

The Influence of Product Quality, Price and Promotion on T-Shirt Purchasing Decisions at Arei Store Bogor

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ABSTRACT

This research aims to determine and analyze the influence of product quality, price and promotion on purchasing decisions, both simultaneously and partially. This research design uses descriptive, verification and path analysis research methods. The sampling technique uses the saturated sampling method. The number of respondents was 100 people. The subjects of this research are consumers of Arei Store Bogor, and the objects of research are product quality, price, promotions and purchasing decisions. The tools used in this analysis are path analysis, multiple correlation analysis, coefficient of determination analysis, and hypothesis testing (F test and t test). The results of the analysis show that partially or simultaneously product quality, price and promotion have a direct and positive influence on purchasing decisions at Arei Store Bogor.

Keywords: Product Quality, Price and Promotion on Purchasing Decisions

1. INTRODUCTION

The development of the business world is increasingly rapid, especially in the fashion sector. Fashion is a very interesting thing because it is dynamic and always follows trends. One fashion that continues to develop from time to time is the T-Shirt, considering that the T-Shirt is one of the accessories for appearance and is the life style of today's society. The public's need for T-shirts can be used as a business opportunity for T-Shirt entrepreneurs in developing their business. Along with these business opportunities, competition between similar business actors becomes stronger. Every company must have a reliable strategy to be able to increase business growth and win market share in competition. One strategy that companies can use is to increase their competitive advantage to attract attention and influence consumers to make purchasing decisions.

According to [1], defining purchasing decisions is part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires. The first factor that influences purchasing decisions is product quality. According to [2] state that Service Quality is the expected level of excellence and control over this level of excellence to fulfill consumer desires. Another factor that influences purchasing decisions is price. [3] state that price is the amount of money spent on a product or service, the amount of value exchanged by consumers to obtain benefits, ownership or use of a product or service. The price indicators are price affordability, price match with quality, price competitiveness and 3 price match with benefits.

Arei outdoor gear is a company that produces equipment for outdoor activities such as selling T-shirts, jackets, mountaineering bags, and other mountain climbing equipment. This company comes from Bandung. In accordance with Arei Outdoor Gear's vision and mission, namely to become a global product in adventure products, especially outdoor lifestyle, expanding product

marketing in shops throughout Indonesia. Arei Store Bogor provides T-shirts made from quality cotton combed 30s for T-shirts and each product has its own special features, such as a smooth and soft material texture, able to absorb sweat well, and comfortable when used.

Consumers will compare product quality and other support such as the price they expect. According to previous research by [4], it was found that there was no influence of product quality on purchasing decisions. Meanwhile, according to [5], there was no influence of promotions on purchasing decisions, while according to [6], there was no influence of price on purchasing decisions. Therefore, the purchasing decision was not reached because the product quality, price and promotion were not optimal. Based on this background, researchers are interested in conducting research with the title "The Influence of Product Quality, Price and Promotion on Purchasing Decisions on Arei Store Bogor T-Shirts"

2. LITERATURE REVIEW

2.1 Understanding Management

According to [7], management is all activities related to carrying out organizational work through the functions of planning, organizing, directing and supervising to achieve stated organizational goals with the help of resources effectively and efficiently.

2.2 Marketing Management

Marketing management is an important activity in a company so that the company can achieve the desired targets. The following is the definition of marketing management according to experts. According to [1], marketing management is a decision-making process based on marketing concepts and management processes which include analysis, planning, policy implementation, strategy and tactics, and control.

2.3 Product quality

[2] product quality is the characteristic of a product in its ability to fulfill predetermined needs and has latent properties. According to [8], product quality is the total combination of product characteristics to meet customer or consumer expectations.

2.4 Price

According to [1], price is the amount of money sacrificed for a good or service, or the value from consumers that is exchanged to obtain benefits or ownership or use of a product or service. Price is one component of the marketing mix that generates revenue while others do not.

2.5 Promotion

According to [9] sales promotion is the main key in a marketing campaign, consisting of a collection of incentive tools, most of which are short term, designed to stimulate the purchase of certain products or services more quickly by consumers or trade, according to [10]. [11] promotional mix is a marketer's tool for engaging and communicating with customers and other stakeholders.

2.6 Buying decision

According to [2], purchasing decisions are the study of how consumers form preferences between brands in selecting, purchasing and using and how these products can satisfy consumer needs and desires.

2.7 Direct Influence of Product Quality on Purchasing Decisions

According to [12], quality is something that satisfies and exceeds customer desires and needs. Product quality is a dynamic condition that is interconnected, although it can have different definitions, but the product essentially has a specification for a good or service that can give rise to satisfaction that meets or exceeds the expectations of consumers who use it.

H1: There is a direct and positive influence of product quality on purchasing decisions.

2.8 Direct Influence of Price on Purchasing Decisions

Price is the amount of money sacrificed for a good or service, or the value that consumers exchange to obtain benefits or ownership or use of a product or service. According to [3]. Meanwhile, purchasing decisions are the study of how consumers form preferences between brands in selecting, purchasing and using and how these products can satisfy consumer needs and desires.

H2: There is a direct and positive influence of price on purchasing decisions.

2.9 Direct Effect of Promotion on Purchasing Decisions

Promotion is a form of marketing communication that seeks to disseminate information, influence or persuade and remind the target market of its products so that they are willing to accept, buy and the products offered by the company concerned [2].

H3: There is a direct and positive influence of promotion on purchasing decisions.

2.10 Direct Influence of Product Quality, Price and Promotion on Purchasing Decisions

Purchasing decisions are the study of how consumers form preferences between brands in selecting, purchasing and using and how these products can satisfy consumer needs and desires. Product quality is the overall combination of product characteristics to meet customer or consumer expectations [13].

