The Effect of Consumption Value, Trust, and Product Innovation on Purchase Decisions of Cimory Products

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Abstract. The research analyzes the effect of each independent variable, namely consumption value, trust, and product innovation, on purchase decisions. In this study, the type of research used is quantitative. Data collection was carried out using an online questionnaire**.** Sampling This study used theory [1] which states that the sample size should be 100 or larger**,** and researchers sampled 150 respondents who had purchased Cimory products with a minimum purchase once with a minimum sample criterion of being 17 years old. The data analyzed were primarily collected using questionnaires and processed with the SPSS program version 25. The results showed that the variable Consumption Value does not have a positive effecton p purchase decisions, and variables of trust and product innovation positively affected purchase

Keywords: Consumption Value, Trust, Product Innovation, Purchase Decision

INTRODUCTION

Packaged protein foods and beverages are overgrowing in the industrial world. The emergence of the Covid-19 pandemic has made people more worried that the same thing will happen in the future; a healthy lifestyle is believed to be able to anticipate the entry of the virus into the body. One of the healthy lifestyles is by eating protein foods and drinks. Because of this rapid development, companies in the packaged protein food and beverage industry compete by putting forward excellence in every product they market to compete with competing companies. Companies that produce protein packaged foods and beverages consider various aspects, and corporate strategies must understand consumer behavior, especially interests and purchase decision processes. The process of purchase decisions made by customers is strongly influenced by how marketers carry out marketing stimulants in making marketable products that advance the company in increasing industry competition and understanding consumer needs and desires.

Consumption value is one of the factors in consumer purchase decisions; consumption value states that consumers have different values for product groups that act as guiding factors when buying [2]. Consumers tend to think of the value they receive from a product or service regarding its price. This value is not limited to the price paid but also includes the profit and satisfaction generated by the product. [3] posited five generic consumption values: functional, emotional, social, conditional, and epistemic. The values that influence consumer choices are functional value, social value, emotional

value, conditional, and epistemic value [3]; however, this study will only use functional value.

In addition to consumption value, Trust is a determinant of consumers in buying products or being a factor that consumers consider in purchase, according to [4], the higher the level of trust consumers have, the higher the consumer purchase intention. Increasing or decreasing consumer confidence in marketed products will affect buyer decisions; according to [5], trust is the first step in how consumers will make transactions. Namely, the more substantial the bond of trust established between the seller and the buyer, the more likely the buyer will repeat the transaction. Trust is the customer's willingness to trust or rely on a brand in a risky situation because it expects positive results [6]. Trust is generally seen as a fundamental ingredient to the success of the firm-consumer relationship. Since consumer trust is now so essential, the factor influencing purchase decisions is trust in a company's brand, product, or service.

To produce attractive products so that consumers are interested in the products marketed, companies can also consider product innovations in the form of packaging and innovative flavor variants so that consumers can recognize products easily; product innovation is one way to maintain business [7]. Innovation also influences purchase decisions. According to [8], product innovation is a combination of various processes that influence each other. Innovation that can meet the needs and tastes of consumers is needed if this business behavior does not want to lure consumers into being interested and does not want to lose consumers by generating increased demand for the products they market. The importance of innovation as a determinant of the company's business performance from market conditions. A company must ensure its products exist and align with market changes in high competition [9]. Product innovation is expected to improve consumer purchase decisions so that a company can continuously develop and advance in the following year.

One of the companies that entered the competition in the food and beverage industry is PT Cisarua Mountain Dairy (Cimory). Cimory products refer to various dairy products and processed foods produced by PT Cimory, a well-known company in the dairy industry in Indonesia. Cimory products are known for their excellent quality, the variety of products offered, and innovations in dairy products such as yogurt, cheese, and other fermented milk products. Cimory has a reputation as a brand with innovation in the dairy industry. Product innovations, such as the development of new flavors, products with added nutritional content, and fermented milk products that provide more health benefits, have the potential to effect consumer purchase decisions. Consumers are generally interested in product innovations that provide added value and new solutions to meet their nutritional and health needs.

To develop a competitive marketing strategy following the target market, PT. Cimory requires information related to consumers, such as general characteristics of consumers, consumer behavior, and the process of consumer purchase decisions. The umbrella covers many high-growth categories, including yogurt, flavored milk, and premium foods. Cimory Has an established track record in delivering product innovation. The company created a fast-growing yogurt category in Indonesia in 2006.

Judging from the many competitors of similar industries, PT. Cisarua Mountain Dairy (Cimory), but the Cimory company remains in sales that always increase, so this study wanted to find out whether consumption value, which refers to the functional value, to find out whether monetary value and quality of benefits value affect purchase decisions. And want to know the effect of the role of trust and the role of product innovation in purchase decisions. This research refers to previous research [10]. Based on previous research [11], consumption value has a positive effect on purchase decisions, contrary to research [12], which suggests that functional value has no effect. According to Research [13], [10], and [14], trust has a positive effect on purchase decisions, while according to research [15], there is no effect of Trust on purchase decisions.

