevant informants in order to find out more about the informants in describing the phenomena and conditions that are currently happening. Interview on informants who are the Manager of Cipta Furniture.

Analysis of Hypothesis

Test Introduction

Validity Test

Validity tests was done to find out whether a measuring instrument has carried out its measuring function. In this case, Sugiyono (2013) claimed that a valid instrument means that the instrument can be used to measure what should be measured and can display what should be displayed. If the coefficient between the items and the total items is equal to or above 0.3 then the item is declared valid. However, if the correlation value is below 0.3 then the item is declared invalid.

Reliability Test

Reliability test is used to measure a questionnaire which is an indicator of a variable. Reliability is basically the extent to which the results of a measurement can be trusted. According to Suliyanto (2013), the reliability of a variable construct is considered good if it has a Cronbach alpha $>$ from 0.60.

Classical Assumption Test

Normality Test

According to Ghozali (2013), the purpose of the normality test is to determine whether each variable is normally distributed or not. In order to answer the question, the Kolmogorov-Smirnov Test statistical test was carried out. In this case, the residual is normally distributed if it has a significance value $>$ 0.05.

Multicollinearity Test

According to Suliyanto (2013), multicollinearity test means that there is an almost perfect linear correlation between more than two independent variables. Detecting the presence of multicollinearity in the regression model is done through the amount of Variance Inflation Factor (VIF), a guideline for a regression model that is free of multicollinearity, namely the VIF value ≤ 10 .

Heteroscedasticity Test

Ghozali, (2013) defined the heteroscedasticity test as a test that aims to test whether there is inequality/variance from the residuals of one observation to another. In this case, heteroscedasticity is absence if there is no clear pattern, and the points spread above and below the number 0 on the Y-axis.

Model Test

Simultaneous F Hypothesis Test

The F test aims to determine the effect of all independent variables on the dependent variable, and to determine whether the independent variable has a significant relationship or not with the dependent variable simultaneously for each variable (Ghozali, 2013). The basis for making test decisions is (a) If $f_{count} \leq f_{table}$ then H_0 is accepted and H_1 is rejected (no significant effect), or if the sig level > 0.05 then the independent variable does not have significant effect on the dependent variable. In addition, if (b) $f_{count} \geq f_{table}$ then H_0 is rejected and H_1 is accepted (there is significant factor). In this case T table is seen with free degree = $n - k - 1$, or if the sig level < 0.05 then the independent variable simultaneously and significantly affect the dependent variable.

Determination Coefficient

The coefficient of determination (adjust R^2) basically measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is between zero and one. A small value of R^2 means that the ability of the independent variables in explaining the variation of the dependent variable is very limited.

Multiple Linear Regression Analysis

In order to find out the relationship between the independent and dependent variables, the writer applied multiple linear regression. The equation used is $Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e$

Partial Hypothesis Test

Partial test aims to determine how much the independent variable affect the dependent variable with the assumption that the other variables are constant. The criteria for consumer satisfaction used in this test are as follows (a) If $t_{count} > t_{table}$ or $sig < a$, it means that there is a significant effect between the independent variables on the dependent variable and (b) If $t_{count} < t_{table}$ or $sig > a$ means there is no significant effect between the independent variables on the dependent variable.

4. Research Results And Discussion

Validity Test

Validity test is carried out to determine whether the measuring instrument compiled can be used to measure what will be measured accurately. The formula in determining the value of r table is as follow:

$$R_{table} = n - k : 0.05/2$$

$$R_{table} = 86 - 2 : 0.05/2 = 0.2120$$

Based on the table 2 above, the results of validity test is seen from the r count which is greater than 0.2120, indicating that all question items used in this research are valid.

