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Influence Price, Quality Product, Appetite Consumer, Promotion And Packaging On The Purchase Decision Of Aice Ice Cream Products In Medan City

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Abstract

This study aims to test and analyze whether price, product quality, consumer taste, promotion and packaging have a significant influence on purchasing decisions for ice cream products. Aice in Medan City. The population in this study was 100 person that is Students College WR Supreme Man 1 Medan , with Age range 15 until 17 Year and Study This use technique sample fed up, Where All populations were sampled. Simultaneous research results with the F test showed that Price, Product Quality, Consumer Taste, Promotion and Packaging together had a positive influence on purchasing decisions. Partial Research Results with Test T, Show that Promotion No influential significant to purchasing decisions , while Price, Product Quality, Consumer Taste and Packaging have a partial and significant influence on purchasing decisions.

Keywords: Price, Product Quality, Consumer Taste, Promotion, Packaging, Decision Purchase

INTRODUCTION

In today's era of business competition, business competition is very tight in an effort to win the market, only companies that have a competitive advantage will continue to exist, namely those who succeed in truly understanding what is needed and providing better satisfaction than what is available. provided by competing brands operating in the same business.

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According to Kotler and Armstrong (2019:181), a consumer purchase decision is defined as the act of buying the brand that the consumer likes most, but two factors can be between the purchase intention and the purchase decision. Januardi et al. (2023) defines a purchase decision as a problem-solving exercise carried out by someone to choose the appropriate behavioral alternative from two alternative behaviors.

A purchasing decision is a decision made by a consumer to purchase a product. Decision-making is the result or outcome of a mental (cognitive) process that ultimately leads to the selection of an action.

Before consumers decide to buy a product, they will definitely have several alternatives to consider. Therefore, the purchasing decision is between... one consumer to another consumer will vary , Because different consumer needs and tastes.

Purchasing decisions can be influenced by various factors, both internal and external. These factors the can in the form of: Price , Quality Product, Appetite Consumers , Promotion, Packaging.

In maintaining the company's existence, the company must be able to understand clearly what is needed by consumer. Know need And desire Consumers also do not necessarily make consumers buy and use the products we offer. By Because That, Price is Wrong One component important in purchasing decision something product. Activity set price play role Which very important in process mix marketing Because determination price related direct with The income received by the company. Therefore, the pricing decision is very important in determining how far a product can be valued by consumers, and also in building a certain image and perception in terms of quality.

Product quality also plays a crucial role in purchasing decisions. If a product is of good quality, consumers will be more likely to purchase it. Conversely, if the product is of poor quality and does not meet the desired standards, consumers will switch to competitors' products. Product quality is paramount for a company, ensuring it achieves the same or even surpasses its competitors' quality.

Taste is the activity that causes a person to desire to purchase a good or service. Consumer tastes generally change over time. An increase in consumer taste for a particular good generally results in an increase in demand for that good, and conversely, a decrease in consumer taste for a particular good generally results in a decrease in demand. request to goods the. If tall appetite consumer to goods and services, then indirectly it will be followed by an increase in consumer decisions in purchasing goods and services.

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One of the tools that a company can use to market its products is through social media. The appropriate use of social media and... Effectively enhancing a company's image in the eyes of consumers. The power of a company's social media is built on the passion, hobbies, lifestyle, loyalty, and curiosity of consumers themselves. These factors significantly influence consumer purchasing decisions. Therefore, once consumers have learned about and understand our products and find them appealing, they will quickly share them with their friends and family .

LITERATURE REVIEW

Influence Price To Buying decision

According to Kotler and Armstrong (2021:308), price is the amount of money charged for a product or service, or the value a customer exchanges to obtain the benefits of that product. Price is also a key indicator in marketing that can influence consumer purchasing decisions. Based on Study previously (Kasmad, 2022), mention that that Price has a positive and significant effect on purchasing decisions.

Influence Quality Product to decision purchase

According to Kotler, Philip & Armstrong (2021), product quality is a strategic weapon capable of defeating competitors. Therefore, only companies with the best product quality will grow rapidly, and in the long term, these companies will be more successful than others.

