INOVATOR
Jurnal Manajemen
pISSN: 1978-6387
eISSN: 2623-050X
Vol. 13 No. 1 Page 7-24 https://ejournal.uika-bogor.ac.id/index.php/INOVATOR

Analyze the Factors Influencing Purchase Intention at PT MPI Cikarang Indonesia

Christian Kuswibowo *, R. Dinda Azhar Afifah
Manajemen Pemasaran Industri Elektronika, Politeknik APP Jakarta
Jl. Timbul No.34, Jakarta Selatan, 12630, Indonesia

Info Artikel

Keywords:
Factor analysis, Marketing mix, Purchase decision, Multi Pratama Interbuana

ISSN (print): 1978-6387
ISSN (online): 2623-050X

Abstract

This study aims to identify the factors that influence the purchase decision of car components at PT Multi Pratama Interbuana Cikarang, West Java. The factors used in this study were built from the dimensions of the marketing mix, namely Product, Price, Place and Promotion. This research is a quantitative study with factor analysis and descriptive analysis through the help of the PASW Statistics 18 statistical program. This research method used the entire population because only 42 respondents at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java who met the requirements of the population and sample. Sources of data used in this study is primary data. As the results of the research, it was found that the factors those shape purchase decisions at PT Multi Pratama Interbuana Cikarang, West Java are the Price Conformity factor, the Easy Access factor, and the Prod- uct Quality factor.

Author Correspondence:
Christian Kuswibowo
christiankuswibowo@gmail.com

1. Introduction

Indonesia has become the largest manufacturing industry base in ASEAN, contributing 20.27% to the national economy. The developments in the Indonesian manufacturing industry to date have been able to shift its role from commodity-based to manufactured-based. The Indonesian government is still making efforts to transform the economy to focus more on the development of the non-oil and gas industry.

In 2020, investment value in the industrial sector in the first semester experienced an increase of 24% compared to the same period last year, rising from a total of IDR 104.6 trillion to IDR 129.6 trillion. In the period from January to June 2020, the non-oil and gas processing industry remained very consistent as the sector that always contributed the most to the national export value achievement.

The total value of product shipments in the manufacturing sector has reached USD 60.76 billion, contributing 79.52% of the overall national export figure, which

Submitted: January-2024 Received: February-2024 Available Online: March-2024

amounts to USD 76.41 billion. Activity in the manufacturing industry in Indonesia continues to rise amid the current challenging situation of the Covid-19 pandemic. This can be seen from the Purchasing Managers Index (PMI), where Indonesia's manufacturing in July 2020 was at a level of 46.9, an increase compared to the previous month, which was at 39.1.

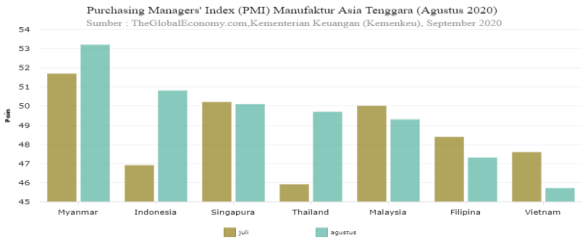

Figure 1. Indonesia's Manufacturing Growth is the Highest in Southeast Asia

Source: databoks.katadata.co.id

According to Figure 1 above, it can be seen that the performance of Indonesia's manufacturing sector has been improving every year. This can be seen from the Manufacturing Purchasing Managers Index (PMI) of 50.8 as of August 2020, an increase of 8.3% from the previous month. This increase is the highest in Southeast Asia. This significant growth has placed Indonesia's Manufacturing PMI in second position after Myanmar. President Joko Widodo mentioned last Friday (September 4) that the growth of the Manufacturing PMI is a sign that the economy in Indonesia is heading in a positive direction. The Manufacturing PMI starts at a point of 50, which means that companies have begun to expand.

The improvement in Indonesia's manufacturing activity is due to an increase in production and also new orders. In addition, the easing of large-scale social restrictions (PSBB) has boosted business confidence and also encouraged a gradual improvement in economic activity. Business operations continue to increase amid the efforts we are facing, namely adapting to new habits (new normal) and the implementation of health protocols. However, employment is still under pressure amid efforts to control money or company costs and the significant excess capacity that still exists to this day.