H4: There is a direct and positive influence on product quality, price and promotion on purchasing decisions.

2.11 Framework

According to [14], the framework of thought is derived from several theories and concepts that are appropriate to the problem being studied, giving rise to assumptions in the form of a flow chart of thought which may be formulated into operational hypotheses or hypotheses that can be tested. The framework describes the relationship between independent variables, in this research, product quality, price and promotion, to the dependent variable, namely purchasing decisions.

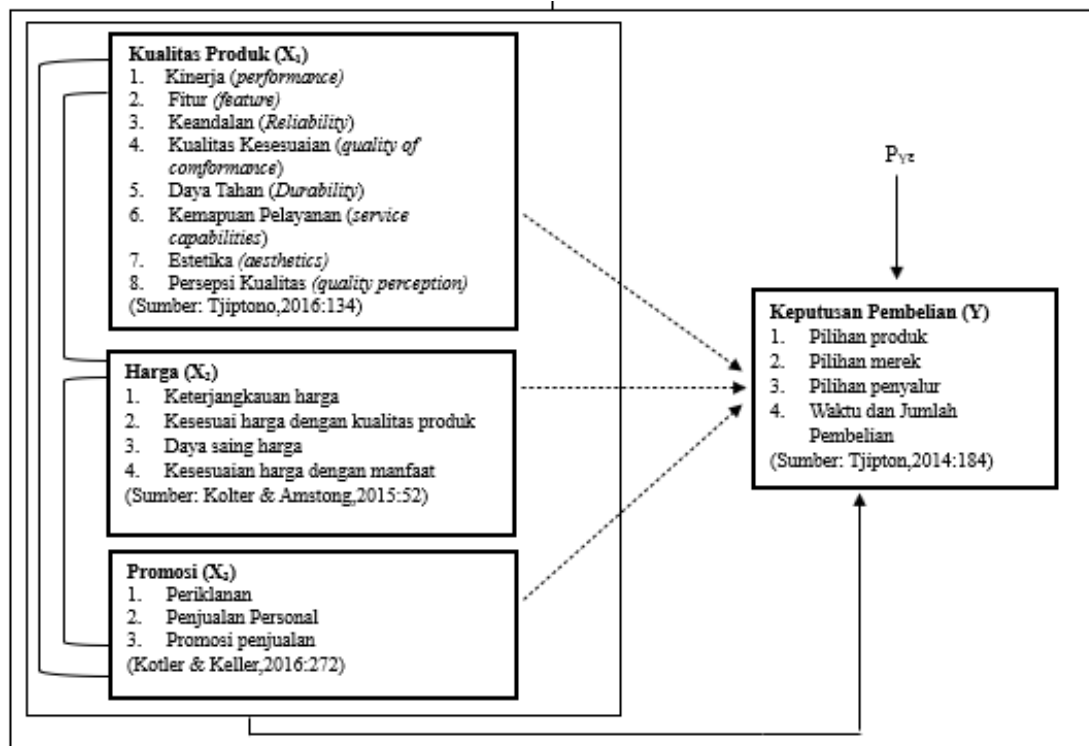


Figure 1. Framework of Thought

3. METHODS

3.1 Research Objects and Locations

Research objects are attributes or traits or values of people, objects or activities that have certain variations determined by the researcher to be studied and then conclusions drawn. [15]. The objects of this research are product quality, price, promotion and purchasing decisions. The subject of this research is located on Jalan Veteran No. 28 BC Kebon Kelapa RT.03/RW.03 Panaragan, Bogor Tengah Kota District, Bogor City, West Java 16125.

3.2 Research design

This research design is needed for researchers to plan the research so that the research runs smoothly. Expert opinion states that research design is a design regarding the entire process required in planning and implementing research. [16]. This research uses two research methods, namely descriptive and verification methods.

3.3 Population, Sample and Sampling Technique

1. Population

In a study, of course, you must have a population, because the population is the source of data needed in the research. Expert opinion, population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn [15]. The population in this study are consumers who have purchased T-shirt products in Arei Store Bogor with a population of 3035 people.

2. Samples and Sampling Techniques

According to [17], the sample is part of the number and characteristics of the population. Determining the sample in this research used a non-probability sampling technique, using a saturated sampling method. According [18], for descriptive research a sample size of more than 30

and less than 500 is appropriate for most research. In this research, the author used all Arei Store Bogor consumers, totaling 100 Arei Store Bogor consumers

3.4 Method of collecting data

1. Data Types and Sources

Based on its characteristics, the data used in this research is quantitative data, while the data sources used in the research are primary data and secondary data. The types of data sources used in this research are primary data and secondary data.

2. Method of collecting data

In this research, the author needs data in the form of responses from consumers who use T-shirt products at Arei Store Bogor. The data collection procedure that the author will use in this research is literature study and field study.

3.5 Data analysis method

The data analysis methods used in this research are descriptive analysis and path analysis. For path analysis in this research, ordinal data is converted into interval data.

3.6 Descriptive Analysis

The data analysis technique in this research is directed at answering the problem formulation and testing the hypothesis that has been formulated. In this research, the analysis method used is statistical testing on the IBM Statistical Software Package for Social Science (SPSS) 21 where previously the data was processed using a Likert scale and questionnaires. closed. According to [17], the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena.

