

# Purchasing Decision of Beverages Products with Consumer Perception and

*By* Lucky Hikmat Maulana

# Purchasing Decision of Beverages Products with Consumer Perception and Positioning Determination (Study at Production Area of Adem Sari Ching Ku)

MAULANA, Lucky Hikmat<sup>1</sup>  
GUNAWAN, Rachmat<sup>2</sup>  
ASRIFATUN, Rizka<sup>3</sup>

## ABSTRACT

<sup>4</sup> This study aims to determine the effect of perception and positioning on beverages product purchasing decision. The research design used are descriptive and verificative. Data analysis method used linear regression, then hypothesis tested. The results showed that perception and positioning simultaneously and partially have a positive and significant impact on purchasing decisions. It proves that perception and positioning prove that product attributes become an important reason for consumers in deciding to buy the product.

Keywords : Perception, Positioning, Purchasing Decisions

## I. INTRODUCTION

The increasingly real demands of the business world make the company face tough competition, not just sell the product with low price and put the product easy to reach consumer, the company also have to take the sympathy of consumer and influence consumer to accept the product. Currently emerging brand new products that similar function. This can be seen from the number of similar products with the same benefits offered by businessmen that can threaten the sustainability of the company's products. Economic development in Bogor Regency, as a place of trade experienced a rapid development, so that many potential businesses that can be done to meet the needs. If seen today, more and more emerging companies engaged in the field of products and services contained in Bogor. Seeing that it will be an opportunity for companies, especially companies in beverages liquor or known as a refresher solution to meet the need for internal heat. Adem Sari Ching Ku is a beverage of deep heat solution produced in 2010 by PT. Beautiful Enesis Sari containing vitamin C. Below is the figure of data sale of Adem Sari Ching Ku product in 2014-2016.

The figure 1 below shows that beverages product fluctuations selling value during the last 3 years. The highest sales in 2015 totaled 99,693 units, while the lowest sales in 2016 totaled 86,840 units. When viewed today, the market has been flooded with various types of deep heat solution that ultimately provide flexibility for consumers in making decisions to buy. The factors that influence purchasing decisions are the perceptions created. The things that make the different perceptions of the same object include the size of the product packaging, the color of the product packaging, the position of the words in the packaging, the endurance of the product, and the efficacy of the product. perception is the cognitive that enables a person to interpret and understand the surroundings, as well as the process of interpreting an environment (Kreitner and Kinicki, 2010: 185).

<sup>1</sup> Departement of Management Science, Economic Faculty, Djuanda University, Indonesia

<sup>2</sup> Departement of Management Science, Economic Faculty, Djuanda University, Indonesia

<sup>3</sup> Departement of Management Science, Economic Faculty, Djuanda University, Indonesia

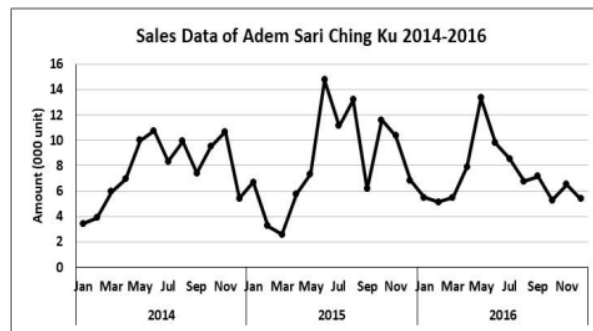


Figure 1. Sales Data Product 2014-2016

The key to the success of the buying decision lies in the perception created. In addition to being determined by consumers' own perceptions, purchasing decisions are also influenced by the positioning of a product, according to Tjiptono (2008: 109) positioning is a strategy that seeks to create a unique differentiation in the minds of consumers who target, so that the product is superior to competitors. It shows that consumers will buy products that are considered to offer the highest value. In order for consumers to easily recognize and accept the attributes of beverages product, then the company should try to make its products more prominent than competitor's products. So here beverage product requires proper positioning. Under these conditions, beverage product must try to maintain the extension and increase the sales volume. So needed a research to what extent consumer perception and position influence to purchasing decision of beverage product.

## II. LITERATURE REVIEW

Marketing management is a rapid and dramatic development, and various transformations have been, are, and will continue. Therefore, the role and importance of marketing management are increasingly recognized and acknowledged by the business. Sudaryono (2016: 51) defines marketing management as a process of planning and executing the thinking, price, promotion, and distribution of ideas, goods, services, organizations and events to create and maintain satisfactory relationships for individual and organizational goals. Meanwhile, according to Kotler and Keller (2009: 5) marketing management is the art or science of choosing the target market and reach, maintain, and grow customers by creating, delivering and communicating superior customer value.

