Analysis of determinants of purchase decision: The role of element of package, product quality and perceived value

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Info Artikel	ABSTRACT
	This study aims to analyze the effect of the element of package, product quality and perceived value on consumer purchasing decisions. This research was conducted using quantitative methods, and the data in the study were collected through surveys. The population in this study were consumers of Batik Komar Bandung products, with a total sample of 110 respondents. The questionnaire in this study was measured with a Likert scale to determine respondents' perceptions regarding the elements of package, perceived value, and purchasing decisions made by consumers. The data obtained were processed using multiple regression analysis with SPSS 23 software. The results of this study indicate if there is a positive influence from the element of package, product quality and perceived value on consumer purchasing decisions on Batik Komar Bandung products. The findings of this study can provide insight for managers and owners of IKM, especially those of UKM Batik Komar Bandung, so that they can further improve consumer purchasing decisions and achieve higher profits.

INTRODUNCTION

The quick and more contemporary advancements of the period inspire direct and indirect improvements to trade, transaction, and marketing systems. We all know that the corporate world evolves rapidly every year. (Nizar & Sholeh, 2021). This has prompted many new businesses to emerge in various categories, both goods and services (Hodijah & Angelina, 2021). Business people are competing to be able to meet the needs and desires of consumers, starting from the selection of good materials to the manufacturing process with the aim of being able to create a product of the best quality ((Amri & Prihandono, 2019); (Rahman & Sitio, 2019)). In addition, various product innovations are also carried out so that consumers do not feel bored with existing products. According to (Helmi et al., 2022) so that the product can be sold, various promotions are carried out such as making advertisements in magazines, radio, television and social media as well as redesigning the product packaging itself. All of this aims to increase product sales and earn big profits. The profits made allow a company to develop its business and maintain the viability of the company (Muhtarom et al., 2022).

According to (Sugeng Suroso, 2022) In order for a business to excel, one of the things that can be used as a competitive advantage for a company is the purchasing decisions of its consumers. It is not easy to understand consumers' purchasing decision processes (Rahmawati et al., 2022). In choosing a product, consumers certainly consider the elements contained in a product, such as design, color, size, packaging, and others, as well as intangible attributes, namely price, service, and quality (Shukla et al., 2022). One of the things that is considered quite busy in the ongoing business competition is the business in the fashion sector, one of which is batik products in the city of Bandung (Pratama, 2022).

Batik Komar is one of the domestic batik products in the fashion sector, which comes from the city of Bandung (Adjeng Mariana Febrianti et al., 2022). With styles and designs taken from the concept of the archipelago, komar batik offers something different for the community, especially in various circles (Febrianti et al., 2022). Like business people in general, batik komar wants its product sales to continue to increase, but in reality there are fluctuations in product sales. This can be seen from the sales report data where sales according to 45% (source, data on sales of batik Komar, 2021). Package elements and product quality are one of the factors that influence purchasing decisions (Johan et al., 2019). Because product quality affects consumers' decisions to buy a product or service, a firm must pay close attention to the quality of the things it produces (Firmansyah, 2021). More people will be interested in purchasing a product the higher its quality. A business may outperform its rivals by offering

top-notch items. Therefore, in order to provide high-quality items that meet customer expectations, a corporation must be able to comprehend what customers want.

Product quality relies on its capacity to meet consumer demands (Irfan et al., 2022). According to (Prihartono, 2021), product quality has eight quality dimensions: performance, feature, reliability, conformance to specifications, durability, serviceability, aesthetics, and perceived quality. Consumer choice may also impact perceived value (Shaari et al., 2021). One of the most crucial ideas for comprehending clients in any sector has been perceived worth. Perceived value may be conceived as a construct to explain purchasing behavior, according to existing studies (Goldberg & Spies, 2022). According to (Chafidon et al., 2022) approaches perceived value through several lenses: Social, emotional, practical, epistemological, and conditional values are all values.

Customers' purchase decisions may be improved if they believe that a product is worth their money. In order to ascertain if package, product quality, and perceived effect on customer purchase decisions for Komar batik items in the city of Bandung, this study set out to answer these questions. This research site is for users using batik products especially kommer batik products. Furthermore this study fills a research gap on the need to revisit the role of perceived value in fashion products (Chafidon et al., 2022). Research conducted by (Andrenata et al., 2022) on which perceived value variables influence online purchasing decisions. Further research (Rahman & Sitio, 2019) states that companies that use packaging properly can influence purchasing decisions. So based on the description above, the researcher wants to analyze the influence of packaging elements, product quality, and perceived value on consumer purchasing decisions.

