

LAMPIRAN A. KUISIONER UJI PENDAHULUAN

Dengan Hormat,

Perkenalkan, nama saya Laura, mahasiswa Magister Manajemen di Universitas Pelita Harapan. Saat ini, saya sedang melakukan penelitian bertajuk "**Analisis Faktor yang Mempengaruhi *Purchase Decision* Produk Protein Brand ICON Nutrition di Jabodetabek: *Product Quality, Price, Promotion, Lifestyle, E-WOM, Health Consciousness, dan Service Quality.***"

Untuk penelitian ini, saya menggunakan kuisisioner sebagai alat pengumpul data. Dengan segala kerendahan hati, saya mohon kesediaan Bapak/Ibu untuk mengisi kuisisioner ini berdasarkan pengalaman nyata Bapak/Ibu. Semua informasi dan data yang diperoleh dari kuisisioner ini akan bersifat rahasia dan hanya akan digunakan untuk tujuan akademik.

Responden penelitian ini ditujukan kepada individu yang telah membeli dan menggunakan produk dari brand ICON Nutrition (ICON) yang berdomisili di Jabodetabek.

Partisipasi Bapak/Ibu sangat berarti bagi saya dalam menyelesaikan penelitian ini. Saya mengucapkan terima kasih atas kerjasama dan kesediaan Bapak/Ibu untuk mengisi kuisisioner ini.

Hormat saya,

Laura Elisabeth

Informed Consent	
1	Apakah anda pernah membeli produk suplemen protein dari brand ICON dalam kurun waktu satu tahun terakhir?
	<ul style="list-style-type: none"> • Ya, pernah. • Tidak pernah.
Profil responden	
1	Jenis Kelamin
	<ul style="list-style-type: none"> • Laki-laki • Perempuan
2	Usia
	<ul style="list-style-type: none"> • 18-24 tahun • 25-34 tahun • 35-44 tahun • 45-54 tahun • 55 tahun ke atas
4	Domisili
	<ul style="list-style-type: none"> • Jakarta • Bogor • Depok • Tangerang • Bekasi
5	Tingkat Pendidikan
	<ul style="list-style-type: none"> • Di bawah S1 • S1 • S2 • S3
6	Jenis Pekerjaan
	<ul style="list-style-type: none"> • Pelajar / Mahasiswa • Pegawai Negeri Sipil (PNS) • Pegawai Swasta • Wiraswasta • Ibu Rumah Tangga • Freelancing • Lainnya
7	Sudah berapa kali anda membeli Produk ICON selama 6 bulan terakhir?
	<ul style="list-style-type: none"> • 1-3 kali • 4-6 kali • 7-9 kali • Lebih dari 10 kali

Variabel Product Quality		Skala Pengukuran				
Item		1	2	3	4	5
PQ1	Produk I-CON NUTRITION <i>protein powder</i> terbuat dari bahan baku berkualitas tinggi.					
PQ2	Produk I-CON NUTRITION <i>protein powder</i> selalu menciptakan inovasi dengan fokus pada detail produk seperti formulasi, rasa, dan kemasan.					
PQ3	Produk I-CON NUTRITION <i>protein powder</i> mudah dan nyaman untuk dikonsumsi.					
PQ4	Produk I-CON NUTRITION <i>protein powder</i> dengan cepat memenuhi kebutuhan nutrisi saya.					
PQ5	Kemasan produk I-CON NUTRITION <i>protein powder</i> menarik.					
PQ6	Saya pikir I-CON NUTRITION <i>protein powder</i> memiliki produk berkualitas tinggi.					
Variabel Price		Skala Pengukuran				
Item		1	2	3	4	5
PC1	Harga I-CON NUTRITION <i>protein powder</i> cukup wajar.					
PC2	Saya merasa harga I-CON NUTRITION <i>protein powder</i> terjangkau bagi saya.					
PC3	Harga produk I-CON NUTRITION <i>protein powder</i> sebanding dengan kualitas produknya.					
PC4	I-CON NUTRITION secara konsisten memberikan nilai terbaik untuk uang yang dibelanjakan untuk produk <i>protein powder</i> .					
PC5	I-CON NUTRITION menjaga harga terbaik untuk sebagian besar produk <i>protein powder</i> .					
Variabel Promotion		Skala Pengukuran				
Item		1	2	3	4	5
PM1	Saya akan lebih sering membeli produk <i>protein powder</i> I-CON NUTRITION jika saya memiliki kupon yang menawarkan					

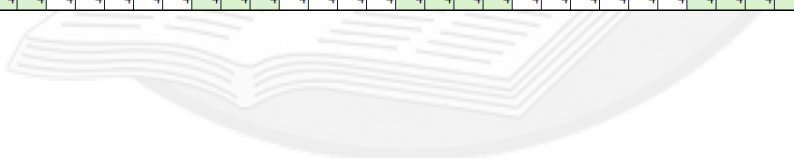
	promosi.					
PM2	Sampel gratis mempengaruhi saya untuk melakukan pembelian tidak terencana produk <i>protein powder</i> I-CON NUTRITION.					
PM3	Promosi "Beli 1 Gratis 1" mempengaruhi saya untuk melakukan pembelian tidak terencana produk <i>protein powder</i> I-CON NUTRITION.					
Variabel Lifestyle		Skala Pengukuran				
Item		1	2	3	4	5
LS1	Saya memiliki minat yang besar terhadap nutrisi dan pola makan sehat.					
LS2	Saya tertarik untuk selalu mengikuti perkembangan produk kebugaran dan kesehatan.					
LS3	Saya percaya bahwa suplemen penting untuk menunjang kesehatan saya.					
LS4	Menurut saya, suplemen protein adalah bagian dari tren kesehatan yang penting di masyarakat.					
Variabel Electronic Word of Mouth		Skala Pengukuran				
Item		1	2	3	4	5
EW1	Saya sering berinteraksi dengan pengguna lain di media sosial mengenai produk/brand <i>protein powder</i> I-CON NUTRITION.					
EW2	Rekomendasi dari pengguna lain di media sosial memengaruhi keputusan saya untuk membeli produk/brand <i>protein powder</i> I-CON NUTRITION.					
EW3	Saya sering membaca ulasan atau informasi online tentang produk/brand I-CON-Nutrition <i>protein powder</i> .					
EW4	Saya bangga untuk mengatakan kepada orang lain secara online bahwa saya menggunakan produk/brand <i>protein powder</i> I-CON NUTRITION.					
Variabel Health Consciousness		Skala Pengukuran				
Item		1	2	3	4	5
HC1	Produk yang saya beli harus dapat					

