

The Effect of Promotion, Price Perception and Product Quality on Purchasing Weaving Decisions on Consumers of Raki Weaving Assisted by Deli Serdang Cooperative Service

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ABSTRACT

The development of the UMKM industry helped to increase competition among companies, especially competition for weaving manufacturing UMKM. This competition occurred in North Sumatera, UMKM Weaving appeared to tighten competition. The need to implement the right business strategy for UMKM is to be able to grow and compete with their competitors. Raki Weaving as UMKM Assisted by Deli Serdang Cooperative Service must compete with competitors, by offering their best weaving products. In 2017 there was a decline in sales of Raki Weaving. Many factors influenced the sale of Raki Weaving, including the Promotion of Raki Weaving, Consumer Price Perception about Raki Weaving and Quality Products made by Raki Weaving. This study aims to determine: 1) the effect of promotion on purchasing decisions, 2) the effect of price perceptions on purchasing decisions, 3) the influence of product quality on purchasing decisions, 4) the effect of promotion, perceived price and product quality simultaneously on purchasing decisions of Raki Weaving fabric. The population in this study amounted to 177. Determination of sample size using the Slovin's formula, with error tolerance = 5%, so that a sample of 123 respondents was obtained. The method of data collection is done by the method of documentation, interview and giving questionnaires to respondents. The data analysis technique in this study used multiple regression analysis, at a significant level = 0.05. The results showed that: 1) Promotion had a positive and significant effect on the purchase of Raki Weaving fabrics. 2) Positive and significant perceptions of price prices on fabric purchase decisions on Raki Weaving. 3) Product quality has a positive and significant effect on purchasing decisions in Raki Weaving. 4) Promotion, perceived price and product quality simultaneously have a positive and significant effect on the decision to purchase fabrics in Raki Weaving.

Keywords: Promotion, Price Perception, Product Quality, Purchasing Decisions, UMKM.

INTRODUCTION

Indonesia has a diverse culture and is rich in traditional values contained in various handicrafts that are spread throughout the archipelago. One of them is in the form of traditional woven cloth which can be found in several provinces in Indonesia. Broadly speaking woven fabrics are created in a variety of colors, diverse patterns and have a very close relationship with the knowledge system, culture of trust,

environment, nature and social organization of the community. Woven fabrics found in each region in Indonesia have their own characteristics and become an important part that represents the culture and social values that develop in the environment. The existence of traditional Indonesian woven fabrics is estimated to have developed since the Neolithic era.

Various types of weaving become two, namely often referred to as non-

machine looms (ATBM) and machine looms (ATM). ATBM woven fabric is a manual manufacturing process with human power, while the process of making woven fabric from an ATM machine is a technology that can make fabric using electricity. ATBM and ATM can be distinguished from the production process time, fabric quality, and traditional value characteristics of a woven fabric.

North Sumatra has a variety of ethnic and cultural ethnics, North Sumatra has woven fabrics of ethnic Malay, Batak, and Karo types. This cultural wealth makes weaving a regional asset for North Sumatra. With a diversity of ethnic cultures, the various motifs and types of weaving are also created by craftsmen or entrepreneurs of weaving Micro, Small and Medium Enterprises (UMKM) in North Sumatra.

The addition of UMKM in the weaving sector, especially in the Deli Serdang area of North Sumatra will certainly lead to a tight business competition. Of the 25,000 UMKM in Deli Serdang, only 200 UMKM from 22 sub-districts were able to join to be assisted by Deli Serdang Cooperative Service. From the budget of the Cooperative Office in 2019, the allocation of funds for the trade sector was 85%, the craftsmen sector was 8.5%, the culinary sector was 1.5% and the service sector was 5%. From various UMKM that have been assisted by Deli Serdang There is a great opportunity to reach a competitive market and information that is quickly accessed is the cause of the addition of ATBM woven SMEs in North Sumatra. As for some weaving UMKM, which are located in Medan City and Deli Serdang, as seen in Table 1 as follows:

Table 1 UMKM Weaving in Medan and Deli Serdang

Deli Serdang Cooperative Office	Dinas Koperasi Provinsi Sumatera Utara	Mitra Binaan Bank Indonesia
Iwa Raki Tenun	Titin Tenun	Robet Sianipar
Erni Johan Tenun	ULTEBA	Vany Songket
Tenun Ali Ihsan		