RESEARCH METHODS

This report examines Bandung West Java Komar batik online purchase determinants. This study's dependent variables include packed product quality and buying decision. Quantitative study (Sugiyono, 2018). This study employs statistical and interpretative tools to analyze quantitative data. Explanatory research identifies and explains independent factors that cause one variable to affect another. Online surveys are done by exchanging links to a website with many survey questions. The researchers also randomly chose 110 customers from 152 respondents using the Slovin algorithm. This research distributed questionnaires with Likert scales from 1 to 5. Valid questionnaires reveal measurable information. Multiple linear regression analysis using SPSS 25 was used to analyze data.

RESULTS AND DISCUSSION
Respondent Profile

Table 1 Respondent Profile

Profil Respondent	Percent (%)
Gender	
Male	62%
Female	38%
Age of the respondents	
18 - 25 years	12%
26 - 35 years	56%
36 - 45 years	32%
Education Background	
Senior High School	9%
Diploma	17%
Under Graduate	56%
Post Graduate	18%
Occupation	
Student	38%
Employee	62%

Source: Processed data (2022)

Table 1 shows 42 percent male and 68 percent female responders. 52% of responses are 18-25. Thirty-six percent are 26–35 years old, and 12 percent are 36–45. Most responses. 52%, including 18-25-year-olds. 56% hold bachelor's degrees. Work-wise, 64% are students.

Descriptive Analysis

Table 2 Descriptive Analysis Results

No	Variable	Average Score	Standard Deviation	Interpretation
1	Element of package	4,1	0,2603	Good
2	Product quality	3,9	0,2193	Good
3	Perceived Value	4.0	0,2771	Good
4	Purchase Decision	4,1	0,3851	Good

Source: Data processed 2022

According to the researcher's descriptive analysis, respondents' mean questionnaire scores were 4.3. Celebrity endorsement perceived value and purchase choice information quality are high in this score. Table 2 demonstrates that respondents' answers for each variable fell within the descriptive analysis's excellent range.

Validity and Reliability Test

Table 3 Reliability Test

Variable	Reliability value	r-critical	Information
Element of package	0,647	0,6	Reliable
Product quality	0,772	0,6	Reliable
Perceived Value	0,784	0,6	Reliable
Purchase Decision	0,629	0,6	Reliable

Source: Processed data (2022)

Table 3 shows that all variables have reliability coefficients larger than the crucial r 06. Thus, all research variables are reliable for further investigation.

Normality and Multicollinearity Test

Table 4 Kolmogorov-Smirnov One-Sample Test

		Unstandardized Residual
N		110
Normal Parameters [a,b]	Mean	0,0000000
	Std. Deviation	1,95572908
Most Extreme	Absolute	0,059
Differences	Positive	0,059
	Negative	-0,058
Test Statistic		0,059
Asymp. Sig (2-tailed)		0,200

a. Test distribution is Normal
b. Calculated from data

Source: Processed data (2022)

The table above gives Asymp's value. Sig (2 tails) 0.200. Asymp value. Unstandardized residual data is regularly distributed if Sig(2-tailed) is bigger than 0.200 > 0.05.

Table 5 Multicollinearity Test
Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Celebrity Endorsement	.541	1,848
	Product quality	.531	1,779
	Perceived Value	.807	1,239

a. Dependent Variable : Purchase Decision

Source: Processed data (2022)

The multicollinearity test indicated that the two independent variables package factor and notional value had tolerances of 0541 and 0807, and VIF values of 1848 and 1239. Since the patient is more significant than 0.10 and the VIF is less than 10.00, these results can be interpreted as the absence of multicollinearity meeting the classical assumption of multicollinearity between independent variables.

Multiple Linear Regression Test

Table 6. Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	sig.
1	(Constant)	7,118	1,838		3,873	0,000
	Element of package	0,201	0,087	0,238	2,307	0,023
	Product quality	0,229	0,094	0,285	2,771	0,116
	Perceived_Value	0,251	0,064	0,329	3,898	0,000

a. Dependent Variable : Purchase_Decision

Source: Processed data (2022)

The intercept and regression coefficient values may be calculated from the output above to build a multiple linear regression equation:

$$Y = 7.118 + 0.201 X1 + 0.251 X3 + e \qquad \textbf{(1)}$$

The equation above may be understood as follows:
a = The regression lines cross the Y axis at 7.118 because if the Element of package and Perceived Risk variables are zero, the Purchase Decision variable will be 7.118 units.
b1 = The purchase choice variable rises by 0.201 units if the Element of package variable increases by one unit while the other factors remain unchanged.
b3 = 0.229 states that if the product quality variable rises by one unit and the other factors remain fixed, the purchase decision variable increases by 0.229.
b3 = The purchase decision variable will rise by 0.251 units if the perceived value variable increases by one unit and the other factors remain constant.

