

## Price, Promotion and Service Quality on The Purchase Decision of NPK Phonska Plus Fertilizer

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### ABSTRACT

*Companies engaged in selling fertilizers to farmers involve various factors, including price, Promotion and service quality. Purchasing decisions at CV Semi cannot be separated from these factors. To determine whether or not each factor is present in sales, quantitative research is used at CV Semi with a survey method of respondents through a questionnaire. The results of this study indicate that price (X1) and service quality (X3) partially do not influence purchasing decisions at CV Semi. The data analysis results show that the t value generated by each independent variable is below the t table 2.034. So the alternative hypothesis (H1) is rejected, and the null hypothesis (H0) is accepted, meaning that partially there is no effect of the independent variable price (X1) and service quality (X3) on the dependent variable purchasing decisions (Y). Promotion (X2) partially affects purchasing decisions at CV Semi. From the Results of data analysis show that the t value of the independent variable is above the t table 2.034, meaning that the independent variable Promotion (X2) partially affects the dependent variable purchasing decision (Y). From the results of data analysis testing, price (X1), Promotion (X2), and service quality (X3) simultaneously influence purchasing decisions at CV Semi, where f count (24,650) > f table 2.88.*

**Keywords:** Price, Purchase Decision, Service Quality, Promotion, Fertilizer.

## INTRODUCTION

The agricultural sector is one sector to be the center of attention in national development, especially related to management and utilization results, especially concerning commodity food. Agricultural sector moment this need means enhanced productivity and quality supporting plants in processing land agriculture, one of which is fertilizer. Fertilization has an influence big on the production and growth of plants. Enhancement competition between companies keeps developing along with the development of very fast technology.

CV Semi is one company operating in agriculture, all at once acting as a fertilizer distributor in the district of Nganjuk. In selling fertilizer to farmers, identification needs to be done by influencing factors decision purchase like price, Promotion, and quality service, because quality something Products are also important for business processes can increase. Decision process purchase followed by the level of satisfaction or dissatisfaction consumer after buying something product will influence the behavior consumer in decision purchase (12). Besides, a decision to purchase is also possible because of some factors.

### Formulation of The Problem

From the background back that has writer explain above, the writer finds some formula problem following this:

1. Is price influential to purchasing fertilizer non-subsidized NPK Phonska Plus at CV Semi Nganjuk distributors?
2. Is Promotion influential to purchasing fertilizer non-subsidized NPK Phonska Plus at CV Semi Nganjuk distributors?
3. Is quality service influential to purchasing fertilizer non-subsidized NPK Phonska Plus at CV Semi Nganjuk distributors?
4. Is price, Promotion, and quality service influential to purchasing fertilizer non-subsidized NPK Phonska Plus at CV Semi Nganjuk distributors?

### Writing Purpose

Based on the background back and summary problem above, then there is some objective as follows:

1. For know influence price to purchase fertilizer non subsidized NPK Phonska plus at CV Semi Nganjuk distributors.

2. For now, influence Promotion to decision purchase fertilizer non-subsidized NPK Phonska plus at CV Semi Nganjuk distributors.
3. For know influence quality service, purchase fertilizer non-subsidized NPK Phonska plus at CV Semi Nganjuk distributors.
4. For know influence price, Promotion, and quality service to purchase fertilizer non subsidized NPK Phonska plus at CV Semi Nganjuk distributors.

## **LITERATURE REVIEW**

### **Price**

Price is availability consumers pay some money with Power buy, fit with quality, and compare with a similar product [1]. If the price can accept, the consumer decides to purchase. On the contrary, a necessary study repeats if the price is inappropriate [2].

### **Promotion**

Promotion is a desire to communicate information from a seller (manufacturer) to a buyer (consumer) or party other to influence the attitude and behavior of consumers [3]. Effort promotion is done to interest consumers in buying a product. Promotion also determines success in a marketing program [4].

### **Quality Service**

Quality Service is comparing tomer about all superiority or privilege from service with what have been Maccabees According to Kotler, and there are five influential aspects of reject measuring in quality service, fifth influential aspects including assurance, reliability, empathy, responsiveness, and tangible.