Figure 2. January 2021, Indonesia's Manufacturing PMI at its Highest in 6.5 Years

Source: databoks.katadata.co.id 2021

Based on Figure 2 above, it can be seen that the manufacturing industry in Indonesia experienced an increase in January 2021. According to the Purchasing Managers Index (PMI), manufacturing in Indonesia was recorded at 52.2 in January 2021. The figure rose from December 2020, which was only 51.3. IHS Markit noted that the increase in Indonesia's Manufacturing PMI has been ongoing for four consecutive months. Additionally, the rise in Indonesia's Manufacturing PMI in January 2020 is the highest in approximately the last 6.5 years.

The automotive industry in Indonesia is still feeling the pressure from the impact of the Covid-19 pandemic. Nevertheless, there are indications of an increase in vehicle purchases as the economy begins to recover and societal behaviors change. Annual sales decline occurred across all types of vehicles. The most significant drop was in buses, which contracted by 67%. This was followed by trucks (-65%), 4x2 vehicles (-54%), LCGC (-47%), sedans (-25%), pickups (-23%), 4x4 vehicles (-1%), and double cabins (-0.3%). The same happens with various brands. Mitsubishi Fuso experienced the most significant decline at -67%. Daihatsu came in second with -53%. Then, Toyota and Honda both recorded -47%. Suzuki was noted at -41%. Meanwhile, Mitsubishi Motors was at -38% and Isuzu at -34%.

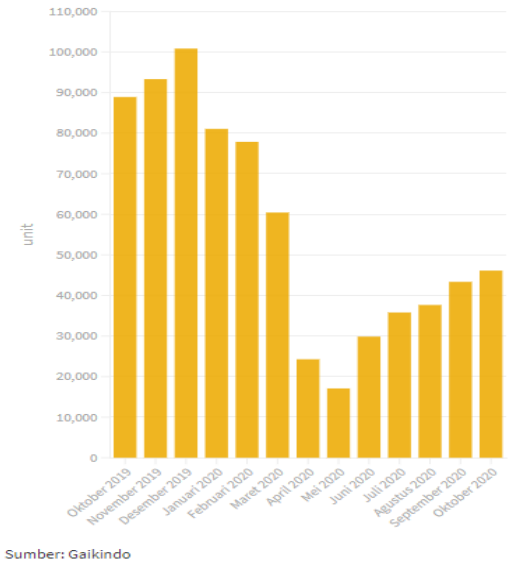

Figure 3. Retail Car Sales (Okt 2020)

Source: Gaikindo

Based on Figure 3, it can be seen that retail car sales have experienced both increases and decreases. The highest retail car sales occurred in December 2019, totaling 100,847 units, while the lowest was in May 2020, with only 17,083 units sold. After May 2020, there was a gradual increase, and by October 2020, a total of 46,129 cars had been sold. With the Covid-19 pandemic conditions, retail car sales have managed to hold steady and experience gradual increases.

Based on Figure 4, it illustrates the monthly increase and decrease in domestic car sales, with the highest sales occurring in October 2019 at 96.1 thousand units, while the lowest sales were recorded in May 2020 at 3.6 thousand units. Nevertheless, the hope for the recovery of this industry is starting to be seen from the monthly sales growth data. Wholesale sales grew by 1% and retail sales by 6.4% in October 2020 compared to the previous month.

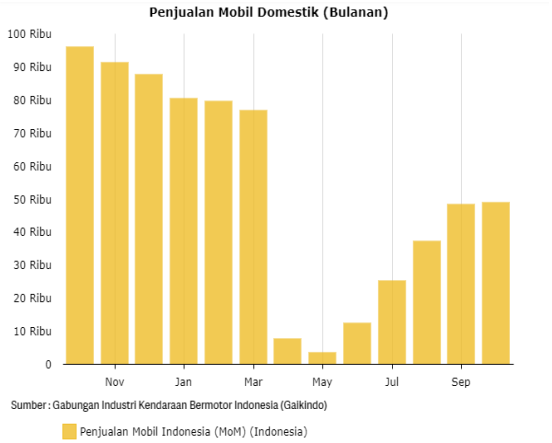

Figure 4. Domestic Car Sales (Monthly) Source: Gaikindo

PT Multi Pratama Interbuana Cikarang, Bekasi, West Java operates in the manufacturing sector, producing automotive spare parts such as base consoles, assist grips, tailgates, and others. The customers of the company PT Multi Pratama Interbuana Cikarang, Bekasi, West Java include PT Hino Motors Manufacturing Indonesia, PT Astra Daihatsu Motor, PT Koji-ma Auto Technology Indonesia, and many other companies that collaborate with PT Multi Pratama Interbuana Cikarang, Bekasi, West Java. Serta PT Multi Pratama Interbuana Cikarang, Bekasi, West Java also exports to European and Asian countries, namely Germany, the Czech Republic, Portugal, Malaysia, and Thailand.

