The Impact of Promotion, Quality of Goods, and Consumer Satisfaction on the Purchase of spare parts at PT. Oto Rezeki Indonesia

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ARTICLE INFO

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ABSTRACT

This study aims to determine the effect of Promotion Level, Quality of Goods, and Satisfaction Consumer To Purchase Goods at PT Oto Rezeki Indonesia. This research uses the type of quantitative data and the population in this study are whole consumers in 2021 amounting to 523 by sample study a total of 83 samples were counted use the formula Slovin. Research results in a manner Partial showing that Promotion Level own influence to Purchase Goods by having mark t_{count} (4.684) > t_{table} (1.99006) with level significant 0.000 <0.05, Quality Goods own influence to Purchase Goods by having mark t_{count} (2.768) > t_{table} (1.99006) with a level significant 0.007 <0.05, Satisfaction Consumer own influence to Purchase Goods by having mark t_{count} (2.329) > t_{table} (1.99006) with level significant 0.022 <0.05 and Promotion Level, Quality Goods and Satisfaction Consumer influential and significant to Purchase Goods at PT Oto Rezeki Indonesia by owning F_{count} (25.303) > F_{table} (2.72) with a significance of 0.000 <0.05.

Introduction

Usually, behavior buys that person special because people have different tastes and views to something good. Besides that, consumers include different segments and because of that own different wants and needs. There are many influencing factors decision To buy. Producers expected monitor motion grunt consumer in product and take action For involve consumer with the product they are generate. Purchase decision called as something thing that consists of two kinds or more and finally will choose One from whole type thing to think about.

Influencing factors purchase goods is level promotion, promotion called as source success in marketing. Consumer will know product company the matter This caused Because effect from promotion. Promotion usually useful For interesting customer with strategy from company. Variables impacting purchases of goods that is level promotion. Promotion is wrong One element important in success any marketing program. Promotion can push customer For know or buy the products presented. Promotion is also activity company For interesting attention consumer. Problem level promotion at PT. Oto Rezeki Indonesia lacks done promotion through brochure nor flyer in a manner routine. Research conducted Wulansari (2019) stated that there is significant effect between promote to decision purchase, p This because increasingly Good promotion from something company so will increase purchase items that have been promoted.

One Factors that impact purchases goods is quality product. Activity marketing used as size for every company for offer the product to customers and reach objective company that is sale optimal product. Before something product launched, company need know need consumers so they can fulfill it. because that, every activity company aim for fulfil need consumers in order for them choose For buy the product, and in the end objective profit company reached. Quality product related tightly with mark consumers and decisions purchase Because quality product impact directly on performance product. Related problem quality products at PT. At Oto Rezeki Indonesia still Lots products sold to consumer although in circumstances disabled. Saputra and Hidayat's research (2017) shows that quality product influential significant to decision buying and influencing significant to decision purchase consumer.

Other influencing factors purchase product is satisfaction consumer. Satisfaction consumer is key success company, and can motivating consumer For buy return product company such, even push family, friends and loved ones For buy product the. PT Oto Rezeki Indonesia got give significant help. They produce product quality superior For ensure satisfaction consumers and increase sales volume. However there is problem satisfaction especially customers at PT Oto Rezeki Indonesia in matter quality service. If order many consumers must long wait before product shipped to them. Although service usually eat 4-5 minutes, customer Possible must wait up to 10-15 minutes For finish order them. For ensure satisfaction consumer, business must always adapt with needs and wants always consumers changed. Buyer understand mark bid and act in accordance with it. Satisfaction post-purchase determined by how much suitable bid the with hope.

Table 1. Sales data for PT. Oto Fortune Indonesia 2019-2021

Year	Total Consumers	Sale
2019	678	45,569
2020	597	41028
2021	523	38,654

If seen from Table 1 explains happening decline from the 2019 – 2021 period for example in 2019 has total consumers for 678 and it worked sell as big 45,569 units while in 2021 it will have total consumers for 523 and it worked sell of 38,654 units. this is due not enough promotion in a manner routine, quality product disabled for sale to consumers and less satisfaction customer so that cause purchase goods decrease drat

Literature Review

Promotion Level

According to Listiawati and Afriani (2017:259) promotion is one element mix marketing that aims to invite and remind consumer about brands and products something company.

According to Listiawati and Afriani (2017:259) in doing promotion can see the indicators described between other : Origin promotions from messages, Promotions originating from the media and promotions that come from from time.

