

THE INFLUENCE OF PRICES, PROMOTIONS, PRODUCT QUALITY AND PRODUCT DIVERSITY ON ELECTRIC CIGARETTE PURCHASE DECISIONS BY CITY ONLY

Ahmad Hayqal Hafizul Hanafiq¹, Christiawan Hendratmoko²

^{1,2}Management Study Program, Surakarta College of Economics

Email : haikalhanafik@gmail.com

Email : chendratmoko@gmail.com

Abstract

This research aims to analyze the influence of price, promotion, product quality and product diversity on the decision to purchase e-cigarettes in the city of Solo. The research method used was a survey with a simple random sampling technique. The research sample consisted of 90 respondents who were consumers of electronic cigarettes in the city of Solo. Data analysis uses multiple linear regression. The research results show that the factors price, promotion, product quality and product diversity have a significant positive influence on the decision to purchase e-cigarettes in the city of Solo. Purchasing decisions have a significant positive influence on purchasing decisions for electronic cigarettes in the city of Solo. It can be concluded that the variables Price, Promotion, Product Quality and Product Diversity are able to explain the independent variables on the level of decision to purchase e-cigarettes in the city of Solo by 88.1% while the remaining 11.9% is explained by other variables outside the variable model in this research.

Keywords: price, promotion, product quality and product diversity

Abstract

This study aims to analyze the influence of price, promotion, product quality, and product diversity factors on the purchasing decision of e-cigarettes in the city of Solo. The research method used is a survey with a simple random sampling technique. The study sample consisted of 90 respondents who were consumers of e-cigarettes in the city of Solo. Data analysis using multiple linear regression. The results showed that the factors of price, promotion, product quality, and product diversity had a significant positive influence on the purchasing decision of e-cigarettes in the city of Solo. The purchase decision has a significant positive influence on the purchasing decision of e-cigarettes in the city of Solo. It can be concluded that the variables Price, Promotion, Product Quality and Product Diversity can explain the independent variables to the decision rate of purchasing e-cigarettes in the city of Solo of 88.1% while the remaining 11.9% is explained by other variables model in this study.

Keyword: price, promotion, product quality and product diversity

Introduction

Currently, the level of trade competition in Indonesia is getting tighter, including competition in the cigarette industry in Indonesia. The increasingly rapid development of the e-cigarette industry (*vapor*), makes companies have to determine the right marketing strategy to be able to survive and win the competition. Smoking behavior seen from various points of view is very detrimental, both to oneself and to those around him. Viewed from the perspective of the individual concerned, there is several research that supports this statement. Vapes or electronic cigarettes are one type of electronic nicotine introduction. These cigarettes are designed to help cigarette addicts reduce tobacco smoking.

Increasingly advanced business developments make the industry more active in promoting to attract and retain buyers. This makes the company carry out better promotional planning, innovation is useful for knowing the quality of the product to be sold and considering the market price of the product and also carrying out good and correct promotional activities. So companies must be able to see existing opportunities, both from within the company and from consumer desires (Saleh 2010). Vaping affects a person's lifestyle, which is introduced to teenagers, both men and women. The influence of peers and advertising encourages teenagers to take part in smoking or vaping. Currently, the existence of vape products has created a trend in various cities in Indonesia called vaping. The name vaping comes from the word Vapor which means steam.

Indonesia has the third highest smoking behavior in the world, so controlling the impact of smoking on health should be a priority in order to regulate it through policy by paying attention to the long-term effects on the health of both smokers and non-smokers (BPOM 2015). Smoking behavior among students is increasing along with the development stage which is characterized by increasing frequency and intensity of smoking. The effect of smoking only relieves anxiety as long as the effect of nicotine is still there, nicotine dependence can cause a person to become more stressed (Indra et al, 2015).

Officially legalized in Indonesia in 2018, according to data from the Indonesian Personal Vaporiter Association (APVI), in 2018 e-cigarette users in Indonesia experienced an increase of 1.2 million smokers, continuing to increase until 2020 reaching 2.2 million smokers. This increase is also supported by the increase in sales of e-cigarettes in Indonesia, in 2019 the amount of liquid produced was around 30 million bottles, which has increased compared to 2018. The amount of liquid produced was estimated at 10 million bottles.

