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The Influence of Distribution, Perceived Value, and Product Innovation on Purchase Decision at PT. Sinar Sosro, Medan

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Abstract

In business, customer is king. This expression illustrates the importance of the purchaser or customers for the company. This obviously makes companies vying to win customers buy and use the products offered. Therefore, the company is exerting every effort to understand customers behavior, to know what he needs, what taste and how took the decision, as well as knowing the various changes in the business environment so as to compete with other companies, as well as producing goods and services according to the needs and desires customers (Khair et al., 2022).

Slovin's formula applied to the population size of 129 customers, the result In this research, the sample size is 98 respondents. Sample is a part of the population that is considered to represent the population as a source of research data use probability method. Probability sampling is a method or sampling by random means so that all people or living things in the population have the possibility of being sampled by researchers.

The Conclusion The partial test can be explained that tcount (3.295) > t-table (1.986) and significant value 0.001 < 0.05, then H1 is accepted, namely: distribution has partial influence on purchase decision at PT Sinar Sosro, Medan. Regression coefficient for distribution of 0.176, The partial test can be explained that tcount (4.014) > t-table (1.986) and significant value 0.000 < 0.05, then H2 is accepted, PT Sinar Sosro, Medan by 0.342 units assuming other variables remain, The partial test can be explained that t-count (2.892) > t-table (1.986) and significant value 0.005 < 0.05, then H3 is accepted, namely: product innovation has partial influence on purchase decision at PT Sinar Sosro, Medan, The simultaneous test can be explained that F-count (33.533) > F-table (2.70) and significant value 0.000 < 0.05, then H4 is accepted, namely: distribution, perceived

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value, and product innovation have simultaneous influence on purchase decision at PT Sinar Sosro, Medan.

Keywords: Distribution, Perceived Value, Product Innovation on Purchase Decision

INTRODUCTION

In business, customer is king. This expression illustrates the importance of the purchaser or customers for the company. This obviously makes companies vying to win customers buy and use the products offered. Therefore, the company is exerting every effort to understand customers behavior, to know what he needs, what taste and how took the decision, as well as knowing the various changes in the business environment so as to compete with other companies, as well as producing goods and services according to the needs and desires customers (Khair et al., 2022).

Product innovation involves developing novel products or enhancing existing ones to meet evolving market demands and customer expectations. It encompasses advancements in functionality, design, performance, and user experience. Process innovation revolves around optimizing internal workflows, systems, and technologies to streamline operations, boost efficiency, and reduce costs. It enhances organizational agility and competitiveness (Fajar et al., 2024).

The rate of purchase decisions made by retail customers has decreased at PT Sinar Sosro, Medan. In 2022 it dropped to 4,17% and continued declining to 11,81% in 2023. This is due to changes in payment systems that are get-ting shorter and some products are often empty and high competition.

There are several obstacles that must be faced by at PT Sinar Sosro, Medan in the distribution process, such as the amount of demand for goods that vary in each customer but the stock of products is a lot, causing disappointment. In this company is experiencing not optimality in the distribution of products, causing delays in product delivery due to limited capacity of vehicles and some vehicles are old enough so often damaged.

The company's vehicles are classified as over 6 years old and therefore often require repairs. This triggered the cancellation of purchases from customers, resulting in a decrease in sales. PT Sinar Sosro, Medan has made many innovations both in terms of adding flavors and PET plastic bottle packaging and variations in size and pouch. However, there are some complaints related to the innovations made are related to the

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fruit tea pouch straws that are not too sharp (blunt) resulting in difficulties for customers when customers want to be enjoyed.

Objectives

This research has the objectives as follow:

a. To explain whether distribution have partial influence on purchase decision at PT Sinar Sosro, Medan.
b. To analyze whether perceived value have partial influence on purchase decision at PT Sinar Sosro, Medan.
c. To describe whether product innovation have partial influence on purchase decision at PT Sinar Sosro, Medan.
d. To investigate whether distribution, perceived value, and product innovation have simultaneous influence on purchase decision at PT Sinar Sosro, Medan.

Research design defines ways and plans to collect necessary data and turn the data into decent information that can help researchers to get the results of a study. The research method that is applied in this research is quantitative method, the reason is because this research aimed to have more projectable and statistical results instead of narrative results. According to Sentosa (2023), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine populations or specific samples, sampling techniques are generally carried out randomly, data collection using research instruments.

Slovin's formula applied to the population size of 129 customers, the result In this research, the sample size is 98 respondents. Sample is a part of the population that is considered to represent the population as a source of research data use probability method. Probability sampling is a method or sampling by random means so that all people or living things in the population have the possibility of being sampled by researchers. To carry out the random method, researchers need to prepare a procedure so that each member in the population has the same opportunity and gets the same chance. (Sentosa, 2023)

DISCUSSION

Multiple Linear Regression Analysis

Regression Analysis is one of the tools which can be used to predict demand in the future based on the past data, or to know the influence of more one independent

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variable towards one dependent variable. The general formula used for simple linear regression is

Y = a + b1X1+ b2X2 + b3X3 + e

The test results of multiple linear regression analysis can be seen in the table below. The multiple linear regression analysis formula can be made as follows:

Table 1 Multiple Linear Regression Analysis Coefficien

Unstandardized Coefficients				Standardized Coefficients Beta	t	Sig.
Model		B	Std. Error			
1	(Constant)	1.986	2.051		.968	.335
	Distribution	.176	.053	.279	3.295	.001
	PerceivedValue	.342	.085	.344	4.014	.000
	ProductInnovation	.296	.102	.269	2.892	.005

a. Dependent Variable: PurchaseDecision

Source: Prepared by the Writer (Output SPSS 26, 2024)

