PENGARUH KERAGAMAN PRODUK, PERSEPSI HARGA DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN *MERCHANDISE* KPOP DENGAN METODE *PARTIAL LEAST SQUARE* (PLS) – *STRUCTURE EQUATION MODELING* (SEM)

(Studi Kasus: Cherrys.lab)

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Diajukan Sebagai Salah Satu Syarat
Untuk Memperoleh Gelar Sarjana Teknik Pada
Program Studi Teknik Industri

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PEKANBARU
2024

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بسم الله الرحمن الرحيم

"Ketika aku melibatkan Allah dalam semua planning dan impianku, dengan penuh keikhlasan dan keyakinan, aku percaya tidak ada yang tidak mungkin untuk digapai"

Dengan rahmat Allah yang Maha Pengasih lagi Maha Penyayang

Dengan Ini Ku Persembahkan Sebuah Karya Untuk Orang Tuaku Tercinta

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Serta Untuk Semua Yang Telah Mendukung Saya Untuk Mengambil Keputusan Dan Pilihan Dalam Hidup Serta Doa Yang Tidak Pernah Putus

Pekanbaru, 08 Juli 2024

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KATA PENGANTAR

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Khaira Intan Nabila

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The Influence of Product Diversity, Price Perception and Promotion Regarding K-Pop Merchandise Purchasing Decisions with Partial Least Square (PLS) Method Structure Equation Modeling (SEM) (Case Study: Cherrys.lab)

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ABSTRACT

This research was conducted in the city of Pekanbaru, namely at the Cherrys.lab shop which sells products in the form of K-pop merchandise. This research aims to determine and analyze the relationship between product diversity, price perceptions and promotions on purchasing decisions. This research uses the Partial Least Square (PLS)–Structual Equation Modeling (SEM) method, by processing data obtained from a questionnaire with a total of 97 respondents. The results of data processing show that product diversity, price perceptions and promotions have a positive influence on purchasing decisions. Data obtained on the significance of product diversity, namely the t table significance value of 2.261 > 1.98580, then price perception with a t table significance value of 3.367 > 1.98580 and finally promotion has a t table significance value of 10.710 > 1.98580. From the processing carried out at the cherrys.lab store, the R-Squad value was obtained, namely the purchasing decision variable value of 0.942. This value explains that the percentage of product diversity, price perception and promotion is 94.2%, while 5.8% is not included in the calculation.

Keywords *: Partial Least Square (PLS)– Structual Equation Modeling (SEM) Method, Product Diversity, Price Perception, Promotion, Buying decision.*

INTRODUCTION

The times that occur are always increasing both in the industrial and technological fields. One of the developments that is increasingly rapid at the moment is the entry of South Korean culture into Indonesia or what is usually called the Korean Wave. One form of Korean culture that has entered Indonesia is Korean pop music or better known as K-Pop. The increasing development of Korean culture began in 2002 until now so that many people, especially women, like it. (Wicaksono & Maryana, 2021).

The increasing Korean wave in Indonesia is slowly developing in the field of buying and selling goods or what is called k-pop merchandise. K-pop merchandise are various products or jewelry related to Korea or more precisely Korean idols. Products sold in this merchandise can be CD/DVD albums, official lightsticks, official photocards, official posters, key chains, postcard books, jackets, t-shirts and so on. The use and interest in purchasing k-pop merchandise is very large because fans can be active as well as a form of support for their favorite idols, and can also spread this trend to various groups in Indonesia (Wati,

2023).

One of the shops that sells K-pop merchandise in Indonesia, especially Pekanbaru, is Cherrys.lab, where this shop sells via online and offline media platforms. When selling K-pop merchandise, in particular, what must be considered is the influence of product diversity, price and promotion to determine the level of satisfaction with purchasing a particular product. Based on the targets set by the Cherrys.lab store, in January – December there was an increase and decrease in sales which was caused by several factors including the lack of big discounts, discounts were only given during certain events and activities so that at that time the month saw a decline, type merchandise that is less varied causes buyers' interest to decrease so they prefer to buy at other competing stores, plus low marketing and lack of promotions from these stores is also another factor in the decline. This increase occurred because many events or certain activities were held that month, causing fans to make a lot of purchases.

