

Entrepreneurial Customers' Decision for Purchasing Laundry Plastics Based on Product Quality, Price, Promotion and Distribution (Case Study: Jakarta, Tangerang and Bandung)

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ABSTRACT

This research is to determine the effect of Price, Product Quality, Distribution, and Promotion to Purchase Decision of Growth Packaging's laundry plastic in Jakarta, Tangerang, and Bandung. We use quantitative methods and multiple regression analysis to get research finding. This research was conducted by distributing questionnaires to 55 respondents who are owners of laundry businesses in Jakarta, Tangerang, and Bandung. The findings of this study indicate that: Price and Distribution have a significant effect while Product Quality and Promotion have an insignificant effect toward purchase of Growth Packaging's laundry plastic in Jakarta, Tangerang, and Bandung.

Keywords: Price; Product Quality; Distribution; Promotion; Purchase Decision

INTRODUCTION

Big cities dynamic makes people choose to work to earn for living, thus doing housework is not a priority in big cities lifestyle. This is the era for housewives to have a career with a certain profession outside their houses. As a result, household activities, especially washing clothes, is neglected. Not to mention people experience difficulties to find domestic workers. This condition makes laundry service is needed due to this demand. In addition to the increasing number of foreign tourists, hotel laundry is also increasing. Likewise with the hospital laundry, because it follows good health procedures from the government, and there are many new hospitals arises. The large number of laundry need makes the development of the laundry business even bigger (Rahayu, 2018).

There are many materials to make plastic bags, these materials are latex, plastic, polyethylene, thermoplastic, synthetic polymeric, and other materials (Hana, 2020). Currently, laundry plastic packaging is the main thing for the necessity in laundry business. In developing countries, the importance of packaging and the level of laundry packaging are high. Packaging is one of the sensitive and important things that has an influence on consumers and also plays a supporting role to encourage consumers to use laundry services. Therefore, packaging is prioritized by marketers in playing an important role in making decisions for laundry service users in relation to the development of an increasingly profitable laundry business (Abbasi & Aghaei, 2016).

With the increasing number of people in Indonesia (BPS, 2020), followed by an increasing demand for laundry services, it impacts the increasing demand for laundry plastics by laundry businesses in Jakarta, Tangerang, and Bandung (Rahayu, 2018). To buy a product, price, product quality, distribution and promotion influence the decision-making process of consumers/potential consumers of Growth Packaging (Fernando &

Aksari, 2017). So the problem faced for Growth Packaging is the tight competition in the packaging business, especially plastic laundry in Jakarta, Tangerang, and Bandung. We analysis the purchase decision in price, product quality, distribution, and promotion of purchasing decisions.

Purpose of the study:

1. To study the effect of price towards purchasing decisions for Growth Packaging laundry plastic products in Jakarta, Tangerang, and Bandung.
2. To study the effect of product quality towards purchasing decisions for laundry plastic products, Growth Packaging in Jakarta, Tangerang, and Bandung.
3. To study the effect of distribution towards purchasing decisions for Plastic Laundry Growth Packaging products in Jakarta, Tangerang, and Bandung.
4. To study the effect of promotion towards purchasing decisions for plastic laundry products, Growth Packaging in Jakarta, Tangerang, and Bandung.
5. 5. To find out the effect of price, product quality, distribution, and promotion holistically towards purchasing decisions of Growth Packaging laundry plastics in Jakarta, Tangerang, and Bandung.

Literature Review

• Price

Price is the amount of money that is exchanged to get products/services along with the benefits they have (Wulandari et al., 2019). Price is also the total amount of money that has a certain function to get a product (Pasaribu et al., 2019). In other words, price is a measure of goods/services that serves as an exchange to have the rights and ownership of an item or service (Tjia et al., 2018). Price is the total money used to get a product/service. Wulandari et al. (2019) divide price indicators which consisting of:

1. Price match with benefits. The price of laundry plastic offered by Growth Packaging is IDR 27500/kg with the benefit of keeping clothes clean.
2. Price affordability. The price of laundry plastic offered by Growth Packaging is 27500/kg.
3. Price competitiveness. There is a price competition for laundry plastic in the market today at a price of Rp. 27,500.
4. Price match with product quality. The plastic price offered is IDR 27500/kg and the quality offered is thicker laundry plastic.

