

INFLUENCE OF PRICE, PRODUCT QUALITY, SERVICE QUALITY, AND PROMOTION PURCHASING DECISIONS DILLA PARFUME MAGETAN REFILLS

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Abstrak

Penelitian ini dilaksanakan dengan tujuan memberikan bukti empiris mengenai pengaruh variabel harga, kualitas produk, kualitas pelayanan, dan promosi terhadap keputusan pembelian parfum *refill* Dilla Parfume di Magetan. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survey. Jumlah sampel yang dianalisis sebanyak 384 responden yang diperoleh melalui teknik *Purposive Sampling*. Proses pengumpulan data dilakukan menggunakan instrumen kuesioner, kemudian dianalisis dengan bantuan software SPSS versi 25. Hasil penelitian memperlihatkan bahwa: (1) harga berpengaruh secara positif dan signifikan terhadap keputusan pembelian, (2) kualitas produk berpengaruh positif serta signifikan terhadap keputusan pembelian, (3) kualitas pelayanan memberikan pengaruh positif dan signifikan terhadap keputusan pembelian, serta (4) promosi memiliki pengaruh positif dan signifikan terhadap keputusan pembelian.

Kata Kunci: Harga, Kualitas Produk, Kualitas Pelayanan, Promosi dan Keputusan Pembelian

Abstract

This study aims to provide empirical evidence regarding the influence of price, product quality, service quality, and promotion on purchasing decisions of Dilla Parfume Refill in Magetan. The research employed a quantitative approach with a survey method. A total of 384 respondents were selected using the purposive sampling technique. Data were collected through a questionnaire instrument and analyzed using SPSS version 25. The findings indicate that: (1) price has a positive and significant effect on purchasing decisions, (2) product quality exerts a positive and significant influence on purchasing decisions, (3) service quality demonstrates a positive and significant impact on purchasing decisions, and (4) promotion shows a positive and significant effect on purchasing decisions.

Keywords: Price, Product Quality, Service Quality, Promotion and Purchasing Decisions

A. INTRODUCTION

In recent years, Indonesia's perfume industry has shown rapid expansion, which is strongly influenced by the rising awareness of society regarding personal grooming and appearance.

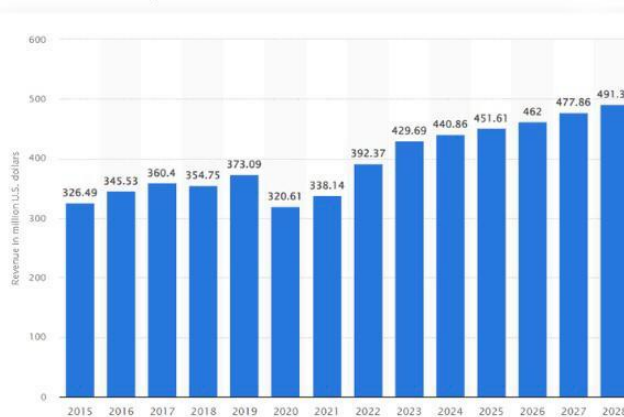


Figure 1. Estimated Fragrance Market Revenue in Indonesia

Based on data from the Statista Research Department (2024), the perfume market revenue in Indonesia is predicted to reach USD 451.61 million in 2025 and continue to increase to USD 491.36 million in 2028. The increase in interest in the use of perfume can be seen from the increasingly diverse types, aroma variants, and packaging designs on the market. This development has also encouraged the emergence of refillable perfume as an option for consumers who want a luxurious scent at a more affordable price. The high demand for this product has opened up potential business opportunities, resulting in more and more businesses getting involved in the refillable perfume industry.

In Magetan Regency, the refillable perfume business is growing, one of which is Dilla Parfume, which offers mid-range prices and a variety of fragrance options.

Brand parfum refill mana yang kamu suka ?
100 jawaban

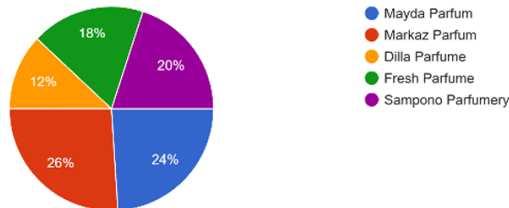


Figure 2. Diagram of Popular Refillable Perfume Brands in the Magetan Region

However, preliminary survey results in 2025 show that the level of interest in purchasing Dilla Parfume (12%) is still below competitors such as Markaz Parfum, Mayda Parfum Sampono Parfumeri, and Fresh Parfume. This low level of interest is thought to be related to factors such as price, product quality, service quality, and promotion. The prices offered are not considered commensurate with the durability of the fragrance, product quality is not entirely consistent, service is not personalized, and social media promotion is not maximized. This situation requires in-depth analysis to develop a more optimal marketing strategy.

