Purchasing Decision Teh Pucuk Harum Study Case Generation Y and Z in Surabaya

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Abstract
This research aim to analyze effect from price, taste, distribution and quality product on consumer buying decision teh pucuk harum on Generation Y and Z in Surabaya City. Population in this research is all consumer teh pucuk harum on Generation Y and Z in age 17-40 years and live on Surabaya City. Sampling technique on this research is make purposive sampling with 100 respondent. Collect data with share questionaire. Technique analyze with multiple regression. Tools analyze with SPSS version 25 for Windows. The results showed that the price, taste, and product quality partially have a positive significant effect on buying decisions, while the distribution variable partially have negative significant effect on purchasing decisions. Simultaneously, the variables of price, taste, distribution and product quality have a significant effect on purchasing decisions and product quality variables have the greatest contribution to the purchasing decisions of Teh Pucuk Harum in Generations Y and Z in the city of Surabaya.

Keywords :
Buying Decision, Price, Taste, Distribution, Quality Product.

1. Introduction

Tea industry became one of growing industrial sectors in Indonesia because tea has become part of the beverages commonly consumed by indonesian people. In the mids of busy daily routines, urban people to meet their beverage needs, one of the choices is ready-to-drink packaged tea. The ready-to-drink (RTD) tea industry is currently experiencing a positive performance, based on data on sales of the RTD Tea industry for the January-August period from 2017-2019 which continues to increase from 11.81 trillion, 11.96 trillion and 12.37 trillion (Nielsen in Bisnis.com, 2019). This shows that the RTD Tea industry continues to grow and is increasingly attracting business players to enter and compete in this industry. Unfortunately, the level of domestic tea consumption is low. Based on data from (dara.co.id, 2019) the average level of tea consumption in Indonesia reaches 342-345 gr/cap/year, far less than the global average of 700 gr/cap/year.

The ready-to-drink tea industry or RTD Tea are currently in tight competition as evidenced by various brands on the market such as Teh Botol Sosro, Teh Pucuk Harum, Freshtea, Teh Kotak, Nui Green Tea, Ichitan. Therefore, efforts are needed to remain competitive in the market. Teh Pucuk Harum is one of the players in this industry currently experiencing positive performance. It is shown from the top brand index data which shows a positive performance.

Table 1. Top Brand Index RTD Tea Industry (2015-2020)

<table>
<thead>
<tr>
<th>Tahun</th>
<th>Teh Sosro</th>
<th>Teh Pucuk</th>
<th>Freshtea</th>
<th>Teh Gelas</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>47.8 %</td>
<td>4.1 %</td>
<td>15.2 %</td>
<td>3.6 %</td>
</tr>
<tr>
<td>2016</td>
<td>33.8 %</td>
<td>24.8 %</td>
<td>7.2 %</td>
<td>13.1 %</td>
</tr>
<tr>
<td>2017</td>
<td>32.0 %</td>
<td>22.7 %</td>
<td>6.3 %</td>
<td>12.6 %</td>
</tr>
<tr>
<td>2018</td>
<td>26.8 %</td>
<td>32.3 %</td>
<td>9.2 %</td>
<td>9.6 %</td>
</tr>
<tr>
<td>2019</td>
<td>21.2 %</td>
<td>35.2 %</td>
<td>8.5 %</td>
<td>13.8 %</td>
</tr>
<tr>
<td>2020</td>
<td>17.5 %</td>
<td>34.7 %</td>
<td>10.4 %</td>
<td>13.0 %</td>
</tr>
</tbody>
</table>

Source : (Website Top Brand Award, n.d.)

And the view from the top brand index in the last 5 years, it shows a positive performance because the trend has continued to increase since 2015-2020 from the TBI value which at first only around 4.1% to 34.7%. This is certainly a positive performance and needs to be maintained by the company's management.

Teh Pucuk Harum is the market leader in the ready-to-drink tea industry, based on data from Talenta Data Indonesia, (2020) Teh Pucuk dominates the bottled tea industry by 47.6%, far superior to other brands such
as bottled tea sosro by 23%, tea glass by 10%, Fresh tea by 8.2%, and Nui green tea by 2.7%. Teh Pucuk is also the leader in market share in various age categories, starting from the age of 15-24 years at 48.3%, aged 25-34 years at 50.7%, aged 35-55 years at 45.9%. These data show that Teh Pucuk Harum excels in market dominance in various age categories, including Generations Y and Z. As a market leader, Teh Pucuk Harum needs to maintain its position. Because basically every company wants to dominate the sector it lives in and become a market leader.