Another opinion is that price is an element of the mix that does not incur costs but generates revenue (Mokoagouw, 2016). Research conducted (Amilia & Nst, 2011) proves that the influence of brand image, price, and product quality on purchasing decisions and also variables, product quality, and service quality simultaneously have a significant influence on purchasing decisions and some variable prices and product quality also have an effect on purchasing decisions (Sri Wahyuni & Ginting, 2017). Based on this previous research, the first hypotheses would be:

H1: Price effects purchase decisions for Laundry Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung.

• Product Quality

Product quality is a measurement of product strength according to the desired function (Rizqillah & Kurniawan, 2019). Another opinion regarding product quality is the ability of the product towards reliability, durability, accuracy, ease of operation, and product improvement (Tjia et al., 2018). Tjia et al. (2018) divides product quality indicators into 6, namely:

1. Performance. It is a special function contained in a product that is the core product purchased by consumers. In this research context the function is to avoid clothes from dirt.
2. Additional characteristics or advantages or features are secondary or complementary characteristics that support the core performance of the product. In this research context the advantage is that laundry plastic is thicker than laundry plastic in general.
3. Conformity and specification, is how the function and form of the product can meet the standards

that have been made. The standard of the function in this study is that the laundry plastic is useful for keeping clothes free from dirt and the product standard in question is the size of the laundry plastic that is generally used, which is 40cm x 60cm.

4. Reliability is how capable a product is to avoid damage or defects when the product is used. The reliability of the product in this study is the strength of the laundry plastic to avoid being torn by sharp objects.
5. Durability is a measure of quality related to the duration of using a product. In this research context durability is the length of time the laundry plastic can be used for 1 week after use.
6. Aesthetics is the attractiveness of a product that consumers can see and feel. In this study aesthetic is a laundry plastic that has a plain pattern or has a laundry logo stamped according to the design you want to make.

Good product quality, effective promotions are also very much needed as an effort to attract consumers to buy the products offered (Rizqillah & Kurniawan, 2019). Brand factors, product quality, taste, and raw materials used in packaging and customer purchasing habits affect purchasing decisions (Abbasi & Aghaei, 2016). Consumers make purchasing decisions based on the quality of the product they feel (Wang, 2017). Based on previous research, the second hypotheses would be:

H2: Product quality effects purchasing decisions for Laundry Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung.

- **Distribution**

Distribution channels are channels created by independent marketers to deliver goods to consumers (Taslim et al., 2019). With distribution, interconnected companies depend on each other by providing products or services to use (Prayogo et al., 2019). Distribution channels are also channels used so that products can be used by consumers (Sumolang & Mandey, 2018).

Taslim et al. (2019) states that the distribution channel indicators are:

1. Information. Stock items that are always ready to be shipped.
2. Physical Distribution. Laundry plastic delivery using an online motorcycle taxi.
3. Risk Taking. There is a guarantee of product damage during the shipping process to consumers.

Product, price, promotion, and distribution variables have a significant effect on purchasing decisions. Partially 3 variables, namely product, distribution, and promotion, have a significant influence on purchasing decisions (Wahyuni & Ginting, 2017). Research conducted (Prasetya & Widyawati, 2016) proves that product, price, distribution channels, and advertising affect purchasing decisions. Based on previous research, the third hypothesis would be:

H3: Distribution effects purchasing decisions for Laundry Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung.

- **Promotion**

Promotion is an activity of sharing information, ideas, and feelings to target consumers so that consumers are affected (Rizqillah & Kurniawan, 2019). Promotion is the main weapon to develop and expand the business market by providing information (Mangkulo, 2010). Effective promotion is promotion that differentiates products in the market (Prayogo et al., 2019).

Rizqillah & Kurniawan (2019) divided the promotion indicators, including:

1. Advertising. Business owners put the advertising in OLX and Instagram applications.
2. Personal selling. Business owners offer his product personally through personal chat via WhatsApp.
3. Sales promotion. In this study, sales promotions are carried out by free shipping with a minimum purchase of 25 kg in Kemanggisan area, West Jakarta.