These conditions require in-depth analysis in order to formulate a more efficient marketing strategy. Thus, the present research aims to present empirical proof regarding impact price, product quality, service quality, and promotion on the decision to purchase Dilla Parfume refill perfume in Magetan. The benefits of this study are expected to add to the knowledge regarding marketing strategies related to these factors.

Theoretical Framework

This research framework uses the TPB explains that consumer pattern is influenced by beliefs, social expectations, and perceived personal influence. Inside refillable perfume marketing, purchasing decisions can be determined by price, product quality, service quality, and promotion. According to Kothler & Armstrong, 2018, price refers to the amount of costs incurred by the buyer to obtain goods or services, and can be interpreted as exchange value that is considered commensurate with the benefits received by customers from using the product. Consumers are

willing to pay for goods that are considered to be in line with their needs and preferences. The value of the goods purchased must be commensurate with the amount of money spent (Imaroh & Marlana, 2022).

According to Kothler & Armstrong, 2018, product quality includes all the properties or characteristics it possesses own good including service that demonstrate capacity meet customer needs and expectations. Products with superior quality generally have a high level of reliability, distinctive characteristics, and specifications that match consumer preferences, thereby generating satisfaction and appeal for consumers (Saltifa et al., 2023).

Andriani & Nasution, 2023, state that service excellence can be defined consumer's perception superior performance standard or special benefit arising from the product coupled with its service as a whole. A product can be considered high quality if it is able to satisfy its consumers, which is influenced by the quality of service provided (Syahputra & Ningsih, 2023).

Framework of Thinking

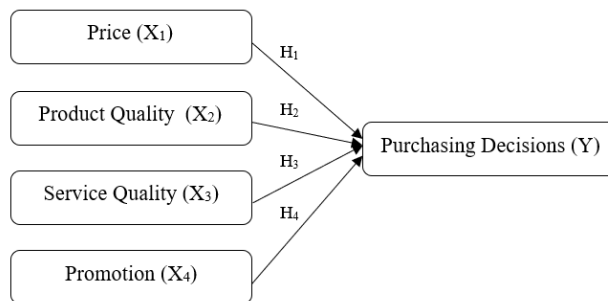


Figure 3. Conceptual Framework

Referring to the conceptual framework described earlier stated research following formulation expresses the hypothesis:

H₁ : Price on the decision to purchase Dilla Parfume refill perfume in Magetan.

H₂ : Product quality on the decision to purchase Dilla Parfume refill perfume in Magetan.

H₃ : Service quality on the purchase decision of Dilla Parfume refill perfume in Magetan.

H₄ : Promotion on the purchase decision of Dilla Parfume refill perfume in Magetan.

B. METHOD

The present research applied survey technique that applies quantitative. This study was conducted by taking Dilla Parfume in Magetan as the research object with a population of Generation Z with age criteria of 15-28 years in Magetan who had purchased Dilla Parfume products. Research sampel comprised 384 respondents formulated according Lemeshow formula. Research sampling comprised Purposive Sampling, while analysis performed using SPSS 25.

C. RESULTS AND DISCUSSIONS

Validity Test

An item in the questionnaire is categorized as valid when the calculated rvalue exceeds the rtable and yields a positive correlation. When the correlation value rcalculated does not exceed the rtable, the questionnaire item cannot be considered valid.

