

Determining the Most Dominant Batik Gajahmada Tulungagung Purchase Decision Indicator Using SPSS

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ABSTRACT

Batik Gajahmada Tulungagung is one of the industrial homes in Tulungagung that produces batik writing and batik cap fabrics. The number of business people who plunge into the world of batik makes batik business competition more rapid. The research aims to determine the most dominant indicator on the decision to buy Gajahmada Tulungagung batik. This type of research is quantitative, using accidental sampling methods that are part of probability sampling. The study sample amounted to 50 respondents with a total of Gajah Mada Tulungagung batik customers who could not be known. The data analysis method uses multiple linear regression analysis. The results showed four indicators of purchasing decisions, location, price, quality, and promotion. Of the four indicators, quality is the most dominant indicator in influencing buying Gajahmada Tulungagung batik.

Keywords: Purchase Decision, Location, Price, Quality, Promotion

1. INTRODUCTION

Batik Gajahmada Tulungagung is an industrial home in the city of Tulungagung that produces batik tulis and batik cap fabrics. Batik Gajahmada was established since 1975 in jalan Gajahmada III/17 Mojosari Tulungagung. Batik cloth produced always maintains Indonesian culture carrying the characteristic concept of each region, such as carrying the concept of gajah mada, a characteristic of Tulungagung City.

The number of business people who plunge into the world of batik makes batik business competition even tighter. Business actors must determine and implement the right strategy and create a competitive advantage over competitors so that the company becomes the most superior in facing market competition and can advance and develop the company [1]. The indicator of the decision to buy Batik Gajahmada Tulungagung is used as a basis for consideration in making decisions to determine the right marketing strategy[2]. A purchasing decision is the act of a person to buy or not on a product or service because of an emotional impulse from within or other influences[3]. The amount of decision-making is one factor that determines the achievement of the company's goals.

Gajahmada Tulungagung batik sales data from 2018 to 2019 experienced an increase in sales. In 2018 it sold

177 products, and in 2019 sold 232 products. Despite the rise, sales of Gajahmada Tulungagung batik are still relatively low / less maximal in product sales. This is because, in the process of selling batik, Gajahmada Tulungagung has not recognized indicators that significantly affect purchasing decisions, so the sales strategy applied is not appropriate [4].

Based on Dwi Rachmawati's research et al. about "Factors Influencing Customers' Purchase Decision Of Residential Property In Selangor, Malaysia," It is known that the most influential factors are locations which are further influenced by price, quality, company image, and promotion [5].

Purchasing decision indicators are location, price, quality, company image, and promotion [6]. Location is where or where the product is located. Locations that have convenience for customers to obtain can influence purchasing decisions [7]. Price becomes a consideration in making a purchase decision with the price can affect a person to determine the number of items purchased [8]. Quality is a characteristic of a product or service related to consumer desires and has advantages and feasibility to be traded [9]. The company's image is the customer assessment point of view on the company [10]. Promotion becomes a form of communication between customers and sellers [11]. Promotional activities are

activities to seduce, persuade or influence customers to make purchases.

The research aims to determine the indicator of Gajah Mada Tulungagung batik purchase decision and determine the indicator of the most dominant Gajahmada Tulungagung batik purchase decision using SPSS.

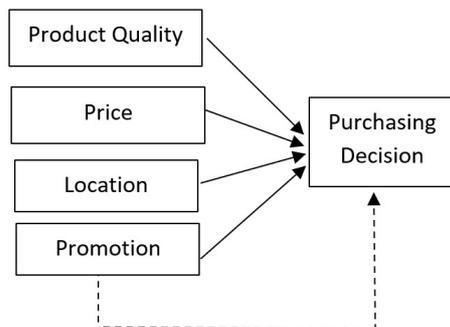
2. RESEARCH METHODS

This research is a quantitative study that analyzes data statistically and systematically. This type of research aims to show facts and relationships between indicators and predict outcomes [12]. These research-free indicators are location, price, quality, and promotion, while purchasing decisions are bound indicators. The research population is all customers of Gajahmada Tulungagung batik whose numbers cannot be known. So this study uses the accidental sampling method, which is part of the probability sampling technique [13].

They determine the number of samples using this method, multiplying ten times the number of free and bound indicators. The number of free and bound indicators of this study has five indicators, so that the sample used is $10 \times 5 = 50$ respondents. This respondent is a customer who purchased Gajahmada Tulungagung batik.

