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Effect Of Promotion Strategy, Price, Advertising, Quality Service, Customer Trust On Seafood Purchase Decision In Batam Mediation By Product Quality

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Abstract

Batam City is a zone of territory that is surrounded by the ocean so it is called an archipelago. And also surrounded by Singapore and Malaysia. Making the city of Batam a strategic position. And because Batam city is an archipelago, Making Batam City rich in culinary tourism especially on seafood. Batam City is also known as paradise for seafood lovers because Batam City has a very large and rich supply of seafood. Seafood is a food that produces a source of animal protein and omega 3 which is beneficial for our health. Therefore, culinary tourism especially seafood restaurants is a promising business in Batam City. Seeing the prospect and high demand for seafood, The seafood restaurant business is also growing and increase in Batam City. This research aims to analyze the effect of Promotion Strategy, Price, Advertising, Quality Service, Customer Trust, on Purchase Decision with mediation of Product Quality in Batam City. This research was conducted by distributing questionnaires by google form and the total of the samples used in this study were 400 respondents. This study was analyzed using smart PLS version 3.

Keywords: Seafood, Promotion strategy, Price, Purchase Decision, and Product Quality

Introduction

Seafood is a food that produces a source of animal protein and omega 3 which is beneficial for our body's health. Therefore, culinary tourism, especially restaurants and seafood restaurants, makes a promising business in the city of Batam. Seeing the prospects and high demand for seafood, the seafood restaurant business is also growing and continues to increase in the city of Batam. This is because the city of Batam is an island and of course always has raw materials such as fish, crabs, cuttlefish, shrimp, etc. Seafood restaurants in Batam City are experiencing growth and improvement so that it triggers competition between seafood restaurants to be increasingly competitive and compete with each other. In facing this competition, restaurant owners have to compete with each other to attract customers so that they can still compete and survive in the industry. In order to attract customers, it is not enough in terms of the taste of the food, but there are many factors that must be considered from it. Because customer satisfaction and convenience are the main thing because customers will come back to us. Business owners continue to innovate and make new breakthroughs in order to create something new and different. In addition, business owners must observe and analyze market needs and current market conditions. Competition in the culinary world that is important and must be considered is promotion / price, quality and customers, because good quality will make customers leave a good impression on us and make customers remember us and that will make them return to us (Muhammad D. M, Irvan. K, Agustinu S. 2023).. The customer is the thing that must be focused on because the customer is the dominant factor and determines us in maintaining and developing the restaurant business we run. Prices and promotions are also very important because prices are too expensive and don't have a good promotional strategy it will be difficult

to get customers to come and because promotions and prices are not too expensive can stabilize our business and can introduce the restaurant to customers (Yopie, S. 2021). In running a seafood restaurant business, there will be stiff competition, seafood restaurant owners must be able to build customer loyalty by increasing the level of customer satisfaction, providing promotions to customers because they can attract customer interest. Seeing the number of seafood restaurants in Batam City, the author is interested in conducting research on whether Promotion Strategy, Price, Advertising, Quality Service, Customer trust can make a decision to purchase seafood in Batam City with mediation of Product Quality (Yuwono, W. 2021).

Literature Review

Promotion

Promotion has an important role in a business so that the business can be recognized by many people (Brata et al., 2017). Promotion has been described as the most important exercises and games play an active role in introducing, educating, and recalling the benefits of the product to persuade customers to buy the promoted product. The purpose of promotional activities is to disseminate information and attract attention, as well as to build and grow consumers' desire to buy the goods provided (Havidz & Mahaputra, 2020).

Price

Price can also be defined as the amount of money (monetary and non-monetary units) a factor that includes the elements needed to purchase a product or service (Tjiptono & Chandra, 2018). Price is one of the most important factors. Since it has a significant impact on how consumers choose the benefits and value of their products, purchasing power by evaluating quality is the most significant in making price decisions (Novansa & Ali, 2017).

Advertising

Advertising is a strategic communication that is intended to get something, create an impact, that is consumer responses, such as understanding information or persuading someone to do something (Moriarty, Mitchell, & Wells, 2011). Advertising is any form of mass media communication (tv, radio, magazines, newspapers) that can send messages to a large group of individuals at the same time about a product, service or idea. Advertising has become one of the most important instruments, especially for companies that produce goods or services that are shown to the public (Kotler and Keller, 2012).

Service Quality

Customer satisfaction is an important element in service delivery to understand and satisfy customer needs and desires, which in turn can increase the market share resulting from repeat purchases (Phuong, et al, 2018). One way to make a company's sales of goods and services superior to its competitors is to provide decent and quality services that meet consumer interests. The level of service quality cannot be judged from the company's point of view, but it must be seen from the customer's point of view, the company must be oriented to the interests of the customer by paying attention to the quality component of the customer (Harto, 2015).

