

Effect of Components Products, Prices, and Promotion of Purchase Decision Recharge Wells Modern (Sigmatank) the Impact of Customer Satisfaction (Case Study In. Trisigma Inti Solusi, Pt - Bintaro)

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Abstract

Trisigma Inti Solusi, PT is a company engaged in Landscape Engineering & Architectural Product. Where the company is committed to continuously provide technical goods that provide solutions to the needs associated with the design and construction, in particular modern recharge wells (sigmatank) with the concept of "Green Building Solution". More than 100 Project that has been handled by Trisigma Inti Solusi, PT since its establishment in 1995, with more than 15 years. Over a period of 5 years (2014 to 2018) sales of modern recharge wells (sigmatank) fluctuated or up and down, in the last 2 years (2017-2018) has decreased. Besides, the increasing number of competitors or new players are popping up, as well as a decrease in prices in accordance with market and product quality. Researchers conducted a survey to the respondent or client ever transaction or purchase of modern recharge wells (sigmatank), with the aim of increasing sales as targeted by the management company. Thus, it will be able to improve product quality, appropriate price reduction amount of the purchase, sale given as expected. The aim of the research is influencing purchasing decisions with quality products, pricing and promotions on purchasing decisions that impact customer satisfaction. Total population owned 450 and 180 samples with the SEM technique recommended the case Between 100 - 200. The analytical methods used are quantitative analysis. Mechanical analysis with SEM, the software used SmartPLS3.2.8. The results of this study are product, price, promotion affects purchasing decisions, the impact is customer satisfaction.

Keywords: Product influence, the influence of prices, the influence Promotion, Purchase Decision, Customer Satisfaction, Modern Infiltration Wells (sigmatank).

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INTRODUCTION

Background Research

The population growth and economic development in Indonesia at this time, has led to increased demand for housing. This resulted in a change in the function of land use. Increasing the transfer function of the open land into land settlements that cause a reduction in rain water catchment areas. In recent years the government is boosting infrastructure development, residential rusunawa, rusunami and other occupancy, as a result of rain water infiltration capacity is reduced. Jakarta administration is promoting the program as a means of absorption wells to collect rainwater and absorb it into the ground, either in the form of wells, ditch or gully catchment parks and other technology systems. Besides absorbing wells are useful as a way to increase the volume of ground water and natural disaster mitigation efforts drought. Infiltration Wells is a system of catchment-made to accommodate

and absorb water into the soil that comes from rain water, used water abluion, water condenser and waste water others have done processing according to the water quality standards required by the legislation, which can be shaped wells, ponds, channels or leach field. Water is allowed to enter into the rainwater catchment wells is derived from limpasan roofs of buildings or land surface covered by building infrastructure and facilities for the city as well as other buildings. Infiltration Wells is a system of catchment-made to accommodate and absorb water into the soil that comes from rain water, used water abluion, water condenser and waste water others have done processing according to the water quality standards required by the legislation, which can be shaped wells, ponds, channels or leach field. Water is allowed to enter into the rainwater catchment wells is derived from limpasan roofs of buildings or land surface covered by building infrastructure and facilities for the city as well as other

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Over a period of 5 years (2014-2018) shows that sales of modern recharge wells fluctuate or fluctuates, where the decline began in the last 2 years later from 2017 to 2018.

The sales data can be explained that modern recharge wells in 2014 approximately 7,803,810 billion means sales could still be considered normal for the calculation of this research starts from the last 5 years that is equal to 100%, and by 2015 sales rose to 11,268,867 billion approximately 44.4% of the the previous year, sales increased infiltration wells high enough. And in 2016 sales of modern recharge wells also experienced an increase in the amount of 13,911,847 billion or as much as 23.45% were still experiencing increased sales. The following year it actually declined in 2017 around 12,79,483 billion or -8.04%, and last year 2018 sales decreased recharge wells back about 12,003,481 billion is equal to -6.18%. It was necessary to study the causal decline, besides his many projects that are pending or delayed until it is ready to install the location of modern infiltration wells. There are also some projects that would not be made because the field changes the design specifications.

In addition to the above-mentioned phenomenon, there are also some clients who complain that prices are too higher than competitors, because they are presenting actual products using materials ROW 3 or KW 3, so as to reduce production costs and sell at a much cheaper, but on the other hand the product quality can be improved by Trisigma Inti Solusi, PT to provide arguments to potential buyers and customers. On the other hand Trisigma Inti Solusi, PT also often on sale in the form of brochures, catalogs, samples for mockup or sample installation of related products. The impact is going to be satisfied customers and buy the products of modern infiltration wells (sigmatank) back to the application on the projects that are running.

