Effect of Product Quality, Service Quality And Promotion Mix Against Purchasing Decisions (Study on Faninda Jaya Furniture Gorontalo)

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INTRODUCTION

Rapid progress and financial competition have forced companies to be able to face and overcome various problems and challenges that arise in order to realize the goals that have been set. In setting this goal the company must be based on its potential so that the goal can be assessed legally. Not only the production that is highlighted but more than that in terms of benefits must be understood by what the customer wants so that the buyer can continue to trust the production that is made because it has been proven to be able to fulfill the wishes of the buyer as well as for the maker to expand the company's profits. According to (Putra et al., 2017), quality reflects all dimensions of product offerings that generate benefits for customers. This is supported by research conducted by (Febiola et al., 2017) which revealed that product quality, store atmosphere and service quality simultaneously and partially influence the purchase decision. Companies must be able to determine the right strategy so that the company can survive and develop continuously and innovate products according to the times.

Promotion mix is one of the variables in the marketing mix that determines the success of a marketing program. Sometimes the term promotion is used synonymously with the term selling even though what is meant is promotion. Strictly speaking, the term selling includes only the transfer of goods or services or the use of sellers, and does not involve any advertising or other activities aimed at driving demand. So, sales are only part of the promotional activities.

Purchasing decisions are thoughts where individuals evaluate various options and decide on a choice of a product from many choices. According to (Amstrong, G. Adam, S. Denize, S. Kotler, 2014), purchasing decisions are the stages in the buyer's decision-making process where consumers actually buy. According to (Schiffman, l.G. and Kanuk, 2013) purchasing decisions are defined as a choice of two or more alternative choices. According to (Fandy, Tjiptono 2012) purchasing decisions are a process where consumers know the problem, look for information about products or brands

Faninda Jaya furniture is furniture in Gorontalo that produces household items such as chairs, tables and cabinets with the aim of making a profit including business activities, where you can choose what type of business to run and of course make a profit. Faninda Jaya Meubel has been in the furniture business for a long time. Sonny's furniture business has been running for a long time, however, this business is fully developed, apart from that, the tight competition in the industrial world is the result of advanced technological developments.

Based on data that Faninda jaya Mebel we can see that in the last 3 years there has been a significant decrease in the number of sales at Faninda Jaya Mebel, this is due to several factors that result in the lack of completeness of products and the quality of employee service that is less than optimal and the promotion mix is less memorable so the Company must pay attention to this because it will affect the purchase decision. With these problems, it is very important for companies to pay attention to the level of purchase decisions of a consumer, because purchasing decisions are an integrating process that combines knowledge attitudes to evaluate two or more alternative behaviors, and choose one of them. So it can be said that a purchase decision is a person's decision where he chooses one of several alternative choices and an integration process that combines knowledge attitudes to evaluate two or more alternative behaviors and choose one of them then make a purchase and provide recommendations as a post-purchase attitude addressed by consumers. The level of sales of Faninda Jaya Meubel is an illustration of the lack of consumer desire to buy at a certain time. Poor purchasing decisions can also be seen from the number of consumer visits in buying products at Faninda Jaya Meubel but not to buy but only to look at the products at Faninda Jaya Meubel, so that the intensity of visits from consumers is not the basis for good purchasing decisions at Faninda Jaya Meubel. These various problems are of course due to product quality and customer service quality which tends to change along with certain moments. Therefore, gaining consumer awareness is one of the marketing targets that companies need to target. Brand awareness plays a role in influencing consumer purchasing decisions (Maulida et al., 2022)

 Based on the background explanation above, the researcher wants to compile a study that discusses marketing strategies and purchasing decisions, with the title "The Effect of Product Quality, Service Quality and Promosi Mix on Purchasing Decisions (Faninda Jaya Meubel Case Study)."

This research is supported by similar research so that researchers can use it as consideration for carrying out research. The Influence of Promotion Mix on Purchasing Decisions at PT. Astra Internasional Tbk – Daihatsu Malalayang Manado Branch (Case Study on Purchasing Ayla Products) with research results showing that Personal Selling, Advertising, Sales Promotion, Public Relations, Direct Marketing simultaneously have a significant effect on Purchasing Decisions. For purchases, the management of PT Astra Internaional Tbk- Daihatsu Malalayang Manado Branch should be improved again the promotion mix in it (Lasut &; Tumbel, 2017).