Customer Trust

Trust comes from consumer expectations of a product where when expectations are not met then consumers will lose trust, and even lose (Wijaya & Warnadi, 2019). Beliefs and attitudes in consumers arise because of the actions and learning processes that consumers take on buying behavior. Trust is the idea that a person belongs to something, while attitude is a unit of motivation, perception, emotional feeling and psychological process for something. Faith is knowledge, opinion, or just believing in something. Trust will give a good impression for brand image and product brand.

Product Quality

Product quality is the capacity of a product to perform its purpose (Brata et al. 2017). Product quality is used as an intrinsic choice and shows that it leads to different final decisions for both customers and manufacturers (Zhang Cao & He, 2018). Product quality is an important factor in determining the company's performance success

in capturing market share today. A product is anything that can be sold to a consumer to satisfy a want or need, including physical products, facilities, experiences, locations, organizations, properties, events, individuals, data, and ideas (Kotler & Keller, 2016).

Purchase Decision

According to Keshari and Kumar (2011) in Wikan, Renny (2018:278) Purchase decisions are individual activities that are directly involved in making a decision to make a purchase of a product that offered by sellers. Consumers need information related with a purchase decision that will be made. According to Philip Kotler and Kevin Lane Keller (2016: 198) is a form of selection and intention to buy the most preferred brand among a number of a different brand.

Research Methods

Researchers determine the purchase decision on the purchase of seafood in the city of Batam as the research topic. This research was analyzed by using a quantitative approach. Quantitative approach is the formulation of a problem or event through the collection of data in numerical form and analysis with the help of mathematical methods, especially statistics (Gunderson 2002). Therefore, quantitative research related to quantification and analysis of variables is used in order to obtain research results. The researcher includes the utilization and analysis of numerical data by using certain statistics in order to be able to answer questions such as, who, how much, what, where, when, and how. (Leedy & Ormrod 2001; Williams, 2011) stated that quantitative research involves the collection of data so that information can be measured and subjected to statistical treatment to support or reject alternative knowledge. According to (Sukamolson 2007), there are several types of quantitative research, for example, survey research, correlational research, experimental research, and causal comparative research. When referring to the problem of this research, it is a comparative research, namely comparing a causal relationship between the independent variable and the dependent variable. So that this research in this research leads to the cause and effect of 5 independent variables, namely Advertising, Sales Promotion, Price, Service Quality, Customer Trust, which is mediated by the Product Quality variable on the dependent variable, namely Purchase Decision. the researcher establishes the research framework based on the variables that are deemed most suitable. Questionnaires were made to obtain original answers to achieve the research objectives. The following are questions for each variable such as sales promotion, price strategy, advertising, service quality, customer trust, product quality, purchase decision. In this study, researchers used the topic of finding customers who wanted to try seafood in Batam City. Researchers chose the population in this study, namely customers who have eaten seafood at a Batam City

restaurant. The research determines the object to the customer in this research because the customer has eaten at a seafood restaurant in Batam City.

Table 1. Research Variables

Part	Label	Questions / Statements
Part 1 – Sales Promotion	SP1	I'll only buy if there's a discounted price
	SP2	I tend to buy more than usual when the offered price is discounted
	SP3	I will make purchases more often if I have a coupon that offers promotion
	SP4	Free samples influenced me to make unplanned purchases
	SP5	Buy one get one swayed me to make unplanned purchases
Part 2 – Price Strategy	PS1	Price is a statement of the value of the product
	PS2	Price is the obvious aspect for buyers
	PS3	Price is a key determinant of demand
	PS4	Price is directly related to revenue and profit
	PS5	The price is flexible

	PS6	Price influences image and strategy
	PS7	Price is the number one problem facing managers
Part 3 – Advertising	AD1	I watch or listen to advertisements
	AD2	Ads stimulate me to buy products
	AD3	Advertising is necessary to attract consumers to products
	AD4	Ads motivate me to switch from one brand to another
	AD5	Advertisements create awareness in consumers
	AD6	Ads help me keep the brand in mind
	AD7	I usually buy the advertised product
Part 4 – Service Quality	SQ1	Friendly restaurant staff
	SQ2	The restaurant staff members are very helpful
	SQ3	Restaurant staff members serve quickly and accurately
Part 5 – Customer Trust	CT1	I'm sure the owner / seller of the restaurant can be responsible
	CT2	I'm sure shopping at this restaurant will fulfill your desire
	CT3	I believe in the performance of the restaurant seller
	CT4	I believe the products from the restaurant can meet the needs
	CT5	I believe the owner / seller can serve consumers well
Part 6 – Product Quality	PD1	Restaurant products have a wide variety of flavors
	PD2	Restaurant products have a good durability
	PD3	The quality of the restaurant's products matches the expectations of consumers
	PD4	Restaurant packaging is attractive to consumers
	PD5	The product of this restaurant has better quality than competitors
Part 7 – Purchase Decision	PD1	I'm happy with my decision to buy products from this restaurant
	PD2	I will recommend this restaurant positively to others
	PD3	I frequently buy from this restaurant
	PD4	I intend to buy from this restaurant again in the future
	PD5	Overall, I am satisfied with purchasing products from this restaurant

