EFFECT OF PRODUCTS, PROMOTION, AND DISTRIBUTION OF PURCHASING DECISIONS ON FIGHTING BRAND

by Slamet Heri

EFFECT OF PRODUCTS, PROMOTION, AND DISTRIBUTION OF PURCHASING DECISIONS ON FIGHTING BRAND

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Abstract - The presence of the fighting brand is the company's strategy to capture market share. In addition to releasing superior products that already exist in the market, it is also important for companies to fill the niche of business that is still empty, one of which is by introducing the fighting brand. Soft drinking products are currently favored by various groups of old, young, and children. This research is intended to determine the significant influence of marketing factors consisting of products, promotions, and distribution on the purchasing decision of S-tee soft drink brand fighter products produced by PT. Sinar Sosro. The study used respondents who have a habit of consuming S-tee products as many as 320 people. The data analysis method uses path analysis statistical techniques, which analyze the effect of each of the variables studied. Partially, promotion and distribution variables have a significant influence on purchasing decisions. The results also showed that 41.7% of the purchasing decisions of S-tee fighter brand products were influenced by product, promotion, and distribution, while 58.3% were influenced by other factors.

Keywords: Product, Promotion, Distribution, Purchasing Decision, Fighting Brand

INTRODUCTION

Drinking tea has been a habit of the Indonesian people since time immemorial, it is because the State of Indonesia is one of the best tea producers in the world, these tea-drinking habits include almost all age groups, from adolescence, adulthood, even seniors, tea-drinking habits do not know the time, both morning, afternoon, evening and night, this habit is often done by the people of Indonesia.

This provides a great opportunity for producers to compete in making and offering instant tea drinks in packs, with the presence of instant tea drinks in packaging today, consumers do not bother making tea drinks because there are many instant tea drinks in various packages available appetite on the market.

The tight competition will position the tea producers in packaging to always develop and capture market share. One to achieve market share is the brand. Brand or brand is the name, term, symbol, design, or combination that identifies a product or service produced by the company. Consumer purchasing decisions are to buy the most preferred brand, but two factors can arise between the intention to buy and the purchase decision, namely the attitude factor of others and the unexpected situation factor (Kotler & Keller, 2009).

(Kumar, 2018) said the marketing strategy consists of integrated marketing elements (4P, namely product, price, promotion, place) which always develops in line with the company's movement and changes in the marketing environment and changes in consumer behavior.

Consumer behavior has very broad implications for the formulation of marketing strategies. This is because the marketing strategy involves two main activities which include the selection of markets that will be targeted for marketing, and formulating and composing an appropriate combination of marketing mixes so that consumer needs can be satisfactorily met (Tjiptono, 2012).

PT. Sinar Sosro produces ready-to-drink packaged tea (RTDT) that triggers the presence of various similar products offered by other companies. Like Coca Cola Company which produces Frestea, and Pepsi which produces Tekita, although these two products are now rarely seen on the market, Mayora, which produces Teh Pucuk Harum, Wings produces Javana Tea, ABC produces NU-Green Tea, Two Pliers produces Zestee and others –other. The newcomer company not only entered the market that had previously been controlled by Sosro but also carried out various innovations in their products. So that the sales of various bottled tea products climbed very fast through various innovations such as giving a more diverse flavor, more attractive packaging, and various other innovations.

PT. Sinar Sosro anticipates this situation by carrying out the marketing strategies that are usually carried out by other market leader companies, namely by issuing new S-Tee products as a fighting brand. A fighting brand launched is intended to beat competitors' new products out so that the main product can be protected. The main purpose of fighting brands is to compete with similar products. So that the competitor's products are expected to be busy to compete and beat each other with the fighting brand, while the company's main products

can calmly control the market alone (Kartajaya, 2000).

The main characteristic of fighting brands is having product attributes that are similar to competing for products (Kartajaya, 2000). S-Tee offers a variety of product attributes that are almost similar to Sosro's competitors, namely FresTea from the Coca Cola Company, TeKita from Pepsi, Teh Pucuk Harum from Mayora and others. S-Tee also sells its tea products in various packaging. Like glass bottles, plastic bottles, and others. This was also spearheaded by Sosro's competing products.

This resemblance is very clear. Fighting brands are intended not to dominate the market but to trouble competitors. So that the product attributes possessed by a fighting brand must be adjusted to the product attributes owned by competitors. And the product attributes as far as possible do not interfere with the main product (Kartajaya, 2000).