Quality Product

Quality product is ability to fulfill condition specified customer or implied (Kolter & Keller, 2017:236). For marketers, quality product is aspect important of the positioning strategy.

According to Tjiptono (2019:105) Quality product consists from a number of indicator namely :
1. Performance from something product.
2. Features added in the product.
3. Reliability in product.
4. suitability product with existing specifications.
5. endurance product concerned.
6. Serviceability of product concerned.
7. Aesthetics from product.
8. Quality product that has perceived.

Satisfaction Consumer

Satisfaction consumer is evaluation to quality services received by consumers. When quality remote service from hope, consumers will feel dissatisfied. Consumer satisfied when hope they fulfilled, and very satisfied when quality service exceed hope them (Riyanto, 2018:118).

According to Daryanto (2019:85) explains four indicator Satisfaction Consumer consists from :
1. Consumer will loyal to the company concerned.
2. Consumer will buy product new company.
3. Consumer will recommend product from company.
4. Consumers don't pay attention product company other.

Purchase Goods

Purchase goods is decision consumers are influenced by factors economy, finance, technology, politics, culture, product, price, location, advertising, evidence physical, people and processes. Consumer

process all information and develop attitude to attract conclusion about which product will bought (Otvavenia & Ardani, 2019: 1377).

According to Oktavenia and Ardani (2019:1377), explain six indicator purchase goods, namely :
1. Election from something product.
2. Election from something brand.
3. Election from something place distributor.
4. Election from time existing purchases.
5. Election from amount desired purchase.
6. Election will convenience method payment.

Theory influence promotion to purchase goods

Promotion called one way you can used seller to strengthen interest consumers in doing purchase. There are several available options for traders to do this. Promotion called persuasive communication, inviting, pressing, urging, persuading, convincing. According to Hidayat (2021) On stage evaluation, customer form preference they to products / services in the options available. Customers can too encouraged to buy their most product like through promotions offered.

Theory influences quality product to purchase goods

Quality very tight stuff relation to purchases product and quality product is one considerations made by the buyer in taking decision shop. superior quality produce satisfaction that customer in turn can make loyal customers to product company (Kotler and Keller, 2017:243). Product refers to terms goods that have functions according to consumer needs. Quality product become focus main marketers in marketing the product. The more tall quality the resulting product, the more big possibility buyer will buy it. Company owns level Power the same competitiveness as its competitors.

Theory influence satisfaction customer to purchase goods

According to Oktavenia and Ardani (2019:1378), Satisfaction consumer is level comparison emotional between desired expectations with existing performance. Customer can feel one from three level satisfaction in a manner whole. If hope consumers are not satisfied will cause consumer dissatisfied and when hope consumer achieved will cause consumer feel satisfied. In context purchase product, got interpreted If all emotions and hopes consumer fulfilled so consumer will return buy in store such, and if his emotions and expectations were not met so will look for another shop to buy.

Framework Conceptual

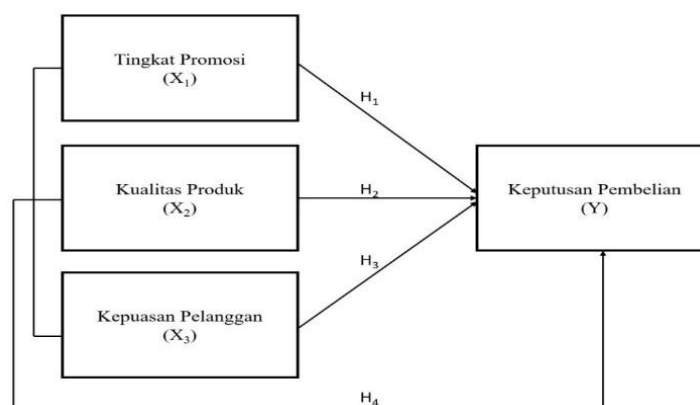Based on thought above, framework conceptual as follows :

Figure 1.1 Framework Conceptual

hypothesis Research

Based on the framework conceptually, the hypothesis is as follows :
H1   : Promotion Level influential   to Decision   Purchase.
H2   : Quality product   influential   to Decision   Purchase.
H3   : Satisfaction with customer   influential   to Decision   Purchase.
H4   : Level Promotion, Quality Goods and Satisfaction customer   influential   to Decision   Purchase