Samples taken from this research are customers in Batam City who have eaten seafood at a Batam City restaurant. Purposive sampling technique was used in taking the sample in this research. Where not only customers can fill out the questionnaire but all people in the city of Batam. This study used a sample of 500 respondents from all communities in Batam City who had consumed Seafood, so in determining how many respondents would use the 1:10 technique (Hair et al, 2012). This research uses the method of distributing questionnaires via a google form link with a variety of social media used in Indonesia such as whatsapp, Instagram, line and others. The data that can be used in this research are primary and secondary data. Primary data is data collected through the distribution of questionnaires on google form to the respondents. while secondary data is data that is obtained or collected from journals, books, research studies, magazines and others. The data collected will be analyzed and processed in order to make a research that can be useful for researchers in making policies, practitioners, and academics.

Results and Disucssion

Based on the discussion, this study uses 5 variables that conclude that those that are considered in the decision to purchase seafood in Batam are sales promotion, price strategy, advertising, service quality, customer

trust which is mediated by product quality. The results of this study can be used to determine decisions on the purchase of seafood in the city of Batam.

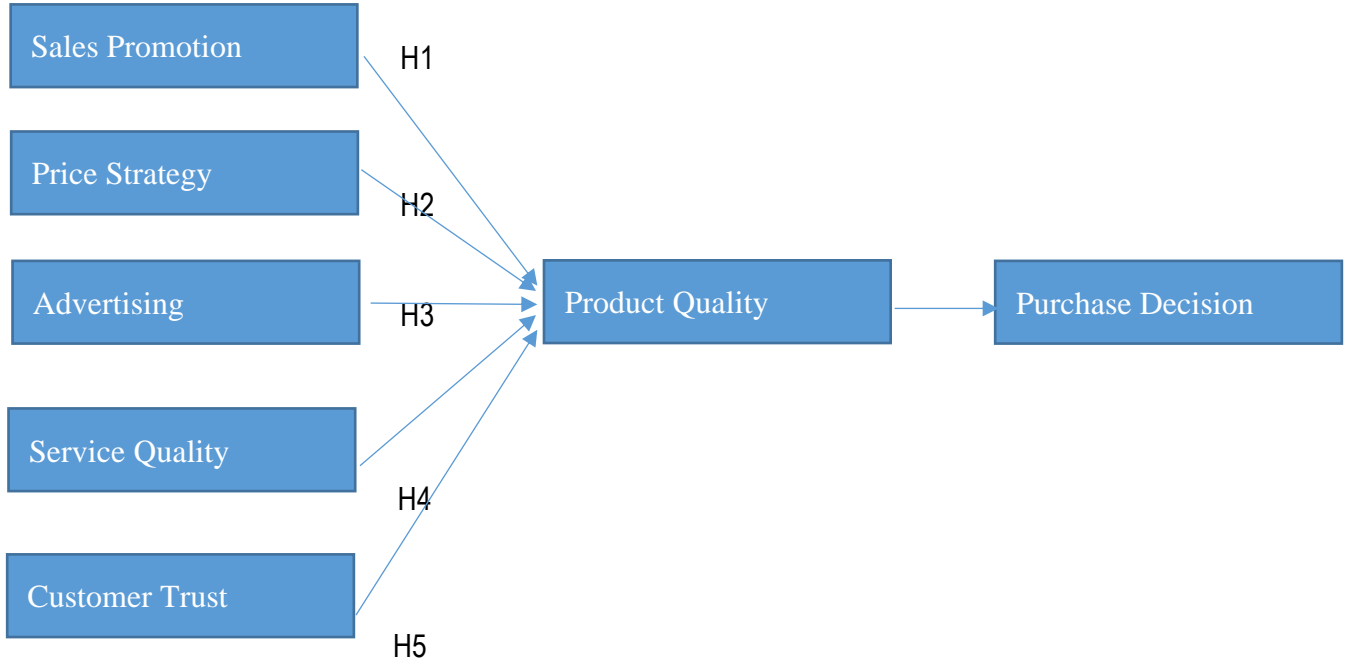


Figure 1. Conceptual Framework

Source: Author's Interpretation

The framework of the research model above, is a combination of studies that have been done previously. the relationship between the value of the sales promotion, price strategy, advertising, service quality, customer trust variables on the purchase decision mediated by product quality obtained from several studies that are combined into one framework.

