INVETIGATING THE DRIVERS OF CONSUMER PURCHASE DECISION: EVIDENCE FROM PT. SOLO MURNI

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ABSTRACT

This study aims to evaluate how Perceived Value, Price Perception, and Product Quality contribute in influencing Consumer Purchasing Decisions with respect to Kiky notebook products manufactured by PT. Solo Murni Industries. This particular study intends to, always in the framework of the research question, examine how each of these factors aids or hinders consumer decision making and in the how much does each of these factors matters when making a decision to purchase a product. The study follows a quantitative research method, where numbers are collected and analyzed. The respondents were drawn from the population of 100 individuals who had bought Kiky notebooks. All the subjects in the population were used and thus it was total sampling. Questionnaires concerning perceived value, price perception and product quality were used to collect data from the respondents. Each item was scored on a Likert type scale in order to measure the extent of agreement or disagreement with that statement. The results indicated that perceived value, price perception, and product quality were significant drivers of consumer choice. The higher the value perceived by the consumers in Kiky notebooks, the more likely they would be to buy the product. Therefore, it is very important to provide strong product benefits that at least meet or even surpass consumer expectations. Another important dimension influencing consumer choice was Price Perception: competitive pricing and perceived as fair had a positive impact on consumer choices. In the meantime, Product Quality played a major role in making the purchase decision, as buyers favored those products over others for their better quality in terms of paper and design. On the whole, these three variables represent an explanation of 72.4% of the variance in consumer purchase decisions of Kiky notebooks: Perceived Value, Price Perception, and Product Quality. This means that the variables are strong predictors of consumer behavior in buying Kiky notebooks. The remaining 27.6% variance is contributed by other factors that were not studied here. The study, therefore, in summary, stresses that for the sake of improving consumer purchase decisions in a highly competitive notebook market, perceived value should be high, prices reasonable, and quality products consistent.

Keywords: Evaluate, Perceived Value, Price Perception, and Product Quality.

INTRODUCTION

Notebooks are among the most commonly used writing tools in various educational levels and work environments. These books typically consist of a collection of paper sheets ranging from 30 to hundreds of sheets, providing a place to record information, draw, or write ideas. Notebooks help individuals easily retrieve their old notes. Additionally, notebooks can aid in improving writing skills and fostering good study habits. Regular writing and note-taking can help individuals practice their writing abilities, enhance

information retention, and better organize their thoughts.

Unknowingly, notebooks have become a necessity for students, college students, and even in work environments. One commonly used brand is the Kiky brand, which has many enthusiasts across various groups. The brand is known for its attractive designs and reliable quality that meet different learning needs. The production process of Kiky notebooks prioritizes quality and user satisfaction by carefully selecting raw materials and meticulously carrying out every stage of printing and finishing. High-quality paper is chosen to provide a smooth and comfortable writing experience. Additionally, innovative and appealing designs are continuously developed to meet the ever-changing market preferences. Thus, Kiky notebooks are not just writing tools but also educational partners that can motivate and inspire their users.

However, in the modern era, especially with Gen Z, who always want everything instant, easy, and convenient, there is a noticeable shift from physical notebooks to digital media. For example, many schools have adopted Microsoft Word Office, Excel, PDF, and other digital media for taking notes, storing notes, and doing assignments. In the workplace, digital media is more beneficial for storing important files and noting important things since they will stay dry and dry. This has led many to switch from physical notebooks to digital ones.

The shift from physical books to digital media has become increasingly common. Although it has been replaced by other digital media, which offer incredible ease of access and flexibility, some issues accompany the dominance of digital media in replacing physical books. One of them is the need for more understanding and literacy skills. Even though information can be easily accessed through digital devices, users consume content quickly without deep analysis. This can lead to a decline in comprehension and critical reasoning skills. Furthermore, the use of digital media can increase the risk of concentration disturbances and addiction, potentially disrupting one's ability to focus on a single task for an extended period.

