

DETERMINANT OF PURCHASE DECISIONS AT PT. TIRTA EMAS KEMASINDO**Yuni Kurnia Lestari¹, Harry Patuan Panjaitan^{2*}, Fitri Yani³, Roza Sri Susanti⁴**^{1,2,&3}Institut Bisnis dan Teknologi Pelita Indonesia⁴Universitas RiauEmail: harry.patuan@lecturer.pelitaindonesia.ac.id

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ABSTRACT

The goal of this study is to determine the determinant of purchasing decisions for drinking water in the Jesslyn brand at PT. Tirta Emas Kemasindo Pekanbaru. The population in this research are consumers of PT. Tirta Emas Kemasindo Pekanbaru, where they purchase bottled drinking water products. The sampling method was an Accidental Sampling with a sample of 100 consumers costumers made up of department stores, supermarkets, store, and kiosks that sell bottled drinking water undder Jesslyn brand. Data analysis used is multiple linear regression. The result of the hypothesis that product quality, price, and promotion have a significant effect on purchasing decisions, while location does not have a significant influence on purchasing decisions for drinking water in the Jesslyn brand at PT. Tirta Emas Kemasindo

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

INTRODUCTION

The bottled drinking water (AMDK) business is increasingly attractive in society because drinking water is a basic need that cannot be replaced. The large number of activities carried out by the community means that drinking water business entrepreneurs are increasing. Currently, there are hundreds of brands of AMDK products spread throughout Indonesia. One of the companies operating in the AMDK business is PT. Tirta Emas Kemasindo.

In facing competition, Jesslyn Drinking Water implements several marketing strategies focusing on products, prices, and promotions, which can determine consumer purchasing decisions, along with the many competitors emerging, PT. Tirta Emas Kemasindo feels it is necessary to implement a marketing strategy that suits consumer desires.

Sales PT. Tirta Emas Kemasindo experienced a decline in 2020, which had the impact of not achieving the sales target in 2020. Therefore, to better understand the phenomenon of declining sales in 2020, an analysis is needed to conclude that there are indications of problems in the sales of PT. Tirta Emas Kemasindo.

The quality of Jesslyn brand bottled drinking water products from PT. Tirta Emas Kemasindo is very important in order to attract consumers because consumers judge a product by looking at the quality of the product offered according to the consumer's perception. A company's success can be seen or measured by its ability to attract consumers. As much as possible with the interest that satisfaction can be achieved and enjoyed if the quality of the product provided can provide relatively good value to consumers.

One element of the marketing mix that can be used as a benchmark for a business is price. Because price brings profit or profit to a company that is started, the price determined by a company must be in accordance with the situation in the environment by looking at changes that occur, especially when prices experience increasingly tighter competition. The size of the price that the company has determined greatly influences the market's ability to compete with other companies, and this will also influence purchasing decisions by consumers.

After considering the price and delivery of product quality within the company, an important element is also promoting the owned products. A good promotional strategy can gather many consumers and be recognized by the wider community so that people can more easily obtain information about the products being marketed. showcase the advantages of its products. This is, of course, in accordance with the theory of Kotler and Keller (2010), which states that promotion is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about a product and brand they sell.

A factor that is no less important in a company is marketing location, where a strategic location can trigger a product to be easily available and attract consumers to make transactions compared to less strategic locations.

In determining and implementing competitive strategies, dynamic but vigilant steps are required. PT. Tirta Emas Kemasindo must be able to retain its customers so that the business can run according to expectations. Seeing the increasing number of competitors, PT. Tirta Emas Kemasindo must carry out very appropriate strategies, such as the marketing mix.