Table 2. Product Validity Test

No	Variable	Declaration	R Count Value	Symbol	Limit Value	Description
1		X.1.1	0.521	>	0.2120	Valid
2		X.1.2	0.543	>	0.2120	Valid
3		X.1.3	0.388	>	0.2120	Valid
4		X.1.4	0.447	>	0.2120	Valid
5	Product (X1)	X.1.5	0.604	>	0.2120	Valid
6		X.1.6	0.452	>	0.2120	Valid
7		X.1.7	0.555	>	0.2120	Valid
8		X.1.8	0.482	>	0.2120	Valid

No	Variable	Declaration	R Count Value	Symbol	Limit Value	Description
9		X.1.9	0.337	>	0.2120	Valid
10		X.1.10	0.704	>	0.2120	Valid
1	Price (X2)	X.2.1	0.473	>	0.2120	Valid
2		X.2.2	0.555	>	0.2120	Valid
3		X.2.3	0.413	>	0.2120	Valid
4		X.2.4	0.717	>	0.2120	Valid
5		X.2.5	0.543	>	0.2120	Valid
6		X.2.6	0.447	>	0.2120	Valid
7		X.2.7	0.722	>	0.2120	Valid
8		X.2.8	0.551	>	0.2120	Valid
1	Promotion (X3)	X.3.1	0.732	>	0.2120	Valid
2		X.3.2	0.641	>	0.2120	Valid
3		X.3.3	0.655	>	0.2120	Valid
4		X.3.4	0.743	>	0.2120	Valid
5		X.3.5	0.649	>	0.2120	Valid
6		X.3.6	0.761	>	0.2120	Valid
7		X.3.7	0.664	>	0.2120	Valid
8		X.3.8	0.664	>	0.2120	Valid
9		X.3.9	0.657	>	0.2120	Valid
10		X.3.10	0.694	>	0.2120	Valid
1	Location (X4)	X.4.1	0.741	>	0.2120	Valid
2		X.4.2	0.430	>	0.2120	Valid
3		X.4.3	0.650	>	0.2120	Valid
4		X.4.4	0.605	>	0.2120	Valid
5		X.4.5	0.434	>	0.2120	Valid
6		X.4.6	0.806	>	0.2120	Valid
7		X.4.7	0.718	>	0.2120	Valid
8		X.4.8	0.350	>	0.2120	Valid
9		X.4.9	0.598	>	0.2120	Valid
10		X.4.10	0.478	>	0.2120	Valid
11		X.4.11	0.817	>	0.2120	Valid
12		X.4.12	0.733	>	0.2120	Valid
13		X.4.13	0.771	>	0.2120	Valid
14		X.4.14	0.780	>	0.2120	Valid
1	Purchase Decision (Y)	Y.1	0.659	>	0.2120	Valid
2		Y.2	0.685	>	0.2120	Valid
3		Y.3	0.376	>	0.2120	Valid
4		Y.4	0.520	>	0.2120	Valid
5		Y.5	0.746	>	0.2120	Valid
6		Y.6	0.538	>	0.2120	Valid
7		Y.7	0.343	>	0.2120	Valid
8		Y.8	0.345	>	0.2120	Valid
9		Y.9	0.527	>	0.2120	Valid
10		Y.10	0.766	>	0.2120	Valid

Source: Data processed from SPSS 22

Reliability Test

The following is the results of reliability test for the current research:

Table 3. Reliability Test

No	Variable	Alpha Value	Cut Off	Description
1	Product	0.818	0.60	Reliable
2	Price	0.829	0.60	Reliable
3	Promotion	0.915	0.60	Reliable
4	Location	0.919	0.60	Reliable
5	Purchase Decision	0.852	0.60	Reliable

Based on table 3, the results of the reliability test of the measuring instrument used in this study, the Cronbach's alpha value obtained using SPSS assistance is above 0.60, indicating that the instrument used in this study is reliable or consistent to be used in several measurements.

Classical Assumption Test of Data

Normality Test

The following table is the data normality test that was carried out in the current research:

Table 4. Normality Test of Research Data

		Product	Price	Promotion	Location	Purchase Decision
N		86	86	86	86	86
Normal Parameters ^{a,b}	Mean	35.3140	31.5116	33.5465	52.2674	40.0233
	Std. Deviation	4.80260	4.94379	6.83186	9.67766	5.56454
Most Extreme Differences	Absolute	.127	.064	.066	.104	.077
	Positive	.093	.064	.066	.087	.070
	Negative	-.127	-.064	-.045	-.104	-.077
Kolmogorov-Smirnov Z		1.174	.595	.615	.961	.710
Asymp. Sig. (2-tailed)		.127	.870	.844	.314	.695

Source: Data processed from SPSS 22

Based on table 4 above, the significance value obtained for each variable is greater than 0.05, thus the data in this study has a normal distribution.

