The Factors Influencing Purchasing Decisions

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ABSTRACT
During the covid_19 pandemic, many changes occurred in the culture of people's life. The determination of social distancing during a pandemic had caused several public facilities closed and reduced social activities in the community. This resulted saturation in communities and they looked for other positive activities as cycling to get pleasure. The purpose of this study is to analyze the factors that influence the decision of buying a bike to win the market competition. The method of research is using survey method with questionnaires by the bikers belonging in the community. The research shows that the variable product, price, promotion and image of the brand simultaneously influenced positively and significantly to the decision of consumer's purchasing. The implications of managerial which is derived from the research is that, can be used as one benchmark for implementing appropriate strategies to take bike market share with the comparison of the variables.

Keywords: Marketing Mix, Brand Image and Purchasing Decisions

1. Introduction

During the covid_19 pandemic many changes occurred in the culture of people's life, not only in terms of the economy but also changing people's behavior. Free time is felt more so that people try to maintain health during the pandemic. The determination of social distancing during the pandemic has caused several public facilities to close and reduced social activities and this has resulted in boredom and people trying to find other positive activities, including cycling for fun. In choosing a bicycle, each consumer has different reasons before making a purchase decision, namely from considering product quality, price, promotions offered to the brand image itself.

There are several variables that influence bicycle buying decisions during a pandemic. To win the market competition, producers need to identify what components affect the purchasing decision for bicycle products. One of the marketing strategies that can be applied in winning market competition which has an impact on purchasing decisions is by implementing a marketing mix strategy.

Marketing mix can be influenced by several variables, including four (4) and can be controlled by the company which includes product, price, place and promotion according to Kotler and Armstrong (2016: 47). Products have an important meaning for the company because with the company's products it can provide offers to consumers and carry out activities in marketing. Products that are suitable for consumer needs will be in great demand by consumers. In other words, product manufacturing is better oriented towards market wants or consumer tastes. Meanwhile, according to Kotler and Armstrong (2012: 283) the meaning of product quality is the

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ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

Price is the service element in the marketing mix that generates revenue while other components of the marketing mix incur costs. Everything is included in the exchange for goods or services (Lamb & McDaniel, 2001). Price is one of the important concerns for the company because setting the price too high will cause sales to decrease, but if the price is too low it will reduce the benefits to the organization.

Promotion according to Kotler (2007: 88): "Promotion includes all company activities carried out to communicate and promote its products as a target market", which means that promotion includes all promotional activities carried out by companies to inform and promote their products to market share. Social media promotion can be used in business including advertising, sales promotion, branding and direct marketing.

According to Kotler & Keller (2009: 258) "A brand is a product or service whose dimensions differentiate the brand in several ways from other products or services designed to satisfy the same needs". Meanwhile, "Brand image is the perception and belief held by consumers, as reflected in the association embedded in the customer's memory, which is always remembered for the first time when hearing the slogan and embedded in the consumer's mind" Kotler and Keller (2009: 403).

With research related to product, price, brand image and promotion variables, it can analyze the most dominant variables in influencing consumer purchasing decisions for bicycles so that this research is expected to have benefits and can be used for bicycle manufacturers in distributing and carrying out marketing activities during the pandemic.

2. Literature Review

2.1 Marketing Mix Theory

According to Kotler & Armstrong (1997: 48), "The marketing mix is a tactical marketing tool that can be controlled, product, price, distribution, and promotion that the company combines to produce the desired response in the target market." Then another theory says "Marketing mix is a strategy of combining marketing activities, in order to create the maximum combination so as to produce the most satisfying results". (Alma, 2005: 205)

Marketing Mix Dimensions in research

2.2 Product

According to Kotler and Armstrong (2000) are as follows: Everything that can be offered to the market to get attention, buy, use, or consume and that can satisfy wants or needs. The products here describe what is offered or provided in selling bicycle products related to goods and services that can popularize and can be used as a company brand so that they can provide something different for consumers who use bicycle products after making a purchase decision. Furthermore, according to Kotler and Armstrong (2012: 283) the meaning of product quality is the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

2.3 Price

According to William J. Stanton, price is the amount of money (possibly plus some goods) required to obtain some combination of a product and service that accompanies it. Price according to Jerome Mc Cartgy price is what is charged for something. From this definition it explains, price is how a

company is able to understand the needs of the community in particular and respond to the demand from bicycles.