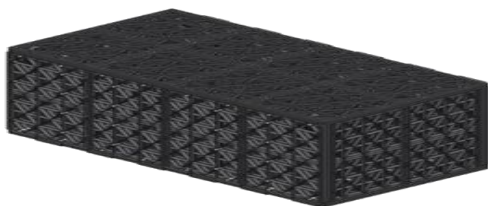


Fig-1: Sigmatank

Sigmatank is a green building product solution with go green concept are made of recycled polypropylene material that serves as a modern absorption wells, channel zero runoff, bio retention, soak pond, long pond, and gwt modern. Its applications can be installed underground or garden, park, street (rigid pavement, conblock, paving block, grass block).

The phenomenon of the above problems of this research is supported also from the results of previous studies are sourced from international and national journals, namely:

- 1) Imam Heryanto [1], Edy Yulianto & Sunarti [2], and Sunarto [3], that product, price, distribution and promotion of significant influence and positive impact on the purchase decision and its implications on customer satisfaction partially or simultaneously;
- 2) Nurul Faroh Revelation [4], Pupils Zulaicha & Rusda Irawati [5], and Sulthan Fahrezzy, Arlin Ferlina & Moch. Trenggana [6], that price, promotion and services significantly influence purchasing decisions, either partially or simultaneously;
- 3) Suresh, K. & R. Sritharan Anandanatarajan [7], Muhammad Rifai Kurnia, Djumali & Istiqomah [8], Nur Achidah, M. Mukery Warso & Leonardo Budi Hasiolan [9], that the promotion of significant influence on purchasing decisions, both partially and simultaneously ;
- 4) Anang Hartono [10], Imam Heryanto [11], Bahri [12], that the significant influence purchasing decisions and positir to customer satisfaction, both partially and simultaneously;
- 5) Fyolanda Lengkong [13], Dita Princess Anggraeni, Heroine Kumadji & Sunarti [14], that the products a significant effect on customer satisfaction, partial and simultaneous;
- 6) Novita Dewi [15], Realize [16], that the promotion of a positive and significant impact on customer satisfaction.

Identity Problem

Based on background problem, we can identify the problem as follows:

1. Anticipating competitors are growing rapidly, due to new business people doing a lot of unreasonable price decline.
2. Many local products are marketed does not have a green label certification
3. Modern recharge wells products are not resistant to the sun's heat.
4. Perception prices recharge wells in TRISIGMA, PT rather expensive compared to competitors.
5. Delivery of goods is still using the transportation costs

6. In addition to the promotion of payment systems, promotional seminars or exhibitions rarely performed.
7. The decrease in sales target sigmatank modern recharge wells in the year 2014 to 2018.
8. Perception recharge wells that are identical diameter multiplied by the length, whereas the regulation has been described in other technologies considered as absorption, as long as the system can absorb rainwater.

Research Purposes

Based on the background and the formulation of the problem, then the purpose of research for analysis are as follows:

- To know and explain that the products of modern recharge wells have a good quality product than competitors.
- To give knowledge that can be attributed to factors influence purchasing decisions.
- To find and apply which are the factors that more strongly to influence the purchase decisions of modern infiltration wells.
- To increase sales of modern recharge wells that are declining in the last 2 years.
- Providing solutions to potential new buyers to select the product of modern recharge wells become featured items.
- To anticipate the strategies of competitors in the sales process of absorption wells, both conventional and modern.
- To maximize annual income which has been determined in accordance with the agreed targets.

LITERATURE REVIEW

Product

The quality of products is the ability of a product to perform its function, including reliability, durability, accuracy, ease of operation, and improvement of products, as well as other valuable attributes. Improvements in product quality will reduce costs and improve competitive advantage even further, high-quality products that create a lasting competitive advantage. The product quality is an important factor that can encourage economic growth in developing companies and companies that are initiated from below in the context of the global market [17].

According to Kotler and Armstrong [18], "The product as anything that can be offered to the market in order to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Thus, for a company that is prudent that sell the benefits (benefits) products not only benefit the bottom line but it should be a system ". In developing a product planner must divide the product into three levels, namely:

- Core Products (core product), is a product that must be purchased by consumers because it has real benefits.
- Tangible products / formal product is a product offered in a real and complete to consumers consists of wrapping, name brands, quality, style and characteristics to offer.
- Additional products (refined products) are the products offered, which includes the benefits received and enjoyed by the buyer.

Price

According to Kotler and Armstrong [19] explains that the price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service. The definition outlined that the price is the amount that must be prepared by customers who want to acquire goods or services or the amount of value exchanged for consumers on the benefits for owning or using a product or service.

According to Kotler and Keller [20] four indicators that characterize the price are:

- Affordability,
- Suitability price with quality products,
- Price competitiveness, and
- Conformity with the price benefits.

Promotion

Kotler and Armstrong [18] argues that the promotion mix (marketing communications mix) is the specific blend of promotion tools that the company uses to persuasively berkomunikasi customer value and build customer relationships. This means the promotion mix (marketing communications mix) is a specific mix of promotional tools that companies use to persuasively communicate customer value and build customer relationships.

