

The effect of price, location and innovation on the purchasing decision of aglonema ornamental plants at CV Gantina Flora Cikarang

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ABSTRACT

The purpose of this study is to determine the influence of price, location and innovation on the purchasing decision of aglonema ornamental plants at CV Gantina Flora Cikarang. The sampling technique in this study used probability sampling technique and obtained 100 respondents. Data collection techniques include observation, dissemination of questionnaires and literature studies. The data were analyzed using SPSS program. Analytical methods to be used are validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis test. From the results of the t test states that the price partially affects positive and significant to the purchase decision, location partially affects positive and significant towards crop purchasing decisions Ornamental Aglonema CV Gantina Flora Cikarang.

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1. Introduction

Indonesia as an agricultural country with a tropical climate has a wealth of diverse flora. This richness of flora is supported by agroclimate that allows plants to grow well including flowers and ornamental plants. If properly cultivated, plants are very beneficial for humans because they can be a source of food, medicines, providers of fresh air, resist the evaporation of water or beautify the yard of the house (Hasanah, 2016).

The ornamental plant agribusiness business is developing very rapidly in addition to the pandemic which has made the enactment of PPKM so that people have to stay at home and look for new hobbies such as buying ornamental plants to make good prospects to be developed, it can also be a business opportunity where the problem of employment is getting narrower. The development of ornamental plant businesses in various regions in Indonesia is one of the centers of economic growth that is quite important, because it is not only carried out on the basis of hobbies but is carried out commercially which is able to drive the growth of the goods and services industry. The ornamental plant business is a business that is widely engaged in by the community, especially in urban areas. This is because the interest of urban people in ornamental plants is quite high so that this ornamental plant business is a promising business (Noviana et al., n.d.).

Market mastery is one of the main activities carried out by entrepreneurs in their efforts to maintain the survival of his business, developing and getting the maximum profit maybe. The conditions that must be met by a company to be successful in competition is to strive to achieve the goal of creating and retaining customers. The outline of the company herus understands what which is the need and desire of consumers for products that produced among others about affordable prices, strategic locations and massive innovation so that it can attract consumers to buy a product.

CV. Gantina Flora is one of the UMKM in Cikarang that sells a variety of ornamental plants starting from small ones such as grass grasses to large tree plants such as tabebuya trees, for the type that is most in demand is the type of Aglonema ornamental plant which from the type of color, shape and durability of the plant is very in line with the purchase interest in this Cikarang area, judging from the colors that many variants start from white, red, purple and many more and the shape is good like banana leaves and some are round coupled with strong endurance where plants with this type are easy to care for, just water it with water 2 times a day and fertilizer changes every 6 months add interest from consumers to buy this plant. CV Gantina Flora fluctuates every month. Sales of Aglonema type ornamental plants are still unstable every month during 2021 but still survive and can compete with other types of plants that are still in demand by consumers. This may be overcome if CV Gantina Flora knows and pays attention to what factors influence purchasing decisions so that it can improve it so that it can continue to compete and develop more in the sale of its products.

Purchasing decisions have an important factor for consumers to determine the company's excitability, in order to become a benchmark for consumer stimulation in deciding on the purchase of market products and get a positive response. There are many factors that influence purchasing decisions, some of which are price, location and innovation (Rachmawati et al., 2019).

The strategic location will also make it easier for business actors to conduct distribution and marketing to the public. Easy access to location efforts to make consumers not confused and think long to visiting business premises. In addition, a strategic place of business is also will affect the supply chain so that it makes it easier to do distribution of supplies and reducing transportation costs. Deep opening a business, price is also one that must be taken into account because price also plays a role important in those purchase decisions. While the location is one of the important things for businesses to be able to know the characteristics the market to be aimed at. Meanwhile, innovation against the product is considered to be able to relieve a sense of saturation or boredom consumers towards a choice of products that tend to be less diverse and not has uniqueness (Brata et al., n.d.).

2. Research Method

This research is a type of quantitative research. Data collection techniques use research instruments by distributing questionnaires to employees as respondents, data analysis is quantitative or statistical with the aim of testing hypotheses. This study used 3 independent variables and 1 dependent variable. The first independent variable, price, is symbolized by (X1). The second independent variable, namely location, is symbolized by (X2). The third independent variable, namely innovation, is symbolized by (X3). And one dependent variable is the purchase decision, symbolized by (Y). The population in this study was all consumers of CV Gantina Flora Cikarang, while the respondents in this study were 100 people.

3. Results And Discussions

3.1 Reliability Test Results

Table 1. Reliability Testing Results

Variable	N of items	Cronbach Alfa Count	Test Result
Price (X1)	5	0,752	Reliable
Location (X2)	5	0,717	Reliable
Inovation (X3)	5	0,697	Reliable
Purchasing decision (Y)	5	0,692	Reliable

Testing Cronbach Alpha used to test the level of reliability (reliability) of each questionnaire variable. When the value from Cronbach Alpha close to 1 identifying that the higher the internal consistency of its reliability. Next this is a summary table of reliability test results.

3.2 Hypothesis Test

The t-test at multiple linear regression is used to find out partial influence of independent variables on variables dependent. Data processing using SPSS application version 24.