	mencegah efek samping negatif terhadap kesehatan saya.					
HC2	Saya berharap dapat hidup panjang dan sehat, sehingga saya lebih selektif dalam memilih produk yang saya konsumsi.					
HC3	Kesehatan saya sangat penting, sehingga saya selalu memilih produk yang mendukung kesehatan tubuh saya.					
HC4	Saya lebih memilih produk yang terjamin kualitasnya dan tidak mengandung bahan yang dapat menyebabkan masalah kesehatan.					
HC5	Saya lebih memilih produk yang dapat meningkatkan daya tahan tubuh dan stamina saya, karena itu berkontribusi pada gaya hidup sehat saya.					
HC6	Saya bersedia melakukan perubahan sekarang demi menjaga kesehatan saya di masa depan.					
Variabel Service Quality		Skala Pengukuran				
Item		1	2	3	4	5
SQ1	Peralatan dan bahan yang digunakan untuk memproduksi <i>protein powder</i> ini terlihat modern dan berkualitas.					
SQ2	Saya selalu mendapatkan produk <i>protein powder</i> dengan kualitas yang konsisten.					
SQ3	Karyawan atau layanan pelanggan memberikan informasi yang jelas dan dapat dipercaya tentang produk ini.					
SQ4	Layanan pelanggan dari produk <i>protein powder</i> ini memperhatikan kebutuhan pribadi saya.					
SQ5	Saya merasa terbantu dengan layanan yang diberikan ketika saya memiliki masalah atau pertanyaan.					
Variabel Purchase Decision		Skala Pengukuran				
Item		1	2	3	4	5
PD1	Saya merasa senang dengan keputusan saya untuk membeli produk dari brand <i>protein powder</i> I-CON NUTRITION.					
PD2	Secara keseluruhan, saya puas dengan					

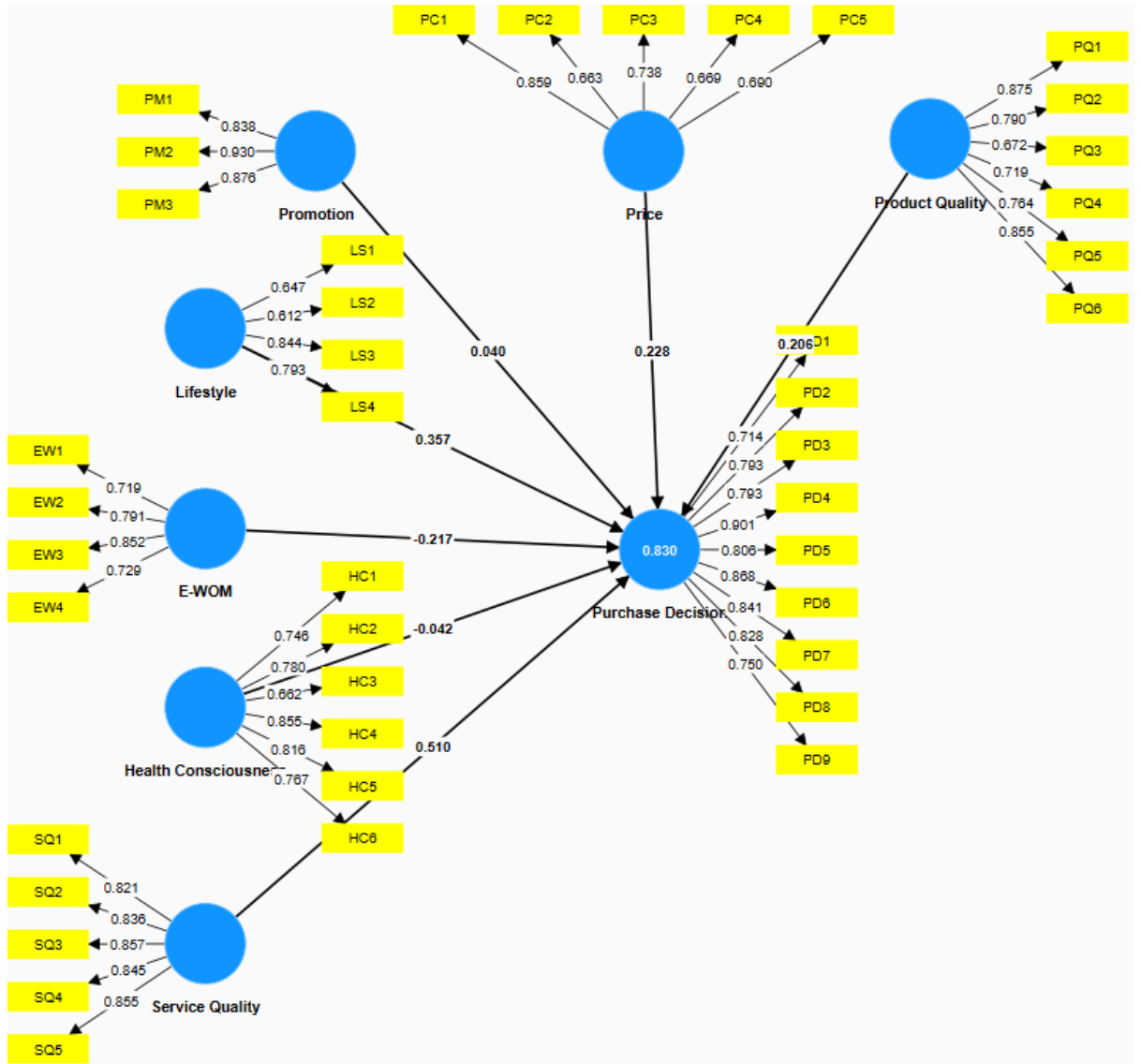
	pembelian produk I-CON NUTRITION <i>protein powder</i> .					
PD3	Saya membeli produk I-CON NUTRITION <i>protein powder</i> dan merasakan manfaatnya, seperti peningkatan energi dan pemulihan otot yang lebih cepat.					
PD4	Saya berniat untuk membeli produk I-CON NUTRITION <i>protein powder</i> di masa mendatang.					
PD5	Saya sering membeli produk dari brand <i>protein powder</i> I-CON NUTRITION.					
PD6	Saya segera memilih produk I-CON NUTRITION <i>protein powder</i> daripada produk dari merek lain.					
PD7	Saya merasa produk I-CON NUTRITION <i>protein powder</i> paling sesuai dengan kebutuhan dan keinginan saya dibandingkan dengan produk dari merek lain.					
PD8	Saya akan merekomendasikan brand <i>protein powder</i> I-CON NUTRITION kepada orang lain dengan positif.					
PD9	Saya merasa kebutuhan akan suplemen olahraga dapat terpenuhi jika saya membeli produk I-CON NUTRITION <i>protein powder</i> .					