Multicollinearity Test

The following table is a table of multicollinearity testing by looking at the VIF (Variance Inflation Factor) value using SPSS:

Table 5. Multicollinearity Test

No	Variable	VIF Value	Symbol	Cut Off Value	Description
1	Product	1.157	<	10	No Multicollinearity
2	Price	2.257	<	10	No Multicollinearity
3	Promotion	3.104	<	10	No Multicollinearity
4	Location	4.714	<	10	No Multicollinearity

Source: Data processed from SPSS 22

Based on table 5 above, the results of data processing in this study through the assistance of SPSS 22 show that the VIF (Variance Inflation Factor) value obtained by each variable is smaller than 10, thus it can be concluded that multicollinearity symptom does not occur in this regression model.

Heteroscedasticity Test

The following figure is the illustration of data testing based on the heteroscedasticity test. Based on Figure 2, the scatterplot shows that the scatterplot spreads randomly above and below zero on the regression studentized residual axis. Therefore, based on the heteroscedasticity test using the graphical analysis method, the regression model that was formed stated that there were no symptoms of heteroscedasticity.

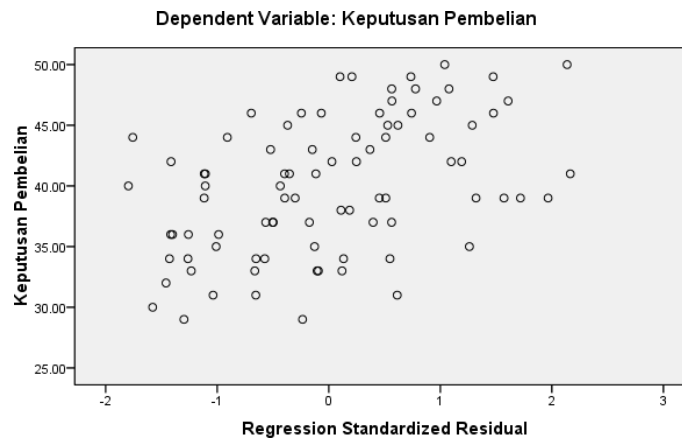


Figure 2. Heteroscedasticity Test
Source: Data processed from SPSS 22

Model Test

Simultaneous F Hypothesis Test

This test is used to see the effect of the independent variable on the dependent variable simultaneously by comparing the calculated F with the F table. If $F_{count} > F_{table}$ then H_0 is rejected and H_a is accepted, meaning that product quality, service quality, and trust affect the consumer satisfaction. Based on the regression test performed, the calculated f value is obtained as follows:

$$F_{table} = Df1 = k - 1$$

$$Df2 = n - k - 1$$

$$F_{table} = 5 - 1 : Df2 = 86 - 4 - 1$$

$$F_{table} = Df1 = 4$$

$$: Df2 = 81$$

$$F_{table} = 2.48$$

Table 6. F Count Test (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2058.790	4	514.698	72.738	.000 ^a
	Residual	573.163	81	7.076		
	Total	2631.953	85			

Source: Data processed from SPSS 22

Based on table 6 above, it is known that $F_{arithmetic} (72.738) > F_{table} (2.48)$ with $Sig. (0.000) < 0.05$, indicating that H_a is accepted and H_0 is rejected simultaneously explaining that product, price, promotion and location have a significant effect on purchase decisions of furniture at Cipta Furniture.

Coefficient of Determination

The coefficient of determination is the amount of the independent variable's contribution to the dependent variable. The higher the coefficient of determination, the higher the ability of the independent variable in explaining the variation of changes in the dependent variable. The details are presented in the following Table 4.20:

Table 7. Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.884 ^a	.782	.771	2.66009	1.671

Source: Data processed from SPSS 22

Based on the Table 7 above, the adjusted R Square value of 77.1% explains that product, price, promotion, and location can affect the consumer purchase decisions in buying furniture products at Cipta Furniture, while the remaining 22.9% is affected by other variables not studied.