Kotler and Armstrong [18], promotional mix consists of five (5) promotional tools, namely:

1. Advertising (Advertising)
Advertising is all forms of non-personal presentation and promotion paid by sponsors to present their ideas, goods or services. Advertising is regarded as the image management that aims creating and maintaining copyright and meaning in the minds of consumers. Form of promotion that are used include broadcast, print, internet, outdoor, and other forms.
2. Sales promotion (sales promotion)
Sales promotion, namely short-term incentives to encourage the purchase or sale of a product or service. Forms of promotion used included Discounts, coupons, displays, demonstrations, contests, sweepstakes, and events.
3. Personal Sales (Personal selling)
Individual sales are personal presentation by the sales force with the aim of generating sales and

building relationships with consumers. Form of promotion that are used include presentations, trade shows, and incentive programs.

4. Public Relations (Public Relations)

Public relations is to build a good relationship with various public companies in order to gain favorable publicity, build a good corporate image, and handling or straightening rumors, stories, and events that are not profitable. Form of promotion that are used include press releases, Sponsorships, special events, and web pages.

5. Direct Marketing (Direct Marketing)

Direct sales is a direct relationship with the target consumer in order to obtain an immediate response and cultivate lasting relationships with consumers. Form of promotion that are used include catalogs, telephone marketing, kiosks, internet, mobile marketing, and more.

Buying Decision

Kotler and Keller [21]: "In the evaluation stage, the consumers from preferences among the brands in the choice set and may also from an intention to buy the most preferred brand". Can mean purchasing decisions is the evaluation phase, the preference among consumers of the brand in the set of choices and possibly also of the intention to buy the most preferred brand.

Schiffman and Kanuk were translated by Ujang Sumarwan [22] that the purchase decision is the selection of an action of two or more alternative choices.

Customer Satisfaction

According to Kotler [23] of customer satisfaction is feeling happy or disappointed someone who emerged after comparing the perception or impression of the service was below expectations, the customer is not satisfied. But if the service exceeds

expectations, the customer is very satisfied and happy and repurchase. This satisfaction will certainly be felt after the relevant customer consumes the product.

According to Tjiptono [24] there are four methods performed to knowing level of customer satisfaction, namely:

a. Complaints and Feedback System

Every customer-oriented organization needs to provide opportunities and access easy and convenient for customers to submit suggestions, criticisms, opinions, and their complaints. The media used may be a suggestion box, the comment card, a special toll-free phone line, website and others. Where this method can provide valuable ideas or feedback to the company.

b. Ghost Shopping

One way to obtain an overview of customer satisfaction was to hire some people Ghost Shoppers (mysterious spending) to act or pretend - posing as a potential customer and competitor products company. The mystery shopper will be asked to observe carefully and assess how the company and its competitors in serving the customer's specific requests, answering customer questions and deal with any complaints of her.

c. Lost Customer Analysis

Wherever possible the company to contact customers who have stopped buying or who has changed suppliers in order to understand why it happened and in order to take further policy improvements or enhancements.

d. Customer satisfaction survey

Most studies of customer satisfaction survey conducted by using either a survey by mail, telephone, e-mail, internet, whatsapp or interviews. Through the survey company will obtain responses and feedback directly from customers and also give a positive impression that the company pay more attention to customers.

Conceptual Framework

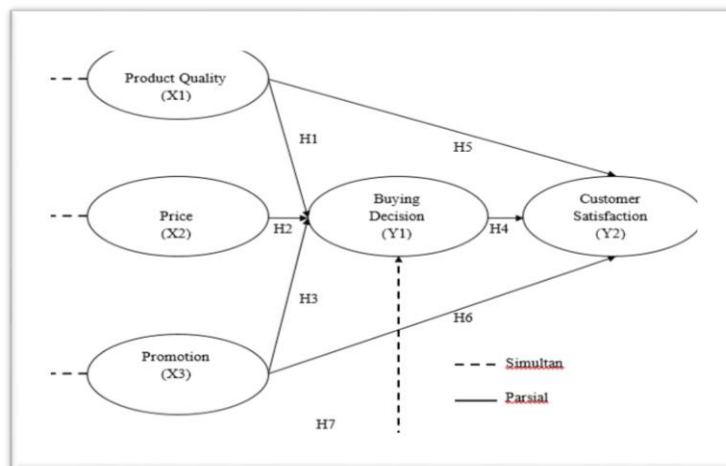


Fig-2: Conceptual Framwork

Framework for design influences or relationships between variables. That product, price, and promotion of significant influence on purchasing decisions, purchasing decisions influence on customer satisfaction, product and promotions directly affect customer satisfaction.