In recent years, notebook companies have followed technological developments to improve their production and distribution processes. Using efficient technology can help companies reduce costs and enhance product quality. Moreover, effective management can help notebook companies maintain good marketing strategies to manage an efficient supply chain using accurate inventory management systems. Notebook companies also need to consider retaining existing customers and attracting new ones. This can be done through product innovation, competitive pricing, and good customer service. Notebook companies must also understand the value they provide to customers. This involves product quality, a strong brand, and consumer trust so that the value can be reinforced and the company remains relevant in the market.

This research focuses on the Kiky notebook brand, which focuses on the design and style of their notebooks to maintain visual appeal and paper quality to remain competitive in the market. Another notebook brand, Sinar Dunia, is known for its good quality and affordable price across various groups. Meanwhile, the Big Boss brand has larger sizes and good paper quality. This shows the intense competition in the notebook market, where each company competes to improve quality, price, and value as assets to win consumers' hearts.

One strategy to address these issues is to maintain value, quality, price stability, and convenience and provide products that can compete with other companies with greater advantages and appropriate benefits to continuously and sustainably increase consumer purchasing interest. It is known that various factors, including perceived value, perceived price, and product quality, influence consumer purchasing decisions. The Kiky Notebook brand is quite popular among students in Indonesia. This notebook is well-known for its quality and attractive designs featuring Disney characters. However, in this digital era, many consumers have switched to digital media for noting and storing information, presenting a challenge for physical notebooks, especially the Kiky brand.

Regarding perceived value, the Kiky notebook brand has long been known for providing high value to its users regarding paper quality and innovative designs. However, with the increasing use of digital tools, consumers are beginning to question whether the value provided by physical notebooks is still relevant. Digital writing tools offer users easy access, flexibility, and efficiency that physical notebooks do not. Therefore, this research will focus on maintaining and increasing the perceived value of Kiky notebooks in influencing purchasing decisions. This study will also focus on how far this product is considered to have added value or prove its benefits in higher education.

Perceived price is also an important factor influencing purchasing decisions, such as how consumers assess the price of a notebook product, especially the Kiky brand. How far the notebook price is considered reasonable compared to the benefits obtained by consumers. Additionally, quality is an equally important factor. Superior quality can attract consumer attention to purchase decisions as a valuable and beneficial product choice. One of the focuses of this study is how far the quality of the notebook, both in terms of the paper used and its attractive designs, can increase the public's purchasing decision for the product.

Previous comparisons between the Kiky brand and Sinar Dunia and Big Boss brands have presented additional dimensions in this research, where the availability and price of products and product quality have become researchers' highlights. Initial observations show that the Kiky brand notebook products are still affordable for the middle class and provide interesting quality notebooks that can significantly increase a student's interest in learning and taking notes with more attractive notebook designs. Thus, this research will provide a deeper understanding of these distinguishing factors in this study, especially the Kiky brand notebooks made by PT. Solo Murni.

According to Kotler (2009), perceived value is the difference between the prospective customer's evaluation of all the benefits and costs of an offering compared to alternatives. Customer perceived value is a key factor in evaluating the success of selling a product or service. Customer perceived value is the overall evaluation of the usefulness of a product based on the consumer's perception of what is received and what is provided by the product and service provider; the rating of products and services received by customers significantly influences their purchase intentions.

Price perception is a psychological factor that influences consumers' reactions to prices. Price perception is why someone decides to buy (Campbell, 2015). Each consumer

has unique characteristics, and their assessment of products or services varies. Consumers' perception of price can influence purchasing decisions, so companies need to create a positive perception of the products or services offered to influence consumer decisions.

According to Kotler and Armstrong (2008) in research (Harni & Lukas Agung Heriputranto, 2023), product quality is the ability of a product to demonstrate its functions, including all the meaningful characteristics of an item that can affect its capacity to meet expressed or implied needs. In this context, product quality can encompass performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality, influencing consumers' purchasing decisions regarding a particular product or brand.

