

Analyzing Product Quality And Promotion On Purchasing Decisions For Charcoal Wood Cv.Tri Karti Mukti

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Abstract

This study aims to determine what factors can influence purchasing decisions. This study uses two independent variables, namely Product Quality (X1) and promotion (X2), meanwhile, purchasing decisions (Y) are used as the dependent variable. In this study, the authors used descriptive-quantitative research methods, researchers trying to make descriptions, images systematically, factually and accurately regarding the relationship between the facts, properties or phenomena studied. The R Square coefficient of 0.760 or 76% indicates that the variables of Product Quality (X1) and promotion (X2), affect the Purchasing Decision variable by 76%, other variables not included in this study have an effect of 24%. Purchasing Decisions simultaneously or simultaneously have a positive effect between Product Quality and promotion with Purchasing Decisions. This is indicated by the calculated F value of 66,320 and significance at <0.001, so that these results indicate that Product Quality and promotion are not simultaneously due to the positive influence of several elements that make a significant contribution to purchasing decisions.

INTRODUCTION

In a competitive and dynamic business era, product and promotion analysis becomes critical in understanding and optimizing company performance. Products and promotions are two key elements in the marketing mix that are interrelated and have a direct impact on business success. An in-depth analysis of products and promotions not only helps companies understand markets and customers, but also provides insights for better strategic decision-making.

The production of wood charcoal in areas with plenty of wood dates back to ancient times. Charcoal is a black residue containing impure carbon produced by removing water and volatile components from animals or plants. Charcoal is generally obtained by heating wood, sugar, bones, and other objects. Black, light, crumbly, and coal-like, charcoal is made up of 85% to 98% carbon, with ash or other chemicals making up the rest.

Wood charcoal is charcoal made from wood. Wood charcoal is most widely used for cooking purposes as described earlier. While other uses of wood charcoal are as a water purifier, use in the health sector, and many more. The wood material used to make wood charcoal is wood that is still healthy, in this case the wood has not rotted.

Charcoal was originally used as a substitute for gunpowder. Charcoal is also used in metallurgy as a reducing agent, although now it has been abandoned. Some people use charcoal as a drawing medium. But most charcoal production is used as fuel. It burns cleaner than regular wood.

Small-scale production often only yields about 50 percent, and large-scale production became efficient to about 90 percent in the seventeenth century. It became one of the alternative materials used for household and industrial needs but charcoal has also been widely abandoned in favor of more modern fuels today. Charcoal businesses face unique challenges and opportunities in marketing their products. In-depth analysis of charcoal products and promotional strategies is essential to understand the changing market dynamics. By understanding the characteristics of charcoal products and designing efficient promotions, companies in this industry can maintain their competitiveness, attract customers, and achieve long-term success.

Wood charcoal is an alternative energy source to oil, gas and coal. The use of this energy is considered cheaper and can take place continuously because the raw material comes from renewable wood. Wood charcoal is one type of biomass energy that is widely used. Wood charcoal has several advantages, including a relatively low price, easy to store and use, has a high heating value and is more efficient in transportation.

In this study CV. Tri Karti Mukti as an entrepreneur who has been established for a long time until now in the second generation, has been quite poor in running a charcoal retail business. The charcoal business that the owner has

been running for a long time includes an important support for the company, to survive through the rapidly changing economic dynamics. The owner as a charcoal UMKM, still uses conventional sales and promotions. The owner also as the largest retail entrepreneur in Sumedang Regency, Jatinangor sub-district can still compete in the market.

The wood charcoal obtained by the owner of CV. Tri Karti Mukti is usually from non-commercial types of wood, such as the remaining results of plantations in West Java or land acquisition in the mountains, even so charcoal from land acquisition is now rarely obtained. This is one of the threats for CV. Tri Karti Mukti because of the difficulty of raw materials to get good quality, as well as promotions that are still carried out traditionally or conventionally, this affects the turnover of sales from year to year.

