

IMPACT OF BRAND, PACKAGING AND WARRANTY ON PURCHASE DECISION (Case Study of Pantene Shampoo Consumers in Sidoarjo)

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Abstract

The success of a company in carrying out its activities is largely determined by its ability to market its products. This shows that marketing is the spearhead for a company in achieving its goals. In order to win the competition in the current era of free trade, companies are required to implement the right strategy so that the marketing program implemented is truly on target so that the marketing of the company's products will be successful. Competition between companies that provide products with the best attributes for consumers, so that good product attributes can make a major contribution to consumer satisfaction, market share, and profitability both in price, shape or product design. Therefore, the company must be able to position its products according to the needs and desires of consumers appropriately, so that consumers can distinguish the products offered and the products stick in the minds of consumers. The data used in this study are primary data, namely data obtained through distributing questionnaires to consumers who consume Pantene Shampoo in Sidoarjo and secondary data, namely data obtained from companies that are used as research objects. The analysis technique used in this study is using multiple linear regression analysis. While the statistical test uses the F test and t test. The results of the study obtained the F count value (111.9358) > F table (2.70) which means that Brand, Packaging, and Guarantee simultaneously influence Purchasing Decisions. The brand variable has a significant effect on purchasing decisions with a t count value of 6.5062 > from t table 1.9850. The packaging variable has a significant effect on purchasing decisions with a t count value of 3.9372 > from t table 1.9850. The guarantee variable has a significant effect on purchasing decisions with a calculated t value of 4.9329 > from the t table of 1.9850.

INTRODUCTION

Background of the problem

The success of a company in carrying out its activities is largely determined by its ability to market its products. This shows that marketing is the spearhead for a company in achieving its goals. In order to win the competition in the current era of free trade, companies are required to implement the right strategy so that the marketing program implemented is truly on target so that the marketing of the company's products will be successful.

Marketing is one of the important aspects in supporting the success of a company, where the increasing number of similar companies will make competition increasingly tight and this will affect the survival of the company. In such conditions, the company will be faced with challenges of behavior, purchasing power, taste, and socio-culture. Company managers are required to always be responsive and observant in seeing the situation of the company's environment, namely the market where the company carries out marketing activities and the changes that occur in the company's environment.

The changes that occur can have a positive or negative impact. The positive impact is intended to mean that the company can maintain and improve its marketing efforts, while the negative impact can be a threat to companies that are unable to adapt to competition and market situations because the large amount of competition requires companies to pay more attention to their marketing efforts so that they do not experience a decline.

Competition between companies that provide products with the best attributes

for consumers, so that good product attributes can make a major contribution to consumer satisfaction, market share, and profitability in terms of price, shape or product design. Therefore, companies must be able to position their products according to consumer needs and desires appropriately, so that consumers can distinguish the products offered and the products stick in the minds of consumers.

A product is the entire concept of an object or process that provides a number of benefits to consumers, while product attributes are the main elements that are considered important by consumers and are used as the basis for making purchasing decisions (Tjiptono, 2002: 103). Product attributes play an important role in marketing which is not only a symbol but actually equity for the company. Consumers use product attributes to predict product performance before they make a purchase. While the decision to buy taken by the buyer is actually a collection of a number of decisions. Each purchasing decision has a structure as many as component objectives (Swastha and Handoko, 2000: 102).

One of the business entities that produces Pantene Shampoo is PT. Richardson Vicks Indonesia, an affiliate of Procter & Gamble as the main producer. While PT. Borwita Citra Prima as one of the distributors in Surabaya. The main topic of discussion in this research is Pantene Shampoo is in third place after Sunsilk and Clear Shampoo brands (Swa Sembada ICSA, 2004:27).

One of the marketing strategies is to always improve product attributes. This can be interpreted as designing a product that

provides more value than competitors. Based on the description, the author is interested in conducting a study "The

Influence of Sunsilk Product Attributes on Consumer Purchasing Decisions of Pantene Shampoo in Sidoarjo".

LITERATURE REVIEW

Theoretical Basis

Definition of Marketing

The definition of marketing has been given by many experts in the field of marketing. The definition of marketing according to Nitisemito (2001: 13), "Marketing is all activities aimed at facilitating the flow of goods and services from producers to consumers in the most efficient way with the aim of creating the most effective demand". The definition of marketing according to Swastha and Handoko (2002: 3) "Marketing activities are a whole system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of both existing and potential buyers". While Kotler (2000: 5) defines "Marketing is a human activity that is directed at satisfying their needs and desires through the exchange process. So marketing aims to satisfy a person's needs and desires through the exchange process". From several definitions of marketing above, the definition of marketing can be concluded as follows: Marketing is an activity to plan, price, promote, distribute both goods or services with the aim of satisfying the needs of both existing and potential buyers.

Marketing Basics

As a business philosophy, the marketing concept aims to provide decisions on consumer desires and needs or is consumer-oriented. The definition of the marketing concept according to Swastha

and Handoko (2002: 5) is that "The marketing concept is a business philosophy that states that consumer needs are an economic and social requirement for the survival of the company". According to Kotler (2000: 30) that "The key to achieving organizational goals consists of researching the needs and desires of the target market and delivering products that satisfy them more efficiently and more effectively than competitors".

