

# ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND DIGITAL MARKETING ON THE DECISION TO PURCHASE KRISTANABLE.ID HIJAB IN BANYUWANGI DISTRICT

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## ABSTRACT

*This research aims to find out and analyze the influence of product quality, price and digital marketing on purchasing decisions at Kristanable.id in Banyuwangi. This type of research uses descriptive quantitative methods with a sample size of 95 respondents and uses data collection techniques in the form of questionnaires to respondents. The data analysis technique for this research uses instrument testing, classical assumptions and multiple linear regression. The analysis results obtained show that product quality, price and digital marketing have a positive and significant influence on purchasing decisions at Kristanable.id in Banyuwangi, with an influence contribution level of 0.574, which means 57.4%.*

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kualitas produk, harga dan digital marketing terhadap keputusan pembelian di Kristanable.id di Banyuwangi. Jenis penelitian ini menggunakan metode deskriptif kuantitatif dengan ukuran sampel 95 responden dan menggunakan teknik pengumpulan data berupa kuesioner kepada responden. Teknik analisis data untuk penelitian ini menggunakan pengujian instrumen, asumsi klasik dan regresi linier berganda. Hasil analisis yang diperoleh menunjukkan bahwa kualitas produk, harga dan digital marketing berpengaruh positif dan signifikan terhadap keputusan pembelian di Kristanable.id di Banyuwangi, dengan tingkat kontribusi pengaruh sebesar 0,574, yang berarti 57,4%.



## INTRODUCTION

Due to increasingly fierce business competition, companies must continue to increase their competitiveness. The company must be able to increase its strength and respond to market needs in the near future. This also means that every business person must be able to take advantage of all the potential and opportunities that exist within the company. They also have to try harder to survive and develop in an increasingly global business world, and economic developments that move very quickly will have an impact on the strategies that companies will implement (Febiola, 2023) Final consumers and households who purchase goods are referred to as consumer behavior. see how customers switch from shopping directly at offline stores to shopping online just by visiting sites or applications available on the Internet. According to Kotler and Keller (Febiola, 2023) consumer behavior is the process involved in which individuals or groups select, purchase, use, or organize goods, services, ideas, or experiences to meet their needs and desires. In addition, there are marketing stimuli such as product, price, place, and promotion; political, cultural, and technological stimuli; and consumer characteristics such as cultural, social and psychological factors

Consumer behavior is closely related to their decision to buy a product. According to Setiadi, purchasing decisions are one component in the marketing process. This is a complex decision-making process that often involves several decisions. A decision is a choice between two or more alternative actions or behaviors. Product quality is one of the influencing factors in determining which product to buy. Product quality is an additional tool that can help a company beat competitors and survive. Design: Consumers go through a process called the “purchase decision” before deciding to transact with a product or service. In this process, they must choose between two or more options (Dewa Jaya et al., n.d., 2023). Price is another factor that influences purchasing decisions. It is common knowledge that price is one important factor among many that buyers consider when they make purchasing decisions. Consumers will compare various products if they believe that there is a negative relationship between price and quality, then they will decide to buy a product. One factor that can influence purchasing decisions is digital marketing. According to Afrina in (Fetrisen & Aziz, 2019), digital marketing is a type of marketing that is generally used to sell goods or services to consumers via digital media.

Kristanable.id is a trading business operating in the fashion sector. Kristanable.id sells its products offline and online via social media Instagram, WhatsApp and the Shopee marketplace. As for the quality of the products provided by Kristanable.id, it is quite high quality. In selecting fabric, there are special criteria with price and quality grade A+ in the good fabric code. And if it's empty, Kristanable.id prefers to empty it first rather than looking for other options with lower quality. And for the prices themselves, kristanable.id provides prices that are in accordance with the quality of the products being sold. In using digital marketing, kristanable.id uses social media WhatsApp, Instagram and the Shopee marketplace to sell its products. So it can make it easier for consumers to carry out purchasing transactions.