Table 2. Outer Loading Test Result

Variabel	Loading Factors	Description
Sales Promotion 1	0.919	Valid
Sales Promotion 2	0.809	Valid
Sales Promotion 3	0.749	Valid
Sales Promotion 4	0.815	Valid
Sales Promotion 5	0.801	Valid
Price Strategy 1	0.864	Valid
Price Strategy 2	0.819	Valid
Price Strategy 3	0.810	Valid
Price Strategy 4	0.760	Valid
Price Strategy 5	0.845	Valid

Price Strategy 6	0.886	Valid
Price Strategy 7	0.872	Valid
Advertising 1	0.718	Valid
Advertising 2	0.666	Invalid
Advertising 3	0.712	Valid
Advertising 4	0.717	Valid
Advertising 5	0.545	Invalid
Advertising 6	0.632	Invalid
Advertising 7	0.702	Valid
Service Quality 1	0.909	Valid
Service Quality 2	0.887	Valid
Service Quality 3	0.898	Valid
Customer Trust 1	0.828	Valid
Customer Trust 2	0.788	Valid
Customer Trust 3	0.732	Valid
Customer Trust 4	0.921	Valid
Customer Trust 5	0.916	Valid
Product quality 1	0.781	Valid
Product quality 2	0.245	Invalid
Product quality 3	0.158	Invalid
Product quality 4	0.284	Invalid
Product quality 5	0.718	Valid
Purchase Decision 1	0.244	Invalid
Purchase Decision 2	0.874	Valid
Purchase Decision 3	0.422	Invalid
Purchase Decision 4	0.159	Invalid
Purchase Decision 5	0.364	Invalid

Source: Author's Interpretation

based on table 2 above, there are 11 indicators that are invalid or do not meet the criteria of convergent validity, namely, advertising 2 (0.666), advertising 5 (0.545), advertising 6 (0.632), product quality 2 (0.245), product quality 3 (0.158), product quality 4 (0.284), purchase decision 1 (0.244), purchase decision 3 (0.422), purchase decision 4 (0.159), purchase decision 5 (0.364) And the other variables are declared valid because they meet the value > 0.7 (Ghozali, 2021) & Hair, et al. (2019)

Table 3. Test results of Average Variance Extracted (AVE)

Variabel	Average Variance Extraceted (AVE)	Description
Sales Promotion	0.673	Valid
Price Strategy	0.701	Valid
Advertising	0.453	Invalid
Service Quality	0.806	Valid
Customer Trust	0.706	Valid
Product Quality	0.258	Invalid
Purchase Decision	0.232	Invalid

Source: Author's Interpretation

based on table 3 above, from 7 variables there are 3 variables that are invalid or do not meet the criteria of convergent validity because the value is below 0.5 and the other variables are declared valid because the value must be above 0.5 (Ghozali, 2021) & Hair, et al. (2019).

Table 4. Test results of Reliability

Variabel	Cronbach's Alpha	Composite Reliability
Sales Promotion	0.878	0.911
Price Strategy	0.930	0.943
Advertising	0.866	0.852
Service Quality	0.880	0.926
Customer Trust	0.898	0.923
Product Quality	0.255	0.563
Purchase Decision	0.386	0.526

Source: Author's Interpretation

based on table 4 above, It can be seen that the reliability test results above show 2 unreliable variables, namely product quality and purchase decision because the value of the Cronbach alpha construct is not more than 0.7 and the variable has been declared reliable because the value is more than 0.7 (Ghozali, 2021) & Hair, et al. (2019).