4. RESULTS AND DISCUSSION

4.1 A general description of the company

A Brief History of Arei Store Bogor

Starting from a thought, idea and dream as well as a belief in providing the best for nature and the country, Arei was born to become a new force in the bag industry, especially bags for nature activists. In 2005, Billy Andrias, Founder of Arei, wanted a product that would really support the various activities of nature enthusiasts or outdoor activities. Until now, we are still working to provide our best capabilities to become one of Indonesia's industrial strengths.

Arei Store Bogor is an outdoor store offering products according to consumer needs such as bags, jackets, sandals, shoes or mountain equipment. Apart from selling mountain equipment, Arei Store also sells fashion accessories. Arei Store Bogor is located on Jalan Veteran No. 28 BC Kebon Kelapa RT.03/RW.03 Panaragan, Bogor Tengah Kota District, Bogor City, West Java 16125. Arei Store Bogor is one of the branches owned by PT Arei Outdoorgear Indonesia engaged in retail sales to sell final products such as outdoor equipment, fashion, and safety work ready to wear. Arei Store Bogor also provides a choice of quality models, apart from that, Arei Store Bogor also has superior products, namely bags, jackets, clothes, wallets, gloves and outdoor equipment. Various brands are sold with the aim of providing the opportunity to find products according to the needs of nature-loving consumers and consumers with outdoor products such as sandals, bags or jackets.

4.2 Consumer Responses to Product Quality, Price and Promotion Variables on Purchasing Decisions

The results of processing the questionnaire, there are several consumer responses to determine consumer assessments related to all indicators in the variables of product quality, price and promotion on T-Shirt Purchase Decisions at the Arei Store Bogor.

1. Consumer Response to Product Quality Product Quality at Arei Store Bogor

Table 1. Recapitulation of Consumer Responses Regarding Product Quality Variables (X1)

No.	Indicator	Score	Criteria	Interpretation
Performance (Performance)				
1.	Arei Store Bogor T-shirt products provide comfort when worn by consumers.	3.95	Good	<i>T shirts</i> Arei Store Bogor has materials that are comfortable when used because they use combed 30s cotton which is comfortable when used to meet consumer needs to have confidence that every purchase will get a comfortable product.
2.	Arei Store Bogor T-shirt products provide superior materials when compared to other brands of T-shirt products	3.85	Good	<i>T shirts</i> Arei Store Bogor uses quality materials and is quite comfortable because it is made from cotton. Therefore, when you use it, you will feel the experience of wearing a t-shirt that is of fine quality.
3.	Arei Store Bogor T-shirt products are not hot when worn every day	3.80	Good	<i>T shirts</i> Arei Store Bogor doesn't feel hot when worn every day because it uses combed 30s cotton which easily absorbs sweat and is not too thick so it is cold when worn every day.
	Average consumer assessment of indicators Performance (Performance)	3.85	Good	Based on the Performance indicators, Arei Store Bogor T-shirts provide comfort when worn because they use superior materials when compared to other brands of T-shirt products with comfortable conditions when used and not hot when worn on a daily basis to meet consumer needs.
Features				
4.	Arei Store Bogor's T-shirt product has a unique design.	3.97	Good	Arei Store Bogor gives unique design attention to consumers to show that consumers have unique image features because they have different image motifs from other T-Shirt images.
5.	Arei Store Bogor's T-shirt product has strong screen printing.	3.88	Good	<i>T shirts</i> Arei Store Bogor has quite strong screen printing because it uses plastisol screen printing, plastisol screen printing is a screen printing made from PVC mixed with plastic so it has strong durability but is difficult to maintain.
6.	Arei Store Bogor's T-shirt products have various variations	3.68	Good	have an interest in the products sold because of the wide variety offering various designs and styles suitable for various tastes and needs. Starting from simple and minimalist designs to more striking and colorful ones, as

				well as various motifs and characters that are attractive to consumers.
	Average consumer assessment of indicatorsFeatures	3.84		Based on the Feature Performance indicators, Arei Store Bogor T-shirts always improve product quality by having unique unique designs so that they can attract consumer attention with many product variants and have strong screen printing and are able to understand consumer desires by having various variations for attract consumer attention.
Reliability				
7.	The T-Shirt products offered by Arei Store Bogor are guaranteed	3.74	Good	Arei Store Bogor T-Shirt products tend to choose high quality materials for their products. Consumers have confidence that the products they buy are guaranteed to be reliable and quality.
8.	The Arei Bogor T-Shirt Store products offered are suitable for consumers' functional conditions	4.09	Good	Arei Store Bogor's consumer needs and desires offer various types of T-shirts with various designs, materials and sizes to fulfill various functions desired by consumers.
9.	Arei Store Bogor T-Shirt products have soft materials when worn	3.19	Good	Consumers have confidence that the product has soft materials when used because the material used is cotton combed 30s, cotton combed 30s is a type of cotton material made from pure cotton fibers so that when worn it feels soft but a little thin.
	Average consumer assessment of indicatorsReliability	3.63	Good	Based on the Reliability indicators, Arei Store Bogor T-shirts can prove their quality and tend to choose high quality materials for their T-shirt products offered by Arei Store Bogor so that they suit the needs and desires of consumers.
Conformity to Specifications (Quality of conformance)				
10.	The Arei Store Bogor T-Shirt products offered meet predetermined standards	3.19	Good	<i>T shirts</i> Arei Store Bogor material selection, production process and quality testing. Arei Store Bogor ensures that the T-shirt products offered meet predetermined standards and can satisfy consumers.
11.	The Arei Store Bogor T-Shirt product design complies with predetermined standards	3.94	Good	Arei Store Bogor provides various unique, attractive and varied designs so that they can attract the interest of various groups of consumers.
12.	Arei Store Bogor T-Shirt products sold comply with standards	3.78	Good	Arei Store Bogor has the potential to provide reliable and satisfying products for consumers.