The issues that frequently occur at PT Multi Pratama Interbuana in Cikarang, Bekasi, West Java, include frequent stock shortages due to miscommunication between the PPC (Planning, Production & Controlling) department and the warehouse, delays in payments to forwarders handling exports to Europe and Asia, frequent material shortages that hinder production, and customers of PT Multi Pratama Interbuana often being late in their payments, reaching amounts in the billions of rupiah.

Table 1. Sales Data for the Years 2018-2020

Indikator	2018	2019	2020
LOKAL	182,445,200,733	167,150,084,968	70,065,599,160
EKSPOR	55,184,894,228	47,034,512,519	28,657,940,078
TOTAL	**237,630,094,961**	**214,184,597,487**	**98,723,539,238**

Source: Data from PT Multi Pratama Interbuana Cikarang, Bekasi, West Java

Based on Table 1 above, it can be seen that there was a decline in sales in the years 2019-2020 due to the Covid-19 pandemic. In 2018, sales in the Domestic market amounted to Rp 182,445,200,733 and in Exports to Rp 55,184,894,228. However, in 2019, there was a decrease of Rp 15,295,115,765 in the Domestic market, while Exports saw a decline of Rp 8,150,381,709. In 2020, there was again a decrease in sales in both Domestic and Export markets. However, PT Multi Pratama Interbuana Cikarang, Bekasi, West Java continues to strive for sales during the Covid-19 pandemic.

Based on the background that has been explained above, the author is interested in conducting research to determine what factors influence Purchase Intention at PT MPI Cikarang Indonesia.

2. Research Method

The author conducted research at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, located at Jl. Jababeka XVI Blok W-38, Jababeka Industrial Area, Cikarang Bekasi 17530. The author conducted research from February 17, 2021, to July 16, 2021. The activities carried out during the research include collecting data, testing the data, and finally writing up the results of the data testing.

The object of this research is the factors that influence purchasing decisions using the 4P dimensions, namely Product, Price, Place, and Promotion. This study only uses one variable. The subjects of this research are customers who have made repeat purchases at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java.

To collect data for this research, the author used a questionnaire that will be distributed to the customers of PT Multi Pratama Interbuana in Cikarang, Bekasi, West Java. This questionnaire is closed-ended with a scale of 1-4 using a Likert scale. The questions in this questionnaire relate to the marketing mix, namely product, price, place, and promotion.

Due to the number of respondents in this study being below 100, specifically only 42, the researcher used the entire population of 42 respondents and did not employ any sampling in this research. The population in this study consists of customers who have made repeat purchases at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java.

This research uses a descriptive quantitative method. The analysis used in this research involves numerical data that includes mathematical operations and measurements of objective results in the research process. The quantitative research being analyzed employs statistics to answer questions of a numerical nature.

In this study, the author uses a type of data known as primary data. Primary data is information obtained from direct observations conducted by the researcher by distributing questionnaires to customers who repeatedly purchase products at PT

Multi Pratama Interbuana Cikarang, Bekasi, West Java. The researcher collects data through questionnaires, where customers who have made repeated purchases at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java are given a set of 13 questions based on the guidelines provided in the questionnaire. The scale used in this research is the Likert scale. The Likert scale is used to assign scores in this study. Here are the levels of the Likert scale that are used:

Description	Score
I completely agree.	4
Agreed	3
Disagree	2
Strongly Disagree	1

Research Data Analysis Techniques

Validity Testing

Validity is a measurement tool used to assess whether the data distributed to respondents is truly valid or not. To determine if the data is valid, a comparison can be made between the r table and the r calculated using the formula df = n-2 and a significance level (α) of 0.05 or just 5%. If the r table is stated to be smaller than the r calculated, then the data can be considered valid with a confidence level of 95%.

1. If the table r is less than the calculated r with a total significance value of 0.05, then the item or data can be declared valid.
2. If the table r is greater than the calculated r with a total significance value of 0.05, then the item or data can be declared invalid.

Reliability Test

Reliability testing is conducted on a question item that has already been declared valid. The data obtained from the questionnaire will be considered reliable if the answers provided by the respondents are consistent. A variable can be considered reliable if it has a Cronbach Alpha value greater than 0.60.