One of the interest market shares to be targeted for Teh Pucuk Harum is the Generation Y and Z segments because the population of this generation dominates compared to other generations. Based on data from the BPS 2021 which was released in September 2020, Indonesia's population reached 270.20 million people, of the total population the portion of the millennial generation reached 25.87% or equivalent to 69.9 million people or the second largest after generation z reached 27.94%. Or equivalent to 75.49 million people. In total, these two generations reach 53.81% or 145.39 million people. This data shows that generations Y and Z make up more than half of Indonesia's population.

However, it is not easy for Teh Pucuk to have the interest of Generation Y and Z to keep buying teh pucuk harum. Because based on Indonesian consumer research data, 38% of them like to try new brands (Kumparan.com, 2019). And supported by data from the millennial generation in Indonesia, they also don't mind choosing new brands that are more innovative and in accordance with their purchasing preferences (majoo.id, 2020). Meanwhile, Generation Z consumers have the characteristics of getting bored quickly and have high expectations for a brand, so they need to prioritize product quality and a good product use experience (Daya.id, 2019).

The urgency of this research is that even though Teh Pucuk Harum is the market leader in the midst of a fairly positive industry growth and the company's performance continues to increase, unfortunately the portion of Indonesian people who like to drink tea is still low. Plus the very competitive conditions can be an obstacle for Teh Pucuk Harum to keep consumers deciding to buy teh pucuk harum. Competition in the ready-to-drink tea industry is quite tight because there are quite strong competitors such as a leading company in the field of consumer goods, namely Indofood with the brand of ichi ocha tea, the AMDK company, Aqua also released the Caaya brand for ready-to-drink tea products, and there is a company from Thailand with the brand Ichitan. So it is not easy to maintain a market leader position. Based on these conditions, researchers are interested in examining the buying behavior of consumers of teh pucuk harum in the millennial and post-millennial generations.

The purpose of this study was to examine and analyze the effect of price, taste, distribution and product quality partially (independently) or simultaneously on the purchasing decisions of teh pucuk harum on consumers of generations Y and Z in Surabaya. And also looking for the most dominant variable influencing purchasing decisions.

2. Literature Review

2.1. Price

According to Kotler & Armstrong, (2016: 324) "the notion of price is the sum of all values given by customers to benefit from having or using a product or service". The more affordable the price of the products offered by the company, it encourages consumers to buy this company's products. This is supported by the theory which states that consumers determine the price of the product to be purchased according to their purchasing power and the ability of the product to meet expectations (Firmansyah, 2019) and according to Yusnita (2019: 5) "the price decline will be followed by an increase in the number of requests and supported by previous research, namely by Sinuraya et al., (2021), Putra, (2020), Soenarso & Nugroho, (2019) that the price variable has an effect on purchasing decisions.

H1: Price partially has a significant effect on purchasing decisions.

2.2. Taste

Taste is a sensation caused by food when it enters the mouth, especially from taste and smell which is influenced by the composition of food and chemical compounds interacting with the senses of taste and smell to produce signals that are informed to the nerve center (Zuhra, 2006: 3). The more appropriate the taste of the products offered by the company with consumer expectations, it encourages consumer attitudes to decide to buy this company's products. This is in line with expert theory which states that one of the consumer factors in deciding to purchase is the consideration of hedonic benefits such as taste and aesthetics (John Dewey (1990) dalam Panuju (2019: 71). This is supported by previous research, according to Tinambunan et al., (2020), Pramelani, (2020), Andriyanty, (2019), Andrianto, (2019), stated that the taste factor is an important consideration before choosing and buying beverage products.