### **Purchase Decision**

The purchase decision is something reason about How consumers determine their choice to purchase something suitable product with need, want as well as hope, so can raise satisfaction or dissatisfaction with the product. A purchase decision is a process where the consumer knows the problem, looks for information about the product or brand specified, and evaluates how much either alternative can solve the problem, which leads to decision purchases [1].

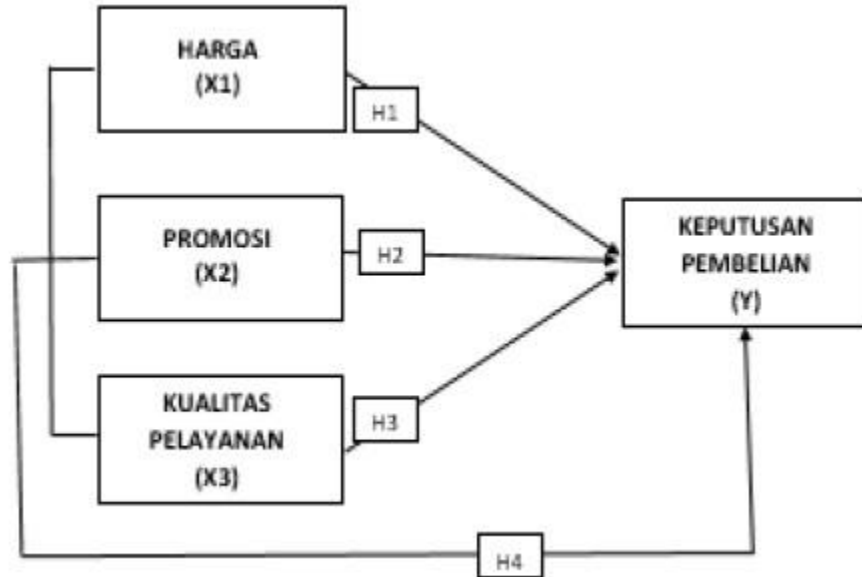
### **Hypothesis**

H1: Price (X1) affects the decision to purchase (Y).

H2: Promotion (X2) affects the decision to purchase (Y).

H3: Quality service (X3) affects purchasing (Y).

H4: Price (X1), Promotion (X2), and quality service influence the decision to purchase (Y).



**Figure 1. Conceptual Framework**

Based on the conceptual framework, this study has three independent variables (Price, Promotion, and Quality Service ) and one dependent variable (Purchasing Decision).

## RESEARCH METHODS

### Research Design

The type of research used is a quantitative study. The method used in a study is a survey used to fetch data naturally, for example, circulating questionnaires and soon [1]. In research data sources, this useful technique collection includes:

1. Primary data is done with research direct to CV Semi, and researchers spread the questionnaire to respondents. The scale used in drafting the questionnaire study is Likert Scale. Based on this method, a scale containing five levels of preference answer respondent with choice as follows:

SS (5): Strongly Agree

S (4): Agree

N (3): Neutral

TS (2): No Agree

STS (1): Strongly No Agree

2. Secondary data, namely data, at already available on-site research. Task researchers only find and collect them.

### **Variable Identification**

The t-test was used to test is question hypothesis right. This t-statistical test shows how much influence something variable has in explained variable bound. The test is as follows: if  $t_{\text{arithmetic}} > t_{\text{table}}$  or the same with  $t_{\text{arithmetic}} = t_{\text{table}}$  with a level significance of 5%, then the variable is influential in a manner significant to the variable bound; otherwise, if the  $t_{\text{count}}$  more small from  $t_{\text{table}}$  so influence variable the not significant.

In this f test, function for know is whole variable independent in a manner together significantly influences variable dependent. Testing this see from mark SPSS output significance. If the value significance is below 0.05, then  $H_0$  is rejected (variable free simultaneously gives influence significance to variable bound), or if mark significance is above 0.05,  $H_0$  is accepted ( variable free simultaneously gives influence significance to variable bound ).

