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Influence of product quality, price perception, and promotion on purchasing decisions for Samsung smartphones (study at CM Cellular Counter Mranggen Demak)

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ABSTRACT

This research aims to determine and analyze the influence of product quality, price perceptions, and promotions on consumer purchasing decisions in Samsung smartphone research. The research object is at the Mranggen Mobile CM Counter. This research uses 4 variables, namely product quality, price perception, promotion, and purchasing decisions. The population of this research is all consumers who have purchased a Samsung smartphone at the Mranggen Mobile CM Counter, with a total research sample of 96 respondents. Sampling used nonprobability sampling techniques with purposive sampling techniques. The data collection technique uses a questionnaire that has been tested for validity and reliability. The analytical method used in this research is the multiple regression analysis method carried out with IBM SPSS 25. The results of this research show that knowing the influence of Product Quality has a positive effect on purchasing decisions, Price Perception has a positive effect on purchasing decisions, and Promotion has a positive effect on purchasing decisions.

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1. INTRODUCTION

In this modern era, technology is developing rapidly every day. One of the information and communication technology devices that is experiencing rapid development is the mobile phone or smartphone. Smartphones are electronic devices that are very important for everyone, because smartphones have special functions and are easy to carry anywhere with a size that fits perfectly to hold or store in a pocket. Nowadays, smartphones have become a necessity in a person's life ranging from young children, teenagers, to the elderly. Using a smartphone will make it easier to communicate, even not just communicate, smartphones have a variety of applications or various features to get or share information. Smartphones from day to day always present the latest features and have a unique and attractive design.

Facing increasingly modern technological developments, smartphone manufacturers are competing to innovate and release products with diverse specifications to meet market demand. Various types of technology that continue to emerge show that creativity and technological innovation

continue to develop. Currently, mobile phones have also become a public item, because in addition to being a means of communication, they are also used as a tool to support work, complement lifestyle, and support daily activities, one of which is Samsung smartphones. Now Samsung's price is affordable so that buyer interest is even higher. Moreover, coupled with Samsung's service rates in Indonesia are getting cheaper and expected to be more affordable, and the price of new Samsung mobile phones (cellphones) is getting cheaper so that the users are not only high-end consumers.

According to Kotler and Keller (2016), product quality is the capability of an item that is expected to provide results and performance of goods that are in accordance with or even exceed customer desires. If the Company wants to progress and gain profits, business actors must apply the concept of quality. This shows that quality has an influence on consumers. Consumers will certainly not buy products that cannot meet expectations, other than products that have good quality, have different characteristics and have specifications that are as desired will make consumers interested and feel satisfied, so the desire of consumers to make purchases is high.

According to Kotler and Keller (2018), price perception is a consumer's judgment and related emotional form regarding whether the price offered by the seller and its comparison with the price of other competitors is reasonable, acceptable, or justifiable. Price plays a role in determining the buyer's main choice, because it is the consumer who will decide whether the product is priced low or expensive. Pricing decisions should be driven by buyers at any time when consumers purchase a product. If the price is higher than the value of the product, consumers will not buy the product. Assuming the price is lower than the value of the product, then consumers will buy the product.

According to previous research conducted by Triwijayanti and Yulianto (2023), it is stated that product quality variables have a positive and significant effect on purchase decisions. Meanwhile, research conducted by Fetrizen and Aziz (2019) stated that product quality variables do not have a significant effect on purchase decisions. According to previous research conducted by Nadiya and Wahyuningsih (2020), it is stated that variable price perception has a significant effect on purchase decisions. Meanwhile, research conducted by Nanda and Keni (2022) states that the price perception variable does not have a significant effect on purchase decisions. According to previous research conducted by Andis et al., (2019) states that promotional variables have a positive and significant effect on purchase decisions. Meanwhile, research conducted by Yahya and Sukandi (2022) states that the promotion variable does not have a significant influence on purchase decisions.

Based on the above background and supported by previous research and with the existence of a research gap that is used as the basis for this research. So the researcher is interested in conducting an 8-part study entitled "The Influence of Product Quality, Price Perception, and Promotion on Samsung Smartphone Purchase Decisions (Study on Mranggen Demak Mobile CM Counter)".