The interesting thing about fighting brands is the risk that might arise from the use of this strategy. Sometimes the positioning made by the company against the fighting brand is too strong so that this product could also compete with the main product. This risk is referred to as predatory risk (Machfud, 2019). Predatory occurs if it turns out that the sales level of the main products is decreasing along with the rising level of sales of brand fighting products.

The purpose of this study is to find out and examine: 1) to test and analyze how the product influences the purchase decision of a fighting brand (S-tee) product from PT. Sinar Sosro; 2) to test and analyze how the influence of promotion on the decision to purchase the fighting brand (S-tee) products from PT. Sinar Sosro; 3) to test and analyze how the influence of distribution on the decision to purchase a fighting brand (S-tee) products from PT. Sinar Sosro; 4) to find out and analyze the most dominant factors that influence purchasing decisions

1. Marketing Strategy

Marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in a particular target market. Companies can use two or more marketing programs simultaneously because each type of program (such as advertising, sales promotion, personal selling, customer service, or product development) has different influences on demand (Tjiptono, 2008).

2. Buying Decision

According to (Kotler & Keller, 2009), Purchasing decisions are stages in the buyer's decision-making process where consumers buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered (Singh et al., 2018).

Purchasing decisions according to (Kanuk L, 2004) is the selection of two or more alternative purchasing decision choices, meaning that someone can make a decision, there must be several choices.

The decision to buy can lead to how the decision-making process is carried out.

Consumer behavior is actions carried out by individuals, groups, or organizations that are related to the decision making process in obtaining, using economic goods or services that can be influenced by the environment (B. & I. Swastha, 2005). There are 2 important aspects of the meaning of consumer behavior.

1. Decision-making process.
2. Physical activities which all involve individuals in assessing obtaining and using economic goods and services.

3. Fighting Brand

A Fighting brand is one strategy that is run by the market leader company when facing new competitors. The strategy to issue fighting brands is intended to protect products from competitors without having to deal directly with competing products (Kartajaya, 2000).

Fighting brands according to (Machfud, 2019), products created to fight substitution products. Fighting brands are also used to reach secondary segments outside the company's main segment as long as the segment is considered profitable (Johnson & Myatt, 2003).

According to (Kumar, 2018), brands are intentionally made to withstand attacks from 'bottom' and are usually used by market leaders. Market leader company needs to have a fighting brand because market leaders usually always become the focus of interest. When a company becomes a market leader three possibilities can occur from its competitors. Become a target of the shooting, imitated, or avoided. And these three things are very unfavorable for the market leader company (Kartajaya, 2000).

4. Product

Products according to (B. Swastha & Handoko, 2014) are all things that can be offered by producers to be considered, requested, sought, purchased, used, or consumed by the market as meeting the needs or desires of the market concerned.

According to (Stanton, 2001), it means that a product is a collection of tangible and unreal attributes, including packaging, color, price, quality, and brand plus service and sales reputation.

Customers who feel satisfied will return to buy, and they will tell others about their good experience with the product. Smart companies intend to satisfy customers by only promising what they can give, then giving more than they promised.

5. Promotion

Promotion is information flow or one-way persuasion that is made to direct a person or organization to actions that create exchanges in marketing (B. & I. Swastha, 2005). Meanwhile, according to (Kotler & Keller, 2009), promotion is the process of communicating a company with

parties who have an interest in the present and the future and the community.

Promotion is one of the variables in the marketing mix that is very important to be carried out by the company in marketing service products. Promotional activities not only serve as a communication tool between companies and consumers but also as a tool to influence consumers in purchasing activities or the use of services following their wants and needs. The purpose of promotion according to (Kumar, 2018) is a modification of behavior, providing information, persuading, reminding.

Definition of sale proposed by (Kotler & Armstrong, 2008) is a campaign that includes all of the tools in a combination marketing role is key to communicating the nature of persuading the campaign is a communication process of the delivery of the mandate or news about products/goods or services from the seller to potential buyers (consumers). Promotion is concerned with communication methods aimed at markets that are targeted about the right products that are sold in the right place at the right price.

6. Distribution

According to (Kumar, 2018), the distribution channel is the channel used by producers to distribute the goods from producers to consumers or industrial users.

From the viewpoint of these experts, we can conclude that one of the branches of the marketing channel is related to the problem of distributing goods from producers to consumers or industrial consumers. So that in this case, the distribution channel must deliver products or services produced by companies or producers to consumers or industrial consumers.