Function from coefficient determination ( $R^2$ ) is for the measure as big what ability variable free in explained variable bound. If the value of  $R^2$  approaches value 0 indicates an increasing influence small. If the value of  $R^2$  approaches value one indicates increasing influence strong.

### **Participants and Settings**

The population is whole from the object you want to be researched from something organization nor the people with characteristics set by the researcher for researched, studied, understood, and then pulled in conclusion [3]. Object study This is a working kiosk, the same as CV Semi distributors, with a total of 37 kiosks made population in the study. Inside location study, this held at CV Semi, Jl. Artikan, District Pace, Regency Nganjuk, Province East Java. And time for implementation study is April -May 2023.

Study this using census sampling technique / total sampling. In a study, this sample taken is 42 owners of stalls or retailers.

### **Data Collection**

To obtain accurate, relevant, and accessible data and be held accountable for truth, the writer uses several techniques in data collection. As for techniques in deep data collection study, namely:

1. A questionnaire is a form submitted form to respondents to obtain an answer.
2. Observation is a study where researchers observe related conditions with object research.
3. Studies documents, that is, researcher study documents related topic research.

4. Studies library that is, related activities with method collection of library data.

### Data Analysis

In qualitative research, the data include questionnaires to respondents, observation, and study documents. Data obtained from the deployment results questionnaire, observation and study document will be analyzed to get benefits and can be used as one consideration in making decisions.

## RESULTS

### Analysis Descriptive Variable

Amount of samples in a study this as many as 37 respondents. Based on the amount The questionnaires distributed are as follows analysis descriptive from answer respondents:

**Table 1. Answers Respondent Variable Price ( $X_1$ )**

Statement	Frequency (F)					MEAN	CATEGORY
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
The price of Non- subsidized Phonska Plus NPK Fertilizer at CV Semi affordable	1	9	10	11	6	3,32	Neutral
The price of Non- subsidized Phonska Plus NPK Fertilizer at CV Semi more cheap compared to prices at other distributors	4	5	12	10	6	3.08	Neutral
The price of Non- subsidized Phonska Plus NPK Fertilizer at CV Semi following quality product	2	3	10	13	9	3.64	Agree
Total						3,34	Neutral

Source: Primary Data Process, 2023

Based on Table 1 above, the average answer to respondents to the price variable of 3.34, which is included in the category neutral.

**Table 2. Answers Respondent Variable Promotion (X<sub>2</sub>)**

Statement	Frequency (F)					MEAN	CATEGORY
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
Semi CV often does activity promotion Phonska Plus Non- Subsidized NPK fertilizer to consumer	1	2	7	14	13	3.97	Agree
Promoted products following circumstances real stuff	2	1	6	15	13	3.97	Agree
Activity promotions delivered make consumers get information more lots about Phonska Plus Non- Subsidized NPK fertilizer	1	2	5	16	13	4.02	Agree
The medium used for promotion always interests the attention consumer	1	3	7	15	11	3.86	Agree
Total						3.95	Agree

Source: Primary Data Process, 2023

Based on Table 2 above, the average respondents on variable Promotion for 3.95, which is included in the category, agree.

**Table 3. Answers Respondent Variable Quality Service (X<sub>3</sub>)**

Statement	Frequency (F)					MEAN	CATEGORY
	STS (1)	TS (2)	N (3)	S (4)	SS (5)		
Available Non subsidized Phonska Plus NPK Fertilizer at CV Semi Regency Nganjuk	2	1	2	8	24	4.37	Agree
CV Semi regency employees Nganjuk serve with friendly and courteous	2	1	7	12	15	4	Agree
CV Semi regency employees Nganjuk give service that can be dependable	1	2	8	12	14	3.97	Agree
CV Semi regency employees Nganjuk always Ready to give help if needed	1	1	7	12	16	4.08	Agree
CV Semi regency employees Nganjuk give satisfactory service	2	1	7	12	15	4	Agree
Total						4.08	Agree

Source: Primary Data Process, 2023



Based on Table 3 above, the overall average answer to respondents on variables quality service amounted to 4,08 which included in category agree.