	Average consumer assessment of indicatorsConformity to Specifications (Quality of conformance)	3.63	Good	Based on the indicator of Conformity to Specifications (Quality of conformance), Arei Store Bogor T-shirts sell T-shirt products that meet predetermined quality standards so that the designs of the T-shirts sold meet consumer expectations.
Durability				
13.	Arei Store Bogor T-Shirt products do not get hairy easily when worn frequently	3.89	Good	Arei Store Bogor chooses high quality materials and the right production process to produce T-shirts that are durable and don't lint easily for consumers.
14.	Arei Store Bogor T-Shirt products have guaranteed durability when they reach consumers	3.86	Good	Arei Store Bogor takes various steps to ensure that the T-shirts sold are durable and can withstand various usage situations so that they have guaranteed durability when they reach the hands of consumers.
15.	Arei Store Bogor T-Shirt Product Packaging adds durability to the product	3.94	Good	Arei Store Bogor consumers really have good packaging which can provide additional protection during shipping and storage, as well as giving a positive impression to consumers.
	Average consumer assessment of the Durability indicator	3.89	Good	Based on indicatorsDurability T shirtsArei Store Bogor has materials that are not easily hairy or damaged when used frequently and can last a long time so good packaging can make an impression on consumers
Service Capability (Serviceability)				
16.	The services provided satisfy consumers	3.88	Good	Arei Store Bogor provides services that satisfy consumers and builds strong relationships with consumers.
17.	Employees are responsive in handling consumer complaints	3.72	Good	Arei Store Bogor has employees who are responsive and proactive in handling consumer complaints and maintaining customer satisfaction and maintaining the reputation of the Arei Store Bogor store
18.	Arei Store Bogor T-Shirt products are easy to repair	3.76	Good	Arei Store Bogor has the potential to be easily repaired so that it can last longer and provide added value for consumers.
	Average consumer assessment of service capability indicators	3.78	Good	Based on indicatorsService capability (serviceability)T shirtsArei Store Bogor provides the best service to consumers and employees in handling consumer complaints always ensure customer satisfaction and maintain the

						reputation of the Arei Store Bogor store.
Aesthetics (Aesthetics)						
19.	Arei Store Bogor T-Shirt products have an appeal to consumers	3.77	Good		<i>T shirts</i> Arei Store Bogor has a strong appeal to consumers, increasing sales and consumer loyalty.	
20.	The products sold have aesthetic value	3.61	Good		<i>T shirts</i> Arei Store Bogor has a high aesthetic value, attracts buyers' interest and provides consumers with a satisfying shopping experience.	
21.	Arei Store Bogor T-Shirt products have interesting graphic motifs	4.09	Good		<i>T shirts</i> Arei Store Bogor provides a variety of interesting and varied image motifs that attract the interest of various groups of consumers and provides a wide choice for consumers to express their style and personality through the T-shirts chosen by consumers.	
Average consumer assessment of aesthetics indicators		3.82	Good		Based on indicatorsAestheticsT shirtsArei Store Bogor has a strong attraction for consumers so it has a high aesthetic value and attractive image motifs can influence consumer interest.	
Perceived Quality (Perceived Quality)						
22.	The quality of the Arei Store Bogor T-Shirt products offered is guaranteed	3.87	Good		<i>T shirts</i> Arei Store Bogor has the potential to guarantee quality that provides added value for consumers and build products that are accepted by consumers whose quality is guaranteed.	
23.	Arei Store Bogor T-Shirt products have reliable product quality	3.17	Pretty good		<i>T shirts</i> Arei Store Bogor's product quality is quite good, so consumers can buy with confidence and believe that consumers are getting a fairly good quality product.	
24.	Arei Store Bogor T-Shirt products meet expectations	3.98	Good		<i>T shirts</i> Arei Store Bogor has products that meet the criteria expected by consumers.	
Average consumer assessment of indicatorsPerceived Quality (Perceived Quality)		3.67	Good		Based on the Perceived Quality indicator of Arei Store Bogor T-shirts, the quality of the T-shirt products offered has product quality that can be trusted so that the product meets the criteria expected by consumers.	
Average product quality variable		3.80	Good		The quality of the products provided by Arei Store Bogor is good in terms of feature performance, reliability, suitability of specifications, durability, service capabilities, aesthetics and perceived quality. The products	

offered are in accordance with consumer expectations so that they feel satisfied with the quality of the products provided by Arei Store Bogor.

Source: Processed Data, 2023

Based on Table 4.16, it can be seen that the results summarize consumer responses to the indicators Performance, features, reliability, conformity to specifications (quality of conformance), durability, service capabilities, aesthetics and quality perception have value. an average of 3.85 is included in the good category. The feature indicator has an average value of 3.84, which is in the good category, while the reliability indicator has an average value of 3.63, which is in the good category. The indicator of conformity with specifications has an average value of 3.63, which is in the good category. The endurance indicator has an average value of 3.89, which is in the good category. Meanwhile, the service capability indicator has an average value of 3.78, which is in the good category. The aesthetic indicator has an average value of 3.82, including the good category, and the perceived quality indicator has an average value of 3.67, including the good category. Things that Arei Store Bogor can do to improve product quality start from selecting quality raw materials, efficient production processes and product maintenance after the product reaches consumers by paying attention to these steps. Arei Store Bogor can continue to improve product quality and maintain consumer satisfaction. Arei Store Bogor Store Bogor.