2. METHOD

2.1 Research Variables

The variables in this study consist of independent variables (independent variables) and dependent variables (bound variables). The independent variables used in this study are a. Product Quality (X1) b. Price Perception (X2) c. Promotion (X3). In this study, the dependent variable used was Purchase Decision (Y).

2.2 Research Object, Sample Unit, Population and Sample Determination

The object of this study was carried out at the Mranggen Mobile CM Counter located at the Mranggen New Market Shop No.2 Jl. Raya Semarang Purwodadi, Mranggen, Brumbung, Mranggen District, Demak Regency, 59567.

A sample unit is a basic element or group of elements that are the basis for being selected as a sample. 1. The sample unit for primary data is data obtained from the distribution of questionnaires on Samsung Smartphone consumers. 2. Sample units for secondary data are data obtained from various references and presented by the Mranggen Mobile CM Counter.

The population used in this study is consumers who have bought at the Mranggen Mobile CM Counter and Samsung smartphone users whose population number is unknown. Due to the unknown population number, sampling was carried out for this study. The sampling method used in this study is a non-probability sampling method, which is a sampling method that does not provide

the same opportunity or opportunity for each element or population to be selected as a sample. The sample used in this study amounted to 96 respondents. The determination of samples in this study uses a sampling technique from the population, namely purposive sampling, which is the selection of samples based on certain characteristics that are considered to be related to the characteristics of the previous population. The characteristics of purposive sampling based on certain criteria, including: Consumers of Mranggen Mobile CM Counter men and women aged 17 years and above, Able to read and understand the contents of the questionnaire, At least have bought more than once.

2.3 Data Types and Sources

Primary data, according to Sugiyono (2016) is a data source that directly provides data to data collectors, so primary data is data obtained by researchers through observation or direct observation from the company. The data source obtained in this study is the respondents' responses obtained from the results of a questionnaire on product quality, price perception, and promotion to the purchase decision of Samsung smartphones at the Mranggen Mobile CM Counter. In this study, the author only used one data source, namely the primary data source. The primary data source was obtained from direct feedback from respondents on the questionnaire that had been given.

2.4 Data Collection Methods

The data collection method is adjusted to the circumstances and conditions of the object being studied, the ability to use time and energy. Meanwhile, the data collection technique in this study was carried out by distributing questionnaires. In the study, questionnaires were used, where respondents were asked to give answers by marking a checklist (√) in the answer column provided. The measurement scale used in this study is the likeart scale, which is a scale based on the attitudes, opinions, and perceptions of a person or a group of people about social phenomena, the use of the measured variable likeart scale is described as a variable indicator. The measurement of variables uses a likeart scale of 37 which generally uses a ranking of five research numbers, which are as follows: 1. Strongly Disagree Answer (STS) is given a score of 1, Disagree Answer (TS) is given a score of 2, Neutral Answer (N) is given a score of 3, Agree Answer (S) is given a score of 4, Very Agree Answer (SS) is given a score of 5.

2.5 Analysis Method

Data analysis activities include grouping data based on variables and types of respondents, combining data based on variables for all respondents, preparing data for each variable studied, conducting calculations to answer the construction and testing of the proposed hypothesis. In order for the data collected to be useful, it must be processed and analyzed first, so that it can be used as a basis for decision-making. The analysis methods used: Descriptive Data Analysis, Quantitative

2.6 **Analysis.**

2.6.1 Test Instruments

Validity Test and Reliability Test.

2.6.2 Classic Assumption Test

Classical assumption testing is carried out to determine the condition of the existing data in order to determine the right analysis model. To test whether the regression line equation obtained is linear and can be used to make forecasting, classical assumptions must be tested, namely: Normality Test, Multicollinearity Test, Heteroscedasticity Test.

