

Influence of Brand Product Quality, Price and Promotion on the Decision to Purchase You C1000 Products

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ABSTRACT

This study's objective was to investigate the ways in which variables including PROQUALITY, marketing, and pricing affected the decisions of potential buyers to purchase YOU C1000 goods. In this study, the causality technique is employed to clarify the relationship between the variables. A survey that was done a for the research employed a survey as a research technique. During the data analysis phase of this investigation, quantitative statistical techniques were used to test the predefined hypotheses. Data analysis and processing with SPSS software. 150 respondents who utilize YOU C1000 in Jabodetabek make up the study's sample. The Calculator Sample Size Convident Interval is the sampling method that is employed. Tests for multicollinearity, heteroscedasticity, and normalcy are used in this research. To examine data, multiple linear regression analysis is used. The study's findings indicate that, When taken collectively, PROQUALITY, pricing, and marketing have a favorable and significant impact on purchasing decisions, A person's decision to buy is positively and significantly impacted by the quality of the product, Product costs have a favorable and large impact on decisions to buy on an individual basis, Promotions have a positive and considerable impact on individual purchase decisions.

1. INTRODUCTION

Many businesses these days are focused on the customer in response to the ever-intense competition in the marketplace, such as the cookware market in Indonesia. in the sense that businesses employ integrated marketing tactics in an effort to influence consumers' decision-making process when making purchases. The three Cs—customer, competition, and change—are impacted by economic globalization in the corporate environment. Customers, who previously decided what goods and services should be offered in the market, are now in charge of the company. Therefore, it is possible to predict such fierce competition or spot fresh chances by using customer behavior as a tool.

Businesses need to be able to sustain a certain degree of client satisfaction in order to grow, thrive, and compete. There are a number of strategies to keep customers happy, To make it easier for customers to select the company's goods, services, or products, one strategy is to continuously enhance the standard of the items that are sold, pay careful attention, and attempt to avoid rising the price of the products that are sold.

However, achieving this is not easy, because at this time the competition between companies has reached a very competitive stage. This market competition can be seen if a certain product or service sells in the market, then at a later stage there will be sales competition from other companies. The increasingly sharp competition in the Vitamin business has made entrepreneurs compete to market their products using various strategies to maximize their sales.

In achieving its goals, companies often get obstacles to achieve them. The obstacles experienced by companies in general are competition between similar companies. Competition between similar companies seems to create a buyer's market, where buyers create more power than sales. In such a market, the consumer has relatively more power in determining what to buy and who to buy from.

A corporation needs to strive to accomplish the objective of attracting and keeping customers in order to succeed in the marketplace. To attain this objective, every business must make an effort to manufacture and provide the products and services that customers desire at a fair price. Every business must be able to understand consumer behavior in its target market since it has a substantial impact on an organization's capacity to exist as one that tries to serve the requirements and desires of its customers. Company management can create the best plans and initiatives to seize chances and surpass rivals by having a thorough understanding of consumer behavior.

According to James F. Engel, consumer behavior itself is the actions of individuals who are directly involved in obtaining, using, and determining products and services, including the decision-making process that precedes and follows these actions (Tjiptono, 1997: 19).

Consumer purchasing decisions have several considerations, including decisions about the type of product, product form, brand, seller, product quantity, purchase time and method of payment. The product purchased must be of high quality, consumers will feel that the product is of high quality if the product can fulfill their wants and needs as expected or exceed what is expected. Product quality (PROQUALITY) is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, and other valuable attributes (Kotler & Armstrong, 2004: 347).

According to Kotler (2008: 266) Price is the sum of money that is charged for a product or the value that buyers receive in return for the advantages of having or utilizing it. The more affordable the price of a product, the more interested consumers will be and make purchasing decisions for the product concerned.

Another factor that influences consumer purchasing decisions is promotion. Promotion, in modern marketing like today, is a component that establishes the effectiveness of a product's marketing. Products will be widely marketed if the promotion covers a wide area as well. Talking about promotion is talking about how we communicate the products we offer, therefore there is an assumption that good communication will reflect the quality of the products we offer.