Nugroho, in the research (Nurjaya et al., 2021), Consumers' purchasing decision is a problem-solving process to buy a product after considering various aspects and alternatives involving emotional and rational influences, whether within themselves or their surrounding environment. Factors influencing a consumer's purchasing decision include perceived value, price, and product quality.

Previous research conducted by (Khayah et al., 2022), "The Influence of Product Quality and Perceived Value on Purchasing Decisions for Scarlett Whitening Products (Case Study in Cikarang, Bekasi Regency)," showed that product quality and perceived value have a positive influence on purchasing decisions. Based on the coefficient of determination test, the result was 28.3%, while the remaining 71.7% is influenced by other variables not included in the research model.

Additionally, previous research conducted by (Dzulkharnain, 2020) titled "The Influence of Price Perception, Brand Image, and Product Quality on Purchasing Decisions" showed that, partially, price perception, brand image, and product quality positively and significantly influence purchasing decisions for Sophie Martin bags in Sidoarjo Regency. When viewed simultaneously, price perception, brand image, and product quality also positively and significantly influence buying decisions for Sophie Martin bags in Sidoarjo Regency, with price perception having the greatest impact on purchasing decisions for Sophie Martin bags in Sidoarjo Regency.

As consumers, the first thing usually considered before buying a product is the price. Price perception is the consumer's view of whether the price offered by the seller is acceptable and appropriate when compared to the buyer's expectations and standards. Besides price, consumers also consider perceived value, which is the extent to which the product provides benefits equal to or exceeding the costs incurred. Product quality is also an important factor, where consumers assess whether the product meets or exceeds their expectations regarding physical form, comfort, durability, and benefits offered. Price perception, perceived value, and product quality together form the consumer's final decision in choosing and purchasing a particular product (Anggraeni et al., 2020).

Companies must focus on "meeting consumer desires" in facing rapid growth and a highly competitive market. This aims to maintain a good defense amid the increasing market competition. Purchase intention is an important dimension in marketing literature and is often used by many companies as a variable to predict new

product sales or existing consumer purchasing decisions. Purchase intention reflects the likelihood of consumers planning or being willing to buy a particular product or service. Therefore, perceived value, price perception, and product quality are relevant variables in the Kiky notebook industry, which is the focus of this research.

The reason for choosing the Kiky Notebook brand in this research is that it is widely used among students and college students in Indonesia, known for its quality, popularity, and good design. It can compete competitively in the community, especially among students and college students. This research also has relevance to the physical notebook industry in Indonesian education, especially among students and college students. By gaining a deeper understanding of the factors influencing consumer purchasing decisions, companies can optimize marketing strategies, set more accurate pricing policies, improve the quality of products provided, and respond to consumer demands related to notebook products that follow current digital trends, with the last variable being consumer purchasing decisions, which is the dependent variable in this research. In this research, consumer purchasing decisions are predicted to be influenced by perceived value, price perception, and product quality.

Based on the above explanation, the author is interested in conducting this research titled "Investigating the Drivers of Consumer Purchase Decisions: Evidence from PT. Solo Murni". Therefore, this research is expected to provide valuable insights for physical notebook industry players to increase competitiveness, add value for consumers, and maintain consumer loyalty.

METHODS

The research method applied in this study is the quantitative research method. This research is categorized as associative or relational research, which aims to determine cause and effect. The population in this study includes all consumers who have purchased Kiky brand notebooks produced by PT. Solo Murni. The sample in this study comprises 100 respondents who have purchased Kiky brand notebooks produced by PT. Solo Murni. The researcher used total sampling because the population size is small.

In the research conducted, the researcher collected data through questionnaires distributed to respondents and conducted a literature review related to the issues being studied. Questionnaire, Questions were given to consumers who purchased Kiky brand notebooks produced by PT. Solo Murni. The questions relate to Perceived Value, Perceived Price, and Product Quality in Purchase Decisions. This research utilized an instrument with a Likert scale.

