

## Plant Seed Purchase Decision with Product Quality, Price and Promotion at PT Nikos Jaya Benih Unggul Mantup Lamongan

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### ABSTRACT

Lamongan Regency has an area of more than  $1.8 \text{ km}^2$ , and the largest contributor to GRDP comes from the agricultural sector. In the farming industry, food and horticultural crop seeds are very important. PT. Nikos Jaya Benih Unggul operates in the food crop and horticultural seed industry. This research aims to determine the influence of product quality, price, and promotion on purchasing plant seeds at PT. Nikos Jaya Superior Seeds. This research uses quantitative research, the sampling method in the research is probability sampling or uses random sampling techniques and uses the Lemeshow formula to obtain 96 respondents. The analysis technique uses multiple linear regression analysis, with the results that promotions have the most dominant influence on PT purchasing decisions. Nikos Jaya Benih Unggul, before testing the hypothesis, reliability, and validity tests were carried out. The results are that all variables are valid and reliable, the results of the t-test for product quality, price, and promotion variables show t count > t table with a significance of less than 0.05, the F-test results show F count > F table with a significance of 0.000, thereby testing product quality, price and promotion simultaneously influencing purchasing decisions at PT. Nikos Jaya Superior Seeds in Mantup Lamongan.

### INTRODUCTION

Lamongan Regency has an area of more than  $1.8 \text{ km}^2$ , and the largest contributor to GRDP comes from the agricultural sector. Companies there can sell goods and services. The agricultural sector requires a lot of seeds, and the seed business is still very promising because the need for agricultural seeds continues to increase along with increasing community income (BPMBTPH, 2023). PT. Nikos Jaya Benih Unggul is engaged in the farming industry of food crops and horticultural seeds. They produce various types of horticultural plants using a quality management system, so that the products produced can satisfy customers at affordable prices and are easy to grow to increase productivity to achieve company goals.

Suryaningsih *et al* (2020) product marketing is a process where companies introduce, promote, and sell to consumers. The role of consumers in products made by manufacturers is very important to maintain and increase company sales. Goods cannot be fully utilized without customers. Consumer behavior is related to the decision-making process and can be carried out by organizations, groups, or individuals. Owning and using economic goods or services is one thing that can influence consumer behavior environmentally (Mangkunegara *et al.*, 2019). Marketing is also carried out by business people in companies to develop their businesses to make a profit. Philip Kotler stated "The concept of marketing as a philosophy that the key to achieving organizational goals consists of determining the needs and wants of the target market and providing the desired satisfaction more effectively and efficiently than its competitors".

Krisna *et al.* (2021) product quality is very important for consumers when choosing a product. Companies can use these resources to determine the survival of their products by improving and creating innovations related to product quality. According to Kotler in Maky Z.A's research (2024), high-quality products can help beat competitors.

According to Hasbi *et al.* (2021), The role of price information can provide information to consumers according to the quality of perception that often applies among consumers. A business can suffer huge losses if it sets the wrong price because this will cause the product to not sell in the market (Komang & Sintia, 2021).

Promotion or advertising is carried out to expand information and attract consumers' attention, encourage them to buy goods or services, and remind them of the brand, target market of agents, and their products, According to Sakka *et al* (2022). Companies use promotional activities to introduce their products to potential buyers with high-quality seeds. The goal is to make customers interested in products marketed both online and offline.

According to Anggraini (2020), purchasing decisions will increase if the company meets consumer expectations and can survive in tight market competition, especially in businesses that focus on meeting consumer needs. Purchasing decisions are a way to make decisions to buy goods or services that satisfy human desires.

Based on this background, the author wants to conduct research with the title The Influence of Product Quality, Price and Promotion on Plant Seed Purchasing Decisions Case Study of PT. Nikos Jaya Superior Seeds, Sumbergondang Mantup Village, Lamongan.

## RESEARCH METHODS

This study uses quantitative methods and descriptive methods that describe the situation objectively with numbers and begins with data collection, data interpretation, and the presentation of research results. So here there are variables, namely independent variables (influencing) and dependent variables (influenced). This study explains the effect of product quality, price, and promotion on purchasing decisions. According to Sugiyono in Yahya (2024), The population in the study were buyers of PT. Nikos Jaya Benih Unggul plant seed products whose number is unknown so that to calculate the minimum sample size the Lemeshow formula is used for an unknown population. If based on this formula, the sample (n) obtained is 96, so in this study the researcher must take sample data of at least 96 people. The data collection technique is determining the sample whose number is by the sample size whose number is by the sample size which will be used as the actual data source. The sampling technique in this study is non-probability sampling by random sampling.

## RESULTS AND DISCUSSION

**Respondent Identity Data Regarding Age**

Age	Total	Percentage
19-24 years	9	9,3%
25-32 years	25	26,04%
36-45 years	52	54,17%
>55 years	10	10,4%

<b>Total</b>	<b>96</b>	<b>100%</b>
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Based on the table above, it can be seen that respondents aged 19-24 years are 9 people or 9.3%, 25-32 years are 25 people or 26.04%, 36-45 years are 52 people or 54.17%, and above 55 years are 10 people or 10.4%.

