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FACTORS AFFECTING THE PURCHASE DECISION OF PEARL OYSTER SHELL CRAFTS IN AMBON CITY

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Abstract: This study aims to empirically examine the effect of price on purchasing decisions, the effect of product quality on purchasing decisions and the effect of promotional quality on purchasing decisions of pearl oyster shells in Batu Merah Village, Ambon City. This research is an empirical research, with the sampling technique used is purposive sampling. The analysis technique used is multiple linear regression analysis where the hypothesis test uses t-statistical test to test the partial regression coefficients and the F-statistical test to test the effect together or simultaneously with a confidence level of 0.05 or 5%. The test results show the price variable (X_1) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show a coefficient value of 0.570 with a significant value above 0.05. The product quality variable (X_2) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show the coefficient value of 0.132 with a significant value above 0.05 and the promotion quality variable (X_3) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show the coefficient value of 0.153 with a significant value above 0.05.

Keywords: Price, Product Quality, Promotion Quality, Purchase Decision

INTRODUCTION

Pearl shell crafts cannot compete with similar industries in the country as a result of the unavailability of quality documents that guarantee standardization and product, lack of provision of trained human resources through structured education and training activities to produce handicraft products that are in accordance with the desired skill segment, limited marketing area due to lack of access to information and promotions, large variety of products with small production capacity because the production process is still based on orders and has not been in continuous production and the distribution chain of raw materials is too long so the price buy at the craftsman level is too high. From the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. In situation In some cases, consumers are very price sensitive (eg, elastic demand), so that relatively high prices compared to competitors may eliminate the product from consumers' consideration. Traditionally, price is one of the main components in marketing performance. In this study, price is defined as a person's ability to evaluate an item with a unit of measurement in rupiah to be able to buy the product offered. According to

Stanton (quoted by Basu Swastha, 2000) price is the amount of money (plus some products if possible) needed to get a number of combinations of products and services. Meanwhile, according to Kotler and Armstrong (2001) price is the amount of value charged for a product, or the sum of the values exchanged by consumers for the benefits of owning or using the product.

One of the advantages in this competition, especially the quality of products that can meet consumer desires. If it does not meet the specifications, the product will be rejected. Even if the product is still within the tolerance limits that have been determined, the product should be noted to avoid a bigger error in the future. The increasingly critical condition of customers in terms of quality also forces companies to be able to maintain and improve the quality of their products in order to avoid claims or dissatisfaction of the company's customers in order to compete with other similar companies. Kotler & Armstrong (2008) say that product quality is a potential strategic weapon to beat competitors. So only companies with the best product quality will grow rapidly, and in the long run these companies will be more successful than other companies.

Promotion is an important factor in realizing the sales goals of a company. In order for consumers to be willing to subscribe, they must first be able to try or research the goods produced by the company, but they will not do this if they are not sure about the goods. This is where the need to hold a targeted promotion, because it is expected to have a positive influence on increasing sales (Sugiyono, 2013). With the promotion of the company can communicate the product to consumers. The advantages of the product can be known by consumers and can make consumers interested in trying and then will make a decision to buy a product. So promotion is one of the important aspects in marketing management because promotion can make consumers who were originally not interested in a product can change their minds and become interested in the product. Purchasing decisions are consumer decisions regarding preferences for brands in the choice set (Kotler, 2005). In this study, purchasing decisions are defined as a process in which consumers recognize their needs, seek information about appropriate products and make decisions about which products to buy and use.

The master plan for the development of small and medium industries in Maluku Province in 2021, informs that small industries which are included in the handicraft industry group (formal and non-formal) in Maluku Province amount to 5,107 business units with an investment value of Rp.68,169,595,000 which absorb a workforce of 24,112 people. Based on the 2018 Ambon City Industry Service strategic plan, it is known that the number of (formal) craft industry groups in Ambon City is 30 business units with an investment value of IDR 1,269,000,000 with a workforce of 171 people. One of the products of the original handicraft industry of Maluku Province which is currently in demand by the public is the pearl shell craft industry and is one of the superior products of Maluku Province, especially Ambon City. This industry has existed and developed in Ambon City but its existence has not made a real contribution to the regional economy, this is proven by only 3 formal business units with 40 workers from 30 craft industry business units in Ambon City.