Based on previous research, Agustino & Syaifullah (2020) stated that the quality of product very influential positive in a way significant to decision purchase.

Influence Appetite Consumer To Decision Purchase

According to Kutlu (2023), consumer taste is something that consumers pay attention to when looking for, buying, and using a product that is needed by making impression when use the product. So from That appetite consumer is a attention, evaluation And impression First for consumer For still buy, wear something product in a way sustainable. Consumer own appetite Which different moment want to do decision purchase product. And based on study previously by Sri Ayu Ningtias, Nofal Supriaddin, And La Ode Hamida (2019) show in a way simultaneous taste variables consumer And differentiation product influential positive And significant to buying decision.

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Influence Promotion To Buying decision

According to Tjiptono (2020: 387), promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers about brand And product company. Form persuasive in a way direct through use of various intensive Which arranged For can stimulate purchase something product with immediately to increase the number of items purchased by customers.

Based on previous research conducted by Dea Putri Njoto and Krismi Budi Siematra (2018) Show that Promotion like advertising, Sales Promotion and Personal selling has a significant influence on Wenak Tok consumer purchasing decisions .

Influence Packaging To Decision Purchase

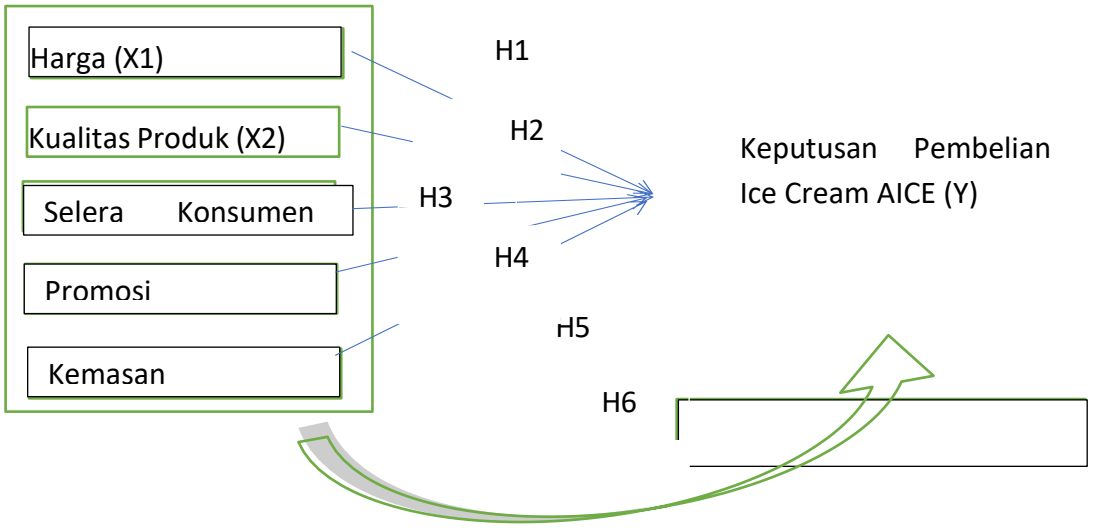
According to Unky & Kohardinata (2016:578; in Ezar & Kohardinata, 2018:736) packaging is a unity between shape, color, typeface, material and graphics which are used as added value so that the product can be marketed well. more Good. Based on research previously Which done by M. Fluent Zunaidy, N. Rahma, and M. Hufron (2018) showed that packaging, brand, and price simultaneously influence purchasing decisions.

Framework Conceptual

This research framework is used to facilitate understanding and improve the research conducted. The research framework is as follows: This study aims to determine whether there is a relationship between the independent variables, namely Product Quality, Price, Consumer Taste, Promotion and Packaging, and the dependent variable, namely the Decision to Purchase AICE Ice Cream.