Table 2. Variable Test Result X1

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients	t	Sig.
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		Beta				
1	(Constant)	7.652	1.399		5.468	.000
	Total X1	.661	.063	.728	10.511	.000

The first hypothesis proposed in this study is there is a price influence on purchasing decisions. The calculated value of t in the price variable (X1) greater than t of the table i.e. (10,511 > 1,984), meaning that the price variable (X1) is partially influential positive and significant towards crop purchasing decisions Ornamental Aglonema CV Gantina Flora Cikarang.

Table 3. Variable Test Result X2

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	7.099	1.549		4.583	.000
	Total X2	.681	.069	.705	9.847	.000

The first hypothesis proposed in this study is there is a location influence on purchasing decisions. The calculated value of t in the location variable (X2) greater than t of the table i.e. (9,847 > 1,984), meaning that the location variable (X2) is partially influential positive and significant towards crop purchasing decisions Ornamental Aglonema CV Gantina Flora Cikarang.

Table 4. Variable Test Result X3

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6.698	1.727		3.879	.000
	Total X3	.698	.077	.675	9.060	.000

The first hypothesis proposed in this study is there is a innovation influence on purchasing decisions. The calculated value of t in the innovation variable (X3) greater than t of the table i.e. (9,060 > 1,984), meaning that the innovation variable (X3) is partially influential positive and significant towards crop purchasing decisions Ornamental Aglonema CV Gantina Flora Cikarang.

3.3 The effect of price on purchase decision

Effect of Price on Purchasing Decision based on t test, result testing the first hypothesis regarding Price to Decision The purchase found that there was a significant positive influence on the price to purchasing decisions. By looking at the test the Hypothesis can it is concluded that price is one of the influential factors to purchasing decisions. Where the results are supported by research previously according to :

"F.A. Pasaribu, Sianipar, Siagian dan Sartika, 2019 yang berjudul "Pengaruh Promosi Dan Harga Terhadap Keputusan Pembelian Produk Soyjoy PT. AMERTA INDAH OTSUKA Kota Medan" where research get the conclusion of the result i.e. Price has a significant influence simultaneously towards the purchasing decision of Consumer Soyjoy PT. AMERTA INDAH OTSUKA Medan City.

3.4 The effect of location on purchase decision

The effect of Location on purchasing decisions based on the t-test, hasil testing of the second hypothesis regarding location against purchasing decisions found that there was a significant influence on the Decision Purchases (t = 9.847; sig 0.001. By looking at the hypothesis test can be it is concluded that location is one of the influential factors to purchasing decisions . Where the results are supported by research previously according to :

"Adi Pramita dan Cempena penelitian yang berjudul "Pengaruh Kualitas Pelayanan, Persepsi Harga, dan Lokasi Terhadap Keputusan Pembelian Di Toko Perhiasan Emas Lancar Jaya Sekaran Lamongan" where the research got the conclusion of the results, namely the location of the business has simultaneous significant influence on purchasing decisions consumers of The Gold Jewelry Store Lancar Jaya Sekaran, Lamongan.

3.5 The effect of innovation on purchase decision

The Effect of Innovation on Purchasing Decisions based on test f (simultaneously), the results of testing the third hypothesis show that Innovation has a significant influence on purchasing decisions. With looking at

the hypothesis test, it can be concluded that Innovation is one of the factors that influence the Purchase Decision. Where the results are supported by previous research according to:

Handika Nur Mathliyatul Aprilia, Untung Lasiyono, Tri Aripriabowo in a journal with the title "Pengaruh Inovasi Produk, Kualitas Pelayanan dan Store Atmosphere terhadap Keputusan Pembelian pada Dapur Roti & Dapur Kopi by Lyly di Lamongan" published journal *Journal of Sustainability Business Research*, 2(1), 2021 with Variable results (X1) counts 3,373 with a sig value of .001. Thus (.001 < .05) in fact, the variable X1 has an influence on the variable Y where This research concluded that innovation affects purchase decisions of kitchen bread and coffee.

4. Conclusion

Based on the results of testing, processing and analyzing data that has been conducted by researchers on "The Influence of Price, Location and Innovation Against the Decision to Purchase Ornamental Plants Aglonema CV Gantina Flora in Cikarang". Hypothesis testing using SPSS 24 then can conclusion drawn that the price variable has a positive and significant effect to purchasing decisions. This means, increasingly variable price will then affect the purchase decision. Thing this can be proven from the results of the t test, namely calculating the price (X1) is greater from rtabel (10,511 > 1,984) with a significance value below 0.05 i.e. 0.001, variable location has a positive and significant effect to purchasing decisions. This means, increasingly location will then affect the Purchase Decision. It is can be proven from the results of the t test, namely the location calculation (X2) is greater than the rtabel (9,847 < 1,984) with a signification value below 0.05 i.e. 0.001 and innovation variables have a positive and significant effect to purchasing decisions. This means an increasing innovation will then affect the Purchasing Decision. Thing this can be proven from the results of the t test, namely the innovation rhitung (X3) is greater of rtabel (9,060 > 1,984) with significance below 0.05 i.e. 0.001.

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