Descriptive Analysis

Descriptive analysis is a method or technique that involves analyzing existing data, which is then presented and described, resulting in detailed information that is easy to read. To conduct this descriptive analysis, the researcher used the mean score and overall mean score as indicators. The formula used to calculate the interval is as follows:

$$I = \frac{H - L}{K}$$

Description:
I = Class Interval Range
H = The highest score (the score in this study is 4)
L = The lowest score (the score in this study is 1)
K = The abundance of score options (in this study 4)

Based on the formula above, the determined scale categories are:

1. 1,00 – 1,75 = This score is interpreted as strongly disagree
2. 1,76 – 2,51 = This score is interpreted as leaning towards Disagree
3. 2,52 – 3,27 = This score is interpreted as leaning towards Agree
4. 3.28 – 4,00 = This score is interpreted as leaning towards Strongly Agree

Factor Analysis

Factor analysis is used to analyze the interactions between variables; it can also be used to reduce a large number of variables into a smaller set of new variables, which is certainly fewer than before. This research uses Confirmatory Factor Analysis. (CFA).

After we have obtained the samples and tested them, the next step we can take is to conduct a factor analysis. The factor analysis process is as follows:

1. Identifying each problem by checking the variables to be tested.
2. Testing the predetermined variables using the Bartlett Test of Sphericity and MSA.
3. Performing factor rotation to obtain a simpler factor structure and to gain a clearer understanding of which variables belong to specific factors.
4. Next, interpreting the formed and validated factors by subjectively naming the factors that are considered to represent each member variable of those factors.
5. Validating the analyzed factors to gain insights into whether the factors created by the factor analysis are indeed valid or not.

There are several important tests that must be applied to ensure that our analysis is accurate, namely by conducting tests using the KMO and Bartlett Test & MSA Test. In the KMO and Bartlett Test, there are several aspects to consider, namely that the KMO value itself must be above 0.5 and the significance must be below 0.5. Meanwhile, for the MSA Test, the values must range from 0 to 1, with the following criteria:

a. MSA = 1, the variable can be further analyzed and predicted without interference from other variables.
b. MSA > 0.5, the variable can still be predicted and analyzed further.
c. MSA < 0.5, the variable cannot be further analyzed and cannot be predicted or eliminated from other variables.

3. Results

Validity Test

The validity of this research instrument was tested with a significance level of 5%, with df = n-2 using a two-tailed test. Therefore, each item in the questionnaire must have a value greater than 0.304 to be considered valid. The results of the calculations are as follows:

1. Product Variable (Product)

Table 2. Product Variables (Produk)

Indicator	R Table	R Calculate	Description
PR1	0,304	0,793	VALID
PR2	0,304	0,815	VALID
PR3	0,304	0,789	VALID
PR4	0,304	0,828	VALID

Source: Data processed using PASW Statistics 18, 2021

Based on the table above, the product variable shows that all questionnaire items distributed can be considered valid because the calculated correlation (rhitung) is greater than the table correlation (rtabel), which is 0.304. Therefore, it can be concluded that all indicator items of the questions are declared valid.

2. Price Variable (Price)

Table 3. Price Variables (Price)

Indicator	R Table	R Calculate	Description
PI1	0,304	0,868	VALID
PI2	0,304	0,894	VALID
PI3	0,304	0,894	VALID

Source: Data processed using PASW Statistics 18, 2021

Based on the table above, the price variable indicates that all question items in the distributed questionnaire can be considered valid because the calculated r (rhitung) is greater than the table r (rtabel), which is 0.304. Therefore, it can be concluded that all indicator question items are declared valid.

3. Variable Place (Place)

Tabel 4. Variabel Tempat (Place)

Indicator	R Table	R Calculate	Description
PL1	0,304	0,882	VALID
PL2	0,304	0,893	VALID
PL3	0,304	0,880	VALID

Source: Data processed using PASW Statistics 18, 2021

Based on the table above, the variable of place shows that all question items in the distributed questionnaire can be considered valid because the calculated r (rhitung) is greater than the table r (rtabel), which is 0.304. Therefore, it can be concluded that all indicator question items are deemed valid.

4. Promotion Variable (Promotion)

Table 5. Promotion Variables (Promotion)

Indicator	R Table	R Calculate	Description
PO1	0,304	0,846	VALID
PO2	0,304	0,923	VALID
PO3	0,304	0,802	VALID

Source: Data processed using PASW Statistics 18, 2021

Based on the table above, the promotion variable shows that all questionnaire items distributed can be considered valid because the calculated value (rhitung) is greater than the table value (rtabel), which is 0.304. Therefore, it can be concluded that all indicator items of the questions are deemed valid.