#### Respondent Identity Data Regarding Gender

Regarding Gender	Total	Percentage
Male	78	81,25%
Female	18	18,75%
<b>Total</b>	<b>96</b>	<b>100%</b>

Based on the table above, it can be seen that there are 78 male respondents or 81.25%, while there are 18 female respondents or 18.75%.

#### Reliability Test Results

Variable	Alpha	Reliabilitas Minimum	Status
Product Quality	0,760	0,6	Reliabel
Price	0,633	0,6	Reliabel
Promotion	0,834	0,6	Reliabel
Purchase decision	0,755	0,6	Reliabel

From the test results conducted on the reliability of the questionnaire, it was found that the Cronbach Alpha of all variable items was greater than 0.6. So it can be concluded that all questionnaire items for each variable are reliable.

#### Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,995	2,073		1,927	0,057
Product Quality	0,202	0,097	0,225	2,077	0,041
Price	0,280	0,111	0,251	2,519	0,013
Promotion	0,338	0,091	0,378	3,717	0,000

a. Dependent Variable: Purchase decision

From the table above, the multiple linear regression equation is obtained as follows:

$$Y = 3.995 + 0.202 X_1 + 0.280 X_2 + 0.338 X_3$$

1. Constant value (a) = 3.995 indicates the magnitude of the dependent variable of the purchase decision (Y) of 3.995 accepting other influencing factors is seen as consistent.
2. The value of  $\beta_1 = 0.202$  means that if the product quality is increased by 1 unit or 1 unit, it will increase by 0.202 with the hope that other influencing factors are considered constant.
3. The value of  $\beta_2 = 0.280$  indicates that an increase in the price variable ( $X_2$ ) can result in an increase in the purchase decision or in other words, the price ( $X_2$ ) is increased by 1 unit, then the purchase decision will increase by 0.280. Assuming other influencing variables are considered constant.
4. The value of  $\beta_3 = 0.338$  indicates that an increase in the promotion variable ( $X_3$ ) can result in an increase in purchasing decisions or in other words, if the promotion ( $X_3$ ) is increased by 1 unit, the purchasing decision will increase by 0.338. Assuming that other influencing variables are considered constant.

**Determination Coefficient Test Results  
 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,763 <sup>a</sup>	0,582	0,569	1,97568

The R square value is 0.582 or 58.2%. From the R square, it can be concluded that the product quality, price and promotion variables contribute 58.2% while the remaining 41.8% is influenced by independent variables other than product quality, price and promotion.

**T Test Calculation Results  
 Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	3,995	2,073		1,927	0,057
Product Quality	0,202	0,097	0,225	2,077	0,041
Price	0,280	0,111	0,251	2,519	0,013
Promotion	0,338	0,091	0,378	3,717	0,000

a. Dependent Variable: Purchase decision

From the results of the product quality test ( $X_1$ )  $t_{count} > t_{table}$  with a significance value of  $0.041 < 0.05$ , this means that the product quality variable has a significant effect on purchasing decisions at PT. Nikos Jaya Benih Unggul. While the price ( $X_2$ ) is significant  $0.013 < 0.05$ , this means that the price variable has a significant effect on purchasing decisions at PT. Nikos Jaya Benih Unggul, while promotion ( $X_3$ ) is significant  $0.000 < 0.05$ , this means that the promotion variable has a significant effect on purchasing decisions at PT. Nikos Jaya Benih Unggul.

**Test Results F Test**

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	500.727	3	166.909	42.761	.000 <sup>b</sup>
Residual	359.106	92	3.903		
Total	859.833	95			

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Promotion, Price, Product Quality

The  $F_{(count)}$  value is 42.671 with a significance level of  $0.000 < 0.05$ . Thus, the decision taken  $H_0$  is rejected and  $H_a$  is accepted. This means that product quality ( $X_1$ ), price ( $X_2$ ), and Promotion ( $X_3$ ) have a simultaneous effect on the dependent variable of purchasing decisions ( $Y$ ), so that the first hypothesis can be accepted as true.

- a. The Influence of Product Quality, Price and Promotion Partially on Purchasing Decisions
  - 1. The Influence of Product Quality on Purchasing Decisions

The results of the study of product quality variables ( $X_1$ ) obtained  $t_{count} > t_{table}$  with a value of  $2.077 > 1.986$  with a significance of  $0.041 < 0.05$ , so the decision  $H_a$  is accepted and  $H_0$  is rejected. This means that the product quality variable has a significant effect on purchasing decisions at PT. Nikos Jaya Benih Unggul.

Product quality is a product that is expected with better results and satisfies the desires of consumers (Maky, 2024). In this study, product quality has a significant effect on purchasing decisions, this can identify that the better the quality of the product provided by PT. Nikos Jaya Benih Unggul, the more it increases the purchasing decision, thus stating

that product quality has a positive and significant effect on purchasing decisions. The results of this study are supported by previous research conducted by (Diah Eka, 2023) which shows that product quality has a positive and significant effect on purchasing decisions of Ponorogo students in the Lazada Marketplace.

