THE INFLUENCE OF PRODUCT, PRICE, AND PROMOTION TOWARDS PURCHASE DECISION ON YUMALA BRAND

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ABSTRACT

This research aims to know the influence of product, price, and promotion towards purchase decision of Yumala brand. In this research, the population is customer of Yumala. The sampling was conducted with roscoe formula that produces score of 40. Questionnaire is the tool for data sampling. The amount of question within the questionnaire is 21 by using Likert scale. The research was conducted during February 2018. This research is using regression analysis with validity and reliability test in every questions. Hypothesis test is applied in this research by F test, T test, correlation coefficient, and determination coefficient. Classical assumption test is applied in this research by using multicollinearity test, heteroscedasticity test, auto correlation test, normality test, and linearity test. The result of this research is the product variable, price variable, and promotion variable are significantly influenced the purchase decision towards Yumala brand.

Key Words: *Product, Price, Promotion, Purchase Decision*

INTRODUCTION

Creative industry in Indonesia is currently growing in a pace, fashion industry is one of the industry with a bright prospect. This is proven when fashion nowadays has become one of the sub-sector of creative economy that contributes in added value with amount of 154,6 trillion rupiahs. Fashion contributes in the development of Gross Domestic Product (GDP) of creative economy with the percentage of 18,15% or 1,43% towards national GDP with the growth reaching 2,8% in 2016 (Safutra, 2017). Fashion industry provides a large contribution for Indonesian economy stated by The Minister of Industry, Saleh Husein that fashion and craft is one of the creative economy sub-sector that provides a great contribution against national economic growth, starting from added value, absorption of manpower, amount of firm, until export-import market. Director General of National Export Development Ministry of Trade, Nus Zulia Ishak also provides statement that Indonesian fashion has a great potential to be developed. Her future hope is that Indonesia could become the centre of mode in regional until global level (Hartono, 2015).

The development of fashion industry cannot be separated with the work of Indonesian designers such as Rinaldy A. Yunardi with *headpiece* until shoes worn by Katy Perry and Nicki Minaj, Amanda Mitsuri with accessory collection made from resin, Fahrani Empel with his glasses

design, and Sabbatha Rahzuardi with his bag collection masterpiece. These creations from those designers are things that is well known domestically and internationally (Marsoum, 2016).

Several fashion events that provide a real support in loving Indonesian product movement in fashion sector are Jakarta Fashion Week, Indonesia Fashion Week, Trademark, Looats Market, Pop Up Market, and Brightspot Market as the form of appreciation from the nation to its people to push the development of local fashion and provides more opportunity for local brands to be known by community. Those events really help in increasing the love and purchase intention of Indonesian citizen towards local brand (Santa, 2016).

The growth of fashion industry today is quite fast that gives the chance for more creative industries to be established. The emergence of many industries that provides fashion needs such as accessory and growth of internet users makes many businesses in fashion industry doing its business through online means. Serfiani, Purnomo, and Hariyani (2013:305) stated that the prospect of online business or e-commerce in Indonesia is really bright supported by the high pace of national economic growth, the amount of mid class citizens, the amount of internet users, the use of smartphone that spreads to more people, government regulation, as well as internet network that increasingly widespread, fast and cheap. There are a lot of ways to promote their products by selling through social media. Promotion activity through social media can be categorised as a cheap and easy promotion method that can be accessed by wide community.

Researcher has online based fashion accessories business with the brand name of *Yumala* that established in September 2017. Yumala is a business that moves in fashion industry especially earrings accessories. Researcher chose to sell earrings because the fashion trend today is not only focused on apparels but also accessories that could support people's look to make them more good looking. The product that *Yumala* produce is handmade ones with the price starting from Rp. 75,000 – Rp. 185,000 per piece. The main selling system of Yumala is through online, offline method is also conducted by Yumala by using partnership in several boutiques in Surabaya which are Natabells and Fashionistas. The target market of Yumala is Indonesian women with age between 20 to 45 years from mid to high class background. In Indonesia, the similar business is relatively many, such as Klar, Yourhands, and Sheer. Those three has similar business model and a company is required to build a strong relation with consumers in order to make the company grows in which the marketing plan is conducted. Marketing is made to help company to prepare itself in facing moving market condition because marketing had to be able to market and sell company's goods and services to gain profit that supports the company.

Based on the product comparison between Yumala and competitors' product, Yumala has product theme that is not very different to each other which is floral theme, the price is also competitive, the promotion method is not mush different as well. However, the followers amount of Yumala in Instagram is less improved and affecting the sales which also less improved.