Promotion as a means of encouraging more purchases. Promotion is the exchange of information between sellers and customers with the goal of influencing the attitudes and behaviors of those who would not have otherwise known to become purchasers and to continue to remember the product (Saladin, 2002: 123). The efficacy of using promotion to aid in the marketing of products and services is widely acknowledged. The issue is that promotion is supposed to boost a product's sales volume if the proper strategy or methods are employed. Entrepreneurs utilize promotion, which is information or communication, to introduce and promote products to the public. Promotion can also entice consumers to the point where they are encouraged to purchase in order to

One of the elements that can persuade customers to buy products is the use of creative media in unique promotions. Customers may be more likely to make additional purchases if they are pleased with the product they acquire, which will eventually lead to product loyalty.

Since the beginning of the pandemic, various ways have been taken by the community to increase endurance. One of the things that is often discussed is the role that is believed to be able to maintain immunity where the ability to cure covid is a strong immunity, one of the strong immunity is by consuming vitamin C, consuming vitamin C is also said to be one of the intakes consumed by covid patients during the treatment period. Nutritionist at the University of Indonesia Hospital (RSUI) Fitria Aprilianti explained that it does have an important role for immunity so that people flock to buy it.

In this study, researchers want to discuss the impact on multivitamin products where the demand for these products also continues to increase. Some vitamin brands in Indonesia are Vitacimin, Enervon-C, Vitamin YOU C1000, Redoxon and Vicee. This provides a great opportunity for companies to produce products, each company competes with its competitors in winning the quality of Vitamin products in order to become a company that has its own uniqueness from its competitors.

Vitamin YOU C1000 is one of the products produced by PT Djojonegoro C-1000 (a subsidiary of ABC Holding) in Indonesia, under the license of House Wellness Foods Corporation Japan. It is also produced in Thailand under the brand C-vitt. The icon of Vitamin YOU C1000 product is Miss Universe.

Miss Universe has been the icon of Vitamin YOU C1000 product since the beginning of the product appeared in the market, namely since 2005 until now. Since 2004, Vitamin YOU C1000 was introduced by Miss Universe winners to star in commercial advertisements such as Amelia Vega, Natalie Glebova, Zuleyka Rivera, Riyo Mori, and Dayana Mendoza. Starting from Zuleyka, each Miss Universe has 2 versions of the commercial ad. The first one is usually plain looking with white dominating the background while the second one shows the colorful life of Indonesia.

Table 1. Top Brand Vitamin YOU C100 (2017-2021)

Brand	Top Brand Index (TBI)				
	2017	2018	2019	2020	2021
Vitacimin	39,0%	32,8%	30,9%	32,5%	29,9%
Enervon-C	11,5%	23,6%	19,9%	25,0%	22,8%
Vitamin YOU C1000	8,3%	11,5%	8,5%	10,2%	17,9%
Redoxon	5,6%	7,3%	7,3%	5,8%	5,2%
Vicee	-	6,5%	4,2%	6,1%	4,3%

Source : Top Brand Index accessed June 3, 2021

In 2017 the market share of Vitamin YOU C1000 was at 8.3% ranked 3rd Top Brand, in 2018 it increased to 11.5% still ranked 3rd but has increased. In 2019 it decreased and became 8.5% but was still ranked 3rd Top Brand. in 2020 at 10.2% it began to increase again but still remained in 3rd place. And in 2021, 17.9% experienced a fairly large increase but is still ranked 3rd. The condition experienced by the Vitamin YOU C1000 market share is stable.

PT. Djojonegoro as the one who produces Vitamin YOU C1000 in Indonesia needs to take serious action or effort to increase promotion. One of the efforts that has been made is educating about Vitamin YOU C1000 products to schools, distributing Vitamin YOU C1000 to consumers (customers), promoting through soap operas or youtubers which feature Vitamin YOU C1000 products.

Vitamin YOU C1000 to attract consumers, the company makes various flavors ranging from orange, apple and mango for products on the market. This pandemic moment is utilized by the company by providing sales promotions in the form of (sales discounts, discounts, buy 5 free 1). This effort is carried out through promotion, namely by conducting advertising through various media and brochures to introduce the products issued by the company. The advertising is carried out for consumers to know the quality of the product so that they decide to buy Vitamin YOU C1000 products to attract consumers so that customers are captivated and interested in the products offered by the company. So that if this happens, it is hoped that consumers will decide to make a purchase of the advertised product.

This study will examine PROQUALITY, price and promotion of purchasing decisions on Vitamin YOU C1000 products. Where in previous research conducted by Dessy Kartika F Koto (2017), namely research on "the effect of PROQUALITY, price and promotion on purchasing decisions on the purchase of Converse All Star shoes for students of the Faculty of Economics, Methodist University Medan" [1]. The study's findings show that PROQUALITY (x1), price (x2) and promotion (x3) simultaneously influence purchasing decisions (y). The Fcount test result of 11,980 and the coefficient of determination (r2) of 79% demonstrate this.