LAMPIRAN B. HASIL EXCEL UJI PENDAHULUAN

PQ1	PQ2	PQ3	PQ4	PQ5	PQ6	PC1	PC2	PC3	PC4	PC5	PM1	PM2	PM3	LS1	LS2	LS3	LS4	EW1	EW2	EW3	EW4	HC1	HC2	HC3	HC4	HC5	HC6	SQ1	SQ2	SQ3	SQ4	SQ5	PD1	PD2	PD3	PD4	PD5	PD6	PD7	PD8	PD9								
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LAMPIRAN C. OUTER LOADING Uji PENDAHULUAN



Outer loadings - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
EW1	0.719							
EW2	0.791							
EW3	0.852							
EW4	0.729							
HC1		0.746						
HC2		0.780						
HC3		0.662						
HC4		0.855						
HC5		0.816						
HC6		0.767						
LS1			0.647					
LS2			0.612					
LS3			0.844					
LS4			0.793					
PC1				0.859				
PC2				0.663				
PC3				0.738				
PC4				0.669				
PC5				0.690				
PD1							0.714	
PD2							0.793	

Outer loadings - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
PD2							0.793	
PD3							0.793	
PD4							0.901	
PD5							0.806	
PD6							0.868	
PD7							0.841	
PD8							0.828	
PD9							0.750	
PM1						0.838		
PM2						0.930		
PM3						0.876		
PQ1					0.875			
PQ2					0.790			
PQ3					0.672			
PQ4					0.719			
PQ5					0.764			
PQ6					0.855			
SQ1								0.821
SQ2								0.836
SQ3								0.857
SQ4								0.845
SQ5								0.855

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
E-WOM	0.777	0.787	0.857	0.600
Health Consciousness	0.874	0.901	0.899	0.598
Lifestyle	0.703	0.724	0.818	0.534
Price	0.777	0.807	0.848	0.529
Product Quality	0.871	0.885	0.904	0.612
Promotion	0.861	0.952	0.913	0.778
Purchase Decision	0.935	0.941	0.946	0.660
Service Quality	0.898	0.901	0.925	0.710

LAMPIRAN D. KUISIONER UJI AKTUAL

Dengan Hormat,

Perkenalkan, nama saya Laura, mahasiswa Magister Manajemen di Universitas Pelita Harapan. Saat ini, saya sedang melakukan penelitian bertajuk "**Analisis Faktor yang Mempengaruhi *Purchase Decision* Produk Protein Brand ICON Nutrition di Jabodetabek: *Product Quality, Price, Promotion, Lifestyle, E-WOM, Health Consciousness, dan Service Quality.***"

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Hormat saya,

Laura Elisabeth

Informed Consent	
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PQ5	Kemasan produk I-CON NUTRITION <i>protein powder</i> menarik.					
PQ6	Saya pikir I-CON NUTRITION <i>protein powder</i> memiliki produk berkualitas tinggi.					
Variabel Price		Skala Pengukuran				
Item		1	2	3	4	5
PC1	Harga I-CON NUTRITION <i>protein powder</i> cukup wajar.					
PC2	Saya merasa harga I-CON NUTRITION <i>protein powder</i> terjangkau bagi saya.					
PC3	Harga produk I-CON NUTRITION <i>protein powder</i> sebanding dengan kualitas produknya.					
PC4	I-CON NUTRITION secara konsisten memberikan nilai terbaik untuk uang yang dibelanjakan untuk produk <i>protein powder</i> .					
PC5	I-CON NUTRITION menjaga harga terbaik untuk sebagian besar produk <i>protein powder</i> .					
Variabel Promotion		Skala Pengukuran				
Item		1	2	3	4	5
PM1	Saya akan lebih sering membeli produk <i>protein powder</i> I-CON NUTRITION jika saya memiliki kupon yang menawarkan					