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Hypothesis Study

Based on framework conceptual Which has described, so hypothesis This is formulated as follows:

H1 : Factor Price to Decision Ice Purchase Cream Aice.
H2: Product Quality Factors on Aice Ice Cream Purchase Decisions.
H3 : Factor Appetite Consumer to Decision Purchase Ice Cream Aice.
H4: Promotional Factors on Purchasing Decisions for Aice Ice Cream.
H5 : Factor Packaging Product against the Decision Purchase Ice Cream Aice.
H6 : Factor Price , Quality Product, Appetite Consumer Promotion And Packaging on Aice Ice Cream Purchasing Decisions.

METHOD STUDY

Place And Research Time

This research was conducted at WR Supratman 1 School, Medan City, located at Jalan Asia No. 143, Medan City, North Sumatra, with research time: July 2025 to November 2025

Population And Sample

The population in this study were 100 high school students who liked Aice Ice Cream products in Medan City.

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According to Sugiyono (2022: 131), a sample is a portion of the population and its characteristics. In this study, the researcher used a saturated sampling technique, namely: the researcher used the entire population as a sample. The sampling criteria in this study are as follows:

1. Senior High School (SMA) students at WR Supratman 1 School, Medan, aged 15-17 years
2. Students With Levels SENIOR HIGH SCHOOL WR Supreme Man 1 City Medan
3. Type Ice Cream Which Chosen, is Ice Cream With Price Maximum 8,000/Pcs All Variants

Technique Collection Data

The data collection technique used in this study was a questionnaire. According to Sugiyono (2022:142), a questionnaire is a data collection technique carried out by providing a set of written questions or statements to respondents to answer.

Identification And Definition Operational Research Variables

This study uses several independent variables and one dependent variable. The independent variables consist of: Price, Product Quality, Consumer Preferences, Promotion, and Product Packaging. Meanwhile, the dependent variable is: Purchase Decision.

1. Price (X1)

According to Kolter and Amstrong quoted by Musfar (2020:75) "price is the amount of money that consumers exchange in order to obtain the benefits of having or using goods or services ". There are several price indicators: Suitability price With Product Quality , Power Competitive Price, and Affordability price

2. Quality Product (X2)

Tjiptono (2020;125) Product Quality is the ability of a product to perform its function, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes. The indicators of Product Quality are: Product Power Durability, Specialty, and Aesthetics

3. Appetite Consumer (X3)

According to Shiffman and Kanuk (2015), taste is something that consumers pay attention to. in look for, buy, use, evaluate, And ignoring the product, or the idea that consumers expect to be able to satisfy their needs by consuming the product offered.

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Consumer Taste Indicators: Interest To Products, Preferences Brands, and Beliefs Buy a product

4. Promotion (X4)

Firmansyah (2019: 66), promotion is a variety of company activities to communicate and introduce products to the target market. Promotion is method Which done by company Which where referring to on technique- techniques for communicating information about a product. Promotion indicators include: Advertising, Promotion Sales, and Relationships Public

5. Packaging Product (X5)

Swatha (2020: 139) defines packaging as general activities and product planning that involve determining the design for making the packaging or packaging for an item. Product Packaging Indicators: Design, Color Which Attractive, and Size

6. Decision Purchase (Y)

According to (Kotler and Armstrong 2017:180) a purchasing decision is a buyer's decision about which brand to buy. A complex decision-making process often involves several decisions. Purchasing Decision Indicators: Stability in A Product, Brand Choice , and Choice Seller

All Variables in study This measured use Likert scale .

Test Classical Assumptions

Normality Test

According to Sugiyono (2022:172), test normality used For examine the normality of the variables being studied, whether the data is normally distributed or not No.

Multicollinearity Test

According to Ghozali (2021:157), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables.

Heteroscedasticity Test

According to Ghozali (2021:178) it is to determine whether there is inequality in model regression in matter difference residual between observations.

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Method Analysis Data Study

The research method used in this study is the *statistical analysis method* and uses the multiple linear analysis method with the aim of determining the influence variables independent And variables dependent. Y = a + b1x1 + b2x2 + b3x3+ b4x4 + b5x5 + e
Information :
Y= Decision Purchase, X1 = Price, X2 = Product Quality , X3 = Consumer Taste X4 = Promotion, X5 = Packaging, a = Constant, b = Coefficient Regression, and e = Error

Testing Hypothesis In a way Simultan (F-test)

According to Ghozali (2021:148), test F aim For know whether all independent variables simultaneously have a significant effect on the dependent variable.

