



## THE EFFECT OF BONUS PACKS AND PRODUCT QUALITY ON PURCHASE DECISIONS AT PT. ALAMJAYA WIRASENTOSA TG. MORAWA DELI SERDANG NORTH SUMATRA

### PENGARUH BONUS PACK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN DI PT. ALAMJAYA WIRASENTOSA, TG. MORAWA, DELI SERDANG, SUMATERA UTARA

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#### Abstract

The purpose of this study was to determine the effect of bonus packs and product quality on consumer purchasing decisions at PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang, North Sumatra. The population in this study are consumers at PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang North Sumatra as many as 379 consumers for one week while the determination technique is random sampling with the withdrawal technique using the Slovin formula. So that the sample in this study amounted to 79 respondents. The sources of data in this study are primary data and secondary data. Where the primary data from observations, interviews and questionnaires. While secondary data can be from data that has been documented. While the data analysis techniques used are descriptive analysis and multiple linear regression. The results of multiple regression analysis are  $Y = 8.898 + 0.193X_1 + 0.548X_2 + e$  which shows that the bonus pack and product quality have a positive and significant effect on consumer purchasing decisions. While the results of the (t) test or partial test show that the bonus pack has a positive and significant effect on consumer purchasing decisions where it can be seen that the tcount value is  $2.125 > t_{table} 1.992$  and the product quality variable also has a positive and significant effect on consumer purchasing decisions where it can be seen that the tcount value is  $9.425 > t_{table} 1.992$ . The results of the coefficient of determination with a correlation regression value of 0.814, meaning that together the bonus pack and product quality on consumer purchasing decisions at PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang North Sumatra has contributed to a strong degree. Then the coefficient of determination ( $R^2$ ) is 0.653 (65.3%). So it can be said that 65.3% of the variation in the dependent variable, namely the bonus pack and product quality in the model, can explain the purchasing decision variables at PT. Alamjaya Wirasentosa while the remaining 34.7% is influenced by other variables outside the model.

**Keywords :** Bonus Pack, Product Quality, Purchase Decision.



### Abstrak

Tujuan dalam penelitian ini untuk mengetahui pengaruh bonus pack dan kualitas produk terhadap keputusan pembelian konsumen pada PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang Sumatera Utara. Populasi dalam penelitian ini adalah konsumen yang ada di PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang Sumatera Utara sebanyak 379 konsumen selama satu minggu dengan menggunakan teknik penentuan dengan random sampling dengan teknik penarikan menggunakan rumus Slovin. Sehingga sampel dalam penelitian ini berjumlah 79 responden. Adapun sumber data dalam penelitian ini dari data primer dan data sekunder. Dimana data primer dari observasi, wawancara dan kuesioner. Sedangkan data sekunder dapat dari data yang sudah didokumentasikan. Sedangkan teknik analisa data yang digunakan yaitu analisa deskriptif dan regresi linier berganda. Hasil analisis regresi berganda yaitu  $Y = 8,898 + 0,193X_1 + 0,548X_2 + e$  yang menunjukkan bonus pack dan kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Sedangkan hasil uji (t) atau uji parsial menunjukkan bahwa bonus pack berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen dimana dapat dilihat nilai thitung  $2,125 > t_{tabel} 1,992$  serta variabel kualitas produk juga berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen dimana dapat dilihat nilai thitung  $9,425 > t_{tabel} 1,992$ . Hasil koefisien determinasi dengan nilai regresi korelasi sebesar 0,814, artinya secara bersama-sama bonus pack dan kualitas produk terhadap keputusan pembelian konsumen pada PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang Sumatera Utara memiliki kontribusi pada taraf yang kuat. Kemudian koefisien determinasi ( $R^2$ ) 0,653 (65,3%). Sehingga dapat dikatakan bahwa 65,3% variasi variabel terikat yaitu bonus pack dan kualitas produk pada model dapat menjelaskan variabel keputusan pembelian pada PT. Alamjaya Wirasentosa sedangkan sisanya sebesar 34,7% dipengaruhi oleh variabel lain di luar model.