Method

Type this research is study quantitative, Research quantitative is attempt to cover up problem, researcher collect data based on existing problems (Priyatno, 2018:05). Study carried out at PT. Oto Rezeki Indonesia, which is located at the Cemara Warehouse Complex, Jl. West Irian Village Samali district Percut Sei Tuan Deli Serdang – Indonesia. Research time June 2022 – November 2022. The population in this study is whole consumers in 2021 totaled 523. To determine amount sample used formula Slovin owns it results 83 samples. In this study, researchers using an involving research model multiple linear regression and apply method *ordinary least square* (OLS). To process the data used SPSS software version 24. The research model used includes :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:
Y　　　= Purchase Goods (*dependent variable*)
X_1　　= Promotion Level (*independent variable*)
X_2　　= Quality Goods (*independent variable*)
X_3　　= Satisfaction Customers (*independent variable*)
α　　　= constant
e　　　= percentage error (5%)

Results

Statistics descriptive

Results of statistical tests descriptive processed consists from :

Table 2. Statistics Descriptive

	N	minimum	M aximun	Mean	std. Deviation
Promotion Level	83	30	55	42.80	5,400
Quality Goods	83	28	52	40.93	5,238
Satisfaction Consumer	83	21	57	41.55	8,773
Purchase Goods	83	25	52	41.99	5,981

Source : Results of Processed Data, 2023

If seen from table 3.1 concluded :

1. Promotion Level consists from *minimum* worth These 30 things are obtained from the 29th respondent, meanwhile consists from mark *maximun* as big 55 it is obtained from the 73rd respondent. So also consists from *mean* worth 42.80 and standard obtained deviation worth 5,400.
2. Quality Goods consists from *minimum* worth 28 of these things were obtained from the 31st respondent, meanwhile consists from mark *maximun* as big 52 it is obtained from the 78th and 82nd respondents. So also consists of from *mean* worth 40.93 80 and standard obtained deviation worth 5,238.
3. Satisfaction Consumer consists from *minimum* worth 21 of these things were obtained from the 33rd respondent, meanwhile consists from mark *maximun* as big 57 it is obtained from respondents to 16, 42 and 78. Likewise consisting from *mean* worth 41.55 and standard obtained deviation worth 8,773.
4. Purchase Goods consists from *minimum* worth 25 of these things are obtained from the 33rd respondent, meanwhile consists from mark *maximun* as big 52 it is obtained from the 16th and 42nd respondents. So also consists of from *mean* worth 41.99 and standard obtained deviation worth 5,981.

Normality Test

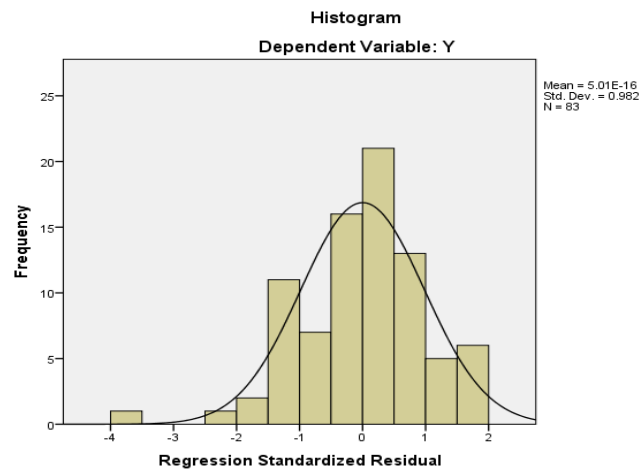Normality test results namely :

Figure 1. Graph Histogram

If seen the picture, summed up from the histogram graph contains the assessed data form curve. This result was concluded that the data is distributed normally.
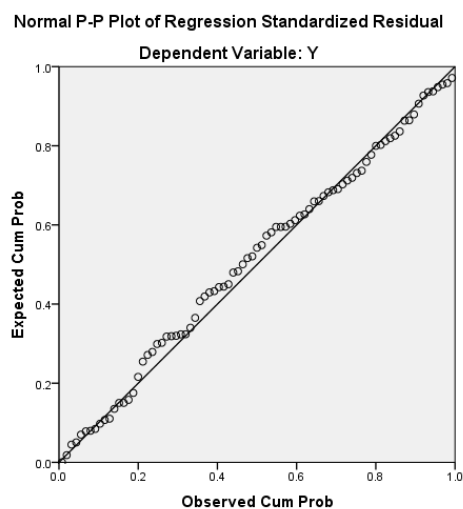

Figure 2. PP Plot Graph

If seen from picture above, concluded from chart *normal probability plots* data is assessed spread in the direction of the diagonal line. concluded that the data is considered normal.

