Model on New Customer Purchase Decision Toward of Product Quality, Location and Promotion in Electric Cigarette

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Abstract – This research is to find out the Model on New Customer Purchase Decision toward of Product Quality, Location and Promotion in Electric Cigarette. The subjects in this study were new consumers of electric cigarettes who made purchasing decisions at 54 Vape Store. The sample used in this study was 170 respondents. The sampling technique uses purposive sampling. By using a quantitative descriptive approach. Analysis of the data used is statistical analysis in the form of SEM-PLS. The results of this study indicate that Product Quality has a significant positive effect on Purchasing Decisions. Location has a significant positive effect on Purchasing Decisions and Promotion has a positive and not significant effect on Purchasing Decisions

Keywords: Product Quality, Location, Promotion, Purchase Decision, 54 Vape Store

INTRODUCTION

Customer Purchase Decision is a complex process. Purchase Decision usually is related to the behavior, perceptions and attitudes of consumers. Purchase behavior is a key point for consumers to access and evaluate the specific product. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Mirabi et.al., 2015).

The customer purchase decisions as the decisions made about purchasing either products or services from a pet retailer. Consumer purchasing decision process intervenes between the market strategy and the outcomes. The firm can succeed only if consumers see a need that its product can solve, become aware of the products and its capabilities, decide that it is the best available solution, proceed to buy it, and become satisfied with the result of the purchase.

In this case, we can conclude that electric cigarettes/Vape are a substitute for Conventional Cigarettes which may have lower levels of danger. And Vape users, they said that since using vape at least there have been stops and which has reduced from 12 conventional cigarettes to 3/4 stems per day (http://www.rakyatpos.com/).

Cigarettes are still a problem that cannot be taken away in Indonesia. Data from the Ministry of Health shows that the prevalence of smokers in Indonesia at the age of ≥ 15 years increased by 36.3% compared to 1995 at 27%. No wonder Indonesia is the third largest number of smokers in the world after China and India. That is the reason why World No Tobacco Day (HTTS) is celebrated in Indonesia, because it can be a momentum to remind and disseminate to the public about the dangers of smoking and its impact on health (http://sehatnegeriku.kemkes.go.id/2017).

Indra (2015) states that there are several factors that influence a person to smoke, namely, nicotine substances that make someone addicted, friend factors, and psychological factors can feel more focused on doing something or like playing smoke. Based on these factors we can know that quitting smoking is not an easy thing. Therefore, with the increasing number of cigarette problems in Indonesia recently a new trend has emerged, namely the use of e-cigarettes. Electric smoking is one type of phenomenon for the people of Indonesia.

The phenomenon of electric cigarettes or Vape lately has warmed up again. Start on July 1st, 2018 the government plans to set 57% excise on electric cigarette products containing tobacco and its derivatives. This regulation was welcomed by various parties, some of whom disdained but the majority of Vape users welcomed it, because with this regulation, at least the government recognized

the existence of e-cigarettes. So far, many of the cigarette business people are still worried about the sustainability of their businesses. Legal umbrella as a basis for legalizing business in this field is unclear plus the lack of socialization about e-cigarettes to the public (Sompret, 2018). Therefore, new customers are starting to decide to buy the e-cigarettes themselves, because the vape products are very unique and are currently making new users feel confident when carrying it everywhere.

The value of sales of global e-cigarettes is increasing with rapid growth. In 2007, the sales value of this product was still around US $ 20 million and at the end of 2017 it was estimated at US $ 10 billion (https://cnbcindonesia.com.).
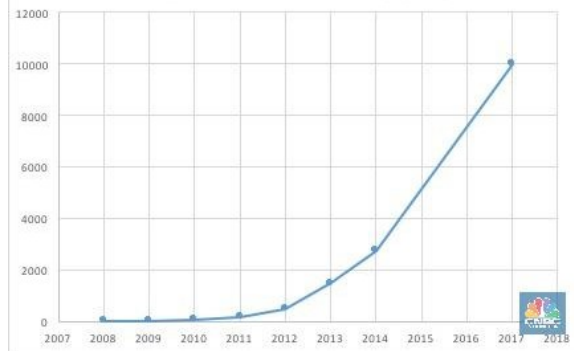
Source: https://cnbcindonesia.com.
Figure 1. Vape Cigarettes Sales

In Indonesia, a number of years have already begun to appear that someone has consumed e-cigarettes, either just to increase popularity or follow trends in the era of globalization and the lifestyles of adolescents affected by the glamorous big cities.