Uji Reliabilitas

The reliability test in this study uses the Cronbach Alpha formula. In this reliability test, if the value of Cronbach Alpha is < 0.70, it is considered unreliable; conversely, if the Cronbach Alpha value is > 0.70, it is considered reliable. Here are the results of the reliability test calculations in this study:

1. Product Variable (Product)

Table 6. Product Reliability Test

Cronbach's Alpha	N of Items
.819	4

Source: Data processed using PASW Statistics 18, 2021

Based on table 4.5, it is known that the Cronbach Alpha value for the product variable is 0.819, which is greater than 0.70. Therefore, it can be concluded that the instruments in this study are reliable.

2. Variable Price (Price)

Table 7. Price Reliability Test

Cronbach's Alpha	N of Items
.852	3

Source: Data processed using PASW Statistics 18, 2021

Based on Table 7, it is known that the Cronbach Alpha value for the price variable is 0.852, which is greater than 0.70. Therefore, it can be concluded that the instruments in this study are reliable.

3. Variable Place (Place)

Table 8. Reliability Test of the Place

Cronbach's Alpha	N of Items
.862	3

Source: Data processed using PASW Statistics 18, 2021

Based on Table 8, it is known that the Cronbach Alpha value for the place variable is 0.862, which is greater than 0.70. Therefore, it can be concluded that the instruments used in this study are reliable.

4. Promotion Variable (Promotion)

Table 9. Promotion Reliability Test

Cronbach's Alpha	N of Items
.819	3

Source: Data processed using PASW Statistics 18, 2021

Based on Table 9, it is known that the Cronbach Alpha value for the promotion variable is 0.819, which is greater than 0.70. Therefore, it can be concluded that the instruments in this study are reliable.

Descriptive Analysis

1. Product

Here are the results of the mean score calculations for each attribute that serves as indicators for the product dimension.

Table 10. Product

Dimensi	Mean Score
PR1	3,71
PR2	3,57
PR3	3,61
PR4	3,73

Source: Primary data processed, 2021

Based on Table 10, from 42 respondents of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, it can be seen that they will consider product packaging more when it is to be shipped, with a total mean score of 3.73. The second consideration is the quality of the product when purchasing, with a total mean score

of 3.71. The third is considering the variety of products when wanting to buy, with a total mean score of 3.61, and lastly, considering the design of the product before purchasing, with a total mean score of 3.57. Therefore, customers of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java prioritize product packaging when the goods are to be shipped to their company, to ensure that the items do not easily get damaged during transit.

2. Price

Here are the results of the mean score calculations for each attribute that serves as indicators for the price dimension.

Table 11. Price

Dimensi	Mean Score
PI1	2.66
PI2	2.78
PI3	2.83

Source: Primary data processed, 2021

Based on Table 11, from 42 respondents of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, it can be seen that they will prioritize considering the market price before making a purchase decision, with a total mean score of 2.83. The second consideration is the affordability of the price before wanting to buy the product, with a total mean score of 2.78. Lastly, they consider the suitability of the price with the quality provided, with a total mean score of 2.66. Therefore, customers of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, prioritize the market price before deciding to make a purchase at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java.

3. Place

Here are the results of the mean score calculations for each attribute that serves as indicators for the place dimension.

Table 12. Place

Dimensi	Mean Score
PL1	3.54
PL2	3.57
PL3	3.59

Source: Primary data processed, 2021

Based on Table 12, from 42 respondents of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, it can be seen that they will prioritize locations that are easy and accessible, with a total mean score of 3.59. The second consideration is the distance during the delivery and pickup of goods, with a total mean score of 3.57, followed by the consideration of road access when picking up goods, with a total

mean score of 3.54. Therefore, customers of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, place greater importance on easily accessible locations when picking up goods from PT Multi Pratama Interbuana Cikarang, Bekasi, West Java.

4. Promotion

Here are the results of the mean score calculations for each attribute that serves as indicators for the promotion dimension.

Table 13. Promotion

Dimensi	Mean Score
PO1	3.50
PO2	3.40
PO3	3.50

Source: Primary data processed, 2021

Based on Table 13, from 42 respondents of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, it can be observed that there are 2 indicators with the same mean score, namely considering the ease of finding product information with a total mean score of 3.50, and considering complete information about each product before purchasing with a total mean score of 3.50. Lastly, considering attractive promotional methods in introducing products has a total mean score of 3.40. Therefore, customers of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, prioritize the ease of finding product information and the completeness of information about each product before making a purchase.