2.6.3 Multiple Linear Regression Test

According to Cahyono and Maskan (2020), multiple regression analysis is used to examine the influence of several independent variables (variable X) on dependents (variable Y). The equation models used are:

$$Y = \beta 1X1+\beta 2X2+\beta 3X3+e \quad (1)$$

Where:

Y = Purchase Decision

β1, β2, β3 = The regression coefficient of each independent variable

X1 = Product Quality

X2= Price Perception

X3= Promotion

e = Factor Error

2.7 Hypothesis Test

To prove the hypothesis in this study whether the free variable has an effect on the bound variable, a test is used, namely the t-test. According to Imam Ghozali (2018), the f-test is used to measure the

accuracy of the sample regression function in estimating the actual value, namely the variables used by the regression model to explain the reality analyzed, with test criteria. a. If the probability value ≤ 0.05, then the model produced is feasible b. If the probability value ≥ 0.05, then the model is not feasible. The coefficient of determination essentially measures how far a model is able to explain variations in bound variables. The value of the coefficient of determination is between nil and one. A small R2 value means that the ability of independent variables to explain the variation of bound variables is very limited.

3. RESULTS AND DISCUSSION

3.1 Description of Research Results

Based on the results of the research that has been carried out on 96 respondents through the distribution of questionnaires. In this study, the Likert Scale was used. The answers given by the respondents were then scored through the agree-disagree technique by developing questions that resulted in agreed, disagree answers in various value ranges. A good scoring technique is a minimum of 1 and a maximum of 5, so the calculation of the average answer score is done using the following formula:

$$RS = \frac{m - n}{k}$$

$$RS = \frac{5 - 1}{5}$$

$$RS = 0{,}8$$

Information:
RS = Scale Range
n = Minimum Answer
m = Maximum Answer
k = Number of Categories

Using the five-box criterion, the range of five minus one divided by five results in 0.8. Based on the answer category, the respondents can be explained as follows:

1.00 – 1.80 : Very low
1.81 – 2.60 : Low
2.61 – 3.40 : Medium
3.41 – 4.20 : High
4.21 – 5.00 : Very high

Based on the information above, it can be used to determine the number of respondents who have this category.

3.2 Description of Purchase Decision Variable (Y)

To find out the respondents' opinions regarding the purchase decision on Samsung Smartphone products at the Mranggen Mobile CM Counter, several questions were asked. The respondents' answers to the questions asked can be seen in the following table:

Table 1. Respondents' Responses Regarding Purchase Decisions

Indicator		STS (1)	TS(2)	N (3)	S (4)	SS (5)	amount	Average
Appropriate consumer desires	F	0	0	1	28	67	96	4,69
	S	0	0	3	112	335	450	
Confident in purchasing	F	0	0	1	35	60	96	4,61
	S	0	0	3	140	300	443	
Like the brand	F	0	0	0	21	75	96	4,78
	S	0	0	0	84	375	439	
Recommendations from others	F	0	0	0	40	56	96	4,58
	S	0	0	0	160	280	440	
Total Average Score								4,66

Source : Primary data processed, 2023

The results of the calculation in table 1 can be seen that from the average score of 4.66 is a very high category, meaning that the purchase decision variables based on the respondents describe indicators of according to their wishes, confidence in making a purchase, liking the brand, and recommendations from others are rated very high by consumers of Mranggen Mobile CM Counter.

Because consumers choose to make purchases at CM Counter due to the good service, friendliness, strategic location, and spacious parking lot.

3.3 Product Quality Variable Description (X1)

To find out the respondents' opinions regarding the quality of products on Samsung Smartphones at the Mranggen Mobile CM Counter, several questions were asked. The respondents' answers to the questions asked can be seen in the following table:

Table 2. Respondents' Responses Regarding Product Quality

Indicator		STS (1)	TS (2)	N (3)	S (4)	SS (5)	amount	Average
Accessible operating system	F	0	0	0	27	69	96	4,72
	S	0	0	0	108	345	453	
Battery life	F	0	0	0	30	66	96	4,69
	S	0	0	0	120	330	450	
Design diversity	F	0	0	0	28	68	96	4,71
	S	0	0	0	112	340	452	
Full features	F	0	0	0	42	54	96	4,56
	S	0	0	0	168	270	438	
Total Average Score								4,67

Source : Primary data processed, 2023

Based on table 2 above, it can be seen that the average respondent answer score for the Product Quality variable is 4.67 which is in the very high category. This indicates that respondents strongly agree with the quality of the product on Samsung Smartphones which describes indicators of the operating system being easily accessible, battery life, design diversity, and complete features are highly rated by consumers of Mranggen Mobile CM Counter. Because consumers feel that the quality of the products provided is good and of high quality. This strengthens the evidence that the better the quality of a product, the more consumers will make purchases.

