Global Scientific JOURNALS

GSJ: Volume 7, Issue 10, October 2019, Online: ISSN 2310-9186
www.globalscientificjournal.com

ANALYSIS OF DECISIONS TO PURCHASE ABON FISH TUNA PRODUCTS THROUGH ONLINE MEDIA DISTRIBUTION (CASE STUDY OF BANDUNG CITY)

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KeyWords
Bandung city, online media distribution, tuna shredded.

ABSTRACT

The purpose of this research is to analyze the effect of service quality, trust, price and promotion on the purchasing decision of shredded tuna through online media distribution in the city of Bandung. The method used in this research is to use quantitative descriptive research methods. Based on the results of research conducted, F test results obtained F_{count} 17.295> F_{table} 2.47 while for the Sig value of 0.000 obtained in the statistical table at a 5% confidence level. Based on the F test has a value of $F_{count} > F_{table}$ and has a Sig value <0.05 variable service quality (X_1), trust (X_2), price (X_3), and promotion (X_4) together influence the purchasing decision of shredded tuna through online media distribution. Based on the t test, the variable which partially influences the purchasing decision of shredded tuna through online media distribution, there are only 2 variables, namely trust X_2 and promotion X_4. While service quality X_1 and price X_3 partially do not affect the purchasing decision of shredded tuna through online media distribution. This shows that the service quality variable X_1 and X_3 price does not have an influence on the purchasing decision of shredded tuna through online media distribution.

INTRODUCTION

The value of processed fish production in West Java Province reached 60,977.88 tons in 2017, with details of dry / salted preparations of 18,312.29 tons (DKP 2017). Processed products that are widely produced are shredded tuna which is a type of processed food made from tuna which is given additional form of seasoning, processed by boiling and frying. Shredded fish is very good to be consumed by all people because it has high nutrition, especially for children who are still in its infancy (Suryani et al, 2007). One city that produces a lot of tuna shredded is the city of Bandung.

Bandung is famous for its culinary that is very innovative and unique, making this city one of the culinary destinations. Bandung offers a variety of diverse culinary types so that Bandung becomes a culinary paradise. The high competition in the culinary industry encourages culinary entrepreneurs to develop their creativity (Kardigantara and Cartwright, 2006).

Shredded tuna is currently being marketed both directly and through online media. Currently the trend of online purchases is much in demand by consumers because it requires a purchase decision process that is not as complicated as the offline purchasing process. This is in accordance with the World Stats Internet Data, Indonesian people who have accessed the Internet are 143,260,000 people with a total population of Indonesian people in 2018 of 266,794,980 people. This shows that 53.7% of Indonesia's population has used the internet in their daily activities (Internet World Stat 2018). The process of purchasing decision making through several stages, namely searching for information, comparing existing alternatives, decision making and behavior after purchase (Kolter, 2009).

Growing business through online media makes almost all products marketed through online media. But unfortunately for processed products
fisheries themselves are still very rarely successful businesses using this online retail business. Many factors influence the purchasing decision of shredded tuna products through online media including quality of service, trustworthiness, price and promotion.

RESEARCH METHODS

This research was conducted in January - June 2019. This research was conducted in Bandung City, West Java Province. This type of research used in this research is to use quantitative research. Quantitative research is research that uses numbers in collecting data in the field (Ardianto, 2014). This research was conducted to determine the effect of service quality, trust, price and promotion on online purchasing decisions.

Determination of the number of samples in this study which is a multivariate study (including using multivariate regression analysis), the number of samples determined is 25 times the number of independent variables (Ferdinand, 2014). The number of variables in this study were 4 variables, which means the number of samples determined is 100 respondents.

The type of data used in this study consists of primary data and secondary data that are quantitative. All data needed in this study was obtained in several ways including:

1. Interview, is a data collection technique that is done using a set of written questions given to research sources to be given answers (Sugiyono, 2011). The media used by researchers in primary data collection is an online questionnaire that is google form, is one of the google docs services that can create quizzes, forms, and online surveys.
2. Literature and literature, aims to be able to analyze theoretically the problems associated with writing with literature study conducted by reading various sources of text books, articles, journals, theses to get secondary data (Ulfat, 2017).

