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Customer Purchase Decision Model, Supply Chain Management and Customer Satisfaction: Product Quality and Promotion Analysis

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Abstract— **Supply chain management has been widely used to deliver the products and services to end customers, which mainly effects on costumers decision. This study aims to analyze the effect of product quality on purchasing decisions partially, promotion on purchasing decisions partially, and product quality and promotion on purchasing decisions simultaneously case study Botol Sosro tea product at Giant Mall Permata Tangerang. Data collections and information are taken from populations that are the object of the research or draw samples from existing populations by using the questionnaire. The respondents who will be observed with the Slovin formula are 100 respondents. Quantitative analysis method uses multiple linear regression analysis, followed by a determination analysis (R Square), partial hypothesis testing (t-test) and simultaneous (F test) with alpha 5 percent (0.05). Analysis tool uses SPSS version 23.0 for windows. The findings showed that product quality affects purchase decision partially, promotion affects purchase decisions partially, and product quality and promotion together affect purchase decision Botol Sosro tea product at Giant Mall Permata Tangerang simultaneously.**

Keywords— *Product Quality, Customer Decision, Supply chain management, Ready-to-drink tea, and Purchase Decision.*

1. Introduction

It has been widely noted in many publications, both in academic subjects and popular references that supply chain management is important to deliver the products and services to end customers [1]-[3]. Tea is one of the most popular and widely consumed beverages in the world because of its refreshing taste, attractive aroma, and potential health benefits. Nowadays, a lot of epidemiological and preclinical studies have demonstrated that drinking tea may reduce the risk of cancer and cardiovascular disease. Ready to drink tea is one of the brilliant breakthroughs created to accompany people lifestyles, one of many products of ready to drink is Botol Sosro tea. The amount of consumption towards drinking tea has caused many companies to compete in this business.

Now along with the development of time, there are many various brands ready-to-drink tea in the market. Competitor products are highly increasing. The emergence of new brands is increasingly tightening competition between existing brands, both local manufacturers and foreign brands. The variety of brands of ready-to-drink tea in the market causes consumers to be more selective in choosing the products they consume.

Presurvey conducted by the researcher in the area of Gebang Raya Urban Village, Tangerang City, to 20 people with accidental sampling technique regarding purchase decision for the brand of ready-to-drink tea. The result as follows:
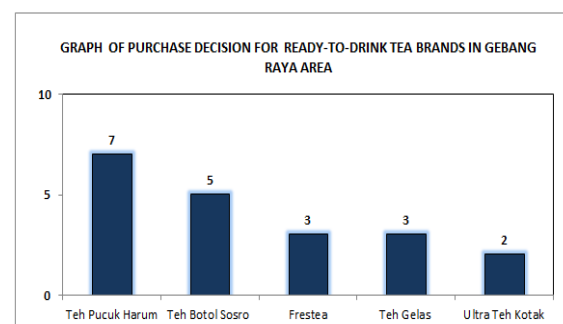

Figure 1. Graph of Purchase Decision for Ready to Drink Tea Brands in Gebang Raya Area

Source: survey data of researcher, 2018

Based on figure 1, the results of the survey, many respondents made the decision to purchase Pucuk Harum tea. Thin adrift with Botol Sosro tea which is an old player and market leading brand in this category. The other respondents chose 3 others

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ready-to-drink tea brands. This shows that the purchase decision of respondents for a brand of Botol Sosro tea products are less than respondents of Pucuk Harum tea. And this shows the problem why the market leader of ready-to-drink tea in this area is less than the newcomer brand respondents'. And the emergence of a new brand that is able to replace the purchase decision of Botol Sosro tea.
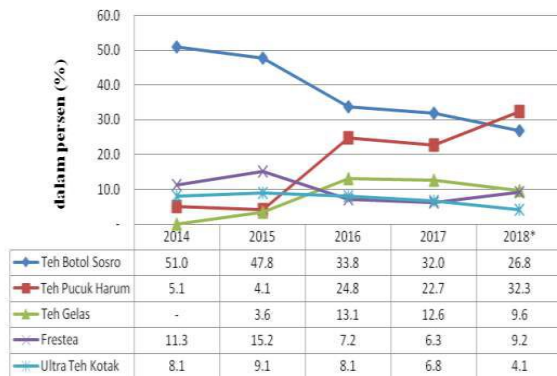