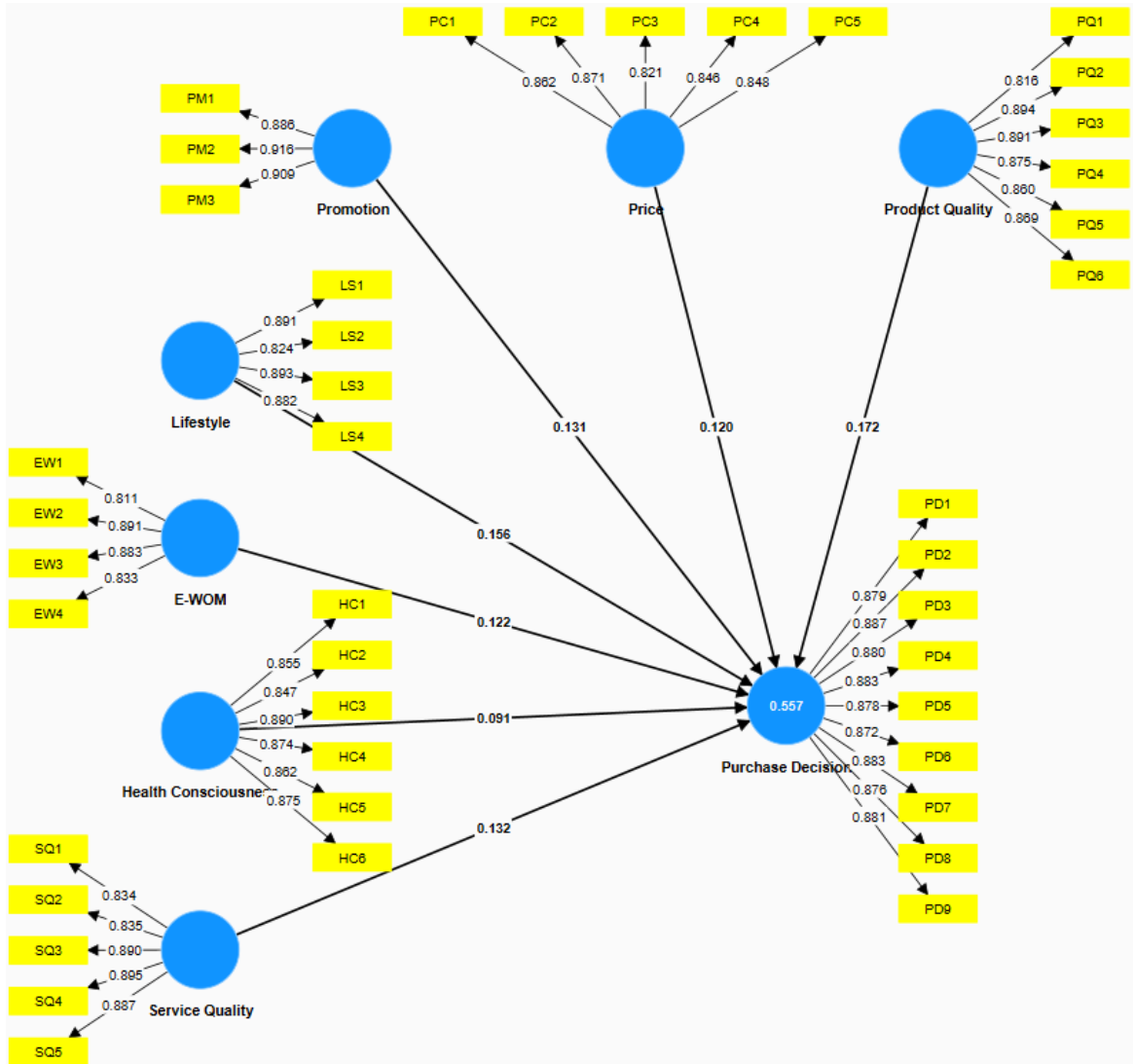
	promosi.					
PM2	Sampel gratis mempengaruhi saya untuk melakukan pembelian tidak terencana produk <i>protein powder</i> I-CON NUTRITION.					
PM3	Promosi "Beli 1 Gratis 1" mempengaruhi saya untuk melakukan pembelian tidak terencana produk <i>protein powder</i> I-CON NUTRITION.					
Variabel Lifestyle		Skala Pengukuran				
Item		1	2	3	4	5
LS1	Saya memiliki minat yang besar terhadap nutrisi dan pola makan sehat.					
LS2	Saya tertarik untuk selalu mengikuti perkembangan produk kebugaran dan kesehatan.					
LS3	Saya percaya bahwa suplemen penting untuk menunjang kesehatan saya.					
LS4	Menurut saya, suplemen protein adalah bagian dari tren kesehatan yang penting di masyarakat.					
Variabel Electronic Word of Mouth		Skala Pengukuran				
Item		1	2	3	4	5
EW1	Saya sering berinteraksi dengan pengguna lain di media sosial mengenai produk/brand <i>protein powder</i> I-CON NUTRITION.					
EW2	Rekomendasi dari pengguna lain di media sosial memengaruhi keputusan saya untuk membeli produk/brand <i>protein powder</i> I-CON NUTRITION.					
EW3	Saya sering membaca ulasan atau informasi online tentang produk/brand I-CON-Nutrition <i>protein powder</i> .					
EW4	Saya bangga untuk mengatakan kepada orang lain secara online bahwa saya menggunakan produk/brand <i>protein powder</i> I-CON NUTRITION.					
Variabel Health Consciousness		Skala Pengukuran				
Item		1	2	3	4	5
HC1	Produk yang saya beli harus dapat					

	mencegah efek samping negatif terhadap kesehatan saya.					
HC2	Saya berharap dapat hidup panjang dan sehat, sehingga saya lebih selektif dalam memilih produk yang saya konsumsi.					
HC3	Kesehatan saya sangat penting, sehingga saya selalu memilih produk yang mendukung kesehatan tubuh saya.					
HC4	Saya lebih memilih produk yang terjamin kualitasnya dan tidak mengandung bahan yang dapat menyebabkan masalah kesehatan.					
HC5	Saya lebih memilih produk yang dapat meningkatkan daya tahan tubuh dan stamina saya, karena itu berkontribusi pada gaya hidup sehat saya.					
HC6	Saya bersedia melakukan perubahan sekarang demi menjaga kesehatan saya di masa depan.					
Variabel Service Quality		Skala Pengukuran				
Item		1	2	3	4	5
SQ1	Peralatan dan bahan yang digunakan untuk memproduksi <i>protein powder</i> ini terlihat modern dan berkualitas.					
SQ2	Saya selalu mendapatkan produk <i>protein powder</i> dengan kualitas yang konsisten.					
SQ3	Karyawan atau layanan pelanggan memberikan informasi yang jelas dan dapat dipercaya tentang produk ini.					
SQ4	Layanan pelanggan dari produk <i>protein powder</i> ini memperhatikan kebutuhan pribadi saya.					
SQ5	Saya merasa terbantu dengan layanan yang diberikan ketika saya memiliki masalah atau pertanyaan.					
Variabel Purchase Decision		Skala Pengukuran				
Item		1	2	3	4	5
PD1	Saya merasa senang dengan keputusan saya untuk membeli produk dari brand <i>protein powder</i> I-CON NUTRITION.					
PD2	Secara keseluruhan, saya puas dengan					

	pembelian produk I-CON NUTRITION <i>protein powder</i> .					
PD3	Saya membeli produk I-CON NUTRITION <i>protein powder</i> dan merasakan manfaatnya, seperti peningkatan energi dan pemulihan otot yang lebih cepat.					
PD4	Saya berniat untuk membeli produk I-CON NUTRITION <i>protein powder</i> di masa mendatang.					
PD5	Saya sering membeli produk dari brand <i>protein powder</i> I-CON NUTRITION.					
PD6	Saya segera memilih produk I-CON NUTRITION <i>protein powder</i> daripada produk dari merek lain.					
PD7	Saya merasa produk I-CON NUTRITION <i>protein powder</i> paling sesuai dengan kebutuhan dan keinginan saya dibandingkan dengan produk dari merek lain.					
PD8	Saya akan merekomendasikan brand <i>protein powder</i> I-CON NUTRITION kepada orang lain dengan positif.					
PD9	Saya merasa kebutuhan akan suplemen olahraga dapat terpenuhi jika saya membeli produk I-CON NUTRITION <i>protein powder</i> .					