**Table 4. Answers Respondent Variable Decision Purchase (Y)**

Statement	Frequency (F)					Means	Category
	STS (1)	TS (2)	N(3)	S(4)	SS (5)		
I bought Non- subsidized Phonska Plus NPK Fertilizer at CV Semi Regency Nganjuk following the need I	3	3	4	6	21	4.05	Agree
I'm used to it buy Non- subsidized Phonska Plus NPK Fertilizer at CV Semi Regency Nganjuk	1	2	11	13	10	3.78	Agree
I recommend to others to buy Non- subsidized Phonska Plus NPK Fertilizer at CV Semi Regency Nganjuk	1	4	11	11	10	3.67	Agree
I did purchase repeated Non- subsidized Phonska Plus NPK Fertilizer at CV Semi Regency Nganjuk	2	5	7	12	11	3.67	Agree
<b>Total</b>						<b>3.79</b>	<b>Agree</b>

Source: Primary Data Process, 2023

Based on Table 4 above, can is known in a manner overall average answer to respondents on variables' decision purchase of 3.79 which is included in the category agree. This proves that CV Semi delivers all effort to create high-decision purchases.

## Data Analysis

### Validity Test

The validity test is the test used to show as far as tools measure used in something to measure what is being measured. Validity test needed for test the validity of the research instrument so that can used as tool for digging data at the moment do research . Measurement research data validity done with method compare r count with r table . Criteria evaluation validity the data isn if at level significance 0.05 r count > r table so can rated that questionnaire items it is valid. Validity test results for each variables in research this is as following:



**Table 5. Validity Test Results Variable Price (X<sub>1</sub>)**

		Correlations			
		X1.1	X1.2	X1.3	TOTAL
X1.1	Pearson Correlation	1	.851**	.570**	.944**
	Sig. (2-tailed)		.000	.000	.000
	N	37	37	37	37
X1.2	Pearson Correlation	.851**	1	.375*	.875**
	Sig. (2-tailed)	.000		.022	.000
	N	37	37	37	37
X1.3	Pearson Correlation	.570**	.375*	1	.748**
	Sig. (2-tailed)	.000	.022		.000
	N	37	37	37	37
TOTAL	Pearson Correlation	.944**	.875**	.748**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	37	37	37	37

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Primary Data Process, 2023

From the results data testing in table 5 with SPSS 20.0 above can interpreted that the price variable instrument (X<sub>1</sub>) is whole can declared valid. Instrument declared valid because r count more big from r table with significance of 0.000 means more big of 0.05.

**Table 6. Validity Test Results Variable Promotion (X<sub>2</sub>)**

		Correlations				
		X2.1	X2.2	X2.3	X2.4	TOTAL
X2.1	Pearson Correlation	1	.873**	.779**	.820**	.935**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	37	37	37	37	37
X2.2	Pearson Correlation	.873**	1	.820**	.829**	.950**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	37	37	37	37	37
X2.3	Pearson Correlation	.779**	.820**	1	.769**	.905**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	37	37	37	37	37
X2.4	Pearson Correlation	.820**	.829**	.769**	1	.921**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	37	37	37	37	37
TOTAL	Pearson Correlation	.935**	.950**	.905**	.921**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	37	37	37	37	37

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

Source: Primary Data Process, 2023

The data testing results in Table 6 with SPSS 20.0 above show that variable instrument Promotion ( $X_2$ ) by way of the whole can be declared valid. The instrument was declared valid because the  $r$  count is bigger than the  $r$  table with significance of 0.000, which means more big than 0.05.