- H0 No rejected if F count < F table And mark significance > 0.05.
- H0 rejected if F count > F table And mark significance < 0.05.

Testing Hypothesis In a way Partial (t-test)

According to Ghozali (2021: 148) the T-test aims to determine the partial influence of each independent variable on the dependent variable.

Validity Test

Table 3 Test Validity Price

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	HARGA
X1.1	Pearson Correlation	1	,712**	,730**	,742**	,724**	,878**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X1.2	Pearson Correlation	,712**	1	,830**	,727**	,768**	,913**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X1.3	Pearson Correlation	,730**	,830**	1	,698**	,709**	,898**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100
X1.4	Pearson Correlation	,742**	,727**	,698**	1	,708**	,870**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100
X1.5	Pearson Correlation	,724**	,768**	,709**	,708**	1	,879**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100
HARGA	Pearson Correlation	,878**	,913**	,898**	,870**	,879**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

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Table 4 Test Validity Quality Product

Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	KUALITAS PRODUK
X2.1	Pearson Correlation	1	,873**	,826**	,873**	,858**	,955**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X2.2	Pearson Correlation	,873**	1	,823**	,819**	,817**	,929**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X2.3	Pearson Correlation	,826**	,823**	1	,808**	,811**	,909**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100
X2.4	Pearson Correlation	,873**	,819**	,808**	1	,862**	,937**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100
X2.5	Pearson Correlation	,858**	,817**	,811**	,862**	1	,931**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100
KUALITAS PRODUK	Pearson Correlation	,955**	,929**	,909**	,937**	,931**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 5 Tests Validity Appetite Consumer

Correlations

		X3.1	X3.2	X3.3	X3.4	X3.5	SELERA KONSUMEN
X3.1	Pearson Correlation	1	,774**	,734**	,698**	,807**	,906**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X3.2	Pearson Correlation	,774**	1	,788**	,651**	,791**	,901**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X3.3	Pearson Correlation	,734**	,788**	1	,743**	,740**	,894**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100
X3.4	Pearson Correlation	,698**	,651**	,743**	1	,702**	,845**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100
X3.5	Pearson Correlation	,807**	,791**	,740**	,702**	1	,909**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100
SELERA KONSUMEN	Pearson Correlation	,906**	,901**	,894**	,845**	,909**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 6 Tests Validity Promotion

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.5	X4.6	X4.7	PROMOSI
X4.1	Pearson Correlation	1	,724**	,801**	,724**	,785**	,850**	,817**	,901**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100
X4.2	Pearson Correlation	,724**	1	,766**	,767**	,754**	,776**	,782**	,885**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100
X4.3	Pearson Correlation	,801**	,766**	1	,758**	,781**	,809**	,775**	,902**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100
X4.4	Pearson Correlation	,724**	,767**	,758**	1	,794**	,794**	,817**	,896**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100
X4.5	Pearson Correlation	,785**	,754**	,781**	,794**	1	,713**	,798**	,891**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100	100	100
X4.6	Pearson Correlation	,850**	,776**	,809**	,794**	,713**	1	,838**	,914**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100	100	100
X4.7	Pearson Correlation	,817**	,782**	,775**	,817**	,798**	,838**	1	,924**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100	100	100
PROMOSI	Pearson Correlation	,901**	,885**	,902**	,896**	,891**	,914**	,924**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	<,001	<,001	

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Table 7 Tests Validity Product Packaging

Correlations

		X5.1	X5.2	X5.3	X5.4	X5.5	KEMASAN PRODUK
X5.1	Pearson Correlation	1	,820**	,832**	,756**	,817**	,914**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X5.2	Pearson Correlation	,820**	1	,819**	,838**	,825**	,932**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
X5.3	Pearson Correlation	,832**	,819**	1	,814**	,801**	,921**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100
X5.4	Pearson Correlation	,756**	,838**	,814**	1	,852**	,923**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100
X5.5	Pearson Correlation	,817**	,825**	,801**	,852**	1	,931**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100
KEMASAN PRODUK	Pearson Correlation	,914**	,932**	,921**	,923**	,931**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