Figure 2. Graph of Top brand index for Ready-to-drink tea

Based on Figure 2, Teh Botol Sosro from 2014 to 2017 occupies the first or top position that make Teh Botol Sosro as the market leader in this category. But the presence of new brands turned out and they have an influence on the Top Brand Index of Teh Botol Sosro. The Top Brand Index owned by Teh Botol Sosro has decreased every year. The decline was due to new competitors in the ready-to-drink tea industry, the newly launched Teh Pucuk Harum in 2011. The presence of Teh Pucuk Harum as the main competitor of Teh Botol Sosro made consumers tend to buy this brand. This is reflected in the increase in the Top Brand Index of ready-to-drink Tea every year. The market share of Pucuk Harum Tea has increased in several major cities in Indonesia and make Pucuk Harum Tea as a arket leader in 2018. The marketing of ready-to-drink tea beverage products in various brands from various manufacturers has affected the sale of Botol Sosro tea.

Product quality is one of the most important things in purchasing decision process, consumers will consider many factors before doing purchase decision including product quality is also one of the considerations, therefore the company must pay attention to and continue to maintain the quality of its products. Competing with many brands in the ready-to-drink category require unique and good quality products to win the market.

Companies must be able to analyze consumer behavior before making a purchase decision so that the company is able to increase sales. Because before buying, consumers not only consider the quality of the product but also influenced by other factors, one of them is a promotion.

Executive Director, Media Business Nielsen Indonesia, Hellen Katherin stated that the advertising expenditure in the tea category is in accordance with the graphic below. In order to win the market, the producers of ready-to-drink tea are willing to pour up hundreds of billions of dollars so that their products are known to the public.
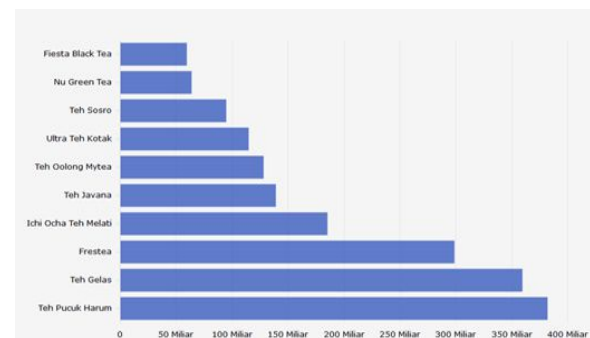

Figure 3. The advertising expenditures of ready to drink tea products advertisement

Based on Figure 3, Botol Sosro tea is one of the brands with the lowest promotional costs after Fiesta Black Tea and Nu Green Tea compared to other ready-to-drink tea brands that spend high advertisements to make their brands widely known by the public. And the packaged ready-to-drink brand that promotes the highest cost is Pucuk Harum tea.

Based on the background, the problem can be identified that:

1) Market share Botol Sosro tea has been taken by a new brand in the category of ready to drink tea. This shows intense competition in terms of product quality.

2) The low promotional cost of Botol Sosro tea has caused other ready to drink tea brands to be more known by the public.

3) The emergence of new capable brands influences consumer on purchasing decisions to buy Botol Sosro tea.

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The novelty of this research is that researchers conduct the research on a brand that has become a market leader. Where many people think that the market leader brand has no problem. But in reality, there are some problems that need to be analyzed why there is a decline in sales even though the brand has become a market leader.