Source: Observation in November 2018 at the Medan Fiesta UMKM Exhibition

The tighter the market competition in the weaving sector, the weaving sales market lately has decreased sales in North

Sumatra, especially in Raki Tenun assisted by Deli Serdang Cooperative Service. This was due to the increasingly sharp competition to seize market share in the North Sumatra region at the Deli Serdang Cooperative UMKM competitor, namely the North Sumatra Provincial Cooperative Office and Bank Indonesia Patronage Partners and even compete with craftsmen in the Java region. Raki Tenun is a UMKM that started pioneering in 2011, and joined the Deli Serdang Cooperative Office in 2015. Raki Tenun empowered 15 craftsmen. So far, Raki Tenun has participated in many national and international UMKM exhibitions more than ten times a year, organized by the government in the framework of UMKM development programs, preserving the arts of creativity and culture. Raki Weaving products have also been displayed in several places in Deli Serdang, such as in Kualanamu Airport, Hotel Frame, Deli Serdang Museum, and at the Regional Corporate Promotion Center. Competition that is so tight makes Raki Weaving must be coupled with government institutions, in order to become partners or assisted. The government in this case has a very positive influence on the development of UMKM at this time, especially in the Cooperative Office of Deli Serdang Regency. The Cooperative Office embraces UMKM to be well-guided or partners and provides training to compete in the national market. Besides that, it also included the assisted UMKM at national and international exhibitions.

Tight competition also makes entrepreneurs have to increase innovation in materials and motives that vary. Moreover, in terms of meeting the diverse needs of consumers. To meet these needs business people are required to be able to understand the wants and needs of consumers in order to survive. Products sold are very dependent on consumer perceptions of whether or not the product is accepted. If consumers feel the product can meet their needs and desires, consumers will definitely buy the product.

Weaving is one of the alternative products that are used for giving souvenirs, gifts or souvenirs, dowry in customary marriage, as well as material for formal or daily wear or clothing in traditional ceremonies and performances. Users of weaving feel more value when wearing it, because each weave has a meaning and distinctive motif characteristics of each region, has good quality and different prices.

Deli Serdang Cooperative Office fosters several types of weaving SMEs, namely with UMKM products (1) Iwa Raki Tenun, (2) Erni Johan Tenun, (3) Tenun Ali Ihsan. The following included brands, prices and types of ATBM weaving on UMKM assisted by Deli Serdang Cooperative Office, shown in Table 2 as follows:

Table 2 Product Brands, Prices and Types of Weaving Assisted by Deli Serdang Cooperative Service

Product	Thread Type	Price (Rp) and Fabric Type	
		Sarung Selendang	Hem
Iwa Raki Tenun	Semi Sutera	1.600.000	600.000
	Katun	1.100.000	450.000
Tenun Erni Johan	Semi Sutera	1.725.000	Rp.550.000
	Katun	1.100.000	Rp.450.000
Tenun Ali Ihsan	Semi Sutera	1.650.000	Rp.550.000
	Katun	1.150.000	Rp.450.000

Source: <https://www.deliserdangmall.com>

According to Table 2 shows that weaving prices are relatively different according to the product and the type of fabric, namely the shawl sarong worn by women and hem for men. The product specifications were made by the UMKM weaving businessmen assisted by the Deli Serdang Cooperative Office, in Table 1.3.

Table 3 Weaving Product Specifications

No.	Product	Fabric Type	Specification	
			Long x Wide	Berat (gram)
1.	Iwa Raki Tenun	Sarung	2m x 105cm	700
		Selendang	2m x 110cm	
		Hem	2,5m x 110cm	
2.	Tenun Erni Johan	Sarung	2,1m x 110cm	800
		Selendang	2m x 700cm	
		Hem	2,5m x 110cm	
3.	Tenun Ali Ihsan	Sarung	2,1m x 110cm	800
		Selendang	2m x 700cm	
		Hem	2,5 x 110cm	

Source: <https://www.deliserdangmall.com>

Data on sales results for a period of 3 years can be seen in Table 4 as follows:

Table 4 Weaving Sales Data on ATBM weaving UMKM are Assisted Deli Serdang Cooperative Office 2015, 2016, 2017,2018