2.4 Promotion

Philip Kotler (1997, 142) defined promotion as an activity carried out by a company to communicate the benefits of its products and to convince consumers to buy. Promotion objectives according to Kotler and Armstrong (2008: 205), those are:
- Encourage short term customer purchases or enhance long term customer relationships
- Encourage retailers to sell new items and provide more inventory
- Advertise company products and provide more shelf space
- For salespeople, useful for getting more sales force support for old or new products or encouraging salespeople to acquire new customers.

Promotional mix, this mix is used in the sale of bicycle products either by giving discounts or giving gifts.

2.5 Brand Image

Brand image is very important to pay attention to because it is the difference between marketing products and services. By building a brand image, the products offered will not be imitated by competitors. Therefore, producers should have developed a brand image that is distinctive and acceptable to consumers, so that consumers can make choices for the brand of a particular product or service. According to Kotler (2003: 51), brand image is a creation created by marketing programs that have very profitable links and unique associations that are embedded in consumer memory.

3. Research Methodology

3.1 Research Design

This research was conducted to the bicycle user community in Purwokerto with the aim of knowing during the pandemic period what variables influenced the decision to purchase bicycle products. There are two sources of data from this study, those were:
- Primary data
  Primary data in this study were obtained directly from bicycle users from questionnaires that were distributed related to the variables in the study
- Secondary data
  Secondary data in this study were obtained from articles, journals and previous research related to research related to research carried out that helped researchers in making bicycle criteria.

3.2 Data collection
Questionnaire

This study used a quantitative methodology, by dividing a list of questionnaire questions to bicycle users who are members of the community. The questionnaire used was using google form which was distributed through groups and filled in according to the researcher's questions. Then from the results of the collected questionnaires, the data was processed using multiple linear regression. The researcher chose this method because it was very suitable during the Covid-19 pandemic, namely reducing the number of encounters that caused the spread of the virus to increase.

4. Result
4.1 Validity and Reliability Test
Test the validity of research instruments, can be summarized in the table as follows:

Table 2. Summary of Instrument Validity Testing Results

No.	Items	Results	Critical Limits	Information
1.	**Products**			
	Prod1	0,777	0,3	Valid
	Prod2	0,884	0,3	Valid
	Prod3	0,751	0,3	Valid
	Prod4	0,825	0,3	Valid
2.	**Prices**			
	Hg1	0,814	0,3	Valid
	Hg2	0,848	0,3	Valid
	Hg3	0,777	0,3	Valid
3.	**Promotions**			
	Prom1	0,832	0,3	Valid
	Prom2	0,736	0,3	Valid
	Prom3	0,885	0,3	Valid
4.	**Brand Image**			
	Ctr1	0,880	0,3	Valid
	Ctr2	0,907	0,3	Valid
5.	**Purchasing Decisions**			
	Kep1	0,855	0,3	Valid
	Kep2	0,830	0,3	Valid
	Kep3	0,671	0,3	Valid
	Kep4	0,707	0,3	Valid

The table shows that all items in all instruments are valid, because they have a positive total item correlation and p <0.05.

The results of reliability testing in this study can be summarized in the table as follows:

Table 2. Summary of Instrument Reliability Testing Results

No.	Instruments	Cronbach's Alpha	Critical Limits	Information
1.	Product	0,822	0,7	Reliable
2.	Price	0,743	0,7	Reliable
3.	Promotion	0,755	0,7	Reliable
4.	Brand Image	0,746	0,7	Reliable
5.	Purchasing Decision	0,761	0,7	Reliable

The table above shows that all the instruments used in this study are reliable, because they have a Cronbach's Alpha value of more than 0.7.

