

ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, PRICE PERCEPTION, PROMOTION, AND LOCATION ON THE PURCHASING DECISIONS OF CIVIARTSS BOUQUETS AMONG STUDENTS IN SURABAYA

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ABSTRACT

A bouquet business is a promising and timeless venture. Various types of products are offered with a wide range of creative designs. The business is supported by the trend of celebration events, particularly thesis defense celebrations by university students, which have made bouquets highly sought after, with orders often reflecting the latest trends. This study aims to determine the influence of product quality, price perception, promotion, and location on students' purchasing decisions for Civiartss bouquets in Surabaya. The research employs a quantitative method involving 100 respondents selected through purposive sampling. The respondents consist of university students in Surabaya who have purchased Civiartss bouquets and are enthusiasts of celebrations. Data collection involved both primary and secondary data, and the analysis was conducted using the Partial Least Squares (PLS) technique with validity, reliability, and hypothesis testing. The results of the study indicate that (1) there is a significant and positive influence of product quality on the purchasing decisions for Civiartss bouquets, (2) there is a significant and positive influence of price perception on the purchasing decisions for Civiartss bouquets, (3) there is a significant and positive influence of promotion on the purchasing decisions for Civiartss bouquets, and (4) there is a significant and positive influence of location on the purchasing decisions for Civiartss bouquets.

Keywords: Product Quality; Price Perception; Promotion; Location; Purchasing Decision.

INTRODUCTION

In the current digital age, the concept of the creative economy, often referred to as "ekraf," is widely recognized. Numerous businesses are driven by creative ideas, which not only simplify daily life but also stimulate innovation. According to the latest data from Triawan Munaf, the creative economy accounts for 7.38 percent of the national economy, contributing around IDR 852.24 trillion to the GDP. The culinary industry is the largest contributor, making up 41.69 percent of this total, followed by the fashion industry at 18.15 percent, and the craft industry at 15.70 percent. The head of Bekraf also highlighted that other sectors, such as film, music, art, and gaming (animation), hold significant potential to become new economic powerhouses.

As defined by the Ministry of Trade of the Republic of Indonesia, the creative economy encompasses industries that harness creativity, skills, and individual talents to generate wealth and create job opportunities through the development and utilization of individual creative capacities. According to Howkins, the creative economy includes a wide array of industries, such as advertising, architecture, visual arts, crafts, design, fashion, film, music, performing arts, publishing, research and development, software, toys and games, television and radio, and video games.

One of the popular craft businesses today is bouquets. A flower bouquet is a collection of flowers arranged into a single bunch. Typically, these handheld flower arrangements are used in wedding ceremonies, where the bride carries a bouquet as an accessory. Nowadays,

bouquets are given for various celebrations such as anniversaries, birthdays, graduations, store openings, or championship victories. Especially among students, the trend of student celebrations is not limited to graduation activities but also extends to proposal defense, final seminar defense, community service programs (KKN), internships, and graduations, all of which are celebrated by giving bouquets, making them a necessity during graduations and celebrations.

The bouquet business has grown significantly from a side business for housewives or small flower shops into a more accessible business through social media platforms like Instagram, TikTok, and Shopee, expanding the accessibility of bouquet products. Currently, bouquet shops offer a wide range of flower arrangements and new creations, such as snack bouquets, hijab bouquets, polaroid bouquets, money bouquets, feather wire bouquets, cigarette bouquets, and other custom designs. Competition in this industry is becoming increasingly fierce, driving improvements in product quality, competitive pricing, effective promotional strategies, and strategic business locations.

In business, understanding the factors that influence purchasing decisions is crucial. This includes searching for product information, comparing it with other products, evaluating the added value, and considering the price. By understanding these factors, businesses can develop effective strategies to attract consumers and influence their purchasing decisions.

Product quality refers to a product's capability to fulfill its intended functions, encompassing factors such as durability, reliability, accuracy, ease of use, maintenance, and additional features. Price perception is also important as consumers seek value that matches the cost they incur. Promotion through social media can effectively influence purchasing decisions by highlighting the benefits of the product to customers. A study by Putri et al. (2022) shows that social media advertising

significantly influences consumer purchase intentions in the florist industry. Additionally, a business location that is nearby and easily accessible plays an important role in influencing purchasing decisions.

