

EFFECT OF PRODUCT QUALITY AND PROMOTION MIX ON COCA COLA PURCHASE DECISION

Andi Nadirah^{*)}, M. Risal^{**1)}, Nira Ikhwan^{*)}

^{*)}Master of Management Study Program, Muhammadiyah University of Palopo
Jl. Jenderal Sudirman Km.3. Binturu Kota Palopo, Sulawesi Selatan, Indonesia

^{**)}Master of Management Study Program, Muhammadiyah University of East Kalimantan
Jl. Ir. Juanda, Kota Samarinda, Kalimantan Timur, Indonesia

Abstract: The product is one of the elements of the marketing mix, which determines how the brand can compete in the market. In addition, of course, it must be supported by the right advertising mix to present products to consumers. As a well-known beverage brand, Coca-Cola must pay attention to these two factors in order to remain in the market. Based on this, it is determined whether product quality and advertising mix influence the purchase decision of Coca-Cola beverages in Bone-Bone District, North Luwu Regency. The variables used in this study were product quality, promotion mix and purchase decision. The research method used is a quantitative method with a sampling technique used in this study, namely a non-probability sampling technique with a purposive random sampling method, which is random sampling with a specific purpose. Population determination using Lameshow's formula is 96.4 and rounded up to 100 respondents. Data collection was carried out through questionnaires and processed using the SPSS 21 statistical program. The results showed that product quality has a close relationship to the decision to purchase Coca-Cola beverages in Bone-Bone District, North Luwu Regency, with a very strong significance value. The results of this study found that the promotion mix positively and significantly influenced the purchase decision of Coca-Cola beverages in Bone-Bone District, North Luwu Regency. The results of the study can be concluded based on the level of significance which shows that product quality and promotion mix have a positive and significant effect on purchasing decisions.

Keywords: coca cola consumer, marketing mix, product quality, purchase decision

Abstrak: Produk merupakan salah satu elemen bauran pemasaran, yang menentukan bagaimana merek dapat bersaing di pasar. Selain itu, tentunya harus didukung dengan bauran periklanan yang tepat untuk mempresentasikan produk kepada konsumen. Sebagai merek minuman ternama, Coca-Cola harus memperhatikan kedua faktor tersebut agar tetap eksis di pasaran. Berdasarkan hal tersebut ditentukan apakah kualitas produk dan bauran periklanan mempengaruhi keputusan pembelian minuman Coca-Cola di Kecamatan Bone-Bone Kabupaten Luwu Utara. Variabel yang digunakan dalam penelitian ini adalah kualitas produk, bauran promosi dan keputusan pembelian. Metode penelitian digunakan adalah metode kuantitatif dengan teknik penentuan sampel yang digunakan dalam penelitian ini yaitu teknik nonprobability sampling dengan metode purposive random sampling, yaitu pengambilan sampel secara acak dengan tujuan tertentu. Penentuan populasi menggunakan rumus Lameshow yaitu 96,4 dan dibulatkan 100 orang responden. Pengumpulan data dilakukan melalui kuesioner dan diolah dengan menggunakan program statistik SPSS 21. Hasil penelitian menunjukkan bahwa kualitas produk memiliki keeratan terhadap keputusan pembelian minuman Coca-Cola di Kecamatan Bone-Bone Kabupaten Luwu Utara, dengan nilai signifikansi yang sangat kuat. Hasil penelitian ini diperoleh bahwa bauran promosi memengaruhi secara positif dan signifikan terhadap keputusan pembelian minuman Coca-Cola di Kecamatan Bone-Bone Kabupaten Luwu Utara. Hasil penelitian tersebut dapat disimpulkan berdasarkan taraf signifikansi yang menunjukkan bahwa kualitas produk dan bauran promosi berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kata kunci: bauran promosi, keputusan pembelian, konsumen Coca Cola, kualitas produk

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¹ Corresponding author:
Email: m.risal@umkt.ac.id

INTRODUCTION

The development of the world today is developing faster, creating increasingly fierce competition. This encourages producers to be more critical, sensitive, and responsive to environmental changes, both socio-cultural, political, and economic. The requirements that companies must meet to be able to compete are aimed at achieving the goals of customer acquisition and retention. To achieve these goals, every business must strive to produce and deliver products and services that consumers want at reasonable prices. Therefore, every business has consumer needs and wants at such a level that the survival of the business as an organization must be achieved based on the behavior of the customers it serves (Indrasari, 2019).

Based on data from PT. Talenta Data Indonesia said that sales of soft drinks in Indonesia decreased 5% in 2020 to US\$ 7.48 billion. Where the sales value is still 9.7% higher than in 2015, namely US\$ 6.81 billion (Pahlevi, 2022). According to Coca-Cola Amatil's annual report data, it was found that there was a decrease in revenue of 6.1% and a decrease in volume of 8.4% during the 2019 to 2020 period, which occurred due to widespread outlet closures and trade restrictions also followed by the Covid-19 pandemic where revenue in 2019 was only 5,070.6 million United States dollars to 4,762.1 million United States dollars in 2020 (Amatil, 2022).