Table 8 Tests Validity Decision Purchase

Correlations

		Y1	Y2	Y3	Y4	Y5	KEPUTUSAN PEMBELIAN
Y1	Pearson Correlation	1	,803**	,818**	,796**	,831**	,844**
	Sig. (2-tailed)		<,001	<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
Y2	Pearson Correlation	,803**	1	,796**	,774**	,858**	,834**
	Sig. (2-tailed)	<,001		<,001	<,001	<,001	<,001
	N	100	100	100	100	100	100
Y3	Pearson Correlation	,818**	,796**	1	,759**	,856**	,858**
	Sig. (2-tailed)	<,001	<,001		<,001	<,001	<,001
	N	100	100	100	100	100	100
Y4	Pearson Correlation	,796**	,774**	,759**	1	,762**	,751**
	Sig. (2-tailed)	<,001	<,001	<,001		<,001	<,001
	N	100	100	100	100	100	100
Y5	Pearson Correlation	,831**	,858**	,856**	,762**	1	,849**
	Sig. (2-tailed)	<,001	<,001	<,001	<,001		<,001
	N	100	100	100	100	100	100
KEPUTUSAN PEMBELIAN	Pearson Correlation	,844**	,834**	,858**	,751**	,849**	1
	Sig. (2-tailed)	<,001	<,001	<,001	<,001	<,001	
	N	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

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Table 9 Results Test Validity All Variables

Indicator	Count	Information
X1.1	0.878	Valid
X1.2	0.913	Valid
X1.3	0.898	Valid
X1.4	0.87	Valid
X1.5	0.879	Valid
X2.1	0.955	Valid
X2.2	0.929	Valid
X2.3	0.909	Valid
X2.4	0.937	Valid
X2.5	0.931	Valid
X3.1	0.906	Valid
X3.2	0.901	Valid
X3.3	0.894	Valid
X3.4	0.845	Valid
X3.5	0.909	Valid
X4.1	0.901	Valid
X4.2	0.885	Valid
X4.3	0.902	Valid
X4.4	0.896	Valid
X4.5	0.891	Valid
X4.6	0.914	Valid
X4.7	0.924	Valid
X5.1	0.914	Valid
X5.2	0.932	Valid
X5.3	0.921	Valid
X5.4	0.923	Valid
X5.5	0.931	Valid
Y1	0.844	Valid
Y2	0.834	Valid
Y3	0.858	Valid
Y4	0.751	Valid

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Y5	0.849	Valid

Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
,933	5

Reliability Statistics

Cronbach's Alpha	N of Items
,961	5

Reliability Statistics

Cronbach's Alpha	N of Items
,935	5

Reliability Statistics

Cronbach's Alpha	N of Items
,961	7

Reliability Statistics

Cronbach's Alpha	N of Items
,957	5

Reliability Statistics

Cronbach's Alpha	N of Items
,953	5

The reliability test results showed that the research instrument had a reliability value of more than 0.9. This indicates that the instrument used was highly reliable and consistent in measuring each research variable indicator.

RESULTS AND DISCUSSION

Results

Table 10 Types Sex Respondents

Type Sex		Frequency	Percent	Percent Valid	Percent Cumulative
Accurate	Women	45	45	45	45
	Man	55	55	55	55
	Total	100	100	100	100

There are two gender categories, namely Male and Female based on the data provided. There is 100 Respondent Which has respond. From data the, 45 person (45%) Is Woman, temporary 55 person (55%) Is Man, From Distribution type sex There are more male respondents than female.