RESULT AND DISCUSSION
Validity and Reliability Test

Based on the testing method in Chapter III, the research instrument needs to be tested first for its validity and reliability in measuring research variables in a research sample, so that the research can produce results that are in accordance with the actual situation.

Table 1. Validity Test

Variable	Questionnaire	rcount	rtable	Information
Perception	PV1	.814**	0,1966	Valid
Value	PV2	.806**	0,1966	Valid

Variable	Questionnaire	rcount	rtable	Information
	PV3	.674**	0,1966	Valid
	PV4	.806**	0,1966	Valid
	PV5	.740**	0,1966	Valid
	PV6	.852**	0,1966	Valid
Price Perception	PP1	.790**	0,1966	Valid
	PP2	.782**	0,1966	Valid
	PP3	.706**	0,1966	Valid
	PP4	.777**	0,1966	Valid
Product Quality	PQ1	.719**	0,1966	Valid
	PQ2	.755**	0,1966	Valid
	PQ3	.672**	0,1966	Valid
	PQ4	.611**	0,1966	Valid
	PQ5	.716**	0,1966	Valid
	PQ6	.775**	0,1966	Valid
	PQ7	.761**	0,1966	Valid
	PQ8	.684**	0,1966	Valid
Purchasing Decision	BD1	.572**	0,1966	Valid
	BD2	.586**	0,1966	Valid
	BD3	.564**	0,1966	Valid
	BD4	.595**	0,1966	Valid
	BD5	.586**	0,1966	Valid
	BD6	.640**	0,1966	Valid
	BD7	.692**	0,1966	Valid

Source: Processed primary data, 2024

In the validity test conducted on 100 respondents. Determination of the validity of a question item is if the calculated r value is greater than the r table value. The data processing above is done using the SPSS program. Table 4.5 shows that in the validity test of the variables Perception of Value, Perception of Price, Product Quality and Purchasing Decisions which are below the r table value in the r table in degrees of freedom df = 100 - 2 = 98 is 0.1966, or in other words all variables have indicators with r count > r table. The significance of each indicator in the variables above can be seen in the appendix by looking at the Sig. row, where if the Sig. value > 0.05 then it can be said that the variable item is valid.

Table 2. Reability Test

Variabel	Cronbach's Alpha	Information
Perception Value	0.870	Reliable
Price Perception	0.763	Reliable
Product Quality	0.860	Reliable
Purchasing Decision	0.710	Reliable

Source: Processed primary data, 2024

The results of the reliability test conducted on all variable statements can be seen through the cronbach's alpha value of Value Perception of 0.870, Price Perception of 0.763, Product Quality of 0.860 and Purchase Decision of 0.710. By looking at the categorization of reliability values, all variables can be said to have moderate reliability because it is more than 0.7.

Classical Assumption Test
Data Normality Test

Data can be said to be normally distributed (H0) if the ρ value (sig) > 0.05. The ρ value (sig) is seen through the numbers in the "Asymp. sig. (2-tailed)" column in the results/output table of normality test calculations by the SPSS program. The normality test is carried out using the Kolmogorov Smirnov method. The normality test is carried out based on the following hypotheses:

a. H0: data in the sample is normally distributed
b. H1: data in the sample is not normally distributed

The SPSS application program is used to assist in processing research data.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	.0000000
	Std. Deviation	1.26535427
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.060
Test Statistic		.079
Asymp. Sig. (2-tailed)		.123c

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Processed primary data, 2024

The error/residual normality test shows that the error (e) or residual is generated from the following equation:

$$e = Y - \hat{Y}$$

E = error
Y = Purchase Decision Data
$\hat{Y}$ = regression result data

A good regression is a regression with residual values following a normal distribution. Based on the statistical data in Table 4.5, the error/residual normality test shows the results of the hypothesis test which states that the residual distribution in this regression analysis follows a normal distribution. This can be seen through the Kolmogorov Smirnov value (test statistic) of 0.079 and the Asymp Sig. value of 0.123> 0.05. Both of these values mean that the assumptions or requirements of the regression analysis are met. distribusi normal. Hal ini dilihat melalui nilai kolmogorov smirnov (test statistic) sebesar 0,079 dan nilai Asymp Sig. 0,123 > 0,05.