Table 5. Test results of Path Coeficients / Direct Effect

Variabel	Original Sampel (O)	Sample Mean (M)	Standart Deviation (STEDV)	T-Statistics (O/STDEV)	P Values
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Advertising -> Product

Quality	0.207	0.199	0.084	2.460	0.014
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Customer Trust ->

Product Quality	-0.136	-0.125	0.063	2.154	0.031
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Price Strategy -> Product

Quality	0.046	0.049	0.030	1.557	0.120
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Product Quality ->

Purchase Decision	0.398	0.408	0.037	10.790	0.000
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Sales Promotion ->

Product Quality	0.644	0.646	0.042	15.251	0.000
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Service Quality ->

Product Quality	-0.013	-0.007	0.034	0.396	0.692
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Source: Author's Interpretation

based on table 5 above, In accordance with the Rume of Thumb, the t-statistic value is less than 1.96, and P-values more than 0.05 indicate that the Perceived Value does not have a significant effect on Purchase Decision. Among the six direct influences between these variables, there are only 2 variables that are not significant, namely Customer Trust on Product Quality and Service Quality on Product Quality. This is shown by the value of t statistic > 1.96 and P-Values < 0.05 (Ghozali, 2021) & Hair, et al. (2019).

Table 6. Test results of Hypothesis Of Direct Effect

Hypothesis	Conclusion
H1: Advertising significant effect on Product Quality	Proven
H2: Customer Trust significant effect on Product Quality	Not Proven
H3: Price Strategy significant effect on Product Quality	Proven
H4: Product Quality significant effect on Purchase Decision	Proven
H5: Sales Promotion significant effect on Product Quality	Proven
H6: Service Quality significant effect on Product Quality	Not Proven

Table 7. Test results of Indirect Effect

Variabel	Original Sampel (O)	Sample Mean (M)	Standart Deviation (STEDV)	T-Statistics (O/STDEV)	P Values
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Advertising -> Product

Quality -> Purchase

Decision	0.082	0.080	0.033	2.481	0.013
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Price Strategy -> Product

Quality -> Purchase

Decision	0.019	0.020	0.012	1.483	0.138
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Sales Promotion ->

Product Quality ->

Purchase Decision	0.257	0.264	0.034	7.640	0.000
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Source: Author's Interpretation

based on table 7 above, can be seen that Specific Indirect Effects in the following picture. The t-statistic value is less than 1.96 and the P-Values value is more than 0.05 indicating that Advertising has a direct influence on Purchase Decisions through the Product Quality mediation variable, Price Strategy does not have a direct influence on the Purchase Decision through the Product Quality mediation variable, Sales Promotion has a direct influence to Purchase Decision through Product Quality mediation variables (Ghozali, 2021) & Hair, et al. (2019).

Table 8. Test results of Hypothesis of Indirect Effect

Hypothesis	Conclusion
H1: Advertising significant effect on Purchase Decision through Product Quality	Proven
H2: Price Strategy significant effect on Purchase Decision through Product Quality	Not Proven
H3: Sales Promotion significant effect on Purchase Decision through Product Quality	Proven

Table 9. Test results of R Square

	R Square	R Square Adjusted
Product Quality	0.560	0.555
Purchase Decision	0.159	0.157

Source: Author's Interpretation

based on table 8 above, According to the criteria of Hair et, al. (2019), R squares value > 0.50 shows the prediction results in the "Strong" category. The value of R square on Purchase Decision is 0.159 which means AD, PS, SP, QP are able to explain Purchase Decision by 15.9%, while the remaining 84.1% is explained by other variables not included in the model. In accordance with the criteria Hair et, al. (2019), the value of R squares < 0.25 indicates predictive results in the "weak" category

Table 10. Test results of F Square

	Advertising	Customer Trust	Price Strategy	Product Quality	Purchase Decision	Sales Promotion	Service Quality
Advertising				0.024			

Customer Trust				0.014			
Price Strategy				0.004			
Product Quality					0.189		
Purchase Decision							
Sales Promotion				0.525			
Service Quality				0.000			

Source: Author's Interpretation

based on table 9 above, can be seen that there are three variables that do not have an effect on Product Quality such as Customer Trust, Price Strategy, and Service Quality because the sample mean value is less than 0.02. Meanwhile, the Advertising and Sales Promotion variables have an effect on Product Quality because the sample mean value is more than 0.02.

GoF (Goodness of Fit) Index

$$AVE = \frac{0.852+0.923+0.943+0.563+0.526+0.911}{6} = 0.786$$

$$R^2 = \frac{0.560+0.159}{2} = 0.359$$

$$Gof = \sqrt{0.786 \times 0.359} = 0,5312$$

Based on the results of the calculations above, in accordance with the criteria the resulting model is included in the "Strong" category.

Conclusions

From all research results, the author has several conclusions or suggestions in order to influence the decision to buy seafood in Batam. For restaurant owners, seafood sales promotion is very important because if a restaurant provides services such as promotion, customers will order more food, and can spread positive things to other relatives and friends. apart from that, the thing that must be considered is the restaurant must always maintain the quality of the food and the aesthetics of the food so that customers who come will feel satisfied and happy and they will come back again to us.

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