LAMPIRAN F. OUTER LOADING Uji AKTUAL

Outer Loading Uji Aktual



Outer Loading

Outer loadings - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
EW1	0.811							
EW2	0.891							
EW3	0.883							
EW4	0.833							
HC1		0.855						
HC2		0.847						
HC3		0.890						
HC4		0.874						
HC5		0.862						
HC6		0.875						
LS1			0.891					
LS2			0.824					
LS3			0.893					
LS4			0.882					
PC1				0.862				
PC2				0.871				
PC3				0.821				
PC4				0.846				
PC5				0.848				
PD1							0.879	
PD2							0.887	

Outer loadings - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
PD2							0.887	
PD3							0.880	
PD4							0.883	
PD5							0.878	
PD6							0.872	
PD7							0.883	
PD8							0.876	
PD9							0.881	
PM1						0.886		
PM2						0.916		
PM3						0.909		
PQ1					0.816			
PQ2					0.894			
PQ3					0.891			
PQ4					0.875			
PQ5					0.860			
PQ6					0.869			
S01								0.834
S02								0.835
S03								0.890
S04								0.895
S05								0.887

Construct Reliability and Validity

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
E-WOM	0.879	0.899	0.916	0.732
Health Consciousness	0.934	0.940	0.948	0.752
Lifestyle	0.896	0.898	0.928	0.762
Price	0.904	0.910	0.929	0.722
Product Quality	0.934	0.938	0.948	0.754
Promotion	0.888	0.891	0.930	0.817
Purchase Decision	0.964	0.964	0.969	0.774
Service Quality	0.919	0.930	0.939	0.755

Discriminant Validity

Heterotrait-Monotrait Ratio (HTMT)

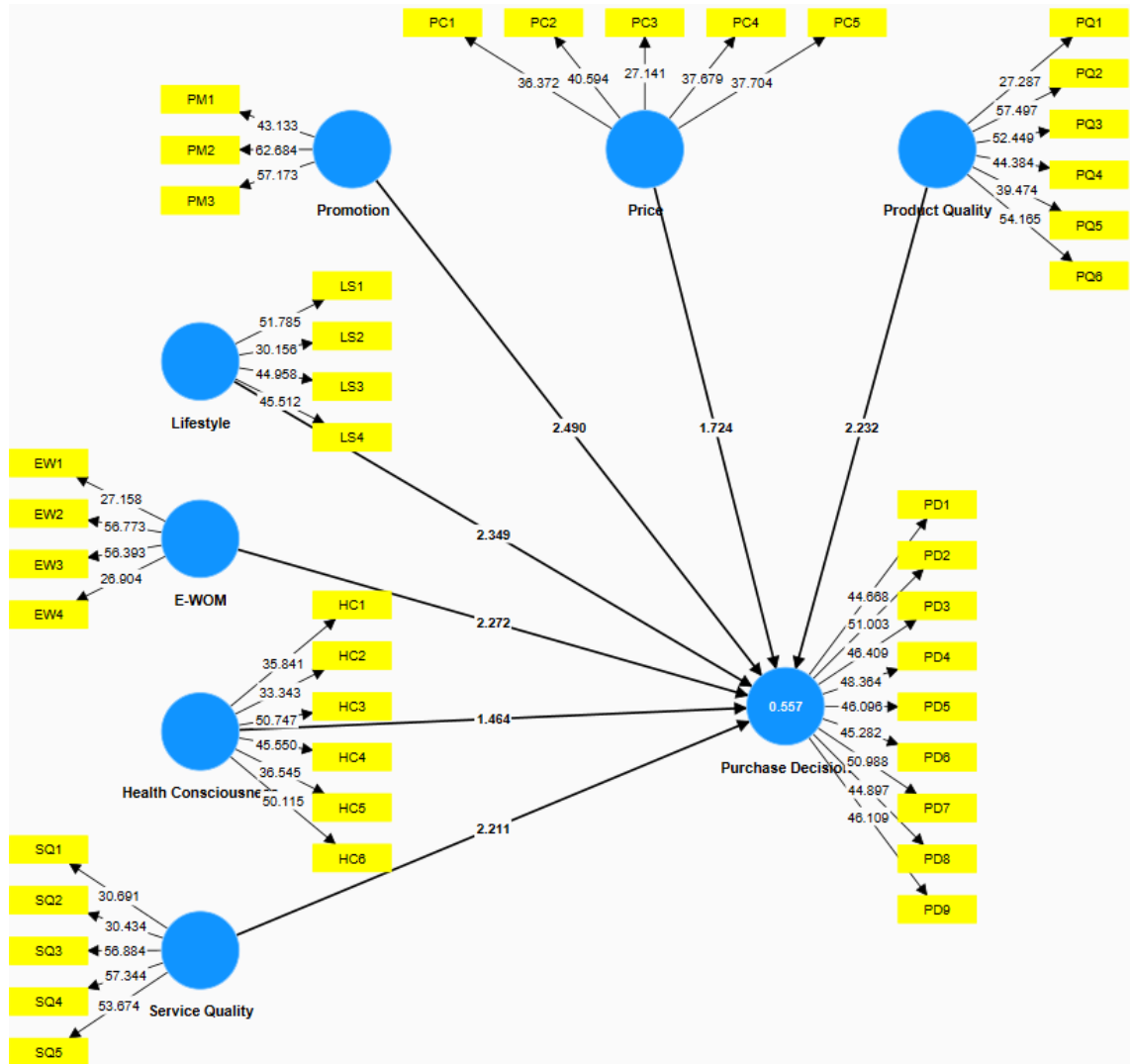
Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
E-WOM								
Health Consciousness	0.648							
Lifestyle	0.691	0.685						
Price	0.691	0.685	0.655					
Product Quality	0.658	0.663	0.679	0.668				
Promotion	0.618	0.534	0.612	0.587	0.611			
Purchase Decision	0.643	0.613	0.662	0.635	0.659	0.603		
Service Quality	0.720	0.665	0.654	0.677	0.667	0.575	0.637	

Fornell-Larcker Criterion

Discriminant validity - Fornell-Larcker criterion								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
E-WOM	0.855							
Health Consciousness	0.582	0.867						
Lifestyle	0.613	0.625	0.873					
Price	0.606	0.623	0.588	0.850				
Product Quality	0.601	0.623	0.622	0.618	0.868			
Promotion	0.553	0.493	0.548	0.533	0.558	0.904		
Purchase Decision	0.604	0.587	0.615	0.599	0.629	0.558	0.880	
Service Quality	0.643	0.613	0.593	0.609	0.621	0.528	0.608	0.869

LAMPIRAN G. INNER MODEL UJI AKTUAL

Inner Model



Uji Kolinearitas

Collinearity statistics (VIF) - Inner model - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
E-WOM							2.246	
Health Consciousness							2.225	
Lifestyle							2.220	
Price							2.198	
Product Quality							2.306	
Promotion							1.758	
Purchase Decision								
Service Quality							2.268	