Factor Analysis

1. First Stage

The first step in conducting factor analysis is to formulate the problem and also to test the variables that will be analyzed. The purpose of the factor analysis in this research is to identify the factors that influence purchasing decisions at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java. The variables used in this factor analysis are the marketing mix, which consists of Product, Price, Place, and Promotion. The sample taken in this study consists of 42 respondents.

2. Second Stage

The second stage in conducting factor analysis is testing the variables to be determined using the Bartlett Test of Sphericity and MSA. Based on the Bartlett Test of Sphericity and MSA, it is known that the KMO sample has a measure of sampling adequacy of 0.755. Since the KMO value is > 0.5, it can be stated that factor analysis can be performed because the data meets the requirements and is valid.

3. Third Stage

The third stage is factor extraction or reducing data from several indicators to produce fewer factors that can explain the correlation among the observed indicators. The method that will be used in this research for data reduction is Principal Components Analysis. The Principal Components Analysis method is the simplest method for performing factor extraction by forming combinations of the indicators to be observed. After calculations were made, the variable of distance considerations during the delivery and pickup of goods accounts for 80.7% of the factors (Extraction = 0.807). The variable of location considerations that are easy and accessible accounts for 77.9% of the factors (Extraction = 0.779). The variable of road access considerations when picking up goods accounts for 76.7% of the factors (Extraction = 0.767). The variable of product packaging considerations when shipping accounts for 75.2% of the factors (Extraction = 0.752).

The variable considering the suitability of price with the quality provided can explain a factor of 74.3% (Extraction = 0.743). The variable considering attractive promotional methods in introducing products can explain a factor of 71.6% (Extraction = 0.716). The variable considering product design before purchasing can explain a factor of 68.9% (Extraction = 0.689). The variable considering price affordability when wanting to buy can explain a factor of 68.4% (Extraction = 0.684). The variable considering product variety when wanting to buy can explain a factor of 60% (Extraction = 0.60). The variable considering market prices before making a purchase decision can explain a factor of 58.7% (Extraction = 0.587). The variable considering the ease of finding product information can explain a factor of 56.9% (Extraction = 0.569). The variable considering complete information about each product before buying can explain a factor of 52% (Extraction = 0.52). It can be concluded that all the variables in this study can explain the factors that have been formed.

4. Fourth Stage

The fourth stage in factor analysis is to perform factor rotation. This is done to obtain a simpler factor structure. The factor rotation method used is the Varimax method. This method was chosen to minimize the number of indicators with high factor loading on each existing factor, allowing for a simpler factor structure to facilitate interpretation.

Based on the statistical tests conducted, it is known that there are 13 components that can represent the variables and allow for the formation of 3 factors. If the value of the initial eigenvalues is greater than 1, it allows for the formation of potential factors from the number of components. Factor 1 has an eigenvalue of 4.280 with a variance of 32.920%, factor 2 has an eigenvalue of 2.908 with a variance of 22.368%, and factor 3 has an eigenvalue of 1.706 with a variance of 13.120%. Based on the calculations, it

can also be noted that the rotated factor matrix is above 0.50. However, for variables PR 2 and PR 3, they do not meet the requirement as they are below 0.50, so the results of the factor analysis are still not conclusive. Therefore, the researchers are required to remove those 2 indicators and conduct the factor analysis again. The structure that builds factor 1 consists of PI1, PI2, PI3, PL2, PO1, PO2. The structure that builds factor 2 consists of PR4, PI3, PO3. And the structure that builds factor 3 consists of PR1, PR4, PL1, PL3.

5. Fifth Stage

The fifth stage is for the researcher to reanalyze the 2 indicators that are still unclear, namely indicator PR 2, which considers product design before purchasing, and PR 3, which weighs the variations of the product when intending to buy. Therefore, the indicators to be tested will only consist of 11 indicators.

Based on the calculation of the MSA values for the second test variable, it is known that the variables above show MSA values > 0.5. Therefore, these indicators can be retained and factor analysis can proceed to the next stage.

6. Sixth Stage

The sixth stage is the extraction of the second test factor to produce fewer factors from the 11 existing indicators. The method that will be used to reduce data in this research is Principal Components Analysis. The Principal Components Analysis method is the simplest method for performing factor extraction by forming combinations of the indicators that will be observed.