RESEARCH METHODS

The data to be used in the study were collected using various methods namely Observation is a data collection technique that not only measures the attitudes of respondents (interviews and questionnaires) but can also be used to record various phenomena that occur, this technique is used when the research is aimed at studying human behavior, work processes, natural phenomena and carried out on not too large respondents. Questionnaire distribution was carried out by visiting consumers who were temporarily visiting to purchase products that were considered data sources at Faninda Jaya Meubel, this was done because it was hoped that the results obtained from the questionnaire in instrument testing is valid or legitimate and can be used in regression testing. In the sense of personal reports or things that are known, questionnaires were distributed to respondents in research locations. The answers to each question asked were based on an ordinal scale. through documents and records available at Faninda Jaya Furniture. While the data analysis technique used to prove the proposed hypothesis and to analyze the variables raised, namely qualitative

techniques describe and analyze data found in the field descriptively so that they can prove hypotheses, quantitative techniques of data analysis in this study will be carried out quantitatively. Quantitative analysis was carried out using statistical techniques to test the hypothesis, namely multiple regression. Data analysis was performed using the SPSS application.

The multiple regression equation is:

$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$

Information :

Y = Purchase Decision

X_1 = Product Quality

X_2 = Quality of Service

X_3 = Promotion Mix

b_0 = constant number

$b_1, b_2....$ = regression coefficient

Regression Model Fit Test

T test, namely testing to ascertain whether the hypothesis can be partially accepted or rejected. The criterion for acceptance or rejection is by comparing the significance value at alpha = 0.05. If the significance value is less than the alpha value = 0.05, the hypothesis is declared accepted. ,

f test, namely testing to ascertain whether the hypothesis can simultaneously be accepted or rejected. The criterion for acceptance or rejection is by comparing the significance value at alpha = 0.05. If the significance value is less than the alpha value = 0.05, the hypothesis is declared accepted.

Correlation coefficient test (R), which is a test to ascertain the level of relationship between the independent variables and the dependent variable. If the R value is close to 1, then the relationship between the two is very close, and if the R value is close to 0, then the relationship between the two is very distant.

Test the coefficient of determination (R^2), which is a test to ascertain the percentage variation of changes in the dependent variable for an increase or decrease in the independent variable.

RESEARCH RESULTS AND DISCUSSSION

Faninda Jaya Meubel is a local company engaged in the production of household furniture with a package and cash system. The company which is located in Bulila Village, Telaga District, Gorontalo Regency was founded by Mr. Hi. Sony Ahmad Dude or known as Hi. Sony. At the beginning of its establishment, this company was only engaged in the procurement of teak-based household furniture which was sent directly from Jepara. However, along with the growing needs and high consumer demand, Faninda Jaya is slowly starting to add to its business products. This is evidenced by the establishment of the "MADINA SPRINGDED" factory which specifically produces goods in the form of sofas and spring beds. In addition, the products offered are increasingly diverse, including electronic goods, calligraphy, jars and various other household items.

Apart from being a private business, Faninda Jaya also contributes to improving the economy of the people in the Gorontalo region because Faninda Jaya has employed + 100 workers and 500 package managers. To motivate the manager, at the end of each package, Faninda Jaya holds an official lottery which is registered with the social services. In addition to other social activity package raffle activities, Faninda Jaya always takes part in helping areas affected by natural disasters by providing humanitarian assistance to disaster victims. Until now, the Faninda Jaya Company is

growing, especially in providing services, to help meet the needs of the people of Gorontalo Province in particular and the Sulawesi region in general.

Characteristics of Respondents

The description of respondent characteristics is an explanation of the Influence of Product Attributes on the purchasing decisions of Faninda Jaya Meubel Consumers in Gorontalo Province, which is needed as information to find out the identity as a respondent in this study. Respondents as research objects that provide interpretation of respondent characteristics to analyze product attributes.