Based on the GAP background and research described above, researchers are interested in conducting research entitled Determinant of Purchasing Decisions at PT. Tirta Emas Kemasindo Pekanbaru

LITERATURE REVIEW

Buying decision

According to Kotler & Armstrong (2016), purchasing decisions are part of consumer behavior, namely the study of how goods, services, ideas, or experiences satisfy their needs and desires. According to Philip Kotler (2012), Purchasing Decisions are: "several stages carried out by consumers before making a decision to purchase a product." Consumers will decide which product to buy based on their perception of the product regarding the product's ability to meet their needs. Indicators of purchasing decisions are (1) Steadfastness in a product, (2) Habits in buying a product, and (3) Speed in buying a product.

Product Quality

According to Kotler and Armstrong (2016), product quality is the ability of a product to carry out its function. These include durability, ease of use, reliability, repairability, and other attribute values. In this research, there are several indicators used by Lupiyoadi (2013), namely (1) Performance, (2) Product diversity (3) Conformity.

Price

A price is a monetary unit or other measure, including goods and services exchanged to obtain the right to own or use a good or service (Rachmawati, 2011). Price indicators include (1) Price Affordability, (2) Discounts/Rebates, and (3) Determining the selling price.

Promotion

Promotion is a marketer's effort to inform and influence other people or parties so that they are interested in making transactions or exchanging the goods or services they market. According to Kotler & Armstrong (2018), Promotion is part of the marketing strategy process to communicate with the market using a promotional mix composition. The promotion has several indicators, namely: (1) Promotional Messages, (2) Promotional Media, and (3) Promotion Time.

Location

Understanding Location, according to Tjiptono (2015), location refers to various marketing activities that try to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers. The location indicators are (1) Access, (2) Visibility, (3) Traffic.

Effect Between Variables and Framework of Thought**The Effect of Product Quality on Purchasing Decisions**

Product quality is an important consideration in influencing purchasing decisions. When making purchasing decisions, consumers always consider the product's quality to be purchased. Does the product have good quality or not? Consumers' perceptions of product quality will form preferences and attitudes, which will influence the decision to buy or not. If a product has good quality in accordance with the desires and needs of consumers, then consumers will decide to buy that product.

H1: Product quality has a positive effect on purchasing decisions

The Effect of Price on Purchasing Decisions

Price is one of the determining factors for consumers in purchasing a product or service, especially since the product or service to be purchased is a daily necessity, such as food, drink, and other basic needs. Consumers will really pay attention to the price. Price is Monetary units or other measures that include goods and other services exchanged to obtain ownership rights or use of goods and services (Rachmawati, 2011). Companies need to pay attention to this because, in business competition, the prices offered by competitors can be lower with the same quality or even good quality. When consumers make purchases, the price factor is the factor that is considered first.

H2: Price has a positive effect on purchasing decisions

The Effect of Promotions on Purchasing Decisions

Promotion is a marketer's effort to inform and influence other people or parties so that they are interested in carrying out transactions or exchanging the products or services they market. According to Erra (2019), in the evaluation stage, consumers intend to buy the product they like most based on the promotions offered. The more attractive the sales promotion or offer the company offers, the more confident consumers will be in purchasing.

H3: Promotion has a positive effect on purchasing decisions

The Effect of Location on Purchasing Decisions

Location plays an important role in running a business. Consumers generally prefer it because it is related to the proximity of the business location to busy centers, easy to reach, safe, and the availability of a large parking area. The strategic location makes it easier for consumers to reach and also guarantees security. So, location has a big influence on purchasing decisions.