2. The Influence of Price on Purchasing Decisions

The results of the price variable ( $X_2$ )  $t_{\text{count}} > t_{\text{table}}$  with a value of  $2.519 > 1.986$  with a significance of  $0.013 < 0.05$ , so the decision  $H_a$  is accepted and  $H_0$  is rejected. This means that the price variable has a significant effect on purchasing decisions at PT. Nikos Jaya Benih Unggul.

Price is a monetary unit expressed as the exchange rate of a good or service in a flexible marketing package component (Irawan, 2020). Because each unit sold is based on the company's profit, the company's success has a significant effect on price. The results of this study are supported by previous research conducted by (Fenny Krisna, 2021) stating that the price variable has a positive and significant effect on consumer purchasing decisions for Indomie at PT. Alamjaya Wirasantosa Kabanjahe.

3. The Effect of Promotion on Purchasing Decisions

The results of the promotion variable ( $X_3$ )  $t_{\text{count}} > t_{\text{table}}$  with a value of  $3.717 > 1.986$  with a significance of  $0.000 < 0.05$ , then the decision is  $H_a$  accepted and  $H_0$  rejected. This means that the promotion variable has a significant effect on purchasing decisions at PT. Nikos Jaya Benih Unggul.

Promotion is a form of marketing communication to disseminate information, influence, persuade, and remind the target market to accept, buy and be loyal to the company's products (Tjiptono, 2022) promotion aims to increase sales in various ways such as advertising, personal selling, public relations and direct marketing. The results of this study are supported by previous research conducted by (Haris Fadillah, 2023) stating that the promotion variable has an influence and is significant on purchasing decisions at the Yamaha Suryanata Motor Amuntasi Dealer.

b. The Effect of Product Quality, Price and Promotion Simultaneously on Purchasing Decisions

From the results of table 4.12, it can be concluded that the  $F_{\text{count}}$  value is 42.671 while the  $F_{\text{table}}$  value is 2.41 so that  $F_{\text{count}} > F_{\text{table}}$  and the significant value is  $0.000 < 0.05$ , it is concluded that  $H_0$  is rejected and  $H_1$  is accepted. From these results, it is concluded that the independent variables of product quality ( $X_1$ ), price ( $X_2$ ), and promotion ( $X_3$ ) simultaneously have a significant influence together on purchasing decisions at PT. Nikos Jaya Benih Unggul.

PT. Nikos Jaya Benih Unggul is a company in the agricultural industry of high-quality food and horticultural seeds that is famous in Lamongan. This company focuses on product quality, competitive prices and effective promotions, all of which influence purchasing decisions. PT Nikos Jaya Benih Unggul pays special attention to product development and marketing strategies, so that it can help customers choose the best seeds for their needs.

c. The Influence of Product Quality, Price and Promotion Dominantly on Purchasing Decisions

Based on this study, the results obtained from multiple regression analysis with a value of  $Y = 3.995 + 0.202 X_1 + 0.280 X_2 + 0.338 X_3$ . The results of the promotion variable ( $X_3$ ) = 0.338. So it can be concluded that promotion has the most dominant influence on purchasing decisions.

## CONCLUSION

1. The Influence of Product Quality, Price and Promotion Partially on Purchasing Decisions

The  $t_{\text{(calculated)}}$  value is greater than  $t_{\text{table}}$  and the significance value is smaller. So the decision can be taken, namely accepting  $H_a$  and  $H_0$  is rejected, which means that the variables Product Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) have a partial effect on the Purchasing Decision of PT. Nikos Jaya Benih Unggul.

2. The Influence of Product Quality, Price and Promotion Simultaneously on Purchasing Decisions  
The  $t_{(calculated)}$  value is greater than  $t_{table}$  and the significance value is smaller. So the decision can be taken, namely accepting  $H_a$  and  $H_o$  is rejected, which means that the variables Product Quality ( $X_1$ ), Price ( $X_2$ ), and Promotion ( $X_3$ ) have a simultaneous effect on Purchasing Decisions of PT. Nikos Jaya Benih Unggul
3. The Influence of Product Quality, Price and Promotion Dominantly on Purchasing Decisions  
The results of the study above obtained by multiple linear regression analysis that the promotion variable ( $X_3$ ) has an effect on Purchasing Decisions of PT. Nikos Jaya Benih Unggul.

From the results of the research, discussion and conclusions that have been described in the previous chapter, it can be suggested that PT. Nikos Jaya Benih Unggul must ensure that the products offered meet high quality standards and are available in various sizes to meet consumer needs. PT. Nikos Jaya Benih Unggul must offer prices that are in accordance with the quality of the products produced in order to compete with other companies and make consumers prefer their products. PT. Nikos Jaya Benih Unggul must use social media platforms such as Instagram, Facebook, or websites. Further research should consider other aspects besides price, promotion, and product quality to help clients make better purchasing decisions for PT. Nikos Jaya Benih Unggul.

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