Product quality is an effort to meet the needs and desires of consumers and the accuracy of the delivery method to meet the expectations and satisfaction on the customers. The impression of the quality service, received by customer, will affect the behavior of customer who come. The more satisfying quality service, received by customer, so that customers will visit again (Syapsan, 2019).

Product quality and promotion mix can be an important factor in influencing the return interest. Promotional activities are various activities, carried out by companies that highlight the features of their products that persuade consumer to buy them. Promotion has the function to create an image or impression (Putra et al. 2020; Xue et al. 2021).

Businesses must work hard to develop their new strategic guidelines for selling their products and services to face stiff competition from competitors who can offer more value to their customers. As there are

more and more competitors, each customer basically has more options to choose a product that meets their expectations. Therefore, the effect of such changes is that customers become more careful and intelligent when they serve all products marketed in the market (Firmansyah, 2018).

Product quality is one of the purchasing decision factor; according to (Tumembouw et al. 2019), product quality influences purchasing decisions. So that good product quality that can meet the needs and desires of consumers. Quality is the totality of features and characteristics of a product or services that depend on its ability to satisfy implied needs.

People are now starting to think selectively and intelligently in choosing a product to get the desired benefits or benefits from the product. In fact, sometimes they do not hesitate to spend more to get a quality product. Fierce competition makes marketers always develop and gain market share. Armstrong (2017) define marketing as follows: by creating and exchanging goods and values with others, marketing is a social and management activity that enables people and groups to fulfill their needs and desires.

Decision making is an individual activity that directly involves him to get the desired item. Another definition of purchasing decisions is about which brand to buy. Consumers can form an intention to buy a preferred brand (Susanti, 2019). Based on this understanding, it is clear that companies learn what consumers want and need, then try to create products that satisfy consumers so that consumers have many alternative choices product before making a purchase decision on the product offered for purchase (Surapati & Mahsyar, 2020; Susanti, 2019).

In subsequent developments, consumers are a key factor that determines the success or failure of a company in marketing its products. To effectively define the market, keep up with these ongoing changes, and create the ideal marketing mix, marketing managers with in-depth knowledge of consumer behavior are needed. Companies must be able to recognize early on what the needs and expectations of current and future consumers are (Singh et al. 2023).

Consumer behavior is strongly influenced by factors related to purchasing decisions for goods and services. Purchasing decisions must be studied and analyzed

because consumer behavior is important, because good basic information about consumer behavior can make a useful contribution to planning a marketing strategy. Marketing strategy consists of integrated marketing elements (4Ps, namely products, prices, promotions, places) that continue to develop in accordance with changes in the company's operating and marketing environment, and consumer behavior. The creation of marketing strategy is greatly impacted by consumer behavior. This is due to the fact that marketing strategy involves two primary tasks, namely choosing target markets for marketing and creating and organizing the ideal mixture of marketing mixes to effectively address consumer wants (Lahtinen et al. 2020).

The problem faced by Coca Cola today is that from 2017 to mid-2018 Coca Cola experienced a decline in sales. Based on this, Coca Cola must improve the promotion mix so that consumers can make repeat purchases. This strategy is carried out so that Coca Cola can increase resales both nationally and in various regions, especially in Bone-Bone District, North Luwu Regency. The purpose of this study is to determine the effect of product quality and promotion mix on purchasing decisions (Study of Coca-Cola Beverage Consumers in Bone-Bone District, North Luwu Regency).

METHODS

This study uses a type of quantitative research. Quantitative research according to Ahmad (2022) is a type of research that uses numbers in processing data to produce structured information. Quantitative research characteristics aim to obtain data that describe the attributes of objects, events, or situations.

This research was conducted in Bone-Bone District, North Luwu Regency, data collection was reviewed from January to March 2023. Data were collected directly using a questionnaire and data obtained through research results, books, articles, and various publications relevant to the research problem. The population of this research is Coca-Cola consumers in Bone-Bone sub-district, Nonprobability sampling technique with purposive random sampling method, which is random sampling with a specific purpose. The number of populations is unknown so that using the Lameshow formula as a sample determination used in this study, namely 100 people with the criteria of being Coca-Cola consumers who buy products in Alfamidi

and Indomaret in Bone-Bone District. Analysis using multiple linear regression with the help of statistical tools SPSS (Statistical Product and Service Solution) 2.1.

This research is prepared based on theoretical studies to formulate problems and hypotheses described in the research framework presented in Figure 1.

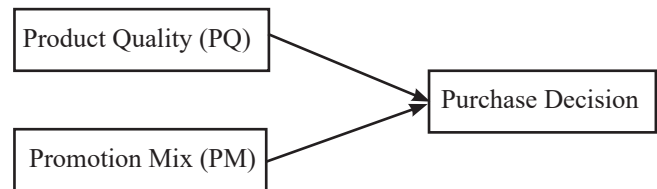


Figure 1. Research framework

RESULTS

The evaluation of the model in this study is to determine the effect of product quality and promotion mix on purchasing decisions. This study used two X variables and one Y variable to be measured to show a positive and significant relationship. This study aims to examine the effect of the relationship of product quality and promotion mix on the purchasing decision of Coca-Cola drinks in Bone-Bone District. The results of data analysis can be seen in the Table 1.