Respondents in this study amounted to 80 people who provided information about self-identity such as gender and recent education. More details will be described as follows:

This study obtained data according to the analyzed variables using three independent variables and one dependent variable. The independent variables of this study are product quality (X1), service quality (X 2) and promotion mix (X3() respectively). This respondent description analysis is intended to know and understand the variations in attitudes and behaviors of Faninda Jaya Meubel consumer respondents, so it is necessary to first put forward the identity of respondents which is expected to strengthen the position and position of this study. In various literature, clues have been given that the identity of respondents is a characteristic they have and each respondent has different variations. Heterogeneity The identity of the respondent, will describe his response to the various variables studied. To find out the identity of respondents according to the number of respondents distributed and all returned, namely as many as 80 people as follows:

Gender

Gender is one of the consumer identities that can be used to know and explore variations in consumer attitudes and behaviors, especially in responding to and perceiving product quality, service quality, and marketing mix and purchasing decisions. The number of consumers studied was 80 people. From this number, data were obtained that the male and female genders of Faninda Jaya Meubel showed that the respondents of the study were consumers of Faninda Jaya Meubel with male gender as many as 46 people or 57.5% and female gender as many as 34 people or 4 2.5%. This gives an indication that Faninda Jaya Meubel is liked by all consumers, both men and women.

The level of education owned by 80 respondents who are consumers of Faninda Jaya Meubel, each with a very varied educational background ranging from the lowest level, namely General High School (SMU) to the highest level of education, namely strata three (S-3)

To find out the amount and percentage of frequency in the distribution of education levels or education levels owned by all consumers who were respondents in this study, which was as many as 96 people, it can be in the data that shows that all respondents totaling 80 people with the number of distribution of education levels are each 1 0 people or 12.5 % of consumers with the latest education is high school / equivalent, the higher level is Diploma there are 2 0 people or 25%, for education with a Bachelor level of education (S-1) there are 34 people or 4 2.5%, the level of Master education there is 1 4 people or 1 7.5%, while the Doctoral education level there are 2 people 2.5 people %. Thus, the most dominant level of education possessed by the Respondent is Bachelor (S-1).

This section is directed to describe the distribution of the results of distributing the respondent's questionnaire to the research variables. However, the variables used in this study are latent variables, so the description is carried out through indicators of each research variable. Data description aims to describe the characteristics and

perceptions of respondents to the variables developed in this study. This study uses independent variables consisting of product quality, service quality and promotion mix. Then the dependent variable consists of consumer purchasing decisions.

The product quality variable has measurement indicators consisting of performance, features, reliability and durability. The service quality variable has measurement indicators consisting of tangible, responsiveness, assurance and certainty and empathy. The promotion mix variable has measurement indicators consisting of advertising, personal selling, sales promotion and public relations.

The dependent variable is consumer purchasing decisions which have measurement indicators, namely problem recognition, information search, alternative research and buying interest. Respondents' perceptions of Faninda Jaya Furniture are described through the responses to the results of the research questionnaire which can be explained as follows:

Variable Description Product quality

The product quality variable has four measurement indicators consisting of performance, features, and reliability and durability. The results of the research questionnaire can be seen. the following :

Variable Description Product quality

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	Performance (X11)	-	1 (2,1%)	10 (11,6%)	28 (34,7%)	41 (51,6%)	4,36
2	Privilege (X12)	-	1 (1%)	9 (10,4%)	35 (35,4%)	42 (53,1%)	4,41
3	Reliability (X13)	3 (4,2%)	4 (5,2%)	13 (16,7%)	31 (38,5%)	28 (35,4%)	3,96
4	Durability (X14)	3 (4,2%)	5 (6,3%)	13 (16,7%)	28 (34,4%)	31 (38,5%)	3,97
	Average						4,18

Source: processed data, 2021

Based on the table above, it can be seen that the dominant indicator in the formation of product quality is the feature indicator (X12). The average score is 4.18. On the other hand, the indicator that has the least contribution to the quality of Faninda Jaya Meubel products is the reliability indicator (X3).