So from the research above, researchers are interested in conducting research with the same variables but using different research objects, namely Vitamin YOU C1000. Given that in a pandemic like today there are many consumers who buy vitamins.

The impact of PROQUALITY, price, and promotion on YOU C1000 Vitamin product purchases is the title of the research that the authors plan to undertake, based on the aforementioned descriptions.

The purpose of this study is to investigate how PROQUALITY, pricing, and marketing influence consumers' decisions to buy Vitamin YOU C1000 products during the COVID-19 pandemic. Sales of vitamin products, including Vitamin YOU C1000, have increased in 2020 and 2021. his research seeks to ascertain whether product quality can affect consumers' decisions to buy Vitamin YOU C1000 products during a pandemic, as well as whether price and promotion can have an impact on these decisions. Lastly, it seeks to ascertain whether these factors alone or in combination can influence consumers' decisions to buy Vitamin YOU C1000 products during a pandemic.

2. LITERATURE REVIEW

Product Quality

PROQUALITY, as defined by Sari (2020), is a product's capacity to perform its intended role; this encompasses general robustness, correctness, ease of use, and product maintenance, among other aspects [2]. The seven dimensions of product quality, according to Abbassi (2000), are as follows: Shape, Products can be easily identified from one another by their size, shape, or physical makeup [3]. Performance, which is related to an item's functional aspects, is the primary factor that buyers take into consideration before making a purchase. Conformance is the degree of adherence to previously established requirements that are based on the preferences of the client. The degree of correctness between specified standard quality attributes and product design characteristics is reflected in conformance. Durability is the measure of how long a product can be used. Reliability, relating to the probability and possibility of an item successfully performing its function every time it is used within a certain period of time and under certain conditions. Style, the product's appearance and the customer's perception of it. The product's overall characteristics, or design, will have an impact on how it functions and looks, going against what customers want.

Product

Anything that may be made available to the public to meet a need or desire qualifies as a product, according to Basuki (2019) [4]. This includes tangible items, services, events, people, places, organizations, information, and ideas. Accordingly, products can be intangible (like services) as well as tangible (like food, clothing, and so forth). All of them aim to fulfill the demands and desires of customers. Customers purchase goods to fulfill both their necessities and wants.

Price

According to Prasetyo (2021), price is the sum of money (in monetary units) or non-monetary components that include particular features or utilities required to purchase a good [5]. Price is the item's stated monetary value, as defined by Kapahang et al. (2016) [6]. When it comes to allocation and information roles in the decision-making process, price plays a significant influence.

Pricing Objectives

According to Cookson & Stirk, (2019) Through price, businesses can anticipate achieving one of five key goals. In addition to survival, other goals include PROQUALITY leadership, maximum present profit, maximum market share, and greatest market skimming.

Promotion

According to Vera & Veronica (2019) Promotion is one of the determining factors for the success of a marketing program [7]. No matter how high-quality a product is, if consumers have never heard of it and are not sure that the product will be useful to them, then they will never buy it. In essence, according to **Jeklin (2016)** Marketing communication, which includes promotion, aims to inform, persuade, and/or remind the target market about the company and its products so that they will be open to accepting and purchasing them, as well as to remaining devoted to the items that the firm offers.

Purchase Decision

Purchase decisions are the final purchasing behavior of consumers—individuals and households who acquire goods and services for their own consumption, according to Ginting (2019) [8].

M. Jannah (2019) asserts that consumers make selections about what to buy by deciding which brand is their top choice [9].

These concepts lead to the conclusion that consumers make purchases based on their preferences for particular goods or services. service that appeals to them.

Consumer Decision Making

According to Silviah et al (2022) There are two categories of consumer decision making when buying goods or services. The first category includes decisions requiring a significant level of consumer input, such as: buying a car, buying perfume, and so on and the second is decision making that requires low consumer involvement, for example: buying drinks, buying food and other basic daily items [10].

Shape of Purchase Decision Process

According to Maharani (2015), Making a purchase decision may influence how decisions are made [11]. The following categories apply to the decision-making process's form:

Fully Planned Purchase. Products and brands are pre-selected, usually occurs when involvement with the product is high (automotive goods) but can also occur with low purchasing involvement (household needs). Planned purchases can be diverted by marketing tactics such as price reductions, coupons, or other promotional activities.