The basic ideas contained in the marketing concept can be classified into three main elements, namely:

- a) Consumer orientation
- b) Integral marketing activity planning
- c) Consumer satisfaction

From the understanding of the marketing concept above, it is concluded about the core concepts of marketing as shown in Figure 2.1 on the following page. In the figure it can be seen that marketing actually begins long before the product is made. The first concept that underlies marketing is human needs or a condition that is felt to be absent in a person. The second concept is that concerning human desires which are human needs that are shaped by culture and individual personality. This desire will change into the third concept, namely demand if supported by purchasing power. The desired demand is directed at the fourth concept in the form of products that can be goods or services. The fifth concept is the occurrence of an exchange which is

continued with the sixth concept, namely the occurrence of an agreement in the form of a transaction, where this transaction is usually carried out in the seventh concept, namely in the market and usually the market will provide the products needed. Thus the task of the marketing manager is to choose and carry out activities that can help in achieving the company's goals and combine marketing functions so that the company can run smoothly. So to achieve company success, managers must be able to utilize existing resources optimally. In addition, marketing is also a main activity carried out by the company to maintain the survival of the company, gain profit and to gain recognition from the community.

Marketing Concept

The marketing concept is the key to achieving organizational goals, namely that the company becomes more effective than competitors in creating, delivering, and communicating customer value in the target market that the company has determined (Kotler, 2000: 19). "Simply put, the marketing concept states that an organization must satisfy the needs and desires of consumers in order to be profitable". According to Peter and Olson (2003: 3) states that "Companies must understand and stay close to consumers in presenting good products and services, which will be purchased and used by consumers".

Kotler (2000: 14) mentions five concepts that can be chosen to carry out marketing activities, namely:

- a) Production Concept
- b) Product Concept
- c) Selling / Sales Concept
- d) Marketing Concept

e) Social Marketing Concept

Many people have the wrong understanding of marketing, marketing is considered the same as selling. In the real sense, selling is only one of the marketing activities, so marketing has a wider scope than selling. Professor Theodore Levitt from Harvard in Kotler (2000: 18) makes a clear distinction between the selling concept and the marketing concept as follows:

According to Kotler (2000: 34) "The marketing concept is placed on four pillars, namely: target market, customer need, integrated marketing, and profitability".

The selling concept adopts an inside-out view. This concept starts from the factory, focuses on the company's existing products, and demands intensive sales and promotions to generate profitable sales. The marketing concept takes an outside-in perspective. The concept starts from a well-defined market, focuses on consumer needs, coordinates all marketing activities that affect consumers, and generates profits by creating consumer satisfaction.

Consumer Behavior

Consumer behavior according to Mowen (2002: 6) is a relatively new discipline and is defined as the study of purchasing units and exchange processes involving the acquisition, consumption, and disposal of goods, services, experiences, and ideas. This simple definition contains a number of important concepts.

According to Engel, Blackwell and Miniard (2001: 4) define consumer behavior as actions that are directly involved in obtaining, consuming and producing products or services, including the decision

processes that precede and follow these actions. Assael (2002: 18), describes a simple consumer behavior model with the decision-making process as its core. Decisions taken by consumers are influenced by personal factors of consumers and environmental factors.

The feedback loop also occurs in environmental factors. At the same time, consumers consume their purchases and consumption experiences to friends and family. While marketing tracks consumer responses in the form of sales and market share data, this information does not provide consumer knowledge of buying or provide information on the strengths and weaknesses of marketing product brands in competitive situations. Therefore, marketing research is still needed to formulate better marketing strategies to meet consumer needs.

According to Sutisna (2003: 5) talking about consumer behavior models, it will ultimately come down to how they imply marketing strategy steps.

In other words, studying consumer behavior models aims to find out and understand the various aspects of consumers, which will be used in developing successful marketing strategies.

The component at the center of this model is consumer decision making which consists of the process of feeling and evaluating product brand information, considering how alternative brands can meet consumer needs and ultimately deciding which brand to buy.

There are three factors that influence consumer choice, namely:

1) The first factor is the individual consumer

2) The second factor is the environment that influences consumers.

3) The third factor is marketing stimuli or also called marketing strategy.

Furthermore, marketers must evaluate the marketing strategy carried out by looking at consumer responses to improve future marketing strategies. Meanwhile, individual consumers will evaluate the purchases they have made. If the purchases made are able to meet their needs and desires, or in other words are able to satisfy what they want and need, then in the future there will be repeat purchases. Even further than that, consumers who feel satisfied will convey their satisfaction to others, and this is what is called word of mouth influence.

According to Mowen (2002: 11) the main characteristic of this field is based on research. Like social sciences, consumer behavior uses research methods and procedures from psychology, sociology, economics, and anthropology.

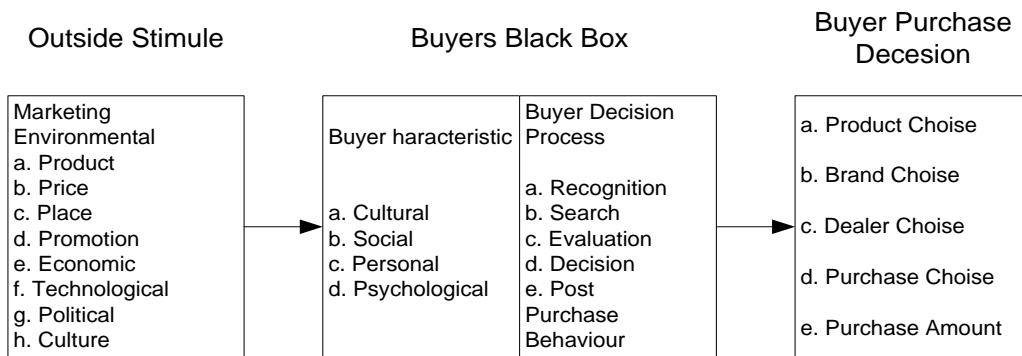
To generalize consumer behavior research is carried out based on three research perspectives that act as guidelines for thinking and identifying factors that influence consumer behavior. These three perspectives are:

1. Decision-making perspective
2. Experience perspective
3. Behavioral influence perspective

Consumer Behavior Models

There are many models of buyer behavior put forward by several marketing management experts. Basically, the models they put forward are more or less the same. One of the famous models is the Model of Buyer Behavior by Kotler (2000: 89) as follows:

Image: Model of Buyer Behavior



Source: Kotler, Philip and Gary Armstrong, 2000, Principles of Marketing, 5th edition, Prentice-Hall International, New Jersey, USA

Purchase Decision Making Process

The consumer decision making process must be understood by the company's marketers in order to create the right strategy. The consumer decision making process in purchasing products cannot be considered the same. Purchasing toothpaste has a different process from purchasing soap or shampoo. Assael (2002: 223) developed a typology of the consumer decision making process based on two dimensions, namely:

1. Level of decision making
2. Level of involvement in purchasing

There are four types of consumer purchasing processes, namely: complex decision making, limited decision making, brand loyalty, and inertia. Purchases that

have low involvement result in limited decision making behavior. Consumers sometimes make decisions, even though they have low involvement with the product. Consumers do not understand the product category, information searches, and evaluations are more limited compared to complex processes. Examples of products are various snacks, cereals, and so on. Limited decision making also occurs when consumers seek variety. If involvement is low, consumers will easily change brands because of boredom and try other brands. Variety seeking behavior occurs when there is little risk and little or no commitment to a brand.

Consumer Decision Making Image

	High Involvement Purchase Decision	Low Involvement Purchase Decision
Decision Making (information search consideration of brand alternatif)	Complex Decision Making (autos electronic, photography)	Variety Seeking (adult cereal, snake foods)
Habit (Little or no information search consideration of only one brand)	Brand Loyalty (athletic shoes, adult cereal)	Inertia (canned vegetables, paper towels)

Source: Henry Assael, Consumer Behavior and Marketing Action, Fourth Edition, PWS-KENT Publishing Company, Boston, Massachusetts, 2002, page 14.

The explanation of the four purchasing decisions is as follows:
the following:

1. Complex Decision Making
2. Brand Loyalty
3. Limited Decision Making
4. The fourth selection process is inertia

Product

According to Kotler (2000: 52), a product is anything that can be offered to a market to fulfill a desire or need. In Lupiyoadi (2001: 58), he said that a product is the entire concept of an object or process that provides a number of benefits to consumers.

What needs to be considered in a product is that consumers do not only buy the physical product but also buy the benefits and value of the product. Especially in service products that we know do not cause a transfer of ownership from the service provider to the consumer.

What is meant in the discussion of products here is the total product consisting of:

- a) Core or generic product (The Core or Generic Product)
- b) Expected product (The Expected Product)
- c) Augmented Product.
- d) Potential product (The Potential Product).

Products are elements that must be considered by business entities, because products are the basis for an exchange process and create customer satisfaction.

Product Quality

According to Adam and Ebert (2001: 596) quality is the customer's perception.

Customers assess the quality of a product based on their perception. A product is said to be of quality if it meets the needs and desires of the buyer. Quality is determined by the customer and the customer's experience with the product or service.

According to Kotler and Armstrong (2003: 257), the quality of a product is the ability that can be assessed from a product in carrying out its function, which is a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. From a marketer's perspective, quality must be measured from the perspective of the buyer's view and response to the quality itself. In this case, personal taste greatly influences. Therefore, in general, in managing product quality, the level of quality of the product must be in accordance with the expected use.

Product Attributes

According to Tjiptono (2002: 103), product attributes are the main elements that are considered important by consumers and are used as the basis for making purchasing decisions.

Product attributes include:

- a. Brand

The brand itself is used for several purposes, namely:

1. As an identity
2. Promotional tool
3. To build an image
4. To control the market.

Brands play an important role in marketing. There is a significant difference between products and brands (Aaker, 1996 in Tjiptono, 2002: 105). A product is just something produced by a factory. While a brand is something that is bought by consumers. If a product can be easily imitated by competitors, then the brand always has a uniqueness that is relatively difficult to copy. Brands are closely related to perception, in fact the competition that occurs between companies is a battle of perceptions and not just a battle of products.

In order for a brand to reflect the meanings that it wants to convey, there will be several requirements that must be considered, namely:

1. The brand must be distinctive or unique.
2. The brand must describe something about the benefits of the product and its use.
3. The brand must describe the quality of the product.
4. The brand must be easy to pronounce, recognize and remember.
5. The brand must not contain a bad meaning in other countries and languages.
6. The brand must be adaptable to new products that may be added to the product line.

b. Packaging

Packaging is a process related to the design and manufacture of containers or wrappers for a product. The purposes of using packaging include:

1. As a protector of the contents (protection)
2. To provide ease of use (operating),
3. Useful in reuse (reusable)

4. Provides attraction (promotion)
5. As a product identity (image)
6. Distribution (shipping)
7. Information (labeling), namely concerning contents, use and quality.
8. As a reflection of product innovation, related to technological advances and recycling.

c. Guarantee or warranty

A guarantee is a promise that is an obligation of the producer or its product to consumers, where consumers will be compensated if the product turns out to not function as expected or promised. Guarantees can include product quality, repairs, compensation (money back or product exchange) and so on. The guarantee itself is either written or unwritten. Today, guarantees are often used as a promotional aspect, especially for durable products.