Partial Test and Simultaneous Hypothesis
The t-test indicated how much one explanatory variable or independent variable explains dependent variable variation. Table 6 indicates the package variable elements' t-score is 2.307, higher than the t-table (1.97928). Ho fails, Ha passes. Thus, several package variables strongly influence purchase decisions. Table t > 2.771 (1.97928) yields product quality. Results support the second theory. This implies that product quality indicators influence purchase choices. Finally, table 3.898 > t (1.97928) yields the Perceived Value variable, which rejects Ho and accepts Ha according to the hypothesis testing requirements. In Bandung, West Java, Komari batik purchases are partly influenced by perceived value. Concurrent testing:

Table 7 Simultaneous hypothesis testing

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	207,507	3	69,169	17,746	0,000[b]
	Residual	474,285	121	3,920		
	Total	681,792	124			

a. Predictor: (Constant), Perceived_Value, Element of package

b. Dependent Variable: Purchase_Decision

Source: Processed data (2022)

ANOVA's F value is 17.746, and the significance value is 0.000. Table F is 2.68 with level = 0.05, df1 = k – 1 = 4 – 1 = 3 and df2 = n – k = 125 – 4 = 121. Thus, F-number > F-table is 17.646 > 2.68, indicating that package aspects, product quality, and perceived value jointly impact Komar-batik's Bandung purchase decision factors.

Coefficient of Determination Test (Adjusted R Square)

Table 8 Test the coefficient of determination

Model	R	R Square
1	.784[a]	.775

a. Predictors: (Constant), Perceived_Value, Element of package

b. Dependent Variable: Purchase_Decision

Source: Processed data (2022)

The coefficient of determination is 0.775, meaning the three independent factors have a 77.5% effect on the dependent variable. 22.5% are affected by factors not studied in this research. These findings show that package features, product quality, and perceived value strongly impact purchase decisions.

Discussion

The influence of the Element of package on Purchase Decision on the purchase of Batik Komar products in the city of Bandung

Packages secure products and display them for marketing purposes. According to (Rahmawati et al., 2022) says packaging components, visual elements, product information, manufacturer, place of origin, and brand are verbal and may affect customer purchases. Marketers think packaging factors impact marketing efficacy, brand recall and recognition, and customer buy intents and behaviors. This study's element of package variable question responses average high. Respondents agreed that packaging may impact sales. Partial hypothesis testing or test-test demonstrates that the element of package variable rejects H0 and accepts H1, indicating that it greatly influences purchase choices. According to (Rahman & Sitio, 2019), firms that use packaging appropriately may impact customer purchase choices.

The effect of product quality on purchase decisions on the purchase of Komar batik products in the city of Bandung

The results of the product research analysis show that these variables positively influence purchasing decisions. The level of significance gives the result so that the hypothesis is accepted. This is also consistent with the research (Cesariana et al., 2022) and (Sihotang, 2020) that companies that manage product quality improve their behavior in making development decisions. Similarly (Sihotang, 2020) states that the higher the product quality, the higher the decision of the consumer to buy the product.

The Influence of Perceived Value on Purchase Decisions on the purchase of Komar batik products in the city of Bandung

Valuable responses in this survey fall into a reasonable range. According to the calculation results of the above respondents' answers, each proposed indicator falls in the excellent category. A partial hypothesis test or t-test shows that H0 is rejected and H1 is accepted. These results also align with research conducted by (Andrenata et al., 2022), according to which perceived value variables influence online purchase decisions.

Effect of Element of package, and Perceived Value on Purchase Decision on online purchases on online shopping platform applications

Based on simultaneous hypothesis testing or f-test findings, package title and perceived value impact online shopping platform application selections. Based on ANOVA, it can be interpreted that these three variables positively affect net intensity. These results show the similarity of the results obtained through the bridge of the literature, and these three variables, to some extent, positively influence the theory presented in previous studies.

CONCLUSIONS

This research found that packaging components and perceived value factors may strongly impact product purchases. A good packaging strategy must be updated to keep customers engaged and boost sales. Innovative items are easier and quicker to sell with intensive marketing. Companies should use nice packaging or a distinctive design to persuade customers to buy. This study covers packaging and value aspects that influence purchases. It doesn't rule out product quality and appearance influencing internet purchases. Research restrictions limit this study's sample size. Research in many sites increases sample size.

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