Table 3 Normality Test

		Unstandardized Residuals
N		83
Normal Parameters [a,b]	mean	41.9879518
	std. Deviation	4.18655792
Most Extreme Differences	Absolute	076
	Positive	063
	Negative	-.076
Kolmogorov-Smirnov Z		076
asymp. Sig. (2-tailed)		.200 [a]

Source : Data Processed, (2023)

If seen from table above, have explanation *asymp. sig* obtained is worth 0.200 as well as value level significant worth 0.084 > 0.05. explained that the data is processed characteristic normal.

Multicollinearity Test
Multicollinearity test results namely :

Table 4 Test Results Multicollinearity

model	Collinearity Statistics	
	tolerance	VIF
1 (Constant)		
Promotion Level	0.833	1,200
quality Goods	0.720	1,388
Satisfaction Consumer	0.689	1,451

a.   Dependent Variables : Purchase Goods
Source : Processed Data, (2023)

If seen table that has processed, summed up for the whole variable free worth *tolerance* not enough from 0.10   so also   with value   VIF   more of these 10 things described none the symptoms.

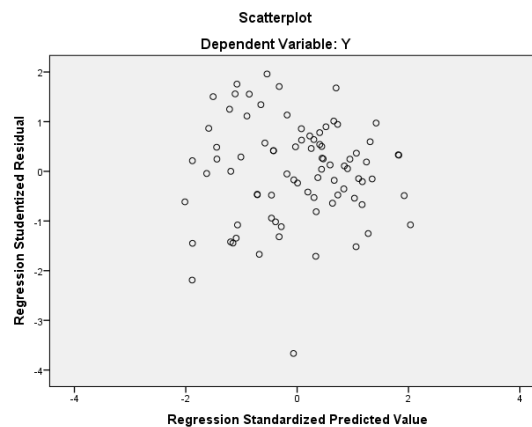**Heteroscedasticity Test**
The test results namely :

Figure 3. Scatterplots

If seen from picture above, concluded from chart *Scatter plots* there is conclusion that point on the graph considered not joined together side and by random scattered all over direction, this was declared not to have happened exists symptom from heteroscedasticity.

Multiple Linear Regression Test
The test results explained namely :

Table 5 Analysis Results Multiple   Linear Regression

model	Unstandardized Coefficients		Standardized Coefficients
	B	std. error	Betas
1 (Constant)	3,818	4,683	
Promotion Level	0.457	0.097	0.412
Quality Goods	0.299	0.108	0.262
Satisfaction Consumer	0.154	0.066	0.225

Source : Processed Data, (2023)

If seen from table above, concluded that :

> **Purchase of Goods = 3.818 + 0.457 Promotion Level + 0.299 Quality Goods + 0.154 Satisfaction Consumer + e**

Based on equation   on so can explained namely :
1. Constant (α) = 3.818 if there is mark X1 – $_{X3}$ worth zero, concluded Purchase Goods happen enhancement mark of 3.818.
2. Promotion Rate = 0.457 if variable independent other worth zero and occurs for Promotion Level (X $_1$) exists enhancement mark as big 1 unit, then concluded that mark Purchase Goods will happen enhancement of 0.457.
3. Quality Goods = 0.299 if variable independent other worth zero and happens for Quality Goods (X $_2$) exist enhancement mark as big 1 unit, then concluded that Purchase Goods will happen enhancement of 0.299.
4. Satisfaction Consumers = 0.154 if variable independent other worth zero and occurs for Satisfaction Consumers (X $_3$) exist enhancement mark as big 1 unit, then concluded that Purchase Goods will happen enhancement of 0.154.

Coefficient Determination

The test results consists from :

Table 6 Determinant Coefficient Test

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.700 ^{a}	.490	.471	4,351

Source : Processed Data, (2023)

If seen from table on so *Adjusted R Square* (R $^{2)}$) has value 0.490 means variable Purchasing   Goods can explained   by the variable Promotion Level, Quality   Goods and Satisfaction Consumer of   49.0% meanwhile the remaining   51.0% is affected by   factors else   is derived from   beyond this   research model like   market segmentation and sales volume.