The Influence of Product Attributes on Purchasing Decisions

The facts found in Purnomo (2000) in the Management Applications journal (2003: 228) state that product attributes play an important role in the structure of purchasing decisions.

In Tjiptono (2002: 103) product attributes are the main elements that are considered important by consumers and are used as the basis for making purchasing decisions, product attributes include:

- a) Brands which are basically a brand is also a seller's promise to consistently deliver a series of characteristics, benefits and certain services to buyers.
- b) Packaging which is a process related to the design and manufacture of containers or wrappers for a product.

c) Labeling is part of a product that conveys information about the product and the seller.

d) And guarantees or warranties are promises that are the obligations of producers or their products to consumers, where consumers will be compensated if the product turns out not to function as expected or promised.

Hypothesis

The hypothesis in this study are:

1. The brand, packaging, and guarantee variables have a simultaneous influence on consumer purchasing decisions of Pantene shampoo in Sidoarjo.
2. The brand, packaging, and guarantee variables have a partial influence on consumer purchasing decisions of Pantene shampoo in Sidoarjo.
3. Of the three variables studied, the brand variable has a dominant influence on consumer purchasing decisions of Pantene shampoo in Sidoarjo.

Companies that have competence in the fields of marketing, manufacturing and

innovation can make its as a source to achieve competitive advantage (Daengs GS, et al. 2020:1419).The research design is a plan to determine the resources and data that will be used to be processed in order to answer the research question. (Asep Iwa Soemantri, 2020:5).Standard of the company demands regarding the results or output produced are intended to develop the company. (Istanti, Enny, 2021:560).Time management skills can facilitate the implementation of the work and plans outlined. (Rina Dewi, et al. 2020:14).Saat mengumpulkan sumber data, peneliti mengumpulkan sumber data berupa data mentah. Metode survei adalah metode pengumpulan data primer dengan menggunakan pertanyaan tertulis(Kumala Dewi, Indri et al, 2022 : 29). The Research model or framework is intended to further clarify the essence of the discussion of previous research result and the theoretical basis in the research, including the relationship between influential variables. (Enny Istanti, et al. 2024 : 150)

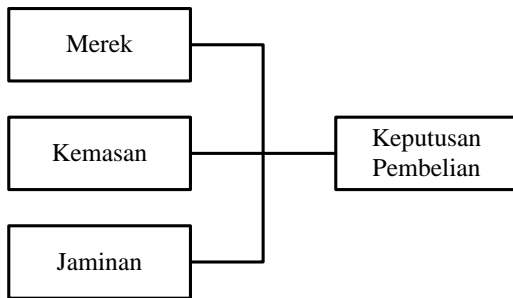
RESEARCH METHODS

Conceptual Framework

This study uses a quantitative approach. This approach emphasizes hypothesis testing, the data used must be measurable, and will produce conclusions that can be generalized. This approach begins with hypotheses and theories, analysis models, identifying variables, creating operational

definitions, collecting data (both primary and secondary) based on populations and samples and conducting analysis. This approach uses inferential statistical methods (analysis tools). To see the picture of the research, the following concept can be formed:

Conceptual Framework Image



Population

The population in this study were Pantene consumers at Indomaret Sidoarjo.

Sample

A sample is part of the number and characteristics of the population. (Sugiyono, 2004:73). The sample selection method used in this study is a probability sample, which is selecting samples randomly (Supomo and Indriantoro; 2002: 122).

Research Variables and Operational Definitions

The main variables used in this study are:
Dependent Variable (Y), namely Purchasing Decision (Y)

a) Independent Variable (X), namely Brand (X1), Packaging (X2), and Guarantee (X3).

Operational definition and measurement of each variable as follows:

1. Brand (X1)

Namely the name, term, sign, symbol or emblem, design, color or combination of other product attributes that are expected to provide identity and differentiation from competing products

Brand is measured by indicators including:

Brand convenience

1. Brand appeal
2. Product quality confidence

3. Packaging (X2)

Namely the process related to the design and manufacture of containers or wrappers for a product.

Packaging is measured by indicators including:

1. Protection and ease of use
2. Packaging appeal and distribution.
3. Product identity, information and innovation
4. Guarantee (X3)

Namely a promise that is the obligation of the producer or its product to consumers, where consumers will be compensated if the product turns out not to function as expected or promised.

Guarantee is measured by indicators including:

1. Guarantee according to consumer expectations
2. Product function
3. Guarantee can be accounted for.
- 4.
5. Purchase decision (Y)

That is a direct action in obtaining, consuming and producing products or services to consumers.