RD. Abdullah was founded in 1996 by Mr. Husein also located in Batu Merah Village with 8 employees with an average high school education. The total initial investment for its establishment is Rp. 60,000,000 with the types of products produced, namely wall decorations, plaques, graphics and brooches. CV. Mutiara was officially founded by Mr. Hamis Bugis on July 1, 1993, located in Batu Merah village, Ambon City, the number of employees is 12 people with an average high school education with an initial investment of Rp. 25,000,000 with the types of products produced, namely wall decorations, plaques, graphics and brooches. In the production process, this industry uses pearl shells as raw material imported from Dobo City, Aru Regency whose distribution chain starts from the

producer and is then purchased by the first buyer and then sold to the second buyer and purchased by the craftsmen.

The products produced by this industry are pearl shell souvenirs in various forms and various motifs (Siwabessy, 2009). In its development, the pearl shell industry in Ambon city is still unable to compete with the pearl shell industry in Indonesia. Siwabessy, (2009) which states that from a financial and technical point of view the pearl shell craft industry is feasible but in terms of product quality, this industry is unable to compete with the pearl shell industry in other areas such as Bali and NTB. Besides that, in terms of the price of pearl shell crafts in Ambon City, it is much higher than other areas, this causes people's purchasing power to decrease. Seashells as the basic material for making wall decorations, so far they have been supplied from Dobo, Southeast Maluku and Bau-Bau, Southeast Sulawesi. Availability is often intermittent so that it affects the availability of stock in stores. In each wall decoration, various types of shells are used, including pearl shells, mabe shells, jape-jape shells and various types of conch.

The quality of pearl shell craft products in the city of Ambon is still less competitive with products in Indonesia. Siwabessy in 2009 which stated that in terms of quality of pearl shell craft products in Ambon city were less competitive with other regions such as Bali and NTB. In terms of performance, features, product suitability, product durability, reliability, usability, aesthetics and perceived quality, it is not so good when compared to pearl shell crafts in Bali and NTB. Pearl clamshell handicrafts in Ambon City are not well known nationally, this indicates that the promotion of Ambon City pearl shells is not so good, the government and companies are not promoting the Pearl clamshell handicrafts in print and electronic media which causes a lack of information to the public about pearl shell crafts in Ambon City.

LITERATURE REVIEW
Influence of Price on Purchase Decision
Philip Kotler (2005) price is one element of the marketing mix that generates revenue, the other elements generate costs. Price is the most adaptable element of the marketing mix, product features, channels, and even promotions take more time. Research conducted by Erika Putri Pratiwi in 2010 with the title "Analysis of the influence of product quality, brand, and price on consumer purchasing decisions for Yamaha Jupiter Z motorcycles" resulted in the conclusion that price affects purchasing decisions.

The results of research conducted by Aphani Awyli (2013) with the title "The effect of price and product quality on local mobile phone purchasing decisions (a case study on consumers of local Qwerty cellphone products with the brands Cross, HT, Mito and Vitel at a cellphone sales center in Yogyakarta)" resulted in the conclusion that the price has a positive and significant influence on purchasing decisions. Price has a positive and significant influence on purchasing decisions. Producers must be able to determine prices well because prices affect purchasing decisions, prices can retain consumers or add new consumers (Susanto, 2013)

H_1 : Price affects purchasing decisions

Effect of Product Quality on Purchase Decisions
In this study, product quality is defined as a consumer's assessment of the attributes in a product that will meet their needs and benefit them. Quality is also the dominant thing to sell to consumers. Gaspersz (2001) states that full attention to quality will have a positive impact on business in two ways, namely the impact on production costs and the impact on revenue. In 2011 Graha researched about "Analysis of factors that influence purchasing decisions of ABC brand sweet soy sauce". The results of the study stated that product quality

was one of the variables that had a positive effect on purchasing decisions. Bekti Setwati 2006 researched on "The influence of product quality and promotion on purchasing decisions of rambak dwijoyo crackers in Penanggulan Village, Pengandon District, Kendal Regency" resulting in the conclusion that product quality has an effect on buying decision.