The focus is on how to design a contractual relationship between the retailer and supplier to maximize supply chain efficiency. This study focused on explaining the factors that influence the purchase decision of Botol Sosro tea product at Giant Mall Permata Tangerang. The study was conducted at Giant Mall Permata Tangerang with the reason that this area is a densely populated area in the City of Tangerang, with a high level of consumption. While the objectives of this study are as follows:

a) To analyze and determine the effect of product quality on purchasing decision of Botol Sosro tea product partially at Giant Mall Permata Tangerang.

b) To analyze and determine the effect of promotion on purchasing decision of Botol Sosro tea product partially at Giant Mall Permata Tangerang.

c) To analyze and determine the effect of product quality and promotion together on purchasing decision of Botol Sosro tea products simultaneously at Giant Mall Permata Tangerang.

2.   Literature Review

2.1 Purchase decision

The Purchase decision is an action of consumers that want to buy or not to the product [8]. Indicators of the purchase decision process are the purpose of buying a product, processing information to get to the brand selection, stability in a product, giving recommendations to others, making repurchases [15].

The purchase decision is a process where consumers recognize the problem, find information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to the purchase decision [23].

The purchase decision is the decision of the consumer to decide to buy after evaluating several factors such as brand, the location of purchase, amount to be purchased, time of purchase, as well as the method of payment that can be done [16]. Dimensions of purchase decision variables used in this study based on theoretical studies are: a) Product Selection, b) Brand Selection, c) Selection of Purchase Channels, d) Purchase Time, e) Amount of Purchases [14].

2.2 Product quality

Product quality is the ability of a product to deliver performance results that are suitable or even exceed what customers expect [3]. There are eight dimensions of product quality as follows: form, features, performance quality, durability, reliability, repairability, style, design [13].

In line with this theory, product quality is a product characteristic in the ability to meet predetermined and latent needs. Explaining one of the main values expected by customers from suppliers is the high quality of products and services [9].

Reflects quality of all product dimensions offerings that generate benefits for customers. There are eight dimensions of product quality that are considered as attributes of an item that is evaluated by consumers, namely: product performance, product features, reliabilities, conformance, durability, serviceability, aesthetics, fit and finish [4].

2.3 Promotion

Promotion is a variety of activities carried out between companies to communicate the benefits of their products and to convince target consumers to buy them [10]. In essence, promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that try to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned [22].

Promotion is an element that is used to inform and persuade the market about new products or services in the company through advertising, personal sales, sales promotions, and publications [11]. Promotion dimensions are advertising, personal sales, sales

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promotion, direct marketing, and public relations [12].

3. Methodology and Data

This research was conducted at Giant Mall Permata Tangerang, Indonesia in 2017 for the brand of ready-to-drink tea, Botol Sosro tea. Data collections and information are taken from populations that are the object of the research or draw samples from existing populations by using the questionnaire.

The populations in this study were visitors of Giant Mall Permata Tangerang, Indonesia, and the sample was respondents who bought Botol Sosro tea. The average visitors who buy Botol Sosro tea at Giant Mall Permata Tangerang, Indonesia are 1,200. The respondents obtained will be observed with the Slovin formula by rounding up the number of samples as much as 100 samples. The sampling technique in the study uses accidental sampling method but still meets the predetermined criteria. The sampling technique was purposive sampling

This study uses multiple linear regression analysis, the equation is:

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

Y is the purchasing decision variable, β_1 and β_2, product quality variable coefficient (X1) and promotion (X2). SPSS version 23.0 is program data analysis tool. Then the analysis continued with the analysis of the determination analysis test (R Square), partial hypothesis testing (t-test) and simultaneous (F-test) with a 5 percent error tolerance level.

4. Empirical Results and dDiscussion

The results of respondents' questionnaires are in good criteria. And the results of Instrument test all have fulfilled the criteria. So that it can be processed to the next test.

4.1 Multiple Linear Regression Analysis

Based on multiple linear regression coefficients with the SPSS 23.0 program, the results are shown in Table 1 below:

Table 1. Coefficients

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	11.959	4.350
Product Quality	.139	.054
Promotion	.504	.089
a. Dependent Variable: Purchase Decision		

From Table 1 above we get the results of the multiple linear regression equation: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e = 11,959 + 0, 139.X_1 + 0, 504.X_2 + e$. Description: Y = purchase decision; X1 = Product quality, X2 = Promotion. From this equation can be interpreted: 1) product quality and promotion variables have a positive coefficient direction on purchasing decisions; 2) Constant values indicate the effect of variables X1 and X2 when the X1 variable of one unit affects one unit in variable Y.