H4: Location has a positive effect on purchasing decisions

Framework

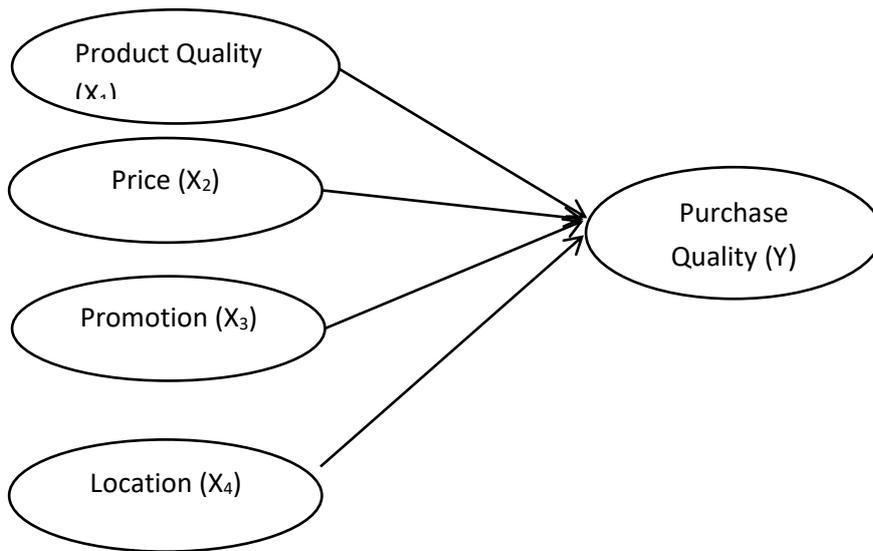


Figure 1. Framework of Thought

METHODOLOGY

Population and Sample

In this research, the population is consumers of PT. Tirta Emas Kemasindo Pekanbaru. Determining the number of samples in this research can use the Roscoe theory formula method. In this research, there are four variables consisting of 4 independent variables and one dependent variable, so the number of samples that will be used for this research is $10 \times 5 = 50$. The data collection technique used is Accidental Sampling: "the sample is chosen randomly" (Sugiyono, 2012). In order to get better research results, the respondents who will be used are rounded up by the researcher to 100 respondents or 100 people from all consumers of PT. Tirta Emas Kemasindo.

Operational Definition of Research

Table 1. Operational Definition of Variables

No	Variable	Indicator	Statement	Source	Scale
1	Quality Product	Performance	The products are available at PT. Tirta Emas Kemasindo is guaranteed when consumed	Lupiyoadi, (2013)	Interval s
			Jesslyn brand drinking water products have quality that exceeds similar products		
		Suitability	Jesslyn brand drinking water products comply with standards because they have passed the BPOM test		
		Diversity Product	Using Jesslyn brand drinking water products will give you a good reputation		
			Jesslyn brand drinking water has a variety of product packaging forms		
			Jesslyn drinking water products have		

No	Variable	Indicator	Statement	Source	Scale
			various packages according to supplier needs		
2	Price	Affordability Price	The prices offered by the Jesslyn brand of drinking water varies and is affordable for consumers	Kotler dan Armstrong (2012)	Interval s
		Determination on selling price	The price offered for Jesslyn brand drinking water is more economical than other products		
			The price offered for Jesslyn brand drinking water is in accordance with the quality of the product produced		
			The prices offered for Jesslyn brand drinking water products change every year		
		Discount or Discounts	Jesslyn drinking water offers price cuts/ discounts to customers who have collaborated with Jesslyn on drinking water		
			Consumers always get discounts when buying. Jesslyn drinking water products in certain Quantities		
3	Promotion	Promotional Messages	Jesslyn's drinking water products always provide promotional messages to customers who want to collaborate	Kotler dan Keller (2016)	Interval s
			The way of delivering promotions carried out by PT. Tirta Emas Kemasindo is very good, so consumers are very interested in using Jesslyn's drinking water products.		
		Promotion media	PT. Tirta Emas Kemasindo carries out promotions through social media, certain websites, and TV channels.		
			PT. Tirta Emas Kemasindo also carries out promotions by distributing browsers to the market or consumers		
		Promotion Time	PT. Tirta Emas Kemasindo carries out promotions every time		
			There are certain events such as Ramadhan, Eid al-Fitr, Christmas, Chinese New Year, and so on		