H2: Taste partially has a significant effect on purchasing decisions.
2.3. Distribution
According to Tjiptono, (2015 : 345), distribution is "a marketing activity that seeks to expedite and facilitate the delivery or distribution of goods and services from producers to consumers, so that their use is as needed". The better the level of product distribution (both goods and services) to consumers, encouraging consumer attitudes to decide to buy this company's products. This is supported by previous research, namely according to Sinuraya et al., (2021), Putra, (2020), Winarno & Oktiani, (2020), Soenarso & Nugroho, (2019), stating that distribution variables play an important role and can influence purchasing decisions consumers of beverage products.

H3 : Distribution partially has a significant effect on purchasing decisions.

2.4. Product quality
According to Arumsari (2012) dalam Astuti & Matondang, (2020 : 6) "product quality is the factors contained in an item or result that cause the goods or results to be in accordance with the purpose of the goods being produced. The better the quality of the products offered by the company to consumers, it encourages consumer attitudes to make purchases. This is supported by previous research, namely according to Ikhsani & Ali, (2017), Subagyo & Febriana, (2020), Andrianto, (2019) stating that product quality has a significant influence on purchasing decisions for beverage products.

H4 : Product quality partially has a significant effect on purchasing decisions.

2.5. Buying decision
According to Firmansyah, (2019b : 27), Purchasing Decisions are "problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate actions in buying".

The relationship between price, taste, distribution and product quality simultaneously on purchasing decisions, Researchers suspect that the better the four independent variables simultaneously will increase consumer purchasing decisions

H5 : Price, Taste, Distribution and Product Quality partially have a significant effect on purchasing decisions.

The most dominant independent variable in influencing purchasing decisions.

Price has a dominant influence on purchasing decisions. This is supported by previous research, namely according to Soenarso & Nugroho, (2019) stating that price is the variable that has the strongest influence on consumer purchasing decisions for Ultra Jaya Milk (UHT).

H6 : Price has a dominant influence on purchasing decisions.

2.6. Theoretical Framework

Picture 1. Theoretical Framework

<table>
<thead>
<tr>
<th>Price (X1)</th>
<th>Tast(X2)</th>
<th>Purchasing Decision (Y)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Description :

Simultaneous Relationship

Partial Relationship

3. Methodology
This research includes a sample survey (because it is carried out on a part of the population) and includes the type of Cross Sectional because it is carried out at a certain time on the population. Researchers set the research location in the Surabaya city area because of the many minimarkets, grocery stores, and malls that sell
Teh Pucuk Harum. The population in this study were consumers of Teh Pucuk Harum in Generation Y and Z aged 17-40 years and domiciled in the city of Surabaya. The number of samples in this study was 100 people, including 50 people in Generation Y and 50 people in Generation Z. The research method used a quantitative approach. The data analysis technique uses Multiple Linear Regression through the SPSS version 25 for Windows. Collecting data using a questionnaire distributed to respondents. The independent variables in this study are Price (X1), Taste (X2), Distribution (X3), and Product Quality (X4). While the dependent variable is Purchase Decision (Y).

4. Result and Discussion

4.1. Result

1. Validity Test

Based on the results of the processed validity test data, it shows that the calculated r value of all question items is greater than the r table, which is 0.1966 and the significance value of all question items is less than 0.05 with the results of validity testing as follows:

a. Price variable (X1), the calculated r value on the indicator with the code X1.1 = 0.744, X1.2 = 0.721, X1.3 = 0.611 and X1.4 = 0.660. In all items the calculated r value is greater than the r table, namely 0.1966 so that it is declared valid.

b. Taste variable (X2), the value of r calculated on the indicator with the code X2.1 = 0.648, X2.2 = 0.660, X2.3 = 0.683 and X2.4 = 0.716. In all items the calculated r value is greater than the r table, namely 0.1966 so that it is declared valid.

c. Distribution Variable (X3), the calculated r value on the indicator with the code X3.1 = 0.797, X3.2 = 0.786, and X3.3 = 0.691. In all items the calculated r value is greater than the r table, namely 0.1966 so that it is declared valid. Product Quality Variable (X4), the calculated r value on the indicator with the code X4.1 = 0.667, X4.2 = 0.650, X4.3 = 0.684 and X4.4 = 0.738. In all items the calculated r value is greater than the r table, namely 0.1966 so that it is declared valid.

d. Purchase Decision Variable (Y), the value of r calculated on the indicator with the code Y.1 = 0.769, Y.2 = 0.627, Y.3 = 0.721 and Y.4 = 0.604. In all items the calculated r value is greater than the r table, namely 0.1966 so that it is declared valid.