4.3 Consumer Responses to Price Variables at Arei Store Bogor

Table 2. Recapitulation of Consumer Responses to Price Variables

No.	Indicator	Score	Criteria	Interpretation
Affordability				
1.	Buyers can reach the price set by Arai Store Bogor	4.27	Very suitable	that the prices offered by Arei Store Bogor T-shirts are very affordable for all groups, from teenagers to adults at a price of Rp. 135,000/Rp. 199,000.
2.	Arai Store Bogor has several types in one brand and the prices are from the cheapest to the most expensive.	3.51	In accordance	that the price offered for Arei Store Bogor T-shirts varies according to the type of short-sleeved T-shirt, namely IDR 135,000 while long-sleeved T-shirts are priced at IDR 199,000.
3.	The prices offered by Arei Store Bogor are in accordance with the quality.	4.24	Very suitable	that the prices offered by Arei Store Bogor T-shirts are in line with the quality that consumers want so that consumers can feel the quality of the prices provided by Arei Store Bogor
	Average consumer assessment of price affordability indicators	4.00	In accordance	Based on the affordability of T-shirt prices, Arei Store Bogor has affordable prices with a marketing target aimed at teenagers and adults.
Price match with product quality				
4.	The product prices offered by Arai Store Bogor are in	4.27	Very suitable	<i>T shirts</i> Arei Store Bogor provides prices that are very appropriate to

	accordance with the product quality			the quality of the product based on the ingredients used in making orders that suit the desires and needs of consumers.
5.	The product prices offered by Arai Store Bogor are in accordance with standard product specifications	4.26	Very suitable	that the price of the Arei Store Bogor T-shirt product is very in line with the results that consumers want so that consumers feel satisfied with orders that suit consumer needs and with quality that is in accordance with the price given.
6.	Arai Store Bogor provides prices that vary according to the quality of the raw materials	4.32	Very suitable	that the price of the Arei Store Bogor T-shirt product is very in line with the results that consumers want so that consumers feel satisfied with orders that suit consumer needs and with quality that is in accordance with the price given
	Average consumer assessment of indicators Price match with product quality	4.28	Very suitable	Based on the suitability of price to product quality, Arei Store Bogor T-shirts have provided very suitable quality in their products, starting from high quality raw materials to adjusting prices so that consumers are satisfied with the prices and orders given.
	Matching price with benefits			
7.	The prices of the products offered by Arei Store Bogor are in accordance with the benefits provided.	4.10	In accordance	Arei Store Bogor prices are in line with the benefits provided to consumers.
8.	The price given for the product is in accordance with the amount spent.	4.09	In accordance	The price of Arei Store Bogor T-shirt products is in accordance with the total price spent thereby increasing consumer satisfaction.
9.	The price of Arei Store Bogor T-shirt products has good benefits compared to similar products.	4.12	In accordance	Arei Store Bogor Coffee T-shirt product prices have good benefits compared to similar products because they use good quality materials.
	Average consumer assessment of indicators Matching price with benefits	4.10	In accordance	Matching the price with the benefits of the T-shirt product. Arei Store Bogor has products that have benefits such as the raw materials used, comfort and functionality in line with what is offered.
	Prices according to ability/price competitiveness			

10.	The price of Arei Store Bogor T-shirt products is cheaper than similar competitors.	4.13	In accordance	The prices set by Arei Store Bogor are more economical to suit the pockets of students and adults so that the prices set by Arei Store Bogor are suitable for all groups.
11.	Arei Store Bogor product prices are able to compete with similar products	4.10	In accordance	The price set can compete with similar products such as Consina which is located near Arei Store Bogor which has a higher price so that Arei Store Bogor can compete
12.	Arei Store Bogor consumers can compare prices with similar businesses.	4.20	Very suitable	that Arei Store Bogor consumers compare prices with similar businesses because Arei Store Bogor's prices meet the criteria of being very suitable for price.
	Average consumer assessment of indicatorsPrices according to ability/price competitiveness	4.14	in accordance	prices according to the competitiveness of T-shirt prices. Arei Store Bogor has prices that can compete with similar competitors who are close to Arei Store Bogor, which has prices that are not much different from competitors.
	Average Price Variable	4.13	In accordance	Prices given byArei Store Bogoris in accordance with consumer needs starting from price suitability, price competitiveness with other products and price suitability with product quality and also good benefits.

Source: Processed Data, 2023

Based on Table 4.21, it can be seen that the results summarize consumer responses to indicatorsprice affordability, price suitability to product quality, price suitability to benefits and price competitiveness with an average value of 4.14 included in the category**in accordance**The price conformity indicator with product quality has the highest value of 4.28 in the category**very suitable**while the price affordability indicator has the lowest value of 4.00 in the category**in accordance**and the price match indicator with benefits has an average value of 4.10 in the category**in accordance**. Instrument Arei Store Bogor provides prices according to product quality, which is the highest score of 4.32 in the category**very suitable**. Meanwhile, the price instrument offered by Arei Store Bogor is affordable with the lowest score of 3.51 in the category**in accordance**. What Arei Store Bogor can do is to adjust prices to similar competing products and determine prices according to existing standards in the area around Arei Store Bogor so that consumers do not have problems with the money prices given by Arei Store Bogor because they are in accordance with the standards and also the quality and benefits provided given.