Hypothesis

Based on the research objectives then the hypothesis of this study is as follows:

- Product influence on purchase decisions [1].
- Price influence on purchase decisions [4].
- Promotions influence on purchase decisions [7].
- Purchasing decisions influence on customer satisfaction [10].
- Promotion effect on customer satisfaction [14].
- Product effect on customer satisfaction [15].
- Product, Price and Promotion simultaneous influence on purchasing decisions [25].

RESEARCH METHOD

Object and Instrument Research

This research was conducted at PT. TRISIGMA Core Solutions, with a case study on purchasing decisions and customer satisfaction to all clients PT. TRISIGMA Core Solution for Jakarta and outside the region. The study was conducted over two academic years, starting in the years (2017-2018) until the academic year (2018-2019), or starting September 2017 to September 2019. The instrument does is distributing questionnaires to all clients of PT. TRISIGMA Core Solution, either new or will make the purchase of modern and client recharge wells that have never transacted that is to customer satisfaction.

Methods and Analysis Tools

The method of analysis of this research is quantitative method and analysis tools using SEM analysis and Smart PLS software 3.2.8.

Data analysis techniques performed to elucidate more thoroughly the relationship between variables that exist in the study. SEM is used not to devise a theory, but rather is intended to examine and justify a particular model. Therefore, the requirements that must be used is a hypothetical model that consists of structural and measurement models in the form of a flowchart, construct, based on the theory. SEM is a statistical analysis that can help test a series of partial and simultaneous relationships [26].

Stage by stage for testing SmartPLS 3.2.8 SEM using the software are as follows:

- Testing Descriptive Analysis of Respondents
- Testing Analysis Descriptive Questionnaire
- Validity Testing Analysis
- Testing Analysis AVE (Average Variance Extracted)

- Testing Analysis Reliabilitas
- Hypothesis Testing Analysis

RESULT AND DISCUSSION

RESULT

Descriptive Test Respondents

In a test required primary data and secondary data as supporting data to perform data processing, here the researchers used the average value and percentage. The results of Descriptive Analysis of Respondents as follows:

Table-1: Distribution of respondents

Distribution of Respondents by Gender		
Gender	Number of people)	Percentage
Man	154	76.6%
woman	47	23.4%
total	201	100%
Distribution of Respondents by Age		
Age	Number of people)	Percentage
20-30 Years	37	18.4%
31-40 Years	95	47.3%
41-60 Years	69	34.3%
total	201	100%

Source: Results of analysis of the author (2019)

Test Descriptive Questionnaire

To find out whether the questionnaire can be used as the data is valid and if the research data, the questionnaire data was analyzed based on the average value and percentage. Results Descriptive Analysis Questionnaire as follows:

Table-2: Results Data Description Questions

Variables	Total Respondents	Average value questionnaires
Product	201	3:40
Price	201	3:49
promotion	201	3:37
Buying decision	201	3:57
Customer satisfaction	201	3.83

Source: Results of analysis of the author (2019)

In Table-2 above shows that the test results of the questionnaire are the average value of a product that is as much as 3:40, 3:49 price, promotional 3:37, 3:57 purchasing decisions and customer satisfaction 3.83. With a total of 201 respondents were sampled.

Test Validity

To determine whether the validity of the questionnaire, the questionnaire needs to be tested with SmartPLS 3.2.8 software. Where an indicator is considered to have a high degree of validity if it has a value of factor loadings of greater than 0.70 [27]. The results of analysis of validity of 36 indicators of the results are valid and the value is greater than 0.70.

Test AVE (Average Variance Extraction) Research Model

To determine the AVE (Average Variance Extraction) it, then do the test where the value AVE

must have a value greater than 0.50 [28]. The AVE test results as follows:

Table-5: AVE (Average Variance Extraction) Research Model

variables	AVE Value	requirement	Information
Products (X1)	0717	> 0.5	valid
Price (X2)	0748	> 0.5	valid
Promotion (X3)	0614	> 0.5	valid
Purchase Decision (Y1)	0794	> 0.5	valid
Customer Satisfaction (Y2)	0694	> 0.5	valid

Source: Results of analysis using SmartPLS 3.2.8

The results of the test AVE (Average Variance Extraction), indicating that the value AVE is greater than 0.5, it means Variable Product, Price, Promotion, Purchase Decision and consumer satisfaction have a fairly high level of validity.