Based on the calculations, it can be determined that the variable of distance considerations during the delivery and pickup of goods explains a factor of 81% (Extraction = 0.810). The variable of product quality considerations when purchasing explains a factor of 80% (Extraction = 0.80). The variable of road access considerations when picking up goods explains a factor of 77.2% (Extraction = 0.772). The variable of easy and accessible location considerations explains a factor of 76.9% (Extraction = 0.769). The variable of product packaging considerations when shipping explains a factor of 76.3% (Extraction = 0.763). The variable of attractive promotional methods for introducing products explains a factor of 76.1% (Extraction = 0.761).

The variable considering the suitability of price with the quality provided can explain a factor of 74.9% (Extraction = 0.749). The variable considering the affordability of price when wanting to make a purchase can explain a factor of 67.4% (Extraction = 0.674). The variable considering the market price before deciding to purchase can explain a factor of 59% (Extraction = 0.590). The variable considering the ease of finding product information can explain a factor of 58.4% (Extraction = 0.584). And the variable considering complete information about each product before buying

can explain a factor of 51.5% (Extraction = 0.515). It can be concluded that all the variables in this study can explain the factors that have been formed.

7. Stage Seven

The seventh stage in factor analysis is factor interpretation. Factor interpretation involves naming the factors that represent each variable according to the researcher's preferences.

8. Eighth Stage

The eighth stage in factor analysis is the selection of surrogate variables. A surrogate variable is the one variable that best represents a particular factor. The selection of surrogate variables in this study is based on the highest factor loading values. Based on Table 4.28, it can be seen that the surrogate variable for factor 1 is PO2 (an attractive promotion method). The surrogate variable for factor 2 is PL2 (the distance for delivery and pickup of goods). And for the surrogate variable for factor 3, it is PR1. (kualitas produk).

9. Stage Nine

The final stage is that the researcher will validate the factors that have been formed with the aim of determining whether the three factors are truly suitable to summarize the 11 indicators that have been analyzed. After calculations were performed, component 1 has a correlation value of 0.955, component 2 has a correlation value of 0.865, and component 3 has a correlation value of 0.906. Therefore, it can be concluded that the three factors that have been formed are suitable to summarize the 11 variables that have been analyzed.

4. Discussion

In the Product variable, the highest score given by respondents is 3.73 regarding the consideration of product packaging when it is to be shipped. This means that the company needs to carefully consider the packaging of each product that will be sent to customers, as good packaging will provide greater confidence and can also satisfy customers. Meanwhile, the lowest score given by respondents was 3.57 regarding the consideration of product design before purchasing. This means that the company needs to significantly improve the product design to align with customer interests so that customers will feel satisfied and confident.

In the Price variable, the highest value given by respondents is 2.83 regarding price considerations in the market before making a purchase decision. This means that the company needs to pay close attention to the prices it offers to customers before making sales, as affordable prices combined with good quality will foster customer

loyalty and ensure they remain customers of PT Multi Pratama Interbuana Cikarang, Bekasi, West Java. Meanwhile, the lowest score given by respondents was 2.66 regarding the consideration of price suitability with the quality provided. This means that the company needs to pay more attention to the prices offered to customers alongside good and excellent quality, so that customers can continue to make purchases at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java.

In the variable of Place, the highest score given by respondents is 3.59 regarding the consideration of a location that is easy and accessible. This means that the company needs to maintain its location in a strategic area, as PT Multi Pratama Interbuana Cikarang, Bekasi, West Java is situated in the Jababeka Industrial Area, which can be easily accessed by customers. Meanwhile, the lowest score given by respondents was 3.54 regarding the consideration of road access when picking up goods. This means that the company needs to reconfirm with customers about the road access that drivers will take when picking up goods at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, to ensure it is easily accessible and does not take too much time. In the Promotion variable, the highest score given by respondents is 3.50 regarding the consideration of ease in finding product information and the completeness of information for each product. This means that the company needs to maintain the ease of searching for product information and ensure that complete information is provided for each product, so that customers feel satisfied and confident due to the information and ease in finding or inquiring about the products. Meanwhile, the lowest score given by respondents is 3.40 concerning the consideration of attractive promotional methods in introducing products. This indicates that the company needs to improve its promotional methods to attract customers and encourage them to make purchases at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java.

5. Conclusions and Suggestions

Conclusion

The factors influencing purchasing decisions at PT Multi Pratama Interbuana Cikarang, Bekasi, West Java are the Price Suitability factor, the Easy Access factor, and the Product Quality factor. The variables for each of these factors are as follows: The Price Suitability factor consists of variables such as price suitability, price affordability, market prices, ease of finding product information, attractive promotional methods, and comprehensive information. The Easy Access factor includes variables such as road access when picking up goods, distance during delivery and pickup, and a location that is easy and accessible. Meanwhile, the Product Quality factor consists of variables related to product quality and product packaging at the time of shipment.