4.4 Consumer Responses to the Arei Store Bogor T-shirt Promotion

Table 3. Recapitulation of Consumer Response Scores for Promotion Variables

No.	Indicator	Score	Criteria	Interpretation
	Advertising (advertising)			

1.	Arei Store Bogor carries out advertising via social media	4.11	Interesting	Arei Store Bogor has carried out advertising promotions through social media such as Instagram and TikTok.
2.	Advertisements for Arei Store Bogor T-shirt products provide communication materials such as brochures.	3.77	Interesting	Arei Store Bogor provides promotional communication materials such as brochures as promotional media directly to consumers.
3.	The advertisements displayed by Arei Store Bogor in promoting their products are modern and attractive	4.08	Interesting	The advertisements displayed by Arei Store Bogor are modern and attractive so that promoting their products can make consumers interested in buying Arei Store Bogor products.
	Average consumer assessment of advertising indicators	3.98	Interesting	Based on advertising, Arei Store Bogor has used promotional media, either directly or indirectly, in an attractive way, such as promoting Arei Store Bogor products through advertisements and providing informational materials such as brochures as a forum for information for consumers to buy Arei Store Bogor T-shirt products.
	Personal selling(personal selling)			
4.	Consumers are interested in buying Arei Store Bogor T-shirt products because of the product presentation made by the cashier to consumers	2.06	Not attractive	The product presentation should be carried out by marketing, not by the cashier, so that you get a detailed product presentation so that consumers feel uninterested in the results provided. The company does not socialize the product to consumers.
5.	Arei Store Bogor holds exhibitions at every event	4.32	Very interesting	Arei Store Bogor holds very interesting trade exhibitions at every event to expand consumer relations so that Arei Store Bogor can be known.
6.	Arei Store Bogogive permission to consumers to view their orders	4.32	Very interesting	Arei Store Bogogiving permission to consumers to see their orders directly to attract attention and maintain trust so that consumers receive their orders according to their needs.
	Average consumer assessment of indicatorsPersonal selling(personal selling)	3.56	Interesting	Based on personal sales, Arei Store Bogor has attractive personal sales promotions starting from friendly service to consumers.

Sales promotion(sales promotion)				
7.	Arei Store Bogor T-Shirt products provide discounts as a promotional medium	3.60	Interesting	Arei Store Bogor to attract consumer attention and encourage sales with direct discounts to save more.
8.	Arei Store Bogor provides bigsale discounts at the end of every month	4.14	Interesting	Arei Store Bogor Arei Store Bogor provides big sale discounts at the end of every month to attract the attention of consumers who visit Arei Store Bogor.
9.	The Arei Store Bogor promotion uses the membership displayed.	4.14	Interesting	Arei Store Bogor provides membership promotions both through social media and directly to attract consumers to get cheaper prices.
	Average consumer assessment of indicatorsSales promotion(sales promotion)	3.95	Interesting	Based on sales promotions, Arei Store Bogor has carried out attractive direct and indirect promotions such as giving discounts, selling merchandise and advertising on social media.
	Promotion Variable Average	3.83	Interesting	The Arei Store Bogor promotion is able to provide feedback to consumers through the forms of promotion provided such as regular advertising, discounts, and participating in events to attract purchasing decisions.

Source: Processed Data, 2023

Based on Table 4.25, it can be seen that the results of the recapitulation of consumer responses to advertising indicators (*advertising*), individual sales (personal selling), sales promotions, have an average value of 3.83, including in the agree category. The advertising indicator has the highest value of 3.98 in the attractive category. personal sales had the lowest value of 3.56 in the attractive category. InstrumentsArei Store Bogorgives permission to consumers to view their orders and instruments. Arei Store Bogor exhibits at every eventis the highest score of 4.32 in the very interesting category. Meanwhile instrumentsConsumers are interested in buying Arei Store Bogor T-shirt products because of the product presentation made by the cashier to consumers with the lowest score of 2.06 in the category**not attractive**. Things that can be doneArei Store Bogornamely by making a product presentation which should be done by marketing, not by the cashier, so that you get a detailed product presentation so that consumers feel satisfied with the results provided by the company, without socializing the product to consumers.

4.5 Consumer Responses to the Decision Variables for Purchasing Arei Store Bogor T-shirts

Table 4. Recapitulation of Consumer Responses Regarding Purchasing Decision Variables

No.	Indicator	Average	Criteria	Interpretation
Product Selection				
1	Consumers buy the products offered by	4.29	Very good	Arei Store Bogor provides products offered that are of very good quality to be able to produce

	Arei Store Bogor based on quality				products that meet the quality standards desired by consumers so that quality in choosing products can help them understand the value of the products offered by Arei Store Bogor
2.	Consumers buy products because of their product diversity	4.28	Very good		Arei Store Bogor provides product diversity to be an important factor in purchasing decisions and has excellent sales potential based on the diversity of products offered to consumers, thereby increasing purchasing decisions.
3.	Consumers feel confident when offered to buy products from Arei Store Bogor	4.03	Good		Arei Store Bogor has succeeded in building trust and a good reputation in the eyes of consumers
	Average consumer assessment of indicatorsProduct Selection	4.20	Very good		Arei Store Bogor's product selection offers excellent quality by having a variety of products, showing that Arei Store Bogor has built trust in the eyes of consumers.
Brand Choice					
4.	I buy T-shirts because they are a trusted brand	3.62	Good		Arei StoreBogor has succeeded in building a good and trustworthy brand image in the eyes of consumers to maintain and improve consumer decisions.
5.	Consumers buy the products offered by Arei Store Bogor because they believe in the products	3.92	Good		Arei StoreBogor, the products offered by Arei Store Bogor are of good and consistent quality so that they meet or exceed consumer expectations
6.	Consumers buy the products offered based on the reputation of Arei Store Bogor	2.08	Not good		consumers do not buy products offered based on the reputation of Arei Store BogorSo the reputation or image of the company in the opinion of consumers does not have a good influence on purchasing decisions.
	Average consumer assessment of indicatorsBrand choice	3.20	Pretty good		brand choiceArei Store Bogor proves a brand choice that has succeeded in building a fairly good reputation in the eyes of consumers and must continue to maintain quality standards and strengthen the brand image so as to increase purchasing decisions for consumers.
Choice of Distribution Place					
7.	The Arei Store Bogor location has easy access for consumers	4.21	Very good		a location that is easily accessible by public or private transportation consumers, with two-wheeled or