**Table 1. Kristanable.id sales data in 2023**

| <b>Bulan</b> | <b>Hasil penjualan (pcs)</b> |
|--------------|------------------------------|
| Januari      | 235 pcs                      |
| Februari     | 268 pcs                      |
| Maret        | 346 pcs                      |
| April        | 384 pcs                      |
| Mei          | 284 pcs                      |
| Juni         | 315 pcs                      |
| Juli         | 292 pcs                      |

|           |         |
|-----------|---------|
| Agustus   | 322 pcs |
| September | 308 pcs |
| Oktober   | 312 pcs |
| November  | 324 pcs |

Kristanable.id in 2023 will experience ups and downs in sales. This is because it is influenced by several factors, such as, when selling its products, Kristanable.id uses good quality products. However, there are still many people who think that the materials used are the same as other shops. And for the prices themselves, Kristanable.id provides prices that are in accordance with the quality of the products being sold. However, there are still many people who prefer large quantities at cheaper prices but the quality of the ingredients is not good. In terms of using digital marketing, Kristanable.id is still not optimal in using digital marketing, such as not using Instagram Shopping which helps businesses sell their goods by displaying prices and names of goods on Instagram posts or stories. Customers will be taken to the product description page when they tap the label. This background encouraged researchers to conduct research to determine the influence of product quality, price, and digital marketing on hijab purchasing decisions on Kristanable.id in Banyuwangi district.

## LITERATURE REVIEW

Theory says that there are several components that are considered important in influencing purchasing decisions. Based on similar previous research findings, the findings of this research can be used as a reference. Previous research conducted by (Wardhana, 2022), examined the influence of product quality, price and online services on purchasing decisions at Shoope shopping destinations. Variable X is product quality, price, and online service, and Variable Y is purchasing decisions. The research results show that product quality has a positive and significant effect on purchasing decisions.

### ***Product quality***

According to Windarti and Ibrahim, (Dewa Jaya et al., n.d., 2023), to ensure that products, human services and the environment meet consumer expectations, product quality is defined as a condition. The conformity of product demands and desires with product standards is called product quality. According to Maramis (Rupantra, 2021), product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease

### ***Price***

Price is a marketing element that has the ability to increase sales and income, according to Kotler and Keller (Dewa Jaya et al., n.d., 2023) price is a measure, whether in the form of money or not, that is exchanged to obtain the right to own or use an item or services. The only marketing element that can increase sales and revenue is price.

### ***Digital Marketing***

The term "digital marketing" has become popular in the modern digital era. According to Sabila in (Dewa Jaya et al., n.d., 2023), digital marketing is a type of business that uses the internet or the digital world to market and advertise a brand or product quickly and on time. Advertising and promoting a particular product or brand through digital media is known as digital marketing.

### ***Buying decision***

Purchasing decisions are a process of making decisions to buy something, including choosing what to buy and what not to buy. These decisions are based on choices that have been made

previously. according to Sofjan Assauri in (Fetrisen & Aziz, 2019). Meanwhile, according to Tjiptono in (Dewa Jaya et al., n.d., 2023), purchasing decisions are the result of a number of processes, starting with knowing about a particular product or brand, collecting information about the problem, and then assessing how well each option can solve the problem. the.

## RESEARCH METHODS

The method used in this research is a descriptive quantitative research method. According to Sugiyono in (Sapti, 2019) the statement that there are independent variables—either one or more variables—is part of the descriptive approach. Independent variables are variables that stand alone, not independent variables, because independent variables are always paired with dependent variables. Descriptive analysis is a research approach used to describe current situations or events. This method uses data that is relevant to the research objectives and then processes it to reach conclusions.

The population determined by this research is Kristanable.id customers who have made a purchase transaction at least once in the last year, and used a purposive sampling technique. According to Sugiyono in (Sapti, 2019), purposive sampling is sampling data sources with certain considerations. In determining the sample size, according to Ferdinand in (Sapti, 2019), at least 5 times the number of indicators is needed. In determining the sample size, use the formula for the number of indicators multiplied by 5-10. The researcher chose 5 as the trust assumption in accordance with the theory stated by Ferdinand in (Sapti, 2019).