Product quality is closely related to marketing performance, good quality will support marketing performance and make consumers loyal to a product. Companies must be able to provide quality in accordance with the wishes and needs of consumers, this is done so that companies can compete with other companies (Viravan, 2013).

H_2 : *Product quality affects purchasing decisions*

The Effect of Promotional Quality on Purchase Decisions

As a component of the marketing mix, the role of promotion in influencing purchasing decisions cannot be underestimated. In this study, promotion is defined as a persuasive communication by producers to attract consumers to buy its products. According to William G. Nickles (quoted by Basu Swastha, 2000) promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Dyah Tri Widarti (2010) with the research title "The Influence of Market Orientation and Promotion Quality on Purchase Decisions (Case Study In Tofu Making Industry Center, Sragen District, Sragen Regency)" resulted in the conclusion that the quality of promotion has a positive and significant influence on purchasing decisions.

Adhitya Pradana (2010) with the title "Analysis of the influence of price, product quality, product design and promotion on Toyota car purchasing decisions (study on Toyota Avanza car buyers in Semarang)" resulted in the conclusion that promotion had an effect on purchasing decisions. The main purpose of promotion is to influence and persuade and remind target customers about the company and its marketing mix, therefore in order to remain competitive, producers are more aggressively promoting their products so that consumers can remember a product (Ahmadi, 2008).

H_3 : *Promotion quality affects purchasing decisions*.

RESEARCH METHODS

Population, Sample and Sampling Technique

Population is all values, both the results of calculations and measurements, both quantitative and qualitative, rather than certain characteristics regarding a complete and clear group of objects. Suharsimi Arikunto (2014), The population is people who have bought pearl shell crafts in Ambon City.

The sample is part or representative of the population studied (Suharsimi Arikunto, 2014). The sampling technique used is non-probability sampling, which is a sampling technique that does not provide equal opportunities for each element of the population to be a sample. Because the population is unknown, the formula for determining the minimum sample is :

$$n = \frac{Z^2}{4(Moe)^2}$$

Information :

n   = Number of samples

Z   = Normal distribution level at 5% significance level = 1.96

Moe = *Margin Off error*, which is the maximum level of sampling error that can still be tolerated

Besides that, the error rate is 10% and Z is 1.96 and for the 95% confidence level, the number of samples can be seen as follows :

$$n = \frac{1,96^2}{4(0,10)^2} \qquad n = \mathbf{96,04}$$

Based on the calculation results, the minimum number of samples is 96 samples. The sample is determined to be 100 respondents.

Sampling technique using purposive sampling method, namely the technique of determining the sample with certain considerations (Sugiyono, 2007). The considerations taken in determining the sample are:

1) People who have bought pearl shell crafts.
2) Age 20-50 Years Have a job

Operational Definition
Research variable

According to Sugiyono (2007), research variables are anything that can distinguish or brings variation to the value. This study uses two variables, namely:

a) Independent variable

The independent variable denoted by "X" is a variable that affects the dependent variable, both positive and negative, the independent variables in this study are:

1) Price (X_1)

Price is the amount of value charged for a product, or the sum of the value that consumers exchange for the benefits of owning or using the product (Kotler and Armstrong, 2001).

2) Product Quality (X_2)

Product quality is anything that can be offered to a market for attention. Purchased and used or consumed that can satisfy a want or need (Kotler and Armstrong, 2001)

3) Promotional Quality (X_3)

Promotional quality is a kind of communication that provides explanations and convinces potential consumers about goods and services with the aim of getting attention, educating, reminding and convincing potential consumers (Alma, 2006).

b) Dependent variable.