Purchasing decisions are measured by indicators including:

1. Decisions about product type
2. Decisions about product packaging form
3. Decisions about brands

4. Decisions about product quantity
5. Decisions about sales
6. Decisions about purchase time

The scale used is the Likert scale, which is a method that measures attitudes by stating agreement or disagreement with a particular subject, object or event, while the measurement scale uses an interval, namely a measurement scale that states categories, rankings and construct distances by giving scores to the answers chosen by respondents. The Likert scale generally uses five assessment numbers, namely:

- a) Strongly Agree with a value of: 5
- b) Agree with a value of: 4
- c) Neutral with a value of: 3
- d) Disagree with a value of: 2
- e) Strongly Disagree with a value of: 1

Research Limitations and Assumptions

This research is limited to Pantene consumers at Indomaret Sidoarjo. With the assumption of this research, the significance level is 5%.

Types and Sources of Data

Types of Data

In the research for this thesis, the types of data needed are:

- a) Cross Section Data
- b) Time Series Data or also called series data
- c) Pooling Data

In this study, the data used is Cross Section data, because it is in the form of questionnaire data aimed at Pantene consumers at Indomaret Sidoarjo.

Data Sources

In the research for this thesis, the data sources needed are:

- a. Primary Data, namely data obtained from the results of distributing questionnaires conducted on Pantene consumers at Indomaret Sidoarjo.
- b. Secondary Data, namely data in the form of Pantene Shampoo profiles.

Model and Analysis Techniques

The analysis used in this study is multiple linear regression. The t test for partial testing and the F test for simultaneous testing. The formula is as follows:

Multiple Regression Formula:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \dots\dots\dots (\text{Awat, 2003:337})$$

Information:

Y	=	Purchase	Decision
Variable			
X_1	=	Brand	Variable
X_2	=	Packaging	Variable
X_3	=	Guarantee	Variable
a	=	Constant	
β_1, β_n	=	Regression	Coefficient
e	=	Interfering	variable outside the independent variable

Multiple Correlation Coefficient Analysis

Multiple correlation analysis (R multiple) is used to determine the extent of the closeness of the relationship between all independent variables simultaneously to the dependent variable (Y).

According to Sudjana (2002:107), the formula for finding the multiple correlation coefficient is:

R =

$$\sqrt{R^2} = \sqrt{\frac{SSR}{SST}}$$

Description:

R : R multiple

R² : coefficient of determination (R square)

SSR : regression sum of squares

SST : total sum of squares

To find the magnitude of the multiple correlation coefficient (R), data processing techniques are used with the SPSS software program.

Analysis of Determination Correlation Coefficient

The determination coefficient (R² or R square) essentially measures how far the model's ability to explain the variation of the dependent variable. The value of the determination coefficient is between zero and one. A small R² or R square value means that the ability of the independent variables to explain the variation of the independent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2005:83).

According to Awat (2003:348), the formula for finding the multiple correlation coefficient is:

$$R^2 = 1 - \frac{SSE}{SST}$$

Information :

R² : coefficient of determination

SSR : regression sum of squares

SST : total sum of squares

SSE : error sum of squares

To find the magnitude of the multiple correlation coefficient (R), the data processing technique is used with the SPSS software program.

Hypothesis Testing

Next, as a step to conduct significance testing, it is necessary to use the t-test and F-test.

F-test

1. To see the influence of independent variables simultaneously on the dependent variable.
2. $H_0 : \beta_1 : \beta_2 = 0$, that there is no significant influence simultaneously between independent variables on the dependent variable.
3. $H_i = \text{one of } \beta_i \neq 0$, that there is a significant influence simultaneously between independent variables on the dependent variable.
4. Level of significance = 5%
5. F – count = (Sudjana, 2002:91)

Description:

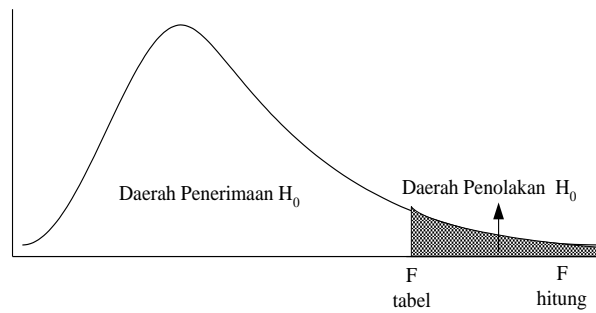
JK (Reg) = Sum Square Regression

JK (S) = Sum Square Residual

n = number of samples

k = number of independent variables

Figure of the Distribution Curve of Simultaneous Hypothesis Acceptance and Rejection



Source: Walpole, 2003, Introduction to Statistics, Third Edition, Seventh Printing, PT. Gramedia Pustaka Utama, Jakarta, p. 378.

6. The testing criteria are as follows:
- Ho is accepted if $F_{count} \leq F_{table}$ means that there is no significant simultaneous influence between the independent variables on the dependent variable.
 - Ho is rejected if $F_{count} > F_{table}$ means that there is a significant simultaneous influence between the independent variables on the dependent variable.

4.
$$t_{count} = \frac{\beta_i}{Se(\beta_i)} \dots\dots\dots (Awat, 2003:347)$$

With degrees of freedom of $n - k - 1$ where:

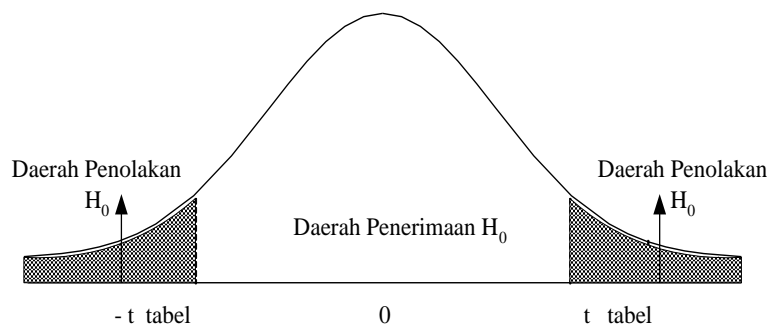
- β_i = Regression Coefficient
- Se = Standard Error
- n = Number of Samples
- k = Number of Parameters

T-test

To see the partial influence between independent variables on dependent variables.