According to the problems explained above, this research aims to know the influence of *product, price,* and *promotion* towards purchase decision making for Yumala brand and this research is using sample with specific characteristics which are: women with age between 20-45 years old and had bought products from Yumala to make it more focused and directed.

LITERATURE REVIEW
Product is everything that can be offered to the market to attract attention, the use or consumption that could satisfy a desire or needs (Kotler and Armstrong in Faedah, 2016:239). The indicator of product according to Kotler and Armstrong (2008: 272), as follows:
1. Branding is the name, term, symbol, design, or combination from all of those intended to identify product or service from one or sellers group and differentiate it with competitors' product.

2. Packaging is the activity of designing and making vessel or container of a product, packaging involves designing and making the container of a product.
3. Product Quality is an anility of a product to run its function such as durability, reliability, and easiness to operate it.

Price is an important variable in marketing where price can affect consumers in making decision to buy a product (Mongi et al, 2013:2338). Price indicators according to Kotler and Armstrong (2008:278) are:
1. Promotion frequency is the amount of sales promotion that is conducted within a set of time through sales promotion media.
2. Promotion quality is a benchmark of how good a sales promotion is conducted.
3. Promotion accuracy is a needed factor to achieve the target that company wants.
    Purchase decision is consumers' activity that will determine the decision making process in their purchase, the process is an approach to problem adjustment that consists of five stages the consumer does, those five stages are problem introduction, information searching, alternative judgement, making decision, and post purchase activity (Kotler and Keller in Mongi et al, 2013:2338). According to Kotler and Keller (2007:222). The indicators of purchase decision are:
1. The purpose of buying a product
2. Stability for a product
3. Providing recommendation to other people
4. Making repeat-purchasing activity

Researcher is using several previous researches that is made as reference to support this research. The first research is done by Tiningrum (2014) titled, "The Influence of Marketing Mix towards Purchase Decision of Batik in Small and Medium Enterprise Batik Surakarta". The purpose of this research is to know the influence of product, price, place, and promotion towards purchase decision in Small and Medium Enterprise Surakarta City.
The second research conducted by Yang and Lee (2016) titled "In-Store Promotional Mix and The Effects on Female Consumer Buying Decisions in Relation to Cosmetic Products". The purpose of this research is to know the relationship between process of purchase decision of women within the shop and the promotional mix.
The third research is done by Faedah (2016) titled "The Influence of Product and Price towards Purchase Decision of Lea Apparel in Lea Showroom at Samarinda". The purpose of this research is to know the influence of product and price partially and simultaneously towards purchase decision of Lea clothing in Lea Showroom in Samarinda.

RESEARCH METHODS
This research is conducted in February 2018 by spreading questionnaires to respondents who had bought products from Yumala. Questionnaires were also shared through LINE and Instagram application to make it easier in getting answer from respondents because the impossibility to share the questionnaire directly.
The sampling technique used in this research is purposive sampling. Purposive sampling is a technique to determine research sample with certain considerations aimed to get more representative data (Sugiyono, 2010:218). In this matter, the considerations are special characteristics the respondent must have. Those are women with the age between 20-45 years old who had bought Yumala products. The amount of research sample is 40 respondents obtained from roscoe formula by diverting research variable with 10 or 4 variables multiplied with 10 then produces 40 samples.

This research is quantitative where data obtained from respondent through questionnaire is coded based on Likert scale, Sugiyono (2014:93) explained that Likert scale is done to measure someone's or group people's attitude, opinion, and perception of social phenomenon. The variable measured with Likert scale became a variable indicator.

FINDINGS
Multiple Linear Regression Analysis
Gujarati in Ghozali (2012:95) explained that regression analysis is basically about study of dependent variable with one or more independent variable, with the purpose to estimate or predict the average population or average value of dependent variable based on known independent variable value. Multiple Linear Regression is aimed to know the influence of independent variables which are product (X_1), price (X_2), and promotion (X_3) towards purchase decision (Y).
The equation used is as follow:

$$Y = α + β_1 X_1 + β_2 X_2 + β_3 X_3 + e$$

Description:
Y = Purchase decision variable
α = Constanta
$β_1, β_2, β_3$ = Coefficient of studied variable regression (X_1, X_2, X_3)
X_1= Product variable
X_2= Price variable
X_3= Promotion variable
e= Error/Error level

Table 1. The result of Linear Multiple Regression Analysis

Variabel bebas	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.980	2.148		0.456	0.651
X1	0.153	0.067	0.297	2.306	0.027
X2	0.285	0.139	0.267	2.058	0.047
X3	0.334	0.134	0.383	2.483	0.018

Source: Processed Data (2018)

Based on above interpretation, it can be known that Product, Price, Promotion are positive towards Purchase Decision. In other words, if Product, Price, Promotion are increasing in value then the Purchase Decision value is also increase and the most influencing variable is Promotion (X_3) because it has the smallest significant value of 0,018 (sig < 0,05).
F Test
According to Ghozali (2013:98), F statistic test basically shows if all independent variable entered in the model has simultaneous effect towards dependent variable. If F value with sig. ≤ 0,05 then independent variable simultaneously does not provide significant influence towards dependent variable.