Variable Description Quality of service

The service quality variable has four measurement indicators consisting of tangibles, responsiveness, assurance and assurance and empathy. The results of the research questionnaire can be seen as follows:

Variable Description Quality of service

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	Form (X21)	-	-	8 (10,4%)	19 (24%)	53 (65,6%)	4,55
2	Responsiveness (X22)	-	1 (1%)	7 (9,4%)	35 (43,8%)	37 (45,8%)	4,34
3	Guarantee And	-	1	12	19	48	4,42

No	Indicator	1	2	3	4	5	Average
	Assurance (X23)			(2,1%)	(14,6%)	(22,9%)	(60,4%)
4	Empathy (X24)	-	1 (1%)	10 (12,5%)	27 (34,4%)	42 (52,1%)	4,38
	Average						4,42

Source: processed data, 2021

Based on the data above, it can be seen that the dominant indicator in shaping service quality at Faninda Jaya Furniture is a tangible indicator (X41). The average score of this indicator is 4.55. On the other hand, the indicator with the smallest contribution to service quality is the empathy indicator (X44). The average score of this indicator is 4.34.

Promotional Mix Variable Description

The promotion mix variable has four measurement indicators which consist of advertising, personal selling, sales promotion and public relations. The results of the research questionnaire can be seen as follows:

Promotional Mix Variable Description

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	Advertising (X31)	-	-	2 (3,1%)	39 (49%)	39 (47,9%)	4,45
2	Private Sale (X32)	-	1 (1%)	8 (10,4%)	20 (25%)	51 (63,5%)	4,51
3	Sales Promotion (X33)	-	1 (1%)	8 (10,4%)	41 (42,7%)	30 (45,8%)	4,33
4	Public Relations (X34)	-	1 (1%)	4 (5,2%)	35 (44,8%)	40 (49%)	4,42
	Average						4,43

Source: processed data, 2021

Based on the data above, it can be seen that the dominant indicator in forming the promotional mix for Faninda Jaya Furniture is the private selling indicator (X52). The average score of this indicator is 4.51. On the other hand, the indicator with the smallest contribution in forming the promotion mix is the sales promotion indicator (X53). The average score of this indicator is 4.33.

Variable Description Consumer purchasing decisions

The consumer purchase decision variable has four measurement indicators which consist of problem recognition, information search, alternative research and purchase interest. The results of the research questionnaire can be seen as follows

Variable Description Consumer purchasing decisions

No	Indicator	Frequency					Average
		1	2	3	4	5	
1	Problem Recognition (Y1)	-	2 (2,1%)	9 (11,5%)	28 (35,4%)	41 (51%)	4,35
2	Information Search (Y2)	-	1 (1%)	8 (10,4%)	28 (35,4%)	43 (53,1%)	4,41
3	Alternative Research (Y3)	3 (4,2%)	8 (6,3%)	13 (16,7%)	30 (37,5%)	26 (35,4%)	3,94
4	Interest To Buy (Y4)	3 (4,2%)	8 (6,3%)	14 (17,7%)	27 (33,3%)	25 (38,5%)	3,96
	Average						4,17

Source : data processed, 2021

Based on the data above, it can be seen that the dominant indicator in shaping consumer purchasing decisions at Faninda Jaya Meubel is information search (Y2). The average score of this indicator is 4.41. Conversely, the indicator that has the lowest contribution in shaping consumer purchasing decisions is alternative research (Y3). The average score of this indicator is 3.94.

1. Analysis of Research Results

a.   Test Instrument Validity and Reliability

To test the construct of the questions in the questionnaire, researchers conducted *a pre-test* on 30 respondents who were in accordance with the requirements of the research sample. *Pre-test* to check the validity and reliability of the research questionnaire. Validity and reliability testing using *SPSS 17*.

Reliability tests will show that indicators have good consistency in measuring latent variables. The requirement is *Cronbach's alpha* (α) of 0.6. Meanwhile, the validity test is a factor analysis test based on the variables in this study. The requirement for the validity test is ≥ 0.5.

Validity and Reliability Test Results

| Latent Variable	Indicator	corrected item-total correlation	Cronbac's Alpha
Product quality	X1.1	0,596	0,784
	X1.2	0,533	0,812
	X1.3	0,686	0,743
	X1.4	0,728	0,719
Quality of service	X2.1	0,720	0,810
	X2.2	0,712	0,810
	X2.3	0,763	0,787
	X2.4	0,610	0,850
Promotion mix	X3.1	0,607	0,735
	X3.2	0,527	0,794
	X3.3	0,608	0,747
	X3.4	0,626	0,721
Buying decision	Y1	0,532	0,798
	Y2	0,530	0,799
	Y3	0,687	0,725
	Y4	0,756	0,788