The purpose of sales promotion for e-cigarettes varies greatly (Kotler & Armstrong, 2008); (1) Vape Store can use consumer promotions to increase short-term sales or build long-term market share. (2) The purpose of trade promotions includes making retailers trade new products and giving more space for inventory, making them buy in advance. (3) The objectives include getting more sales force support for current or new products or getting salespeople to find new subscriptions. Examples such as the table below where Vape Store in West Jakarta has a way to introduce and branding the store through social media like Instagram.

Table 1. TOP 8 Vape Stores in West Jakarta

No	Store Name	Followers on Instagram
1.	54 Vape	90,7 K
2.	Vapepackers	29,8 K
3.	Vapezoo Runner	19,3 K
4.	Sarang Vapers	16,9K
5.	juiceboxindonesia	10,2 K
6.	Rumah Vapor Jakarta	8,26 K
7.	Crownvapee	5,78 K
8.	Kutz Vape	813

Source: www.instagram.com (2018)

It is clear that 54 vape have the highest number of Instagram followers among the 8 major vape stores in the West Jakarta area.

The Directorate General (DG) of Customs and Excise of the Ministry of Finance (Ministry of Finance) ensures that the excise tariff for e-cigarettes or vapors will be imposed starting July 1, 2018. Electric cigarette liquids as tobacco products are considered as dangerous as conventional cigarettes. The Head of Sub Directorate of Customs and Basic Prices of the Directorate General of Customs and Excise at the Ministry of Finance, Sunaryo, said that vape excise is set at 57 percent of the retail sale price. The rules are contained in the Minister of Finance Regulation (PMK) Number PMK-146 / PMK.010 / 2017 concerning Excise Tariffs on tobacco products (https://www.republika.co.id).

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The FDA study (BPOM United States) shows the inconsistency of nicotine levels. Even, in an e-cigarette container labeled 0% nicotine or claimed not to contain nicotine, nicotine is still found. The nicotine levels listed on the label do not match and differ significantly from the actual measured levels. Several studies in the world have proven the inconsistency of nicotine levels. Similarly, the results of laboratory testing by the POM on 7 brands of liquid cigarettes sold through cigarette stores and by online. Found 4 brands of which showed the results of positive nicotine levels that were different from those listed on the label, with deviation deviation of 12.8 - 19.8%.

Research Purpose
1. Analyzing the impact of product quality on purchase decision.
2. Analyzing influences decision making Vape Store Location.
3. Analyzing the effect of electric cigarette promotion on purchase decision.

LITERATURE REVIEW
Product Quality

Products are everything that can be offered to the market to satisfy a desire or need, including physical goods, services, experiences, events, people, places, property, organizations, information and ideas Kotler & Armstrong (2018). Quality is a blend of properties and characteristics that determine the extent to which output can meet customer requirements. Looking at the above definition can be concluded that the quality of the product is the consumer's suitability of a product that can be expected and meet their needs.