Distribution can also be interpreted as a marketing activity that seeks to facilitate and facilitate the delivery of goods and services from producers to consumers so that their use is following what is needed (type, amount, price, place, and when needed). In other words, the distribution process is a marketing activity that can (Kanuk L, 2004).

Creating product added value through marketing functions that can realize the utility/utility of form, place, time, and ownership.

Streamlining the flow of marketing channels (marketing channel flow) physically and non-physically. What is meant by the flow of marketing is the flow of activities that occur between marketing institutions involved in the marketing process the marketing channels include physical goods flow, ownership flow, information flow, promotion flow, the flow of negotiations, payment flows, funding flows, risk coverage flows.

7. Framework and Hypothesis

The hypothesis is a temporary answer to the formulation of research problems that aim at directing and providing guidance in the subject matter and research objectives (Sugiyono, 2010).

Then from the description of the existing problems, a research hypothesis can be raised as follows:
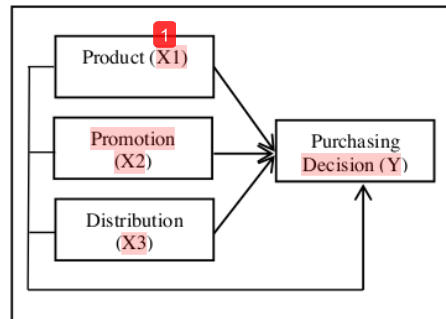
Source: Result data process (2019)
Figure 1. Framework

H1: Products have a positive effect on purchasing decisions. This means that the higher the quality of the product, the higher the likelihood of consumers buying products.
H2: Promotion has a positive effect on purchasing decisions. This means that the better the product is known, the higher the level of possibility of consumers buying products.
H3: Distributed has a positive effect on purchasing decisions. This means that the broader the range of distribution so that the product is easily obtained, the higher the level of possible consumers in buying products.
H4: Products Promotion, and Distribution simultaneously have a positive effect on purchasing decisions.

RESEARCH METHODS

The sampling technique used is probability sampling, which is a sampling technique that provides equal opportunities for each population (member) to be selected as a sample member (Sugiyono, 2010). Whereas the determination of the number of respondents (samples) was taken through a simple random sampling technique.

A simple random sampling technique is a technique that is said to be simple because the taking of sample members from the population is done randomly without regard to the existing strata in the population (Sugiyono, 2010), then asks whether prospective respondents are willing to answer questionnaire questions. If you are willing, immediately the interview process is conducted. In other words, the sample consists of people who are willing and easy for the researcher to start the interview (Ferdinand, 2006).

For the sample we take to truly represent the population, we need a standard or method in determining the sample (Ghozali, 2012). There are many ways and formulas to determine the number of samples, one of which is to use the Slovin formula which is simple and easy to calculate, and the

number of samples to be studied is 320 respondents.

Primary data is data obtained direct from the source (without intermediaries). The primary data contained in this study are the result of questionnaires on a predetermined sample in the form of raw data with a Likert scale to find out the responses of respondents regarding product influence, promotion, and distribution of purchasing decisions fighting brand (S-tee) products.

So that data collected can be useful, it must be processed and analyzed first so that it can be used as a basis for decision making. The purpose of the data analysis method is to interpret and draw conclusions from the amount of data collected.

Data processing is performed using statistical data processing which includes validity, reliability, normality, regression analysis, classic assumption tests, F tests, and determination analysis.

RESULTS AND DISCUSSION

The Sosrodjojo family started its business in 1940 in the city of Slawi, Central Java by producing and marketing the branded tea "Teh Cap Botol". In 1965, the Sosrodjojo Family began to expand its business by venturing into Jakarta by conducting a product sampling strategy in several markets in Jakarta.Basic or Philosophy of PT. Sinar Sosro is a Good Intent which is described in 3K and RL, namely: Caring for Quality, Safety, Health, and Environmentally Friendly. Tea raw materials for PT. Sinar Sosro is supplied by PT. Mount Slamat, while the tea raw material is managed by PT. Agro Pangan as a Sister company.

1. Characteristics of Respondents

The characteristics of respondents in this study were differentiated according to gender and age. The characteristics of respondents can be seen from the following explanation:

Based on the results of the respondents' profile questionnaire regarding the sex of 320, the data obtained were respondents who were 194 women (61%) and male respondents as many as 126 people (39%). This shows that more female respondents than men.