Source : data processed, 2021

Based on information from Table 5. 1:0 has shown that all latent variables have good validity and reliability, namely *corrected item-total correlation* values of ≥ 0.5 and *Cronbach's alpha* (α) of 0.6. Thus, the survey implementation was continued by distributing the actual questionnaire and then testing the multiple linear regression analysis model.

 b.   Data Analytics Requirements

1. Normality Test

The normality test can use data plotting graphs, where according to Gozali (2011), the regression model is said to be normally distributed if the data points depicted are clearly based on diagonally drawn lines. For this reason, test the normality of data in this study as shown below

Normality Test

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Keputusan Pembelian
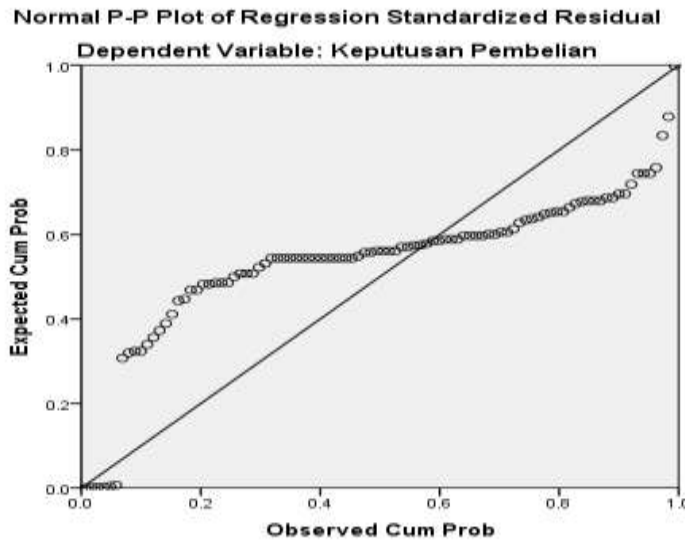
Source: Print Out SPSS, Data processed, 2021

The data above shows that the research data produces a distribution of points that follow the diagonal of the line and it can be concluded that this study uses normally distributed data.

2.   Multicollinearity Test

Multicollinearity is a situation that shows a strong correlation or relationship between two or more independent variables in a multiple regression model. The regression models referred to in this case include: linear regression, logistic regression, panel data regression and cox regression. In the situation of multicollinearity in a multiple regression model, the value of the beta coefficient of an independent variable or predictor variable can change dramatically if there is an addition or subtraction of the independent variable in the model.

The multicollinearity test used in this study is to look at Tolerance and VIF (Variance Inflation Factor) values. If the Tolerance value is greater than 0.10; then multicollinearity does not occur, on the contrary if the Tolerance value is smaller or equal to 0.10; Then multicollinearity occurs. When viewed from the VIF value, the correlation between variables can be said to be multicollinearity free if the VIF value is smaller than 10. If the VIF is greater than or equal to 10, then multicollinearity occurs. The multicollinearity test obtained the following results.

Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	.224	4.455
	Service Quality	.361	2.772
	Promotion Mix	.251	3.979

a. Dependent Variable: Purchase Decision

Source: SPSS Print Out, Data processed, 2021

Based on the table above, it can be seen that all tolerance values are greater than 0.1 and the Variance Inflation Factor (VIF) value is less than 10, so that it can be concluded that the data analysis is free of multicollinearity and can be continued in the next analysis.

3. Heteroscedasticity Test

This test was carried out with the aim of finding out whether there are deviations or misappropriation of opinions or assumptions about the difference between the residual and the variance based on observations that have been made in accordance with the existing regression model. In using this regression model, it must fulfill the condition that no heteroscedasticity symptoms are found. The method that can be used to test it is by testing Glesjer. In this test it is done by regressing between independent variables with an absolute residual value, namely ABS_RES. If the significance value between the independent variable and the absolute residual exceeds 0.5 then problems related to heteroscedasticity will not arise. The results can be seen in the following table.