3.4 Description of Price Perception Variables (X2)

To find out the respondents' opinions regarding the price perception of Samsung Smartphones at the Mranggen Mobile CM Counter, several questions were asked. The respondents' answers to the questions asked can be seen in the following table:

Table 3. Respondents' Responses to Price Perceptions

Indicator		STS (1)	TS (2)	N (3)	S (4)	SS(5)	Amount	Average
Affordability of Samsung smartphones	F	0	0	0	28	68	96	4,71
	S	0	0	0	112	340	452	
Daya saing Samsung smartphone price	F	0	0	1	40	55	96	4,56
	S	0	0	3	160	275	438	
Price according to quality	F	0	0	1	23	72	96	4,74
	S	0	0	3	92	360	455	
Pricing according to benefits	F	0	0	1	32	63	96	4,65
	S	0	0	3	128	315	437	
Total Average Score								4,66

Source : Primary data processed, 2023

Based on table 3 above, it can be seen that the average respondent answer score for the Price Perception variable is 4.66 which is in the very high category. This indicates that respondents strongly agree with the price of Samsung Smartphone products which describe indicators of price affordability, price competitiveness, price according to quality, and price according to benefits are considered very high by consumers of Mranggen Mobile CM Counter. Because consumers feel that the price provided by the CM Cellular Counter is affordable compared to other counters. So that consumers prefer to make purchases at the Mranggen Mobile CM Counter.

3.5 Description of Promotional Variables (X3)

To find out the respondents' opinions regarding the promotion of Samsung Smartphones at the Mranggen Mobile CM Counter, several questions were asked. The respondents' answers to the questions asked can be seen in the following table:

Table 4. Respondents' Responses Regarding Promotions

Indicator		STS (1)	TS (2)	N (3)	S (4)	SS (5)	amount	Average
Discount for every purchase more than 1	F	0	0	0	38	58	96	4,60
	S	0	0	0	152	290	442	
Run promotional ads on WhatsApp	F	0	0	0	26	70	96	
	S	0	0	0	104	350	454	
Performing plubicity through print	F	0	0	0	34	62	96	

media	S	0	0	0	136	310	446	
Doing direct marketing through	F	0	1	0	30	65	96	4,57
brochures	S	0	2	0	120	325	447	
Total Average Score								

Source : Primary data processed, 2023

Based on table 4. Above, it can be seen that the average score of respondents' answers to the promotion variable is 4.66 which is in the very high category. This indicates that respondents strongly agree with the promotion that depicts indicators of discounts, advertisements, publicity, and direct marketing that are rated very high by consumers of Mranggen Mobile CM Counter. Because consumers often see and hear directly about discount promos and discounts provided by the CM Mobile Counter. This reinforces that the more aggressive marketing is carried out, the more consumers are interested in making purchases.

3.6 Data Analysis of Research Results

3.6.1 Validity Test

The validity test is used to determine whether a questionnaire is valid or not. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that the questionnaire will measure (Kurniasari and Santoso (2021)). The validity test is carried out by comparing the calculated r value with the r table for degree of freedom (df)= n-2, in this case n is the number of samples. Large (df) = 96-2 = 94, and alpha 0.05 or 5% then produces a table r value of 0.1689. If r calculates > r table then the indicator question is valid. The results of the validity test calculation in this study are:

Table 5. Validity Test Results

No	Variabel	Indicator	r Count	r Table	Information
		Y.1	0,730	0,1689	Valid
	Purchase Decision	Y.2	0,726	0,1689	Valid
1.		Y.3	0,751	0,1689	Valid
		Y.4	0,779	0,1689	Valid
		X1.1	0,388	0,1689	Valid
		X1.2	0,636	0,1689	Valid
2.	Product Quality	X1.3	0,633	0,1689	Valid
		X1.4	0,528	0,1689	Valid
		X2.1	0,388	0,1689	Valid
		X2.2	0,311	0,1689	Valid
3.	Price Perception	X2.3	0,439	0,1689	Valid
		X2.4	0,422	0,1689	Valid
		X3.1	0,683	0,1689	Valid
		X3.2	0,680	0,1689	Valid
4.	Promotion	X3.3	0,656	0,1689	Valid
		X3.4	0,475	0,1689	Valid

Source : Primary data processed, 2023

From table 5, it can be seen that all the indicators used in this study to measure the variables used have a larger correlation coefficient compared to r in table = 0.1689. So that all indicators of dependent and independent variables in this study are valid.

3.6.2 Reliability Test

Reliability tests are used to test the extent of the reliability of a measuring device to be able to be used again for the same researcher. The reliability test in this study used the alpha formula. A construct or variable is declared reliable if the cronbach alpha value is greater than 0.60. The results of the reliability test can be seen in table 6 below:

Table 6. Reliability Test Results

No.	Variabel	Indicator	Cronbach's Alpha	Standard Reliability	Information
		Y.1	0,689	0,60	Reliabel
1.	Purchase	Y.2	0,673	0,60	Reliabel
	Decision	Y.3	0,676	0,60	Reliabel
		Y.4	0,657	0,60	Reliabel
		X1.1	0,592	0,60	Reliabel
2.	Product Quality	X1.2	0,518	0,60	Reliabel
		X1.3	0,490	0,60	Reliabel
		X1.4	0,599	0,60	Reliabel

		X2.1	0,683	0,60	Reliabel
3.	Price	X2.2	0,656	0,60	Reliabel
	Perception	X2.3	0,660	0,60	Reliabel
		X2.4	0,631	0,60	Reliabel
		X3.1	0,500	0,60	Reliabel
4.	Promotion	X3.2	0,426	0,60	Reliabel
		X3.3	0,518	0,60	Reliabel
		X3.4	0,669	0,60	Reliabel

Source : Primary data processed, 2023

Based on the results of the reliability test above, it shows that indicators of product quality, price perception, promotion, and purchase decisions are reliable as a variable measuring tool, because the cronbachs alpha value of the variable is greater (>) than 0.60.

3.7 Classic assumption test

The classical assumption test is a series of statistical tests used to check whether the data used in a linear regression analysis meet the assumptions necessary for the validity of the results of the analysis. Some of the classical assumptions examined include assumptions about the normality distribution of residuals, heteroscedasticity tests, and multicollinearity tests.

3.7.1 Normality Test

The normality test aims to test whether the independent and dependent variable regression model has a normal distribution or not. A good regression model is one that has a normal or near-normal data distribution. By looking at probability plots that compare the cumulative distribution of the normal distribution. The normality test can be performed using a non-parametic Kolmogorov-Smirnov (K-S) statistical test. If the residual significance value of the data is greater than 0.05 then it indicates that the data is normally distributed. It can be seen in table 7 below:

Table 7. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parametersa,b	Mean	.0000000
	Hours of deviation	1.32336550
Most Extreme Differences	Absolute	.075
	Positive	.075
	Negative	-.062
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Data primer yang diolah, 2023

From table 7 above, the data can be distributed normally, this assumption is proven by the Kolmogorov-Smirnov significance value (K-S) that the statistical test value is 0.75 or higher than 0.05. Provided that the significance value of Kolmogorov-Smirnov (K-S) is greater than 0.05, the research data meet the normality requirements.