4.2 Results of Determination Analysis (R2)

To see the contribution of product quality (X1) and promotion (X2), variables for purchasing decisions can be seen from the coefficient of determination R2 as shown in the following Table 2:

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.401	.389	3.417
a. Predictors: (Constant), Product Quality, Promotion				
b. Dependent Variable: Purchase Decision				

The value of R 0.633 shows multiple correlations (product quality and promotion) with purchase decisions. Consider the variation of R Square value of 0.401 which indicates the role or contribution of product quality, and promotion that is able to explain purchase decision variables by 40.1 percent and the remaining 59.9 percent are influenced by others variable.

4.3 Partial Effect Test Result (t-test) and Simultaneous Effect (Test F)

The partial effect test aims to test whether each independent variable significantly influences the dependent variable partially by = 0.05 and also the acceptance or rejection of the hypothesis. Partial

test (t-test) is to answer one and two hypotheses from this study.

Table 3. t Test Results (Partial)

Model	t	Sig.
(Constant)	2.749	.003
Product Quality	2.586	.001
Promotion	5.647	.000

a. Dependent Variable: Purchase Decision

To find out whether the independent variable regression model partially has a significant effect on the dependent variable (bound) can be seen in the following way:

1) Based on table 3 above can be seen from the variable product quality t count 2.586> t table 1.98 and the significance level of 0.001 <0.05 or Ho is rejected and Ha is accepted, it can be stated partially the product quality variable has a significant effect on purchasing decisions. This means that hypothesis 1 is accepted or proven.

2) Based on table 3 above can be seen from the Promotion variable t count 5.647> t table 1.98 and significant level 0.000 <0.05 or Ho rejected and Ha accepted, it can be stated that the promotion variable has a significant effect on purchasing decisions partially. This means that hypothesis 2 is accepted or proven.

4.4 Simultaneous Test (F Test)

To find out whether in the regression model of independent variables (product quality and promotion) together on the dependent variable (purchase decision) then the statistical test F can be seen as the following table:

Table 4. F Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	759.201	2	379.601	32.511	.000[b]
	Residual	1132.589	97	11.676		
	Total	1891.790	99			
a. Dependent Variable: PURCHASE DECISION						
b. Predictors: (Constant), PROMOTION, PRODUCT QUALITY						

3) Based on table 4 above in column F we get F count 32,511, in column Sig is probability or significant value 0,000 or significance 0%. F table value for the level of significance (α) = 5% two-tailed with sample 100 obtained by the numerator df using k-1 or the number of variables minus 1 that is the numerator df 4-1 = 3, and df denominator uses nk or the number of the sample is reduced the number of variables is df denominator 100-4 = 96 then F table is 2.70. Assessment based on test F: if F-count > F table then Ho is rejected meaning significant, from the results of the calculation of the above analysis is 32.511> 2.70 then Ho is rejected meaning significant.

Based on probability: if <0.05 then Ho is rejected, the results of the analysis are 0.000 <0.05, meaning Ho is rejected and Ha is accepted. Thus it can be concluded that product quality and promotion simultaneously have a significant influence on purchasing decisions. This means that hypothesis 3 is accepted or proven.