Heteroscedasticity Test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	.819	.200		4.087	.000			
Product quality	.060	.019	.633	3.154	.100	-.079	.312	.300
Service Quality	-.051	.017	-.468	-2.954	.300	-.277	-.294	-.281
Promotion Mix	-.044	.021	-.405	-2.133	.404	-.216	-.217	-.203

a. Dependent Variable: Abs_RES

Source: SPSS Print Out, Data processed, 2021

Based on the table above, it can be seen that the significance value between the independent variables and the absolute residual is greater than 0.05 so that it can be concluded that the data analysis does not have a heteroscedasticity problem, so further analysis using multiple linear regression analysis can be continued.

c.   Multiple Linear Regression Analysis and Hypothesis Testing

To find out whether the five product attribute variables, namely: product quality (X1), service quality (X2) and promotion mix (X3) have a positive and significant effect on consumer purchasing decisions (Y) Faninda Jaya Meubel, the analysis uses a multiple linear regression analysis model with SPSS statistical program assistance and in accordance with the concept of this study.

This research has met the requirements to use multiple linear regression testing, so that further analysis can be used. In order to know briefly the magnitude of the partial coefficient, the regression coefficient and the significance and determination of the index, it can be seen as follows:

Results of Multiple Linear Regression Analysis

Coefficients[a]

| Model | Unstandardized Coefficients | | Standardized Coefficients | | | Correlations | | |
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part
1 (Constant)	-.586	.254		-2.309	.023			
Product quality	.942	.024	.933	39.257	.000	.994	.971	.442
Service Quality	.042	.022	.036	1.904	.026	.795	.195	.021
Promotion Mix	.044	.026	.038	1.683	.040	.862	.173	.019

a. Dependent Variable: Purchase Decision

Source: SPSS Print Out, Data processed, 2021

Based on the table above, it shows that the multiple regression equation of this research model is as follows:

$Y = -0.586 + 0.933 X_1 + 0.036 X_2 + 0.038 X_3$

The results of the multiple linear regression equation obtained can be interpreted as follows:

The value of -0.586 is a constant value which means that if all the independent variables are not there (value 0), then the consumer's purchasing decision is at that value. The value of 0.933 (X_1) means that if there is an addition of 1 value of the product quality variable it will increase consumer purchasing decisions by 0.933 assuming the other independent variables from the regression model are fixed. The value of 0.036 (X_2) means that if there is an addition of 1 value of the service quality variable it will increase consumer purchasing decisions by 0.036 assuming the other independent variables from the regression model are fixed. The value of 0.038 (X_5) means that if there is an addition of 1 promotional mix variable value it will increase consumer purchasing decisions by 0.038 assuming the other independent variables from the regression model are fixed.

The t test is carried out to find out which independent variables partially have a significant impact on the dependent variable. The degree of significance used is 0.05. If the significant value is less than the degree of confidence then accept the alternative hypothesis, where one independent variable partially influences the dependent variable.

Based on table 5.13 it shows that partially product quality has a value of t = 39.257 with a significance value of 0.000; service quality has a value of t = 1.904 with a significance value of 0.026; promotion mix has a value of t = 1.683 with a significance value of 0.040. From these data it can be concluded that all variables have positive t values and a significance level of less than 0.05, which means that all independent variables have a positive and significant effect on the dependent variable.

Simultaneous Test

Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
					R Square Change	F Change	df1	df2	Sig. F Change

1	.994a	.988	.988	.309	.988	2596.442	3	92	.000

    a. Predictors: (Constant), Promotion Mix, Service Quality, Product Quality

    b. Dependent Variable: Purchase Decision

Source: SPSS Print Out, Data processed, 2021

Based on the results of statistical analysis through the SPSS program, it shows that together the three independent variables, namely: product quality (X1), service quality (X2) and promotion mix (X3) have a positive and significant influence on consumer purchasing decisions (Y) which can be shown through the value of Fcount = 2596.442 and Probability (sig) = 0.000 < α = 0.05

While the contribution or contribution to the influence of the three independent variables is very large which can be shown through the value of the index of determination (R2) = 0.988 or 98.8% of variations in purchasing decisions and there is 0.012 or 1.2% of consumer purchasing decisions determined by other factors that have not been included in the study This. Thus, these three variables can be used as predictions to increase consumer purchasing decisions of Faninda Jaya Meubel.

DISCUSSION

Based on the purpose of this study, namely to determine and analyze the effect of product quality, service quality, and promotion mix on consumer purchasing decisions at Faninda Jaya Meubel. After testing the hypothesis of this study, the three independent variables have a positive and significant effect on consumer purchasing decisions.