Product quality is the ability of an item to produce results/performance that are in or in excess of what consumers want (Kotler and Armstrong, 2009). Purchasing decisions are inseparable from how the nature of a consumer (consumer behavior) so that each consumer has different habits in making purchases, such as; 1). Product choices, consumers can make the decision to buy a product or use the money for other purposes. In this case the company must focus its attention on the people who are interested in buying a product and the alternatives they are considering. 2). Choice of Brands, Consumers must make decisions about the brand names to be purchased each brand has its own differences. In this case the company must know how consumers choose a brand. 3). Supplier choice, Consumers must make a decision about which supplier to visit. Each consumer is different in terms of determining the supplier can be due to the location factor that is close, the price is cheap, a complete inventory of goods, convenience in shopping, breadth of places and others. 4). Time of Purchase, consumer decisions in choosing the time of purchase can vary for example there are those who buy every day, once a week, once every two weeks and so forth. 5). Number of purchases, Consumers can make decisions about how many products are will be spent at some time. Purchases made may be more than one. In this case the company must prepare the number of products according to different desires. 6). Payment method. Consumers can make decisions about the method of payment to be made in decision making using products or services. At present purchasing decisions are influenced by not only environmental aspects and family, purchasing decisions are also influenced by the technology used in purchase transactions. 7). Durability, with reference to duration of product can be used. This dimension closely related with reliability. This durability can be seen from product its components which are not easily damaged, although frequently is used, and can function better in long term. 8.) Perceived quality, the image and reputation of the product and also company responsibility to both the things. This dimension closely related with image a brand which is picture or impression have customer to a brand or product.

Location

Location refers to various marketing activities that seek to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers (Tjiptono, 2015). One of the keys to success is location. Choosing a trading location is an important decision for businesses that have to persuade customers to come to the vape store's place to fulfill their needs (Kotler & Keller, 2015). Site selection has a strategic function because it can help determine the achievement of business entity goals. Location selection is an important competitive factor in attracting customers. The first thing to do is to choose the area where the shop will open, then the location. Location is the most dependent store place that can be seen from the average number of people who pass through the store every day, the percentage of the audience who stop by the store. The percentage stops by and then buys as well as the purchase value per sale. The store environment is all things related to the store including: Design, Planning, Color, Music, lighting and aroma in creating impressions and images which can

affect consumers to make purchases. While the environment is all physical characters (products and stores), room relationships (store locations and store products), and other people's social behavior.

Place in the marketing mix is usually referred to as the distribution channel. The definition of a distribution channel is a channel used by producers to distribute these products from producers to consumers or industry users. The distribution channel is important, because the goods that have been made and the price has been determined are still facing problems, which must be delivered to consumers. Distributors can be a tool for companies to get feedback from consumers in the market (Jabir et.al., 2013).

(Tjiptono, 2007) explains that there are factors in the selection of places or locations, in this study the location indicators used in the selection of places or locations are: Access, traffic, Visibility.

Promotion

Promotion is a marketing activity that is commonly carried out by marketers to provide information on a product and encourage consumers to purchase the product. This activity is an activity that is as important as the third above, both product, price and distribution. In this activity each company strives to promote all its service products, both directly and indirectly. Without promotion, don't expect customers to get to know the products or services offered. Therefore promotion is the most powerful means to attract and retain consumers. One of the goals of corporate promotion is to inform all types of products offered and try to attract new prospective customers. There are at least four types of promotional facilities that can be used by every company in promoting both products and services (Jabir, 2012).

There are so many ways and media promotion, even the promotion method always develops from time to time. Lay people often hear and read promotions, both promotions in the form of print media, billboards, billboards, radio, television, and the internet. Those who have interests that are in accordance with the advertisement or promotion generally will read the information in the promotion for longer (www.maxmanroe.com).

The purposes for which Promotion is used (Kotler and Armstrong, 2004) are; attract new buyers, give a gift or award to consumers or existing customers, increase the purchasing power of old customers, avoid consumers of the array to other stores, popularizing the brand / increasing loyalty, increase short-term sales volume and expand long-term market share, three advantages of using sales promotion (Kotler, 2013) are; communication, sales promotions bring attention and direct consumers to the product; incentives, sales promotions can make certain contributions that add value to consumers; invitations, sales promotions can invite consumers to make transactions now spontaneously or make impulsive purchases.

There are three main classifications of sales promotions (Tjiptono, 2015);
1) Consumer promotions, including: Product Coupons, free samples, premiums, gifts, sweepstakes and so on.
2) Trade promotions, including: Cash discounts, merchandise, equipment assistance, specialty advertising, or other incentives for retailers or wholesalers.
3) Promotion of salespeople, such as sales contests.