Research variables are concepts that have certain values, conditions, categories, or conditions (Sangadji and Sopiah, 2010). The variables in this study are:

1. Independent Variable (Independent)

The independent variable is a variable that can affect other variables. Independent variables are variables whose variability is measured, manipulated or determined by researchers to determine a relationship with the symptoms to be studied (Sarwono, 2013). The independent variables that will be carried out in this study are service quality (X1), trust (X2), price (X3), and promotion (X4).

2. Bound Variable (Dependent)

The dependent variable is a variable that can provide a response or reaction if it is associated with an independent variable. The dependent variable is the variable whose variability is measured and observed in order to obtain and determine the effect caused by the independent variable (Sarwono, 2013). The variable in this study is the decision to purchase tuna shredded products online (Y).

Analysis of the data to be used in this study is multiple regression performed for models that have more than one independent variable, to determine the extent of its effect on the dependent variable. Where the multiple regression equation will explain the meaning that in a regression model there is one dependent variable and has more than one independent variable (Algifari, 2000). Multiple regression analysis is used to see the effect of Service Quality (X1), Trust (X2), Price (X3), and Promotion (X4) on the dependent variable, namely Purchase Decision (Y). Processing multiple regression data in this study will use SPSS. Multiple linear analysis will be used to determine how closely the relationship between profitability (the dependent variable) and the factors that will influence it. The following form of equality in this study according to (Sugiyono, 2012).

$$Y = \alpha + b_1X_1 + b_2X_{2+} b_3X_3 + b_4X_4 + e$$

Description
Y : Purchase decision online
A : Constants
b1, b2, b3 b4 : Partial regression coefficient
X1 : Service Quality Variable
X2 : Trust Variable
X3 : Price Variable
X4 : Promotion Variable
E : Error

RESULTS AND DISCUSSION

This research was conducted by distributing questionnaires to 100 respondents who had made tuna shredded transactions through online media at least three times, with the following characteristics:

Table 1. Gender and age of Respondents

Age Range	Jenis Kelamin		Jumlah
	Laki - Laki	Perempuan	
14 - 17	5	41	46
18 - 21	4	30	34
22 - 25	0	9	9
26 - 29	1	4	5
30 - 33	1	1	2
34 - 37	1	2	3
38 - 41	0	0	0
42 - 45	1	0	1
Persentase	13%	87%	100%

Based on Table 1 shows the sex of respondents who bought tuna shredded fish through online media distribution were male as many as 13 people or 13%, while those who were female were 87 people or 87%.

Based on research data conducted by distributing online questionnaires, it is known that data in the form of the age of respondents in this study are presented in Figure 1. This shows that female carry out more tuna purchase transactions online compared to male.

Based on research data conducted by distributing online questionnaires, it is known data in the form of the age of respondents in this study in Table 1. Data age range of respondents research analysis of purchasing decisions of tuna shredded fish through online media distribution (Bandung city case study), based on frequency distribution. Frequency distribution of data compilation in group forms ranging from the smallest to the largest based on interval classes (Hasibuan 2009).

Age range data consists of 7 age ranges. age class 14 years - 17 years as many as 46 respondents or 46%, age range 18 years - 21 years as many as 34 respondents or 34%, age range 22 years - 25 years as many as 9 respondents or 9%, age range 26 years - 29 years as many 5 respondents or 5%, age range 30 years - 33 years by 2 respondents or 2%, age range 34 years - 37 years by 3 respondents or 3%, age range 38 years - 41 years no respondent or 0%, age range 42 years - 45 years as many as 1 respondent or 1%. The largest age range is at the age of 14 years - 17 years by 46%. This shows that consumers who buy tuna shredded tuna mostly come from the age range of 14 years - 17 years, which mostly access online media.

Validity test

This technique compares the calculated value with rtable. rtable is sought at the level of confidence or significance level of 0.05 by using a two-tailed test and the amount of data (n) of 100 respondents, then the value of df = n - 2 and the rtable value of 0.1966 is obtained. The calculated value is greater than the rtable, this shows that the questions on the questionnaire are able to measure the variables that want to be measured and are called valid questions (Ghozali, 2013).