**Table 7. Validity Test Results Variable Quality Service ( $X_3$ )**

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	TOTAL
X3.1	Pearson Correlation	1	.715**	.720**	.731**	.692**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	37	37	37	37	37	37
X3.2	Pearson Correlation	.715**	1	.966**	.910**	.977**	.972**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	37	37	37	37	37	37
X3.3	Pearson Correlation	.720**	.966**	1	.943**	.966**	.977**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	37	37	37	37	37	37
X3.4	Pearson Correlation	.731**	.910**	.943**	1	.935**	.959**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	37	37	37	37	37	37
X3.5	Pearson Correlation	.692**	.977**	.966**	.935**	1	.972**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	37	37	37	37	37	37
TOTAL	Pearson Correlation	.822**	.972**	.977**	.959**	.972**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	37	37	37	37	37	37

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

Source: Primary Data Process, 2023

From the results testing, the data in table 7 above with SPSS 20.0 above can be interpreted that variable instrument quality services ( $X_3$ ) in a manner whole can declare valid. The instrument was declared valid because the  $r$  count is bigger than the  $r$  table with significance of 0.000, which means bigger than 0.05.

**Table 8. Validity Test Results Variable Decision Purchase (Y)**

		Correlations				
		Y.1	Y.2	Y.3	Y.4	TOTAL
Y.1	Pearson Correlation	1	.591**	.552**	.514**	.781**
	Sig. (2-tailed)		.000	.000	.001	.000
	N	37	37	37	37	37
Y.2	Pearson Correlation	.591**	1	.829**	.837**	.919**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	37	37	37	37	37
Y.3	Pearson Correlation	.552**	.829**	1	.814**	.903**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	37	37	37	37	37
Y.4	Pearson Correlation	.514**	.837**	.814**	1	.898**
	Sig. (2-tailed)	.001	.000	.000		.000
	N	37	37	37	37	37
TOTAL	Pearson Correlation	.781**	.919**	.903**	.898**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	37	37	37	37	37

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

Source: Primary Data Process, 2023

From the results testing the data in Table 8 above with SPSS 20.0, above can be interpreted that the instrument variable Purchase Decision (Y) is whole and can be declared valid. The instrument was declared valid because the r count is bigger from the r table with a significance of 0.000 means of 0.05.

#### Reliability Test

Reliability test used For know consistency tool measure, whether the tool measure used can be dependable and steady consistent if the measurement is repeated. Something instrument can be reliable if the instrument tried same subject in a manner over and over again. However, the result is still the same or relatively the same.

**Table 9. Reliability Test Results**

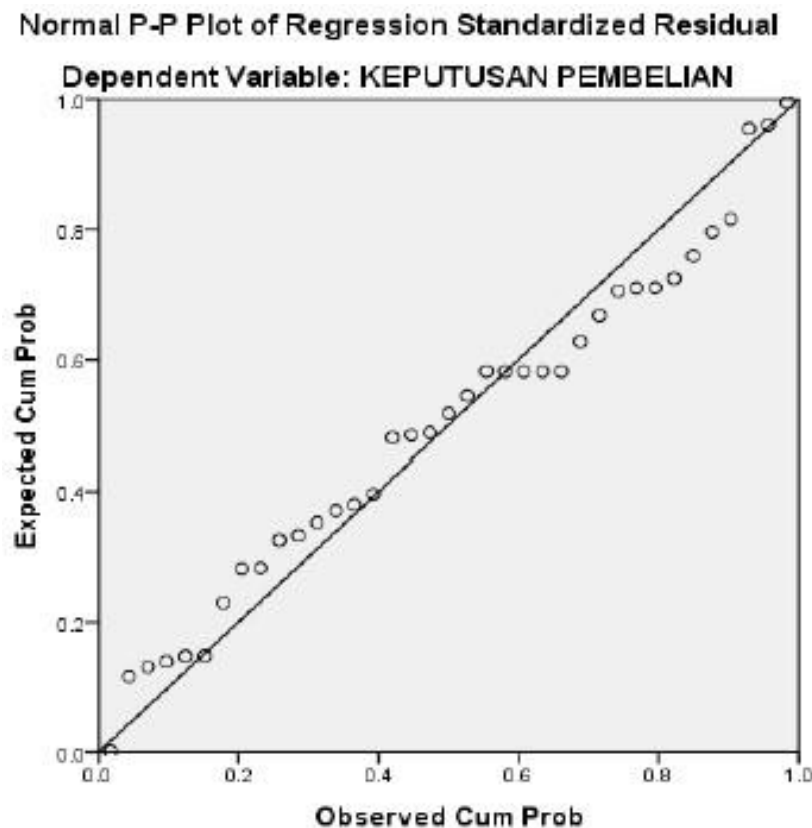
S	Indicator Variable	Cronbach's Alpha	N of Items	Information
1	Price	0.817	3	Realibil/ Acceptable
2	Promotion	0.946	4	Realibil/ Acceptable
3	Quality Service	0.967	5	Realibil/ Acceptable
4	Purchase Decision	0.888	4	Realibil/ Acceptable