R-square

R-square - Overview		
	R-square	R-square adjusted
Purchase Decision	0.557	0.543

Effect Size (F-square)

f-square - Matrix								
	E-WOM	Health Consciousness	Lifestyle	Price	Product Quality	Promotion	Purchase Decision	Service Quality
E-WOM							0.015	
Health Consciousness							0.008	
Lifestyle							0.025	
Price							0.015	
Product Quality							0.029	
Promotion							0.022	
Purchase Decision								
Service Quality							0.017	

Q-square

Construct Crossvalidated Redundancy

Construct cross-validated redundancy - Total			
	SSO	SSE	Q ² (=1-SSE/SSO)
E-WOM	912.000	912.000	0.000
Health Consciousness	1368.000	1368.000	0.000
Lifestyle	912.000	912.000	0.000
Price	1140.000	1140.000	0.000
Product Quality	1368.000	1368.000	0.000
Promotion	684.000	684.000	0.000
Purchase Decision	2052.000	1177.445	0.426
Service Quality	1140.000	1140.000	0.000

Path Coefficients

Path coefficients - Mean, STDEV, T values, p values						
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	
E-WOM -> Purchase Decision	0.122	0.117	0.053	2.272	0.012	
Health Consciousness -> Purchase Decision	0.091	0.092	0.062	1.464	0.072	
Lifestyle -> Purchase Decision	0.156	0.153	0.066	2.349	0.009	
Price -> Purchase Decision	0.120	0.123	0.070	1.724	0.042	
Product Quality -> Purchase Decision	0.172	0.174	0.077	2.232	0.013	
Promotion -> Purchase Decision	0.131	0.129	0.053	2.490	0.006	
Service Quality -> Purchase Decision	0.132	0.128	0.060	2.211	0.014	

LAMPIRAN H. HASIL TURNITIN

ANALISIS FAKTOR YANG MEMPENGARUHI PURCHASE DECISION PRODUK PROTEIN POWDER I-CON NUTRITION DI JABODETABEK.docx

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Analysis Of The Influence Of Product Quality, Lifestyle And Promotional Strategy On The Decision To Purchase Samsung Smartphone Products

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Abstract:

Today's smartphones are not just a means to fulfill communication needs; they have now become part of the user's lifestyle. Currently, almost every activity and time is spent using a smartphone, such as working, playing, socializing, or carrying out other daily activities. This study intends to examine how lifestyle, marketing, and product quality affect consumers' purchase choices. The basic data used in this study was collected from questionnaires. Using the judgment sampling method, a total of 100 respondents made up the sample. The method of data analysis employs numerous linear regressions. The findings of the study demonstrate that lifestyle significantly affects purchase choices. The high level of lifestyle can be used to explain this influence. Purchase decisions are significantly influenced by promotions. The effect of the significant amount of promotion of 0.000 can be explained. Purchase decisions are significantly influenced by product quality. The impact of the significant degree of product quality of 0.06 can be discussed. The combination of lifestyle, incentives, and product quality has a big impact on buying choices. The substantial level of lifestyle, promotion, and product quality can be used to explain this influence.

Keywords: communication, lifestyle, product quality, promotion, purchase decision.

**THE INFLUENCE OF PRODUCT QUALITY, PRICE AND E-WOM
ON THE PURCHASE DECISION****Michael Dwiputra**Kwik Kian Gie School of Business, DKI Jakarta, Indonesia
0842001002@student.kwikkiangie.ac.id***Abstract***

This research aims to find out about the effect of Product Quality, Price and e-Wom (Electric-word-of-mouth) on Purchase Decision on Hambel Co. Perfume, who are domiciled in DKI Jakarta. The sampling technique of this research is non-probability sampling, by purposive sampling where obtained sample of 115 respondents. Data were processed using the SPSS 25 and analyzed through descriptive statistical, classical assumption, and multiple regression analysis tests (F-test, t-test, and coefficient determination) to determine the goodness fit of model and the relationship between variables. The test results show that all three variables passed the classical assumption test and gave the (BLUE) result. The results of multiple regression analysis indicate that the variables X1, X2 and X3 have a significant effect of 29.4% on Y. The conclusion of this study is that Product Quality and Sales Promotion have a positive and significant effect on Customer Satisfaction.

Keywords: *Product Quality, Price, e-Wom (Electronic Word-of-Mouth), Purchase Decision, Perfume, Indonesia perfume brand.*

INTRODUCTION

Indonesia is among the top five countries in the world in terms of population, making it a potential target for businesses (Rambe & Aslami, 2021). Both national and international brands are competing to meet the needs of the Indonesian people. The large potential is assessed from the population size, purchasing power, and promising economic development, making Indonesia an attractive market (Syairozi & Cahya, 2017). The intense market competition triggers the creativity of national business actors in developing local brands to be able to compete with international brands' quality.

One industry where local brands are slowly building brand image and quality products is the perfume industry. Perfume is one of the products that is closely related to daily life. The scent of perfume can bring human perception into a memory and can create certain perceptions. Perfume with a unique fragrance can provide certain characteristics in a person, making it a means of self-expression (Sari, 2021). For some people, perfume is a hobby where each perfume has different scent characteristics, making it a unique item

The Effect of Product Development, Health Consciousness on Purchase Intention and Decision

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Abstract

Cigarette products in Indonesia have developed from conventional cigarettes, cigars, and shisha to electric cigarettes or commonly known as vapes. Indonesia ranks as the country with the third-largest number of smokers globally, even though people know that the consumption of tobacco products can cause harm to their bodies. Warning labels are printed on each pack of conventional cigarettes and e-cigarettes with sentences such as "smoking can damage health" (or similar meaning sentences) and pictures ranging from damaged human lungs, and perforated throat to pictures of fallen teeth. This behavioral phenomenon becomes interesting for further study. This research aims to analyze the influence of product development and health consciousness on purchase intention and its impact on the purchase decision of e-cigarettes in Tangerang City, Indonesia. This study is a quantitative research using a non-probability approach with purposive sampling. The number of populations in this study is 1,378,860, with a minimum sample of 385 respondents. Data were collected by distributing online questionnaires to smokers and non-smokers above 18 years old in Tangerang and then analyzed using SPSS. The results showed that product development has a positive significant impact on purchase intention and purchase decision, and purchase intention has a significant effect on purchase decisions, while other variables have a negative significant impact on each other.