3.7.2 Heteroscedasticity Test

The Heterokedasticity test aims to test whether in the regression model there is an unevenness of variance from the residual of one observational observation to another, so that it can be carried out to the next test. A good regression model is one that Hemoskedasticity or no heterokedasticity occurs. The heteroscedasticity test needs to be carried out using the glycer test. The results of the glacier test can be seen from the following table:

Table 8. Glejser Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	1.240	.650		1.906	.060
	QUALITY PRODUCT	-.020	.037	-.076	-.544	.588
	PERCEPTION PRICE	-.017	.103	-.049	-.165	.870

PROMOTION	.025	.105	.079	.236	.814

a. Dependent Variable: ABS_RES1
Source: Primary data processed, 2023

Based on table 8 above, it can be concluded that the significance value in the Glajser test of each independent variable has a significant value above 0.05 so that it can be concluded that with the Glajser test this study does not heteroscedasticity.

3.7.3 Multicollinearity Test

The multicollinearity test aims to measure whether correlations are found between independent variables in regression equations. To test the presence or absence of symptoms of multicollineariadity, it can be seen from the values of VIF (Variance Inflation Factor) and Tolerance. So a low tolerance value is equal to a high VIF value (because VIF=1/tolerance). The cutoff value that is usually used to indicate the presence of multicollinearity is the Tolerance value > 0.10 or equal to the VIF value < 10.

Table 9. Multicollinearity Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Itself.	Tolerance	BRIGHT
1	(Constant)	7.019	1.061		6.615	.000		
	QUALITY PRODUCT	.209	.061	.246	3.429	.001	.560	1.787
	PERCEPTION PRICE	2.575	.167	2.381	15.379	.000	.120	8.326
	PROMOTION	2.185	.171	2.212	12.804	.000	.096	10.367

a. Dependent Variable: PURCHASE DECISION
Source : Primary data processed, 2023

In table 9, it can be seen that the regression model does not experience multicollinearity disorders. This is shown at the tolerance value of each variable greater than 0.10. As for the VIF value, it also shows below 10. Therefore, it can be concluded that there is no multicollinearity between independent variables in the regression model.

3.7.4 Analysis of the Regresi Linier Berganda

Multiple regression analysis is used to see the degree of significance of each independent variable influence on the bound variable, for the change of each increase or decrease of the free variable that will affect the bound variable, then it can be known that the hypothesis can be accepted or rejected. The results of the calculation using the multiple linear regression formula using SPSS version 25 can be obtained in the following table:

Table 10. Multiple Linear Regression Test Results

Coefficients$_a$

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	7.019	1.061		6.615	.000
	QUALITY PRODUCT	.209	.061	.246	3.429	.001
	PERCEPTION PRICE	2.575	.167	2.381	15.379	.000
	PROMOTION	2.185	.171	2.212	12.804	.000

a. Dependent Variable: PURCHASE DECISION
Source : Processed data, 2023

The value of the regression coefficient used is Standardized Coefficients. Based on these values, the following linear equations can be made:

$$Y = 0.246\ X1 + 2.381\ X2 + 2.212\ X3$$

Information:
Y : Purchase Decision

X1 : Product Quality
X2 : Price Perception X3 : Promotion
The multiple linear regression equation above can be interpreted as:
The regression coefficient of the product quality variable has a positive value of 0.246. This can indicate that there is a positive influence between product quality on purchase decisions. This means that the better the quality of the product, the higher the purchase decision. The regression coefficient of the variable price perception has a positive value of 2.381. This can show that there is a positive influence between price perception on the purchase decision, meaning that the better the price offered, the higher the purchase decision.
The regression coefficient of the promotion variable has a positive value of 2.212. This can indicate that there is a positive influence between promotions on purchase decisions. This means that the better the promotion, the higher the purchase decision.