Multiple Linear Regression Equation

Based on the research results, the equations of the multiple linear regression analysis in this study are:

Table 8. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.541	2.519		4.582	.000
	Produk	.181	.065	.156	2.802	.006
	Harga	-.215	.088	-.191	-2.458	.016
	Promosi	.212	.074	.261	2.852	.006
	Lokasi	.416	.065	.724	6.431	.000

Source: Data processed from SPSS 22

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y = 11.541 + 0.181X_1 - 0.215X_2 + 0.212X_3 + 0.416X_4$$

The meaning of the numbers in the regression equation above is (a) The constant value (a) is 11,541. This means that if the product, price, promotion, and location are assumed to be zero (0), then the purchase decision of the furniture at Cipta Furniture will have a fixed value of 11.541. (b) The regression coefficient value of 0.181 states that if the product has an increase of 1 unit, then the decision to purchase furniture at Cipta Furniture will increase by 0.181. (c) The regression coefficient value of -0.215 states that if the price increases by 1 unit, then the decision to purchase furniture at Cipta Furniture will decrease by 0.215. (d) The regression coefficient value of 0.212 states that if the promotion has an increase of 1 unit, then the furniture purchase decision at Cipta Furniture will increase by 0.212. In addition, (e) the regression coefficient value of 0.416 states that if the location has an increase of 1 unit, then the decision to purchase furniture in Cipta Furniture will increase by 0.416.

Partial T Test

The formula for t table with a significance value of 5% is as follows:

$$T \text{ table} = n - k - 1 : 0.05/2$$

$$T \text{ table} = 86 - 4 - 1 : 0.05/2$$

$$T \text{ table} = 1.98969 \text{ or } 1.987.$$

Table 9. T Count Hypothesis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	11.541	2.519		4.582	.000
	Produk	.181	.065	.156	2.802	.006
	Harga	-.215	.088	-.191	-2.458	.016
	Promosi	.212	.074	.261	2.852	.006
	Lokasi	.416	.065	.724	6.431	.000

Source: Data processed from SPSS 22

Based on table 9 above, (1) the research that have been carried out obtained t_{count} value (2.802) $> t_{\text{table}}$ (1.987) and the significance value obtained of 0.006 is still below 0.05. Therefore, H_1 is accepted and H_0 is rejected. This explains that the product has a positive and significant effect on purchase decision of furniture at Cipta Furniture. Furthermore, (2) the research that have been carried out also obtained t_{count} value (-2.458) $< t_{\text{table}}$ (-1.987), and the resulting significance value of 0.016 which is still below 0.05, thus H_1 is accepted and H_0 is rejected. This explains that price has a negative and significant effect on purchase decision of furniture at Cipta Furniture. (3) The research that have been carried out obtained t_{count} value (2.852) $> t_{\text{table}}$ (1.987) and the resulting significance value of 0.006 which is still below 0.05, thus H_1 is accepted and H_0 is rejected. This explains that promotion has a positive and significant effect on furniture purchase decisions at Cipta Furniture. In addition, (4) The research that have been carried out obtained t_{count} value (6.431) $> t_{\text{table}}$ (1.987) and the resulting significance value of 0.000 which is still below 0.05, thus H_1 is accepted and H_0 is rejected. This explains that location has a positive and significant effect on purchase decision of furniture at Cipta Furniture.

4. Result and Discussion

Effect of Product on Purchase Decision

The result of the research that has been carried out obtained t_{count} value (2.802) $> t_{\text{table}}$ (1.987) and the resulting significance value of 0.006 which is still below 0.05, thus H_1 is accepted and H_0 is rejected. This explains that the product has a positive and significant effect on the purchase decision of furniture at Cipta Furniture.

Purchase decision is the process of determining consumer choices from various alternative choices for products that best suit their desired needs. According to Tjijtono (2012), product quality is a combination of properties and characteristics that determine the extent to which the output can meet the prerequisites of consumer needs or assess to what extent the properties and characteristics meet their needs.

In this case, Janitra and Pramudana (2016) conducted a study and found that product quality has a significant effect on purchase decisions. Furthermore, in another study conducted by Simon and Sembiring (2019), similar research results were obtained that product quality has a significant effect on purchase decisions.