					four-wheeled vehicles so that it is very accessible for consumers
8.	Consumers buy products offered based on product availability	4.22	Very good		Arei Store Bogor makes purchasing decisions because of the excellent product availability that consumers want at Arei Store Bogor
9.	T-shirt consumersArei Store Bogor, which distribution will you visit?	3.43	Good		Arei Store Bogor determines which channels will be visited by consumers of Arei Store Bogor T-shirt products so that good purchasing decisions depend on individual consumer preferences.
	Average consumer assessment of indicatorsChoice of Distribution Place	3.98	Good		The choice of distribution location for Arei Store Bogor is a location that is easily accessible to consumers using public or private transportation, with two-wheeled or four-wheeled vehicles so that they can make good purchasing decisions because of the availability of the products that consumers want.
	Time and Amount of Purchase				
10.	Consumers always buy Arei Store Bogor T-shirts on weekends.	4.17	Good		Arei Store Bogor atWeekends often provide free time so you have more time to shop, including buying T-shirts from Arei Store Bogor.
11.	consumers buy T-shirts in the quantity consumers need	4.08	Good		Arei Store Bogorconsumers make purchases based on consumers' concrete needs so they can adjust product inventory to better meet consumer needs and improve purchasing decisions
12.	Consumers buy T-shirt products based on a fixed time	3.91	Good		Arei Store Bogor consumers make purchases based on fixed times so they get Promotions, Stock, Events and Special Activities to help increase sales and improve purchasing decisions
	Average consumer assessment of indicatorsTime and Amount of Purchase	4.05	Good		time and number of purchases from Arei Store Bogor, consumers always take the time to buy Arei Store Bogor T-shirt products on weekends so that they have time to shop and consumers buy Arei Store Bogor T-shirt products according to consumer needs.
	Average Purchase Decision Variable	3.86	Good		Purchasing decisions at Arei Store Bogor have succeeded in meeting consumer expectations both in terms of product choice, brand choice, choice of

distribution location, and time and quantity of purchases so that Arei Store Bogor consumers are satisfied and willing to recommend products to other parties.

Source: Processed Data, 2023

Based on Table 4.30, it can be seen that the results of the recapitulation of consumer responses to the purchasing decision variable have an average value of 3.86 so that the product choice indicator has the highest value of 4.20, which is included in the very good category. the brand choice indicator has the lowest value of 3.20 in the quite good category. while the indicator of choice of distribution location has an average value of 3.98 in the good category. and the indicators for time and quantity of purchases have an average value of 4.05 in the good category. The instrument regarding consumer statements about purchasing products offered by Arei Store Bogor based on quality is the highest score of 4.29 in the very good category. Meanwhile, the consumer instrument buys the products offered based on the reputation of Arei Store Bogor with the lowest score of 2.08 in the not good category. Things that Arei Store Bogor can do are more adequate and the T-shirt products offered are of good quality so that consumers visit again and buy Arei Store Bogor T-shirt products.

4.6 The Influence of Product Quality, Price and Promotion on T-Shirt Purchase Decisions at Arei Store Bogor

The test of this analysis is to find out how much influence exogenous variables, namely product quality, price and promotion, have on endogenous variables, namely purchasing decisions.

1. Path Analysis

The hypothesis hypothesized in this research relates to how product quality (X1), price (X2), and promotion (X3) influence purchasing decisions (Y). To test the suspected hypothesis, path analysis is used. The calculation of this path coefficient can be seen in the Standardized Coefficients (Beta) column from the calculation results using the following:

Table 5. Path Coefficients and Significance of Coefficients

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	9,512	3,195		2,977	,004
	Product quality	,006	,023	,016	,260	,003
	Price	,147	,044	,210	3,344	,001
	Promotion	,840	,073	,719	11,440	,000

Dependent Variable: Purchase Decision

Based on Table 4.31, you can find out the path coefficient for each variable. Next, to find out the coefficient results for the influence of variable X on variable Y, you can see it in the following table:

Table 6. Coefficient Results of the Influence of Product Quality, Price and Promotion Variables on Purchasing Decisions

Variable	R2	Path Coefficient	tcount	Sig
Product Quality (X1)		0.016	0.260	0.003
Price (X2)	0.662	0.210	3,344	0.001

Promotion (X3)	0.719	11,440	0,000
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Source: results of statistical data processing with SPSS Version 25, 2023

Based on Table 4.32, it can be seen that the path coefficient value of product quality to purchasing decisions (PYX1) is 0.016, the price path coefficient to purchasing decisions (PYX2) is 0.210 and the promotion path coefficient to purchasing decisions (PYX3) is 0.719. The result of the coefficient of determination of product quality, price and promotion on purchasing decisions (R²Y(X1X2X3)) is 0.662. The path coefficient for other variables outside product quality, price and promotion is obtained at $P_y = \sqrt{1-0.662} = 0.581$.