Source: Primary Data Process, 2023

From testing the data in Table 9 above, all instrument variables can be said to be reliable or accepted.

#### *Assumption Test Classic*

Normality test used to test whether in the model on regression variable free and variable bound both have connection normal distribution or not. In the normality test, there are two ways to determine whether the residuals are normally distributed or not, i.e., with analysis chart using SPSS processing version 20.0 produces the chart as follows:



**Figure 2. P-Plot Normal Curve Data Normality Results**

From chart data shows deployment dot, dot, dot always follow and approach the diagonal line. So can conclude that residual values are normally distributed.

Multicollinearity Test is Where several or all variables free correlated tall. Multicollinearity Test used for test There is or No his model equation (regression) was found exists connection between variable independent [3].

**Table 10. Multicollinearity Test Results**

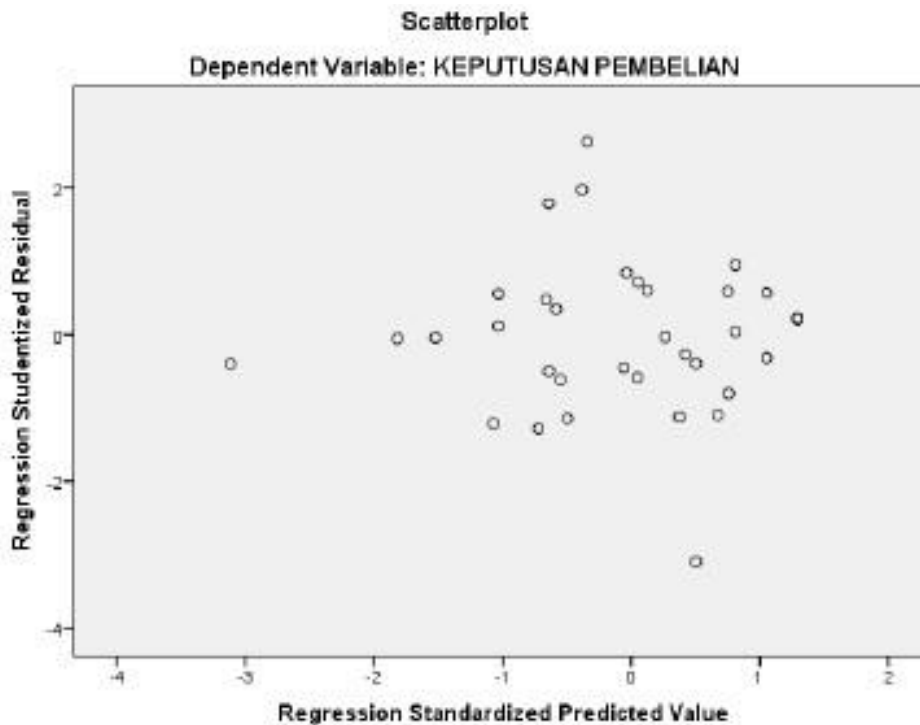
		Coefficients <sup>a</sup>				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Tolerance	VIF
		B	Std. Error	Beta	t			
1	(Constant)	.069	1.809		.038	.970		
	HARGA	.270	.157	.197	1.713	.096	.707	1.414
	PROMOSI	.457	.176	.433	2.594	.014	.336	2.977
	KUALITAS PELAYANAN	.250	.131	.312	1.907	.065	.349	2.869

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Primary Data Process, 2023

Based on multicollinearity test results in the table above can seen that mark standard error not enough from one, namely  $X_1 = 0.157$ ;  $X_2 = 0.176$ ;  $X_3 = 0.131$  where all three not enough from one. As well as value beta coefficient is also less from One where  $X_1 = 0.197$ ;  $X_2 = 0.433$ ;  $X_3 = 0.312$ . So can said that mark low standard error and multicollinearity no detected.