Research [16], [17], and [18] shows that the results of product innovation effect purchase decisions on decisions, while according to research[19], product innovation does not affect purchase decisions. Based on the background and research gap, this study will examine The Effect of Consumption Value, Trust, and Product Innovation on Purchase Decisions. Based on the discussion above, the research hypothesis is as follows:

Hypothesis 1: Consumption value has a positive effect on purchase decisions.

Hypothesis 2: Trust has a positive effect on purchase decisions.

Hypothesis 3: Product innovation has a positive effect on purchase decisions.
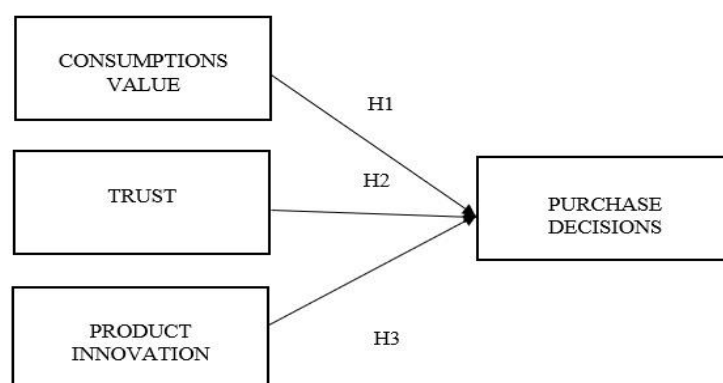
FIGURE 1. Research Model

METHODS

This research approach quantitative research, the type of data used in this research using primary data obtained in this study using a questionnaire which is a tool for collecting data in the form of several questions. To determine the number of samples needed in this study. Sampling This study used theory [1] which states that the sample size should be 100 or larger. As a general rule, the minimum is to have at least five times as many observations as the number of variables to be analyzed, and a more acceptable sample size would be to have a ratio. So that in this study, the authors determined 150 samples, samples were obtained from Cimory consumers in the city of Semarang who had purchased Cimory products with a minimum one-time purchase with the sample criteria being at least 17 years old. This study used data analysis techniques, namely instrument tests consisting of validity and reliability tests, Multiple Regression Analysis, then model tests, namely the coefficient of determination, and T-test. Data were processed using SPSS software version 25.

Measurement to obtain indicator items that follow the research context, researching, translating, and modifying so that the researcher can use measurements according to the research context. In this study, we used measurements from several previous researchers consisting of indicators of consumption value by [20], and on indicators of trust, product innovation, and purchase decisions, researchers took indicators of previous researchers [10]. To measure each respondent's perception, item measurement was measured using a 5-point Likert scale, with answers ranging from strongly disagree (1) to agree (5) strongly.

RESULTS AND DISCUSSION

This research data was collected for 1 month using an online questionnaire. The respondents were 150 consumers of Cimory products; based on the data collection results, it is known that some information on the characteristics of the respondents is presented in **TABLE 1**.

Based on **TABLE 1**, there are 6 categories found by researchers, namely gender, age, occupation, income, expenses, and frequency of purchases. In filling out the questionnaire filled out through Google form, requires data collection that takes one week. In this study, respondents were taken from the city of Semarang. With the results of the analysis above, it was found that the identity of respondents to Cimory Product consumers showed that the majority of buyers were dominated by women, namely as many as 103 people with a percentage of 68.7%, and the number of male consumers as many as 47 people with a percentage of 31.3%. In the age category, consumers aged between 17-30 years, as many as 113 people with a percentage of 75.3%, while the age of 30-45 years, as many as 28 people with a percentage of 18.7%, and at the age of 46-60 years as many as 9 people with a percentage of 6%. The average profession of respondents is private employees by 48%, with a total of 72 people with income of more than Rp. 3,000,000 with a percentage of 42.7% and expenses dominated by less than Rp. 1,000,000 with a percentage of 30% and 30% for expenses of Rp. 1,000,000 – Rp. 2,000,000 per month, and in the results of purchase frequency, it was found that respondents bought products more than five times by 76%.

TABLE 1. Description of Respondents

No	Category		Frequency
1.	Gender	Male	47
		Female	103
2	Age	17 years to 30 years	113
		30 years to 45 years	28
		46 years – 60 years	9
3	Status	Student	34
		ASN/TNI/POLICE	7
		private sector employee	72
		Other	37
4	Income	<Rp.1.000.000	38
		Rp.1.000.000-Rp.2.000.00	18
		Rp.2.000.000-Rp.3.000.00	30
		>Rp.3.000.000	64
5	Expense	<Rp.1.000.000	45
		Rp.1.000.000-Rp.2.000.00	45
		Rp.2.000.000-Rp.3.000.00	33
		>Rp.3.000.000	27
6	Purchase frequency	1	10
		2	6
		3	12
		4	8
		>5	114

Source: Primary data

VALIDITY TEST AND RELIABILITY TEST

We tested the measurements used at this stage to ensure they were appropriate to the research context. The following results of the instrument test are presented in **TABLE 2**.