Y = 1.986 + 0.176 X1 + 0.342 X2+ 0.296 X3 + e

The meaning of the multiple linear regression equation above is:

a. Constant (a) of 1.986 states that if distribution, perceived value, and product innovation is 0 or constant, purchase decision at PT Sinar Sosro, Medan is 1.986 units.
b. Regression coefficient for distribution of 0.176, this states that every increase in distribution 1 unit will increase purchase decision at PT Sinar Sosro, Medan by 0.176 units assuming other variables remain.
c. Regression coefficient for perceived value of 0.342 this states that every increase in perceived value 1 unit will increase Custom purchase decision at PT Sinar Sosro, Medan by 0.342 units assuming other variables remain.
d. Regression coefficient for product innovation of 0.296, this states that every increase in product innovation 1 unit will increase purchase decision at PT Sinar Sosro, Medan by 0.296 units assuming other variables remain.

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Result of Hypothesis Testing

Partial Test (t Test)

The test is carried out to determine the effect of the independent variables on the dependent variable partially. In this study the value of tcount will be compared with the value of t table. Under the condition:

H1: Distribution has partial influence on purchase decision at PT Sinar Sosro, Medan.

H2: Perceived value has partial influence on purchase decision at PT Sinar Sosro, Medan.

H3: Product innovation has partial influence on purchase decision at PT Sinar Sosro, Medan.

The value of table for significant 0.05 at free degrees df = n-k = 98-4 = 94 is equal to 1,986. The results of partial test can be seen in the table below. The results of the partial test can be explained that tcount (3.295) > t-table (1.986) and significant value 0.001 < 0.05, then H1 is accepted, namely: distribution has partial influence on purchase decision at PT Sinar Sosro, Medan.

Table 2 Multiple Linear Regression Analysis Coefficients[a]

Unstandardized Coefficients				Standardized Coefficients Beta	T	Sig.
Model		B	Std. Error			
1	(Constant)	1.986	2.051		.968	.335
	Distribution	.176	.053	.279	3.295	.001
	PerceivedValue	.342	.085	.344	4.014	.000
	ProductInnovation	.296	.102	.269	2.892	.005

a. Dependent Variable: PurchaseDecision

Source: Prepared by the Writer (Output SPSS 26, 2024)

The results of the partial test can be explained that tcount (4.014) > t-table (1.986) and significant value 0.000 < 0.05, then H2 is accepted, namely: perceived value has partial influence on purchase decision at PT Sinar Sosro, Medan. The results of the partial test can be explained that tcount (2.892) > t-table (1.986) and significant value 0.005 < 0.05, then H3 is accepted, namely: product innovation has partial influence on purchase decision at PT Sinar Sosro, Medan.

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Simultaneous Test (F Test)

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. Under the condition: H4: Distribution, perceived value, and product innovation have simultaneous influence on purchase decision at PT Sinar Sosro, Medan. F-table value at the level of significance confidence 0.05 in the DF (Degree of Freedom)1 = k-1 = 4-1=3 and DF (Degree of Freedom)2= n-k = 98-4= 94 is 2.70.

Table 3. Simultaneous Test ANOVA[a]

Model	Sum of Squares		Df	Mean Square	F	Sig.
1	Regression	1543.994	3	514.665	33.533	.000[b]
	Residual	1442.700	94	15.348		
	Total	2986.694	97			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), ProductInnovation, Distribution, Perceived Value

Source: Prepared by the Writer (Output SPSS 26, 2024)

The results of simultaneous test can be seen in the table below. the results of the simultaneous test can be explained that F-count (33.533) > F-table (2.70) and significant value 0.000 < 0.05, then H4 is accepted, namely: distribution, perceived value, and product innovation have simultaneous influence on purchase decision at PT Sinar Sosro, Medan.

CONCLUSION

The following are the conclusion drawn on this research:

a. The partial test can be explained that tcount (3.295) > t-table (1.986) and significant value 0.001 < 0.05, then H1 is accepted, namely: distribution has partial influence on purchase decision at PT Sinar Sosro, Medan. Regression coefficient for distribution of 0.176, this states that every increase in distribution 1 unit will increase purchase decision at PT Sinar Sosro, Medan by 0.176 units assuming other variables remain.
b. The partial test can be explained that tcount (4.014) > t-table (1.986) and significant value 0.000 < 0.05, then H2 is accepted, namely: perceived value has partial influence on purchase decision at PT Sinar Sosro, Medan. Regression coefficient for perceived value of 0.342 this states that every increase in perceived value 1 unit will increase

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Custom purchase decision at PT Sinar Sosro, Medan by 0.342 units assuming other variables remain.

c. The partial test can be explained that tcount (2.892) > t-table (1.986) and significant value 0.005 < 0.05, then H3 is accepted, namely: product innovation has partial influence on purchase decision at PT Sinar Sosro, Medan. Regression coefficient for product innovation of 0.296, this states that every increase in product innovation 1 unit will increase purchase decision at PT Sinar Sosro, Medan by 0.296 units assuming other variables remain.
d. The simultaneous test can be explained that Fcount (33.533) > Ftable (2.70) and significant value 0.000 < 0.05, then H4 is accepted, namely: distribution, perceived value, and product innovation have simultaneous influence on purchase decision at PT Sinar Sosro, Medan. Determination test results obtained adjusted R square value of 0.502, this means 50.2% of the purchase decision at PT Sinar Sosro, Medan which can be explained by the distribution, perceived value, and product innovation variable while the remaining 49.8% is explained by other variables which was not used in this study such as price, product quality and others.

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