The data was obtained from 50 questionnaire results collected again after being distributed to respondents who were customers of Gajahmada Tulungagung batik. Questionnaires are shared with respondents in the validity and reliability test so that the data used is valid and reliable. A validity Test is a test conducted on the contents of a data instrument to measure the accuracy of the devices used in research [14].

Reliability test is the process of measuring the reliable accuracy of an instrument to ensure the data instrument is reliable said to be reliable if it has a value Cronbach's Alpha > 0.60 [13]. The following research frame of mind:



Information :

= partially influential

-----> = simultaneously influential

H1 = location partially influences purchasing decisions.

H2 = Price partially affects the purchase decision.

H3 = quality partially influences purchasing decisions.

H4 = Promotions partially influence purchasing decisions.

H5 = location, price, quality, and promotion influence purchasing decisions simultaneously.

This research hypothesis test uses three tests consisting of the t (partial) test, the F test (simultaneously), and the coefficient of determination test. The t-test is used to determine the significance of the impact of the free indicator on the partially bound indicator [15]. The F test is used to simultaneously determine the significance of free indicators' impact on bound indicators. Coefficient tests can show the amount of free indicator contribution to bound indicators simultaneously [8].

The data analysis method used is a multiple linear regression analysis that uses software SPSS for windows. Multiple regression analysis is used to find research problem solving with formulas [16]:

$$Y = \alpha + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Dimana:

X1 = location

X2 = price

X3 = quality

X4 = promotion

Y = Purchasing decision

α = constant

$b_1, b_2, b_3, b_4,$ = free indicator regression coefficient

e = coefficient of disruptors (error)

3. RESULTS AND DISCUSSIONS

Of the 50 respondents studied resulted in the following hypothesis tests and linear regression analysis:

Table 3.1 Test Result t

Indicators	t count	t table	Sig. count	Sig.
X1 (Location)	1,545	2,010	0,018	0,05
X2 (Price)	2,447	2,010	0,026	0,05
X3 (Quality)	7,322	2,010	0,002	0,05
X4 (Promotion)	0,26	2,010	0,785	0,05

Data Source: SPSS 23.0

Table 3.2 Test Result F

F count	F table	Sig. count	Sig.
17,258	2,408	0,005	0,05

Data Source: SPSS 23.0

The decision to purchase Gajahmada batik is partially not influenced by the indicators of location and promotion. Still, the price and quality affect the decision to buy Gajahmada Tulungagung batik significantly. This is by table 3.1, a table of test results t on 50 respondents of Gajahmada Tulungagung batik customers.

Indicators of Location, price, quality, and promotion simultaneously influence the decision to buy Gajahmada Tulungagung batik. This corresponds to table 3.2 of the F test results, which shows that the F count is greater than the F table and has a significance value of less than 0.05.

The results of multiple linear regression analysis obtained the following equations::

$$Y = 5,804 + 0,283 X1 + 0,329 X2 + 0,432 X3 + 0,009 X4 + e$$

Multiple linear regression equations show that location (x1), price (x2), quality (x3), and promotion (x4) simultaneously positively influence purchasing decisions. It also shows that the most dominant indicator influencing the decision to buy Gajahmada Tulungagung batik is the quality indicator. In addition to quality indicators, price indicators also have a dominant role in influencing the decision to buy Gajahmada Tulungagung batik. The amount of the contribution of location, price, quality, and promotion to influence purchasing decisions can be seen from Table 3.3, which is the result of the determination coefficient test that the Adjusted R Square value shows a value of 0.570 which means that 57% of the indicator affects the decision to buy Gajahmada Tulungagung batik and 43% of batik purchase decisions are influenced by other indicators that researchers do not study.

Table 3.3 Result of Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,778	0,605	0,570	0,654

Data Source: SPSS 23.0

4. CONCLUSION

Based on the study results, there are four indicators studied: location, price, quality, and promotion. The SPSS test showed that quality was the most dominant indicator of batik Gajah Mada Tulungagung purchasing decisions. So that the strategy of improving quality can give a significant influence and encourage customers in making decisions to buy Gajahmada Tulungagung batik so that it can increase sales turnover and businesses can survive, develop and have an advantage in facing market competition.

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