The dependent variable is the variable that is the main focus of the researcher's attention. The nature of a problem is easy to see by looking at the various dependent variables used in a model. The variability of these factors is what one researcher is trying to explain. In this research, the dependent variable is the purchase decision (Y). Purchasing decisions are consumer decisions regarding preferences for brands in the choice set (Kotler, 2005).

Data Analysis Method
Data Quality Test

To ensure that the measurements used are the right measurements in this study, the researchers tested the quality of the data. The data quality test resulting from the use of the instrument can be evaluated through the reliability and validity test of the data. This test is intended to determine the consistency and accuracy of the data collected from the use of the instrument.

Classic assumption test

Classical assumption test is needed to find out whether the regression estimation results are completely free from heteroscedasticity symptoms, multicollinearity symptoms, and autocorrelation symptoms. Tests carried out include:

1) Normality test using *one sample Kormogorov Smirnov*, histogram graph and *p-plot* graph
2) Heteroscedasticity test using a scatterplot graph.
3) Multicollinearity test using *tolerance* value and *Variance Inflation Factor* (VIF)

Data Analysis Method
Regression testing is described in two forms as follows :
$Y = a+b_1X_1+b_2 X_2+ b_3 X_3+e$
Information :
Y   = Consumer purchasing decisions
a   = Constant
b_1b_2 = Coefficient regresi
X_1 = Harga
X_2 = Kualitas Produk
X_3 = Kualitas Promosi
e   **=** Error (residual)

RESULTS AND DISCUSSION
Testing Data Quality
Testing Data Validity

Table 1. Validity Test Results

Variable Study	Amount Indicator	*Pearson Correlation*	*Sig*
Price (X_1)	3	0,827**- 0,929**	0,00
Product Quality (X_2)	8	0,804**- 0,920**	0,00
Promotion Quality (X_3)	3	0,750**- 0,818**	0,00
Buying Decision (Y)	4	0,913**- 0,946**	0,00

Source : Results of primary data processing

sThe results of the validity test in the table above show a positive correlation and are above the minimum limit of 0.30 and a significant level at the 0.00 level. These results indicate that the statements measuring the variables of this study are valid.

Data Reliability Test
Table.2. Reliability Test Results

Variable	Mark Cronbach Alpha	*Amount Indicator*
Price (X_1)	0,866	3
Product Quality (X_2)	0,944	8
Promotion Quality (X_3)	0,795	3
Buying Decision (Y)	0,945	4

Source : Results of primary data processing

The results of testing the reliability of the data in the table above show the value of the Cronbach's alpha coefficient for all variables is not less than the minimum limit value of

0.60. This concludes that the indicators for each variable are categorized as reliable or reliable. Thus the measurement of the instrument, both validity and reliability, is valid and reliable so that it can be used in further analysis.

Classical Assumption Testing
Normality Test Results

Table 3. Normality Test Results (Kormogolov Smirnov Model)
One-Sample Kolmogorov-Smirnov Test

X_1		X_2	X_3	Y
N	96	96	96	96
Test Statistic	0,566	0,488	0,654	0,346
Asymp. Sig. (2-tailed)	$0,102^c$	$0,097^c$	$0,116^c$	$0,083^c$

Source: Results of primary data processing

The results of the normality test using the K-S model above, it can be seen that the value of the Kolmogorof Smirnov test of the price variable (X_1) is 0.566 with a significant value of 0.122, which is significantly above the significance value of 0.05. The product quality variable (X_2) has a Kolmogorof Smirnov test value of 0.488 with a significant value of 0.097 which is significantly above the 0.05 significance value. Promotional quality variable (X_3) the Kolmogorof Smirnov test value is 0.654 with a significant value of 0.116 which is significantly above the 0.05 significance value and the purchasing decision variable (Y) the Kolmogorof Smirnov test value is 0.346 with a significant value of 0.083 which is significantly above significance value of 0.05. This means that the residual values of all variables are normally distributed or meet the classical assumption of normality.