The government will increase excise on other tobacco processing products (HPTL) and e-cigarettes in 2023. "For e-cigarettes, it is planned that there will be an increase of 15% over the next 5 years," said Finance Minister Sri Mulyani Indrawati at the Bogor Palace, Thursday (3 /11). They also added that the increase in e-cigarettes and HPTL products aims to prevent them from being freely accessible to the general public. The government also plans to limit the sale of tobacco cigarettes and e-cigarettes on the market. (source: katadata.com)

Figure 1. Annual Growth Diagram of Excise Revenue from Tobacco Products (January-May 2019-2022).
Source: katadata.co.id

Based on the data above, it can be explained that the highest excise sales were in 2022, increasing by 12.21% compared to 2021 with an increase of 11.63% compared to the previous year. From the data above, it can be explained that every year there is an increase in consumers of tobacco cigarettes and e-cigarettes in society (source: katadata.co.id).

There are many factors and reasons for someone to choose a decision, including when buying cigarettes in the community. According to Willi Pratama (2012), he believes that from a consumer's perspective, there is a buying interest that arises from within the consumer. Purchase interest is influenced by many factors that are directly related to a person, namely psychological states and individual characteristics, as well as factors that are indirect but have the influence of the social environment. According to Kotler (2002) purchasing decisions are actions of consumers' desires to buy or not a product. Of the various factors that influence consumers to purchase a product or service, consumers usually always consider product quality, price, and product familiarity.

The impression given by consumers of a brand is important in a company's success in creating a product that differentiates it from competitors through name, logo, product design and other features. Factors that can influence someone in making purchasing decisions are the quality of a product. When consumers see a product with good product quality, of course the consumer will not think too long in making a decision to buy the product rather than choosing a product with poor quality. This is in line with research (Suri & Oloan, 2017) which explains that product quality has a significant influence on consumer purchasing decisions. Other research (Budi Istiyanto & Lailatan, 2017) explains that product quality influences purchasing decisions.

Based on the background explanation above, the aim of conducting the above research is to determine the influence of price, promotion, product quality and product diversity on the decision to purchase e-cigarettes in the city of Solo.

Library Review

Purchase Decision

According to Koetler and Armstrong (2008: 179) define that purchasing decisions are the process of individual and group activities involved in making decisions to purchase products offered by sellers. Meanwhile, according to Tjiptono (2008), purchasing decisions are a process where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchasing decision.

Price

Price is the amount or amount of costs that consumers must pay to obtain the product chosen according to their needs. Product prices that are in accordance with the features provided to consumers attract consumers to get the desired product, so that a reasonable price will increase consumer purchasing decisions.

Armstrong (2016, p. 324) explains that price is the value contained in goods or services in the form of money that must be paid by consumers in order to have the desired product. Prices that are affordable for consumers will provide equal benefits for producers and consumers. Kotler and Keller (2016, p. 491) state that price determination aims to maintain the product, maximize profits, maximize market share, and control product quality.

The gap that occurs between these variables in making purchasing decisions is still influenced by other variables. Consumers who buy a product do not only compare the price variable, but also the quality variable of the product they want to buy. The price given must be in accordance with the quality of the goods purchased.

Promotion

According to Rambat Lumpiyoadi (2006: 120) promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing service products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in purchasing or using services according to their desires and needs.

Promotion of vape products needs to be carried out by influencers so that people become more familiar with vapes and slowly abandon tobacco cigarettes. Intensive promotion on social media, concerts, music events have the potential to attract today's young people.

Product quality

The quality of a product can be said to be the external and internal conditions of the product that are in accordance with its benefits and functions. Easy use and repair, reliability, durability, availability of spare parts, aesthetics and product suitability for use are the basis of product quality so that the product can be used according to needs and can meet consumer satisfaction.

According to Kotler and Keller (2016:37) that product quality is the product's ability to carry out its functions, this ability includes durability, reliability, accuracy, which is obtained by the product as a whole.

In fact, consumers prioritize price and product image. In order to achieve good product quality, quality standards are needed. Therefore, business owners must have products that suit consumer needs and tastes. Good product quality also increases buyers' interest in the products we sell.

Product diversity

The diversity of a product shows the type of product and the elements that the producer provides to consumers. The diversity of a product brand makes it easy for consumers to choose the product they want and suit their needs and tastes. With this convenience, it is hoped that consumers will be interested in buying a product from that brand.

Apart from product quality which can determine customer satisfaction, product diversity also needs to be considered because with good product quality it can provide satisfaction to customers. However, the quality of the product has very tight competition with other products with the same specifications and the same function so that customers have considerations in using the product.