Test Reliability

To determine the reliability of the results of the analysis carried out by two stages of testing, 1. Composite Reliability construct declared reliable if it has a value above 0.70 [28], 2. Cronbach's Alpha constructs declared reliable if it has a value above 0.60 [28]. Reliabelitas The test results are as follows:

a. composite Reliability

Table-6: Value Composite Reliability of Model Research

variables	composite Reliability	requirement	Information
Products (X1)	0968	> 0.7	reliable
Price (X2)	0954	> 0.7	reliable
Promotion (X3)	0927	> 0.7	reliable
Purchase Decision (Y1)	0.920	> 0.7	reliable
Customer Satisfaction (Y2)	0931	> 0.7	reliable

Source: Results of analysis using SmartPLS 3.2.8

b. Cronbach's Alpha

Table-7: Cronbach's Alpha value from Research Model

variables	Cronbach's Alpha	requirement	Information
Products (X1)	0964	> 0.6	reliable
Price (X2)	0944	> 0.6	reliable
Promotion (X3)	0909	> 0.6	reliable
Purchase Decision (Y1)	0870	> 0.6	reliable
Customer Satisfaction (Y2)	0912	> 0.6	reliable

Source: Results of analysis using SmartPLS 3.2.8

Hypothesis testing

To find out the results from the analysis of hypotheses using SmartPLS 3.2.8 software is as follows:

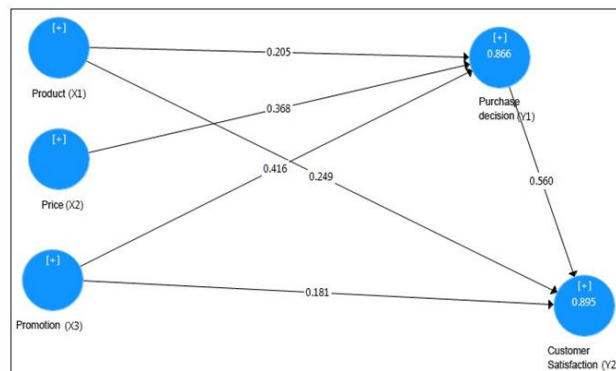


Fig-2: Structural Coefficient Path Value
Source: Results of analysis using SmartPLS 3.2.8

Table-9: Value Path Coefficient, t-Statistics and P-Values

Relationships Construct	Original Sample (O)	T Statistics (O / STDEV)	P Values
Products (X1) -> Purchase Decision (Y1)	0205	4318	0000
Price (X2) -> Purchase Decision (Y1)	0368	6103	0000
Promotion (X3) -> Purchase Decision (Y1)	0416	6916	0000
Purchase Decision (Y1) -> Customer Satisfaction (Y2)	0560	10,121	0000
Products (X1) -> Customer Satisfaction (Y2)	0249	5798	0000
Promotion (X3) -> Customer Satisfaction (Y2)	0181	3,980	0000
Products (X1) -> Purchase Decision (Y1) -> Customer Satisfaction (Y2)	0115	3892	0000
Price (X2) -> Purchase Decision (Y1) -> Customer Satisfaction (Y2)	0206	5,097	0000
Promotion (X3) -> Purchase Decision (Y1) -> Customer Satisfaction (Y2)	0233	5,740	0000

Source: Results of analysis using SmartPLS 3.2.8

The Hypothesis Testing in this study are as follows:

There Effect of Product (X1) significantly influence the purchase decision (Y1)

4:17 According to the table, note the value of t statistics amounted to 4.318 greater than t table = 1.972, and P-Values = 0.000, which is less than $\alpha = 0.05$. Value is a positive coefficient that is equal to 0.205 meaning that the variable product (X1) has a positive effect of 20.5% to the purchase decision variables (Y1). Thus the hypothesis H1 in this study which states that "Quality Products (X1) influence the purchase decision (Y1)" be accepted.

There Influence Price (X2) significantly influence the purchase decision (Y1)

4:17 According to the table, note the value of t statistics amounted to 6.103 greater than t table = 1.972, and P-Values = 0.000, which is less than $\alpha = 0.05$. Value is a positive coefficient that is equal to 0.368 means that the variable Price (X2) 36.8% positive influence on purchase decision variables (Y1). Thus the hypothesis H2 in this study which states that "The price (X2) influence the purchase decision (Y1)" acceptable.

There Influence Campaign (X3) significantly influence the purchase decision (Y1)

4:17 According to the table, note the value of t statistics amounted to 6.916 greater than t table = 1.972, and P-Values = 0.000, which is less than $\alpha = 0.05$. Value is a positive coefficient that is equal to 0.416 means Promotions variable (X3) positive effect of 41.6% to the purchase decision variables (Y1). Thus the hypothesis H3 in this study which states that "Promotion (X3) influence the purchase decision (Y1)" acceptable.

There Influence Purchase Decision (Y1) significantly affect the Consumer Satisfaction (Y2)

4:17 According to the table, note the value of t statistics amounted to 10.121 larger than t table = 1.972, and P-Values = 0.000, which is less than $\alpha = 0.05$. Value is a positive coefficient that is equal to 0.560 means the purchase decision variables (Y1) amounted

to 56.0% positive effect on customer satisfaction variable (Y2). Thus the H4 hypothesis in this study which states that "Purchase Decision (Y1) effect on Customer Satisfaction (Y2)" acceptable.