### Consumer Perception and Positioning

Human as a social being always needs someone else in his life. Human when seeing objects or others can have a different impression than others. Similarly, one's view may change if the environment changes. A person's impression is influenced by the information they have. The problem becomes more complex if one's perception is too quickly concluded and thus has to remove some of the information. This can result in the occurrence of perceptual bias. Sumarwan (2017: 64) defines that perception is a process arising from the sensation, where sensation is the activity of feeling the emotional state of joy. The success of a positioning is usually rooted in how long the product has a competitive advantage. According to Setyaningum, Udaya and Efendi (2015: 71), positioning is the way a product is defined by consumers based on important attributes or where the product is placed in the mind of the consumer compared to competitor's products.

### Consumer Behavior and Purchasing Decision

Through understanding consumer behavior, company management can develop the right strategies and programs to be able to outperform their competitors. According Sunyoto (2013: 66), consumer behavior are activities that are directly involved in obtaining goods or services including decision-making processes, and physical activities, all of which involve individuals in assessing, obtaining and using goods or services economically. Decision process is problem solving in order to fulfill the desire or requirement of consumer. According to Sangadji and Sopiah (2013: 332), purchasing decisions are the processes of decisions and actions of people involved in the purchase and use of products.

### The Effects of Consumer Perception and Positioning on Purchasing Decision

A positioning is a complex of perceptions, impressions, and feelings that a consumer has over the product compared to a competing product (Setiyaningrum, Udaya and Efendi, 2015: 72). In this case, perception is one of many factors that influence the consumer to product position, while positioning is a complex of perception owned by the consumer to the product compared with rival product. Consumers often decide to purchasing a product based on its attributes and its perception of the product. Based on the theory above that consumer perception and position of Adem Sari Ching Ku applied by company influence to purchasing decision. In general can be described the flowchart of the following research mindsets:

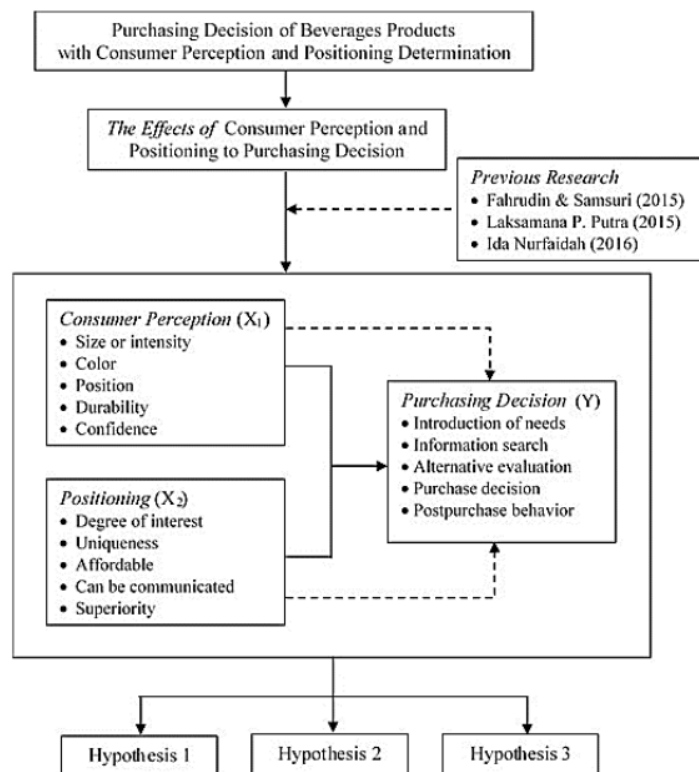


Figure 2. Flowchart of Thinking Framework

### III. METHODOLOGY

Based on the research paradigm described above, the following hypotheses are proposed: 1) There is the influence of consumer perception and positioning simultaneously to the purchasing decision of beverage product;. 2) There is a partial consumer perception effect on

purchasing decision of beverage product; 3) There is partial positioning influence on the purchasing decision of beverage product.