Effect of Price on Purchase Decision

The results of the research that have been carried out obtained t_{count} value (-2.458) $< t_{\text{table}}$ (-1.987) and the resulting significance value of 0.016 which is still below 0.05, thus H_1 is accepted and H_0 is rejected. This explains that price has a negative and significant effect on purchase decision of furniture at Cipta Furniture.

Price is often associated with quality, in which consumers tend to use this indicator of quality or potential satisfaction of a product. Price will affect purchase decisions if the price of a product is affordable, competitive, as well as in accordance with the quality and benefits offered. Related to this, Muharam and Soliha conducted a research (2017) and found that price perception has a significant effect on purchase decisions.

Research conducted by Simon and Sembiring (2019) also found that price has a significant effect on purchase decisions. Furthermore, it is also supported by the research done by Abadan, Dhiana and Hasiolan (2018) that the price of a product has a significant effect on purchase decisions.

Effect of Promotion on Purchase Decision

The results of the research that have been carried out obtained t_{count} value (2.852) > t_{table} (1.987) and the resulting significance value of 0.006 which is still below 0.05, thus H_0 is accepted and H_a is rejected. This explains that promotion has a positive and significant effect on purchase decision of furniture at Cipta Furniture.

According to Tjiptono (2014), promotion of services requires more emphasis on improving the quality of services that have been carried out. Promotion is not only introducing a product or its advantages, but aims to communicate with consumers, so that companies can introduce, persuade, influence, or encourage consumers to buy products and services that the company has offered. Promotion is one of the efforts made by the company in communicating with consumers or potential consumers. Advertising will be effective if it is done continuously so that the advertised product is easy to recognize by many people.

Related to this, a research project was conducted by Permana (2017) obtaining results that promotion has a significant effect on purchase decisions. This is also supported by the research carried out by Prasetyo and Rismawati (2018) which explains that promotion has a significant effect on purchase decisions.

Effect of Location on Purchase Decision

The results of the research that have been carried out obtained t_{count} value (6.431) > t_{table} (1.987) and the resulting significance value of 0.000 which is still below 0.05, thus H_0 is accepted and H_a is rejected. This explains that location has a positive and significant effect on the purchase decision of furniture at Cipta Furniture.

According to Tjiptono (2014), a good location ensures quick access, thus it can attract a large number of consumers and is strong enough to change consumer purchase patterns. The right and strategic location facilitates access for potential consumers to meet their needs and will provide a distinct advantage for a business to indirectly affect consumers' purchase decisions. If the company is successful in acquiring and maintaining a strategic location, it can be an effective barrier for competitors to gain access to the market. The location factor will affect the success of a business. Consumers always consider buying by looking at the location factor, because a strategic location is related to the consumer's purchase decision to buy or use a product

In this case, the results of research Antari et al (2014) explain that location has a significant effect on purchase decisions. This is also supported by research by Raharjo et al (2015) which explains that location has a significant influence on purchase decisions.

5. Conclusion

Based on the results of the research that has been carried out, there are several conclusions that can be drawn. First, the results of the research that have been carried out revealed that partially, product, promotion and location have a positive and significant effect, while price

has a negative and significant effect on purchase decisions of furniture products at Cipta Furniture. The second conclusion obtained that simultaneously, product, price, promotion and location have an effect on purchase decision of furniture products at Cipta Furniture. The third results obtained is that the coefficient of determination value explaining product, price, promotion and location can affect the purchase decision of furniture products at Cipta Furniture by 77.1%, while the remaining is affected by other variables.

Therefore, based on the conclusions drawn, the suggestions that the writer can provide are (1) It is better for Cipta Furniture management to further improve the quality of the products offered and adjust to the needs of consumers in choosing quality furniture products. In addition, (2) it is also suggested to Cipta Furniture to offer furniture products at good prices such as affordable and in accordance with the benefits of the use furniture products for consumers. The third suggestion is that (3) Cipta Furniture is expected to increase promotional activities, by offering price discounts and additional bonuses for purchasing certain furniture products. Furthermore, the last suggestion offered is that (4) Cipta Furniture management is expected to be able to choose sales locations with more strategic conditions such as close to main roads and easy to find and prioritize safety and comfort.

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