There is a positive influence of product quality, price, promotion, and service quality on the dependent variable of purchasing decisions (Mokoagouw, 2016). Previous research conducted (Zamroni, 2017) proves that there is an influence of promotion on purchasing decisions. Based on previous research, the fourth hypothesis

would be:

H4: Promotion has an effect on purchasing decisions for Laundry Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung.

• **Purchase Decision**

Purchasing decisions are a process where a person chooses one of the available alternatives (Putera, 2017), with a relationship between people using and purchasing products/services (Prasetya & Widyawati, 2016). The purchase decision is also a part of the consumer’s purchase evaluation process (Mokoagouw, 2016). Purchasing decisions are also the attraction of consumers to buy products based on the level of possibility of consumers to buy (Rizqillah & Kurniawan, 2019). Decision making is influenced by economy, technology, politics, culture, product, price, location, and promotion (Zamroni, 2017).

Putera (2017) divides purchasing decision indicators, namely:

1. Repurchase. The length of time the buyer buys laundry plastic again is once a month.
2. Habits in buying products. Buyers usually pay for plastic laundry by bank transfer.
3. Stability in a product. Laundry plastic in this study sold at price of Rp. 27,500/kg with a minimum order of size/minimum of 25kg.

Research conducted by Fernando & Aksari (2017) shows that the product, promotion, distribution and price variables have a significant negative effect, but the product variable has the highest negative statement value, respectively. The four independent variables, namely price, product quality, distribution, and promotion have affected on purchasing decisions (Prayogo et al., 2019). Based on previous research, the fifth hypotheses would be:

H5: Price, Product Quality, Distribution, and Promotion affect purchasing decisions of Growth Packaging laundry plastics in Jakarta, Tangerang, and Bandung.

METHODS

Based on five hypotheses that have been explained in previous pages, here is the research model:

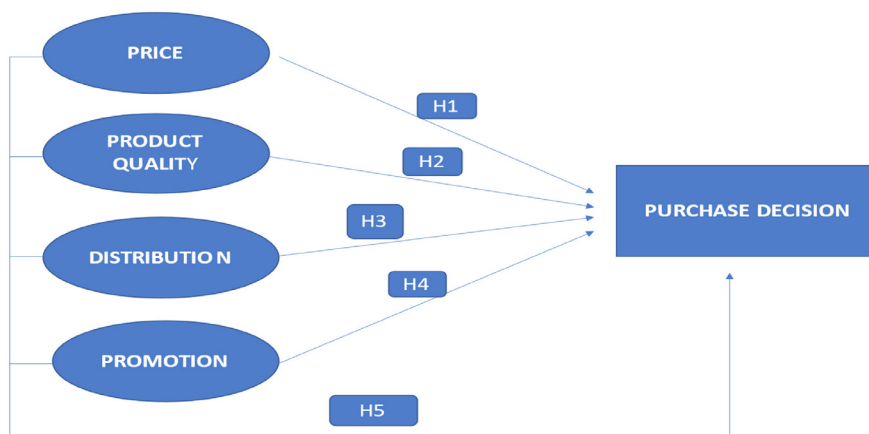


Figure 1. Research Model

Research type

We apply associative and quantitative methods in this research. Quantitative research aims to examine a particular population or sample by implementing research instruments. Associative research is a research based on research questions between variables relationship (Sugiyono, 2019). We use SPSS software to analyze the data that gained from questionnaires. SPSS or the abbreviation of Statistical Package for the Social Sciences is a special software commonly used to perform data processing and analyze data that is popular and often used throughout the world (Zein et al., 2019).

Sample Technique

Sample is part of the number and characteristics possessed by the population (Sugiyono, 2019). This research uses non-probability sampling. Non-probability sampling is a technique that does not provide an opportunity for members of the population to be selected as samples. The sampling technique used in this study uses a saturated sampling technique. Saturated sampling is a sample which, if added to the amount, does not affect the value of the information that has been obtained (Sugiyono, 2019). In this study, the authors chose 55 laundry business owners who are the regular customers of Growth Packaging plastic laundry in Jakarta, Tangerang, and Bandung.

RESULT AND DISCUSSION

Validity Test

Based on Table I the result of data processing, it can be concluded that all statements in the variables above are declared valid because $r \text{ count} > r \text{ table}$.