- Ho : $\beta_i = 0$, there is no significant partial influence between independent variables on dependent variables.
- Hi : $\beta_i \neq 0$, there is a significant partial influence between independent variables on dependent variables.
- Level of significant = 5%

Image Partial Hypothesis Acceptance and Rejection Distribution Curve



Source: Walpole, 2003, Introduction to Statistics, Third Edition, Seventh Printing, PT. Gramedia Pustaka Utama, Jakarta, page 37

1. The following test criteria:

a) H_0 is accepted if $-t_{table} \leq t_{count} \leq t_{table}$ there is no significant partial influence between the independent variables on the dependent variable.

b) H_0 is rejected if $t_{count} < -t_{table}$ or $t_{count} > t_{table}$ there is a significant partial influence between the independent variables on the dependent variable.

b. Packaging (X2) is a medium for disclosing product information to consumers.

c. Warranty (X3) is a promotional aspect that is carried out mainly on durable products.

d. Purchase Decision (Y) is the process of feeling and evaluating information on obtaining a product.

Term Limitations

The term limitations in this study are as follows:

a. Brand (X1) is a seller's promise to consistently deliver a series of characteristics, benefits and certain services to buyers

RESULTS AND DISCUSSION

Analysis and Hypothesis Testing

From the calculation results in the study conducted using a computer with the SPSS 15.0 (Statistical Program for Social Science) program application under Windows operations.

Regression Relationship Table Between Independent Variables and Dependent Variables With the Application of Linear Models

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations
		B	Std. Error	Beta			Partial
1	(Constant)	,6098	,1981		3,0777	,0027	
	Merek (X1)	,3204	,0493	,4393	6,5062	3,485E-009	,5532
	Kemasan (X2)	,3040	,0772	,2767	3,9372	,0002	,3729
	Jaminan (X3)	,2199	,0446	,3060	4,9329	3,398E-006	,4497

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Appendix 3

Based on the table above, the multiple linear regression equation is obtained as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = 0,6098 + 0,3204 X_1 + 0,3040 X_2 + 0,2199 X_3$$

From the equation above, it can be explained as follows:

The constant (β_0) of 0.6098 shows the magnitude of the influence between brand (X1), packaging (X2), and Guarantee (X3) on

the Purchase Decision (Y), meaning that if the independent variable is equal to zero (0), then it is predicted that the Purchase Decision (Y) will increase by 0.6098 one respondent scale.

The regression coefficient for Brand (X1) is 0.3204. This means that if Brand (X1) increases by one unit, then the Purchase Decision (Y) will increase by 0.3204 one respondent scale.

The regression coefficient for Packaging (X2) is 0.3040. This means that if Packaging (X2) increases by one unit, then the Purchase Decision (Y) will increase by 0.3040 one respondent scale.

The regression coefficient for Guarantee (X3) is 0.2199. This means that if the Guarantee (X4) increases by one unit, then the Purchase Decision (Y) will increase by 0.2199 one respondent scale.

The standard error value (e) in this study is 0.2565.

Simultaneous Influence Analysis (F Test)

To determine the relationship or influence of independent variables simultaneously or as a whole on the dependent variable, the F test is used. The table presents the analysis of variance of the simultaneous or overall relationship.

Table of Results of Calculation of Simultaneous or Overall Relationships

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,0996	3	7,3665	111,9358	3,149E-031 ^a
	Residual	6,3178	96	,0658		
	Total	28,4173	99			

a. Predictors: (Constant), Jaminan (X3), Merek (X1), Kemasan (X2)

b. Dependent Variable: Keputusan Pembelian (Y)

Source: Appendix 3

Testing steps:

- 1) $H_0 : \beta_1 \dots \beta_n = 0$ (overall there is no influence)
- 2) $H_i = \beta_1 \dots \beta_n \neq 0$ (overall there is influence)
- 3) $\alpha = 0,05$ df numerator = 3; df denominator = 96

$$4) \quad F \text{ count} = \frac{K_{uFdBg}}{K_{uFdBg}}$$

Based on the table above, the F count value is $111.9358 > F$ table on df numerator 3 and df denominator 96 of 2.70, meaning that

there is a simultaneous influence of the variables Brand (X1), Packaging (X2) and Guarantee (X3) on Purchasing Decisions (Y).

Determination Coefficient Table

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,8819 ^a	,7777	,7707	,2565

a. Predictors: (Constant), Jaminan (X3), Merek (X1), Kemasan (X2)

Source: Appendix 3

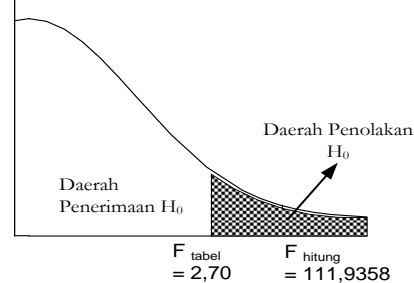
The multiple R value of 0.8819 indicates that the closeness of the relationship

between the independent variables and the dependent variable is 88.19%. Meanwhile,

the multiple determination coefficient value of 0.7777 means that all independent variables can explain the Purchase Decision

(Y) by 77.77% and the remaining 22.23% is explained by variables not included in this study.