Based on the results of the respondents' profile questionnaire based on the age of 320 respondents, the data obtained in that the respondents who mostly filled out the questionnaire were aged 17-21 people, amounting to 265 people (83%), ages 22-25, 46 people (14%), ages 26-31 7 people (2%), age above 32 years 2 people (1%), this is because the most active students in the campus are the majority of new students aged 17-21 years.

2. Validity and Reliability Test

The distribution of questionnaires used for research data before being processed is first test for validity and reliability before being analyzed. A validity test is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire can reveal something that will be measured by the questionnaire.

Table 1. Product Validity Test (X1)

No	Statement	r_count	r_table	Information
1.	Stat_1	0.101	0.095	Valid
2.	Stat_2	0.121	0.095	Valid
3.	Stat_3	0.110	0.095	Valid
4.	Stat_4	0.104	0.095	Valid
5.	Stat_5	0.107	0.095	Valid
6.	Stat_6	0.112	0.095	Valid
7.	Stat_7	0.131	0.095	Valid
8.	Stat_8	0.139	0.095	Valid
9.	Stat_9	0.122	0.095	Valid
10.	Stat_10	0.130	0.095	Valid

Source: Result data process (2019)

Table 2. Promotion Validity Test (X2)

No	Statement	r_count	r_table	Information
1.	Stat_14	.163	0.095	Valid
2.	Stat_15	.138	0.095	Valid
3.	Stat_16	.160	0.095	Valid
4.	Stat_17	.123	0.095	Valid
5.	Stat_18	.216	0.095	Valid
6.	Stat_19	.114	0.095	Valid

Source: Result data process (2019)

Table 3. Distribution Validity Test (X3)

No	Statement	r_count	r_table	Information
1.	Stat_14	.134	0.095	Valid
2.	Stat_15	.098	0.095	Valid
3.	Stat_16	.148	0.095	Valid
4.	Stat_17	.133	0.095	Valid
5.	Stat_18	.126	0.095	Valid
6.	Stat_19	.192	0.095	Valid

Source: Result data process (2019)

Table 4. Purchasing Decision Validity Test (Y)

No	Statement	r_count	r_table	Information
1.	Stat_14	.293	0.095	Valid
2.	Stat_15	.190	0.095	Valid
3.	Stat_16	.218	0.095	Valid
4.	Stat_17	.198	0.095	Valid
5.	Stat_18	.203	0.095	Valid
6.	Stat_19	.118	0.095	Valid

Source: Result data process (2019)

The calculation results of the validity test as shown in the table above show that all values of r count > r table at a significance value of 5%, therefore, it can be concluded that all questionnaire items in this study are valid so that they can be used as research instruments.

A reliability test is a tool to measure a questionnaire which is an indicator of variables. A questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent or

stable over time.

Table 5. Reliability Test

Variable	r_count	r_table	Information
X_1	.828	0.095	Reliable
X_2	.771	0.095	Reliable
X_3	.805	0.095	Reliable
Y	.795	0.095	Reliable

Source: Result data process (2019)

Reliability is done by alpha formula. A significance test was carried out at level a = 0.05. Instruments can be said to be reliable if the alpha value> table (0.095).

Reliability test results obtained the value of the reliability coefficient questionnaire X1 of 0.828 questionnaire X2 of 0.771, questionnaire X3 of 0.805 and questionnaire Y of 0.795, based on the reliability coefficient can be concluded that all the questionnaires were reliable or consistent so that they can be used as research instruments.

3. Normality Test

Figure 2. shows that the Normal P-P graph Plot of Regression Standardized Residual illustrates the distribution of data around the diagonal line and the spread following the diagonal line of the graph, the regression model used in this study meets the assumption of Normality.
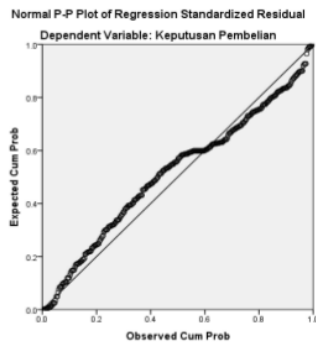
Source: Result data process (2019)
Figure 2. Normality Plot

4. Multicollinearity Test

Table 6. Multicollinearity Results

| Variable	Tolerance	VIF	Criteria
X1	.612	1.633	N-M
X2	.534	1.872	N-M
X3	.588	1.700	N-M

N-M = Non- Multicollinearity
Source: Result data process (2019)

Tables 6 show outputs said there are no symptoms of multicollinearity if the value is

erance. 0.10 does not occur Multicollinearity and vice versa if the VIF value is < 10 then there is no Multicollinearity. The calculation results produce the VIF value for multiple regression under number 10, it can be concluded that there are no multicollinearity symptoms in the regression model.