Table I. Validity test result

Variables	Indicators	R count	Sign	R table	Result
Price	Benefits	0,548	>	0,266	Valid
	Affordability	0,535	>	0,266	Valid
	Competitiveness	0,608	>	0,266	Valid
	Quality	0,559	>	0,266	Valid
Product quality	Performance	0,536	>	0,266	Valid
	Advantages	0,495	>	0,266	Valid
	Conformity	0,354	>	0,266	Valid
	Reliability	0,446	>	0,266	Valid
	Durability	0,654	>	0,266	Valid
	Aesthetics	0,344	>	0,266	Valid
Distribution	Information	0,759	>	0,266	Valid
	Physical distribution	0,626	>	0,266	Valid
	Risk taking	0,552	>	0,266	Valid
Promotion	Advertising	0,726	>	0,266	Valid
	Personal selling	0,702	>	0,266	Valid
	Sales promotion	0,785	>	0,266	Valid
Purchase Decision	Repurchase	0,614	>	0,266	Valid
	Payment habits	0,596	>	0,266	Valid
	Stability of a product	0,737	>	0,266	Valid

Reliability Test

In this study, the reliability test was carried out on each variable using SPSS. If Cronbach's Alpha value > 0.60 then it was declared reliable (Sujarweni, 2018). The results of the reliability test shows that all variables have Cronbach Alpha value > 0.6 , which means that all variables are reliable. See Table II below.

Table II. Reliability test result

Variable	Cronbach Alpha Value	Sign	Cut Off	Result
Price	0,743	>	0.6	Reliabel
Product quality	0,642	>	0.6	Reliabel
Distribution	0,717	>	0.6	Reliabel
Promotion	0,619	>	0.6	Reliabel
Purchase Decision	0,629	>	0.6	Reliabel

Normality test

Normality test is an activity to measure the data that is normally distributed which has the same Mean and Standard Deviation for our data (Sujarweni, 2018).

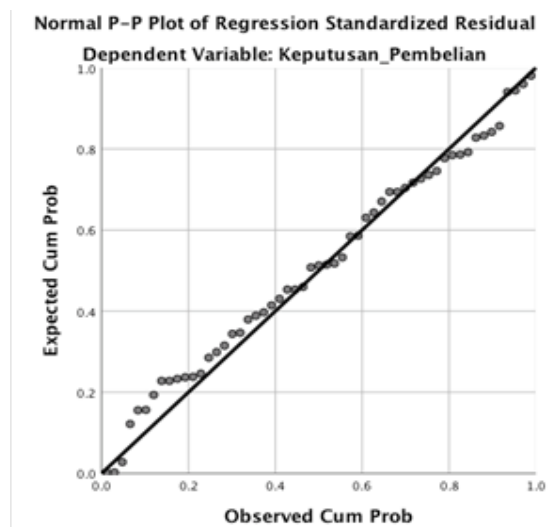


Figure 2. Normality test result

Based on Figure 2, it can be seen that the points spread around the diagonal line, and it indicates that the regression assumption model meets the assumption of normality. The regression model is feasible to analyze the effect of independent variables (price, product quality, distribution, and promotion) toward the dependent variable (purchase decision).

Multicollinearity test

For the multicollinearity test, it is necessary to obtain the real correlation, which is purely not affected by other variables that may have an effect for them. In table III, the results of the Variance Inflation Factor (VIF) test in SPSS coefficient table output results, each independent variable has a VIF of <10 and Tolerance value of >0.10 . Thus, it can be stated that the multiple linear regression model does not have multicollinearity between the dependent variable and other independent variables. Based on this result, further test can be proceeded.

Table III. Multicollinearity test result

Model	Collinearity Statistic	
	Tolerance	VIF
Price	0,450	2,222
Product quality	0,406	2,466
Distribution	0,422	2,371
Promotion	0,406	2,464

Heteroskedasticity test (Scatterplot)