Promotion planning must take into account the type of market, the purpose of sales promotion, the conditions of the partnership, and the cost effectiveness of each unit in the form of:
1) Samples. These are miniature products that are distributed free of charge. Samples are provided with the aim of introducing products to consumers to prove product quality.
2) Coupons or Voucher. The right of discount to the holder so that it saves the purchase of certain products and is valid for a predetermined period of time.
3) Premiums. Goods offered at very low prices or sometimes free when purchasing certain products so that it attracts buyers to repurchase company products, stimulates the urge to buy, encourages consumers to change brands, and limits the competition space of competitors. Premiums may be in packs (in pack), outside packaging (on-pack), or by post. Indicators that characterize the promotion (Hidayat, 2013); face to face sales, advertising, sales promotion, public relation, direct marketing.

Purchase Decision

A product can be said to have been consumed or used if the consumer has decided to buy a product. The decision to buy a product is strongly influenced by the value of the product that the

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consumer has evaluated. If consumers feel the benefits are greater than the sacrifice to obtain a product, the consumer's desire to buy the product is increasing. Conversely if consumers feel the benefits are smaller than the sacrifice so that most consumers refuse to buy again and usually move to evaluate other similar products.

The purchase decision process is a behavior that must be done to be able to reach the target, and thus can solve the problem, in other words the process of solving a problem directed at the target. The specific purchasing decision process consists of the following sequence of events: introduction to the problem of need, information seeking, evaluation of alternatives, purchasing decisions and post-purchase behavior. In detail these stages can be described as follows: Problem Recognition, Information seeking, Alternative Assessment, Purchase Decision, Post-Purchase Behavior (Sagala, 2017).

The process of purchasing by consumers begins when the buyer recognizes a need or problem. These needs can be caused by internal or external stimuli. Internal stimulation, occurring in one of the general needs of a person (such as hunger and thirst) has reached a certain threshold and begins to become a driver. While external stimulation, one of which occurs because someone is watching an advertisement or seeing a neighbor's new product. After consumers are aroused by their needs, consumers will be encouraged to seek more information. People are more sensitive to product information. Next, people start actively seeking information: ask friends, go to the store to find out or browse the internet to compare the specifications and prices of goods. Evaluations generally reflect beliefs and attitudes that affect their buying behavior. A person's beliefs about a product or brand influence their purchasing decisions.

In a case of purchase, consumers can take several sub-decisions, including brands, price, suppliers, amount, time of implementation and payment methods. For products that are complex, they will require careful consideration before deciding on a purchase, whereas for simple products such as daily needs, consumers tend to be easier to decide to buy.

Hypothesis:
H_1 : There is an influence between Product Quality toward Purchase Decision
H_2 : There is an influence between Location toward Purchase Decision
H_3 : There is an influence between Promotion toward Purchase Decision

METHODS

The population of this research is a new customer at store 54 Vape Tanjung Duren, West Jakarta, with total amount of respondent 170.

RESULT and DISCUSSION

Table 2. Convergent Validity Test Results (Outer Loading)

Variable		Start	Final
	X1.1	0.619	
	X1.2	0.567	
	X1.3	0.687	0.777
	X1.4	0.661	
	X1.5	0.707	
Product Quality	X1.6	0.570	
	X1.7	0.698	0.806
	X1.8	0.681	0.822
	X1.9	0.758	0.798
	X1.10	0.697	
	X1.11	0.704	
Location	X2.1	0.599	
	X2.2	0.652	

	X2.3	0.692	
	X2.4	0.664	
	X2.5	0.736	0.751
	X2.6	0.713	0.748
	X2.7	0.771	0.804
	X2.8	0.710	0.754
	X2.9	0.781	0.784
	X2.10	0.611	
	X2.11	0.722	0.759
	X3.1	0.744	
	X3.2	0.836	0.837
Promotion	X3.3	0.792	0.852
	X3.4	0.791	0.847
	X3.5	0.496	
	X3.6	0.621	
	Y1.1	0.788	0.821
	Y1.2	0.733	0.788
Purchase Decision	Y1.3	0.709	0.783
	Y1.4	0.728	
	Y1.5	0.742	0.662

Based on the results of the initial iteration it is found that the indicator X3.6, has a loading factor value below 0.50 then it must be dropped from the model because the indicator is invalid. After modifying the model, the final iteration results show that all indicators have a loading factor value above 0.50 so it can be said that the indicator is valid (significant).