Starting from 2020, the turnover obtained was 45%, namely (IDR.90,000,000,- / year), 2021 39% (IDR.78,000,000,- / year), 2022 by 28.5% (IDR.57,000,000,- / year), 2023 by 26% (IDR.52,000,000,- / year). Based on the data that researchers obtained during the observation, there was a decrease in turnover at CV. Tri Karti Mukti. Therefore, I am interested in researching this business with the title “Analysis of Product Quality and Promotion on Purchasing Decisions for CV Wood Charcoal. Tri Karti Mukti (case study in sumedang district) “.

METHODS

In this study using quantitative descriptive methods. The population of all CV charcoal consumers. Tri Karti Mukti which amounted to 100 respondents using probability sampling technique. Data sourced from primary and secondary data. Primary data obtained from filling out questionnaires by respondents of CV charcoal. Tri Karti Mukti, using the Likert scale method. Research variables include promotion (X1), product quality (X2), purchasing decisions (Y). Data analysis methods include instrument tests, namely validity and reliability tests, then classical assumption tests including normality tests, multicollinearity tests and heteroscedasticity tests. Multiple linear analysis and hypothesis testing including the coefficient of determination test, t test and F test.

RESULTS AND DISCUSSION**Data testing uses validity and reliability tests****Table 1. Validity Test**

Variable	No Item	R_{count}	r_{table}(df = 98; α=5%)	Information
Product Quality	X1.1	0.462	0.197	Valid
	X1.2	0.627		Valid
	X1.3	0.333		Valid
	X1.4	0.448		Valid
	X1.5	0.401		Valid
	X1.6	0.203		Valid
	X1.7	0.392		Valid
	X1.8	0.332		Valid
	X1.9	0.444		Valid
	X1.10	0.249		Valid
Promotion	X2.1	0.649	0.197	Valid
	X2.2	0.697		Valid
	X2.3	0.742		Valid
	X2.4	0.544		Valid
	X2.5	0.637		Valid
	X2.6	0.621		Valid
	X2.7	0.616		Valid
Buying decision	Y.1	0.395	0.197	Valid
	Y.2	0.323		Valid
	Y.3	0.404		Valid
	Y.4	0.602		Valid
	Y.5	0.566		Valid
	Y.6	0.494		Valid
	Y.7	0.405		Valid

Source : Data Processed by Research (2024)

Based on the data above, there is a positive relationship between the variable indicators used in this research: *Product Quality*, *Promotions*, and *purchasing decisions* and R table (> 0.197). This shows that all the metrics used to measure each variable in this research have been considered to have very good validity.

Reability Test

Table 2.Reability Test

No	Variable	Cornbach's Alpha	Critical Value	Information
1	Product Quality	0,78	0,60	Reliable
2	Service Quality	0,76		Reliable
3	Purchasing decision	0,85		Reliable

Source : Data Processed by Research (2024)

Based on the reliability test decision-making criteria, it can be concluded that the four variables in this study are considered reliable because each has a Cronbach Alpha value above 0.60.

Multiple Linear Regression Analysis

Tabel 3.Multiple Linear Regression Analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.962	2.314		1.280	.204
TOTAL_X1	.226	.088	.230	2.579	.011
TOTAL_X2	.516	.078	.586	6.581	<,001

a. Dependent Variable: TOTAL_Y

Source : Data Processed by Research (2024)

Based on the table above, it shows that the values obtained by the multiple linear regression equation are as follows:

$$Y = a + b_1x_1 + b_2x_2 + \dots + b_nx_n + e$$

$$Y = 2,962 + 0,226X1 + 0,516X2 + e$$

Coefficient of Determination (R2)

Table 4. Coefficient of Determination (R2)

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.760 ^a	.578	.569	2.46027	1.697

a. Predictors: (Constant), X2, X1
 b. Dependent Variable: Y

Source : Data Processed by Research (2024)

Based on the table above, the R Square result is 0.578 or 57.8%. This value can be interpreted that the variables Content Product Quality and Promotion the dependent variable Purchase Decision by 57.8%, only able to explain 57.8% of the Purchase Decision and the remaining 42.2 % was due to other factors outside the research.