Product Brands	Sold Unit			
	Year 2015	Year 2016	Year 2017	Year 2018
Iwa Raki Tenun	181	234	177	128
Erni Johan Tenun	153	184	160	94
Ali Ihsan Tenun	168	179	150	85

Source: Deli Serdang Cooperative Office

From Table 4, it can be seen that the weaving sales volume for each weaving product throughout 2015 has fluctuated, where in 2016 there was an increase in sales in each weaving brand. In 2017 there was a decline until 2018. Based on interviews in December 2018, the researchers did to Nurwahidah as the business owner of Raki Tenun, stating that there had been a decline in sales in the past two years. While the Raki Weaving has tried as much as possible to promote and maintain the quality of the woven fabric products. Based on the

interviews the researchers did with visitors who came to the Raki Tenun booth during the ethnic and craft exhibition, stating that the average visitor's perception of the price of woven fabric was not very affordable.

Reduced buyer interest in 2017 was also a factor in the decline in sales. Especially in this era of globalization, consumers are increasingly smart in deciding the purchase of products, which of course the quality of products obtained by consumers must be in accordance with the expectations and willingness of consumers.

Purchasing decisions are consumer activities that are directly involved in making decisions to make purchases on products offered by sellers. A high purchasing decision from consumers for a product is the most important aspect for a company in carrying out its business activities. To increase purchases, companies must pay attention to the factors that influence purchasing decisions, including promotions, perceived prices and product quality.

Previous research on purchasing decisions has been carried out, among others, the research conducted by Gerung (2017), product quality, price and promotion have a significant effect on purchasing decisions. Product quality, price and purchasing decisions are factors that influence purchasing decisions.

Promotion is an important factor that determines purchasing decisions in capturing market share, by developing promotional strategies that can attract customers, according to Kotler and Keller (2016), promotion is an activity that communicates the benefits of a product and persuades the target consumer to buy the product.

Product quality is an important factor that determines the success of the company in capturing current market share. Products are anything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas (Kotler and Keller, 2016). There is nothing more disappointing for consumers when a product is damaged only after several times using or not even as expected (Wang et al, 2016). According to Kodu's research (2013), prices, product quality and service quality simultaneously or partially have a significant effect on purchasing decisions. That the product is a very important factor in purchasing decisions. The purchase decision will never be achieved if it is not supported by good product quality.

In addition to promotion and product quality, price perception is an important factor for purchasing decisions. According to Kotler and Keller (2016) perceptions are beliefs held by consumers that are embedded in the minds of consumers. Price is the amount of money charged on a product or service, or the amount of value that consumers exchange for benefits because they own or use the product. A society's view of prices is called price perception. Price perception does not only relate to how expensive and how cheap the product is, but also relates to the level of suitability, level of competitive advantage, to after-sales services. Price considerations can influence the results of consumer purchasing decisions regarding the products to be selected for purchase. Consumers will exchange value called price to get the other value in terms of the benefits of the product when buying and selling transactions. If the price value is lower than the value of a product, then consumers tend to choose the product. Research conducted by Wiratma (2012), suggests that prices have a positive influence on purchasing decisions. The better the consumer's perception of the price of the product, the higher will be in determining the product purchase decision. Promotion is a factor that influences purchasing decisions.

Based on research conducted by Putra (2018), found that product quality, price perception, promotion has a significant influence on purchasing decisions. Product quality has the highest significant influence on purchasing decisions, while price perception has the lowest significant influence on purchasing decisions.

Based on the phenomena and previous studies related to purchasing decisions, the authors intend to conduct research with the title "The Effect Of Promotion, Price Perception And Product Quality On Purchasing Weaving Decisions On Consumers Of Raki Weaving Assisted By Deli Serdang Cooperative Service."