Table 2. Result of F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	160.621	3	53.540	24.160	0.000
Residual	79.779	36	2.216		
Total	240.400	39			

Source: Processed Data (2018)

T Test

According to Kuncoro (2013:244), T statistics test is basically shows how far the influence of an independent variable individually in explaining dependent variable.

  a) If the significant value > 0,05 then independent variable does not significantly influence dependent variable individually.
  b) If the significant value < 0,05 then independent variable significantly influences dependent variable individually.

Table 3. Result of T Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.980	2.148		.456	.651
	X1	.153	.067	.297	2.306	.027
	X2	.285	.139	.267	2.058	.047
	X3	.334	.134	.383	2.483	.018

a. Dependent Variable: Y
Source: Processed Data (2018)

Determination Coefficient (R^2)

According to Ghozali (2012:97), determination coefficient (R^2) basically measures how far the ability of a model in explaining dependent variable's variation. The value of determination coefficient is between zero and one. The small value of R^2 means limited ability of independent variable in explaining dependent variable. The value that close with one means that independent variables provide the information needed to predict dependent variable.

Table 4. Result of Correlation Coefficient and Determination Coefficient

R	R Square
0.817	0.668

Source: Processed Data (2018)

Classical Assumption Test
Multicollinearity Test

According to Ghozali (2012:105), multicollinearity test is aimed to test if regression model has correlation between independent variable. A good regression model must not have correlation between independent variable. If independent variable is correlating to each other, then these variables are not orthogonal. Orthogonal variable is independent variable with correlation value between the same independent variable is equal zero. Anwar and Satrio (2015:9) stated that to detect multicollinearity, it can be seen from the VIF (Variance Inflation Factor) value and tolerance value by SPSS programme, with criteria as follows:

  a) VIF value > 10, multicollinearity is happening
  b) VIF value < 10, multicollinearity is not happening

Table 5. Result of Multicollinearity Test

Variabel Bebas	Collinearity Statistics	
	Tolerance	VIF
X1	0.556	1.797
X2	0.547	1.828
X3	0.388	2.575

Source: Processed Data (2018)

Heteroscedasticity Test

According to Ghozali (2012: 139), heteroscedasticity test is aimed to test if in regression model the difference variance from one residual observation to another is happening or not. If variance from one residual observation to another is steady, then it is Homoscedasticity and if it's different then it is Heteroscedasticity. A good regression model is Homoscedasticity or in other words Heteroscedasticity is not happening. To detect whether heteroscedasticity is happening or not within a linear multiple regression then glejser test is conducted in which absolute value of each residual is regressed with each predictor variable. A regression model is said to be heteroscedasticity if signification value of t test $\geq 0,05$.

Table 6. Result of Heteroscedasticity Test
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.490	1.237		2.012	.052
	X1	.004	.038	.022	.100	.921
	X2	-.047	.080	-.129	-.589	.560
	X3	-.043	.077	-.145	-.558	.580

a. Dependent Variable: RES2
Source: Processed Data (2018)

Normality Test

According to Ghozali (2012: 160), normality test aims to test whether in a regression model, disturbing variable or residual has normal distribution or not. In this research, statistic test Kolmogorov – Smirnov is used. The value of sig. of K-S $\geq 0,05$ shows residual is normally distributed.

Table 7. Result of Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		40
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.43025384
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.068
Kolmogorov-Smirnov Z		.549
Asymp. Sig. (2-tailed)		.923

a. Test distribution is Normal.
b. Calculated from data.

Source: Processed Data (2018)

Autocorrelation Test

According to Ghozali (2012:110), autocorrelation test aims to test whether in linear multiple regression the correlation between mistakes in one period to previous period is exist or not. The method used to test autocorrelation in this research is by comparing Watson Durbin value with Watson Durbin Table, if the value of Durbin Watson obtained is placed between dU value and 4-dU then autocorrelation does not exist.