Brand Image and Product Quality Against Purchase Decision: Sariayu hijab shampoo competitive environment

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Abstract: In general, this study aims to analyze the influence of brand image and product quality to the purchase decision of Sariayu Hijab shampoo on Syari'ah Economics coedclass of 2014 STAIN Kediri. The population in this study is coedclass of 2014 Syari'ah Economics STAIN Kediri using Sariayu Hijab shampoo. The number of samples determined by 105 respondents by using random sampling method. Data analysis method used is multiple linear regression analysis. The result of analysis stated that brand image and product quality significantly influence the decision of purchasing Sariayu Hijab shampoo on Syari'ah Economics coedclass of 2014 STAIN Kediri. While the determination coefficient is 0,405, it means 40,5% purchase decision can be explained by brand image and quality product.

Keywords: brand image, product quality, purchase decision

1. Introduction

In modern times today, Indonesian society is very critical in choosing, until the decision to buy a product. As we all know, that the current product offer more and more. Indonesian consumers are increasingly spoiled with so many product choices to decide which one to buy. Based on the results of research conducted by Peter and Olsen about the purchase decision, if the customer is faced with options such as brand name, price and various other attributes, he will tend to choose the brand name and then will think about the price [1].

The decision to buy a product is strongly influenced by an assessment of the quality of a product. Demand of demand for a quality product makes companies engaged in various fields competing to improve the quality of their products. This they do in order to maintain the brand image of the product. Brand has a characteristic, nature is what distinguishes one product with other products. The importance of a brand name to a consumer is to reduce risk. While consumer purchasing decisions are decisions that involve perceptions of quality, value and price. Price is used by consumers as an indicator of quality and cost indicators issued to be exchanged for product models or product benefits. If consumers do not have experience about a product, they tend to trust a brand that is liked or famous. This is one of the reasons that encourage the company to strengthen its brand position in order to create a brand image. Based on Brand Image consumers are able to recognize a product, evaluate quality, reduce purchasing risk and gain experience and satisfaction with the product.

Other factors that can influence purchasing decisions are product quality, product quality is a product or service characteristic that combines in its ability to satisfy customer needs, expressed or implemented. Buyers will buy the product if they feel fit, because the product must be tailored to the desire or the needs of the buyer for successful product marketing[2].

Service Quality and Brand Image Influence on the Purchase Decision of Coffee Shop Products in Yogyakarta

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Abstract.

Drinking coffee has currently become one of the new lifestyles of young people in Yogyakarta and the increasing coffee shop business facilitates tight competition. The previous research on coffee shops focused on service quality or customer satisfaction analysis. Due to the changing of the business environment, elaborating how customers decide to buy coffee shop product is important. Therefore, this research aims to examine the influence of service quality and brand image on the purchase decisions of coffee shop products. A quantitative approach of multiple regression analysis was used, while the samples were three coffee shops in Yogyakarta with different characteristics such as the length of service experience, location, and shop size. The result showed that both service quality and brand image significantly influenced purchase decisions. The service quality significantly influenced the 3 shops, but only 1 was influenced by brand image. Hence, service quality and brand image are useful for coffee shops with certain characteristics such as the business location.

Keywords: Service quality, brand image, purchase decision, and coffee shop.

1. Introduction

Consumption of drinks such as coffee has currently become one of society needs or lifestyles. Coffee shops are now a destination of interest especially for young people to just relax or hang out with friends.

The consumers are not only young people, but parents and entrepreneurs often spend time in coffee shops also to discuss their business plans or meet with co-workers. There is a belief that by drinking coffee, one becomes more focused while doing business. Therefore, many people like to drink coffee when they want to hang out or while hanging out with friends. Everyone has a different way to enjoy coffee, hence a beautiful shop with very good taste needs to be chosen in the hope that the consumer gets satisfied after sacrificing a considerable amount of money.

The techniques of measuring service quality and its dimensions have become a major area in marketing literature during the past few decades, since the increasing importance of services, scholars and practitioners have been operating on the quality delivered [1] Moreover, Shahin [2] concluded that to improve service quality, it is necessary to contact employees regularly and assess their experiences.

This research aims to examine the influence of quality and brand image on the purchase decision of coffee products. Independent variables in line with the business factors identified are faith and honesty,



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1

ANALISA PENGARUH PROMOTION, PRICE, BRAND IMAGE, E-WOM, PRODUCT QUALITY TERHADAP PURCHASE DECISION PADA KONSUMEN CHATIME KOTA BATAM

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Abstract

The purpose of this study is to analyze the effect of promotion, price, brand image, e-wom, product quality on purchase decisions for Chatime consumers, especially in Batam City. The data analysis method used in this research is descriptive analysis method. Data collection used a survey technique by distributing questionnaires online via Google Forms to the people of Batam City with a sample size of 303 respondents. The tool used in this descriptive analysis study was linear regression using IBM SPSS Statistics Version 26 software. The results showed a significant positive effect by the promotion, brand image, product quality, and price variables on the purchased decision, while the E-WOM variable was found to have a positive effect but not significant to the purchased decision.

Keywords: Promotion, Brand Image, E-WOM, Product Quality, Purchase Decision

1. PENDAHULUAN

Salah satu bidang yang berkembang pesat dan memberikan dampak signifikan terhadap perkembangan ekonomi Indonesia adalah sektor makanan dan minuman. Hal ini disebabkan fakta bahwa setiap orang sekarang membutuhkan makanan dan minuman secara teratur, yang meningkatkan permintaan untuk sektor ekonomi ini. Kementerian perindustrian republik Indonesia mencatat bahwa pada triwulan III tahun 2022, industri makanan dan minuman menjadi industri dengan sumbangan terbesar terhadap PDB industri nonmigas sebesar 38,69% dibanding industri lainnya bahkan mampu tumbuh positif sebesar 3,57% meski ditengah kondisi pandemi dan ketidakpastian global. Karena itu banyak pelaku bisnis terutama perusahaan waralaba baik domestik maupun asing yang tertarik untuk melebarkan sayap di industri ini.

Salah satu waralaba minuman kekinian yang menjadi tren dan populer belakangan ini yaitu minuman *bubble tea* atau yang biasa disebut minuman boba. Minuman ini berasal dari Taiwan dimana merupakan campuran antara teh hitam dan susu dengan topping khas nya yaitu *bubble* (boba). Di antara waralaba minuman lainnya, minuman *bubble tea* menjadi salah satu minuman

dengan pangsa pasar terbesar di Asia Tenggara salah satunya Indonesia. Hal ini berdasarkan laporan dari *Momentum Works & Qlubs* dimana pada tahun 2021 pasar minuman *bubble tea* di Asia Tenggara mencapai US\$3,66 miliar atau sekitar Rp 54 triliun. Negara Indonesia sendiri menjadi negara yang menduduki posisi pertama sebagai pasar minuman *bubble tea* terbesar dengan nilai US\$1,6 miliar atau sekitar Rp24 triliun dan juga nilai yang diperoleh mencakup 43,7 % dari keseluruhan total pasar minuman *bubble tea* di Asia Tenggara.