There Influence Products (X1) significantly affect the Consumer Satisfaction (Y2)

4:17 According to the table, note the value of t statistics amounted to 5.798 greater than t table = 1.972, and P-Values = 0.000, which is smaller than $\alpha = 0.05$. Value is a positive coefficient that is equal to 0.249 means Product variables (X1) 24.9% positive effect on customer satisfaction variable (Y2). Thus the H5 hypothesis in this study stated that "Products (X1) directly affects customer satisfaction (Y2)" acceptable.

There Influence Campaign (X3) significantly affect the Consumer Satisfaction (Y2)

4:17 According to the table, note the value of t statistics amounted to 3.980 greater than t table = 1.972, and P-Values = 0.000, which is smaller than $\alpha = 0.05$. Value is a positive coefficient that is equal to 0.181 means Promotions variable (X3) has a positive effect on the variable 18.1% Customer Satisfaction (Y2). Thus the H6 hypothesis in this study which states that "Promotion (X3) directly affects customer satisfaction (Y2)" acceptable.

There Influence Products (X1), Price (X2), and Promotion (X3) simultaneously on the Purchase Decision (Y1)

Product variables simultaneously influence (X1), Price (X2), and Promotion (X3) of the Purchase Decision (Y1) can be done by calculating the arithmetic f / f statistic using the formula as below.

$$R^2 = 0.895 \text{ (Purchase Decision)}$$

$$F \text{ count} = \frac{\frac{R^2}{(k-1)}}{1-R^2/(n-k)}$$

$$F \text{ count} = F \text{ count} = 0.298 / 0.00532 \frac{0.895}{(4-1)} \frac{1}{1-0.895/(201-4)}$$

F count = 560 677

From the results calculated F value in this study is 560 677 and 316.649 alpha value of F table at 0:05 is 2:42. This means that the $f \text{ count} > f \text{ Table}$ (2:42), then H_7 hypothesis in this study stated that "Products (X1), Price (X2), and Promotion (X3) simultaneously on the Purchase Decision (Y1)" be accepted,

DISCUSSION

H1. Quality products significantly influence the purchasing decisions of modern recharge wells (sigmatank)

These results indicate that the quality of the product (X1) gave a positive and significant influence on purchasing decisions (Y1), with a value of *t statistics* of 4.318 is greater than *t table* 1,972, and the value of its P-Values is 0,000 less than $\alpha = 0.05$. While the value of its coefficient is equal to 0.205 or 20.5%. This confirms the findings of research conducted by Iman Heryanto, Vol.9, No.2, 2015 (Product influence on purchasing decisions by 0.967 or 9.67%, the study was conducted on a crusher machine HY). In a study conducted by Edy Yulianto, Sunarti, Vol. 34, No. 1, 2016 (the calculation results agree with statements given about the variable quality of the product in purchasing decisions at Mall Tunjungan Plaza Surabaya). Meanwhile, in a study conducted by Sunarto, Vol. 3, No. 2, 2015 (stating that the quality of the product has a value of the linear regression equation $Y = 9.5013 + 0.7607 X$, which means that the quality of products significantly influence purchase decisions on Leather Craft Store Kartika in Magetan). So in this recent research, product quality and significant positive effect on purchasing decisions of modern recharge wells (sigmatank), but the quality of the product is still said to be minimal influence that comes out to 5 compared to other variables. It shows that the product quality is not too be a major consideration in the purchase decision as consumers / customers still need a similar product with a relatively cheap price, then products quality need to be developed. This shows that this research is still in accordance with the theory put forward by Tjijptono [29]:

H2: The price sigifikan influence on purchasing decisions of modern recharge wells (sigmatank)

Price (X2) significantly influence the purchase decision (Y1), where the value of *t statistics* it amounted to 6.103 greater than *t table* 1,972, and the value of its P-Values is 0.000 less than $\alpha = 0.05$ and the value of its coefficient of 0.368 or 36.8%. Prices have enough influence to 3 compared to other variables. This study confirms the results of Revelation Nurul Faroh, Vol.4, No.2, 2015 (price significantly influence the purchasing decisions of 0.190 or 19%, these results indicate that the price of a considerable contribution to the study of online marketing through social networking facebook to treatment face). Research conducted by

Rasta Zulaicha, Rusda Irawati, Vol.4, No.2, 2016 (Stated that based on data analysis and hypothesis testing obtained *t value* 4.201 is greater than *t table* is 1.97294 and significant influence because it is less than 0, 00 <0.05. in this study priced reasonably are in the range between sufficient scale up nicely for 3088, prices have an important role in purchasing decisions in Morning Bakery). In the study conducted by Rifqi Sulthan Fahrezzy, Arlin Ferlina Moch. Trenggana, vol.17, no.2, 2019 (Price in this study gained a percentage of 74.6%, so it can be concluded that the price of getting a good category of variables, price competitive with other competitors that provide cash back with a percentage of 68.2 %). In the study of modern recharge wells price variable is quite helpful because with the drop in prices, so consumers decide to buy. Prices are linked in this study indicate that there is compliance with the theory put forward by Kotler and Keller [30] states that traditionally, the price would have been required as the main determinant of the buyer's choice.