The heteroscedasticity test used in the test happens inequality variant from residual one observation to other observations in the regression model.



**Figure 3. Results of The Heteroscedasticity Test Plot**

From the view chart scatterplot above, the dots were spread randomly on or under the number zero on the Y axis, and no form pattern was certain. With thereby can be concluded that no happen heteroscedasticity.

### Testing Hypothesis

It is a test performed to know if there is any influence in a manner Partial between independent variable (free) and variable dependent (bound). With provision, if mark significance  $< 0.05$  or T count  $> T$  table, then  $H_0$  rejected and  $H_1$  accepted and valid otherwise.

**Table 11. Test Results**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.069	1.809		.038	.970
	HARGA	.270	.157	.197	1.713	.096
	PROMOSI	.457	.176	.433	2.594	.014
	KUALITAS PELAYANAN	.250	.131	.312	1.907	.065

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Primary Data Process, 2023

#### Testing Hypothesis First ( $H_1$ )

Is known sig value for influence (partial)  $X_1$  against Y is  $0.096 < 0.05$ , and the value of t count  $1.713 < t$  table 2.034, so it can be concluded that  $H_1$  rejected meaning no influence in a manner partial Price ( $X_1$ ) against decision purchase (Y).

#### Testing hypothesis First ( $H_2$ )

Is known sig value for influence (partial)  $X_2$  against Y is  $0.014 < 0.05$ , and the value of t count  $2.594 > t$  table 2.034, so it can be concluded that  $H_2$  accepted meaning there is influential in a manner partial promotion ( $X_2$ ) to Purchase Decision (Y).

#### Testing Hypothesis First ( $H_3$ )

Is known sig value for influence ( Partial )  $X_3$  against Y is  $0.065 > 0.05$ , and the value of t count  $1.907 < t$  table 2.034, so it can be concluded that  $H_3$  rejected means no influence in a manner partial quality service ( $X_3$ ) on purchase decision (Y).



## DISCUSSION

Phonska Plus NPK fertilizer is non - subsidized fertilizer needed by farmers For sufficient need fertilization. CV Semi, located on Jl, distributes Phonska Plus NPK Fertilizer. Artikan, Pace District, Regency Nganjuk, registered as an official fertilizer distributor from PT Pupuk Indonesia (Persero) and later distributed to stalls, retailers/farmers. NPK fertilizer is one technology in business agriculture that makes it easy for farmers to apply nutrition plants.

Until now, this is CV Semi deep sell Phonska Plus NPK fertilizer. Keep going consistently to compete in market share in the Nganjuk region, With consistent prices, attractive promotions, and good service. In the study, there are 37 respondents, and consumers of NPK Plus fertilizer were aged 20 -30 years; as many as four respondents were aged 31-40. As many as eight respondents, aged 41-50 years, as many as 15 aged > 50 years, and as many as ten.

### **Effect of Price on Purchasing Decisions Phonska Plus NPK fertilizer in CV Semi**

Calculation results influence variable price ( $X_1$ ) by partial / individual to decision purchase consumer to NPK Plus Non- Subsidized Fertilizer (Y). In table 4.17, then can see that the t count for the variable price ( $X_1$ ) is 1.713, p this means t arithmetic  $1,713 > t$  table 2,034, then  $H_0$  accepted and  $H_1$  rejected. So, in conclusion, the price has No influential significance in a manner that is Partial to the decision to purchase (Y) Non-Subsidized NPK Plus fertilizer at CV Semi Regency Nganjuk.