This study analyzed the influence of consumer perception and positioning on the decision purchasing beverage product. The object of this research as independent variable is consumer perception and positioning. While the dependent variable is the purchasing decision. The research used descriptive and verification design. The population in this study is the community in the Bogor Regency. Sampling technique in this study that is purposive sampling. According to Umar (2013: 78), the sample size is determined based on the Slovin formula. The number of samples used in this study amounted to 100 people. Determination of the number of samples each selected respondents using the method of proportional random sampling (Sugiyono, 2016: 82).

**a. Variable Operation**

Variables to be analyzed in this study consist of independent variables (variable independent), namely consumer perception (X<sub>1</sub>) and positioning (X<sub>2</sub>). While the dependent variable (variable dependent) is the purchasing decision of beverage product in Bogor Regency.

Table 1. Variable Operationalization

Variabel	Concepts Variable	Dimension of	Measure Scale
<i>Consumer Perception</i> (X <sub>1</sub> )	Under the conscious nature of consumers choose in perceiving aspects of the environment (Sumarwan, 2017:102)	<ul style="list-style-type: none"> <li>• Size or intensity</li> <li>• Color</li> <li>• Position</li> <li>• Durability</li> <li>• Confidence</li> </ul>	Ordinal
<i>Positioning</i> (X <sub>2</sub> )	Strategies that seek to create a unique differentiation in the minds of target consumers, so as to form a brand image or product that is superior to the brand/product competitors (Tjiptono, 2008:109)	<ul style="list-style-type: none"> <li>• Degree of interest</li> <li>• Uniqueness</li> <li>• Affordable</li> <li>• Can be communicated</li> <li>• Superiority</li> </ul>	Ordinal
Purchasing decision (Y)	Purchase process conducted by a consumer before arrive at the purchasing decision and then post purchase (Tjiptono, 2008:23)	<ul style="list-style-type: none"> <li>• Introduction of needs</li> <li>• Information search</li> <li>• Alternative evaluation</li> <li>• Purchase decision</li> <li>• Postpurchase behavior</li> </ul>	Ordinal

**b. Classic Assumption Test**

To test the hypothesis in this research, estimasy result estimated by using Ordinary Least Square (OLS) that is normality test, multicollinearity test, and heteroscedasticity test. If multiple linear regression meets some of these assumptions then it is a good regression.

**c. Analytical Methods and Steps**

The analytical method used is a multiple linear regression model. According Sugiyono (2014: 277), multiple linear regression aims to measure the influence between a dependent variable with two or more independent variables equation in regression berganda stated as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Description: a = constant; b = regression coefficient; Y = purchasing decision; X<sub>1</sub> = consumer perception; X<sub>2</sub> = positioning; e = error.

According Sugiyono (2016: 205) multiple correlation (multiple correlation) is a number that shows the direction and strength of the relationship between two independent variables together or more with one dependent variable. Interpretation of correlation coefficient value.

According to Priyatno (2012: 207) analysis of coefficient of determination used to know the percentage contribution of independent variables together variable dependent and F test conducted to prove consumer perception and positioning simultaneously influence to decision of purchasing product of beverage in Bogor Regency. According to Priyatno (2012: 139) F test is used to find independent variables simultaneously the dependent variable; If  $F_{count} \leq F_{table}$ , at  $\alpha = 0.05$  then  $H_0$  is accepted,  $H_a$  is rejected, it means consumer perception and positioning influence simultaneously to the buying decision of beverage product in Bogor Regency. If  $F_{count} > F_{table}$ , at  $\alpha = 0.5$  then  $H_0$  is rejected,  $H_a$  accepted, meaning that consumer perception and positioning influence simultaneously to the purchasing decision of beverage product in Bogor Regency. T test with statistical hypothesis (Sugiyono, 2016: 180); If  $t_{count} < t_{table}$ , at  $\alpha = 0,05$  then  $H_0$  is accepted,  $H_a$  is rejected, meaning that consumer perception and positioning do not positively and partially significant effect to purchasing decision of beverage product in Bogor regency. Whereas if  $t_{count} > t_{table}$ , at  $\alpha = 0,5$  then  $H_a$  is accepted,  $H_0$  is rejected, it means consumer perception and positioning have positive and partially significant effect on purchasing decision of beverage product in Bogor Regency.

#### IV. RESULTS

##### a. Description of Questionnaire Result

The number of respondents being sampled is 100 people. For respondent characteristics based on gender, age, last education, occupation, income. The recapitulation of consumer characteristics beverage product in Bogor Regency as follows consumer characteristics beverage product in Bogor Regency male sex with age 23-35 years who have educational background end of high school / equivalent with other work and income Rp 1,000,000 up to Rp 1, 500,000.