Multicollinearity Test Results
Table 4. Multicollinearity Test Results

Model		*Collinearity Statistics*	
		Tolerance	VIF
1	(*Constant*)		
	Harga ()	0,760	1,315
	Kualitas Produk (X_2)	0,739	1,353
	Kualitas Promosi (X_3)	0,913	1,095

Source: Results of primary data processing

Based on the table above, it can be seen that the tolerance value of the independent variable price variable (X_1), product quality variable (X_2), promotional quality (X_3) tolerance value is more than 0.10 which means that there is no correlation between independent variables. In addition, the results of the calculation of the Variance Inflation Factor (VIF) value show the same thing, where none of the independent variables has a VIF value of more than 10. Thus, it can be concluded that the existing regression model does not occur multicollinearity between independent variables. Because the model requirements are said to not occur multicollinearity if the tolerance value > 0.1 and VIF < 10.
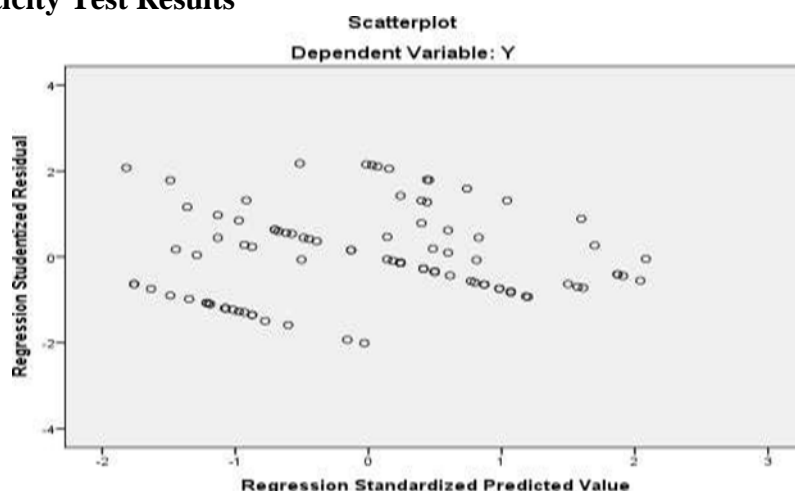
Heteroscedasticity Test Results

Figure 1. Heteroscedasticity Test Results (Scatterplot Graph)

Based on the scatterplot graph above, it appears that the distribution of the data does not form a clear pattern, the data points spread above and below the number 0 on the Y axis. This indicates that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Test

Testing the hypothesis using multiple linear regression analysis related to the influence of government accounting standards, the role of internal audit and internal control systems on the quality of local government financial reports in the Maluku Provincial Government, obtained the following results:

Table .5. Multiple Linear Regression Test Results (T-Test, F-Test and R^2 Test)

Variabel	*Koefisien*	t	*P-value*
(*Constant*)	3,533	1,929	0,057
Price (X_1)	0,570	4,373	0,000
Product Quality (X_2)	0,132	2,967	0,004
Promotion Quality (X_3)	0,153	2,112	0,009
R^2	0,728	-	-
R Squere	0,594	-	-
Adjusted R Squere	0,574	-	-
F Model	19,956	-	-
Sig	0,000	-	-

Source : Results of primary data processing

From the results of the statistical t test in the table above, for testing the hypothesis of this study it can be seen that the price variable (X_1) is positively related (0.570) with a significant value of 0.000 and if it is measured by a significant degree used is 0.05, it can be concluded that there is an influence significant positive of the price variable (X_1) on the purchasing decision variable (Y) so that the hypothesis proposed in this study is accepted. Furthermore, the product quality variable (X_2) is positively related (0.132) with a probability value of 0.000 and if it is measured by the significant degree used is 0.05, it can be concluded that there is a significant positive effect of the product quality variable (X_2) on the purchasing decision variable (Y). so that the hypothesis proposed in this study is accepted. Furthermore, the results of the statistical t-test in the table above also show that the promotion quality

variable (X_3) is positively related (0.153) with a probability value of 0.009 and if it is measured by the significant degree used is 0.05, it can be concluded that there is a significant influence on the quality variable. promotion (X_3) on the purchasing decision variable (Y) so that the hypothesis proposed in this study is accepted.