This study is compared with previous research which says that price has a partially significant effect on purchasing decisions [11]. We determined that the price variables have a positive effect on brand image [13]. The inclusion of a new product among alternative products affects the choice of consumers [14].

### **Influence Promotion on Purchasing Decisions Phonska Plus NPK fertilizer in CV Semi**

From the results calculation study, this variable Promotion ( $X_2$ ) by way of partial/individual decision purchase consumer to NPK Phonska Plus (Y) fertilizer. In table 4.14, then can be seen that the t count for variable promotion ( $X_2$ ) is 2,594, p. This means t count  $2,594 > t$  table 2,034, then  $H_0$  rejected and  $H_2$  accepted. So, in conclusion, promotion is influential and significant in a manner that is Partial to the decision to purchase (Y) Phonska Plus NPK fertilizer at CV Semi. This study is in line with previous studies which say that promotion has a partial and significant effect on purchasing decisions [11]. Sales promotion is very important in affecting consumers [15]. Sales promotion is an activity or material that serves as direct persuasion, that is offer added value to a product to sellers or consumers [16].



### **Influence Quality Service on Purchasing Decisions Phonska Plus NPK Fertilizer at CV Semi Regency Nganjuk**

Calculation results from Influence variable quality services ( $X_3$ ) in a manner partial/individual to decision purchase consumer to NPK Phonska Plus (Y) fertilizer. Table 4.14 shows that the t count For variable Quality Service ( $X_3$ ) is 1,907, p this means t count  $1.907 < t$  table 2.034 then  $H_0$  accepted, and  $H_3$  rejected. So, in conclusion, quality product no is influential in a manner partial to the decision to purchase (Y) Phonska Plus NPK fertilizer at CV Semi. This study is inversely proportional to previous studies which say that service quality has a partially significant effect on purchasing decisions [11]. This satisfaction will certainly be felt after the customer in question uses or utilizes the services of a product [17]. Price is the other factor that is not less important to increase the customer's purchase decision [18].

### **Effect of Price, Promotion, and Quality Service Against Purchasing Decisions Phonska Plus NPK Fertilizer at CV Semi**

The results testing simultaneously using SPSS 20.0 in table 4.15 above show a significance of  $0.000 > 0.05$  and an F count of  $24,650 > 3.88$ . This can mean  $H_4$  accepted and  $H_0$  rejected. In conclusion, our price, promotion, and quality products are influential in a manner simultaneous to the decision to purchase Phonska Plus NPK Fertilizer.

From the testing coefficient data determination that has been done, they concluded that the magnitude R Square value is 0.691 and understands that the third variable free, namely price, promotion, and quality service, is capable of explaining variable bound, i.e., Purchase Decision. In conclusion, our price, promotion, and quality service can explain the influence on decision purchase, i.e., by 69%. In contrast, the rest, i.e., 31%, is explained in other variables not conducted on research. A price that is too high will be outside the buyer's expectations and can reduce the decision to buy the product [19]. To achieve this goal, a way is needed to achieve it [17].

### **CONCLUSION**

Based on the results of data analysis that has been done in chaps before, then can be concluded as follows:

1. Variable price and quality service in a manner Partial no effect on purchasing Phonska Plus NPK fertilizer at CV Semi because consumers argue that the price is not yet appropriate. However, variable Promotion in a manner Partial influenced the decision to purchase Phonska Plus NPK fertilizer in CV Semi because consumers argued. After all, the company did promotion at the right time or not monotone.

2. Price variables, promotion, and quality service simultaneously influence purchasing Phonska Plus NPK fertilizer at CV Semi. Where is the consumer interested in price, promotion, and quality service.

## SUGGESION

Based on research and data analysis, suggestions for variable promotion recommended increasing the Promotion in accordance moment needs of the consumer, and for variable quality service recommended company guard the quality of its servant to the consumer.

As for suggestions that can be given to the researcher, the researcher can develop other factors influencing decision purchase, like variable image brands, quality products, etc. So that can give more picture wide about the factor that only influences decision purchase besides price, Promotion, and quality service to be variable free on research.

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