Based on the problems that occurred above, this research requires a method that is able to complete the case studies that occurred. The method used is Partial Least Square (PLS) – Structual Equation Modeling (SEM) to calculate data that influences the increase or decrease in product sales (Marliana, 2020). The PLS-SEM method is used to identify the presence or absence of variables that have the greatest influence on product diversity, price perceptions and promotions on purchasing decisions.

From the method used, there are several steps used to calculate the data, namely: designing an outer model by carrying out Converegent Validity, Discriminant Validity, Average Variance Extracted (AVE) & Composite Reliability tests, then designing an inner model consisting of R squared, goodness of fit model (Q squared), Boots Rapping (significance test) and finally hypothesis testing (Swastika, et al., 2023). The output produced from this method is in the form of information regarding population structure and cap, data distribution, conceptual models including inner models and outer models, as well as the statistics obtained which are also useful for strengthening interpretations and conclusions (Budiarsi, 2020).

This research was conducted to find out whether product diversity, price perceptions and promotions at Kpop Merchandise stores influence purchasing decisions using the SEM-PLS method. It is hoped that the contribution that can be made in this research will add information to the scientific theory of marketing management and also to understand the factors that exist in the Kpop Merchandise sector.

RESEARCH METHOD

This research uses quantitative research. Quantitative research is a research method based on positivist philosophy to examine several populations or samples, usually taken at random and using research instruments to collect data, followed by quantitative/statistical analysis to test predetermined hypotheses. The research that will be used in this research is quantitative research using survey methods. The survey method that will be used is a questionnaire (Priadana, 2021).

Population is a general field that includes subjects with certain qualities and characteristics determined by researchers to study and draw conclusions. In this research, the population is the total number of people who have purchased K-pop merchandise at the Cherrys.lab store. Researchers chose several people from the population who had shopped at the cherrys.lab store more than once to be used as research samples (Susanto, et al., 2024).

In this research, the population is the total number of people who have purchased K-pop merchandise at the Cherrys.lab store. Researchers chose several people from the population who had shopped at the cherrys.lab store more than once to be used as research samples (Suriani & Jailani, 2023). This allows more in-depth information to be obtained about certain groups or populations, so that the results can be more representative and relevant to the analysis carried out. Thus, purposive sampling helps increase the accuracy and precision of research on the population studied (Amin, et al., 2023).

The way to collect respondents is by distributing questionnaires via social media such as Whatsapp, Instagram using the gform link. Because this research uses SmartPLS software with a limited sample size, the researcher set a sample size of 97 respondents in this research (Lenaini, 2021).

A research variable is an object or characteristic or attribute and value of something that varies from one to another which is determined by the researcher with the aim of drawing conclusions (Ulfa, 2021). There are two types of research variables, namely independent variables and dependent variables. An independent variable is a condition or value that seems to influence a variable which is the cause of the change or appearance of the dependent variable. In this research there are several variables, including:

Product Diversity (X1)

According to Firmansyah (2019:64), product diversity is everything that is offered, handled, delivered, consumed to consumers at a certain price (Rozi & Khuzaini, 2021). The product diversity indicators in this research are as follows: (Yolandia, 2022)

1) Product brand variations
2) Variations in product completeness
3) Variations in product size
4) Variations in product quality

Price Perception (X2)

According to Christina (2010), price perception is the possibility of consumers buying a product at a certain price based on the benefits the consumer needs. This is based on the higher the consumer's positive perception assessment, the higher the consumer's tendency to buy the product, and vice versa (Suhardi, et al., 2020). The price perception indicators in this research are as follows:

1) Affordability
2) Price compliance with product quality
3) Price competitiveness
4) Price according to benefits

Promotion (X3)

According to Tjiptono (2015), promotion is a mix that functions to attract or inform and persuade consumers about the products being marketed. In another sense, promotion is a form of communication delivered from the seller to the buyer with the aim of changing the buyer's behavior or attitude while keeping in mind the product being offered (Erinawati & Syafarudin, 2021). Promotion indicators in this research are as follows:

1) Promotion frequency
2) Quality of promotion
3) Promotion quantity
4) Promotion time
5) Accuracy and accuracy of promotion

Buying Decision (Y)

According to Fandy Tjiptono (2012), purchasing decisions are a concept when consumers find out about problems in searching for information or a particular brand of a product and then carry out an evaluation to find out how well each alternative can solve the problem (Cesariana, et al., 2022). Apart from that, purchasing decisions are also a form of a person's psychological process in determining their decision to buy a product or brand with the aim of meeting their needs (Nuryani, et al., 2022). The purchasing decision indicators in this research are as follows:

1) Product selection
2) Brand selection
3) Selection of purchasing channels
4) Determine the return time
5) Purchase amount
6) Payment method

Structual Equation Modeling (SEM) Method

The structural equation modeling method or abbreviated as SEM is a data analysis method using multivariate techniques to help research test other variables. According to Byrne (2009), structural equation modeling is a method of statistical analysis to solve a problem or phenomenon that occurs. There are two types of methods for carrying out this analysis, namely path analysis and multiple regression (Darwin & Usman, 2020). There are two approaches to this method, including:

Covariance Based – Structual Equation Modeling (SEM)

CB-SEM is an SEM method approach that is used with the aim of testing a theory or data in detail and clearly. This method is commonly used in obtaining justification or testing complex circuits.

Partial Least Square - Structual Equation Modelling (SEM)

PLS-SEM is a method whose processing does not require assumptions from the data but is used on abnormal data based on an algorithm that has central fluid theory. This method requires relative sample sizes to calculate accurate and detailed estimates. The steps of the PLS-SEM method are as follows:

1) Design an outer model by carrying out Converegent Validity, Discriminant Validity, Average Variance Extracted (AVE) & Composite Reliability.
2) Design an inner model consisting of R squared, goodness of fit model (Q squared) and Boots Rapping (significance test).
3) Hypothesis testing

PLS-SEM is a program that is capable of analyzing latent variables, indicator variables and measurement errors directly, so that PLS is accumulated as an alternative theory that is used if there are weaknesses or indicators that do not meet the reflective measurement model (Nazaina et al, 2023). PLS can be used as:

1) Check the validity and reliability of the instrument (equivalent to CFA analysis)
2) Testing the relationship between variables (equivalent to path analysis)
3) Make predictions (equivalent to regression analysis)

The output resulting from this processing is in the form of information about the population and sample, data distribution and conceptual models including inner models and outer models.

Scale is a measurement that is used as a benchmark to determine the length of a short time interval between measuring instruments when the measuring instrument is used to measure. Provide quantitative data. The data measurement method used in this research is a Likert scale. The Likert scale is a scale used to measure the attitudes, opinions and perceptions of a person or group of people towards events or social phenomena.

Table 1. Likert Scale

Information	Score
Strongly Agree	5
Agree	4
Simply Agree	3
Don't Agree	2
Strongly Disagree	1

Data Statistical Analysis

Partial Least Squares (PLS) Analysis – Structural Equation Modeling (SEM) aims to be able to check the validity and reliability of instruments (equivalent to CFA analysis), test relationships between variables (equivalent to path analysis) and make predictions (equivalent to path analysis). for regression analysis). Statistical analysis of the data in this research is as follows:

1) Designing the external model
2) Designing the inner model
3) Hypothesis testing.