No	Variable	Indicator	Statement	Source	Scale
			PT. Tirta Emas Kemasindo only provides certain promotional times according to the time of the event taking place		
4	Location		The location of PT. Tirta Emas Kemasindo is easy to reach by public transportation.	Fandy (2016)	Tjiptono Interval s
		Access	The location of PT. Tirta Emas Kemasindo is easy to transport products to distributors or to other shops		
		Visibility	The location of PT. Tirta Emas Kemasindo can be seen from a normal viewing distance PT. Tirta Emas Kemasindo is easy to see from the physical perspective of the building		
		Traffic	The location of PT. Tirta Emas Kemasindo is located on a road that potential customers always pass by. The location of PT. Tirta Emas Kemasindo is in strategic traffic		
5	Decision Purchase		Jesslyn's brand drinking water products are	(Kotler, 2012)	Interval s
		Stability On a Product	products that are good for health Jesslyn's brand drinking water products have good stability compared to other products		
		Habit In Purchasing Product	Jesslyn's brand drinking water products provide good benefits so that consumers do not hesitate to buy Jesslyn's brand drinking water products have a good reputation, so consumers are accustomed to using this product		
		Speed In Purchasing A Product	Consumers will always immediately buy Jesslyn's brand drinking water products if the stock of drinking water in their shop/distributor has run out. Consumers will always make repeat purchases of Jesslyn's brand drinking water products		

Source: Processed data, 2021.

Data Types and Sources

The type of research used is associative research. Associative research aims to determine the relationship between two or more variables, where this research examines the relationship between product, price, and promotion variables on consumer purchasing decisions at PT. Tirta Emas Kemasindo in Pekanbaru. Two data sources are used in this research, namely (1) Primary Data and (2) Secondary Data. The data collection technique in this research is through distributing questionnaires.

Data analysis technique

In this research, analysis of the data collected to reach a conclusion will use the assistance Statistical Package for Social Science (SPSS) software version 22 to make data processing easier. This research uses descriptive analysis, preliminary test, classical assumption test, multiple linear regression analysis, model test (F test), coefficient of determination test, and hypothesis test (t-test).

RESULTS AND DISCUSSION

Descriptive Analysis

The respondents in this study were 100 consumers at PT. Tirta Emas Kemasindo Pekanbaru. The 100 questionnaires given to respondents had been filled in completely and correctly, so they were suitable for analysis. Further, for the purposes of this research. Respondent characteristics were grouped according to gender, age, highest level of education, type of business, length of business, and annual business income.

Respondent categories are based on gender; the largest number of respondents are female respondents, with 54 respondents, or 54%, and 46 respondents, or 46%. So, it can be concluded that the largest group of respondents is female because women are more likely to look after stalls or taverns. Respondent categories based on age were two respondents or 2%, aged between 20-25 years; 25 people, or 25% aged between 26-30 years; and aged between 31-35 years 33 respondents, or 33%. Meanwhile, those aged 31 years and over had 40 respondents, or 40%. The categories of respondents based on their latest education were seven people, or 7%, who had an elementary school education or had not finished school; 25 people, or 25%, who had a junior high school education; 54 people, or 54%, who had a high school education, two people or 2% Those with a Diploma degree, 12 people or 12% of those with a Literature 1 (S1) education and absolutely no respondents with a Literature 2 (S2) education. The categories of respondents were based on the type of business, namely as many as 24 people, or 24% had a stall/tavern type of business, as many as 44 people, or 44% had a shop type of business, as many as 16 people or 16% had a convenience store type of business. As many as 16 people or 16% had a self-service type of business. Characteristics of respondents based on length of business were 55 people, or 55%, who had a business experience of less than 1-5 years, 30 people, or 30% had a business experience of 5-10 years, and 15 people, or 15% who had a business experience of 10 years or more. The category of respondents based on annual business income was 55 people, or 55% had business income below the range of Rp. 30,000,000-Rp. 50,000,000, 38 people, or 38%, had business income in the range of Rp. 50,000,000-Rp. 100,000,000, and as many as 7 people, or 7%, have annual business income above Rp. 100,000,000.