Reliability Test

The reliability test was carried out aiming to find out the consistency of the respondents' answers in answering the questions on the questionnaire in measuring the variables of service quality, trustworthiness, price, and purchasing decisions of tuna shredded products through online media. The reliability test in this study used SPSS 16.0, using the Cronbach Alpha Coefficient method. The following calculation results in the reliability test in Table 3 as follows:

Table 2. Reliability Tests

Research Variable	Alpha cronbach's	Critical value	Conclusion
Quality Service (X_1)	0,707	0,60	Reliabel
Trust (X_2)	0,629	0,60	Reliabel
Price (X_3)	0,659	0,60	Reliabel
Promotion (X_4)	0,682	0,60	Reliabel
Purchase decision (Y)	0,798	0,60	Reliabel

Table 2 shows that the variables X1, X2, X3, X4, and Y in this study were stated to be reliable, meaning that all respondents on the research questionnaire were consistent in providing answers to each question item used to measure each variable. This is in line with, A variable is declared reliable if it gives Alpha vronbach's alpha value> 0.60 (Ghozali, 2013).

Normality test

This normality test aims to look at residual normality by comparing the probability (p) obtained with a significance level of alpha 0.05. if p has a value smaller than alpha, then the data is normally distributed or vice versa (Ghazali, 2013). The normality test results show the residual value of the regression equation has a Kolmogrof-Smirnov value of 0.572 with a probability of 0.899. Probability value of 0.899> 0.05, it can be concluded that the data is normally distributed so that it can be continued for multiple regression analysis.

Multicollinearity Test

Multicollinearity test in this study aims to see the value of tolerance and its opposite variance inflation factor (VIF). The regression model that is free from multicollinearity has a VIF value of no more than 10 and has a tolerance number greater than 0.10 (Ghazali, 2013). Based on the results of multicollinearity testing processed using SPSS 16.0, the analysis results are as follows:

Table 3. Multicollinearity test results

Research Variable	Tolerance	VIF
Trust (X_2)	0.839	1.192
Price (X_3)	0.689	1.451
Promotion (X_4)	0.805	1.243
Purchase decision (Y)	0.608	1.645

Table 3 shows the tolerance value and VIF results from data processing using SPSS 16.0 including service quality has a tolerance value of 0.839 and a VIF value of 1.192, trust has a tolerance value of 0.689 VIF value of 1,451, the price has a tolerance value of 0.0,805 for a VIF value of 1,243, and promotions have a tolerance value of 0.0,608, a VIF value of 1,645. These results indicate that the tolerance value and VIF on each variable has a tolerance value greater than 0.10 and the VIF value is less than 10. This shows that in this study multicollinearity disturbances did not occur so that it can proceed to multiple regression analysis.

Heteroscedasticity Test

Heteroscedasticity test has the objective to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghozali, 2013). Regression models that do not occur heteroscedasticity if the Sig value is greater than 0.05. The test results in Table 4. Heteroscedasticity using the Glesjer method found that the significant value of service quality was 0.862, the significance value of confidence was 0.303, the significant value of prices was 0.441, and the significant value of promotions was 0.322. This shows that the significant value is more than 0.05 which means that in this regression model there are no symptoms of heteroscedasticity.

Table 4. Heteroscedasticity test results

Variable	Sig
Quality Service	0.862
Trust	0.689
Price	0.805
Promotion	0.608

Multiple Linear Regression Analysis

Analysis of the data used in this study is multiple linear regression analysis. Multiple regression equations can mean that in a regression equation there is one dependent variable and more than one independent variable (Algifari, 2000)

The multiple regression equation (appendix 8) is as follows:

$$\mathbf{Y = 6.386 + 0.179X1 + 0.530X2 + 0.185X3 + 0.635X4 + e}$$

From the multiple linear regression equation, it can be interpreted as follows:

1. The constant value is 6.386. meaning that if the service quality variable (X_1), trust (X_2), price (X_3) and promotion (X_4) value is 0, then the decision to buy tuna shredded fish through online media distribution is positive, which is 6.386.
2. The coefficient for the service quality variable (X_1) is 0.179 and has a positive coefficient. This can be interpreted that every relationship between the purchase decision of shredded tuna through online media distribution (Y) with service quality (X_1) is positive. This also explains that if the service quality (X_1) has increased by 1%, then the decision to purchase shredded tuna through online media distribution (Y) has increased by 0.179 assuming all variables are constant.
3. The coefficient for the trust variable is 0.530 and has a positive coefficient. It also explains that if trust (X_2) increases by 1%, the decision to purchase shredded tuna through online media distribution (Y) increases by 0.530 assuming all variables are constant.
4. The coefficient for the price variable is 0.185 and has a positive coefficient. This also explains that if the price (X_3) has increased by 1%, then the decision to purchase shredded tuna through online media distribution (Y) has increased by 0.185 assuming all variables are constant.
5. The coefficient for the promotion variable is 0.635 and has a positive coefficient. It also explains that if trust (X_4) increases by 1%, the decision to purchase shredded tuna through online media distribution (Y) increases by 0.635 assuming all variables are constant.

Coefficient of Determination (R2)

From the results of the analysis of the coefficient of determination (R2) (Appendix 6) it is known that the value of R2 is 0.421 or in percent by 42.1%, which means 42.1% of the variable service quality (X1), trust (X2), price (X3), and promotion (X4) can explain the variable purchasing decisions of shredded fish products through online media distribution (Y). while 57.9% is explained by other variables outside the model.

Statistical Test

The statistical test F aims to find out whether all independent or independent variables included in the model have an influence together on the dependent variable (Ghozali, 2013).

Based on the results of the F test that has been obtained Fcount is 17,295 while for the value of Sig. equal to 0,000 and for the Ftable value of 2.47 obtained in the statistical table at a 5% confidence level with df 1. This shows that the factors of service quality, trustworthiness, price and promotion simultaneously (together) have an influence on purchasing decisions, because the value of Fcount> F table.

Table 5. Test Results F

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	717.081	4	179.270	17.295	.000[a]
	Residual	984.709	95	10.365		
	Total	1701.790	99			

a. Predictors: (Constant), X.4, X.1, X.3, X.2

b. Dependent Variable: Y

Hypothesis Test (t test)

The statistical test t aims to determine the effect of one independent variable indivisu on the dependent variable. Based on the results of the t test that has been obtained, the results of tcount for the variable service quality (X1) = 1.077 while the t-table is 0.67708. Then the tcount> ttable. While the significance value of the variable service quality (X1) is 0.284, which means the significance value> 0.05. Based on these results the service quality variable does not significantly influence the purchase decision (Y).

The result of tcount for trust variable (X2) = 2.568 while the table is 0.67708. Then> ttable. Based on these results, the trust variable significantly influences the purchase decision (Y). The result of tcount for the price (X3) = 1.311 while the table is 0.67708. Then the tcount> ttable. Based on these results the price variable does not significantly influence the purchase decision (Y). The results of the tcount for the promotion variable (X4) = 3,946 while the table is 0.67708. Then> ttable. Based on these results, the trust variable significantly influences the purchase decision (Y).

The most dominant independent variable has an influence on the purchasing decision of shredded tuna through online media distribution is the promotion variable X4. The dominant variable is known by looking at the highest standardized coefficient beta values, the standardized coefficient of promotion X4 is 0.395 compared to other variables.

Effects of Service Quality, Trust, Price, Promotion on Decision of Purchase of Shredded Tuna

From the F test results in regression it is known that all variables consisting of service quality, trust, price and promotion simultaneously influence the purchasing decisions of tuna shredded fish through online media distribution. T-test results in the regression note that partially the influential variables are the confidence variable X_2 and the promotion X_4 variable to the purchase decision of tuna shredded fish through online media distribution, while the service quality X_1 variable and the price X_3 variable partially have no effect on online purchasing decisions.

Effect of Service Quality (X1) on Purchasing Decisions Shredded Tuna.