According to Kotler and Keller (2007:65) a product is anything that can be offered on the market to satisfy wants and needs. The products marketed include physical goods, services, experiences, events, people, places, property, organizations and ideas.

Conceptual framework

Figure 2. Conceptual framework of research

Hypothesis

H1: Price has a significant effect on the decision to purchase e-cigarettes in the city of Solo

H2: Promotion has a significant effect on the decision to purchase e-cigarettes in the city of Solo

H3: Product quality has a significant influence on the decision to purchase e-cigarettes in the city of Solo

H4 Product diversity is significant in the decision to purchase e-cigarettes in the city of Solo

H5: Price, Promotion, Product Quality and Product Diversity simultaneously have a significant influence on the decision to purchase e-cigarettes in the city of Solo

RESEARCH METHODS

Data source

The primary data in this research is data resulting from distributing questionnaires to a predetermined sample. Meanwhile, secondary data in this research comes from the internet, articles, books and marketing journals.

Population and Sample

The population in this study is all electronic cigarette users in the city of Solo, the exact number of which is not known. According to Sugiyono (2013: 117) population is a grouping consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. To limit the number of respondents studied, a sample is needed. According to Hair et al (2010), depending on the number of indicators multiplied by the interval 5-10, there are a total of 18 indicators, so the number of samples taken is as follows:

Number of indicators x interval (5-10) = $18 \times 5 = 90$ respond

The sampling technique used *purposive sampling* where the subjects are selected based on characteristics that are deemed to be related to certain criteria based on the research objectives. The criteria determined are domiciled in Solo Raya.

Method of collecting data

This research uses primary and secondary data, with a questionnaire data collection method. Primary data uses a questionnaire as data collection using a Likert scale. Meanwhile, secondary data was obtained using data from reading and literature study.

RESULTS AND DISCUSSION

Respondent Description

This researcher will describe data on respondents' characteristics based on age, occupation and income. Based on the results of a questionnaire that has been collected from a sample of a population with research

subjects as E-Cigarette Users in the City of Solo, the exact population size is not known as in the table below:

Table 1. Results of Respondent Descriptions

Respondent		Amount	Percent (%)
Criteria	Information		
Gender	Man	55	61,1
	Woman	35	38,9
	Total	90	100
Age	20 - 24	61	67,8
	25 - 29	19	21,1
	30 - 34	10	11,1
	Total	90	100
Work	Businessman	13	14,4
	Employees / Civil Servants	22	24,4
	Student / Students	39	43.3
	Other	16	17,8
	Total	90	100

Source: Primary data processed, 2022.

In the gender table it can be explained that the number of men is 55 people and 35 women. This shows that the average e-cigarette user is male. The composition of respondents in this study was dominated by age <20, amounting to 67.8%. E-cigarette users in the city of Solo are dominated by students at 43.3%.

Validity test

Validity is the accuracy and precision with which a measuring instrument is able to carry out its measuring function. According to Sugiyono (2005) Validity is an index that shows that the measuring instrument really measures what it wants to measure. The results of the validity test can be known if the variable is declared valid if $r_{count} > r_{table}$. The results of the validity test obtained the following results:

Table 2. Validity Test Results

Price Variables	Item	r-count	r-table	Information
	X1.1	0,841	0,207	Valid
	X1.2	0,937	0,207	Valid
	X1.3	0,884	0,207	Valid
	X1.4	0,835	0,207	Valid
Promotion Variables	X2.1	0,788	0,207	Valid
	X2.2	0,862	0,207	Valid
	X2.3	0,821	0,207	Valid
Product Quality Variables	X3.1	0,878	0,207	Valid
	X3.2	0,846	0,207	Valid
	X3.3	0,826	0,207	Valid
	X3.4	0,868	0,207	Valid
Product Diversity Variables	X4.1	0,918	0,207	Valid
	X4.2	0,885	0,207	Valid
	X4.3	0,895	0,207	Valid
Purchase Decision Variables	Y1.1	0,877	0,207	Valid
	Y1.2	0,858	0,207	Valid
	Y1.3	0,869	0,207	Valid
	Y1.4	0,878	0,207	Valid

Primary data source, processed 2023.

Based on the results of the validity test, it can be seen in table 2. It can be seen that each questionnaire question shows that the r-count value > r-table (0,207). These results show that overall 18 questions are valid and there are no invalid questions.