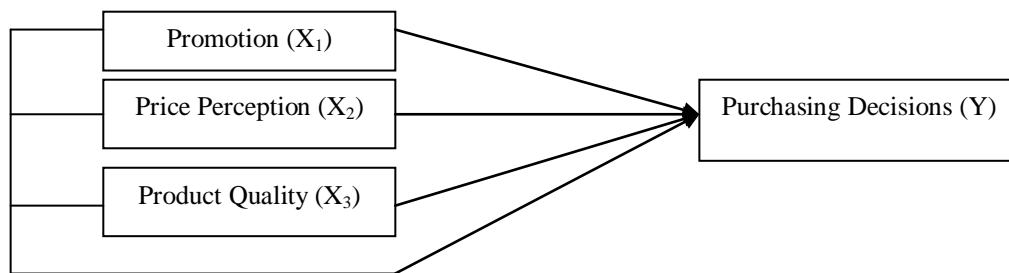


Figure 1 Conceptual Framework

Hypothesis

Based on the conceptual framework that has been described, the research hypothesis can be formulated as follows:

1. Promotion has a positive and significant effect on purchasing decisions.
2. Price perception has a positive and significant effect on decisions purchase. Product quality has a positive and significant effect on purchasing decisions.

Promotion, price perception, product quality have a positive and significant effect simultaneously on purchasing decisions.

MATERIAL AND METHODS

This research is quantitative associative research. According to Sugiyono (2017) associative research is a formulation of a problem that is asking about the relationship between two or more variables. Sugiyono (2017) also reveals quantitative research is research that is based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, analyzing quantitative or statistical data, with the aim of testing predetermined hypotheses.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then conclusions drawn. The population is taken from consumers who have bought in Raki Weaving in 2017 which is as many as 177 people per year.

Samples are part of the number and characteristics of the population (Sugiyono, 2017). The sampling method used is

probability sampling method with a purposive sampling approach. The sample of this study is customers who have bought woven fabric twice in Raki Weaving. The number of samples in this study is based on Slovin's opinion which states the determination of the number of samples in a group of population can be done with the Slovin formula. So that the number of samples in this study were 123 people.

The technique of data collection is done by means of an interview (interview) to business owners Raki Weaving. Then study documentation, which is a way to collect and study various documents obtained from various sources related to purchasing decisions, namely, sales data on Raki Weaving and other supporting data. And a deep list of questions / questionnaires (questionnaires) consists of statements that are used to collect data relating to promotion variables, perceived prices, product quality and purchasing decisions. This questionnaire is intended for customers / consumers who have purchased Raki Weaving woven fabrics.

RESULTS AND DISCUSSION

Classic assumption test

Normality Test

Normality testing in the study aims to determine whether in the regression model, the residual value is normally distributed or not. A good regression model is a model that has a residual value that meets the normality assumption, namely the $\text{Sig.} > \alpha (0.05)$. For the normality test in this study using the Kolmogorov Smirnov Test approach.

The results of the normality test using the Kolmogorov Smirnov Test approach can be seen in Table 5:

Table 5 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		123
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	1.06816499
Most Extreme Differences	Absolute	.061
	Positive	.061
	Negative	-.053
Kolmogorov-Smirnov Z		.674
Asymp. Sig. (2-tailed)		.754
a. Test distribution is Normal.		

Source: Primary Data Processing using SPSS

Based on Table 5 above, it is known that the Asymp.Sig (2-tailed) value is 0.754. This

value is greater than the significance level $\alpha = 0.05$. Then it can be concluded that the residual value is normally distributed.

Linearity Test

Linearity testing in this study aims to determine whether Promotion, Price Perception, Product Quality has a linear relationship to Purchasing Decisions assuming the Sig. on the Deviation from Linearity greater than the significance level $\alpha = 0.05$.

The results of the linearity test for promotional variables on purchasing decisions can be seen in Table 6:

Table 6 Promotion Linearity Test Results on Purchasing Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Promotion	Between Groups	(Combined)	84.361	11	7.669	5.228	.000
		Linearity	66.730	1	66.730	45.490	.000
		Deviation from Linearity	17.631	10	1.763	1.202	.298
	Within Groups		162.826	111	1.467		
	Total		247.187	122			

Source: Primary Data Processing using SPSS

The results of the linearity test for price perception variables on purchasing decisions can be seen in Table 7:

Table 7 Price Perception Linearity Test Results on Purchasing Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Price Perception	Between Groups	(Combined)	42.445	12	3.537	1.900	.042
		Linearity	27.093	1	27.093	14.556	.000
		Deviation from Linearity	15.352	11	1.396	.750	.689
	Within Groups		204.742	110	1.861		
	Total		247.187	122			

Source: Primary Data Processing using SPSS

The results of the linearity test for product quality variables on purchasing decisions can be seen in Table 4.19:

Table 8 Product Quality Linearity Test Results on Purchasing Decisions

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Product Quality	Between Groups	(Combined)	67.918	9	7.546	4.757	.000
		Linearity	55.029	1	55.029	34.687	.000
		Deviation from Linearity	12.889	8	1.611	1.016	.428
	Within Groups		179.269	113	1.586		
	Total		247.187	122			

Source: Primary Data Processing using SPSS

Based on Tables 6, 7, and 8 above, the value of Sig. on the Deviation from Linearity of 0.298, 0.689, 0.428. This value is greater than the significance level $\alpha = 0.05$. Then it can be concluded that Promotion, Price Perception and Product Quality have a linear relationship to Purchasing Decisions.

Multicollinearity Test

Multicollinearity test is used to find out whether in the regression model there is a linear relationship between the independent variables. Multicollinearity test results can be seen in Table 4.20 as follows:

Table 9 Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.424	1.626		.876	.383		
	Promotion	.228	.039	.419	5.920	.000	.943	1.060
	Price Perception	.088	.034	.185	2.588	.011	.928	1.078
	Product Quality	.272	.059	.334	4.624	.000	.904	1.106
a. Dependent Variable: Purchase Decision								

Source: Primary Data Processing using SPSS

Based on the results above, a Tolerance value of 0.943, 0.928, 0.904 is obtained. The result is greater than 0.10, then the VIF value is 1.060, 1.078, 1.106. These results are smaller than 10, so in the regression model there is no linear relationship between independent variables (no multicollinearity).

Heteroscedasticity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance of residual values. Testing of heteroscedasticity in this study uses the Glejser test. The Glejser test results can be seen in Table 10 below:

Table 10 Glejser Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.744	1.044		-.712	.478
	Promotion	.008	.025	.029	.309	.758
	Price Perception	.016	.022	.069	.730	.467
	Product Quality	.042	.038	.106	1.113	.268
a. Dependent Variable: RES2						

Based on Table 10 above, the value of Sig. each of them was 0.758, 0.467, 0.268. This value is greater than the significance level $\alpha = 0.05$. So it can be concluded that there is no heteroscedasticity in the regression model.

Data analysis

Multiple linear regression

Multiple linear regression analysis is used to determine the effect of two or more independent variables on one dependent variable. With multiple linear regression analysis in this study, it will be known how much influence the Promotion, Perception of Price and Product Quality on Purchasing Decisions. The results of multiple linear regression analysis can be seen in Table 4.22. From the results of data processing in

Table 4.22, the regression equation model is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 1,424 + 0,228X_1 + 0,088X_2 + 0,272X_3$$

Based on the results of multiple linear regression above, Promotion, Perception of Price and Product Quality have a positive effect on Purchasing Decisions.

The constant value (a) is 1.424, meaning that if the Promotion, Price Perception and Product Quality are zero, then the Purchase Decision is worth a constant of 1.424. Then, the Promotion regression coefficient (b1) is 0.228. That is, if the Promotion increases, the Purchase Decision will increase by 0.288 provided that the other independent variables are fixed. Then, the value of the regression coefficient of Perception (b2) is 0.088. That

is, if the Price Perception increases, then the Purchase Decision will increase by 0.088 provided that the other independent variables are fixed. Whereas, the regression coefficient of Product Quality (b3) is equal

to 0.272. That is, if the Product Quality increases, then the Purchase Decision will increase by 0.272 provided that the other independent variables are fixed.

Table 11 Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.424	1.626		.876	.383
	Promotion	.228	.039	.419	5.920	.000
	Price Perception	.088	.034	.185	2.588	.011
	Product Quality	.272	.059	.334	4.624	.000
a. Dependent Variable: Purchase Decision						

Source: Primary Data Processing using SPSS

Coefficient of Determination (R²)

Testing the coefficient of determination is done to find out how much the contribution or contribution of the independent variables of Promotion, Perceived Price and Product Quality to Purchase Decisions simultaneously. The test results of the coefficient of determination can be seen in Table 12 as follows:

Table 12 Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.661 ^a	.437	.423	1.082
a. Predictors: (Constant), Product Quality, Promotion, Price Perception				
b. Dependent Variable: Purchase Decision				

Source: Primary Data Processing using SPSS

From table 12, the value of the coefficient of determination (R square) is 0.437, which means that 43.7% of the Promotion variable, Price Perception and Product Quality have an influence on Purchasing Decisions, and the remaining 56.3% is explained by other variables that are not studied in this study.