Partially Planned Purchase. Buying an existing product but brand selection is postponed until the time of learning. The final decision may be influenced by price discounts, or product displays.

Unplanned Purchase. Products and brands are selected at the point of purchase. Consumers often use catalogs and product displays instead of shopping lists. In other words, a display can remind someone of a need and trigger a purchase.

Decision Making Process

The purchasing decision process is an intellectual process that brings together memory, thinking, information processing and evaluative judgments. The following are the stages of decision making by consumers.

M. Jannah (2019) stated, the steps in this purchasing process are:

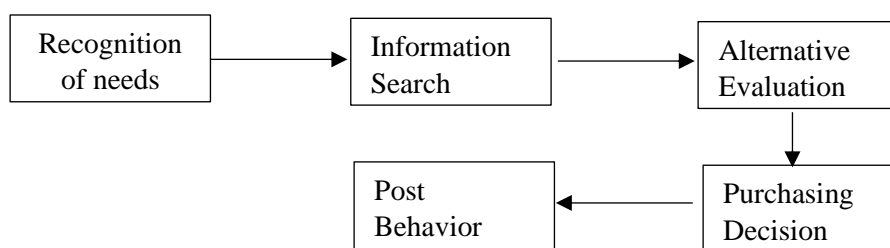


Fig 1. Decision Making Process

3. METHOD

Relationship Between Variables

The Relationship of PROQUALITY to Purchasing Decisions

PROQUALITY, as defined by Sari (2020), is a product's capacity to carry out its intended function; this encompasses general robustness, correctness, ease of use, and product maintenance, among other aspects [12]. Purchase decisions are significantly influenced by the quality of the product [13]. Based on the results of research carried out by researchers, the results were obtained that there is a significant relationship between product quality and purchasing decisions for branded bag

products. x for FIP students at Surabaya State University. Krestiwawan Wibowo Santoso et al (2018) The product quality of Tolak Angin candy is classified as good. This can be interpreted as that the respondents' expectations regarding the quality of Tolak Angin candy and the packaging quality of Tolak Angin candy are in line with consumer expectations [14]. Supriyadi et al (2017) explained that the quality of the product offered must have additional selling value that competitors' products do not have [15]. Sari & Prihartono (2021) The choice to buy RISE bed linen is positively and significantly influenced by the quality of the product. Thus, it may be said that more purchases are made when a product is of higher quality.

H1: PROQUALITY has a positive effect on purchasing decisions.

Price Relationship to Purchasing Decisions

The quantity of money (in monetary units) or non-monetary components that include specific utilities or uses required to obtain a thing can be understood as price [16]. Price is a significant consideration for customers when making a purchase of a good or service, as Putranto & Kartoni (2020) clarify. Price also plays a role in setting market demand [17]. Conversely, though. According to Prilano et al. (2020), pricing issues arise from competitors' lower prices being competitive, which influences consumers' decisions to buy [18]. Price has a significant influence on purchasing decisions, this is in accordance with research conducted by Agatha (2018) that price has a positive and unidirectional influence on Barong Gung Tulungagung Batik Purchase Decisions [19]. Sukmana et al (2020) There is a positive and significant relationship between price variables and purchasing decisions. Sari & Prihartono (2021) Product price has a positive and significant impact on the decision to purchase RISE bed linen. So it can be concluded that the high and low prices offered will influence the number of purchases [12].

H2: Price has a positive effect on purchasing decisions.

The Relationship of Promotion to Purchasing Decisions

According to Putri et al (2015) Promotion is one of the determining factors for the success of a marketing program [20]. No matter how high-quality a product is, if consumers have never heard of it and are not sure that the product will be useful for them, then they will never buy it. According to Gerung & Loindong (2017) Price has a significant influence on the decision to purchase a Nissan X-Trail car [21]. Based on research conducted by Mochamad Deden Sukmana et al (2020), there is a positive and significant relationship between promotional variables and purchasing decisions [22]. Pranata et al (2022) On Lazada Indonesia e-commerce, promotions have a favorable and noteworthy impact on buying decisions. Promotions can affect the quantity of purchases, it can be concluded [23].

H3: Promotion has a positive effect on purchasing decisions.