Table 11 Respondents ' Age

		Frequency	Percent	Percent Valid	Percent cumulative
Accurate	15 years old	30	30	30	30
	16 years old	35	35	35	35

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	17 years old	35	35	35	35
	Total	100	100	100	100

From the table presented, it can be seen that the distribution of respondents' ages is divided into 3 groups. age, with amount 100 respondents, As many as 30 person (30%) Is at on Age 15 years, as much as 35 person (35%) is at on age 16 year, And as much as 35 person (35%) are at the age of 17 years, Overall, the percentage of responses is evenly distributed, with a smaller number in the 15 year age group, compared to other age groups.

Results Test Classical Assumptions

Normality Test

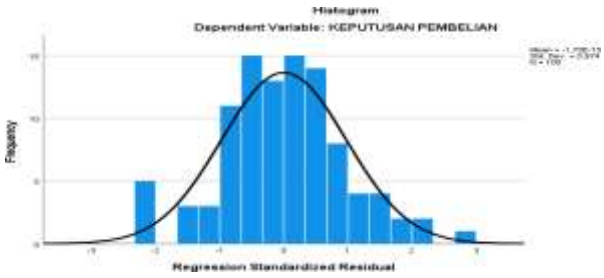


Figure 1 Analysis Chart Histogram

Can seen that line from chart histogram own form in the form of bell with symmetry to the left or right. It can be concluded that the data is normally distributed. Criteria:
Ho : Residual distributed normal (If p-value > 0.05)
H1 : Residual No distributed normal (If p-value < 0.05)

Table 12 Table Analysis Statistics Kolmogorov – Smirnov

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		,0000000
	Std. Deviation		1,16825950
Most Extreme Differences	Absolute		,066
	Positive		,047
	Negative		-,066
Test Statistic			,066
Asymp. Sig. (2-tailed)[c]			,200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		,354
	99% Confidence Interval	Lower Bound	,341
		Upper Bound	,366

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

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Based on results test Kolmogorov-Sminov, obtained mark significance as big as 0.200, which is greater than the significance level of 0.05. This indicates that the research data is normally distributed. This result is also supported by the Monte Carlo Sig. value of 0.354, which is greater than 0.05, so it can be concluded that the normality assumption is met.

Multicollinearity Test

Table 13 Table Test Multicolonialist

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	,942	,545		1,729	,087		
	HARGA	,202	,065	,235	3,097	,003	,169	5,932
	KUALITAS PRODUK	,195	,039	,267	5,063	<,001	,350	2,854
	SELERA KONSUMEN	,125	,048	,161	2,604	,011	,254	3,931
	PROMOSI	,067	,040	,127	1,651	,102	,165	6,055
	KEMASAN PRODUK	,224	,043	,278	5,165	<,001	,336	2,977

a. Dependent Variable: KEPUTUSAN PEMBELIAN

s

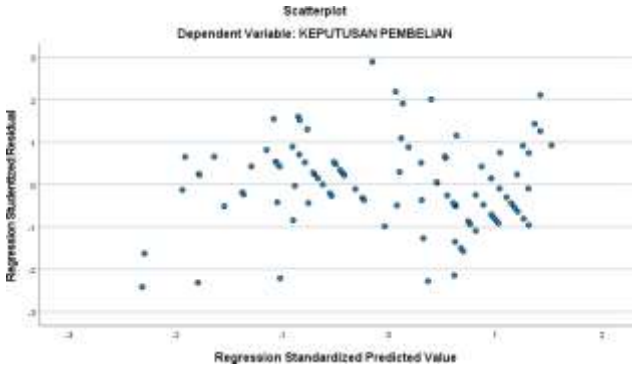
1. Mark Tolerance Variables Price As big as 0.169 (> 0.10) And VIF as big as 5,932 (< 10) so it can be concluded that multicollinearity does not occur
2. Mark Tolerance Variables Quality Product As big as 0.350 (> 0.10) And VIF as big as 2.854 (< 10) so it can be concluded that there is no multicollinearity
3. Mark Tolerance Variables Price As big as 0.254 (> 0.10) And VIF as big as 3,931 (< 10) so it can be concluded that multicollinearity does not occur
4. Mark Tolerance Variables Price As big as 0.165 (> 0.10) And VIF as big as 6,055 (< 10) so it can be concluded that multicollinearity does not occur
5. Mark Tolerance Variables Price As big as 0.336 (> 0.10) And VIF as big as 2,977 (< 10) so it can be concluded that multicollinearity does not occur