Suggestions

Based on the analysis conducted by the researchers, there are several suggestions for PT Multi Pratama Interbuana Cikarang, Bekasi, West Java, as follows: PT Multi Pratama Interbuana Cikarang, Bekasi, West Java is highly expected to improve every product design by considering the interests and desires of customers. PT Multi Pratama Interbuana Cikarang, Bekasi, West Java is also expected to adjust the prices offered to customers, in addition to providing good quality for each product sold so that customers do not feel disappointed. And for future research, it is highly expected to analyze and examine more deeply the factors that influence purchasing decisions.

Thank You Speech

We would like to express our heartfelt thanks to all parties who have assisted in the completion of this research, especially to our friends at the APP Polytechnic Jakarta and the entire management of PT Multi Pratama Interbuana Cikarang, Bekasi.

6. References

Ansari Harahap, Dedy. (2015). Analisis Faktor- Faktor Yang Mempengaruhi Keputusan Pembelian Konsumen Di Pajak USU (PA- JUS) Medan. Jurnal Keuangan dan Bisnis Vol. 7, No. 3.

Arikunto, Suharsimi. (2016). Prosedur Penelitian: Suatu Pendekatan Praktik. Jakar- ta: Rinek Cipta.

Dwi Koestanti, Erika dan Kaman Nainggolan. (2015). Faktor-Faktor Bauran Pemasaran, Yang Mempengaruhi Keputusan Konsumen Untuk Membeli Produk Kosmetik Oriflame. Ecodemica, Vol III, No.2.

Hanum, Zubaidah dan Sahral Hidayat. (2017). Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Sepatu Merek Nike Di Kota Medan. Jurnal Bisnis Manajemen: Volume 6, Nomor 01.

Jadmiko, P. (2018). Peran Penilaian Etis pada Pengaruh Religiusitas terhadap Perilaku Pembelian Ramah Lingkungan. Jurnal Manajemen Universitas Bung Hatta, 13(2), 25-30.

Karina S. Sumolang dan Silvya L. Mandey. (2018). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Sam Ratu-langi Manado Menggunakan Kartu Simpati Telkomsel. Jurnal EMBA Vol.6 No.1.Hal.261-270.

Kuswibowo, C., & Murti, A. K. (2021). Analisis Pengaruh Brand Image, Promotion, Dan Electronic Word of Mouth Terhadap Min- at Beli Pada Aplikasi Online Shop. Jurnal Manajemen Industri dan Logistik, 5(1), 53-
61.

Nur Rohman, Faris dan Hendri Hermawan Adinugraha. (2018). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Kon- sumen Pada Swalayan Mikro Di Kota Sema- rang. Media Trend 13. Hal 68-81.

Mahliza, F., Nugroho, L., & Putra, Y. M. (2021, February). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Pur- chase Decisions at Tokopedia Online Shopping Site. In

IOP Conference Series: Materials Science and Engineering (Vol. 1071, No. 1, p. 012017). IOP Publishing.

Pramulanto, Himawan. (2018). Pengaruh Atribut Produk dan Penetapan Harga Ter- hadap Keputusan Pembelian (Studi Kasus Electroplating Part di PT. Mitrametal Per- kasa). Jurnal Lentera Bisnis Vol.7 No.1.

Sangadji, Etta Mamang dan Sopiah. (2013). Perilaku Konsumen Pendekatan Praktis Dis- ertai Himpunan Jurnal Penelitian. Yogya- karta: CV. Andi Offset.

Saputra, Deni. (2018). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Baut Dalam B2B (Studi Kasus PT. Komoda Indo- nesia).

Suryana, Popo dan Eliyandi Sumar Dasuki. (2013). Analisis Faktor yang Mempengaruhi Keputusan Pembelian dan Implikasinya pada Minat Beli Ulang. Volume 12, No. 2, Desember 2013, Hal. 190–200.

Tjiptono, Fandy dan Diana Anastasia. (2020).

Pemasaran. Yogyakarta: CV. Andi Offset. Widokarti, Joko Rizkie dan Priansa, Donni

Juni. (2019). Konsumen, Pemasaran, Komu- nikasi, Kontemporer. Bandung: CV Pustaka Setia.