RESULTS

Respondent Description

In this research, 97 respondents took consumer respondents who had shopped for K-pop merchandise at Cherrys.lab more than twice. The following is a presentation of respondent data:

Data on Characteristics of Research Respondents Based on Gender and Age

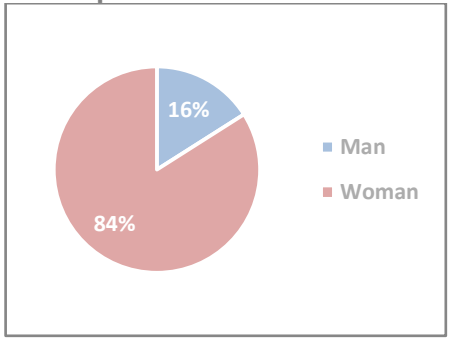

Figure 1. Characteristic Data By Gender

Based on the data above, it can be seen that there are more female respondents than male respondents. The number of female respondents was 84% and 16% male. Meanwhile, based on the age obtained, it is known that respondents aged 20-25 dominate as much as 77%, followed by those aged 15-20 with 16%, aged 25-30 with 4%, aged 30-35 with 2% and finally those aged 35- 40 as much as 1%.

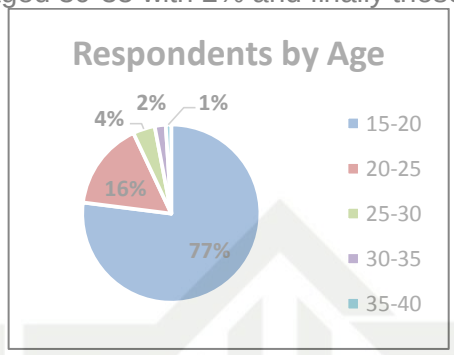

Figure 2. Characteristic Data By Age

Statistical Analysis of Data

The statistical method used to test the hypothesis in this research is Partial Least Squares (PLS) – Structural Equation Modeling (SEM). In the partial least squares method, two types of models are formed, namely measurement models (external models) and structural models (internal models). For each indicator, the measurement model describes the percentage of variance that can be explained by the latent variable.

Through the measurement model, we can see which criteria dominate in forming latent variables. With the measurement model, it will be known which index dominates in the formation of latent variables. After explaining the measurement model for each latent variable, we will then explain the structural model to test the influence of each exogenous latent variable on the endogenous latent variable

External Model Analysis

There are three ways to carry out external model analysis, namely by conducting Convergent Validity, Discriminant Validity, Average Variance Extracted (AVE) & Composite Reliability. The outer model results show the results of testing the reliability and validity of each variable.

Convergent Validity

Convergent validity is a measurement model that uses a reflection index based on the correlation of item and component scores. The convergent validity measurement scale of 0.7 is considered sufficient with the PLS analysis carried out to measure the validation of the loading factor value. The PLS analysis carried out begins by measuring the validity of the outer model. An insufficient indicator of 0.7 will be excluded from the model.

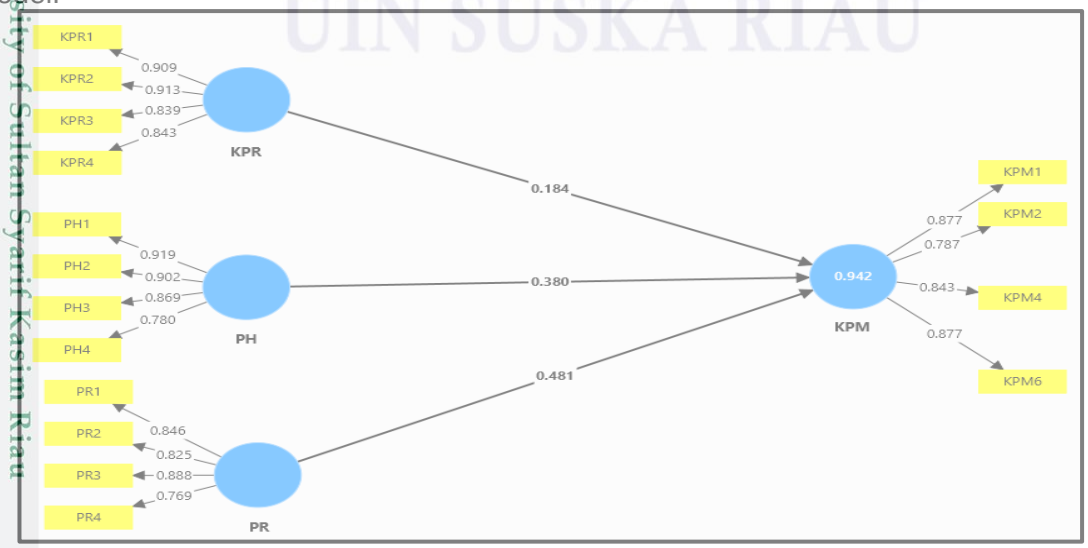

Figure 2. Outer Loading Value

PLS analysis was conducted from an external model that measures the validity of factor loadings. If the index for each variable is less than 0.7, the loading factor value will be removed from the model. The complete results of the convergence validity test are shown in the following figure:

Outer loadings - Matrix

	KPm	KPr	PH	Pr
KPm1	0.877			
KPm2	0.787			
KPm4	0.843			
KPm6	0.877			
KPr1		0.909		
KPr2		0.913		
KPr33		0.839		
KPr4		0.843		
PH1			0.919	
PH2			0.902	
PH3			0.869	
PH4			0.780	
Pr1				0.846
Pr2				0.825
Pr3				0.888
Pr4				0.769

Figure 3. Processed SmartPLS Loading Factor Data

Discriminant Validity

In this section, the results of discriminant validity will be described. The testing carried out at this stage is through cross loading values, namely the indicator meets discriminant validity if the cross loading value of the indicator variable is greater than other variables. The discriminant validity test can be said to be valid if the AVE is at least 0.50 so that the discriminant validity is met.

Discriminant validity - Cross loadings

	KPm	KPr	PH	Pr
KPm1	0.877	0.761	0.719	0.825
KPm2	0.787	0.627	0.627	0.888
KPm4	0.843	0.784	0.869	0.639
KPm6	0.877	0.863	0.844	0.693
KPr1	0.806	0.909	0.763	0.734
KPr2	0.785	0.913	0.902	0.598
KPr33	0.811	0.839	0.798	0.710
KPr4	0.743	0.843	0.778	0.591
PH1	0.794	0.850	0.919	0.595
PH2	0.785	0.913	0.902	0.598
PH3	0.843	0.784	0.869	0.639
PH4	0.714	0.657	0.780	0.736
Pr1	0.711	0.634	0.633	0.846
Pr2	0.877	0.761	0.719	0.825
Pr3	0.787	0.627	0.627	0.888
Pr4	0.559	0.423	0.410	0.769

Figure 4. Discriminant Validity Data

Average Variance Extracted (AVE) & Composite Reliability

Another way to measure discriminant validity is to look at the square root value of the average variance extracted (AVE) value. The recommended value is greater than 0.6 for a good model. The next test is the composite reliability of the indicator block that measures the construct. A construct is declared reliable if the composite reliability value is above 0.60.

Then it can also be seen by looking at the reliability of the construct or latent variable which is measured by looking at the Cronbach's alpha value >0.6. The following explains the results of the construction of each variable, namely product diversity, price perception and promotion for each variable and index. The following table shows the loading values of the research variable structure produced by

running the SmartPLS program:

Table 2. Construct Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Buying Decision (Y)	0,867	0,910	0,717
Product Diversity (X1)	0,899	0,930	0,769
Price Perception (X2)	0,891	0,925	0,759
Promotion (X3)	0,853	0,900	0,694

Based on table 2 above, it shows that the Cronbach's alpha for each variable shows a construct value of >0.60, thus this result states that each research variable has met the Cronbach's alpha value requirements. So it can be concluded that all variables have a high level of reliability. It can be concluded that the indicators used in this research have high discriminant validity in compiling their respective variables.

Furthermore, the composite reliability of each variable shows a construct value of >0.60, thus this result states that each research variable has met the composite reliability value requirements. So it can be concluded that all variables have a high level of reliability.

Then in the Average Variance Extracted (AVE), each variable, namely purchasing decisions, product diversity, price perception and promotion, has a construct of >0.50, meaning that all constructs are reliable. Thus it can be said that each variable has a high average variance extracted.

Inner Model Analysis

R-Squad

Structural model testing is carried out by looking at the R-Square value which is a model goodness-fit test. Inner model or structural model testing is carried out to see the relationship between variables, significance values and R-square of the research model.