4.2. Reliability Test

The results of reliability testing showed that all instruments had a Chronbach alpha value above the minimum limit value of 0.6. So that the instrument can be declared reliable. These results are seen from the results of the Chronbach alpha test results: Price (X1) = 0.626, Taste (X2) = 0.605, Distribution (X3) = 0.627, Product Quality (X4) = 0.618 and Purchase Decision (Y) = 0.615.

4.3. Classic assumption test

1. Normality test

The normality test in this study was carried out using the Kolmogorov-Smirnov analysis method. According to (Dahlan (2017) in Hulu & Sinaga, (2019 : 38) the assumption of using the Kolmogorov-Smirnov analysis can be used "if p > a significance level of 0.05 with a number of samples > 50". The data is said to be normally distributed when the results of the significance calculation are SPSS application value is greater than the significance level = 0.05 (Pramesi, 2014 : 24). It is known from the results of the Kolmogorof Smirnov normality test that the test results obtained with a significance value of 0.200 which means greater than 0.05. So it can be concluded that the data is normally distributed.

2. Multicollinearity Test

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>0.940</td>
</tr>
<tr>
<td>Price (X1)</td>
<td>0.759</td>
</tr>
<tr>
<td>Taste (X2)</td>
<td>0.838</td>
</tr>
<tr>
<td>Distribution (X3)</td>
<td>0.801</td>
</tr>
<tr>
<td>Quality Product (X4)</td>
<td></td>
</tr>
</tbody>
</table>

SPSS Output, research results
Based on the results of the multicollinearity test above, it is known that in all variables the tolerance value is above 0.1 and the VIF value is below 10. So it can be concluded that on the variables of price, taste, distribution and product quality, there is no multicollinearity relationship between variables.

3. Heteroscedasticity Test

<table>
<thead>
<tr>
<th>Spearman’s rho</th>
<th>Price (X1)</th>
<th>Taste (X2)</th>
<th>Distribution (X3)</th>
<th>Product Quality (X4)</th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.000</td>
<td>0.118</td>
<td>0.042</td>
<td>0.251</td>
<td>0.007</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>0.118</td>
<td>0.042</td>
<td>0.251</td>
<td>0.007</td>
<td>0.942</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
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<td>0.942</td>
</tr>
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<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
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<td>0.007</td>
<td>0.942</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Based on the results of the spearman-rho heteroscedasticity test, the results of the significance values are as follows:

- Value of Sig (2 tailed) Price (X1) = 0.942 (> 0.05)
- Value of Sig (2 tailed) Taste (X2) = 0.968 (> 0.05)
- Value of Sig (2 tailed) Distribution (X3) = 0.869 (> 0.05)
- Value of Sig (2 tailed) Product Quality (X4) = 0.770 (> 0.05)

From the results above, the significance value (2-tailed) on the variables of price, taste, distribution and product quality as a whole has a value above 0.05. So it can be concluded that there is no symptom of heteroscedasticity, because the significance value is greater than 0.05 (or the statistical confidence level is 95% or 0.05).

4. Analysis of Multiple Linear Regression

The regression equation that is built based on the results of data processing is: \( Y = 6.791 + 0.161X_1 + 0.196X_2 + (-0.341X_3) + 0.533X_4 + e \)

From the equation, it can be seen that the independent variables (price, taste, and product quality) have an effect on purchasing decisions, while the one that has no effect is the distribution variable. Based on the equation, it can be seen that the most influential independent variable is the product quality variable with a coefficient value of 0.991, followed by the taste variable with a coefficient value of 0.196, followed by the price variable with a coefficient value of 0.161, and then followed by the distribution variable with a coefficient value of -0.341.