5. Heteroscedasticity test
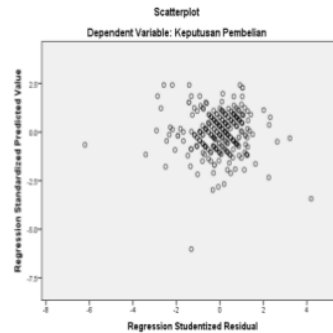
Source: Result data process (2019)
Figure 3. Heterocoscedasticity Results

Figure 3, shows the Scatterplot graph shown for the Heterokesdasticity Test for not occurring heteroscedasticity in the regression model so that the model shows points that spread randomly and no clear patterns are formed and in the spread of the points spread below and above the number 0 on the Y-axis. This identifies a feasible regression to predict.

6. Autocorrelation

Tabel 7. Autocorrelation Result

Model	R	R Square	Adjusted RSquare	Std.An error of the Estimate	Durbin-Watson
1	.645[a]	.417	.411	2.600	1.693

Source: Result data process (2019)

There is no perfect autocorrelation as a rule of thumb (concise rule) if the DW value is between 1.5-2.5 and does not experience autocorrelation symptoms. From table 4.11, it is obtained the value of Durbin-Watson (DW count) of 1.693 or 2. Based on the criteria that have been determined DW, the data is not autocorrelated.

While the R test determinant reaches the value of R Square of 41.7 percent this shows that research on the purchase decision of Fighting Brand Products is influenced by Product variables, Promotion, and Distribution by 41.7 percent and the remaining 58.3 percent

influenced by other variables outside the researched.

7. T-test

Table 8, shows the multiple linear regression equation as follows:

$$Y = 5.696 + 0.037\ X1 + 0.291\ X2 + 0.331\ X3$$

It can be illustrated that the independent (product) variables (X1), Promotion (X2), and Distribution (X3), in the regression model, can be expressed if one independent variable changes by 1 (one) and the other is constant, then the change in the dependent variable (dependent)

The purchase decision (Y) is equal to the coefficient value (b) of the value of the independent variable. Constant (α) of 5.696 gives the understanding that if the Product (X1), Promotion (X2), and Distribution (X3) simultaneously or together does not change or equal zero (0) then the amount of the Purchase Decision (Y) is 5.696 unit.

First hypothesis, the t count value is 1,217 with a significant 0,224, then Ho1 is accepted and Ha1 is rejected because t count> t table is 1, 217> 0.095 and significant 0.224> 0.005, the product has no significant effect on the purchase decision. This is contrary to research (Wahyuni, 2017) which states that purchasing decisions are influenced by-products.

Table 8. t-Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std Error	Beta		
(Constant)	5.696	1.525		3.734	.000
Product	.037	.030	.067	1.217	.224
Promotion	.291	.046	.374	6.370	.000
Distribution	.331	.063	.296	5.280	.000

Source: Result data process (2019)

Second hypothesis, the t count value is 6.370 with a significant 0.000, then Ho2 is rejected and Ha2 is rejected because t count> t table is 6.370> 0.095 and significant 0.000> 0.005, the promotion has a significant effect on the purchase decision. These results are the same as the research conclusions (Johnson & Myatt, 2003) which mentions that the fighter brand is more or less influenced by promotion.

Third Hypothesis, the t count value is 5.280 with a significant 0.000, then Ho3 is rejected and Ha3 is rejected because t count> t table is 5.280> 0.095 and significant 0.000> 0.005. distribution has a significant effect on the purchase decision. Research (Sony et al., 2015) shows that product distribution does indeed influence product purchasing decisions.