Based on the results above, the tolerance value of all the variables above is in the normal category, namely >0.10, the calculation of the VIF (Variance Inflation Factor) value shows that all variables independent own mark VIF < 10.00. Matter This show that model regression does not experience multicollinearity problems

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Test Heteroscedasticity
Test Scatterplot



Based on scatterplot test heteroscedasticity, dot, dot, dot residual spread in a way random above and below the number 0 on the Y axis without forming a particular pattern. This indicates that there is no existence heteroscedasticity, so that assumptions homoscedasticity fulfilled And model regression is suitable for further analysis.

Test Model Regression Multiple Linear

Table 15 Analysis Regression Multiple Linear

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,942	,545		1,729	,087
	HARGA	,202	,065	,235	3,097	,003
	KUALITAS PRODUK	,195	,039	,267	5,063	<,001
	SELERA KONSUMEN	,125	,048	,161	2,604	,011
	PROMOSI	,067	,040	,127	1,651	,102
	KEMASAN PRODUK	,224	,043	,278	5,165	<,001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Decision Purchase = 0.942 + 0.202 (Price) + 0.195 (Quality Product) + 0.125 (Consumer Taste) + 0.067 (Promotion) + 0.224 (Product Packaging)

1. Price own coefficient 0.202 with t count 3,097 > 1.96 And significance 0.003 < 0.05, thus having a positive and significant effect on purchasing decisions. A beta value of 0.235 indicates a significant contribution.
2. Quality Product own coefficient 0.195 with t count 5,063 > 1.96 And significance < 0.001, thus having a positive and significant effect. A beta of 0.267 indicates a significant effect, meaning that the better the quality, the higher the purchasing

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decision.

3. Consumer Taste has a coefficient of 0.125 with a t count of 2.604 > 1.96 and a significance of 0.011 < 0.05, so that influential positive And significant, However with influence relatively smaller (Beta 0.161).
4. Promotion has a coefficient of 0.067 with a t-test of 1.651 < 1.96 and a significance of 0.102 > 0.05, so it does not have a significant effect on purchasing decisions.
5. Packaging Product own coefficient 0.224 with t count 5,165 > 1.96 And significance < 0.001, thus having a positive and significant effect. A beta of 0.278 indicates that packaging is the most dominant variable influencing purchasing decisions.

Hypothesis Testing

Table 16 Test Coefficient Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,953[a]	,909	,904	1,199

a. Predictors: (Constant), KEMASAN PRODUK , PROMOSI, KUALITAS PRODUK , SELERA KONSUMEN, HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Based on the analysis results, the adjusted R Square value of 0.904 shows that the variables of price, product quality, consumer taste, promotion, and product packaging are able to explain 90.4% variation decision purchase, whereas 9.6% the rest influenced factor others outside the model.

These factors include brand image, product distribution, consumer service, consumer trust, social influence, lifestyle, perceived value, product innovation, company reputation, and product availability.

Table 17. Test F ((Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1345,042	5	269,008	187,146	<,001[b]
	Residual	135,118	94	1,437		
	Total	1480,160	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), KEMASAN PRODUK , PROMOSI, KUALITAS PRODUK , SELERA KONSUMEN, HARGA

The ANOVA test results showed a significance value <0.001, indicating that the multiple linear regression model was statistically significant. This means that the variables

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Price, Product Quality, Consumer Preference, Promotion, and Product Packaging simultaneously had a significant influence on Purchasing Decisions.

Table 18 T-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,942	,545		1,729	,087
	HARGA	,202	,065	,235	3,097	,003
	KUALITAS PRODUK	,195	,039	,267	5,063	<,001
	SELERA KONSUMEN	,125	,048	,161	2,604	,011
	PROMOSI	,067	,040	,127	1,651	,102
	KEMASAN PRODUK	,224	,043	,278	5,165	<,001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Buying decision = 0.942 + 0.202 (Price) + 0.195 (Quality Product) + 0.125 (Appetite Consumer) + 0.067 (Promotion) + 0.224 (Product Packaging).