The Relationship Between PROQUALITY, Price, Promotion and Purchasing Decisions

According to Khoironi et al (2018), the results of research on MSMEs in the emping melinjo industrial sector and research by Irtanti (2019) show that the influence of promotion, price and PROQUALITY has a positive and significant effect on purchasing decisions [24] [25]. In line with this, Goenadhi (2020), also conducted research on the MakeOver lip cream product, it was discovered that promotion and PROQUALITY influenced purchasing decisions for MakeOver Brand LipCream in Banjarmasin [26]. Furthermore, Pratiwi (2020), conducted research on Sariayu Martha Tilaar cosmetics, namely that the promotional variables and PROQUALITY had a significant effect on purchasing decisions, while the price variable had a significant effect on purchasing decisions [27]. Then in Marisa and Rowena's (2019) research, discussing high-end makeup, namely that promotion, PROQUALITY and price have a positive and significant effect on purchasing decisions [28].

H4: Promotion, price and PROQUALITY have a positive effect on purchasing decisions

Research Model

Based on the explanation based on the review of the literature and the relationship between variables, the following research model was formed.

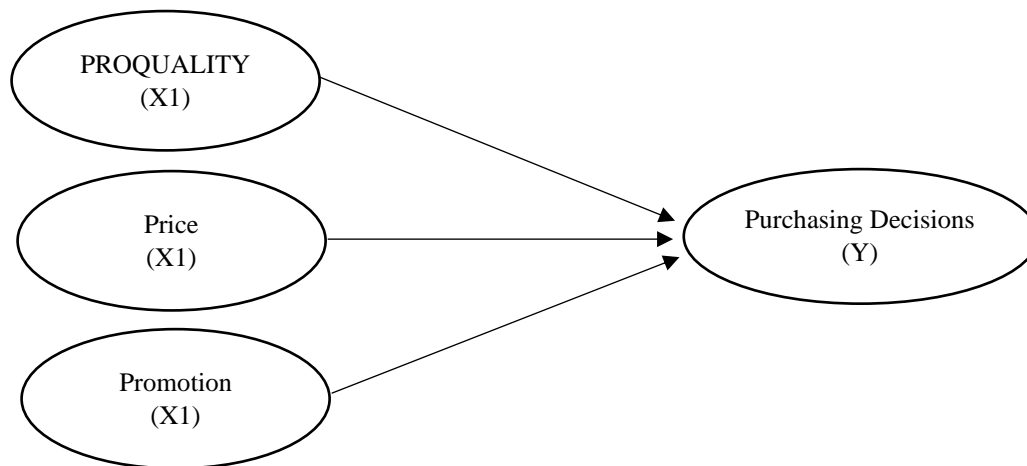


Fig 2. Research Model

Research Methods

Research Design

The research design determined in this research is causal research. Fadli (2021) states that the word causal theory comes from the English verb, namely to cause, which means "to cause" and influence [29]. Therefore, it can be interpreted that causal research provides the main goal of proving causal relationships or relationships that influence and are influenced by the variables studied.

Purchase decision is the dependent variable in this study, and the independent factors are price, promotion, and PROQUALITY.

Variable Measurement

In this research there are independent variables, namely PROQUALITY, price, promotion and the dependent variable, namely purchasing decisions. The measurement of promotional variables consists of three dimensions using Wirakanda & Pardosi (2020), in Choirunisa's (2015) research, which consists of Brand association strength, distinctiveness of the brand association The degree to which a brand is positively associated [30] [31]. Then it consists of four promotional indicators using Hoeffler and Keller (2003), in Irtanti's (2019) research, which consist of supporting all market groups, maintaining a modern and professional image, and paying attention to customers [25]. The measurement of PROQUALITY variables consists of ten dimensions using Kotler and Keller (2012), in Aisyah's (2018) research, which are made up of shape, features, adjustments, performance quality, suitability quality, durability, reliability, ease of repair, style, design [32]. Then it consists of four PROQUALITY indicators using research from Iriani (2019), which consists of product appearance, variety of product choices, product durability and product reliability [33]. The measurement of the price variable consists of four indicators using Kotler and Armstrong (2012), in Aisyah's (2018) research, which consists of cost-effectiveness, price suitability to PROQUALITY, price competitiveness, price suitability to benefits [32]. Then it consists of four price indicators using research from Alwiyah (2019), perception of price according to needs, affordable price of goods, price competition, and suitability of price to quality [34]. The measurement of purchasing decision variables consists of four dimensions using Kotler (2005) in Choirunisa's (2015) research, which consists of decisions about product type, choices regarding brands, decisions about purchase time, decisions about payment methods [31]. Then it consists of five purchasing decision indicators using research from Hakim (2019), which consists of problem recognition, information search, alternative assessment, purchasing decision, behavior after purchasing [35]a. The data measurement method used is a Likert scale with scale intervals of one to four.