The recapitulation of respondent responses to consumer perception of beverage products.

Table 1. Recapitulation of Consumer Perception

No	Indicator	Interpretation Number	Interpretations
1	Easy to use intensity	4,38	Very Easy
2	Size of portable packaging	4,31	Very Easy
3	Attractive packaging colors	4,35	Very Interesting
4	Color packaging easy to remember	4,27	Very Easy
5	Positions of words in the packaging are clear	4,32	Very Clear
6	Packaging keeps the content fresh	4,31	Very Good
7	Packaging is not easily damaged	4,13	Good
8	More Efficient Products	4,04	Matches
9	Product brands easy to remember	4,27	Very Easy
Average Consumer Feedback About Consumer Perception (Consumer Perception)		<b>4,26</b>	

Source: Data processed, 2018

Based on Table 2 on the consumer perception variable is 4.26, the highest interpretation score of 4.38 with the interpretation of beverages product offered by the producers to the consumers is very easy to use because it is directly drunk. While the lowest of 4.04 with the interpretation of beverages product efficacious in helping to relieve symptoms of deep heat such as dry throat, sprue, chapped lips. Characteristics of physical objects such as size, color, shape and weight.

Table 3. Recapitulation of Positioning

No	Indicator	Interpretation Number	Interpretation
1	Products easily obtained	4,48	Very easy
2	The existence of halal label on packs	4,66	Very complete
3	Can increase endurance	4,11	Appropriate
4	Can refresh the body	4,13	Appropriate
5	Prices according to consumer's ability	4,17	Affordable
6	Prices according to benefits	4,14	Affordable
7	The meaning of the label on the packaging is understandable	4,06	Understandable
8	Complete product information	4,04	Complete
9	The composition of the product is safe for consumers	4,08	Appropriate
Average Consumer Feedback about Positioning		<b>4,26</b>	

Source: Data processed, 2018

Based on Table 3 the positioning variable is 4.20, the highest interpretation score of 4.66 with the interpretation of beverages product does not use alcohol as the ingredients that are deliberately added and the label on the packaging BPOM. While the lowest of 4.04 with the interpretation of product information beverages product complete. It is shown that the information of nutritional value, product exposure, trademark, address and manufacturer's description on beverages product packaging.

Table 4. Recapitulation of Purchasing Decision

No	Indicator	Interpretation Number	Interpreter
1	Products provide requirement	4,48	Very good
2	Looking for information from many sources	4,17	Good
3	Evaluate some similar products with other brands	4,12	Good
4	Products become alternative choice	4,30	Very good
5	Deciding to buy is the right decision	4,27	Very good
6	Feel satisfied with the product	4,39	Very satisfied
7	Willing to recommend products to others	4,05	Referenced
Average Consumer Feedback about Positioning		<b>4,25</b>	

Source: Data processed, 2018

Based on Table 4 on the purchasing decision variable is 4.25, the highest interpretation score of 4.48 with the interpretation of beverages product provides the need for deep heat. It is shown that the efficacy of beverages product is to relieve internal heat, while a low of 4.05 with beverages product is a packaged drink for everyone from children, adults to parents can consume it.

#### b. Estimation Results of Regression Equation

The form of equation is calculated by using multiple regression analysis. The summary data of research results as follows:

Table 5. Summary of Calculation Results of Multiple Rergresi Analysis Research Model

Results of Multiple Rergresi				
Variabel	B	t count	Sig t	Beta
Constant	,167	,086	,931	
<i>Consumer Perception (X<sub>1</sub>)</i>	,201	4,080	,000	,242
<i>Positioning (X<sub>2</sub>)</i>	,577	12,068	,000	,716
<i>Purchasing Decision (Y)</i>				
t-tabel	1,661	F-count	132,304	
R	,855	F-tabel	3,09	
R Square	,732	Sig F	,000	

Source: Data processed, 2018

Based on the above data it can be seen that  $F_{\text{count}} = 132,304$ . While  $F_{\text{table}} = 3.09$ . So when compared between  $F_{\text{count}}$  with  $F_{\text{table}}$  result is  $F_{\text{count}} > F_{\text{table}}$  which means that with 95% confidence level there is influence simultaneously from consumer perception and positioning to purchasing decision of beverage product. This is supported by Asshidiq's research (2017), positioning and perception of advertising have a positive and significant impact on purchasing decisions.