Simultaneous Test (f test)

Following is results the test namely :

Table 7 F Test Results

model		Sum of Squares	df	MeanSquare	ff	Sig.
1	Regression	1437,236	3	479,079	25.303	.000 ^{b}
	residual	1495,752	79	18,934		
	Total	2932,988	82			

Source : Processed Data, (2023)

If seen from table above, then concluded that there is mark F $_{count}$ (25.303) > F $_{table}$ (2.72) with significance   0.000 <0.05   so that can   concluded that   there influence   positive   and significant between Promotion Level, Quality   Goods and Satisfaction Consumer in a manner simultaneous   to Purchase Goods at Oto Rezeki Indonesia.

Partial Test (t test)

Following is results test :

Table 8 Test Results t

model		t	Sig.
1	(Constant)	0.815	0.417
	Promotion Level	4,684	0.000
	Quality Goods	2,768	0.007
	Satisfaction Consumer	2,329	0.022

Source : Processed Data, (2023)

If seen from the table above is explained that :
1. At the Promotion Level (X $_1$) has t $_{count}$ value (4.684) > t $_{table}$ (1.99006) and significant   worth 0.000 <0.05 so that   can   concluded that there   influence   positive   and significant   in a manner partial Promotion Level   to Purchasing   Goods at PT Oto Rezeki Indonesia.

2. On Quality Goods (X $_2$) have t $_{count}$ worth (2.768) > t $_{table}$ (1.9900) and significant worth 0.007 <0.05 so that can concluded that there influence positive and significant in a manner partial Quality Goods to Purchase Goods at PT Oto Rezeki Indonesia.
3. On Satisfaction Consumers (X $_3$) have t $_{count}$ value (2.329) > t $_{table}$ (1.9900) and significant worth 0.022 <0.05 so that can concluded that there influence positive and significant in a manner partial Satisfaction Consumer to Purchase Goods at PT Oto Rezeki Indonesia.

Discussion

Effect of Promotion Level to Purchasing Goods

At the Promotion Level (X $_1$) has t $_{count}$ value (4.684) > t $_{table}$ (1.99006) and significant worth 0.000 <0.05 so that can concluded that there influence positive and significant in a manner partial Promotion Level to Purchasing Goods at PT Oto Rezeki Indonesia. Study before support research by Agustin and Komalasari (2020) states Promotion to there influence positive and significant to Decision Purchase.

Influence quality Goods to Purchasing Goods

On Quality Goods (X $_2$) have t $_{count}$ worth (2.768) > t $_{table}$ (1.9900) and significant worth 0.007 <0.05 so that can concluded that there influence positive and significant in a manner partial Quality Goods to Purchase Goods at PT Oto Rezeki Indonesia. Studies earlier support research by Magfira (2019) states Quality Goods against there influence positive and significant to Decision Purchase.

Influence Satisfaction Consumers to Purchase Goods

On Satisfaction Consumers (X $_3$) have t $_{count}$ value (2.329) > t $_{table}$ (1.9900) and significant value 0.022 <0.05 so that can concluded that there influence positive and significant in a manner partial Satisfaction Consumer to Purchase Goods at PT Oto Rezeki Indonesia. Study before support this research by Oktaviani and Hernawan (2022) stated Satisfaction among Consumers to there influences positive and significant to Decision Purchase.

Conclusion

The conclusion from the results this research are :
1. Promotion Level influential positive and significant to Purchasing Goods at PT Oto Rezeki Indonesia.
2. Quality Goods influential positive and significant to Purchasing Goods at PT Oto Rezeki Indonesia.
3. Satisfaction Consumer influential positive and significant to Purchasing Goods at PT Oto Rezeki Indonesia.
4. Promotion Rate, Quality Goods, and Satisfaction Consumer influential positive and significant to Purchasing Goods at PT Oto Rezeki Indonesia. It shows that Purchase You can get goods at PT Oto Rezeki Indonesia is influenced by Promotion Level, Quality of Goods, and Satisfaction among Consumers

Suggestions

1. For Researchers Furthermore, it is expected to do research from other variables for example market segmentation and market *targeting* in order to add an outlook about Purchasing goods.
2. For PT Oto Rezeki Indonesia. Expected companies more notice Purchase Goods with upgrades level promotions like giving discounts to customers, increasing quality goods like checking products sold by the company, whether still function or not, and improving satisfaction among consumers in a way give response faster to every complaint from a consumer.
3. For similar companies Expected for the company other in the same section, order more focus on Promotion Level, quality goods, and satisfy consumer company, because affect Purchase Goods, if Purchase Goods happen enhancement will increase sales.

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