Simultaneous test (F Test)

Table 5. Simultaneous test (F Test)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	802.865	2	401.433	66.320	<.001 ^b
	Residual	587.135	97	6.053		
	Total	1390.000	99			

a. Dependent Variable: TOTAL_Y
 b. Predictors: (Constant), TOTAL_X2, TOTAL_X1

Source : Data Processed by Research (2024)

Based on the results listed in the “ANOVA” table above, it is found that the Sig. value is <0.001, where this figure is smaller than 0.05 (0.001 <0.05), and the Fcount value is 1.98 > F table 66.320. Thus, based on the decision-making criteria by comparing the value of the significance level and the Fcount value with F tabel, it can be concluded that there is a significant influence simultaneously or simultaneously between (X1), Product Quality (X2), Promotion on purchasing decisions CV. Tri Karti Mukti in Sumedang Regency.

Partial Test (t Test)

Table 6. Partial Test (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.962	2.314		1.280	.204
	TOTAL X1	.226	.088	.230	2.579	.011
	TOTAL X2	.516	.078	.586	6.581	<.001

a. Dependent Variable: TOTAL Y

Source : Data Processed by Research (2024)

Based on the "Coefficients" table output significance level value (Sig.).

1. A T test to determine how promotions influence consumer purchase decisions The Sig. value for variable X1 is 0.011, where this figure is greater than 0.05 (0.011 0.05), based on the results in the “Coefficients” table above. By comparing the significance level's value to the decision-making criteria, it can be concluded that either the hypothesis is false or that product quality has no effect on consumer purchasing decisions.
2. T test to assess the impact between item quality on buying choices. The Sig. value for variable X2 is 0.001, which is less than 0.05 (0.001 0.05) based on the results in the "Coefficients" table above. Consequently, in light of the dynamic standards by contrasting the worth of the importance level, it very well may be presumed that the speculation can be acknowledged or there is an impact between cost on customer buying choices.

CONCLUSION

The research and analysis carried out in accordance with the hypothesis regarding the effects of Product Quality and Promotion on purchasing decisions for Wood Charcoal products at CV.Tri Karti Mukti in the Sumedang district can be summarized as follows:

1. In the product quality variable, respondents thought it was in good criteria. This means that the products sold by CV Tri Karti Mukti are quite consistent in providing good products. However, there are still things that are felt to be lacking, such as the aspect of the type of quality charcoal material that is still difficult to obtain by the company.
2. In the promotion variable, it is in the good criteria, this means that the respondents think that the promotion carried out by CV.Tri Karti Mukti is quite good, this can be seen from the promotional aspects of the products offered, and the ease of understanding the promotions provided by the company, although there are still aspects that need to be improved, especially in digital promotions through social media.
3. The results of research on purchasing decisions, respondents are very

satisfied with the quality of the products and the convenience provided by the company. There is a strong influence between product quality and promotion on purchasing decisions. the calculation of the correlation coefficient (R) is 0.578.

4. The coefficient of determination of product quality variables (X1) and promotion (X2) on purchasing decisions (Variable Y) is 57.8%. meaning that the variable product quality (X1) and promotion (X2) has an influence on purchasing decisions (Variable Y) by 57.8%. and the remaining 42.2% is influenced by other factors.
5. F test that the value of Fhitung (<0.001) $>$ Ftabel (66.320) then H0 is rejected and H1 is accepted which means that simultaneously there is a significant influence together (simultaneously) from the joint influence (simultaneously) of product quality and promotion on purchasing decisions for CV Charcoal. Tri Karti Mukti

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