Multicollinearity Test

This collinearity test is conducted to detect the presence of high or even perfect correlation between two independent variables in the regression model, because a good regression model should not have a correlation between independent variables. The test is conducted with the hypothesis:

a. H0: there is collinearity between the variables of Perceived Value, Perceived Price and Product Quality.

b. H1: there is no collinearity between the variables of Perceived Value, Perceived Price and Product Quality.

Multicollinearity hypothesis testing is carried out by looking at the VIF and tolerance values in the multicollinearity test results via SPSS below:

Table 4. Multicollinearity Test Results

		Collinearity Statistics	
Model		Tolerance	VIF
1	PV	.315	3.170
	PP	.772	1.296
	PQ	.291	3.436

a. Dependent Variable: Y

Source: Processed primary data, 2024

The regression model is said to be free from multicollinearity if it has a VIF value of less than 10 and has a tolerance value exceeding 0.1. Based on the test requirements and the test results in Table 4.8, the Tolerance value is greater than 0.1 and the VIF value is less than 10. Thus, it can be concluded that there is no multicollinearity problem in the three independent variables used.

Heterokedastisitas Test

The heteroscedasticity test was carried out using the Glejser test using the absolute residual value (ABSRES)

Table 5. Glejser Heteroscedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	3.167	.670		4.725	.000
	PV	-.020	.031	-.113	-.658	.512
	PP	-.070	.041	-.186	-1.688	.095
	PQ	-.012	.027	-.082	-.460	.647

a. Dependent Variable: absres

Source: Processed primary data, 2024

A good regression model has a variance inequality between the residuals of one observation to another. Heteroscedasticity testing through the Spearman method sees the occurrence/absence of heteroscedasticity by looking at the Sig. value in Table 4.7. in the Glejser test, the Sig. value in the table above must have a Sig. value > 0.05, so that the regression model can be said to have no heteroscedasticity because the Sig. value in this regression model is

Perception of Value of 0.512, Perception of Price of 0.095, and Product Quality of 0.647, so it can be used to predict the Purchasing Decision variable based on the variables Perception of Value, Perception of Price and Product Quality.

Descriptive Statistics

Table 6. Research Data Description

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PV	100	12	30	25.41	4.085
PP	100	8	20	17.36	1.946
PQ	100	15	40	33.24	4.839
PD	100	17	34	30.93	2.446
Valid N (listwise)	100				

Source: Processed primary data, 2024

The overall data description is attached in the appendix section of the thesis, in this sub-chapter descriptive statistics are displayed from the results of calculations and tests carried out with the help of a computer through the SPSS application program, as well as their analysis and interpretation.

1. Descriptive Analysis of Purchasing Decisions
   The average value of Purchasing Decisions obtained from respondents is 30.93, minimum Purchasing Decisions are 17 and maximum Purchasing Decisions are 34.
2. Descriptive Analysis of Perceived Value
   The average value of Perceived Values obtained from respondents is 25.41, minimum Perceived Values are 12 and maximum Perceived Values are 30.
3. Descriptive Analysis of Perceived Price
   The average value of Perceived Prices obtained from respondents is 17.36, minimum Perceived Prices

are 8 and maximum Perceived Prices are 20.
4. Descriptive Analysis of Product Quality
   The average value of Product Quality obtained from respondents is 17.36, minimum Product Quality is 8 and maximum Product Quality is 20.

Hypothesis Testing

Hypothesis testing is done to see the significance of the influence that has been shown in the results of the determination coefficient calculation in the regression test. Hypothesis testing in partial regression is done by looking at the t-count and sig. values, while hypothesis testing in multiple regression is done by looking at the t-count values in the partial test and F-count in the simultaneous test.