8. Test F

Table 9. Test Results F

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.1525.189	3	508.396	75.199	.000[b]
Residual	2136.361	316	6.761		
Total	3661.550	319			

Source: Result data process (2019)

What is proposed is a product, promotion, and distribution which affects purchase decision, to find out the effect is significant or not, F test is carried out as follows from Table 9, the calculated F value is 75.199 with a significant 0.000, then Ho is rejected and Ha is rejected because F count> F table is 75,199> 2,60 and significant 0,000 <0,005 then product, promotion, and distribution has a significant effect on purchase decision as completely

9. Statistic Analysis

Data on table 7, the coefficient correlation obtained is 0.645, it can be concluded that the relationship between products, promotion, and distribution of purchasing decisions is relatively strong. From the coefficient of determination, it reflects how much the contribution of the independent variable to the dependent variable is 0.417 if expressed as a percentage of 41.7%, it can be concluded that product contributions, promotion, and distribution of purchasing decisions simultaneously affect 41.7% and the remaining 58. 3% is influenced by other variables.

The results of statistical analysis in this study prove that variables, promotions, and distributions have a strong and significant influence on purchasing decisions unless product variables are partially insignificant to the purchase decision of Fighting Brand (S-tee) products of PT. Sinar Sosro. But simultaneously products, promotion, and distribution have a strong and significant effect on purchasing decisions. This gives a meaning that products, promotions, and distributions contribute to consumer purchasing decisions. These results indicate that the ups and downs of consumers' decisions to buy fighting brand (S-tee) products at PT. Sinar Sosro is determined by how well the quality of the product, the implementation strategy of the promotion carried out by the company, and the existence of the product distribution place. The number of 58% influences other variables on purchasing decisions can be from environmental conditions, from the

consumers themselves

CONCLUSION

The conclusions obtained from the results of this study are as follows:

1. Partially that the product has a significant effect on the purchase decision of the PT Fighting Brand product. Sinar Sosro is S-tee for t count> t table, 1,217> 0.095
2. Partially that promotion has a significant effect on purchasing decisions of PT Fighting Brand products. Sinar Sosro is S-tee for t count> t table, 6.370> 0, 95
3. Partially that distribution has a significant effect on the purchase decision of PT Fighting Brand products. Sinar Sosro is S-tee for t count> t table, 5.280> 0, 095

Simultaneously, products, promotions, and distributions have a strong and significant influence on the decision to purchase fighting brand products (S-tee) with the correlation coefficients of each variable described above, t count> t table described through the regression equation. The equation $Y = 5.696 + 0.037 X1 + 0.291 X2 + 0.331 X3$ illustrates that the independent (product) variables (X1), Promotion (X2), and Distribution (X3), in the regression model, can be expressed if one independent variable changes by 1 (one) and the other is constant, then the change in the dependent variable (dependent) The purchase decision (Y) is equal to the coefficient value (b) of the value of the independent variable. Constant (Y) of 5.696 gives the understanding that if the Product (X1), Promotion (X2), and Distribution (X3) simultaneously or together does not change or equal zero (0) then the amount of the Purchase Decision (Y) is 5.696 unit. The strong influence gives the meaning of the better the product, promotion, and distribution from PT. Sinar Sosro towards S-tee, the higher the level of consumer purchasing decisions on S-tee. Conversely, the lower the value of the product, promotion, and distribution, the lower the level of purchasing decision for S-tee products.

Based on the conclusions of the research results as described above based on the highest score of each variable, the following recommendations are recommended:

1. The results of the descriptive analysis show that the product variable gives a good picture as the lowest score in the Product questionnaire is the uneven availability of shops/retailers who sell S-tee products, preferably PT. Sinar Sosro further expands the distribution of S-tee products to make it easier for consumers to get S-tee products.
2. The results of the descriptive analysis show that the promotion variable provides a good picture as the lowest score results in the Promotion questionnaire is that consumers get less information about S-tee products, so many consumers do not know that S-tee is a product of PT. Sinar Sosro.
3. Descriptive analysis results show that the distribution variable gives a good picture, while the lowest score in the distribution questionnaire is that consumers state that the S-tee product, not evenly distributed in the location, should PT. Sinar Sosro can increase the S-tee marketing expansion in more eating locations.
4. The need for further research with similar research designs on products, promotion, and distribution in different locations and a larger number of samples and taking other independent variables such as price, environmental conditions, and customer satisfaction to optimize the fighting brand (S-tee) products from PT. Sinar Sosro

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9   Lucky Nugroho, Annas Malik. "Determinasi Kualitas Kredit Kepemilikan Rumah (KPR) berdasarkan Perspektif Sumber Angsuran dan Rasio Fraud Account Officer (Studi Empiris Bank Negara Indonesia-BNI Periode 2008-2017)", Moneter - Jurnal Akuntansi dan Keuangan, 2020
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