5. T test (Partial)
Tabel 4. T Test Result

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 (Constant)</td>
<td>6.791</td>
<td>1.366</td>
<td></td>
<td>4.972</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Price (X1)</td>
<td>0.161</td>
<td>0.051</td>
<td>0.215</td>
<td>3.154</td>
<td>0.002</td>
</tr>
<tr>
<td></td>
<td>Taste (X2)</td>
<td>0.196</td>
<td>0.064</td>
<td>0.234</td>
<td>3.080</td>
<td>0.003</td>
</tr>
<tr>
<td></td>
<td>Distribution (X3)</td>
<td>-0.341</td>
<td>0.084</td>
<td>-0.292</td>
<td>-4.044</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Quality Product (X4)</td>
<td>0.533</td>
<td>0.066</td>
<td>0.602</td>
<td>8.140</td>
<td>0.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision (Y)

It is known from the results of the t-test above that: The results of the t-test on the price variable (X1) obtained the t-count value = 3.154 > 1.98 with a significance level of 0.002 which is smaller than the 0.05 significance limit, this means that t count > t table, which means Ho in reject and Ha is accepted and the price partially has a significant positive effect on purchasing decisions.

The results of the t test on the Taste variable (X2) obtained the value of t count = 3.080 > 1.98 with a significance level of 0.003 smaller than the 0.05 significance limit, this means that t count > t table, which means Ho is rejected and Ha is accepted and Taste partially has a significant positive effect on purchasing decisions.

The results of the t test on the distribution variable (X3) obtained the value of t count = -4.044 < 1.98 with a significance level of 0.000 which is smaller than the 0.05 significance limit, this means that t count < t table, which means Ho is accepted and Ha is rejected and Distribution partially has a significant negative effect on purchasing decisions.

The results of the t test on the Product Quality variable (X4) obtained the value of t count = 8.140 > 1.98 with a significance level of 0.000 less than the 0.05 significance limit, this means that t count > t table, which means Ho is rejected and Ha is accepted and Quality the product partially has a significant negative effect on purchasing decisions.

6. F Test (Simultaneous)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>133,867</td>
<td>4</td>
<td>33,467</td>
<td>33,283</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>95,523</td>
<td>95</td>
<td>1,006</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>229,390</td>
<td>99</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase Decision (Y)

It is known from the results of the F test above that the results of F Count compared to F Table are 33,283 > 2.47 so that it has a simultaneous effect. Meanwhile, the significance value is 0.000 < 0.05 so it has a strong or significant relationship. These results indicate that the variables of price, taste, distribution and product quality simultaneously (simultaneously) have a significant effect on purchasing decisions of Teh Pucuk Harum.

7. Coefficient of Determination (R2)

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.764a</td>
<td>.584</td>
<td>.566</td>
<td>1.00275</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Quality Product (X4), Price (X1), Distribution (X3), Taste (X2)

The results of the adjusted R square calculation in this study are 0.566, this shows that the value of the coefficient of determination contained in the adjusted r square value is 0.566. This means that the ability of the
independent variables simultaneously (X1, X2, X3 and X4) in influencing the dependent variable (Y) is 56.6% so that the remaining 43.4% can be influenced by variables outside this study.

4.2. Discussion

a. Effect of Price on Purchase Decision
Testing hypothesis 1, it was found that the price variable had a significant positive effect on the purchasing decision of Teh Pucuk Harum. The results of the t-test on the price variable (X1) obtained the value of t count = 3.154 > 1.98 with a significance level of 0.002 which is smaller than the 0.05 significance limit, which means Ho is rejected and Ha is accepted. These results indicate that consumers in the y and z generations perceive that Teh Pucuk Harum has an affordable price and is able to compete with other brands. Price is also a consideration for consumers in making purchasing decisions. So consumers will evaluate the price compared to other brands of packaged tea and adjust to their purchasing power with a value that has a positive effect meaning that it is good in influencing purchasing decisions. The results of this hypothesis are in line with previous research, namely by Sinuraya et al., (2021), Putra, (2020), Soenarso & Nugroho, (2019) stating that the price variable has an effect on purchasing decisions.