The coefficient of determination can explain the dependent variable if (R^2) > 50%. In this study, the value of the coefficient of determination (R^2) was 0.728 (72.8%). So it can be said that 72.8% of the variance of the dependent variable (Y), namely the purchase decision is explained by the independent variable (X), namely price, product quality and promotion quality. While the remaining 27.2% is influenced by other variables outside the model. Likewise, it can be seen from the adjusted R^2 value which is 0.574 (57.4%) which means that the dependent variable that can be explained by the independent variable is 57.4% while the remaining 42.6% is explained by other variables not included in the regression model. The f model test in the table above shows the calculated f value is 19,956 with a significant probability level of 0.00 (0%). The significant probability value is much smaller than 0.05 or 5% so that it is concluded that the regression model can be used to predict the independent variable X, namely price, product quality and promotion quality on the purchasing decision variable (Y).

Classical Hypothesis Discussion
Influence of Price on Purchase Decision

The first hypothesis proposed in this study is that price has an effect on purchasing decisions. The results of hypothesis testing through the statistical t test that were carried out previously showed that the price variable (X_1) was positively related (0.570) with a significant value of 0.000 and if measured by the significant degree used was 0.05, it could be concluded that there was a positive and significant effect on the price variable (X_1) on the purchasing decision variable (Y) so that the hypothesis proposed in this study is accepted. The results show that there is a positive relationship between price and purchasing decisions. This shows that the relationship between the two is unidirectional where the better the price attached to the product, the better will also have an impact on the increasing decision to purchase the product Conversely, if the price of the product is not in accordance with the product, it will also have an impact on decreasing consumer purchasing decisions for the product in question. In addition, there is a significant influence between price and purchasing decisions, meaning that product quality has a major influence on consumer purchasing decisions.

Price has a very important role in influencing consumer decisions in buying products, so the price variable will determine the success of marketing a product. These results indicate that price is a key element and has a major influence on the marketing mix, because in addition to price generating revenue for the company, price is also a factor that is usually considered by consumers in making decisions to buy or not to buy. Therefore, when the price set on a product is based on good product quality, it has implications for the greater consumer's decision to buy the product in question. the lower the consumer makes the decision to buy or own the product in question. These results support the research conducted by Rahayu (2018) with the title of research on the analysis of the factors that influence consumers' decisions to purchase houses at the Crown Property Agency Medan. The results of his research stated that the price factor had a significant effect on home buying decisions at the Crown Property Agency Medan. Likewise with other studies, namely those conducted by Triyanto (2014) who conducted a study with the title of marketing mix factor analysis on purchasing decisions at the Seyegan Sport Shop, Sleman, Jogjakarta. The results of his research prove that the price factor has a significant effect on purchasing decisions at the Seyegan Sport Sleman Jogjakarta store.

Effect of Product Quality on Purchase Decisions

The second hypothesis proposed is that product quality (X_2) has an effect on purchasing decisions. The results of hypothesis testing through statistical t-test show that the product quality variable is positively related (0.132) with a probability value of 0.000 and if it is measured by the significant degree used is 0.05, it can be concluded that there is a positive and significant effect of the product quality variable (X_2) on the decision variable. purchase (Y) so that the hypothesis proposed in this study is accepted. The results show that there is a positive relationship between product quality and purchasing decisions, which means that the relationship is unidirectional. That is, the better the quality of a product, the higher the consumer's purchasing decisions for the product. On the other hand, if the quality of a product decreases, the impact on consumer purchasing decisions will also decrease. In addition, there is a significant influence between product quality and purchasing decisions, meaning that product quality has a major influence on purchasing decisions.