## RESULTS AND DISCUSSION

### Multiple linear regression

**Tabel 2. Data Hasil Analisis Linier Berganda**

| Model               | Coefficients <sup>a</sup>   |            |                           |       |
|---------------------|-----------------------------|------------|---------------------------|-------|
|                     | Unstandardized Coefficients |            | Standardized Coefficients |       |
|                     | B                           | Std. Error | Beta                      | T     |
| (Constant)          | ,421                        | 1,517      |                           | ,278  |
| 1 Kualitas Produk   | ,188                        | ,080       | ,233                      | 2,357 |
| 2 Harga             | ,396                        | ,123       | ,315                      | 3,224 |
| 3 Digital Marketing | ,248                        | ,083       | ,316                      | 2,982 |

a. Dependent Variable: Keputusan Pembelian

Based on table 2. above, the following linear regression equation is produced :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

$$Y = 0,421 + 0,188 + 0,396 + 0,248 + \varepsilon$$

The regression equation above can be explained as follows :

1. a = Constant of 0.421. The result is that the product quality variable (X1), price variable (X2), and digital marketing variable (X3) have a constant value, so the decision to purchase a hijab on Kristanable.id in Banyuwangi Regency has a positive relationship of 0.421.
2. The product quality variable (X1) results in a coefficient that has a positive direction towards purchasing decisions (Y) with a value of 0.188. It can be concluded that, every time there is an addition of a product quality variable of 1, the product quality on

Kristanable.id will automatically increase by 0.188. This can be proven that the product quality variable has a positive relationship with the independent variable, namely purchasing decisions (Y).

3. The price variable (X2) has a positive directional coefficient on purchasing decisions (Y) with a value of 0.396. So it can be interpreted that, for every increase in the price variable by one unit, the price on Kristanable.id will automatically increase by 0.396. This proves that the price variable has a positive relationship with the independent variable, namely purchasing decisions (Y).
4. The digital marketing variable (X3) has a coefficient result in a positive direction towards purchasing decisions (Y) with a value of 0.248. This means that every time there is an increase in the digital marketing variable by one unit, digital marketing on Kristanable.id will automatically increase by 0.248. This proves that the digital marketing variable has a positive relationship with the independent variable, namely purchasing decisions (Y).

### Uji Hipotesis

#### Uji t

**Tabel 3. Hasil Uji t**

| Variabel               | t hitung | Signifikansi | Keterangan |
|------------------------|----------|--------------|------------|
| Kualitas produk (X1)   | 8,356    | 0,00         | Signifikan |
| Harga (X2)             | 8,991    | 0,00         | Signifikan |
| Digital marketing (X3) | 9,405    | 0,00         | Signifikan |

Based on table 4.15 above, the t test results can be explained as follows:

1. The results of the t test show that the calculated t is 8.356 greater than the t table and the significance value is  $0.00 < 0.05 (= 5\%)$ , so  $H_0$  is rejected and  $H_1$  is accepted. So, it can be concluded that the product quality variable has a significant influence on the decision to purchase hijab at Kristanable.id in Banyuwangi Regency.
2. The results of the t test show that the calculated t is 8.991 which is greater than the t table and a significant value of  $0.00 < 0.05 (= 5\%)$ , so  $H_0$  is rejected and  $H_1$  is accepted. So, it can be concluded that the price variable has a significant influence on the decision to purchase hijab at Kristanable.id in Banyuwangi Regency.
3. The results of the t test show that the calculated t is 8.991 which is greater than the t table and a significant value of  $0.00 < 0.05 (= 5\%)$ , so  $H_0$  is rejected and  $H_1$  is accepted. So, it can be concluded that the digital marketing variable has a significant influence on the decision to purchase hijab at Kristanable.id in Banyuwangi Regency.