3.8 Hypothesis Test

3.8.1 Partial Test (t-test)

The t-test is used to determine the significance of the influence of the independent variable on the partially or separately bound variable. With a confidence level = 95% or (α) = 0.05 there is a significant influence so that Ho is rejected and Ha is accepted. With the formula df = n – k, where n = number of samples; k = the sum of variables, then df = 96-4 = 92 obtained the value t of the table 1.661. The output results for the t statistical test are seen from the Coefficient table:

Table 11. Test Results t

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Itself.
		B	Std. Error	Beta		
1	(Constant)	7.019	1.061		6.615	.000
	QUALITY PRODUCT	.209	.061	.246	3.429	.001
	PERCEPTION PRICE	2.575	.167	2.381	15.379	.000
	PROMOTION	2.185	.171	2.212	12.804	.000

a. Dependent Variable: PURCHASE DECISION
Source: Primary data processed, 2023

Judging from table 11 above, each t-value is calculated and the significance of the independent variable. It is known that the table t-value is 1.661 at a significance of 0.05. Thus the results were obtained:

1. The Product Quality hypothesis (X1) hypothesis test on the Purchase Decision (Y) based on the results of the calculations that have been carried out, the t-value of 3.429 > table t 1.661 (table t-value for n = 96 and significance 0.05) with a significant result of 0.001 < 0.05. Thus Ha is accepted, which means that product quality has a positive and significant effect on purchasing decisions.
2. Test the hypothesis of Price Perception (X2) against the Purchase Decision (Y). Based on the results of the calculation that has been carried out, the t calculation of 15.379 > t of the table 1.661 (table t value for n = 96 and significance 0.05) with a significant result of 0.000 < 0.05. Thus Ha is accepted, which means that price perception has a positive and significant effect on purchase decisions.
3. Test the Promotion hypothesis (X3) against the Purchase Decision (Y). Based on the results of the calculations that have been carried out, a t calculation of 12.804 > t of a table of 1.661 (table t value for n = 96 and significance 0.05) with a significant result of 0.000 < 0.05. Thus Ha is accepted, which means that promotion has a positive and significant effect on the purchase decision.

3.8.2 Model Feasibility Test (F test)

The F statistical test is basically to test the feasibility of a regression model. The results of the F test can be seen in the following table:

Table 12. Test F

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	461.585	3	153.862	85.082	.000b
	Residual	166.373	92	1.808		
	Total	627.958	95			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), PROMOTIONS, PRODUCT QUALITY, PRICE PERCEPTION
Source : Primary data processed, 2023

In table 12 Based on the results of the F Test in the table above, it shows the value of F calculated as 85,082 with the value of F of the table (df = n - k) 96 - 4 = 92 of 2.47 so that F calculates 85,082 > F table 2.47 and the probability of significance is 0.000 < 0.05. Because the probability of significance is less than 0.05, Ho is rejected and Ha is accepted, which means that it can be said that the variables of Product Quality, Price Perception, and Promotion have a simultaneous effect on the Purchase Decision.

3.8.3 Coefficient Determination Test (R2)

The determination coefficient test (R2) aims to find out how much influence the variables of product quality (X1), price perception (X2), and promotion (X3) are able to explain the purchase decision (Y). this determination coefficient is indicated by the magnitude of the Adjusted R Square (R2). The form of regression is as follows:

Table 13. Coefficient of Determination (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857a	.735	.726	1.345

a. Predictors: (Constant), PROMOTIONS, PRODUCT QUALITY, PRICE PERCEPTION
b. Dependent Variable: PURCHASING DECISION
Source: Primary data processed, 2023

Based on the table above, it was obtained that the determination coefficient (Adjusted R Square) was 0.726 which independent variables, namely product quality, price perception and promotion, contributed an influence of 72.6% to the purchase decision. While the remaining 27.4% were influenced by other variables not mentioned in this study such as brand image, service quality, and location.

3.9 Discussion

This research was carried out by raising 3 independent variables that were studied, namely product quality, price perception, and promotion in their influence on Samsung Smartphone purchase decisions studied at Mranggen Mobile CM Counter. The respondents in this study were customers of the Mranggen Mobile CM Counter with a sample taken of 96 respondents, with the results as follows

3.9.1 The Influence of Product Quality on Purchase Decisions

Based on the results of the t-test, a calculated t value of 3.429 > t table 1.661 was obtained (table t-value for n = 96 and significance 0.05) with a significant result of 0.001 < 0.05. Thus, HO is rejected and Ha is accepted, which means that product quality has a positive and significant effect on the purchase decision.