Quality of service in the regression model of this study has a partial influence on purchasing decisions of shredded tuna through online media distribution. Service quality in the regression model of this study does not have a partial effect on the purchase decision of shredded tuna through online media distribution.

It can be concluded that the service quality variable has no partial effect because in the digital era such as now there are many developing e-commerce or online trading systems that make all trading systems are automated by the system so that the importance of service quality such as speed of replying to messages, seller friendliness is not too important in the decision to purchase shredded tuna through online media distribution. Verina's research (2014) partially has a significant influence on service quality on purchasing decisions.

Effect of Trust (X2) on Abon Purchase Decisions Tuna fish.

Trust in the regression model of this study has a significant influence partially on the purchasing decision of shredded tuna through online media distribution. It can be concluded that the trust variable is very important for the buyer, because basically transactions in online media have a higher risk due to the absence of face-to-face transactions which require the seller to gain buyer's trust.

Many things can increase the level of trust. Considering that the trust variable has a significant influence on the purchasing decision of tuna shredded fish through online media, the abon tuna businessman must be able to devise a strategy so that it can continue to gain buyer's trust. When the buyer has high confidence in the seller can increase sales figures. Verina Research (2014) the relationship between trust and online shopping is partially significant on purchasing decisions. Consumers who have confidence in online stores have more potential to make transactions at these online stores.

Trust is a crucial factor in online trading. This is because online trading limits direct consumer contact with producers and the products offered. Therefore, trust is the main thing that producers must invest in consumers to obtain a high level of purchasing decisions.

Effect of Price (X_3) on the Purchase Decision of Shredded Fish Tuna

Prices in online stores have no partial effect. Sometimes the prices at offline stores are cheaper when compared to online stores. Verina (2014) states that consumers expect prices in online stores to be lower than offline stores so consumers are more likely to look for price comparisons between online and offline stores. Online store prices can sometimes be cheaper than offline stores, but the price of these products does not include shipping costs so sometimes prices become cheaper at offline stores. It can be concluded that the price variable has no partial effect because many buyers are not sure of the quality of the product in accordance with the price given and the buyer does not make a decision based on the lowest price because of doubt about the quality of the product. Therefore the price is not a major consideration in making a purchase decision.

The price variable has no partial effect, this means that even though the prices offered by tuna shredder businesses are relatively high, consumers do not mind making a purchase as long as consumers believe in shredded tuna products to be purchased. Consumer's willingness to pay a high price, of course, with the hope that consumers will get a good product, high quality and in accordance with the information conveyed by tuna shredded businesses. Trust has a important role in mediating the effect of prices on purchasing decisions for shredded tuna. This is in accordance with the statement Murwatiningsih (2013) which concluded that in online sales consumers are willing to pay higher to more trusted sellers.\

Effect of Promotion (X_4) on Purchase Decisions of Shredded Fish Tuna

Promotion on the regression model of this study has a significant influence partially on the purchasing decision of shredded tuna through online media distribution. This is evidenced by the value of tcount, 4.019> ttable, 0.67708 and a significance value of 0.000 <of alpha 0.05, then H0 is rejected and H1 is accepted.

With the promotion is very important for buyers, because in online sales promotions can introduce products to prospective buyers. Promotion through online media can attract the attention of prospective buyers to learn more about shredded tuna products which in turn buyers make a purchasing decision.

Promotion becomes important before making a purchase can gain consumer insight before making a product purchase so that in this study it can show that the promotion influences the purchasing decision of shredded tuna products through online media distribution. The effect of promotion on purchasing decisions is used to trigger transactions, so consumers want to buy shredded tuna products. With the promotion it is hoped that consumers will want to try shredded tuna products and encourage existing consumers to buy shredded tuna products more often.

CONCLUSION

Service quality, trust, price, and promotion variables together influence the purchasing decision of shredded tuna through online media distribution. The variables that have an individual influence on the purchase decision of shredded tuna through online media distribution are only 2 variables, namely trust and promotion. Whereas service quality and price do not individually influence the purchasing decision of shredded tuna through online media distribution. The most dominant independent variable has an influence on the purchasing decision of shredded tuna through online media distribution is the promotion variable.

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