4.2 Respondent Profile
The profiles of respondents in this study can be described in the table as follows:

Table 3. Respondent Profile

No.	Profile	F	%
1.	**Ages**		
	19 - 25 th	16	9,8
	26 - 30 th	17	10,4
	31 - 35 th	37	22,6

	≥ 36 th	94	57,3
	Total	164	100,0
2.	**Education**		
	Undergraduate	19	11,6
	Associate Degree	27	16,5
	Bachelor Degree	108	65,9
	Master/Professor Degree	10	6,1
	Total	164	100,0
3.	**Professions**		
	Civil Servants	113	68,9
	Self- Employed	36	22,0
	Entrepreneurs	15	9,1
	Total	164	100,0
4.	**Income**		
	< 4 million	84	51,2
	4 - 6 million	64	39,0
	7 - 10 million	11	6,7
	> 10 million	5	3,0
	Total	164	100,0
5.	**Length of use the bicycle**		
	< 1 year	75	45,7
	1 year	19	11,6
	2 years	12	7,3
	3 years	58	35,4
	Total	164	100,0

The table above shows that, based on age, most of the respondents were> 36 years old, namely 94 respondents (57.3%), and at least 19-25 years old, namely 16 respondents (9.8%). Based on education, most of the respondents have an undergraduate education, namely 108 respondents (65.9%), and at least have Master/Professor education, namely 10 respondents (6.1%). Based on occupation, most of the respondents were civil servants, namely 113 respondents (68.9%), and the least was self-employed, namely 15 respondents (9.1%). Based on income, most of <4 million, namely 84 respondents (51.2%), and at least> 10 million, namely 5 respondents (3.0%). Based on the length of time using a bicycle, most of <1 year, that is 75 respondents (45.7%), and at least 2 years, namely 12 respondents (7.3%).

4.3 *Classic Assumption Test*
Classic assumption testing in this research is carried out so that the results of the analysis meet the classical assumptions or requirements of the analysis. The classical assumption tests carried out in this study include the residual normality test, multicollinearity, heteroscedasticity, and autocorrelation.

- *Residual Normality Test*

    The residual normality test in this study used the Kolmogorov - Smirnov test. The test results of the residual normality can be summarized in the table as follows:

    Table 4. Summary of Results from Residual Normality Testing

KS-Z	p	Information
0,069	0,053	Normal

    Table 4 shows that the Kolmogorov-Smirnov Z value is 0.069 and p is 0.053. Based on the p value> 0.05, it was concluded that the residual values were normally distributed.

- *Multicollinearity Test*

Multicollinearity testing is done by looking at the Variance Inflation Factor (VIF) value. If the VIF value increases, it is suspected that there is multicollinearity. As a rule of thumb, if the VIF value exceeds the number 10, it is said that there is multicollinearity. Multicollinearity testing can be described in the table as follows:

Table 5. Multicollinearity Testing

Variable	VIF	Information
Product	1,246	There is no multicollinearity
Price	1,140	
Promotion	1,228	
Brand Image	1,102	

Table 5 shows that the VIF value for all variables has a VIF value of less than 10. Based on this, it is concluded that the research model does not have Multicollinearity.

- *Heteroscedasticity Testing*

Heteroscedasticity testing in the study was carried out using the Glejser test. The results of heteroscedasticity testing can be described in the table as follows:

Table 6. Heteroscedasticity Testing Results

Model	Koef. Reg.	SE	β	t	P
(Constant)	-0,515	0,882		-0,584	0,560
Product	0,041	0,043	0,083	0,952	0,342
Price	0,059	0,052	0,093	1,122	0,263
Promotion	-0,042	0,043	-0,084	-0,979	0,329
Brand Image	0,126	0,074	0,138	1,697	0,092

Dependent variable = |ei|

Table 6 shows that the test results show that all t values have p> 0.05, so it can be concluded that heteroscedasticity does not occur in the research model.