Table 3. R-Squad Results

R-Square - Overview		
	R-Square	R-Square Adjusted
KPM	0,942	0,940

Based on the table above, it shows that the R-Square value of the purchasing decision variable is 0.942. This value explains that the percentage of product diversity, price perception and promotion is 94.2%, while 5.8% is explained by other variables not included in this research.

Boots Rapping

The next step is to evaluate the relationships between the latent structures envisioned in this research. The boots rapping method can be used to obtain significance values in significance tests which aim to determine the effect of the independent variable on the dependent variable. Hypothesis testing is carried out by checking the T-statistic value and paying attention to the P-value. Hypothesis testing can be accepted if the T-statistic value is greater than 1.96 and the P-value is smaller than 0.05

Tabel 4. Significance Test Results

	Standard Deviation (STDEV)	T Statistics	P Values	Information
Product Diversity > Purchase Decision	0,082	2,261	0,024	Accepted
Price Perception > Purchase Decision	0,105	3,637	0,000	Accepted
Promotion > Purchase Decision	0,045	10,710	0,000	Accepted

From table 4 above, it can be seen that there are values for all dependent variables that have P-Values (<0.05) and T-Statistic values (>1.96) on the independent variables so it can be concluded that all

dependent variables have a significant influence. has a positive effect on these variables. independent. The hypothesis formulation used in the significance test is H1 accepted and H0 rejected. Based on the t table obtained, which is 1.98580, it can be said that the variables of product diversity, price perception and promotion have an influence on purchasing decisions for cherrys.lab stores.

1) The results of the significance test have a difference in value based on product diversity, price perception and promotion exceeding 5% or 0.5. hypothesis that the P value of the product diversity variable has a value of less than 0.024 and is below the research significance assumption value of 0.05, which means that the formulation of the hypothesis in the significance test is that Ha1 is accepted and H01 is rejected, so in this research it can be said that the Product Diversity variable has significant influence on the Purchasing Decision variable.
2) The relationship between the price perception variable and purchasing decisions has a value of 0.000 and is below the research significance assumption of 0.05. This means that the hypothesis formulation in the significance test is that Ha2 is accepted and H02 is rejected, so it can be said that the Price Perception variable has a significant effect on the Purchasing Decision variable.
3) The relationship between promotional variables and purchasing decisions has a value of 0.000 and is below the research significance assumption value of 0.05. This means that the hypothesis formulation in the significance test is that Ha3 is accepted and H03 is rejected, so it can be said that the promotion variable has a significant effect on the Purchasing Decision variable.

Hypothesis Test

Based on the calculation results from bootstrapping or path coefficients in the PLS-SEM test step, a statistical test or t test is then carried out where this test uses t significance. Hypothesis testing aims to compare the critical value (obtained from the t table) with the hypothesis formula H1 is accepted and H0 is rejected. The proposed hypothesis is formulated as follows:

1) Ha1 = Significance of t > t table, meaning that there is an influence of product diversity decisions on purchasing decisions for K-pop merchandise at the cherrys.lab store.
2) Ha2 = Significance t > t table, meaning that there is an influence of price perception on the decision to purchase K-pop merchandise products at the cherrys.lab store.
3) Ha3 = Significance of t > t table, meaning that there is an influence of promotion on the decision to purchase k-pop merchandise products at the cherrys.lab store.

Hypothesis testing has been carried out, in this research 3 hypotheses were developed from 3 variables. Where it states the significance of the t value is 1.98580, so a hypothesis is made including:

1) Hypothesis 1 (The Influence of Product Diversity (KPR) on Purchasing Decisions (KPM)) is that product diversity influences Purchasing Decisions. The results of hypothesis testing show that the product diversity variable has a significance value of t > t table of 2.261 > 1.98580. The first hypothesis proposed is that there is an influence of product diversity on purchasing decisions. Therefore, it can be concluded that Ha1 is accepted and H01 is rejected.
2) Hypothesis 2 (The Influence of Price Perception (PH) on Purchasing Decisions (KPM)), the results of hypothesis testing show that the price perception variable on Purchasing Decisions has a t table significance value of 3.367 > 1.98580. The second hypothesis proposed is that there is an influence of price perception on purchasing decisions. Therefore, it can be concluded that Ha2 is accepted and H02 is rejected.
3) Hypothesis 3 (Effect of promotion (PR) on Purchasing Decisions (KPM)), the results of hypothesis testing show that the promotion variable on Purchasing Decisions has a t table significance value of 10.710 > 1.98580. The third hypothesis proposed is that there is an influence of promotion on purchasing decisions. Therefore, it can be concluded that Ha3 is accepted and H03 is rejected

DISCUSSION

In the PLS-SEM method, it was found that the product diversity variable, price perception and promotion had a positive effect on purchasing decisions. The calculation results obtained are in the form of t-statistic values and p-values. where the value of product diversity is 2.261 and 0.024, then price perception with a value of 3.637 and 0.000, and finally promotion with a value of 10.710 and 0.000. In this shop, cherrys.lab increases sales by offering large discounts, giving discounts for first purchases, always re-stocking products for sale and always ensuring that the products sold are in good condition to avoid a decline in sales.

The influence of product diversity, price perceptions, and promotions on the purchasing decision was very good and had a positive impact. Therefore It is hoped that the proposed marketing strategy for the Cheny's.lab store will begin apply good methods in promotion with the example of creating an account Tiktok, creating product galleries with designs and marketing well, on Shopee accounts are advised to always be diligent in updating products so that the shop can has a wide reach, setting up stands on other campuses or in malls in order to attract as many customers as possible based on price perception can be done by adding a discount to Merchandise purchases. And Lastly, in terms of product diversity, additional product variations can be added so that buyers don't get bored and become interested.

CONCLUSION

Based on the results of the research conducted above, the conclusions include:

1) In convergent validity, a scale is used to carry out measurements, namely 0.7. From the processing carried out in the SmartPLS application, it is known that there are several variables that meet the requirements, namely Product Diversity (X1), namely Kpr1, Kpr2, Kpr3, Kpr4, Price Perception (X2), namely PH1, PH2, PH3, PH4, Promotion (X3), namely PR1, PR2, PR3, PR4 and purchasing decisions (Y) namely Kpm1, Kpm2, Kpm4, Kpm6.
2) Based on the results of the significance test, it can be seen that all variables of product diversity, price perception and promotion have a positive effect or influence on purchasing decisions. This is based on the T-Statistic value (> 1.96) and P-Value (< 0.05), namely on product diversity, the T-Statistic is 2.261 > 1.96 and the P-Value is 0.024 < 0.05 which shows that This variable has a positive influence on the purchasing decision variable. Furthermore, price perception obtained a T-Statistic value of 3.637 > 1.96 and P-Values of 0.000 < 0.05, which indicates that this variable has a positive influence on purchasing decisions. And the promotion variable has a T-Statistic value of 10.710 > 1.95 and a P-Value of 0.000 < 0.05, which indicates that this variable has a positive influence on purchasing decisions.
3) This research has an R-Squad value of 0.942. This shows that the relationship between product diversity, price perception and promotion is 94.2%. The uncalculated calculation result, namely 0.58%, is a variable that is not taken into account in the R-Squad because there are indicators that do not meet the Cronbach's alpha value requirements

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Subject : **LETTER OF ACCEPTANCE**
ID 905 : **THE INFLUENCE OF PRODUCT DIVERSITY, PRICE PERCEPTION AND PROMOTION REGARDING K-POP MERCHANDISE PURCHASING DECISIONS WITH PARTIAL LEAST SQUARE (PLS) METHOD STRUCTURE EQUATION MODELING (SEM) (CASE STUDY: CHERRYS.LAB)**

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Universitas Islam Negeri Sultan Syarif Kasim

Dear Authors:

On behalf of Editors, we are delighted to inform you that your article has been accepted, to be publishing through the periodical International Journal of Engineering Business and International Management (IJEBIM) Volume 11 Number 3.

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