Description of Respondent Responses Independent and Dependent Variables

Respondents' responses regarding the Purchase Decision variable obtained respondents' answers with the highest average of 4.25 with a very high category in the statement "Jesslyn brand drinking water products are products that are good for health," meaning that the products offered have good quality for consumer health. Meanwhile, the lowest average is 3.50 for the statement "Jesslyn brand drinking water products have good stability compared to other products," meaning that this bottled drinking water product is still not the main choice for consumers and cannot be the best compared to other products. other. This explains that the Jesslyn brand of bottled drinking water is still unable to fully attract consumers' attention to become the best product compared to other products.

Respondents' responses regarding the Product Quality variable obtained The highest average is 4.18, with the good category in the statement "The products available at PT. Tirta Emas Kemasindo are guaranteed to be consumed when consumed", meaning that the Jesslyn brand bottled drinking water products have proven product quality and are guaranteed to be consumed. consumers. Meanwhile, the lowest average was 3.71 for the statement "Jesslyn brand drinking water has various forms of product packaging," meaning that the product packaging is still not in accordance with consumers' wishes.

Respondents' responses regarding the Price variable obtained respondents' answers with the highest average of 4.20 with the very good category in the statement, "The price offered for Jesslyn brand drinking water

is more economical than other products," meaning that the price of the product provided by PT. Tirta Emas Kemasindo is more economical than other products, with product quality that is almost the same. Meanwhile, the lowest average is 3.16 in the statement, "Consumers always get bonuses/points when buying a certain amount of Jesslyn brand drinking water products," meaning that consumers still aren't satisfied with the bonus provided by PT. Tirta Emas Kemasindo.

Respondents' responses regarding promotions received the highest average high at 4.22 with a very good category in the statement, "Jesslyn brand drinking water products always provide promotional messages to customers who want to collaborate", meaning that the promotional messages conveyed by PT. Tirta Emas Kemasindo are very good. Meanwhile, the lowest average amounting to 3.69 in the statement, "The way of delivering promotions carried out by PT. Tirta Emas Kemasindo is very good so that consumers are very interested in using Jesslyn drinking water products," meaning that consumers are still not satisfied with the way of delivering promotions carried out by PT. Tirta Emas Kemasindo.

Respondents' responses regarding location obtained respondents' answers with the highest average amounting to 4.06 with a very good category in the statement "The location of PT. Tirta Emas Kemasindo is located on a road that is always passed by potential consumers," meaning that the location of PT. Tirta Emas Kemasindo is on a big road that potential consumers always pass. Meanwhile, the lowest average was 3.46 for the statement "PT. Tirta Emas Kemasindo is easy to see in terms of the physical building," meaning that the physical building of PT. Tirta Emas Kemasindo is not yet striking and attracts the attention of consumers.

Validity and Reliability Test

Validity and reliability tests were used to test the questionnaire as a research instrument. An instrument is said to be valid if it is able to measure what it wants to measure and can consistently reveal data from the variables studied. Testing the instrument in terms of validity and reliability of respondents' responses obtained research results where the correlation value (r) was more than 0.3 and the reliability efficiency value (Cronbach's Alpha) was greater than 0.6. For more details, see the following table.