Gambar 1. Nilai Pasar Minuman Boba di Asia Tenggara Tahun 2021, (Momentum Works & Qlubs)

Dari data di atas, dapat dilihat bahwa peminat minuman *bubble tea* di Indonesia cukup banyak dan mayoritas pelanggan minuman *bubble tea* berasal dari kalangan anak muda dengan kisaran usia antara 15 sampai 39 tahun. Adapun merek minuman *bubble tea* yang tersebar

Factors influencing customers' purchase decision of residential property in Selangor, Malaysia**Dwi Rachmawati^{a*}, Sakinah Shukri^a, S. M. Ferdous Azam^a and Ali Khatibi^a**^aPost Graduate Centre, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13, 40100, Selangor, Malaysia**CHRONICLE**

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ABSTRACT

This paper investigates the factors influencing on customers' purchase decision of residential properties in Selangor, Malaysia. The study measures the effects of quality, price, location, promotion and corporate image on purchase decision by distributing some questionnaire among 312 randomly selected residents from some selected destinations at Selangor, Malaysia. Descriptive analysis and multiple regression analysis are used for analyzing the data. The findings reveal that quality, price, location, promotion, and corporate image positively and significantly influence on customers' purchase decision. The results also indicate that location is the most important factor followed by price, quality, corporate image and promotion plays the smallest role on customers' purchase intention. The study discusses the results and give constructive suggestions for promoting sales figures.

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1. Introduction

Property development can be considered as one of the important activities that drive out the stability and enhances human being lifestyle. Nowadays, in buying a property, people not only look at the price, but also consider other factors such as location, building, and environmental perspectives. The large number of products in market that have the same form, usability and other features make it difficult for consumers to differentiate between various products (Salleh et al., 2015), so it is necessary to locate different attributes which could motivate customers to choose real states. An appropriate marketing is one the primary tools to increase the property sales (Paniandi et al., 2018). Therefore, business owners, managers and marketing executives must be able to design and develop the most suitable offers that reflect market demand (Albattat & Romli, 2017). Marketing should be able to apprehend the nature and characteristics of market segment when dealing with strategies for promoting their products and services to the market (Haque et al., 2018). These days, customers are very selective and require considerable time in making purchasing decisions since there are several sales opportunities (Salleh & Zoher, 2015). The Malaysian

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The Roles of Health Consciousness and Service Quality toward Customer Purchase Decision

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Abstract

The study investigates how marketing mix factors are mediated by health consciousness and service quality in creating fresh fruit buying decisions of customers in Vietnam. This study employs samples of customers in Vietnam via the survey questionnaire. The authors have used a total of 256 responses that acquired the valid criteria. The compound of data analysis comprises reliability test, validity test, exploratory factor analysis, group analysis and multiple regression analysis to structure the hypothesized model. Respectively, the structural equation model (SEM) is applied to conduct the multiple multivariate equations. By the assumption of causal-effect relationship between independent variables such as marketing mixed factors, and mediator as health consciousness and service quality, which potentially impact on purchase decision; the SEM method is deployed. The results reveal that consumers have paid no attention to the marketing mix factors, but they care much about service quality and health consciousness. Thus, health consciousness and service quality are effective mediators. These findings are new and contribute to the consumer behavior and retail marketing literature. The findings of this study can provide assistance to managers in the given field to understand more easily the consumer behavior about fresh fruits, then improve their own performance.

Keywords: Fresh Fruits, Mediators, Service Quality, Health Consciousness, Purchase Decision, Marketing Mix

JEL Classification Code: I12, M31, N35

1. Introduction

Vietnam is rapidly recognizing the development of modern retail chains. This business format is recording rapid growth in the country. Specifically, the new format is accounting for 25% of total retail industry (The Ministry

of Industry and Trade). The modern retail business consists of supermarkets and shopping centers, which are located in cities across the country. In addition, Vietnam is known as one of the big agricultural countries in Asia, which results in a strong fruit industry in the country.

In addition, the fresh fruit industry is one of the first priority in customers' demand since their income has increased significantly. By that fact, at all levels of food retail systems, the concentration of accelerating sale volume in fresh fruit demonstrates it is an essential factor contributing to Vietnamese food retail industry. Nevertheless, the expanding middle-income class in the world leads to higher living standards on every aspects of life, and it also means that food safety and hygiene are the main concerns of most consumers. That is the reason why, besides the dominance of traditional foods channel in retail market (traditional market/ food retailer/grocer, etc.), there are many modern food channels (e.g. hypermarkets, supermarkets, convenience store, etc.), which are developing and expanding quickly.

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ANALISIS PENGARUH *PRODUCT QUALITY, PRICE, PROMOTION, LIFESTYLE, E-WOM, HEALTH CONSCIOUSNESS, DAN SERVICE QUALITY* TERHADAP *PURCHASE DECISION* PRODUK *PROTEIN POWDER I-CON NUTRITION* DI JABODETABEK

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Telah diperiksa dan disetujui untuk diajukan dan dipertahankan dalam Sidang Tugas Akhir guna memperoleh gelar Magister Manajemen Strata Dua pada Fakultas Ekonomi, Universitas Pelita Harapan, Jakarta.

Jakarta, tgl, bulan, dan tahun (pada saat pengumpulan)

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Dosen Pembimbing**

(Dr. Ari Muliarta Ginting, S.E., M.S.E.)

**Ketua Program Studi Magister
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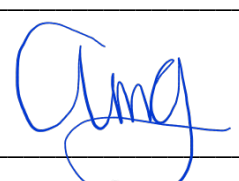

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Penulis menyadari sepenuhnya bahwa penyelesaian tugas akhir ini tidak akan terwujud tanpa bimbingan, bantuan, dan doa dari berbagai pihak yang sangat berperan penting. Oleh karena itu, penulis ingin mengucapkan terima kasih yang sebesar-besarnya kepada semua pihak yang telah memberikan dukungan dan bantuan dalam proses penyusunan tugas akhir ini, antara lain kepada:

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Penulis