Population and Sample

In this study, the population referred to is the total number of consumers who have purchased and used Vitamin YOU C1000, which is not identified but is assumed to be a large number. Based on data obtained from consumers over the last 6 months. Determining the sample size using a calculator sample size calculation, namely a confidence level of 95% or accuracy value, a confidence interval of 10% or a confidence value, the population is not identified but it is assumed that the number is large, resulting in 150 respondents. This research uses a simple random samplespecifically a technique for selecting samples from the population at random without taking into account the strata (levels) among the population's members. The data collection technique begins with distributing questionnaires. Respondents are those who live in Jabodetabek.

4. RESULT AND DISCUSSION

Descriptive Data / Respondent Characteristics

Based on the results of research conducted on 150 respondents by distributing questionnaires to consumers of packaged Vitamin YOU C1000. The following is a general description of the characteristics of respondents based on gender, age, occupation and monthly income. For more clarity, data analysis can be presented in the picture.

Validity Test

The validity test is carried out to determine the extent to which the statements are valid in the questionnaire used to obtain the data needed in the research. The statement can be said to be valid if in the Correlation table the Pearson Correlation value of the 30 respondents obtained has a value of <0.05 but it can be said that it is not. valid if it has a value > 0.05 which can be seen from the critical value table for the r product moment correlation.

Reliability Test

The purpose of reliability testing in this study is to determine whether or not the measuring tool is consistent enough to be employed in future studies. Reliability is defined as having a Cronbach's Alpha value greater than 0.6. Table 2 below provides a summary of the findings from reliability testing with 30 respondents for each of the variable indicators:

Table 2. Reliability Test Results

Variable	Reliable	Standard Alpha	Description
Buying Decision	.687	0,6	Reliable
PROQUALITY	.847	0,6	Very Reliable
Price	.795	0,6	Reliable
Promotion	.882	0,6	Very Reliable

Source : Statistical Software Output Results, Processed by Researchers in 2022

Classic Assumption Test

Normality Test

Based on the results of the normality test, it is known that the normality test table in the attachment shows that the $Asy,p \text{ Sig}$ value is $0.200 > 0.05$, so there is no normality problem in the research. Based on the probability plot graph in the attachment, it shows that the points are spread around the diagonal line and follow the direction of the diagonal line or histogram graph. It can be concluded that the data in the study are normally distributed.

Heteroscedasticity Test

The probability value for all research variables is more than 0.5, according to the heteroscedasticity table in the appendix. As a result, because the Sig value is > 0.05 , there is no heteroscedasticity problem in the research.

The dots are spread randomly, with no discernible pattern, and spread above and below 0 on the Y axis, as seen in the Scatter Plot image in the appendix. This shows that several variables in the study are not heteroscedastic and the multiple linear regression model meets the criteria.

Multiple Linear Regression Analysis

The purpose of this multiple linear regression analysis is to ascertain whether the dependent variable, or purchasing decisions (Y), is impacted by the independent variables, or PROQUALITY (X1), price (X2), and promotion (X3). then the regression equation that follows is obtained:

Table 3. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.908	1.010		.899	.370
	PROQUALITY	.310	.098	.399	3.154	.002
	Price	.119	.041	.189	2.908	.004
	Promotion	.161	.077	.280	2.076	.040

a. Dependent Variable: y

Based on table 3 above, the regression equation can be formulated:

$$Y = .908 + .310 X_1 + .119 X_2 + .161 X_3 \dots\dots\dots(1)$$

Description :

Y = Decision to Purchase

a = Constant

b = Coefficient

X1 = PROQUALITY

X2 = Promotion

X3 = Distribution

From the results of the analysis above, the following results were obtained:

1. The magnitude of the purchase decision for Vitamin YOU C1000 is 1.010 since the constant value (a) equals.908, which indicates that the PROQUALITY, advertising, and distribution factors are equal to zero (0).
2. The variable of PROQUALITY (X1) has a positive multiple regression coefficient value of.310. This can be understood to mean that if the PROQUALITY rises by one unit, buying Vitamin YOU C1000 will increase by 0.098 units, providing all other variables remain unchanged.
3. The price variable (X2) has a multiple regression coefficient that is positive, equal to 119. This means that, providing all other factors remain constant, the decision to buy Vitamin YOU C1000 will increase by.041 units if the promotion increases by one unit.