Table 2. Validity and Reliability Test Results for Product Quality, Price, Promotion, Location and Decisions Purchase

Description	Corrected Item Total Correlation	Kesimpulan	Nilai Cronbach's	Result
Y1	0,470	Valid	0,814	Reliable
Y2	0,574	Valid		
Y3	0,591	Valid		
Y4	0,674	Valid		
Y5	0,638	Valid		
Y6	0,536	Valid		
X1.1	0,550	Valid	0,799	Reliable
X1.2	0,482	Valid		
X1.3	0,512	Valid		
X1.4	0,625	Valid		
X1.5	0,623	Valid		
X1.6	0,543	Valid		
X2.1	0,682	Valid	0,796	Reliable
X2.2	0,641	Valid		
X2.3	0,599	Valid		
X2.4	0,590	Valid		
X2.5	0,422	Valid		
X2.6	0,461	Valid		
X3.1	0,499	Valid	0,733	Reliable
X3.2	0,463	Valid		
X3.3	0,412	Valid		

X3.4	0,611	Valid		
X3.5	0,304	Valid		
X3.6	0,530	Valid		
X4.1	0,520	Valid	0,722	Reliable
X4.2	0,489	Valid		
X4.3	0,640	Valid		
X4.4	0,573	Valid		
X4.5	0,420	Valid		
X4.6	0,465	Valid		

Source: Processed data, 2022

The data in the table above shows that all statements are valid because they show valid results because the CITC value is greater than 0.3. The data in Table 2 above shows that the Alpha coefficient value, namely the Purchasing Decision Variable, is 0.814, the Product Quality variable is 0.799, the Price variable is 0.796, the Promotion variable is 0.733, and the Location variable is 0.722 in the high category so that conclusions can be drawn. that all variables are reliable.

Classic assumption test

Normality test

Table 3. One-Sample Kolmogorov-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^a		
Mean		0
Std. Deviation		0.35982689
Most Extreme Differences	Absolute	0.066
	Positive	0.05
	Negative	-0.066
Kolmogorov-Smirnov Z		0.659
Asymp. Sig. (2-tailed)		0.778

a. Test distribution is Normal.

Source: Processed Data, 2022

Table 3 above shows that the Kolmogorov-Smirnov Z value for the profitability variable (Y) is 0.659 and Asymp. Sig. (2-tailed) 0.778 above 0.05, meaning the data is normally distributed. So that the samples can be good and suitable for use in this research.

Heteroscedasticity Test

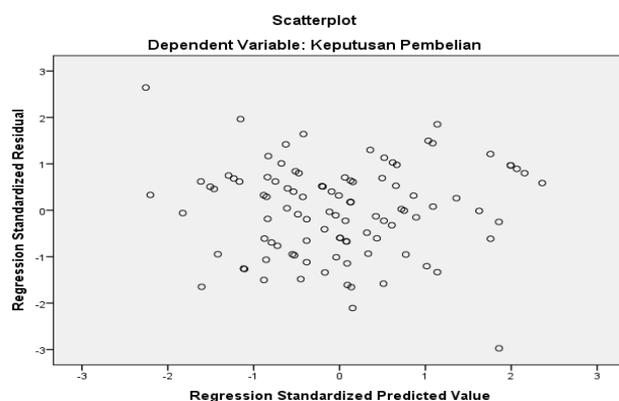


Figure 2. Heteroscedasticity Test Results

Multicollinearity Result

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Table 4. Multicollinearity Result

Variable	VIF	Description
Quality Product (X ₁)	1.228	Multicollinearity does not occur.
Price (X ₂)	2.176	Multicollinearity does not occur.
Promotion (X ₃)	1.467	Multicollinearity does not occur.
Location (X ₄)	1.914	Multicollinearity does not occur.

Based on the test results in the table above show that all independent variables have a tolerance value that is greater than 0.1 and VIF that is smaller than 10 (Tolerance values > 0.1 or VIF < 10), it can be concluded that the regression model is free from the influence of multicollinearity.

Model Feasibility Test

F test

Table 5. F Test Results

Variable	F-statistic	Sig	Description
Product Quality, Price, Promotion and Location on Purchasing Decisions	26.518	.000 ^a	Decent Model

Source: Processed Data, 2021.