H3: Promotions significantly influence the purchasing decisions of modern recharge wells (sigmatank)

Promotion (X3) have a significant impact on purchasing decisions (Y1), with its statistics *t* of 6.916 is greater than *t table* 1,972, and the value of its P-Values is 0.000 less than $\alpha = 0.05$ and the value of its coefficient of 0.416 or 41.6%. In this research promotion on purchase decisions have a huge influence, and can be categorized into two significant influence of other variables. It is clear that marketing management will not work properly if not a pitch to prospective buyers, because buyers will not buy a product if there is no testimonial or sale mockup for a modern project recharge wells. The results of this study are also consistent with studies that have been conducted by Suresh, K. Anandanatarajan, R. Sritharan, Vol, 21 2015 (Promotion has an important role to the purchasing decision of 0.62 or 6.2%, research conducted is discussed about the existing camera products in Chennai, Tamilnadu). It is also supported by research conducted Muhammad Rifai Kurnia, Djumali, Istiqomah, Vol.24, No.1, 2016 (mentioned that the promotion variables have a significant influence on purchasing decisions of sports equipment table tennis sport in the district Wonosari okay, this study can be evidenced by the value of $t > t \text{ table}$ (7.209 > 1.984). In the journal Nur Achidah, M Mukery Warso, Leonardo Budi Hasiolan, Vol 2, No. 2, 2016 (variable sale of its test results obtained *t value* 3.889 with a significant level 0,000 significantly limit of 0.05. So this research is said to be positive. In this modern infiltration wells research, promotion variables is quite powerful and need to be maintained. this study is also consistent with the theory Kotler and Armstrong [18] suggested that the promotion is a marketing communication or specific mix of promotional tools that are used to persuasively

communicate customer value and build customer relationships.

H4: Purchasing decisions significantly influence consumer satisfaction modern recharge wells (sigmatank).

Purchasing decisions (Y1) has significant impact on customer satisfaction (Y2) with *t statistics* Her amounted to 10.121 > *t* table value of 1.972, and the value of its P-Values are = 0,000 < from $\alpha = 0.05$ and the value of its coefficient of 0.560 or 56%. This study is in line with research conducted by Anang Hartono, Wahyono, Vol.4, No.2 2015 (Purchasing decisions have a significant influence on customer satisfaction by 0.8410 or 8.41%, the study was conducted on consumers independent daily newspaper). Research conducted also agree with Imam research Heryanto, Vol.9, No.2, 2015 (Based on the obtained data processing path coefficient is 0.936, whereas the determinant R2 (R Square), worth 0.876 or 87.6%, this points that purchase decision variables have a significant influence on customer satisfaction). It is also supported by research Bahri, Vol.8, No.1, this can be said to be a very strong influence because it is supported by a selection of products that can provide benefits to the project elsewhere, the choice of dealers is flexible so that the delivery of the material can reach across Indonesia, method of payment which can be paid by the DP, Progress, Certificate of Payment of the other, with the Giro rewind, etc. The purchase decision variables need to be maintained in order to increase sales of more than targeted, and other variables that need to be improved in order to compete with competitors.

H5: Product direct positive effect on customer satisfaction modern recharge wells (sigmatank)

Products (X1) directly has a significant influence on consumer satisfaction (Y2), known *t statistics* amounted to 5.798 greater than the value *t* table is 1,972, and the value of P-Values = 0.000 < 0.005 and its value is a positive coefficient of 0.249 means that the variable influential product of 24.9%. Where products have an important role in determining customer satisfaction, by constantly improving existing products quality. Therefore, the product is significant and positive effect on customer satisfaction in the ranking to fourth from other variables. This is consistent with previous research conducted by Fyolanda Lengkong, et al, Vol.5, No.3 2017 (product significantly affect customer satisfaction at 0.8176 or 8.176%, while the value of *t* his table with a degree of freedom - 100 -7-1-92, with a significant level of 1.661 > 5%). This study is also in line with research conducted by Dita Princess Anggraeni, Heroine Kumadji, Sunarti, Vol.37, No.1, 2016 (Results of the study showed that the quality of the products have a significant influence on customer satisfaction by 0.777 *t* count equal to 12.346 and the value of significance of 0.000 > 0.05, the research carried out on customers at

home eating rice rawon sakinah pasuruan). This study is justified by theory Kotler [31] states that customer satisfaction is feeling happy or disappointed someone who emerged after comparing the perceptions of a product's performance and expectations. 777 with *t* at 12.346 and significant value of 0.000 > 0.05, the research carried out on customers at home eating rice rawon sakinah pasuruan). This study is justified by theory Kotler [31] states that customer satisfaction is feeling happy or disappointed someone who emerged after comparing the perceptions of a product's performance and expectations. 777 with *t* at 12.346 and significant value of 0.000 > 0.05, the research carried out on customers at home eating rice rawon sakinah pasuruan). This study is justified by theory Kotler [31] states that customer satisfaction is feeling happy or disappointed someone who emerged after comparing the perceptions of a product's performance and expectations.

