

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:

$$Y = 6.386 + 0.179X_1 + 0.530X_2 + 0.185X_3 + 0.635X_4 + e$$

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 (X_1), trust (X_2), price (X_3), and promotion (X_4) 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 X₂ and the promotion X₄ variable to the purchase decision of tuna shredded fish through online media distribution, while the service quality X₁ variable and the price X₃ 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, $4.019 > t_{table}$, 0.67708 and a significance value of $0.000 < \alpha 0.05$, then H_0 is rejected and H_1 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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