Based on the test results in the table above, the calculated F value is 26,518 with a significance level 0.000. The F table obtained from the F statistical table (nk-1) is 2.67, so it is known that calculated F (26.518) > F table (2.67) with sig. (0.000) < (0.05). This means that it can be concluded that the variables of product quality, price, promotion, and location jointly or simultaneously influence the purchasing decision variable at PT. Tirta Emas Kemasindo, or the research model, is said to be good.

Coefficient of Determination Test (R²)

Table 6. Coefficient of Determination Test Results (R²)

Variable	R ²	Adjusted R ²	Description
Product Quality, Price, Promotion, and Location on Purchasing Decisions	0,528	0,508	Decent Model

Source: Processed data, 2022.

The table above shows that the magnitude of the coefficient of determination (Adjusted R Square) is 0.508 or 50.8% of the variable. Purchasing decisions are influenced by the Quality variable Product, Price, Promotion, and Location, while other variables outside this research influence the remaining 49.2%.

Multiple Linear Regression

Table 7. Multiple Linear Regression Test Results

No.	Variable	Unstandardized Coefficient	Description
1	Constant	,394	
2	Product Quality (X ₁)	,414	Positive influence
3	Price (X ₂)	,220	Positive influence
4	Promotion (X ₃)	,340	Positive influence
5	Location (X ₄)	-,068	Negative influence

Based on the table above, it can be seen that the regression equation formed is:

$$Y = 394 + 0.414X_1 + 0.220X_2 + 0.340X_3 - 0.068X_4$$

The constant value with the regression coefficient in the table can be explained as follows: (1) The constant value of 309 means that if the product quality, price, promotion, and location variables are 0, then the level of The purchasing decision is 309. (2) The Product Quality variable positively influences Purchasing Decisions, which means that as Product Quality increases, the Purchasing Decision variable will increase. Thus, there is a positive relationship between Product Quality and Purchasing Decisions. (3) The Price variable

positively influences Purchasing Decisions, which means that if the price increases, the Purchasing Decision variable will increase. Thus, there is a positive relationship between price and purchasing decisions. (4) The Promotion variable positively influences Purchasing Decisions, which means increasing Promotion will increase the Purchasing Decision variable. Thus, there is a positive relationship between Promotion and Purchasing Decisions. (5) The location variable negatively influences purchasing decisions, which means that if location decreases, the purchasing decision variable will decrease. Thus, there is a negative relationship between Product Quality and Decisions Purchase.

T Test

Table 8. T Test Result

Variable	T	Sig.	Description
Product Quality (X_1)	5.475	0,000	Significant Negative Influence
Price (X_2)	2.256	0.026	Significant Negative Influence
Promotion (X_3)	3.771	0,000	Significant Negative Influence
Location (X_4)	-0.757	0.451	Significant Negative Influence

Source: processed data, 2022

In this way, the t-table value is 1.9825, so that the results of the t-test can be explained, namely (1) Based on the table above, it can be seen that the influence of the Product Quality variable on Purchasing Decisions is obtained by a significant t value of $5.475 > 1.98525$ or $0.000 < 0.05$, meaning the variable Product quality has a positive effect on purchasing decisions. So, the hypothesis in this research is accepted. (2) Based on the table above, it can be seen that the influence of the Price variable on Purchasing Decisions shows that the significant t value is $2.256 > 1.98525$ or $0.026 < 0.05$, meaning that the Price variable has a positive effect on Purchasing Decisions. So, the hypothesis in this research is accepted. (3) Based on the table above, it can be seen that the effect of the Promotion variable on Purchasing Decisions is obtained by a significant t value of $3.771 > 1.98525$ or $0.000 < 0.05$, meaning that the Promotion variable has a positive effect on Purchasing Decisions. So, the hypothesis in this research is accepted. (4) Based on the table above, it can be seen that the effect of the Location variable on Purchasing Decisions is that a significant t value of $0.757 < 1.98525$ or $0.451 > 0.05$ means that the Location variable has a negative effect on Purchasing Decisions. So, the hypothesis in this research is rejected.