H6: Promotion direct positive effect on customer satisfaction modern recharge wells (sigmatank)

The results showed that the promotion (X3) directly has a significant influence on consumer satisfaction (Y2) absorption wells modern (sigmatank), *t statistics* amounted to 3.980 greater than the value *t* table is 1,972, and the value of P-Values = 0.000 < 0.005 and the value it is a positive coefficient of 0.181 means that variables affect products by 18.1%. Promotion variables directly affect customer satisfaction expressed in Table 4:17, where the effects are very weak and need to be improved. Significantly influence in the rank of 6 or weakest compared to other variables, but still able to support the level of sales of modern infiltration wells.

This can be interpreted in harmony with previous studies that examined by Novita Dewi, Vol.4, No.1 2017 (Promotion direct and significant positive effect on customer satisfaction at 0.5482 or 5.482%, the study was conducted at a salon services johnny andreaan pekanbaru). This experiment also supported by research conducted by Realize, Vol.2, No.2, 2018 (stating that the promotions individually show *t* value of 4.406 with a significant value of 0.000, and the value of *t* is greater than *t* table 1.985, and value is significantly smaller than 0.05. Based on these tests, which means promotion variable positive and significant impact on customer satisfaction at. Stainlessindo Anugrah Karya in Batam.

This research generally analyzes Products, Prices, Promotion and Purchase Decision, and a lot of previous research has discussed this, including the following: Ikhsani [32], Yunita [33], dan Sulistorini [34].

- Ikhsani, K., Ali, H. (2017). Purchasing Decision: Analysis of Product Quality, Price and Brand Awareness (Case Study Produk Teh Botol Sosro di Giant Mall Permata Tangerang). Swot 7 (3), 523-541.

- Yunita, D., Ali, H. (2017). Model of Purchasing Decision (Renting) of Generator Set: Analysis of Product Quality, Price and Service at PT. Hartekprima Listrindo. *Scholars Journal of Economics, Business and Management*, e-ISSN, 2348-5302.
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CONCLUSIONS AND RECOMMENDATIONS

CONCLUSION

After testing of the hypothesis of the study with data analysis techniques Structural Equation Modeling, it can be summed up as follows:

- The products have a positive contribution to the purchasing decision. The better the product, the higher the purchases made by consumers.
- Promotions have a positive contribution to the purchasing decision. The better the promotion is done, the more positive consumer purchasing decisions.
- Price have positive contribution to the purchasing decision. Consumers are more critical look at the price of a product according to its merits.
- Purchasing decisions have a positive contribution to customer satisfaction, the higher or positive consumer decisions will improve customer satisfaction and will give a boost to repurchase the purchase of the product.
- Products directly have a significant influence on customer satisfaction, the better the product is the more satisfied the consumers of their purchases
- Promosi secara langsung berpengaruh signifikan terhadap kepuasan konsumen. Semakin baik pemasarannya dibagian promosi semakin tinggi kepuasan konsumen terhadap produk tersebut.

SUGGESTION

From the results of research on increasing consumer satisfaction with modern infiltration well products (Sigmatank) at Trisigma Inti Solusi, PT the authors provide several suggestions that can be considered by companies in order to increase interest in purchase multimedia products, including:

- Quality and choice of products is one of the keys to increase customer satisfaction. The company is good at continuing to improve the quality of its products and provide convenience to consumers in choosing their selling products.
- The company should continue to provide attractive discount prices in order to increase the purchasing decisions of these products, especially in the ease of obtaining such discounts such as discounts for loyal customers and so on.

- Using social media advice as interactive marketing is the most suitable way to improve purchasing decisions. It is best for companies to use and use social media that are active in marketing their sales products.
- The company must provide a price that is in accordance with the ease of transaction because this will increase the value of customer satisfaction.
- The results of the study show that service quality in product sales is the key to customer satisfaction. The more positive the quality of service and the quality of its products can make consumers who decide to buy these products become loyal consumers.
- Price compatibility with those advertised both in print media and other social media will increase consumer satisfaction. The company must ensure that the price of the product is appropriate.
- As stated earlier that the research model that was built in this study was confirmed by Structural Equation Modeling to test the effect of Products, Prices and Promotions on Purchasing Decisions and Consumer Satisfaction. The development of research suggested from this study is that the variables used are Products, Prices, and Promotions, the next researcher can examine the study of other variables such as brand image, promotion mix or WOM that influence consumer buying and loyalty decisions.

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