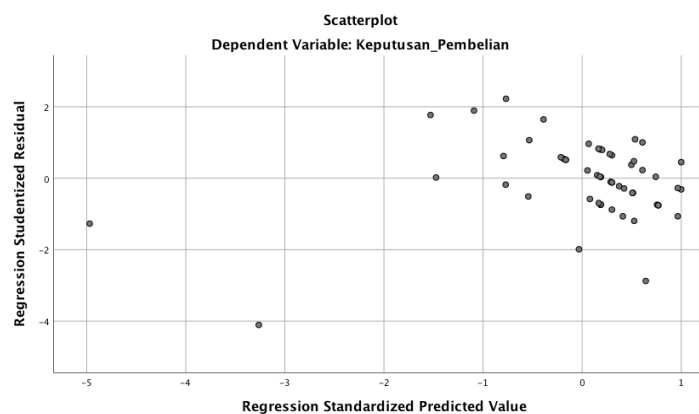


Figure 3. Heteroskedasticity test result

Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern on the scatterplot graph between SREID and ZPRED where the Y axis is the predicted Y, and the X axis is residual. From the scatterplot graph in Figure 3, the points spread in all directions and not patterned. It can be concluded that there is no heteroscedasticity in the regression model and the assumption of diversity has been fulfilled.

Multiple Regression Analysis

Multiple regression analysis is a calculation using multiple linear regression which aims to determine whether there is an influence between the independent variable (x) and the dependent variable (y) (Mokoagouw, 2016).

Based on Table IV which is the result of multiple linear regression analysis, it can be concluded that:

1. Without considering the influence of X, the level of consumer's decision to buy laundry plastic is -1.207.
2. By paying attention to the effect of the X1 variable only, the level of laundry plastic purchasing decisions will increase by 0.619 per unit.
3. By paying attention to the effect of the X2 variable only, the level of laundry plastic purchasing decisions will decrease by 0.198 per unit.
4. By paying attention to the effect of the X3 variable only, the level of laundry plastic purchasing decisions will increase by 0.613 per unit.
5. By paying attention to the effect of the X4 variable only, the level of laundry plastic purchasing decisions will increase by 0.22 per unit.

Table IV. Multiple regression test result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.207	2.344		-.515	.609		
Price	.619	.138	.549	4.470	.000	0.450	2.222
Product quality	-.198	.132	-1.94	-1.500	.140	0.406	2.466
Distribution	.613	.131	.592	4.662	.000	0.422	2.371
Promotion	.022	.093	.031	.239	.812	0.406	2.464

Coefficient of Determination Result

The coefficient of determination can be interpreted as the effect for value given the independent variable on the dependent variable. The results are marked using an R-Square.

Table V. Coefficient of Determination result

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimate
1	.813	.661	.633	1.336

Based on the R-Square value in Table V, the effect of price, product quality, distribution, and promotion variables on purchasing decisions is 66.1%. It means that 66.1% of the changes that occur in purchasing decisions are influenced by changes in price, product quality, distribution, and promotion.

T test result

Based on Table VI, the results of the t-test using SPSS, it is known that Price and Distribution variables have a t-count value of 4.470 and 4.662 > t-table of 2.008, and have a significant value less than 0.05. Then the hypothesis H1 and H3 can be accepted, which means that the Price and Distribution partially affect the Purchase decision. The Product quality and Promotion variables have a t-count value of -1.500 and 0.239 < t table of 2.008, and have a significant value greater than 0.05. Thus, hypothesis H2 and H4 are rejected, which means that Product quality and Promotion partially do not affect Purchasing decisions.

Table VI. t test result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.207	2.344		-.515	.609
Price	.619	.138	.549	4.470	.000
Product quality	-.198	.132	-1.94	-1.500	.140
Distribution	.613	.131	.592	4.662	.000
Promotion	.022	.093	.031	.239	.812

F test result

By looking at Table VII of the F test results, it is known that the calculated F value is 24.321 > F table 2.54 with a significant value less than 0.05. Then H5 is accepted, which means that Price, Product quality, Distribution, and Promotion simultaneously affect purchasing decisions.

Table VII. F test result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	173.704	4	43.426	24.321	
Residual	89.278	50	1.786		
Total	262.982	54			

Research Implication

This research was conducted to prove whether the influence of price, product quality, distribution, and promotion variables toward purchasing decisions. The results of this study are influenced by the responses of buyers who do not pay attention to the additional quality and promotions applied to Laundry Plastic Growth Packaging which causes H2 and H4 to be unacceptable with t-statistical values of -1,500 and 0.239. The results of this study are not in line with previous research conducted by Abbasi & Aghaei (2016); Mokoagouw (2016); Rizqillah & Kurniawan (2019); Wang (2017) and Zamroni (2017), which they stated that product quality and promotion had no influence on purchasing decisions. This is because the laundry business stakeholders do not prioritize the quality of the laundry plastic used with a note that it is suitable for use and also the laundry business stakeholders prefer to buy standard quality laundry plastic at a low price.