Reliability Test

Reliability test to determine the extent to which the measuring device is reliable. A measuring instrument is declared reliable if it produces the same results even if it is done repeatedly (Kendra 2012). This reliability testing uses *Cronbach Alpha* > 0.60 then the statement is declared reliable. Reliability test results obtained the following results:

Table 3. Reliability Test

Research variable	Cronbach's Alpha	Crisis Value	Information
Price	0,897	0,60	Reliable
Promotion	0,755	0,60	Reliable
Product quality	0,875	0,60	Reliable
Product Diversity	0,881	0,60	Reliable
Purchase Decision	0,892	0,60	Reliable

Source. Primary data processed, 2023.

Based on the reliability test results table above, it is concluded that Price, Promotion, Product Quality and Product Diversity have a Cronch's Alpha value greater than the crisis value (0.60) so that the variable data can be said to be reliable.

Classic assumption test

1. Normality test

According to Priyastama (2017:117) the normality test is used to test whether the residual values resulting from regression occur normally or not. The Kolmogorov-Smirnov test results are considered normal if the sig value. > 0.05.

Table 4. Normality Test Results

One Sample Kolmogorov-Smirnov Test		Information
Asymp. Sig. (2-tailed)	.307	Normal

Source: Primary data processed, 2023.

According to Table 4. One Sample Kolmogorov-Smirnov Test above. Asymp value. Sig. (2-tailed) namely 0.307 or ≥ 0.05 which shows that the data is normally distributed. The normality test aims to determine whether data is normally distributed. Normal criteria are found in Asymp. Sig. (2-tailed).

2. Multicollinearity Test

This test aims to find out whether there is a correlation between the independent and independent variables in the regression model. In a good regression model there is no correlation between the independent variables. To detect multicollinearity, you can use values *Tolerance* and VIF. The basis for making the decision is as follows:

- a. If *tolerance value* ≥ 0.1 and $VIF \leq 10$, then multicollinearity does not occur
- b. If *tolerance value* ≤ 0.1 and $VIF \geq 10$, then multicollinearity occurs

The results of the multicollinearity test obtained the following results:

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Price	0,135	7,399
Promotion	0,269	3,721
Product quality	0,168	5,953
Product diversity	0,149	6,717

Source: Primary data processed in 2023

Based on Table 5, the results obtained for all variables are $VIF < 10$ and $Tolerance Value \geq 0.10$, so price, promotion, product quality and product diversity do not occur multicollinearity. The multicollinearity test is carried out with the aim of explaining whether the relationship between independent variables is multicollinearity or not.

3. Heteroscedasticity Test

According to Priyastama (2017: 125) heteroscedasticity is a condition in which a regression model experiences unequal variance of the residuals in an observation. A good regression model is one where heteroscedasticity does not occur. If the probability value is > 0.05 , then the variables proposed in the research will not have Heteroskedasticity. The results of the heteroscedasticity test obtained the following results:

Table 6. Heteroscedasticity Test Results

Variable	Say.	Information
Price	0,553	There are no symptoms of heteroscedasticity
Promotion	0,144	There are no symptoms of heteroscedasticity

Product quality	0,060	There are no symptoms of heteroscedasticity
Product Diversity	0,777	There are no symptoms of heteroscedasticity

Source: Primary data processed, 2023

Based on Table 6, the heteroscedasticity test on the four variables above produces values above >0.05, which means that the above variables do not have heteroscedasticity. Sig value. >0.05 then it does not indicate Heteroscedasticity, and if the Sig. <0.05 then heteroscedasticity occurs.

Multiple Regression Test

According to Muhidin and Abdurahman (2017: 187) regression analysis is used to examine the relationship between two or more variables, especially to find out unknown relationship patterns or how variations in several independent variables affect the dependent in regression analysis.. This influence can be seen from the size of b (regression coefficient). If the regression coefficient $b = 0$, there is an influence of the independent variable on the dependent variable. If the regression coefficient is $\neq 0$ then there is an influence of the independent variable on the dependent variable. The results of the Multiple Regression Test obtained the following results:

Table 7. Multiple Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t-count	Say.	t-table
	B	Std. Error	Beta			
(Constant)	0,245	0,655		0,374	0,710	1,986
Price	0,231	0,102	0,225	2,264	0,026	1,986
Promotion	0,295	0,100	0,209	2,954	0,004	1,986
Product quality	0,574	0,089	0,576	6,447	0,000	1,986
Product Diversity	-0,031	0,120	-0,024	-0,258	0,797	1,986

Source: Primary data processed, 2023

Based on table 7. Showing the results of multiple regression, if you enter the multiple regression formula, you get the following equation:

$$Y = 0.245 + 0.231 + 0.295 + 0.574 - 0.031$$

- A constant of 0.245 states that if the level of price, promotion, product quality and product diversity is zero, then the purchasing decision is worth 0.245
- The regression coefficient X1 or price is 0.231 which shows that the better the price, the purchasing decision increases by 0.231.