b. Effect of Taste on Purchase Decision
Testing hypothesis 2, it was found that the taste variable had a significant positive effect on the purchasing decision of Teh Pucuk Harum. The results of the t-test on the Taste variable (X2) obtained the t-count = 3.080 > 1.98 with a significance level of 0.003 less than the 0.05 significance limit, which means Ho is rejected and Ha is accepted. These results indicate that the consumers of the y and z generations perceive that the Teh Pucuk Harum has a delicious taste in accordance with consumer expectations. Taste is also a consideration for consumers in making purchasing decisions. So consumers will evaluate the taste of Teh Pucuk Harum with other brands of packaged tea and adjust it to the taste they want and with a value that has a positive effect, it means that it is good in influencing purchasing decisions. The results of this hypothesis are in line with previous research, namely according to Tinambunan et al., (2020), Pramelani, (2020), Andriyanty, (2019), Andrianto, (2019), stating that the taste factor is an important consideration before choosing a beverage product or before choosing a beverage. decide to buy beverage products.

c. Effect of Distribution on Purchase Decisions
Testing hypothesis 3, it was found that the distribution variable had a significant negative effect on purchasing decisions for Teh Pucuk Harum. The results of the t-test on the distribution variable (X3) obtained the value of t count = -4.044 < 1.98 with a significance level of 0.000 which is smaller than the 0.05 significance limit, which means Ho is accepted and Ha is rejected. These results indicate that the consumers of the y and z generations consider that although the distribution of fragrant shoots of tea is good, it is evidenced by the respondent's answer data with a high mean (mean) on the market coverage indicator / number of sales partners, which is 4.33 in the very high category or strongly agree. then consumers feel the distribution is very good because it is widespread, easy to find and the availability of adequate stock in the market.

However, with a good distribution, it does not increase purchasing decisions, meaning that when distribution is increased it does not have an impact on increasing purchasing decisions / purchasing decisions, it actually decreases. This can happen because the current distribution of products is already distributed in various networks of sales partners, easy to find so that when If the distribution is improved again, there will be more availability of Teh Pucuk Harum in the market, so that it can cause boredom to Teh Pucuk Harum consumers because there are too many Teh Pucuk Harum products on the market. On the other hand, if it is rarer than now, consumers of Teh Pucuk have more potential to look for fragrant shoots and increase purchasing decisions. The results of this hypothesis are contrary to previous research, namely according to Sinuraya et al., (2021), Putra, (2020), Winarno & Oktiani, (2020), Soenarso & Nugroho, (2019), stating that distribution variables play an important role and can influence decisions consumer purchases of beverage products.

d. Effect of Product Quality on Purchase Decisions
Testing hypothesis 4, it was found that the product quality variable had a significant positive effect on purchasing decisions for Teh Pucuk Harum. The results of the t test on the Product Quality variable (X4) obtained the t value = 8.140 > 1.98 with a significance level of 0.000 which is smaller than the 0.05 significance limit. These results indicate that consumers in the y and z generations perceive that Teh Pucuk Harum have good product durability because they are maintained until the expiration date, their hygiene is maintained, the color and weight of the product conform to the standard. So consumers will evaluate product quality according to their expectations. The results of this hypothesis are supported by previous research, namely according to Ikhsani & Ali, (2017), Subagyo & Febriana, (2020), Andrianto, (2019), stating that product quality has a significant influence on purchasing decisions for beverage products.
e. Effect of Price, Taste, Distribution and Product Quality on Purchase Decisions

Based on the results of data analysis and processing, it is stated that the Variables Price, Taste, Distribution, and Product Quality simultaneously have a significant influence on Purchase Decisions. This is supported by the results of the study which showed that the F test got a score of 33.283 which was greater than the F table of 2.46 with a sig value of 0.000 <0.05. This is in line with hypothesis 5 or H5 which states that Price (X1), Taste (X2), Distribution (X3), and Product Quality (X4) simultaneously have a significant effect on purchasing decisions (Y).

5. Conclusions

Based on the results of the research and discussion above, it can be concluded that simultaneously (together) the four independent variables, namely price, taste, distribution and product quality have a significant effect on purchasing decisions. However, partially the distribution has a significant negative effect on purchasing decisions. Meanwhile, the variables of price, taste and product quality partially have a significant positive effect on purchasing decisions. Suggestions for companies are to be able to maintain and develop strategies in terms of price, namely to keep prices affordable and competitive with similar products, flavors that continue to be developed to satisfy consumer expectations and product quality is improved according to consumer expectations so that they are more interested in buying and consuming Teh Pucuk Harum.

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