Hypothesis testing

Partial Testing of Hypotheses (t Test)

Partial hypothesis testing (t test) is carried out to determine the effect of partial independent variables on the dependent variable. The results of partial hypothesis testing (t test) can be seen in Table 13:

Table 13 Partial Hypothesis Test (t Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.424	1.626		.876	.383
	Promotion	.228	.039	.419	5.920	.000
	Price Perception	.088	.034	.185	2.588	.011
	Product Quality	.272	.059	.334	4.624	.000
a. Dependent Variable: Purchase Decision						

Source: Primary Data Processing using SPSS

Based on the results obtained in Table 13, it is known that the Promotional coefficient value is 0.228 with a significance value of 0,000. These results indicate that the first hypothesis is accepted,

which states that the Promotion has a positive and significant effect on the decision to purchase Raki Woven Fabric.

Then the Price Perception coefficient value is 0.088 with a significance value of

0.011. These results indicate that the second hypothesis is accepted, which states that Price Perception has a positive and significant effect on the Decision of Purchasing Raki Woven Fabric.

Then the coefficient of Product Quality is equal to 0.272 with a significance value of 0,000. These results indicate that the third hypothesis is accepted, which states that Product Quality has a positive and significant effect on the Decision to Purchase Raki Weaving Fabric.

Simultaneous Hypothesis Testing (Test F)

Determine the effect of Promotion, Perception of Price and Product Quality on Decisions of Purchasing Cloth at Raki Weaving consumers simultaneously, then

hypothesis testing is carried out simultaneously (Test F). The results of simultaneous hypothesis testing (Test F) can be seen in Table 4.25.

From the results of Table 14, it is known that the value is 30,773 with a significance value of 0,000. While the value of the freedom degree df (N1) is 3.92. It can be concluded $(30,773 > 3,92)$ and the significance value is smaller than the significance level $\alpha = 0,05$ ($0,000 < 0,05$). Thus, the fourth hypothesis is accepted which states that Promotion, Price Perception, Product Quality have a positive and significant effect simultaneously on the Decision of Purchasing woven fabric on Raki Tenun consumers.

Table 14 Simultaneous Hypothesis Test (F Test)

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.988	3	35.996	30.773	.000 ^a
	Residual	139.199	119	1.170		
	Total	247.187	122			
a. Predictors: (Constant), Product Quality, Promotion, Price Perception						
b. Dependent Variable: Purchase Decision						

Source: Primary Data Processing using SPSS

DISCUSSION

Effect of Promotion on Purchasing Decisions

Based on the results of the t test, it can be concluded that the Promotion independent variable (X1) partially has a positive and significant effect on the decision to purchase Raki Weaving Fabrics. This can be seen from the respondent's answer with a statement about promotion which scored 4.59 categorized as very good is the statement "Raki Tenun always exists at every Ethnik and Craft exhibition". This shows that at the exhibition potential customers can see firsthand the fabric of Raki Tenun products. In accordance with the respondent's answer, consumers can consider the quality, see the materials, colors and motifs directly in accordance with the wishes, then buy products from Raki Weaving. Raki Tenun will provide information on woven fabrics and business cards at the exhibition, so that consumers who are still considering buying, can

contact Raki Weaving and buying cloth at a later time.

The results of this study are supported by previous research as in the study by Raharjo (2018) "stating that Promotion has a significant effect on purchasing decisions.

Effect of Price Perception on Purchasing Decisions

Based on the results of the t test, the independent variable Price Perception (X2) partially has a positive and significant effect on the decision to purchase Raki Tenun. This can be seen from the respondent's answer with a statement regarding the perception of prices which obtained a value of 4.53 categorized as very good is the statement "The price of woven Raki fabric in accordance with the quality of the product". This shows that every consumer who buys, gets the quality that matches the price paid. In accordance with the respondent's answer, it can be seen that in choosing woven fabrics, consumers tend to

consider the quality rather than the price offered. When the seller raises the price, the consumer still makes a purchase.