The Promotion variable (X3) has a positive multiple regression coefficient value of.161. This interpretation states that, if all other factors stay the same, purchasing Vitamin YOU C1000 will increase by.077 units if the distribution has grown by one unit.

F Test

Using the F test, the dependent variable Vitamin YOU C1000 can be simultaneously or jointly examined for effects of price (X2), promotion (X3), and PROQUALITY (X1), the independent

variables, on purchase decision variables (Y). The following outcomes were computed using the statistical method of the F test:

Table 4. F Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	280.158	3	93.386	81.554	.001 ^b
	Residual	167.182	146	1.145		
	Total	447.340	149			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), PROQUALITY, Price and Promotion

Source : Statistical Software Output Results, Processed by Researchers

Based on the table above, the results of table calculations using the F test show that the calculated F is 81,554 with a significant value of 0.000. Because the probability value < 0.05 , namely $(0.000 < 0.005)$, thus H_0 is rejected and H_a is accepted. From the results of the F test, the independent variables, namely, PROQUALITY (X1), price (X2) and promotion (X3) simultaneously or together have a positive effect on the dependent variable, namely the purchasing decision (Y) of Vitamin YOU C1000.

T Test

The impact of each independent variable— PROQUALITY (X1), pricing (X2), and promotion (X3)—on the dependent variable—purchasing decisions (Y)—is examined separately using the t test. The findings of the t test analysis utilizing the various statistical techniques are as follows:

Table 5. T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.908	1.010		.899	.370
	PROQUALITY	.310	.098	.399	3.154	.002
	Price	.119	.041	.189	2.908	.004
	Promotion	.161	.077	.280	2.076	.040

a. Dependent Variable: y

Source: Statistical Software Output Results, processed by researchers in 2022

Based on Table 5, the t test results above show that the t test for each variable is as follows:

1. Quality of Product (X1)

H_0 is rejected and H_a is approved because the PROQUALITY variable (X1) has a t value of 3.154 and a significant value of $0.002 < 0.05$. In this study, six indicators—form, product attributes, product suitability, durability, dependability, and design—are used to measure the PROQUALITY variable. Thus, it can be concluded that each of the PROQUALITY variables (X1) has an independent effect on the decision to buy Vitamin YOU C1000.

2. Price (X2)

Given that the Price variable (X2) has a significant value of $0.004 < 0.05$ and a computed t value of 2.908, H_0 is rejected while H_a is authorized. The pricing variable in this study is measured using four indicators: price competitiveness, Benefits and price compatibility, price affordability, and price compatibility with PROQUALITY. Therefore, the price variable (X2) by itself influences Vitamin YOU C1000 buying decisions in a positive way.

3. Promotion (X3)

With respect to the Promotion Variable (X3), which has a t value of 2.076 and a significant value of $0.040 < 0.05$, H_0 is rejected while H_a is accepted. This study measures the promotion variable using five indicators: direct marketing, personal sales, sales promotion, advertising, and public relations. Therefore, it can be said that each Promotion variable (X3) influences the decision to purchase Vitamin YOU C1000 in a positive way.

4. Coefficient of Determination (R2)

The following are the results of statistical calculations for the coefficient of determination table:

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.791 ^a	.626	.619	1.070	1.875

a. Predictors: (Constant), PROQUALITY, Price, Promotion

b. Dependent Variable: Purchase Decision

Source: Statistical Software Output Results, processed by researchers

The number R square (R2) in table 6 above is .626. This figure is used to see the magnitude of the influence of PROQUALITY, Price and Promotion on Purchasing Decisions by calculating the coefficient of determination (R2) using the following formula:

$$\begin{aligned}
 R^2 &= r^2 \times 100\% \\
 &= 0.626 \times 100\% \\
 &= 62.6\% \\
 \varepsilon &= 1 - R^2 \\
 &= 1 - 0.626 \\
 &= 0.374
 \end{aligned}$$

This means that the contribution of PROQUALITY, Price and Promotion to Purchasing Decisions is 62.6%, while the remaining 3.74% (100% - 62.6%) is contributed by other factors which were not studied, such as Distribution and Trust factors.