- c. The regression coefficient X2 or promotion is 0.295 which shows that the better the promotion, the purchasing decision increases by 0.295.
 - d. The regression coefficient X3 or product quality is 0.574 which shows that the better the product quality, the purchasing decision increases by 0.574.
- It is.** The regression coefficient X4 or product diversity is -0.031, which shows that the better the product diversity, the purchasing decision decreases by -0.031.

Hypothesis testing

t Test (Partial)

The t test is a test to determine the influence of independent variables on purchasing decisions partially. Ghozali (2017:56) states that the t statistical test shows how much influence one independent variable has on the dependent variable assuming that the other independent variables are constant. This test is based on a significance level of 0.05. A variable can have an effect if it has a t sig value. $< \alpha$ ($\alpha = 5\%$) and t-count $>$ t-table, namely df = 0,

- a) The Price variable has a sig value. amounting to $0.026 < 0.05$ and t-count = $2.264 >$ t-table, namely df = 1.986, which means that the price variable has an insignificant influence on the level of decision to purchase e-cigarettes in the city of Solo.
- b) The Promotion variable has a sig value. amounting to $0.004 < 0.05$ and t-count = $2.954 >$ t-table = 1.986, which means that the Promotion variable has a significant influence on the level of decision to purchase e-cigarettes in the city of Solo.
- c) The Product Quality variable has a sig value. $0.000 < 0.05$ and t-count = $6.447 >$ t-table = 1.986, which means that the Product Quality variable has a significant influence on the level of decision to purchase e-cigarettes in the city of Solo.
- d) The product safety variable has a sig value. $0.797 > 0.05$ and t-count $-0.258 <$ t-table = 1.986, which means that the Product Diversity Variable has no effect on the level of decision to purchase e-cigarettes in the city of Solo.

Uji F

The F test is useful for testing regression coefficient hypotheses simultaneously and ensuring that the selected model is suitable or not for interpreting the influence of the independent variable on the dependent variable.. So you need to know the value of the coefficient of determination (Adjust R Square).The following are the results of the Adjust R coefficient of determination test² using the SPSS program as follows, the results of the coefficient of determination (R^2) obtained the following results:

Table 8. F Test Results

Mo del		Sum of Squar es	d f	Mea n Squa re	F	Sa y.
1	Regress ion	1134,6 67	4	283,6 69	165,4 64	0,0 00
	Ressidu al	145,72 3	8 5	1,714		
	Total	1280,4 00	8 9			

Based on table 8. To find out the results of the F test with the condition that if the value is sig. <0.05 means that the variables price, promotion, product quality and product diversity have a significant effect on purchasing decisions due to the sig value. $0.000 < 0.05$.

Coefficient of Determination

that is, it is used to determine the percentage of influence of the dependent variable on the independent variable. The coefficient of determination is from 0 to 1, the closer to 0 the coefficient of determination of a regression equation, the smaller the influence of all dependent variables on the independent variables.

Table 9. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,941	0,886	0,881	1,309

Based on table 9, it can be concluded that the variables Price, Promotion, Product Quality and Product Diversity are able to explain the independent variables on the level of decision to purchase e-cigarettes in the city of Solo by 88.1% while the remaining 11.9% is explained by other variables outside the variable model in this study .

DISCUSSION

1. The Influence of Price on Purchase Decisions

The results of this research state that on the decision to purchase electronic cigarettes in the city of Solo, the price variable has an insignificant influence. This is known based on the t-test results for the price variable showing t-count $2.264 > t\text{-table } 1.986$ and sig value $0.026 < 0.05$. Based on research conducted by Yuniarti (2016), the price variable partially has a positive but not significant effect on purchasing decisions. This can happen because price is not the only factor that consumers consider when choosing e-cigarettes. There are other factors such as product quality, promotions, and product diversity which can also influence consumer purchasing decisions. Additionally, in this context, the price of e-cigarettes may have reached a price point that is already affordable for consumers, so that small price differences do not have a significant influence on purchasing decisions.