The results of this study are supported by previous research by Iryanita (2013) which states that Price Perception has a positive and significant effect on purchasing decisions of Pekalongan ATBM products.

Effect of Product Quality on Purchasing Decisions

Based on the results of the t test, the independent variable of Product Quality (X3) partially has a positive and significant effect on the decision to purchase Raki Tenun. This can be seen from the respondent's answer with a statement about the quality of the product which has a value of 4.50 categorized as very good is the statement "Raki woven fabric products have the characteristics of a quality base material". This shows that Raki Weaving uses quality yarn such as semi-silk and cotton with complete and quality colors. Raki Weaving produces fabrics by manual method using the ATBM weaving machine, with craftsmen who are experts in making various motifs and fast in weaving. The better quality of Raki Weaving products will determine a good purchasing decision.

The results of this study are supported by previous research by Iryanita (2013) "Analysis of the Effect of Brand Image, Price Perception and Product Quality on Purchasing Decisions of Pekalongan ATBM Products" stating Product Quality has a positive and significant influence on Pekalongan ATBM Product Purchase Decisions.

Effect of Promotion, Price Perception and Product Quality on Purchasing Decisions

Based on simultaneous test results, Promotion variable (X1), Price Perception (X2), Product Quality (X3) have a positive and significant effect on Purchasing Decisions (Y). The dominant variable influencing purchasing decisions is the promotion variable (X1). This is because the promotion carried out by Raki Weaving can

attract more consumers than the Perception of Price and Product Quality variables.

The results of this study are supported by previous research by Enril Ferdinan and Nugraheni (2013) "Analysis of the Effect of Price Perception, Perception of Product Quality and Promotion on Suzuki Motorcycle Purchase Decisions" which states that Price Perception, Product Quality, Promotion has a positive and significant effect on Purchasing Decisions.

Managerial Implications

Based on the results of the study, it can be seen that promotion, perceived price and product quality have a positive and significant effect on the decision to purchase cloth in Raki Weaving. So it can be concluded that increased promotion, perceived price and product quality will increase consumer behavior to buy woven fabric in Raki Weaving.

The results of this study can be one source of corporate information in planning breakthroughs or strategies in improving promotion, better perception of prices and product quality for Raki Tenun products.

In terms of Promotion, it is expected that the company will make more interesting content on social media. Create a special team in managing social media and websites to display interesting woven cloth photos and provide complete and routine information on uploading photos on social media so that promotions run smoothly and consumers are interested. Social media promotion can also use endorsement services by using a celebrity artist service to be able to promote it.

In terms of Price Perception, it is expected that companies can innovate by making product lines at a more affordable price so that they can be attracted by young people. Judging from the respondent's character, the age of consumers is pretty much at the age of 25-35, so that age can open up new markets to become consumers, by making affordable products and unique products.

In terms of product quality, it is expected that the company will train the weaving craftsmen to be more careful in order to minimize damage when producing woven fabrics.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of the research and discussion that have been conducted in this study, the researcher draws the following conclusions:

1. Promotion has a positive and significant effect on Raki Woven Weaving Purchase Decisions.
2. Price Perception has a positive and significant effect on Raki Woven Weaving Purchase Decisions.
3. Product Quality has a positive and significant effect on Raki Fabric Weaving Purchase Decisions.
4. Promotion, Price and Quality Perception simultaneously have a positive and significant effect on the Decision to Purchase Raki Woven Fabric.

Recommendations

Based on the results and discussion, there are some suggestions that can be submitted:

1. For Companies

It is expected to increase promotion and better service to consumers. Raki Weaving can increase promotions through social media, as well as foster good relations with customers who regularly buy. It can be done like on a big day during Eid Al-Fitr or Christmas, Raki Weaving builds good relations by sending gifts or souvenirs to these customers. This strategy is able to create positive persuasion from consumers to Raki Weaving, and can even make customers loyal to the company. In addition, consumers can recommend to friends and colleagues, if you buy weaving only in Raki Weaving.

2. For Further Researchers

It is expected to be a reference and continue to develop this research. This study uses Promotion, Price Perception and

Product Quality as independent variables and Purchasing Decisions as dependent variables. For the next researcher, they can replace the variables in this study with other variables in order to find new variables in the discussion of Purchasing Decisions.

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