Figure of Distribution of Simultaneous Hypothesis Acceptance/Rejection Criteria



Source: Appendix 3

Partial Analysis (t-Test)

To determine the effect of each independent variable partially or individually on the dependent variable, t-test analysis is used. The table shows the regression relationship between the independent variable and the dependent variable which can be described as follows:

a. Partial relationship between variable Y and independent variable X1

Testing steps:

- 1) $H_0 : b_1 = 0$ (there is no effect between the independent variable and the dependent variable)
- 2) $H_i : b_1 \neq 0$ (there is an effect between the independent variable and the dependent variable)

- 3) *Level of significance* = $0.05/2$ (0.025)

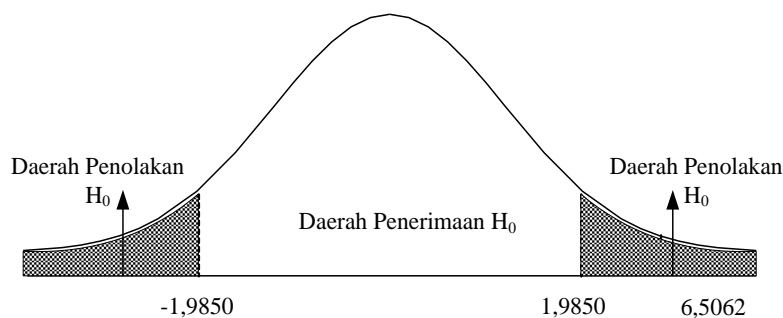
$$4) \quad t_{\text{count}} = \frac{b_1}{\text{Se}(b_1)}$$

- 5) t table on $df = 96$ is 1.9850

From the calculation, the t count is 6.5062, because the t count is > from the t table 1.9850, then H_0 is rejected at the 5% *level of significance*. So that partially the Brand (X1) has a significant effect on the Purchase Decision (Y). This shows that if there is a change in the Brand variable (X1) then there is a change in the Purchase Decision (Y).

The partial r value for the Brand variable (X1) of 0.5532 means that the Brand variable (X1) is able to explain the Purchase Decision variable (Y) by 55.32%.

Figure Distribution of Acceptance / Rejection Areas of Hypothesis



Source: Appendix 3

b. Partial relationship between variable Y and independent variable X2

Testing steps:

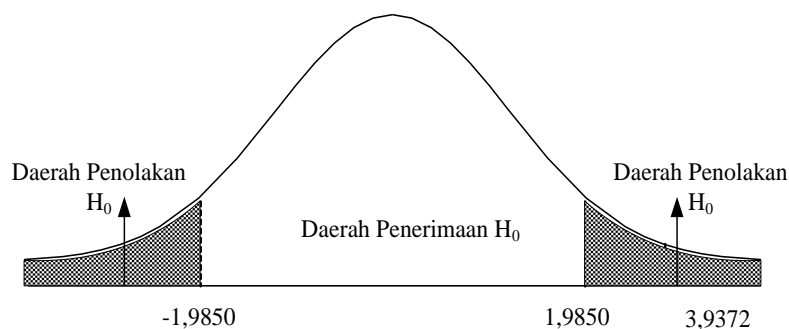
- 1) $H_0: b_2 = 0$ (no effect)
- 2) $H_i: b_2 \neq 0$ (influence)
- 3) Level of significance = $0.05/2$ (0.025)
- 4) $t_{\text{count}} = \frac{b_2}{Se(b_2)}$
- 5) t table at $df = 96$ is 1.9850

From the calculation, the t count is 3.9372 because the t count is > from the t table 1.9850, so H_0 is rejected at the 5% level of significance. So that partially the Packaging variable (X2) has a significant effect on the Purchase Decision (Y). This shows that if there is a change in the Packaging variable

(X2), there will be a change in the Purchase Decision (Y).

The partial r value for the Packaging variable (X2) of 0.3729 means that the Packaging variable (X2) is able to explain the Purchase Decision variable (Y) by 37.29%.

Figure Distribution of Acceptance / Rejection Areas of Hypothesis Packaging Variable (X2)



Source: Appenuix 3

c. Partial relationship between variable Y and independent variable X3

Testing steps:

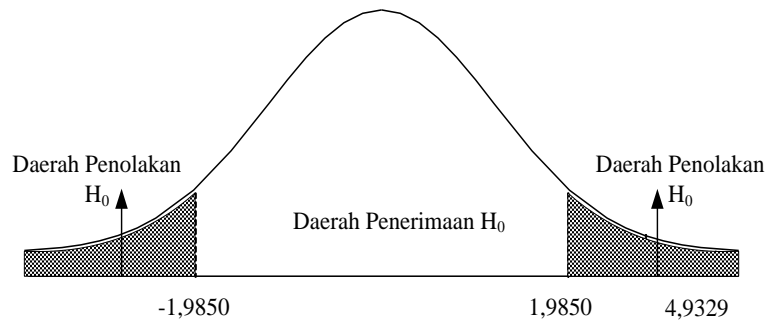
- 1) $H_0: b_3 = 0$ (no effect)
- 2) $H_i: b_3 \neq 0$ (influence)
- 3) Level of significance = $0.05/2$ (0.025)
- 4) $t_{\text{count}} = \frac{b_3}{Se(b_3)}$
- 5) t table on $df = 96$ is 1.9850

From the calculation, the t count is 4.9329, because the t count is > from the t table 1.9850, so H_0 is rejected at the 5% level of significance. So that partially the Guarantee variable (X3) has a real effect on the Purchase Decision (Y). This shows that if there is a change in the Guarantee variable

(X3) then there will be a change in the Purchase Decision (Y).