Laundry business stakeholders do not buy laundry plastic because of promotions but for their business needs. They prefer to buy laundry plastic from a shop which always provides information about the availability of laundry plastic at a more affordable price and the ease of product distribution process using online motorcycle taxis, as well as the warranty provided by the store in the event of an error during product delivery. This causes H1, H3, H5 to be accepted, with t-statistical and F-statistical values of 4.470, 4.662 for t and 24,321 for F so that the results of this study are in line with research that has been conducted by Amilia & Nst (2011); Prasetya & Widayawati (2016) and Sri Wahyuni & Ginting (2017) which they stated that price and distribution affect purchasing decision. In addition to that price, product quality, distribution, and promotion simultaneously affect purchasing decision (Fernando & Aksari, 2017; Prayogo et al., 2019). This is also supported the real condition in Growth Packaging. The fact that stakeholders put many considerations to act in business. This is including but not limited to price, product quality, distribution, and promotions that provided by suppliers of business equipment to increase business profits. This also applies to the laundry business, where Growth Packaging is a supplier of laundry plastic for laundry businesses.

CONCLUSION

In accordance with the purpose of this study, namely, to determine whether there is an effect of Price, Product Quality, Promotion and Distribution toward Purchase Decisions for Plastic Laundry Growth Packaging in Jakarta, Tangerang, Bandung.

These are conclusions based on the results of data analysis that has been done previously:

- Price partially has a positive influence towards the Purchase Decision of Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung. This means that laundry business owners see the price level of laundry plastic to be purchased with the aim of increasing business profits.
- Product quality partially has no influence towards the Purchase Decision for Laundry Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung. This happens because laundry business owners do not really care about the quality of the laundry plastic used, as long as it can be used as laundry clothing packaging.
- Distribution partially has a positive influence towards the Purchase Decision of Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung. This happens because the laundry plastic buyers want the laundry plastic that is always available for purchase and the prompt delivery of the laundry plastic for use in the laundry business.
- Promotion partially has no effect towards the Purchase Decision for Laundry Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung. This is because laundry plastic is not a product that purchased due to a promotion, but purchased for the sake of the laundry business and no other purposes.
- Price, Product Quality, Distribution, and Promotion simultaneously have an influence towards the Purchase Decision of Plastic Laundry Growth Packaging in Jakarta, Tangerang, and Bandung. This can be seen with the results of the coefficient of determination where the variables Price, Product Quality, Distribution, and Promotion have an influence of 66.1% on purchasing decisions.

Considering the results of the analysis and discussion in chapter 4, some suggestions that can be given to laundry business owners and for further research are:

- Companies in the packaging sector, especially those selling laundry plastic, are better off selling ordinary quality laundry plastic at a cheaper price than selling very good quality plastic followed by a higher price.
- Companies in the packaging sector, especially those that sell laundry plastic, can apply a free shipping system on certain quantity purchases.
- To assist the government in tackling the problem of plastic waste in Indonesia, especially in Jakarta, Tangerang, and Bandung, businesspeople in the field of packaging, especially those selling laundry plastic, can innovate to sell laundry plastic from bio-plastic materials so that they are easy to decompose. Bioplastic material consisting of palm oil stem starch as raw material. It is supported by Indonesian government, which has oil palm plantations of about 11 million hectares and produces around 167 million tons per year of dry biomass, including oil palm trunks.
- Researchers only conduct research on buyers of Growth Packaging laundry plastic products, so researchers suggest for further research to choose other populations such as laundry business actors in certain places or laundry franchising companies.
- Researchers include several variables in the study, namely, price, product quality, distribution, promotion, and purchasing decisions. Researchers suggest that further research can examine in terms of other variables such as customer satisfaction and service quality.
- The results of this study are also expected to be useful for companies to develop products and services needed in Jakarta, Tangerang, and Bandung.

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