Based on the research results, it shows that:

1. Direct and positive influence of product quality on purchasing decisions. The durability indicator has the highest value, this means that product quality can be a determinant for consumers to continue choosing to use durability on Arei Store Bogor products. The products provided must of course be optimal and improve over time. The quality of the products provided includes performance, features, reliability, conformity to specifications (quality of conformance), durability, service capabilities, aesthetics and perceived quality. quality perception) considered good by consumers still needs to be evaluated and improved so that it is more optimal. Things that can support product quality variables that are considered good include durability because it has material that does not easily become hairy or damaged when frequently used and can last a long time so that good packaging can give an impression to consumers to increase purchasing decisions. If the quality of the product provided good company, it will increase purchasing decisions. The results of this research are supported. The results of this research are supported by [19], that product quality has a positive and significant effect on purchasing decisions.
2. Direct and positive influence of price on purchasing decisions. The indicator of price conformity with product quality has the highest value, this proves that price has an important role for consumers considering purchasing. Pricing for a service can be seen from the quality standards of the products produced by the company. In this case, the company must determine prices in accordance with consumer purchasing power. To increase purchasing decisions at Arei Store Bogor, by setting appropriate prices, you must be able to offer prices that are more economical but in accordance with the quality of the product received by consumers. The results of this research are supported by [20], the research results show that price has a direct positive effect on purchasing decisions.
3. Direct and positive influence of promotion on consumer satisfaction. The advertising indicator has the highest value, so promotion has an important role in communicating the existence and value of the product to potential consumers. In designing a marketing strategy, it must always be consumer-oriented, starting from finding the products that consumers want, purchasing habits and determining prices according to consumer purchasing power, determining distribution channels and finally determining promotional programs in an effort to increase sales. The results of this research are supported by [21], that promotions have a positive and significant effect on purchasing decisions.
4. Direct and positive influence of product quality, price and promotion on purchasing decisions. Overall, product quality, price and promotion interact with each other and have a mutually reinforcing influence on purchasing decisions. Product quality is a form of consumer assessment of the level of purchasing decisions. In the current climate of intense competition, companies must pay attention to the price factor, because the

size of the price set will greatly influence the company's ability to compete and also be able to influence consumers to buy its products. In the current climate of intense competition, companies must pay attention to the price factor, because the size of the price set will greatly influence the company's ability to compete and also be able to influence consumers to buy its products. The results of this research are supported by [22], that product quality, price and promotion have a positive and significant effect on purchasing decisions.

CONCLUSION

Based on research conducted at Arai Store Bogor regarding product quality, price and promotion on purchasing decisions, the following conclusions can be drawn:

1. Consumer responses to product quality, price and promotion on purchasing decisions at Arai Store Bogor:
 - a. In general, product quality is the quality of the durability indicator which has the highest average, this means that product quality can be a determinant for customers to continue choosing to use the company's products. The products provided must of course be optimal and improve over time. The products provided by Arai Store Bogor are good in terms of feature performance, reliability, suitability of specifications, durability, service capabilities, aesthetics and perceived quality. The products offered are in accordance with consumer expectations so that they feel satisfied with the quality of the products provided by Arai Store Bogor.
 - b. Apart from product quality, prices are also relatively good, especially at Arai Store Bogor which provides prices according to product quality. This is proven by the high value of consumer responses to the suitability of price and quality based on indicators of suitability of price to benefits. So it shows that the company offers many price variations according to needs.
 - c. Promotions are also quite attractive, especially consumers who are interested in coming to Arai Store Bogor because of the good impression given by advertising. This is proven by the high response value of consumers providing regular product advertisements by displaying product advantages based on company indicators advertising with interesting information. So it shows that the company offers superior products to attract consumer attention.
 - d. Consumer responses to purchasing decisions are in the good category, with the highest score in product choice buying products offered by Arai Store Bogor because they believe in the products. Meanwhile, the lowest score for the products offered is based on reputation.
2. Product quality has a direct and positive effect on purchasing decisions.
3. Price has a direct and positive effect on purchasing decisions.
4. Promotions have a direct and positive effect on purchasing decisions.
5. Product quality, price and promotion have a direct and positive influence on purchasing decisions.

SUGGESTION

Based on the research results and conclusions that have been obtained, the following suggestions can be made:

1. The product quality was found by the instrument with the smallest assessment, namely the Arai Store Bogor T-Shirt product has reliable product quality. Arai Store Bogor uses

- reliable or decent quality products. So the company must start to organize it neatly if there are deficiencies in product quality. So that way consumers will get orders that are more appropriate to what they need.
2. The price found for the instrument with the smallest assessment is Arai Store Bogor which has several types in one brand and the prices are from the cheapest to the most expensive. Considering that price has an influence on purchasing decisions, Arai Store Bogor should be able to provide cheaper prices compared to other competitors, one of which is by creating members for consumers according to the needs of all groups.
 3. Promotion was found to be the instrument with the lowest rating, namely that consumers were interested in buying Arai Store Bogor T-shirt products because of the product presentation made by the cashier to consumers. Considering that promotions have an influence on consumer satisfaction, it would be better if the product presentation should be done by marketing, not by the cashier, so that you get a product presentation. in detail so that consumers feel satisfied with the results provided, the company does not socialize the product to consumers. In this way, promotions can be increased which influence consumer satisfaction.
 4. The instrument with the lowest rating on satisfaction with purchasing decisions is the instrument where consumers buy products offered based on the reputation of Arai Store Bogor. Consumers are interested in choosing. This can be done by consumers not buying the products offered based on the reputation of Arai Store Bogor, so the reputation or image of the company as assessed by consumers will influence purchasing decisions. This is done to attract consumers' interest or curiosity about the product so they buy the product.
 5. For those who wish to conduct further research, other variables can be added that can influence consumer satisfaction, including; product quality, emotional and cost. In order to obtain optimal results.

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