4.5 Inter-Dimension Correlation Analysis

Inter-Dimension Correlation Analysis is used to determine the strong relationship between the dimensions of the independent variable and the dependent variable, the dimension correlation matrix needed between the variables can be seen in Table 5 as follows :

Table 5. Matrix Inter-Dimensional Correlation Analysis

Variable / Dimension	Y (Purchase Decision)				
	Y1.1 Product Selection	Y1.2 Brand Selection	Y1.3 Purchase Channel Selection	Y1.4 Purchase Time	Y1.5 Number of Purchases
X1 (Product Quality)					
Product Performance (X1.1)	.239*	.641*	.263**	.298**	.246*
Product Features (X1.2)	.094	.131	.103	.114	.158
Reliabilities (X1.3)	.241*	.267**	.177	.250*	.299**
Conformance (X1.4)	.149	.205*	.005	.082	.093
Durability (X1.5)	.118	.149	.102	.099	.053
Service Ability (X1.6)	.293**	.002	.104	.367**	.116
Aesthetic (X1.7)	.155	.273**	.015	.181	.159
Fit and Finish (X1.8)	.158	.084	.202*	.037	.125
X2 (Promotion)					
Advertising (X2.1)	.133	.207*	.003	.190	.105
Personal Sales (X2.2)	.157	.203*	.121	.144	.145
Sales Promotion (X2.3)	.058	.217*	.068	.199*	.201*
Direct Marketing (X2.4)	.168	.154	.291**	.288**	.144
Public Relations (X2.5)	.518**	.555**	.211*	.788**	.476**

The results of the Mathematical Inter-Dimension Correlation Analysis made in table 5 are as follows:

1) Correlation of Product Quality with Purchase Decisions

In the table explains that the results of the strongest dimension correlation test with a strong level of relationship are shown by the dimensions of product performance with the dimensions of brand selection is 0.641. While a level of relationship which is very weak shown by the dimensions of serviceability with the dimensions of brand selection is 0.002.

2) Correlation of Promotion with Purchase Decisions

In the table explains that the results of the strongest dimension correlation test with a very strong level of relationship indicated by the public relations dimension with the dimension of purchase time are 0.788. While a level of relationship which is very weak indicated by dimensions of advertising with the selected dimension of the purchase channel is 0.003.

4.5.1 The effect of product quality variable on the purchase decision

Based on table 5 above the dimensions of product performance on product quality variable (X1) has the strongest relationship with the level of strong relationships, with the dimensions of brand selection in purchase decision variable (Y). This is consistent with the theory put forward by Kotler and Keller that product quality is the ability of a product to provide performance results that are appropriate or even exceed what consumers expect so that it affects the purchase decision. If the product's performance is in accordance with the quality of the product offered by the manufacturer, then the consumer will make choices with the brand that provides good product quality. It affects consumer purchase decisions on brands based on a comparison of several brands in the category of ready to drink tea.

And the dimension that has a very weak relationship is serviceability to the dimension of brand selection. This shows that there is a lack of availability of consumer services in Botol Sosro tea brand so that this makes one of the consumers' considerations not to make a purchase decision on Botol Sosro tea brand. Consumer complaints service is a medium of communication between producers and consumers. Consumer service can be in the form of customer service or social media, which can accommodate consumer complaints. So that consumers feel comfortable in consuming the brands offered on the market. This result supported by previous research from Pajaree Ackaradejruangsri; Quansah, F; Ali Hapzi, Anggita Rizza; Deebhijarn, S; Fatlahah, A; Khosravani

Farahani, Mahmodi Lafva and Singh, P. [1],[3],[5], [6],[24],[30],[31].

4.5.2 The effect of supply chain on the purchase decision

Based on table 5 above the dimension of public relations on the promotion variable (X3) has a very strong relationship with the dimension of the time of purchase in the purchase decision variable (Y). This is consistent with the theory put forward by Tjiptono [22]. Essentially promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that try to disseminate information, influence or persuade, and remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Good public relations activities from companies to consumers can affect the frequency of buying Botol Sosro tea. Thus making consumers more often buy even loyal to the Botol Sosro tea brand.

The dimension of advertising on promotion variable has a very weak relationship to the dimensions of the selection of the purchase channel on the purchase decision variable. This shows that when consumers see Botol Sosro tea advertising and want to buy the brand, but it is difficult to reach from the location of the place of residence or where consumers move. As a result, consumers choose the other ready-to-drink tea brand that consumers can easily reach. The lack of spread of purchase channels from Botol Sosro tea brand can influence consumer purchase decisions. This result supported by previous research from Hafiz, Putra, et. al.; Oladepo, I., Abimbola, S.; Sagala , C.; Yamoah, F. and Jun, T. Y. [7],[19],[20],[26],[32].