**Kata Kunci :** Bonus Pack, Kualitas Produk, Keputusan Pembelian.

## 1. INTRODUCTION

The development of business ventures in the current era of globalization is increasingly rapid, marked by the increasingly high and tight level of competition between companies (Akbar, 2020). This situation causes companies in general to strive to maintain their survival, develop their companies, obtain optimal profits and strengthen their position in facing competing companies. To achieve these goals, marketing efforts must be considered and planned in advance (Welsa, 2022). Realizing this, marketing is one of the main activities carried out by companies to achieve their goals (Hou, 2022). Activities such as product development, communication research, distribution, pricing and service are the core of marketing activities (Rijal, 2021). The marketing function plays a very important role for companies in carrying out all activities related to the flow of goods and services from producers to end consumers (Cahyaningtya, 2020).

Each company has its own strategy for marketing its products. to attract customer interest (Muliasari, 2020). Customer interest in the product given makes customers feel happy and ultimately will be loyal to the product, so that customer trust in the company will be formed more easily (Wiraatmaja, 2021). Matter This makes it easier for companies to attract further customers. Marketing of products from companies can be done in various ways, including brochures, pamphlets, television advertisements, and certain promotions for product sales (JZLIEAFNMRAMPA Siregar, 2022).



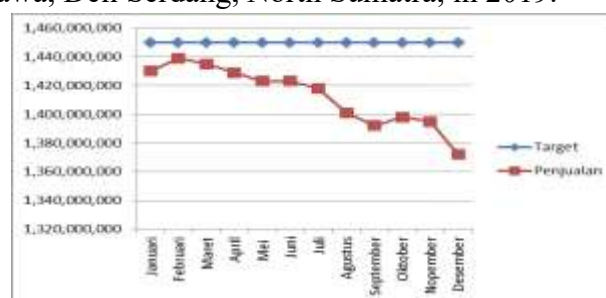
One of the company's goals is to increase consumer purchasing decisions (Yasa, 2021). Purchasing decisions are crucial for companies. Therefore, it's not uncommon for companies to continually improve their efforts to improve consumer purchasing decisions (Tirtayasa, 2021). As consumers make more frequent purchases, this will impact the company's profitability. On the other hand, the company will also increase its market share (Hartono, 2020).

One of the factors that influences purchasing decisions is the bonus pack. Bonus pack is an additional product from the company to be given to consumers at the same price (Cahyaningtya, 2020). The company hopes that this attractive offer will lead to a special bonus package. This will encourage consumers to make larger purchases (Pratiwi & Maskan, 2019). Many companies choose bonus packs to increase consumer purchasing decisions. Companies hope that providing bonus packs will increase consumer purchasing decisions (Fate, 2017).

The next factor that influences purchasing decisions is product quality. (S. Nasib, 2021) The era of globalization has had a significant impact on marketing and has given rise to new challenges in today's marketing profession. (AHD Siregar, 2021) Marketers are required to understand how events in various parts of the world affect domestic markets and opportunities for finding new breakthroughs, and of course how these developments will affect the company's marketing patterns (Damayanti, 2021).

PT. Alamjaya Wirasentosa, Tg. Morawa, Deli Serdang, North Sumatra, is a food manufacturing company. High competition forces PT. Alamjaya Wirasentosa, Tg. Morawa, Deli Serdang, North Sumatra, to continuously improve its profitability through customer satisfaction.

Based on the researcher's observations, consumer purchasing decisions tended to decline, not in line with expected targets. The following is a list of sales targets for PT. Alamjaya Wirasentosa, Tg. Morawa, Deli Serdang, North Sumatra, in 2019:



**Figure 1. Sales Target and Sales Realization**

Source: Research Processed Results (2022)

The table and graph above show that sales continue to decline. This is evident in January's sales of Rp 1,430,000,000, while at the end of December they dropped to Rp 1,372,000,000. This clearly represents a serious problem, especially for management, as they are unable to achieve sales targets. One factor contributing to the failure to achieve sales targets is the bonus packs offered to consumers. Consumers have traditionally expected bonus packs to be



discounted. For example, when purchasing food products, consumers expect a discount on the selling price. However, marketing only provides additional products, not a price reduction. The results of the research conducted (Fate, 2017) stated that the Baonus pack had a significant influence on consumer purchasing decisions. Furthermore, the research results (Cahyaningtya, 2020) also stated the same thing, that bonus packs directly and significantly influence purchasing decisions. Meanwhile, regarding the product quality variable, the results of previous research (ARFASCM Nasib, 2021) stated that product quality has a significant influence on consumer purchasing decisions. The same thing also applies (JZLIEAFNMRAMPA Siregar, 2022) stated that product quality has a significant influence on purchasing decisions.