Based on the table above calculation results it can be seen that t count is 4.080 while  $t_{\text{table}}$  with significance  $\alpha = 0.05$ , test one right side and  $n = 100$  is 1.661, then when compared  $t_{\text{count}} > t_{\text{table}}$ , it means can be concluded that with 95% confidence level there is a significant positive influence from consumer perception to purchasing decision of beverage product. This is supported by research Sardanto and Ratnanto (2016), consumer perceptions have a positive and significant impact on purchasing decisions. In addition, based on research conducted by Agustian (2013), consumer perceptions have a positive and significant impact on purchasing decisions.

Based on the table above calculation results it can be seen that t arithmetic is 12.068 while t table with significance  $\alpha = 0.05$ , test single right side and  $n = 100$  is 1.661, then when compared  $t_{\text{count}} > t_{\text{table}}$ , it means can be concluded that with 95% confidence level there is a significant positive influence from Positioning on the purchasing decision of beverage product. This is supported by Pangestu research (2016), positioning variables have a positive and significant effect on purchasing decisions. In addition based on research conducted by Ratih and Murni (2016), positioning has a positive and significant impact on purchasing decisions.

## V. CONCLUSIONS

Consumer response to consumer perception variable states that consumer perception is very easy, very interesting, very clear, very strong, and very powerful, consumer responses to positioning variables state that positioning is easy, appropriate, affordable, clear, complete, and safe, to the purchasing decision variable states that the purchasing decision is very good, very satisfied, strongly referenced.

Consumer perception and positioning have positive and significant influence simultaneously to purchasing decision. Consumer perception has a positive and partially significant effect on purchasing decisions. It proves that consumer perception is an important reason consumers decide to buy beverages product. Positioning has a positive and partially significant effect on purchasing decisions. It proves that positioning becomes an important reason consumers decide to buy beverages product. It proves that product attributes are the reason consumers decide to buy beverages product.

Based on the results of research, there are some suggestions that are described as follows:

The results showed that all hypothesis test proved that consumer perception and positioning have an effect on purchasing decision. Therefore, the company should always maintain consumer confidence in beverage product and establish the right marketing strategy to keep the consumers to make beverages product as the main choice in choosing the heat beverage solution.

Seeing the value of positioning statement there are still responses of respondents who answered neutral, then the company is advised to create the uniqueness of product position in the minds of consumers. Because with the right positioning can reach consumer sympathy and ultimately encourage them to prefer beverages product.

From the conclusion result, it is suggested for further research in order to increase the research variables, so it can know other variables that multiple regression analysis, multiple correlation and coefficient of determination influence the decision of purchasing beverage product.



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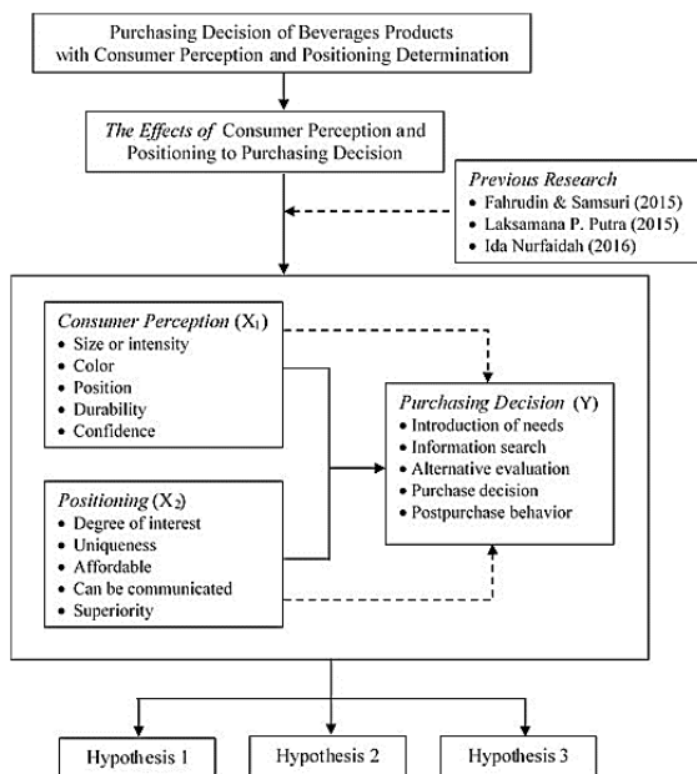


Figure 2. Flowchart of Thinking Framework

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