Table 8. Result of Autocorrelation Test
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.817[a]	.668	.640	1.489	2.213

a. Predictors: (Constant), X_3, X_1, X_2
b. Dependent Variable: Y
Source: Processed Data (2018)

Linearity Test

Linearity test according to Ghozali (2012: 115) is used to see whether model specification used has been right or wrong. Whether the function used in an empirical study should be linear, square, or cubic. Linearity test in this research is conducted by using ANOVA in which signification value in linearity $\leq$ 0,05. By using test of linearity, it can be concluded that there is linear connection between independent variable and dependent variable.

Table 9. Result of Linearity Test

Hubungan		Sum of Squares	df	Mean Square	F	Sig.
Keputusan Pembelian (Y) * *Product* (X_1)	Linearity	109.694	1	109.694	42.240	0.000
Keputusan Pembelian (Y) * *Price* (X_2)	Linearity	105.451	1	105.451	32.319	0.000
Keputusan Pembelian (Y) * *Promotion* (X_3)	Linearity	138.805	1	138.805	50.971	0.000

Source: Processed Data (2018).

Discussion

In the following are explanation regarding respondents in this research:

1. Respondent in this research is customer of Yumala, in which people who already have products from Yumala. By looking at the existing data, it shows that most respondents are aged 21-30 years old with the highest percentage of 72,5%.
2. Respondent in this research with the job as employee has the highest percentage of 42,5%

Explanation above shows that most respondents are employees who bought Yumala products, accessory is a product that enhance the look of a person and they bought it regularly because they already got the regular salary to fulfil the needs for appearance.

The influence of Product towards Purchase Decision

If a product has undergone its function that consists of durability, reliability, accuracy, easiness in operating, and also another factor, then it can be categorised as good quality product (Mongi

et al, 2013). It can be concluded that if a product already has a good quality then consumers' purchase decision has wake up as well.

According to the result of t test, product variable has significance value of 0,027 (sig. $\leq$ 0,05). From the data, it can be concluded that product variable (X_1) significantly influence Purchase Decision variable (Y) individually. This research stated that product is positively influences purchase decision of Yumala brand, therefore, the more increase in Yumala's product quality such as the packaging used, stylish design and easily remembered brand, then the more increase in consumers' purchase decision for Yumala product as well.

This research result corresponds with research by Tiningrum (2014) that shows if product significantly affects purchase decision with regression coefficient value of 0,234. Result of determination coefficient of 0,813 or 81,3% which means that the influence amount of product towards purchase decision is big. If the offered product has good quality material and also with various model, then the purchase potential will also increase.

Looking at the existing fact, the factor that becomes a purchase decision towards Yumala product is the existing special characteristic in every Yumala product. Special characteristic here refers to the model that the other brand doesn't have. However, from the existing facts as well, another fact shows consumers still compare Yumala product with another brand's product. Consumers also feel Yumala product is less elegant because the model is less simple and too excessive to be worn daily in which the aspect that needs to be evaluated is the model and elegant impression for the earrings.

Product quality is largely affecting purchase decision, therefore, Yumala should repair its product quality to make purchase decision also increasing. Here are managerial implications that Yumala could do:

Table 10. Managerial implication of Product towards Purchase Decision

Variable	Before Reearch	After Research
Product (X_1)	1. Less quality control from Yumala's internal party which are: • Choosing material that is going to be used • Already assembled Accessory • Product packaging using pouch spunbond	- Quality control activities done which are: • The kind of materials used are resin, monel ring, monel wire, and monel chain • After the accessory has been assembled, the monel part should be coated with 14 carat gold to make it safer for people who has allergy towards imitation made accessory that could cause itch and irritation • Yumala is using pouch spunbond to protect accessory before being inserted into a paper bag
	2. Yumala earrings model which is still low in number and still look less elegant	- Yumala should produce more earrings model such as producing 5-7 earrings model every 2 or 3 months - Yumala should make more elegant model, a simple one that can be made daily and the colours used are silver or gold. There should be a special characteristic of a product from the brand itself.

Source: Processed Data (2018)

The Influence of Price towards Purchase Decision

Price is an important variable in marketing, where price can influence consumers in making decision to purchase a product (Mongi et al, 2013). It can also be concluded that price holds an important role in determining purchase decision.

Based on the result of T test, price variable has significant value of 0,047 (sig ≤ 0,05). Therefore, with the data, it can be concluded that price variable (X_2) significantly influence Purchase Decision variable (Y) individually. This research that states if price is positively influence purchase decision of Yumala brand, which is the price of Yumala product is affordable to consumers and also competitive.