### Uji Koefisien Determinasi (R<sup>2</sup>)

**Tabel 4. Hasil Uji Koefisien Determinasi (R<sup>2</sup>)**

#### Model Summary<sup>b</sup>

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,767 <sup>a</sup> | ,588     | ,574              | 1,518                      |

a. Predictors: (Constant), Digital Marketing, Harga, Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Based on table 4, the coefficient of determination (R<sup>2</sup>) is 0.574, which means that 57.4% of changes in purchasing decisions are influenced by product quality, price and digital marketing variables, while the remaining 42.6% percentage level is caused by other variables. not included in this research.

## DISCUSSION

### **The Influence of Product Quality on Hijab Purchase Decisions**

In the first hypothesis, the results of multiple linear analysis show that product quality has a positive coefficient on purchasing decisions (Y) with a value of 0.188. This means that by adding one product quality variable to Kristanable.id, product quality will increase by 0.188. This shows that the product quality variable has a positive relationship with the independent variable, purchasing decisions (Y). Apart from that, the t test results show that the calculated t of 8.356 is greater than the t table and has a significant value of  $0.00 < 0.05$ , which is a value equivalent to 5%.

### **The Influence of Price on Hijab Purchase Decisions**

The results of multiple linear analysis for the second hypothesis show that price (X2) has a positive coefficient with a value of 0.396. Purchase decisions (Y) also have a positive coefficient. This means that by adding one price variable, the price of Kristanable.id will increase by 0.396. This shows that there is a positive correlation between the independent variable, purchasing decisions, and the price variable (Y). Apart from that, the t test results show that the calculated t of 8.991 is greater than the t table and has a significant value of  $0.00 < 0.05$ , which is equal to 5%.

### **The Influence of Digital Marketing on Hijab Purchase Decisions**

The results of multiple linear analysis of the third hypothesis show that the digital marketing variable (X3) has a value of 0.248 as a positive coefficient direction for purchasing decisions (Y). This means that every time the digital marketing variable is added by 1, Kristanable.id's digital marketing will increase by 0.248. This shows that there is a positive correlation between the digital marketing variable and the independent variable, namely purchasing decisions (Y). Apart from that, it can be proven by the t test, which shows that the calculated t of 8.991 is greater than the t table and has a significant value of  $0.00 < 0.05$ , which is a value large enough for 5%.

## CONCLUSIONS AND RECOMMENDATIONS

### **Conclusions**

The researchers can conclude that:

1. The decision to buy a hijab at Kristanable.id in Banyuwangi Regency is significantly influenced by product quality. The results of this analysis show that material quality that has optimal durability during product use, as well as the ability to provide additional features and functions other than the main features, increases consumer confidence when making purchasing decisions.
2. The decision to buy a hijab at Kristanable.id in Banyuwangi Regency is significantly influenced by price. The results of this analysis show that if a product can provide a price that is more in line with its quality and is able to compete with other similar products, this can increase consumer confidence in making purchasing decisions.
3. The decision to buy a hijab at Kristanable.id in Banyuwangi Regency is positively and significantly influenced by digital marketing. The results of this analysis show that better and optimal digital marketing applications, such as those that can carry out transactions via Instagram social media, the Shopee marketplace, or directly to locations, can communicate with customers who have made purchases and respond to the input received. Apart from that, digital marketing applications that offer products online provide appropriate and complete information, as well as reposting uploads from customers who have made purchases, making it easier for consumers to carry out purchase transactions.

### **Suggestion**

<https://jurnal.umt.ac.id/index.php/jceb/index>

The suggestions given are as follows:

1. Kristanable. id in terms of product quality, it is recommended to maintain and be consistent in maintaining and improving product quality so that it can convince consumers to make purchases.
2. Kristanable. id in terms of price it is recommended to remain stable in setting prices but with good quality materials.
3. Kristanable. id in terms of digital marketing is advised to use Instagram shopping to introduce, market and include complete product information so that it can make it easier for consumers to make purchasing transactions.
4. Researchers can expand this research by studying additional variables, such as distribution and service quality. They can also conduct research with the same variables on different subjects.

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