## 2. RESEARCH METHOD

This research approach is quantitative (Amelia et al., 2023). The research population is 379 customers at PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang, North Sumatra, for one week. To determine the sample size from the known population of 379 customers at PT. Alamjaya Wirasentosa Tg. Morawa Deli Serdang, North Sumatra. With a 10% error tolerance, the number of samples to be used if calculated using the formula above is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{379}{1 + 379 (0,1)^2}$$

$$n = \frac{379}{1 + 379(0,01)}$$

$$n = \frac{379}{4,79}$$

$$n = 79,1$$

So the number of samples that will be taken in this study if rounded up is 79 samples. The data collection method used a questionnaire with a Likert scale and data analysis used multiple linear regression analysis.

## 3. RESULT AND DISCUSSION

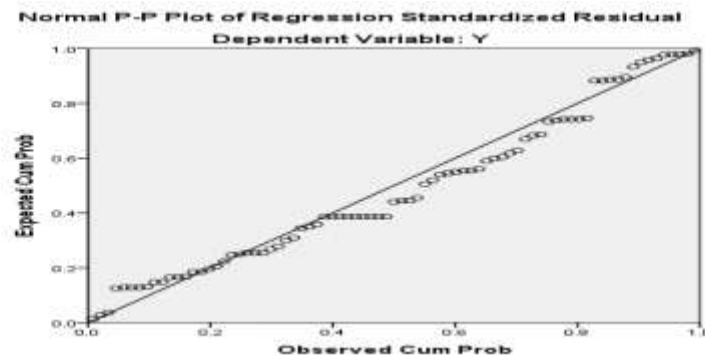
### Classical Assumption Test

#### a. Data Normality Test

Before processing data using regression analysis, a data normality test is first performed. The data normality test is performed to analyze whether the requirements of the regression equation have been met or not by examining the p-plot image. The output of the data normality test is a visual image that shows how close the points in the image are to the diagonal line. If the data originates from a normal distribution, then the data distribution values reflected in the



points in the output will lie around the diagonal line. Conversely, if the data originates from a non-normal distribution, the points are scattered far from the diagonal line.



**Figure 2. Normality Test Results**

Source: Processing Results with SPSS Version 22

Figure 2 above shows that the data distribution in the image above can be said to be spread around the diagonal line (not scattered far from the diagonal line). This result indicates that the data to be regressed in this study is normally distributed, or it can be said that the requirements for data normality can be met.

#### **b. Multicollinearity Test**

In this regression model, the results of the multicollinearity test can be seen in the following table:

**Table 1. Multicollinearity Test Results**

		Coefficients <sup>a</sup>				Collinearity Statistics	
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	
1	(Constant)	8,898	3,784		2,351	.021	
	X1	.193	.091	.163	2.125	.037	.759 1,317
	X2	.548	.058	.721	9,425	.000	.759 1,317

a. Dependent Variable: Y

Source: Processing Results with SPSS Version 22

Based on the processing results in Table 3, the VIF and tolerance values for all variables in this study did not experience multicollinearity. This is indicated by the VIF values for the two independent variables being less than 10, and the tolerance value far exceeding 0.01. These results indicate that in this regression model, all independent variables do not experience multicollinearity.

#### **c. Heteroscedasticity Test**

The heteroscedasticity test is carried out to test whether in a regression model, there is inequality in the variance of the residuals from one observation to another. If there is a certain pattern, such as the points forming a regular pattern, then heteroscedasticity has occurred. If there is no clear pattern and the points are spread irregularly, then heteroscedasticity does not occur. The results of the heteroscedasticity test are shown in Figure 4.3 below:

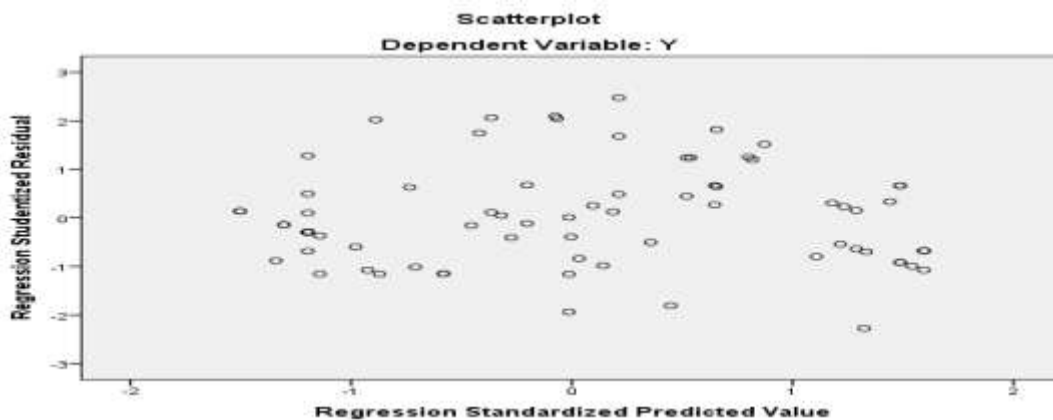
**Figure 3. Heteroscedasticity Test Results**

Figure 3 above shows that the resulting points are randomly distributed and do not form a specific pattern or trend line. The figure also shows that the data is spread around the zero point. These test results indicate that this regression model is free from heteroscedasticity; in other words, the variables tested in this study are homoscedastic.

#### d. Multiple Linear Regression Analysis

The results of the regression analysis can be seen in the table below:

**Table 2. Linear Regression Analysis Results Multiple**

Model	Coefficients <sup>a</sup>					Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1 (Constant)	8,898	3,784		2,351	.021		
X1	.193	.091	.163	2.125	.037	.759	1,317
X2	.548	.058	.721	9,425	.000	.759	1,317

a. Dependent Variable: Y

Source: SPSS Calculation Results (Attached)

Based on Table 4. above, the multiple linear regression equation in this study is:

$$Y = 8,898 + 0.193X1 + 0.548X2 + e$$

The results can be seen from the following description:

- 1) In this regression model, the constant value listed is 8,898 can be interpreted as if the independent variable in the model is assumed to be equal to zero, on average the variables outside the model will still increase the purchasing decision by 8,898. One-unit or in other words if the bonus pack and product quality variables are not increased, then the purchasing decision will be 8,898 unit.
- 2) The value of the regression coefficient b1 of 0.193 in this study can be interpreted as meaning that when the bonus pack (X1) increases by one unit, it will increase the purchasing decision by 0.193 units.
- 3) The value of the regression coefficient b2 is 0.548 in this study it can be interpreted that the product quality variable (X2) is 0,548 which shows that when product quality (X2) increases by one unit, it will increase purchasing decisions by 0.548 unit.





## Hypothesis Testing

### e. Partial Test (t-Test)

The results of the first partial hypothesis testing can be seen in table 5 below:

**Table 5.t-Test Results**

		Coefficients <sup>a</sup>				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	8,898	3,784		2,351	.021	
	X1	.193	.091	.163	2.125	.037	.759 1,317
	X2	.548	.058	.721	9,425	.000	.759 1,317

a. Dependent Variable: Y

Source: SPSS Calculation Results (Attached)

Based on Table 5 above, the following results were obtained:

- 1) The significance value for the bonus pack variable (0.037) is smaller than that of alpha 5% (0.05) or  $t_{count} = 2.125 > t_{table} 1.966$  ( $nk = 379 - 3 = 376$ ). Based on the results obtained,  $H_0$  is rejected and  $H_a$  is accepted for the bonus pack variable. Thus, partially, the bonus pack variable has a positive and significant effect on purchasing decisions at PT. Alamjaya Wirasentosa.
- 2) The significance value for the product quality variable (0.000) is smaller than that of alpha 5% (0.05) or  $t_{count} = 9.425 > t_{table} 1.991$ . ( $nk = 79 - 3 = 76$ ). Based on the results obtained,  $H_0$  is rejected and  $H_a$  is accepted for the product quality variable. Thus, partially, the product quality variable has a positive and significant effect on purchasing decisions at PT. Alamjaya Wirasentosa.