4.5.3 The effect of Product Quality and Promotion variable on the purchase decision

Base on table 5 above the product quality and promotion variable influence the purchase decision. This shows that if the product quality offered by Botol Sosro tea is good and also the promotion made by the company to consumers is effective, then these things affect consumers in evaluating several brands before making a purchase decision and dropping the choice to Botol Sosro tea brand compared to other brands in the market with the same category of ready to drink tea.

This research discussed purchase supported by previous research, namely ; Novansa; Yunita; Maharani; Wijaksono; Mardani & Fallah and Santos [17],[18],[25],[27]-[29]. Also discussed Product supported by previous research, namely ; Sulistiorini and Agussalim [2],[21]. Also discussed promotion supported by previous research, namely ; Sulistiorini and Maharani [17],[21].

5.   Conclusion and Suggestion

5.1 Conclusion

Strategic consumer behaviour has largely been influenced by the supply chain management literature. Based on the results and conclusions of this study, Product quality and supply chain management system have a significant effect on purchasing decision. To improve purchase decisions through product quality, the company must improve product performance, product features, reliability, conformance, durability, serviceability, aesthetics, and fit and finish. The better of the products quality produced by the company, the more sales will increase.

Promotion has a significant effect on the purchase decision. To improve purchase decisions through promotion, the company must increase advertising, personal sales, sales promotion, direct marketing, and public relations. The better the promotion conducted by the company, the more sales will increase.

Product quality and promotion have a significant effect on purchasing decisions. This shows that if the product quality offered by Botol Sosro tea is good and also the promotion made by the company to consumers is effective, then these things affect consumers in evaluating several brands before making a purchase decision and dropping the choice to Botol Sosro tea brand compared to other brands in the market with the same category that is ready to drink tea.

5.2 Suggestion for Company

Based on data analysis, statistical calculation process, empirical research model test and discussion of the results of research conducted, some suggestions are proposed that In terms of consumer service, the lack of availability of consumer services in Botol Sosro tea brand makes one of the consumers' considerations not to make

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purchase decision on Botol Sosro tea brand. PT. Sinar Sosro must evaluate in terms of providing consumer complaints services. To facilitate consumers in submitting complaints from Botol Sosro tea products, so as to provide confidence and a sense of security to consumers in buying and consuming Botol Sosro tea brand.

When consumers see the Botol Sosro tea advertising and want to buy the brand, but it is still difficult to reach from the location of the place of residence or where consumers are doing activities. As a result, consumers choose other ready-to-drink tea that consumers can easily reach. The lack of spread of purchase channels from Botol Sosro tea brand can influence consumer purchase decisions. PT. Sinar Sosro must evaluate the distribution channel or the selection of consumer purchasing channels for Botol Sosro tea products, so can improve consumers' purchase decisions on this product.

To improve purchase decision for Botol Sosro tea products as a whole, PT. Sinar Sosro must continue to create the latest innovations or establish cooperation with outside parties and improve both internal and external sides so that it remains one of the companies with ready to drink tea products that have good product quality and attractive promotions for consumers when they want to make decisions purchase of ready-to-drink tea products.

5.3 Advice for Future Research

Following are suggestions for further research that to compare and strengthen the theory among the variables studied, it is necessary to conduct research or review in the location that sells Botol Sosro tea products in large quantities or in densely populated locations with high consumption culture for ready to drink tea products. It is necessary to study more in other variables that have a significant effect on purchase decision Botol Sosro tea at Permata Mall Giant. So that other models can be prepared in solving problems related to increasing sales of Botol Sosro tea products. Further review is needed by using or adding other indicators and may also use different concepts. Other factors that influence purchase decisions other than the variables stated in this study include packaging, brand image, distribution channels, labels, etc. Therefore, it is hoped that these other factors can be studied, so that product purchase decisions can be

further enhanced and the development of knowledge will continue.

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