1. Price own coefficient 0.202 with t count 3,097 > 1.96 And significance 0.003 < 0.05, thus having a positive and significant effect on purchasing decisions. A beta value of 0.235 indicates a significant contribution.
2. Quality Product own coefficient 0.195 with t count 5,063 > 1.96 And significance < 0.001, thus having a positive and significant effect. A beta of 0.267 indicates a significant effect, meaning that the better the quality, the higher the purchasing decision.
3. Consumer Taste has a coefficient of 0.125 with a t count of 2.604 > 1.96 and a significance of 0.011 < 0.05, so that influential positive And significant, However with influence relatively smaller (Beta 0.161).
4. Promotion has a coefficient of 0.067 with a t-test of 1.651 < 1.96 and a significance of 0.102 > 0.05, so it does not have a significant effect on purchasing decisions.
5. Packaging Product own coefficient 0.224 with t count 5,165 > 1.96 And significance < 0.001, thus having a positive and significant effect. A beta of 0.278 indicates that packaging is the most dominant variable influencing purchasing decisions.

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DISCUSSION RESULTS STUDY

Influence Price to Decision Purchase

On Mark significance (sig) as big as 0.003 < 0.05, And mark Thitung as big as 3,097 > Table 1.96 . Matter This show that Price own influence positive Which significant to Purchasing decisions. Consumers tend to buy Aice products because they are affordable.

Influence Quality Product to Decision Purchase

At a significance value (sig) of 0.001 < 0.05, and a calculated T value of 5.063> Ttable 1.96. This shows that Product Quality has a significant positive influence on purchasing decisions. Consumers tend to buy Aice products because they are satisfied with the quality offered.

Influence Appetite Consumer to Buying decision

At a significance value (sig) of 0.011 < 0.05, and a calculated T value of 2.604> Ttable 1.96. This show that Appetite consumer own influence positive Which significant on purchasing decisions. This shows that Aice can meet consumer tastes.

Influence Promotion to Decision Purchase

The significance value (sig) is 0.102 < 0.05, and the Tcount value is 1.651 < Ttable 1.96. This shows that Promotion does not have a positive and significant influence on Decisions. purchase. Because competitors capable make promotion Which more effective & interesting compared to the promotions made by AICE products.

Influence Packaging Product to Decision Purchase

At a significance value (sig) of 0.001 < 0.05, and a calculated T value of 5.165> Ttable 1.96. This show that Packaging Product own influence positive Which significant against the Decision purchase. Packaging Which Good will influence Consumer For buy AICE.

CLOSING

Conclusion And Suggestion

Based on the results of research on the influence of price, product quality, consumer tastes, Promotion And Packaging Product to Decision Purchase Product Ice AICE Cream IN MEDAN CITY which can be concluded as follows: Price Variable: Has a

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significant influence on purchasing decisions, Price influences purchasing decisions, the better the price offered, the higher the purchasing decision will be, Product Quality Variable: partially has a significant influence on Purchasing Decisions. Product quality is something that is highly considered by consumers, which can encourage purchasing decisions, Consumer Taste Variable: has a significant influence on purchasing decisions purchase, Variable Promotion : in a way partial No have an impact on significant on Purchasing Decisions. Product Packaging Variable: Is the most significant factor on purchasing decisions. The more attractive the product packaging looks, the more interested consumers will be in deciding to buy.

Based on the results of research on the influence of Price, Product Quality, Consumer Taste, Promotion, and Product Packaging on the decision to purchase AICE Ice Cream Products in Medan City, there are several suggestions, namely: company For still maintain strategy affordable pricing (price affordable) and still guard stability quality, as well as Keep going be creative create Variants And The packaging that can interesting attention And make consumer interested For try every the variant that for sale. For researchers furthermore expected so that can deepen study by adding other variables that were not studied in this journal, such as service quality, product location sold, brand image of the AICE brand in Medan city.

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