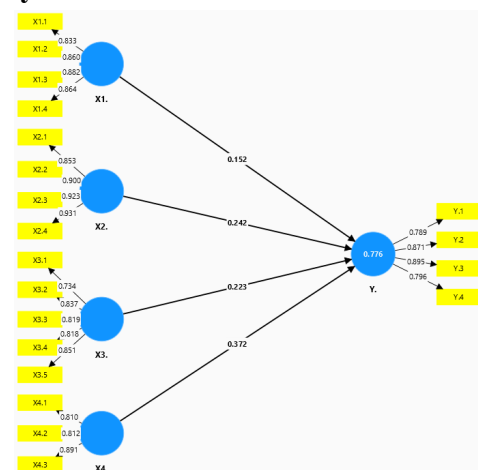
Building on the background provided, this research seeks to examine the factors that influence students' purchasing decisions regarding bouquet products. The title of this study is "An Analysis of the Influence of Product Quality, Price Perception, Promotion, and Location on the Purchasing Decisions of Civiartss Bouquets Among Students in Surabaya."

RESEARCH METHODS

This study is descriptive and quantitative, utilizing questionnaires for data collection. The questionnaires are distributed to respondents to gather their answers to a set of written questions or statements. Conducted online through Google Forms, the research focuses on students in Surabaya who have purchased Civiartss bouquets. A non-probability sampling method, specifically purposive sampling, was employed to select respondents based on predetermined criteria. The sample size was calculated using a formula that multiplies the number of indicators by a factor of 5 to 10, resulting in 100 respondents based on 20 indicators.

RESULTS AND DISCUSSIONS

Analysis Model PLS



(Source: Processed questionnaire data)

Figure 1. Path Diagram of PLS Output

The PLS output reveals that the loading factor values for each indicator are shown above the arrows linking the variables to their respective indicators. Additionally, the path coefficients, which illustrate the strength of relationships between the exogenous and endogenous variables, are represented by the arrows. Among the product quality indicators, the highest loading factor is for "uniqueness" (X1.3), which has a value of 0.882. For price perception, "price-benefit alignment" (X2.4) shows the highest loading factor of 0.931. The promotion indicator with the highest loading factor is "direct sales" (X3.5) at 0.851. For location, the indicator "proximity to residence" (X4.3) has the highest loading factor of 0.891. Finally, the indicator with the highest loading factor for purchasing decisions is "recommending to others" (Y3), which stands at 0.895.

Inner Model**Table 1 R-Square**

	R-Square
Purchase Decision	0,776

(Source: Processed questionnaire data)

The analysis reveals an R-Square value of 0.776 for Purchasing Decisions, indicating that approximately 77.60% of the variability in the decisions can be explained by the model. This means that the combined effects of product quality, price perception, promotion, and location account for 77.60% of the factors influencing purchasing choices. The remaining 22.40% of the variability is due to other influences not incorporated into the model and residual errors.

Hypothesis Testing**Table 2 Hypothesis Testing (Inner Weight)**

	Origin at sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STD EV)	P values
Quality Product X1. -> Purchase Decision (Y)	0.152	0.144	0.076	1.998	0.046
Price Perception X2. -> Purchase Decision (Y)	0.242	0.250	0.101	2.388	0.017
Promotion X3. -> Purchase Decision (Y)	0.223	0.227	0.092	2.436	0.015
Location X4. -> Purchase Decision (Y)	0.372	0.367	0.090	4.131	0.000

(Source: Processed questionnaire data)

According to the results shown in the table, the hypothesis testing outcomes are as follows:

1. Product Quality (X1) positively affects purchasing decisions (Y) for Civiartss bouquets among students in Surabaya. This is evidenced by a path coefficient of 0.152 and a T-statistic of 1.998, which exceeds the critical value of 1.96 (at $Z\alpha = 0.05$). The P-value of 0.046 is below the significance level of $\alpha = 0.05$ (5%), confirming a statistically significant result.
2. Price Perception (X2) also positively influences purchasing decisions (Y) for Civiartss bouquets among students in Surabaya. This is supported by a path coefficient of 0.242 and a T-statistic of 2.388, which is greater than 1.96. With a P-value of 0.017, which is less than $\alpha = 0.05$ (5%), the result is statistically significant.
3. Promotion (X3) has a positive impact on purchasing decisions (Y) for Civiartss bouquets among students in Surabaya. This is reflected in a path coefficient of 0.223 and a T-statistic of 2.436, surpassing the critical value of 1.96. The P-value of 0.015 is below $\alpha = 0.05$ (5%), indicating a significant effect.
4. Location (X4) significantly affects purchasing decisions (Y) for Civiartss bouquets among students in Surabaya. This is demonstrated by a path coefficient of 0.372 and a T-statistic of 4.131, which is well above 1.96. The P-value of 0.000 is significantly lower than $\alpha = 0.05$ (5%), signifying a strong effect.

These results indicate that Product Quality, Price Perception, Promotion, and Location all play significant roles in influencing purchasing decisions.

Effect of Product Quality on Purchase Decisions

The study indicates that the quality of Civiartss bouquets significantly impacts purchasing decisions in Surabaya. The product is well-regarded for its high durability, maintaining the freshness and beauty of the flowers for a longer period, which is highly valued for special occasions such as birthdays and weddings. Additionally, the appealing aesthetics of the bouquets, both in-store and on online platforms like Instagram and TikTok, play a crucial role in attracting consumers. The variety of designs and the ability to customize according to consumer preferences, including options for personalization with greeting cards or special decorations, also enhance customer satisfaction. This research supports theories that show product quality has a significant positive effect on purchasing decisions, as evidenced by Ira Utami et al. (2023) and Efendi, F. B., & Aminah, S. (2023).

Impact of Price Perception on Purchasing Decisions

The findings of the study reveal that price perception significantly influences the purchasing decisions for Civiartss bouquets in Surabaya. Affordable pricing attracts consumer interest, particularly among students who are sensitive to financial constraints. The alignment of price with product quality also boosts consumer satisfaction, with indicator X2.2 reflecting high attention to this factor. Compared to other brands, Civiartss offers competitive prices that provide good value, reinforcing smart purchasing choices. These findings align with theories by Ayu Susanti et al. (2022) and Sari, M. B., & Soebiantoro, U. (2022), which affirm that price perception positively influences purchasing decisions.

Impact of Promotion on Purchasing Decisions

The study indicates that promotion significantly influences purchasing decisions for Civiartss bouquets in Surabaya. Creative advertising on social media platforms like Instagram and TikTok effectively captures consumer attention, especially among students who are active on these platforms. Discounts and special promotions also provide additional incentives for consumers to choose Civiartss products. Friendly interactions from sellers, recommendations from friends, and direct offers from sellers further contribute to influencing purchasing decisions. This research supports theories by Nensiana and Putra (2023) and Yunizar, R., & Aminah, A. (2023), demonstrating that promotion has a positive and significant impact on purchasing decisions.

Impact of Location on Purchasing Decisions

The study shows that location significantly affects purchasing decisions for Civiartss bouquets in Surabaya. The accessibility of the store from campus is a key factor, making it convenient for students to visit the store directly, saving time and transportation costs, and increasing the likelihood of impulsive purchases. Smooth access to the store, without traffic congestion, also makes consumers feel more comfortable and more likely to visit the store regularly. Additionally, proximity to consumers' residences improves accessibility and makes Civiartss a practical choice for them. Therefore, a strategically placed location that is easily accessible from both campus and residences greatly influences purchasing decisions in a positive manner, aligning with the theories proposed by Ayu Susanti et al. (2022) and Liswandany, F., et al. (2021).

CONCLUSION AND SUGGESTION

Based on the analysis of factors including product quality, price perception, promotion, and location in relation to

purchasing decisions of Civiatss bouquets among students in Surabaya, the findings reveal that high product quality, which maintains bouquet freshness over time, has a significant impact. Affordable price perception, effective promotion through social media, and a strategically located store also play crucial roles in attracting consumers. These insights provide valuable information for the company to optimize marketing strategies and location management to enhance the competitiveness of Civiatss bouquets in the market.

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