Table 1. Validity Test

Variables	Question Item	R Calculate	R Tabel	Ket.
Price (X ₁)	X1.1.1	0,772	0.100	Valid
	X1.1.2	0,837	0.100	Valid
	X1.2.1	0,799	0.100	Valid
	X1.2.2	0,806	0.100	Valid
	X1.3.1	0,722	0.100	Valid
	X1.3.2	0,790	0.100	Valid
	X1.4.1	0,792	0.100	Valid
	X1.4.2	0,788	0.100	Valid
Product Quality (X ₂)	X2.1.1	0,805	0.100	Valid
	X2.1.2	0,769	0.100	Valid
	X2.2.1	0,772	0.100	Valid
	X2.2.2	0,734	0.100	Valid
	X2.3.1	0,815	0.100	Valid
	X2.3.2	0,791	0.100	Valid
	X2.4.1	0,791	0.100	Valid
	X2.4.2	0,771	0.100	Valid
	X2.5.1	0,746	0.100	Valid
	X2.5.2	0,770	0.100	Valid

Service Quality (X ₃)	X3.1.1	0,755	0.100	Valid
	X3.1.2	0,781	0.100	Valid
	X3.2.1	0,825	0.100	Valid
	X3.2.2	0,812	0.100	Valid
	X3.3.1	0,814	0.100	Valid
	X3.3.2	0,810	0.100	Valid
	X3.4.1	0,787	0.100	Valid
	X3.4.2	0,802	0.100	Valid
	X3.5.1	0,797	0.100	Valid
	X3.5.2	0,787	0.100	Valid
Promotion (X ₄)	X4.1.1	0,788	0.100	Valid
	X4.1.2	0,837	0.100	Valid
	X4.2.1	0,794	0.100	Valid
	X4.2.2	0,825	0.100	Valid
	X4.3.1	0,811	0.100	Valid
	X4.3.2	0,821	0.100	Valid
	X4.4.1	0,786	0.100	Valid
	X4.4.2	0,766	0.100	Valid
Purchase Decision (Y)	Y1.1	0,821	0.100	Valid
	Y1.2	0,808	0.100	Valid
	Y2.1	0,812	0.100	Valid
	Y2.2	0,828	0.100	Valid
	Y3.1	0,727	0.100	Valid
	Y3.2	0,756	0.100	Valid
	Y4.1	0,810	0.100	Valid
	Y4.2	0,803	0.100	Valid

Based on the 44 statement items, therefore it can be said that all statements through questionnaire are legitimate and fitting for use in the study.

Reliability Test

A variable is considered reliable if the Cronbach's Alpha coefficient surpasses the threshold of 0.60.

Table 2. Reliability Test

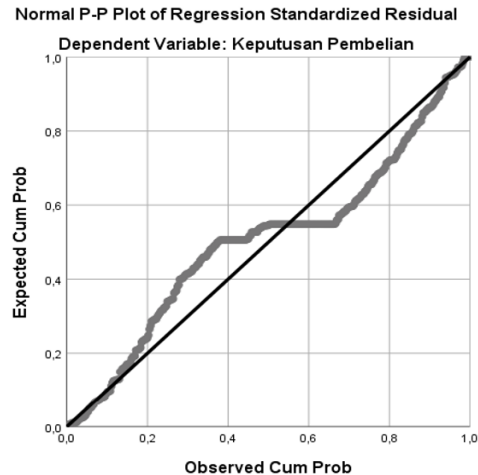
No.	Variables	<i>Cronbach's Alpha</i>	Description
1.	Price (X ₁)	0,916	Reliabel
2.	Product Quality (X ₂)	0,927	Reliabel
3.	Service Quality (X ₃)	0,936	Reliabel
4.	Promotion (X ₄)	0,921	Reliabel
5.	Purchase Decision (Y)	0,916	Reliabel

Based on the results, all variables were proven to be reliable. Thus, all measurement instruments can be used to produce consistent data.

Normality Test

Normality in this study was assessed through the graphical method using a Normal Probability Plot (P-P Plot of Regression Standardized Residuals).

Table 3. Normality Test



Considering the findings, it is possible to identified distribution in the present research is normal.

Multicollinearity Test

The absence of multicollinearity is confirmed when the VIF value remains below 10 and the tolerance exceeds 0.1.

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Price	.171	5.844
Product Quality	.120	8.357
Service Quaity	.100	9.983
Promotion	.121	8.269

Considering the findings, it shows no multicollinearity problem exist problem among four variables.

Heteroscedasticity Test

When the significance level is above 0.05, the hypothesis is accepted, indicating that the data does not exhibit heteroscedasticity. However, when the significance level falls under 0.05, the hypothesis cannot be accepted, and the conclusion indicates that there heteroscedasticity.

Table 5. Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	4.093	.408		10.045	.000
	Price	-.068	.035	-.229	-1.961	.051
	Product Quality	-.043	.034	-.174	-1.251	.212
	Service Quality	.030	0.38	.123	.804	.422
	Promotion	-.021	0.42	-.070	.503	.615

Considering the findings, free from heteroscedasticity issue inside four variables.