Because there is no convergent validity problem, the next step to be tested is the problem related to discriminant validity. In discriminant validity testing, reflective indicators can be seen in the cross loading between the indicator and its construct. An indicator is declared valid if it has a loading factor to other constructs. Thus, latent constructs predict indicators in their blocks better than indicators in other blocks.

Table 3. Discriminant Validity Test Results (Cross Loading)

	Product Quality	**Location**	**Promotion**	**Purchase Decision**
X1.3	0.777	0.519	0.489	0.720
X1.7	0.806	0.530	0.602	0.542
X1.8	0.822	0.508	0.605	0.559
X1.9	0.798	0.678	0.837	0.580
X2.5	0.499	0.751	0.588	0.464
X2.6	0.521	0.748	0.586	0.566
X2.7	0.513	0.804	0.534	0.517
X2.8	0.537	0.754	0.520	0.424

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X2.9	0.571	0.784	0.599	0.455
X2.11	0.572	0.759	0.568	0.502
X3.2	0.798	0.678	0.837	0.580
X3.3	0.563	0.553	0.852	0.533
X3.4	0.615	0.637	0.847	0.561
Y1.1	0.559	0.536	0.583	0.821
Y1.2	0.573	0.507	0.542	0.788
Y1.3	0.699	0.475	0.438	0.783
Y1.5	0.479	0.451	0.471	0.662

The consumer's decision to buy a vape is caused by the benefits of e-cigarettes that can make consumers reduce their consumption than conventional cigarettes. This was indicated by a figure of 0.822. Other factors that influence the consumer's decision to buy a vape are influenced by a diverse and stylish vape design so that it seems contemporary and interested by young people. This is indicated by a figure of 0.806. In addition to a unique and stylish design, vape products from 54 vape stores also have attractive designs with various shapes and sizes as well diverse colors. This was indicated by a figure of 0.798. The quality of the raw material of the product also influences the consumer's buying decision on vape. Having a quality that meets market standards and is safe when used is a guarantee for the users of the vape itself. This is indicated by a number of 0.777.

Table 4. Discriminant Validity Test Results (Fornell Larcker)

	X 1	X 2	X 3	Y
X 1	0.671			
X 2	0.762	0.698		
X 3	0.856	0.846	0.723	
Y	0.890	0.643	0.663	0.740

The loading factor values for each indicator of each latent variable have a loading factor value that is greater than the loading value when connected with other latent variables. This means that each latent variable does not yet have good discriminant validity, therefore the indicator variables that have the smallest value must be removed from the model and the indicator variables that are omitted, namely: X1.1, X1.2, X1.4, X1.5 , X1.6, X1.7, X1.10, X1.11, X2.1, X2.2, X2.3, X2.4, X2.10, X3.1, X3.6 and Y1.4.

Table 5. Discriminant Validity Test Results (Fornell Larcker) (Modified)

	X 1	X 2	X 3	Y
X 1	0.801			
X 2	0.697	0.767		
X 3	0.783	0.739	0.846	
Y	0.762	0.642	0.661	0.766

After modifying the construct contained in the modeling, some loading factor values for each indicator of each latent variable already have a loading factor value that is not the greatest compared to the loading value if it is associated with other latent variables. This means that each latent variable has a good discriminant validity where some latent variables still have gauges that are highly correlated with other constructs.