### f. Simultaneous Test (F Test)

The results of the F test in this study can be seen in the table below:

**Table 6. F Test Results**

		ANOVA				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	993,508	2	496,754	74,394	.000b
	Residual	507,479	76	6,677		
	Total	1500.987	78			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS Calculation Results (Attached)

In the results of the regression test in this study, the significance value is known to be 0.000. Where the required significance value of F is smaller than 5% or 0.05 or the calculated F value =  $74.394 > F_{table} 3.12$  ( $df_1 = k - 1 = 3 - 1 = 2$ ) while ( $df_2 = nk (79 - 3 = 76)$ ). Thus, it can be concluded that all independent variables, namely bonus packs and product quality, have a positive and significant effect on purchasing decisions at PT. Alamjaya Wirasentosa.

### g. Coefficient of Determination (R<sup>2</sup>)

The results of the determination test can be seen in Table 4.9 below:

**Table 7. Results of the Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.814a	.662	.653	2,584
a. Predictors: (Constant), X2, X1				
b. Dependent Variable: Y				

- 1) The correlation regression value is 0.814, meaning that the bonus pack and product quality have a strong contribution to purchasing decisions at PT. Alamjaya Wirasentosa.
- 2) For more than one independent variable, it is better to use adjusted R Square. Where the value ( $R^2$ ) is 0.653 (65.3%). So it can be said that 65.3% of the variation in the dependent variables, namely bonus packs and product quality in the model, can explain the purchasing decision variable at PT. Alamjaya Wirasentosa, while the remaining 34.7% is influenced by other variables outside the model.
- 3) *Standard Error Of The Estimated* is a measure of prediction error. The Standard Error of the Estimated is called the standard deviation. In this study, the value is 2.584. The smaller the standard deviation, the better the model.

#### **h. The Influence of Bonus Packs on Purchasing Decisions**

This research supports previous research conducted by (Martin, 2018) (AF Nasib, 2019) (Wasiman, 2021) which states that Bonus packs have a positive and significant impact on consumer purchasing decisions. When delivered appropriately, these bonus packages can encourage consumers to purchase a company's products tailored to their needs. Meanwhile, in this study, the significance value for the bonus pack variable has a positive and significant effect on customer purchasing decisions. Based on the results obtained,  $H_0$  is rejected and  $H_a$  is accepted for the bonus pack variable. Thus, partially, the bonus pack variable has a positive and significant effect on purchasing decisions at PT. Alamjaya Wirasentosa.

#### **i. The Influence of Product Quality on Purchasing Decisions**

The results of this study support previous research conducted by (Nurdayati, 2020) (HS, 2021) (S. Nasib, 2021) which states that product quality has a positive and significant effect on consumer purchasing decisions. This can be stated that when product quality improves and continues to be improved, it will be able to increase consumer purchasing decisions. Meanwhile, in this study, the significance value for the product quality variable has a positive and significant effect on customer purchasing decisions. Based on the results obtained,  $H_0$  is rejected and  $H_a$  is accepted for the product quality variable. Thus, partially, the product quality variable has a positive and significant effect on purchasing decisions at PT. Alamjaya Wirasentosa.

#### **j. The Influence of Bonus Packs and Product Quality on Purchasing Decisions**

The research results are in line with research conducted by (Kusumawati, 2018) (Sefung, 2019) (Ningsih, 2020) which states that efforts to increase purchasing decisions can be done by providing bonus packages for purchases of a certain amount and a strong commitment from





the company to maintaining product quality. Meanwhile, in this study, the significance value was 0.000. The results of this study indicate that bonus packages and product quality have a positive and significant influence on purchasing decisions at PT. Alamjaya Wirasentosa.

#### 4. CONCLUSION

Based on the research results and existing materials, it can be concluded that:

- a. Partially, the bonus pack has a positive and significant effect on purchasing decisions at PT Alamjaya Wirasentosa. This means that increasing the bonus pack will increase purchasing decisions for PT Alamjaya Wirasentosa's products.
- b. Partially, product quality has a positive and significant influence on purchasing decisions at PT. Alamjaya Wirasentosa. This suggests that improved product quality will encourage consumers to make repeat purchases in the future.
- c. Simultaneously, bonus packs and product quality have a positive and significant influence on purchasing decisions at PT. Alamjaya Wirasentosa. This suggests that when bonus packs and product quality are improved, they can encourage consumers to make purchasing decisions and make PT. Alamjaya Wirasentosa's products a top priority compared to other products.

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