The product is one of the important aspects in the marketing mix variable. A good product will certainly influence consumer purchasing decisions. Product is also one of the variables that determine success in the activities of a business, because without a product a company cannot carry out activities to achieve the expected results. Many competitors in the business world require a product that is different from each other and or the same. The product of a company must have an advantage or advantage over products produced by other companies, in this case competing companies. A product cannot be separated from the name of satisfying consumer needs and desires which lead to consumer purchasing decisions. A product also cannot be said to have selling value, if the product is not attractive to consumers. Therefore, the quality of a product greatly affects the interest of consumers to make purchasing decisions. These results support the research conducted by The results of this study support the research conducted by Andini (2012) who conducted a study with the title analysis of the factors that influence purchasing decisions for the Hyundai i20 car. The results of his research stated that product quality had a significant positive effect on purchasing decisions for the Hyndai i20 car. In addition, other studies that support these results are those conducted by Dinawan (2016). Research with the title Analysis of factors that influence purchasing decisions Yamaha Mio at PT. Harpindi Jaya Semarang. The results of the research show that the product has a positive and significant effect on purchasing decisions.

The Effect of Promotional Quality on Purchase Decisions

The third hypothesis proposed is that the quality of promotion (X_3) has an effect on purchasing decisions. From hypothesis testing through t-statistical testing, it shows that the promotion quality variable is positively related (0.153) with a probability value of 0.009 and if it is measured by the significant degree used is 0.05, it can be concluded that there is a positive and significant influence on the promotion quality variable (X_3). on the purchasing decision variable (Y) so that the hypothesis proposed in this study is accepted. The results show that there is a positive relationship between promotion quality and purchasing decisions, which means that the relationship is unidirectional. That is, the better the quality of promotions carried out on a product, it will also have an impact on the higher consumer purchasing decisions for the product. On the other hand, if the promotion quality of the product in question decreases, it will also have an impact on decreasing consumer purchasing decisions. In addition, there is a significant influence between the quality of promotions and purchasing decisions, meaning that the quality of promotions has a major influence on purchasing decisions.

Promotion is one of the determining factors for the success of a marketing program. No matter how quality a product is, if consumers have never heard of it and are not sure that the product will be useful to them, then they will never buy it. In essence, promotion is a

form of marketing communication. What is meant by marketing communications are marketing activities that seek to disseminate information, influence/persuade and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. The main purpose of promotion is to inform, influence and persuade. and reminding target customers about the company and its marketing mix. Therefore, if the promotion of a product is done well, then consumers will understand and understand the benefits of the product which will have an impact on the consumer's desire to have the product in question. The results of this study support research conducted by Abubakar (2018) where the results of his research state that the promotion variable has a significant positive effect on consumer purchasing decisions. In addition, Susanto's (2013) research also supports the results of this study, where the results of his research state that promotions affect purchasing decisions made by consumers.

CONCLUSION

Based on the results of the analysis, there are several conclusions raised in this study, including : a) The price variable (X_1) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show a coefficient value of 0.570 with a significant value above 0.05, it is concluded that the influence of the price variable on the purchasing decision variable is accepted. b) The product quality variable (X_2) has a positive and significant influence on the purchasing decision variable. This is evidenced by the results of statistical tests which show a coefficient value of 0.132 with a significant value above 0.05, it can be concluded that the product quality variable on the purchasing decision variable is accepted. c) Promotional quality variable (X_3) has a positive and significant influence on purchasing decision variables. This is evidenced by the results of statistical tests which show the coefficient value of 0.153 with a significant value above 0.05, it can be concluded that the promotion quality variable on the purchasing decision variable is accepted.

Suggestions

a) For producers of pearl oyster shells in Batu Merah Village, it is better to pay close attention to the factors of increasing sales of pearl oyster shells. Basically, an increase in sales is based on an increase in consumers in making decisions to own or buy a product.
b) The price of the product must be considered properly based on the price of competitors, so that the product can be reached by the public.
c) Improving the quality and advantages of marketed products, so that they are able to compete in terms of attracting customers to buy pearl shell craft products.
d) The promotion process must be carried out properly, so that the product can be known more widely by the surrounding community.
e) The value of Adjusted R Square in this study is 57.4%. This shows that other variables that are not used in this study also have an influence on purchasing decisions. It is hoped that further research can add and even use other variables to get new findings that are more useful in developing science, especially those related to marketing management.

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