THE INFLUENCE OF PRODUCT, PRICE, AND PROMOTION TOWARDS PURCHASE DECISION ON YUMALA BRAND

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ABSTRACT

This research aims to know the influence of product, price, and promotion towards purchase decision of Yumala brand. In this research, the population is customer of Yumala. The sampling was conducted with roscoe formula that produces score of 40. Questionnaire is the tool for data sampling. The amount of question within the questionnaire is 21 by using Likert scale. The research was conducted during February 2018. This research is using regression analysis with validity and reliability test in every questions. Hypothesis test is applied in this research by F test, T test, correlation coefficient, and determination coefficient. Classical assumption test is applied in this research by using multicollinearity test, heteroscedasticity test, auto correlation test, normality test, and linearity test. The result of this research is the product variable, price variable, and promotion variable are significantly influenced the purchase decision towards Yumala brand.

Key Words: Product, Price, Promotion, Purchase Decision

INTRODUCTION

Creative industry in Indonesia is currently growing in a pace, fashion industry is one of the industry with a bright prospect. This is proven when fashion nowadays has become one of the sub-sector of creative economy that contributes in added value with amount of 154,6 trillion rupiahs. Fashion contributes in the development of Gross Domestic Product (GDP) of creative economy with the percentage of 18,15% or 1,43% towards national GDP with the growth reaching 2,8% in 2016 (Safutra, 2017). Fashion industry provides a large contribution for Indonesian economy stated by The Minister of Industry, Saleh Husein that fashion and craft is one of the creative economy sub-sector that provides a great contribution against national economic growth, starting from added value, absorption of manpower, amount of firm, until export-import market. Director General of National Export Development Ministry of Trade, Nus Zulia Ishak also provides statement that Indonesian fashion has a great potential to be developed. Her future hope is that Indonesia could become the centre of mode in regional until global level (Hartono, 2015).

The development of fashion industry cannot be separated with the work of Indonesian designers such as Rinaldy A. Yunardi with headpiece until shoes worn by Katy Perry and Nicki Minaj, Amanda Mitsuri with accessory collection made from resin, Fahrani Empel with his glasses