The result of this research corresponds with research by Tiningrum (2014) that shows if price is significantly influence purchase decision with regression coefficient value of 0,115. Result of determination coefficient test of 0,813 or 81,3% which means that the influence amount of price towards purchase decision is big. Price is not an important consideration if the quality of the goods offered is also worth and affordable to the people.

From the research result obtained, aspect that needs to be evaluated by Yumala is the price of Yumala's product is fit to the product offered. This thing is due to the price of Yumala's product can compete with competitors and consumers are quite sure with the product price offered.

Price is really influencing purchase decision, it can be seen from the consumers that are still in doubt with the price that is worth the product's benefit and its affordability. Therefore, Yumala should be able to fix the quality of the product by using monel material and should be coated with 14 carat gold to make it safer for those who have allergic reaction towards imitation material that could cause itch and irritation, in which consumers can feel the benefit that is worthy with the fixed price. Here are managerial implications that Yumala could conduct:

Table 11. Managerial implication of price towards purchase decision

Variable	Before Research	After Research
Price **(X₂)**	1. The price of Yumala product can compete with competitors and consumer is quite sure with the price of the product offered	- Yumala needs to use monel material coated with 14 carat gold to make it safer for those who has allergic reaction towards imitation material. - Yumala needs to add more posts of product photo from close-up angle so that the material used is seen in detail and also add more information about the product in Instagram caption. - Add testimonial statement from consumer who bought the product from Yumala to make consumer more convinced with the product by reading consumer's experience in purchasing product of Yumala to develop purchase decision.

Source: Processed Data (2018)

The influence of Promotion towards Purchase Decision
Promotion is a media to introduce goods and services or to strengthen the brand image of a product that has been existed before (Tjiptono, 2010:45). It can be concluded that promotion is one of the important factors in building purchase decision other than product and price.

Based on the result of T test, product variable has significant value of 0,018 (sig ≤ 0,05), with that data, it can be concluded that promotion variable (X_3) is significantly influence purchase decision variable (Y) individually. This research states that promotion is positively influence purchase decision of Yumala brand and promotion is the most influencing variable among price and product variables because it has the smallest significant value of 0,018 (sig < 0,05). The

more increase in promotion frequency, the more increase in consumer's purchase decision of Yumala product as well.

This research result corresponds with research by Tiningrum (2014) that shows if promotion is significantly influence purchase decision with regression coefficient value of 0,602. Result of Determination Coefficient of 0,813 or 81,3% which means that the amount of promotion towards purchase decision is big. Promotion could make consumers realise about the needs that has to be fulfilled and the increase of promotion frequency can provide purchase decision potency of buyers.

The aspect of promotion in Yumala that needs to be evaluated is the promotion that Yumala does is in accordance with the needs. All this time, Yumala's consumers is quite frequent in giving complaints about promotional campaign that is less vigorous and powerful. However, according to the existing fact, Yumala has not fulfilled the solution towards those complaints. Therefore, consumers feel that Yumala does not respond to their complaints. The solution that needs to be done by Yumala is by increasing frequency of promotion in which at the first time it was once every two months to become once every two weeks, among them are: making giveaway, free shipping for minimum purchase of Rp. 30,000 and 15% discount for member who has a birthday.

Promotion is really affecting the purchase decision which makes Yumala should increase the frequency of promotional activity in order to increase purchase decision. Here are managerial implications that could be done by Yumala:

Table 12. Managerial implication of Promotion towards Purchase Decision

Variable	Before Research	After Research
Promotion (X₃)	1. Rare discounts	- Yumala needs to increase promotion frequency which are: • giveaway • *Free shipping* for minimum purchase of 300.000 • 15% discount for member who is having birthday
	2. Less attractive content	- Yumala needs to make creative content by making video about Yumala product
	3. *Endorse* only for Surabaya's selebgram	- Yumala needs to conduct endorse to fashion blogger who has good credibility, because consumers tend to be more convinced to online shop who has given an endorse to the fashion bloggers, because after getting the product, blogger will certainly write a review of the product

Source: Processed Data (2018)

CONCLUSIONS

Based on the research result and explanation, it can be concluded that:

1. Product (X_1) is significantly influence purchase decision of Yumala's product. The more increase of the Yumala's product such as packaging used, design, and easily remembered brand, the more increase in purchase decision of Yumala's product as well.
2. Price (X_2) is significantly influence purchase decision of Yumala's product. If the price is adjusted to the product, the more increase in purchase decision of Yumala's product as well.

3. Promotion (X_3) is significantly influence purchase decision of Yumala's product. The more increase in promotional frequency, the more increase in purchase decision of Yumala's product as well.

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