Effect of Product Quality on Purchasing Decisions

The results of partial statistical tests that have been carried out between product quality variables (X1) to the purchase decision (Y) that tcount is 7.756 and ttable is 1.985 so the T-tcount > T-table. With a significant value of 0,000 < 0.05. This study has a favorable impact in that it shows that purchasing levels increase in direct proportion to product quality, which cannot be isolated from an issue. Therefore, it can be argued that product quality influences purchase decisions in a positive and significant way. Additionally, superior product quality can influence purchasing decisions positively.

Product quality influences purchasing decisions because good product quality forms a good perception in the minds of consumers and leads to purchase decisions that are in accordance with these opinions (Armstrong, 2017; Fachrodji & Lestari, 2022). The greater the product's quality, the more opportunity consumers will have to decide whether to make a purchase. According

to my research by Brata et al. (2017) and Firmansyah (2021), which analyzes how product quality, pricing, and promotion impact consumers' decisions to buy bottled drinking water. The results of this study show that product quality affects the purchase decision of Coca-Cola drinks in Bone-Bone District.

Service quality is the stage of service offered to identify needs and deficiencies so that it can only enhance customers' perceptions of high-quality service offerings and cannot directly affect decisions to buy a product (Brady & Cronin, 2013; Piramita et al. 2021).

This research is also consistent with research conducted by Brata et al. (2017) and Firmansyah (2021) which investigates how Esia choose which cell phone to buy by looking into the impact of product quality, price, and advertising. The findings of this study demonstrate that product quality significantly influences consumers' purchasing choices. Based on the study's findings, it was determined that the hypothesis that the quality of the product positively influenced consumers' choices to buy Coca-Cola beverages in Bone-Bone District, North Luwu Regency was plausible.

Effect of Promotion Mix on Purchasing Decisions

The results of the partial statistical tests between the promotion mix variable (X2) and the purchase decision variable (Y) show that tcount is 4.453 while ttable is 1.985, meaning that tcount is greater than ttable. an important value of $0.000 < 0.05$. Positive findings from this study imply that consumers are more inclined to buy products when there is a higher promotion mix. When anything expresses a level of truth that cannot be separated from a situation, it is significant. Therefore, it can be concluded that the promotion mix has a favorable and considerable impact on purchases. A successful promotion campaign may result in an increase in sales. Promotion mix has an influence on purchasing decisions because promotion is all forms of activities that

accompany sales operations to increase the likelihood of a sale, this is in accordance with the opinion of (Imaningsih, 2018; Rahmawati & Nilowardono, 2018) product quality, brand trust, price and promotion simultaneously had an effect on the dependent variable, namely the purchase decision to produce conclusions, that is, accepted. This is evidenced by the significance value of 0.000 or less than 0.05 and the value of F count (61.441). Through the use of numerous incentives that can be set to encourage product purchases or buy decisions, sales promotion is a type of direct persuasion. In line with research conducted by Marpaung et al. (2021), This investigates the impact of discounts and prices on consumers' decisions to buy Coca-Cola beverage goods. The findings of this study suggest that the promotional mix influences purchasing decisions favorably. This study is in line with other studies that have been done by Kuncoro (2013), an examination of how advertising and product quality affect consumer choices for Nokia mobile products. The findings of this study show that the promotional mix influences purchasing decisions favorably.

Based on the results of the study it can be concluded that the hypothesis that the promotional mix has a positive effect on the decision to purchase Coca-Cola drinks in Bone-Bone District, North Luwu Regency can be accepted.

Managerial Implications

Product quality and promotion mix are decisions that must be made by the company to improve purchasing decisions. Consumers really understand the importance of a quality that must be obtained from the company based on information obtained from the promotion of products advertised by the company. The quality of the products offered by the Coca-Cola company in Bone-Bone District has had an impact on consumers to buy as well as the company will get a number of benefits from the results of the promotions carried out.

Table 1. Test result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	5.263	1.652		3.185	.002
Product Quality (PQ)	.784	.096	.571	7.756	.000
Promotion Mix (PM)	.507	.114	.326	4.453	.000

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Consumer purchase decisions are positively and significantly impacted by product quality. Customers expect the goods they purchase to be what they want or to be of a high caliber. The likelihood that a consumer will make a purchase is higher the higher the product quality. Consumer purchase decisions are positively and significantly influenced by the promotion mix. Promotion refers to all marketing initiatives designed to increase demand and have an impact on consumer purchasing behavior. The consumer's purchasing decision increases with the level of promotion.

Recommendations

Indomaret and alfa midi store managers located in Bone-Bone sub-district, North Luwu Regency, which currently sells many packaged beverage products, especially Coca-Cola. The drink is much liked by consumers because it is well known, the drink has been around for a long time, but the manager still needs to improve the quality of service and promotion mix so that this product remains excellent in the eyes of consumers. Furthermore, it is expected that in the next study it is necessary to add variables that have not been studied in this study to provide new findings. Variables that need to be added such as customer service, brand awareness as well as green marketing.

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