Discussion

The Effect of Product Quality on Purchasing Decisions

The results of this research show that product quality has a positive effect on purchasing decisions. Product quality is an important consideration in influencing purchasing decisions. When making purchasing decisions, consumers always consider the quality of the product they want, whether it is of good quality or not.

The results of the descriptive analysis show that respondents responded well to the quality of this product, although respondents were still not satisfied with the variety of product packaging forms.

This is supported by researchers studied by Jenni et al. (2020), who state that the quality of a product significantly and positively influences purchasing decisions. However, this differs from the research results conducted by Mariana (2018), which states that products have a negative and insignificant influence on purchasing decisions.

The Effect of Price on Purchasing Decisions

The results of this research show that price has a positive effect on purchasing decisions. Of course, this is because price is one of the determining factors for consumers in determining a purchasing decision for a product or service, especially since the product or service to be purchased is a daily necessity such as food, drinks, and other basic necessities, consumers will really pay attention to the price.

The results of the descriptive analysis show that respondents responded well to the product's price, even though respondents are still not satisfied with the existence of bonuses/points when purchasing this product.

Of course, this is also supported by research conducted by Gisda Boneta (2018) in her journal, which concluded that price has a positive and significant influence on purchasing decisions, a different opinion from research conducted by Syahleh (2018), which shows that Price has a negative and insignificant influence on purchasing decisions.

The Effect of Promotions on Purchasing Decisions

The results of this research show that Promotion has a positive effect on Purchasing Decisions. This is because Promotion is an effort by marketers to inform and influence other people or parties so that they are interested in making transactions or exchanging the goods or services they market.

The results of the descriptive analysis show that respondents responded well to the promotion carried out by the company, even though respondents were still not satisfied with the delivery method.

This is also supported by researchers studied by Arrofu and Budiyanto (2019), who concluded that the influence of promotions has a positive and significant influence on purchasing decisions, inversely proportional to research conducted by Budiyanto, T., C. Kojo. (2016) stated that promotions have a positive and insignificant effect on purchasing decisions.

The Effect of Location on Purchasing Decisions

The results of this research show that location has a negative effect on purchasing decisions. This is because location, in this case, is not too much of a concern because the consumers are not retail or final customers. Buyers prioritize large parking areas because buyers will bring large trucks or cars to buy large quantities.

Respondents responded well to the descriptive analysis results but were less satisfied with the aspects of the company's physical building and parking area.

Research conducted by Hasibuan Muda (2014) states that location has a negative effect on purchasing decisions, but this is contrary to the journal research by Rivaldo and Yusman (2021), which states that location has a positive and significant effect on purchasing decisions.

CONCLUSION

Conclusion

After conducting research on the influence of product quality, price, promotion, and location on purchasing decisions at PT. Tirta Emas Kemasindo Pekanbaru, and through the background of the problem and the results and discussion, we came to the conclusion that product quality has a positive effect on purchasing decisions at PT. Tirta Emas Kemasindo Pekanbaru, Price positively influences purchasing decisions at PT. Tirta Emas Kemasindo Pekanbaru, Promotion positively influences purchasing decisions at PT. Tirta Emas Kemasindo Pekanbaru and Location negatively influence purchasing decisions at PT. Tirta Emas Kemasindo Pekanbaru. By paying attention to the conclusions above, several suggestions are expected to be useful for the company, namely to improve the product quality of Jesslyn brand bottled drinking water so that consumers trust and continue to subscribe to PT. Tirta Emas Kemasindo Pekanbaru needs to improve it again. Even more interesting packaging variations, efforts to further maintain the price of Jesslyn brand bottled drinking water so that it remains stable and does not exceed competitors' prices, efforts to increase promotions of Jesslyn brand bottled drinking water so that it can be better known in the local market and nationally. And effort for PT. Tirta Emas Kemasindo, must pay attention to the parking area and parking comfort to attract consumers' attention.

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