Discussion

The Influence of Price on Purchasing Decisions

The research results prove that prices together have a positive influence on consumer purchasing decisions for Vitamin YOU C1000 products. This explains why pricing has a great and important impact on the thorough consideration that prospective customers do before deciding to buy Vitamin YOU C1000. Because an excessive price that is out of proportion to the goods offered would discourage potential customers from making a purchase. Irtanti (2019) and Khoironi et al. (2018) corroborate the research findings, demonstrating that price has a major and favorable influence on purchasing decisions.

The Effect of Promotion on Purchasing Decisions

The study's findings demonstrate the beneficial influence of combined promotions on consumers' decisions to buy Vitamin YOU C1000 products. This implies that consumers will be more inclined to purchase the product if the promotion is executed well. Price reductions and social media affect consumer purchase decisions, according to the findings of Vitamin YOU C1000's testing promotional activities. The findings of this study support those of Manampiring and Trang's (2016) investigation, which demonstrates that promotions have a strong and favorable impact on consumers' decisions to buy.

The Influence of PROQUALITY, Price and Promotion on Purchasing Decisions

The study's findings demonstrate that factors such as PROQUALITY, pricing, and promotion all work together to influence consumers' decisions to buy Vitamin YOU C1000 products. The results of this investigation align with the conclusions of Manopo and Tumbunan's (2014) study, which suggests that the trifecta of PROQUALITY, pricing, and marketing has a notable and positive impact on purchases.

5. CONCLUSION AND SUGGESTION

Conclusion

The investigation's findings support the notion that consumers' decisions to buy Vitamin YOU C1000 goods are positively influenced by the quality of the products. Consequently, pricing and advertising both have a favorable impact on consumers' decisions to buy. Price, marketing, and PROQUALITY all have a favorable and substantial simultaneous impact on purchasing decisions. The quality of the product, as indicated by the coefficient of determination value, which indicates that it is superior or has a stronger influence on the purchasing choice, is hence what most influences the decision to buy the Vitamin YOU C1000 product. The better the quality of the product launched, the more potential consumers will increase their interest in Vitamin YOU C1000. Meanwhile, PROQUALITY also influences consumers, because the better the quality of the product published, the more satisfied consumers will be with the Vitamin YOU C1000 product. Price then plays a role in influencing consumer choices since it reflects the value of the goods being offered. Additionally, promotion has a lot of power since it serves as the primary viewpoint from which customers assess Vitamin YOU C1000 products.

Research Limitations- Move into Discussion Section

The research's limitations pertain to various shortcomings within the study. One of the research's shortcomings is that the majority of the respondents were young individuals. Consequently, it may not accurately characterize the actions of Vitamin YOU C1000 users in general. Additionally, just talking about how pricing, promotion, and PROQUALITY affect decisions to buy. Only customers who had utilized the Vitamin YOU C1000 product were the subject of this study. Therefore, it is not possible to ask customers who recently bought the Vitamin YOU C1000 product but have never used it.

Suggestions for Further Research

The next step forward for researchers is to broaden their research population by including variables other than PROQUALITY, price, and promotion. These variables include brand trust, brand image, and electronic word-of-mouth, and researchers can then ascertain how much of an impact these variables have on purchasing decisions. Then, it is hoped that we can improve the analysis further, add more samples, and broaden the research object so that additional consumers can participate in this study as respondents. This will help to ensure that the results are more accurate and provide a variety of alternate strategies for making better purchasing decisions.

Managerial Implications- Move into Discussion section

Based on the research results, there are managerial implications, namely, how PROQUALITY, price and promotion variables influence purchasing decisions. This proves that the higher the PROQUALITY, price and promotion, the more purchasing decisions will increase sales. The PROQUALITY of the Vitamin YOU C1000 product is currently considered good and rivals other competitors. However, PROQUALITY must be further improved so that consumers are more confident that the quality of Vitamin YOU C1000 products is indeed good. According to this research, price also influences decisions to buy. Therefore, in order to further boost customer purchasing power, PT. Djojonegoro C-1000 should focus on price competitiveness, affordability, match with benefits, and match with PROQUALITY. Aside from that, the offer has a favourable influence on the choice to buy Vitamin YOU C1000. To draw in more customers and encourage them to purchase Vitamin YOU C1000, PT. Djojonegoro C-1000 needs to develop a stronger marketing plan. The goal of this research is to benefit all parties involved, particularly PT. Djojonegoro C-1000. The research's findings should be taken into account when deciding what factors, such as pricing, promotion, and PROQUALITY, to consider when making purchases, allowing PT. The Djojonegoro C-1000 to become more and more successful in reaching its objectives.

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