This is in accordance with the product quality hypothesis that the better the quality of the product offered, the higher the level of purchase decision. This indicates that by improving indicators of product quality such as convenience, durability, design diversity, and complete features, Mranggen Mobile CM Counter can create a product differentiation from other competitors. Consumers attach great importance to product quality because they expect the best quality from the products they buy. Good product quality will improve consumers' purchasing decisions. Since quality directly affects the performance of products and services, quality is closely related to customer value and satisfaction. This is in line with research conducted by Dicki Agusani (2020), and research conducted by Anggraeni and Soliha (2020), that product quality variables have a positive effect on purchasing decisions.

3.9.2 The Influence of Price Perception on Purchase Decisions

Based on the results of the t-test, t calculation was obtained > 15.379 t table 1.661 (table t value for n = 96 and significance 0.05) with a significant result of 0.000 < 0.05. Thus HO is rejected and Ha is accepted, which means that price perception has a positive and significant effect on the purchase decision.

In this case, it means that the more affordable the price of a product, the more consumers will make purchases. Price is an important marketing priority in setting prices, because the perception formed from the price will be firmly attached to the consumer's mind such as positive and negative perceptions. This indicates that indicators of price affordability, price competitiveness, price according to quality, and according to benefits affect consumer purchase decisions, so that Mranggen Mobile CM Counter can set the right price to attract consumer attention. To be able to evaluate whether the price can be considered affordable by the buyer, the company must compare their prices with the prices of competitors. The strategy of offering products and services at competitive prices can be an attraction for consumers to make purchases and not consider the price low or high.

This is in line with research conducted by Napik, A., Qomariah, N., and Santoso, B. (2018) which stated that price perception has a positive effect on purchasing decisions. Meanwhile, Adipramita, V. (2019), stated that price perception has a positive and significant effect on purchasing decisions.

3.9.3 The Influence of Promotions on Purchase Decisions

Based on the results of the t-test, a calculated t of 12.804 > t table 1.661 (table t value for n = 96 and significance 0.05) with a significant result of 0.000 < 0.05. Thus Ha is accepted, which means that promotion has a positive and significant effect on the purchase decision.

This is in accordance with promotional indicators which means that promotions influence consumers to decide to buy a product. This means that the better the promotion is done, the better the purchase decision will be. Indicators of promotions such as discounts, advertisements, publicity, and direct marketing are considered important to attract consumers' attention. Promotions will be more effective if Mranggen Mobile CM Counter is carried out continuously so that the products promoted will be easily recognized by many people and interested in making purchasing decisions. Mranggen Mobile CM Counter can take advantage of social media to make it a very interesting alternative in doing promos over the internet. This means that there is a media that has so much potential to be used for the Company. Through social media, business people will read the direction of their consumers, and know what they want. These results are in line with research conducted by Aditi, B., and Hermansyur, H. (2018). stated that promotion has an effect on purchasing decisions and research conducted by Dicki Agusani (2020) which shows that promotion has a positive and significant effect on purchase decisions.

4. CONCLUSION

By implementing a holistic marketing strategy, Toko Serba 35,000 has succeeded in creating a dynamic and attractive business environment for customers. The decision to keep the price at Rp 35,000 for each product provides clarity of value and builds an image as an affordable shopping destination. In addition, focusing on improving product quality, developing a marketing network, and superior customer service are the main pillars to maintain competitiveness and expand market share. The 35,000 convenience store also manages to keep its connection to the latest fashion trends, giving customers a choice of clothes that are to their taste. Thus, the implementation of this marketing strategy not only increases the attractiveness of the store, but also builds strong relationships with customers, creating a solid foundation for sustainable growth in a competitive market. The implementation of the sharia marketing strategy by the 35,000 Serba Shop in Watang Sawitto is carried out to comply with religious teachings and not to act outside the norms of religious law. Services that are in accordance with the characteristics of sharia marketing are also implemented so that employees continue to work professionally and remain realistic in providing services and do not discriminate against the surrounding community. This effort is made to maintain kinship with the surrounding community so that they can continue to be good colleagues and can also increase trust in the 35,000 convenience store.

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