The results of this study indicate simultaneously or together the three independent variables on the dependent variable showing a positive and significant influence as evidenced by the contribution (R2) = 0.988 or 98.8%. This means that consumer purchasing decisions can be predicted by using these three independent variables. While the remaining 1.2% indicates that it is still necessary to find variables that have not been identified in this study, so future researchers must explore more deeply so that variables can be found that can increase the influence on increasing consumer purchasing decisions.

Partial influence between product quality product attributes (X1), service (X2) and promotion mix (X3) on consumer purchasing decisions at Faninda Jaya Meubel

1. The partial effect of product quality on consumer purchasing decisions

Good or bad product quality is assessed by customers based on customer perceptions. A product is said to be of high quality if it meets the needs and desires of the buyer. Quality is determined by the customer, and their experience of the product or service. The company's success in increasing purchasing decisions at Faninda Jaya Meubel is largely determined by the quality of the products sold.

The results of this research analysis prove that product quality has a positive and significant effect on consumer purchasing decisions which can be proven by the magnitude of the coefficient of influence and its level of significance. Product quality shows the ability of a product to perform its functions. In order to compete in the market successfully, the product must be of superior quality compared to competitors' products of the same level.

The link with previous research seems to have similarities and differences. Research (Febiola et al., 2017) entitled Effects of Product Quality, Store Atmosphere and Service Quality on Purchasing Decisions at KFC Bahu Mall Manado. This study supports previous research which found that product quality influences purchasing decisions

2. Quality of service on consumer purchasing decisions

Basically every human being needs service, even in an extreme way it can be said that service cannot be separated. Service quality is the level of excellence expected and control over that level of excellence to meet customer desires. The results of the analysis of this study prove that the service quality owned by Faninda Jaya Meubel has a positive and significant effect on consumer purchasing decisions, thus indicating that if service quality can be improved, it will be able to improve consumer purchasing decisions.

The link with previous research seems to have similarities and differences. The previous research was (MM, 2017) with the title Analysis of the Influence of Product Quality and Service Quality on Purchase Decisions at Amanda Brownis at the Sidoarjo branch. This research supports previous research where both studies found that if consumers have perceptions that are in accordance with their wishes, such as perceptions of service quality, they will make purchases of these products.

3. Promotional mix on consumer purchasing decisions

The promotion mix is the best strategic combination of advertising variables, personal selling and other promotional tools that are all planned to achieve sales program goals. The results of this research analysis prove that the promotional mix provided by Faninda Jaya Meubel has a positive and significant effect on consumer purchasing decisions, thus indicating that if the promotional mix can be increased, it will be able to improve consumer purchasing decisions. Each product must be clearly promoted because it has different attributes, so that consumers are faced with various attributes offered by the company. The company has a duty to pay attention and evaluate

The connection with previous research appears to have similarities and differences, namely research entitled The Effect of Promotion Mix on Purchase Decisions (Survey of High School Students studying tutoring at Airlangga Kepenjen) by (Setyaleksana et al., 2017), where purchasing decisions consumers can be increased if the company is able to improve the promotion mix for the product.

4. Product Quality, Service Quality and Promotion Mix simultaneously influence purchasing decisions.

In accordance with previous research (Auladi, 2021) concerning the effect of product quality and price on purchasing decisions for Xiaomi smartphones in advanced Madiun hardware. Product Quality, Service Quality and Promotion Mix simultaneously influence purchasing decisions. Faninda Jaya Furniture consumers. This is evidenced by the simultaneous test (Test F) which has a calculated F value greater than F table with a positive value and a significance value of less than 0.05.

CONCLUSION

The results of this research analysis prove that product quality has a positive and significant effect on consumer purchasing decisions which can be proven by the magnitude of the coefficient of influence and its level of significance. The quality of service owned by Faninda Jaya Meubel has a positive and significant effect on consumer purchasing decisions, thus indicating that if service quality can be improved, it will be able to improve consumer purchasing decisions. The promotion mix provided by Faninda Jaya Meubel has a positive and significant effect on consumer purchasing decisions, thus indicating that if the promotional mix can be increased, it will be able to improve consumer purchasing decisions. Product Quality, Service Quality and Promotion Mix simultaneously influence consumer purchasing decisions at Faninda Jaya Meubel.

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