Multiple Linear Regression Test

Through multiple linear regression, researchers can determine the joint effect of several independent variables on one dependent variable.

Table 6. Multiple Linier Regression Test

Model		Undertandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	1.461	.541		2.700	.007
	Price	.303	.046	.300	6.547	.000
	Product Quality	.326	.045	.395	7.301	.000
	Service Quality	.378	0.44	.458	8.516	.000
	Promotion	.708	0.54	.698	13.218	.000

Base on the results, the regression result of this research, the equation is obtained as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$Y = 1,461 + 0,303X_1 + 0,326X_2 + 0,378X_3 + 0,708X_4 + e$$

From the regression equation generated, the model may be interpreted as follows:

1. Constant value $a = 1.461$, which indicates a positive value of 1.461.
2. The coefficient value $b_1 = 0.303$, for every one-point increase in the price variable and other variables having a constant of 0, purchase an improvement in decision occurs by 0.303.
3. The coefficient value $b_2 = 0.326$, for every one-point increase in the product quality variable and other variables having a constant of 0, purchase an improvement in decision occurs by 0.326.
4. The value of coefficient $b_3 = 0.378$, for every one-point increase in the service quality variable and other variables having a constant of 0, purchase an improvement in decision occurs by 0.378.
5. The value of coefficient $b_4 = 0.708$, for every one-point increase in the promotion variable and other variables having a constant of 0, purchase an improvement in decision occurs by 0.708.

T – Test

The independent variable is said to significantly influence the dependent variable when the calculated tvalue exceeds the critical value in the ttable and the significance level falls below 0.05. Meanwhile, if t calculated is less than t table and the significance value is greater than 0.05, it means that there is no significant effect of the independent variable on the dependent variable.

Table 7. T – Test

Model		Undertandardized Coefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	1.461	.541		2.700	.007
	Price	.303	.046	.300	6.547	.000
	Product Quality	.326	.045	.395	7.301	.000
	Service Quality	.378	0.44	.458	8.516	.000
	Promotion	.708	0.54	.698	13.218	.000

Based on the analysis provides the following conclusions:

1. Price variable (X_1) $t_{\text{calculated}} > t_{\text{table}}$ is $6.547 > 1.966$ with significance $0.000 < 0.05$. H_1 is confirmed, which means that price has a significant and positive impact on purchasing decisions.
2. Product quality variable (X_2) $t_{\text{calculated}} > t_{\text{table}}$ is $7.301 > 1.966$, with a significance of $0.000 < 0.05$. H_2 is confirmed, which means that product quality has a significant and positive impact on purchasing decisions.
3. Service quality variable (X_3) $t_{\text{calculated}} > t_{\text{table}}$ is $8.516 > 1.966$ with significance $0.000 < 0.05$. H_3 is confirmed, which means that service quality has a significant and positive impact on purchasing decisions..
4. Promotion variable (X_4) $t_{\text{calculated}} > t_{\text{table}}$ is $13.218 > 1.966$ with a significance of $0.000 < 0.05$. H_4 is confirmed, which means that promotion has a significant and positive impact on purchasing decisions.

Determination Coefficient Test (R^2)

R^2 is employed to assess the proportion of variation in the dependent variable explained by the independent variables.

Table 8. Determination Coefficient Test (R^2)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.838	.836	2.046
a. Predictors: (Constant), Price, Product Quality, Service Quality, Promotion				
b. Dependent Variable: Purchase Decision				

Considering the findings, from the analysis, it is observed that the Adjusted R Square 0.836 or 83.6%.

D. CONCLUSIONS

Based on the results of the study regarding the influence of price, product quality, service quality, and promotion on the decision to purchase Dilla Parfume refill perfume in Magetan, it can be concluded that 4 all variables show a positively significant effect on the decision to purchase Dilla Parfume refill perfume in Magetan.

E. SUGGESTIONS

From the study's outcomes, it can be concluded that recommended Dilla Parfume adjust prices according to quality and fragrance durability, maintain product consistency, and add fragrance variations to attract consumers. Service quality needs to be improved through friendly and responsive employee attitudes. Promotions should be expanded with creative content on social media and loyalty programs. Further research is expected to expand the variables and scope of the study so that the results are more comprehensive.

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