Test of the Determination Coefficient of Perceived Value, Perceived Price and Product Quality Variables on Purchasing Decisions

Table 7. Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856a	.732	.724	1.285

a. Predictors: (Constant), X3, X2, X1

Source: Processed primary data, 2024

R2 value on the variables of Perceived Value, Perceived Price and Product Quality on Purchasing Decisions shows an influence with a determination value of 0.724 or equal to 72.4%. This figure means that Perceived Value, Perceived Price and Product Quality have an influence on Purchasing Decisions (Y) of 72.4% and the remaining 27.6% is influenced by other variables.

Hypotheses Testing

Table 8. T-Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.229	1.226		9.978	.000
	PV	.185	.056	.309	3.290	.001
	PP	.506	.076	.403	6.698	.000
	PQ	.157	.049	.310	3.169	.002

a. Dependent Variable: Y

Source: Processed primary data, 2024

This test is used to test the significance of the regression coefficient individually or in other words this test basically shows how far the influence of one independent variable on the dependent variable by assuming the other independent variables are constant (Ghozali, 2018). If the significance value is <0.05 then an independent variable partially has a significant effect on the dependent variable (Ghozali, 2018). Based on table 4.10, it can be interpreted as follows:

1. The results of hypothesis 1 testing show a significance value of 0.001 less than 0.05. This indicates that H1 is accepted, which partially the Perceived Value variable has a positive effect on Purchasing Decisions. Thus Hypothesis 1 is accepted.
2. The results of hypothesis 2 testing show a significance value of 0.000 less than 0.05. This indicates that H2 is accepted, which partially has a positive effect on Price Perception variables on Purchasing Decisions. Thus Hypothesis 2 is accepted.
3. The results of hypothesis 3 testing show a significance value of 0.002 less than 0.05. This indicates that H3 is accepted, which partially the Product Quality variable has a positive effect on Purchasing Decisions. Thus Hypothesis 3 is accepted.

The results of the multiple linear regression test form a regression line equation that presents the influence of Value Perception, Price Perception and Product Quality on Purchasing Decisions, which is obtained through the table above. The regression equation is:

Ŷ= 12.229 + 0,185 X₁ + 0,506 X₂ + 0,157 X₃

Keterangan:
Y = Buying decision
X1 = Perception of Value
X2 = Price Perception
X3 = Product Quality

The regression equation means that if Perception of Value, Perception of Price and Product Quality have a value of 0, or have not been included in the calculation, then the Purchase Decision has a value of 12,229. Then the regression coefficient of the Perception of Value variable of 0.185 means that if Perception of Value increases by one unit, then the Purchase Decision will also increase by 0.185. The regression coefficient of the Perception of Price variable of 0.506 means that if Perception of Price increases by one unit, then the Purchase Decision will also increase by 0.506. The regression coefficient of the Product Quality variable of 0.157 means that if Product Quality increases by one unit, then the Purchase Decision will also increase by 0.157.
From the results of the regression test, it can be concluded that there is an influence of Value Perception, Price Perception and Product Quality together on Purchasing Decisions (Y).

CONCLUSION
The quantitative aspect of the study demonstrates a connection between the Value Perception variable and Purchase Decision making variable of Kiky notebook brand. In this case, consumers with a high Value Perception have a great chance of purchasing the product. The research demonstrates that product quality plays a significant role in influencing consumers' purchase decisions. Higher perceptions of product quality were associated with a stronger intention to buy. This indicates that when consumers perceive a product to be of high quality, they are more likely to proceed with the purchase.

Additionally, the study highlights that perceived value, price perception, and product quality, when considered together, have a significant joint impact on purchasing decisions. This suggests that consumers not only evaluate the quality of the product but also consider its price and overall value when making purchase decisions. The combined influence of these three factors explains a large proportion of the variation in purchasing behavior, particularly in the case of the Hamka notebook brand among women.

In conclusion, improving the perceived quality, value, and price perception of a product can significantly enhance consumers' willingness to purchase, making these factors critical considerations for businesses aiming to increase sales and strengthen brand loyalty.

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