The partial r value for the Guarantee variable (X3) of 0.4497 means that the Guarantee variable (X3) is able to explain the Purchase Decision variable (Y) by 44.97%.

**Figure Distribution of Acceptance / Rejection Areas of Hypothesis
Guarantee Variable (X3)**



Source: Appendix 3

This research will be conducted in three phases: measurement model (external model), structural model (internal model), and hypothesis testing. (Pramono Budi, et al., 2023 ; 970) Melalui proses tersebut, karyawan diberikan pelatihan dan pengembangan yang relevan dengan kinerja pekerjaannya, sehingga diharapkan dapat menjalankan tanggung jawab pekerjaannya dengan sebaik - baiknya. (Abdul Aziz Sholeh et.al. 2024 :82) Memilih merupakan bagian dari suatu upaya pemecahan sekaligus sebagai bagian dari proses pengambilan keputusan. Oleh karena itu dibutuhkan keputusan pembelian yang tepat (Kristiawati Indriana et.al. 2019 : 28) Kerja sama antara pemerintah, industri, lembaga penelitian dan masyarakat sipil dalam merancang menerapkan, Komitmen dan kerja sama yang kuat dari seluruh pemangku kepentingan menjadi kunci keberhasilan upaya - upaya tersebut. (Gazali Salim et al. 2024 : 63) The SERVQUAL model includes calculating the difference between the values given by customers for each pair of statements related to expectations and perceptions (Diana Zuhro et al. 2024 : 98)

Discussion

In the research conducted above regarding the factors of Purchasing Decisions. It can be seen that Brand (X1), Packaging (X2), and Guarantee (X3) have an effect on Purchasing Decisions (Y).

This can be seen from the regression coefficient value for Brand (X1) of 0.3204. This means that if Brand (X1) increases by one unit, then Purchasing Decision (Y) will increase by 0.3204 one respondent scale.

The partial r value for the Brand variable (X1) of 0.5532 means that the Brand

variable (X1) is able to explain the Purchasing Decision variable (Y) by 55.32%. And partially the Brand variable (X1) has a significant effect on Purchasing Decisions (Y).

The regression coefficient value for Packaging (X2) is 0.3040. This means that if Packaging (X2) increases by one unit, then Purchasing Decision (Y) will increase by 0.3040 one respondent scale.

The partial r value for the Packaging variable (X2) of 0.3729 means that the Packaging variable (X2) is able to explain the Purchase Decision variable (Y) by 37.29%. And partially the Packaging variable (X2) has a significant effect on the Purchase Decision (Y). The regression coefficient value for Guarantee (X3) is 0.2199. This means that if the Guarantee (X3) increases by one unit, the Purchase Decision (Y) will increase by 0.2199 one respondent scale.

The partial r value for the Assurance variable (X3) of 0.4497 means that the Assurance variable (X4) is able to explain the Purchase Decision variable (Y) by 44.97%. And partially the Assurance variable (X4) has a significant effect on the Purchase Decision (Y). So the most dominant variable is the Brand variable (X1) because the partial correlation value in the coefficients table is 55.32% greater than the partial correlation value of other independent variables. So it can be said that the Brand variable (X1) has the most dominant effect on the dependent variable Purchase Decision (Y).

Conclusion

1. The hypothesis stating that Brand (X1), Packaging (X2) and Guarantee (X3) simultaneously significantly influence Purchasing Decisions has been proven true.

This is indicated by the calculated F value (111.9358) > F table (2.70).

2. While partial testing shows that the Brand variable (X1) influences Purchasing Decisions, this is indicated by the calculated t value of 6.5062 > t table 1.9850.

3. The Packaging variable (X2) partially influences Purchasing Decisions, this is indicated by the calculated t value of 3.9372 > t table 1.9850.

4. The Guarantee variable (X3) partially influences Purchasing Decisions, this is indicated by the calculated t value of 4.9329 > t table 1.9850.

5. The Brand variable (X1) has a dominant influence on the Purchase Decision (Y) with a partial correlation value of 55.32%.

6. In the study, the multiple R value of 0.8819 indicates that the closeness of the relationship between the independent variables and the dependent variable is 88.19%. Meanwhile, the multiple determination coefficient value of 0.7777 means that all independent variables can explain the Purchase Decision (Y) by 77.77% and the remaining 22.23% is explained by variables not included in this study.

Suggestions

1. Build a good brand, for example the brand must be distinctive or unique, can describe something about the benefits of the product and its use, can describe the quality of the product, easy to pronounce, recognize and remember, must not contain bad meanings in other countries and languages and the brand must be able to adapt to new products that may be added to the product.

2. Maintain the packaging well, do not let the contents of the product deteriorate quickly, the content should not decrease and make it easy to use.

3. Provide a good guarantee, for example the guarantee given must be accountable to consumers.

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