2. The Influence of Promotion on Purchase Decisions

The results of this research state that there is a positive influence of the Promotion variable on the Decision to Purchase Electric Cigarettes in the City of Solo. This is based on the results of the t-test for the promotion variable, obtaining a t-count of $2.954 > t\text{-table } 1.986$

and a sig value of $0.004 < 0.05$ which means that in this context, promotional factors have a significant influence on purchasing decisions. This can happen because effective promotions can provide benefits for consumers in purchasing products, such as discounts, gifts or other special offers. Promotions can also give consumers a positive impression of the product and brand, thereby increasing consumer interest and trust in the product.

3. The Influence of Product Quality on Purchasing Decisions

The results of this research state that there is a positive influence of the Product Quality variable on the decision to purchase electronic cigarettes in the city of Solo. This is based on the results of the t test for the product quality variable, which obtained a t-count of $6.447 > t\text{-table } 1.986$ and a sig value of $0.000 < 0.05$, which means that this variable has a significant influence on purchasing decisions in this research. This can happen because product quality is an important factor in meeting consumer needs. Consumers expect quality products that can meet their expectations in daily use. Therefore, products that have good quality can increase consumer trust and loyalty to brands and products. Apart from that, in the context of the e-cigarette market, product quality is also closely related to safety and health factors. Consumers tend to look for products that are safe and not harmful to health, so product quality related to safety and health factors becomes an important factor in purchasing decisions.

In this case, manufacturers and sellers need to pay attention to product quality as a whole, starting from product design, raw materials and production quality to product testing and certification. By ensuring good product quality, manufacturers and sellers can strengthen their brand position in the market and increase consumer trust and loyalty to their products.

4. The Influence of Product Diversity on Purchasing Decisions

The results of this research state that there is an insignificant negative influence of the Product Diversity variable on the decision to purchase electronic cigarettes in the city of Solo. This is based on the results of the t test for the product quality variable, which obtained a t-count of $-0.258 > t\text{-table } 1.986$ and a sig value of $0.797 > 0.05$, which means that this variable has a negative and insignificant influence on purchasing decisions in this research. Based on research conducted by Ulfahmi and Saino (2020), product diversity has no effect on purchasing decisions. However, product diversity can also influence purchasing decisions in certain situations, such as if consumers have diverse preferences or if the desired product is not available on the market. In this case, producers and sellers need to pay attention to product diversity and develop products that can meet consumer needs and preferences.

However, in the case of e-cigarettes in the city of Solo, the product diversity factor did not have a significant influence on purchasing decisions. This can happen because the e-cigarette market in the city of Solo is still relatively new so consumers are still confused about buying e-cigarette products because of the various types which are still not popular among the public.

5. The Influence of Price, Promotion, Product Quality and Product Diversity on Electric Cigarette Purchasing Decisions in the City of Solo

The results of this research state that price, promotion, product quality and product diversity have a simultaneous influence on the decision to purchase electronic cigarettes in the city of Solo. This is proven by the sig value. $0.000 < \alpha \text{ value} = 0.05$ and f-calculated value = $165.464 > f\text{-table } 2.47$ so it can be concluded that there is a simultaneous influence of the independent variable on the dependent variable, namely the Decision to Purchase Electric Cigarettes in the City of Solo.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research conducted regarding the Influence of Price, Promotion, Product Quality and Product Diversity on the Decision to Purchase Electric Cigarettes in the City of Solo, the following conclusions can be drawn:

1. Price partially has an insignificant effect on purchasing decisions.
2. Promotion partially has a positive and significant effect on purchasing decisions.
3. Product quality partially has a positive and significant effect on purchasing decisions.
4. Product diversity partially has a positive and significant effect on purchasing decisions.
5. The variables price, promotion, product quality and product diversity have a significant influence on purchasing decisions.

Suggestion

1. Improving product quality: Quality and reliable products are very important for consumers who want to buy e-cigarettes. Manufacturers can improve product quality by evaluating newer materials and product designs, as well as fixing problems often found by consumers.
2. Strengthen promotions: The right promotions can help increase consumer awareness about the product and help them make informed purchasing decisions. Manufacturers can strengthen their promotions through social media, advertising.

3. Providing fair prices: Fair prices are very important in making consumer purchasing decisions. Manufacturers can carry out promotions for every purchase of vape packages on the latest product releases.
4. Suggestions for future researchers are to study further the influence of price and product diversity on the decision to purchase e-cigarettes using other methods.

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