- *Autocorrelation Testing*

The autocelation test in this study was carried out using the Durbin-Watson test. The results of the autocorrelation test can be described in the following table:

Table 7. Autocorrelation Test Results

Statistics	Score	Information
Statistcs Durbin-Watson (d)	1,881	$d_U < d < (4 - d_U)$
d_L (in n = 164 and k = 4)	1,693	$1,794 < 1,881 < 2,206$
d_U (in n = 164 and k = 4)	1,794	There is no autocorrelation
$4 - d_U$	2,206	

Table 7 shows that the d value is 1.881. The dU price for k = 4 and N = 164 is obtained at 1.794 and the 4 - dU price for 2.206. Based on the price of d which lies between dU and 4 - dU (1.794 <1.881 <2.206), it is concluded that the research model does not have autocorrelation.

- *Hypothesis Test*

Tests are performed using multiple linear regression. The results of multiple linear regression testing can be described in the table as follows:

Table 8. Multiple Linear Regression Test Results

Model	Koef. Reg.	SE	β	T	p

Constant	-2,109	1,517		-1,390	0,166
Product	0,217	0,073	0,188	2,949	0,004
Price	0,380	0,090	0,257	4,221	0,000
Promotion	0,411	0,073	0,355	5,619	0,000
Brand Image	0,488	0,127	0,229	3,831	0,000
R = 0,695 R^2 = 0,484 F = 37,232					0,000

Bound Variable = Purchase Decision

Based on table 8, hypothesis testing is carried out as follows:

1) First Hypothesis Testing

   The first hypothesis in this study is that the product has a positive effect on purchasing decisions. Based on the test results, the t-count value for the product variable was 2.949 with p of 0.004. Based on a positive t-count and p value <0.05, it is concluded that the product has a positive and significant effect on purchasing decisions.

2) Second Hypothesis Testing

   The second hypothesis in this study is that price has a positive effect on purchasing decisions. Based on the test results, the t-count value for the price variable is 4,221 with p of 0,000. Based on the positive t-count and p value <0.05, it is concluded that the price has a positive and significant effect on purchasing decisions.

3) Third Hypothesis Testing

   The third hypothesis in this study is that promotion has a positive effect on purchasing decisions. Based on the test results, the t-count value for the promotion variable is 5,619 with p of 0,000. Based on a positive t-count and p value <0.05, it is concluded that promotion has a positive and significant effect on purchasing decisions.

4) Fourth Hypothesis Testing

   The fourth hypothesis in this study is that brand image has a positive effect on purchasing decisions. Based on the test results, the t-count value for the image variable was 3,831 with a p value of 0,000. Based on the positive t-count and p value <0.05, it is concluded that image has a positive and significant effect on purchasing decisions.

5) Fifth Hypothesis Testing

   The fifth hypothesis in this study is that product, price, promotion, and image simultaneously affect purchasing decisions. Based on the test results, it was found that the F-count value was 37.232 with p of 0.000. Based on the p value <0.05, it is concluded that the product, price, promotion, and image simultaneously have a significant effect on purchasing decisions.

The coefficient of determination (R2) is 0.695, so it can be concluded that the effect of product, price, promotion, and image simultaneously on purchasing decisions is 69.5% and the remaining 30.5% is influenced by variables other than research variables. Based on the value of the largest beta coefficient, the variable that has the most dominant influence on purchasing decisions is the promotion variable.

6. Conclusion and Implication

6.1 *Research Conclusion*

From the results of research conducted, the conclusion obtained is that the variable product price, promotional image and brand image have a significant influence on purchasing decisions.

However, the promotion variable is the most dominant in influencing purchasing decisions, while the product variable is the weakest variable in influencing purchasing decisions.

6.2 Managerial Implication
Referring to the results of the study that the promotional variable is the most dominant in influencing purchasing decisions and paying attention to the right promotional strategy is the most suitable solution that can be applied to be able to compete in bicycle sales during the Covid-19 pandemic that is still taking place in the city of Purwokerto. It is hoped that these findings can be used as input for bicycle manufacturers in implementing bicycle marketing strategies. Promotion is the neatest strategy in increasing bicycle sales growth so that the distribution of bicycles can run as planned.

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