Table 6. Average Variance Extracted (AVE) Test Results

Variable	Average Variance Extracted (AVE)
X 1	0.641
X 2	0.588
X 3	0.715
Y	0.587

The square root of Average Variance Extracted (AVE) for each construct is greater than the correlation between one construct and the other constructs in the model, from the AVE value, the construct in the estimated model meets the discriminant validity criteria.

Table 7. Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's Alpha	Composite Reliability
X 1	0.815	0.877
X 2	0.861	0.896
X 3	0.801	0.883
Y	0.763	0.849

The results of composite reliability and cronbach's alpha testing showed satisfactory values, namely all latent variables have been reliable because all values of latent variables have composite reliability and cronbach's alpha values ≥ 0.70. So it can be concluded that, the questionnaire used as a research tool has been consistent.

The value of R-square (R^2) or the coefficient of determination is 0.606. This means that 60.6% variation or interest in visiting is influenced by Product Quality, Location and Promotion while the remaining 39.4% is explained by other factors.

Structural Goodness of Fit Model Testing on the inner model uses predictive relevance Q^2 = 0.606. This means that 60.6% of the variation in the Purchase Decision variable (dependent variable) is explained by the variables used, thus the model is said to be feasible to have the relevant predictive value.

Table 8. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
PQ -> PD	0.573	0.575	0.089	6.467	0.000
Loc -> PD	0.188	0.193	0.084	2.242	0.025
Promo -> PD	0.074	0.068	0.104	0.712	0.477

- Product Quality has a positive and significant effect on Purchase Decision, because T-statistic> T-table (6,467> 1.96) so that the hypothesis is accepted, meaning Product Quality can be a reason for Purchase Decision for consumers.
- Location has a positive and significant effect on Purchase Decision, because T-statistics> T-table (2,242> 1.96) so that the hypothesis is accepted, meaning that Location can be a reason for Purchase Decision for consumers.
- Promotion has a positive and not significant effect on Purchase Decision, because the T-statistic <T-table (0.712 <1.96) so that the hypothesis is rejected, but if this research is carried out elsewhere using the same variable then there is the possibility of a significant influence.

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There is a positive and significant influence in the relationship between Product Quality and Purchase Decision. The positive path coefficient indicates a direct relationship, where the better the Product Quality at 54 Vape Store, the greater the consumer will make a Purchase Decision. This is in line with research conducted by (Fitrajaya, 2019) which says that the product concept is very broad and includes not only natural products and services, but also the experience, people, places, property rights, businesses or organizations, information and ideas. Product is the determinant of Purchasing Decision Purchasing decisions are the process of selecting consumer choices from various alternatives that exist for the product that best suits the desired needs (Putra, 2017).

There is a positive and significant influence in the relationship of Location to Purchase Decision. The positive path coefficient value indicates a direct relationship, where the easier the location of the 54 Vape Store, the greater the consumers who make a Purchase Decision. The results of this study are consistent with research conducted by (Andreti et al, 2018). Sometimes referred to as distribution, including company activities that are used to ensure the availability of products that will be sent to consumers in the right amount at the right time in the right place. Refers to how to place products and services within the reach of consumers.

The promotion has a positive and not significant effect on Purchase Decision. This shows that Promotion at 54 Vape Store does not really affect Purchase Decision. Although the promotion does not have a significant effect, it does not prevent consumers from making purchasing decisions at 54 Vape Store. This is in line with research conducted by Natalia and Mulyana (2014), which states that promotion/advertising is not taken into account by consumers.

CONCLUSSION

There is a positive and significant influence in the relationship between Product Quality and Purchase Decision. The positive path coefficient indicates a direct relationship, where the better the Product Quality at 54 Vape Store, the greater the consumer will make a Purchase Decision.

There is a positive and significant influence in the relationship of Location to Purchase Decision. The positive path coefficient value indicates a direct relationship, where the easier the location of the 54 Vape Store, the greater the consumers who make a Purchase Decision.

The promotion has a positive and not significant effect on Purchase Decision. It means that Promotion at 54 Vape Store does not really affect Purchase Decision.

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