TABLE 2. Test Validity and Reliability

Variable	KMO			Validity	Reliability
	0,885				
Consumption Value					0,890
CV.1				0,832	
CV.2				0,799	
CV.3				0,761	
CV.4				0,810	
CV.5				0,764	
CV.6				0,782	
Trust					0,843
T.1				0,777	
T.2				0,759	
T.3				0,786	
Product Innovation					0,940
PI.1				0,841	
PI.2				0,817	
PI.3				0,859	
PI.4				0,881	
PI.5				0,784	
PI.6				0,832	
Purchase Decisions					0,934
PD.1				0,790	
PD.2				0,717	
PD.3				0,822	

Source: Primary data

Based on Table 2, it is known that the Kaiser Mayer Oikin Measure Of Sampling Adequacy (KMO) value is 0.885 >0.05, so factor analysis can be done. In the Table 2, the indicator used has a loading factor value of > 0.6 [21]; it can be concluded that the indicator used is consistent in the validity test and is said to be valid. In the next test, based on the Table 2, the Reliability test shows that each variable has a value of more than 0.70. Thus, all variables are declared reliable and further analysis can be conducted.

Hypothesis Result

TABLE 3. Results of Regression Analysis

Variable	Adjusted R^2	B	Test T	
			Sig	
	0,514			
Consumption value		0,122	0.520	
Trust		0.294	0.000	
Product Innovation		0,488	0.000	

Source: Primary data

Regression analysis is used for hypothesis testing in this research. Regression analysis describes the linear relationship of the independent variable (Independent Variable) to the dependent variable (Dependent Variable). The following measurement test results are presented in Table 3. Based on the results of Regression Analysis, it is known that:

Coefficient of Determination R2

Based on Table 3, it is shown that the value of the coefficient of determination or Adjusted R Square is 0.514, which means that the variables of consumption, trust, and product innovation can explain purchase decisions by 51.4 percent. Other variables outside the unobserved variables effect the remaining 48.6 percent.

Hypothesis testing

The hypothesis in this study was tested using the t-test. This test is used to show the ability to partially influence the independent variable on the dependent variable.

In the table 3, it can be seen that the beta value consumption value (X1) is 0,122 significance levels of 0.520 > 0.05, which indicates that the variable Consumption value (X1) is does not have a positive effect purchase decision (Y). Hypothesis 1 is rejected

Hypothesis 2 testing shows that the beta value of trust (X2) is 0,294 significance levels of 0.000 < 0.05, which indicates that the confidence variable (X2) has a positive and significant effect on purchase decisions (Y). hypothesis 2 is accepted.

And on hypothesis 3 testing shows that the beta value of product innovation (X3) is 0.488 significance levels of 0.000 < 0.05, which indicates that the product innovation variable (X3) has a positive and significant effect on purchase decisions (Y). hypothesis 3, is accepted

DISCUSSION

This study aims to determine the effect of consumption value, trust, and product innovation on purchase decisions for Cimory products. The results showed that the consumption value variable proved to have no positive effect on purchase decisions for Cimory products. This is indicated by the beta value of 0.122 with a significance of 0.520. Shows that consumer value that leads to functional value states monetary value and the value of quality benefits is not a consideration for consumers in making purchase decisions for Cimory products. Consumers pay more attention to trust and product innovation made to Cimory products. The results of this study reinforce previous research conducted by[12] and [22], which stated that Consumption Value has no significant effect on purchase decisions.

The effect of trust on purchase decisions, this study proves the second hypothesis which states that trust has a positive and significant effect on purchase decisions. this is evidenced by a beta value of 0.294 significance levels of 0.000. Thus showing consumer confidence in Cimory products related to trust in the production of products marketed by Cimory, making consumers rely on Cimory products in purchase protein food and drinks. The trust

variable identifies that the respondent agrees with the statement regarding trust that influences the decision to purchase Cimory products. The results of this study strengthen previous research conducted by[23], [24], and [18][25], which states that trust variables no effect purchase decisions.

The effect of product innovation on purchase decisions, this study proves the third hypothesis which states that product innovation has a positive and significant effect on purchase decisions. This is evidenced by the results of the beta value of 0.488 significance levels of 0.000. Shows that the emergence of superior and attractive product innovations implemented by Cimory will make consumers buy products, with these respondents stating that product innovation effect consumer purchase decisions for Cimory products. The results of this study reinforce previous research conducted by [26], [15], [27], and [17]

CONCLUSIONS

Based on data analysis conducted in research on the effect of consumption value, confidence, and product innovation on Cimory product purchase decisions, the conclusion drawn is that Consumption Value does not have a positive effect on purchase decisions. These findings suggest that while consumption value, which includes functional, monetary, and quality benefits, is present, it does not significantly effect consumers' decisions to purchase Cimory products. In other words, consumers do not prioritize consumption value as the main factor when making purchase decisions for Cimory products. This suggests that other factors, such as confidence or product innovation may play a more significant role in influencing consumer behavior in this context. Consumers pay more attention to the trust and innovation of products developed by Cimory products to consumers or other factors that were not examined in this study. Trust has a positive and significant effect on purchase decisions. This shows that trust in Cimory products makes consumers more confident and rely on products in choosing protein packaged food and beverage products, and will have a high impact on purchase decisions for Cimory Products. Product innovation has a positive and significant effect on purchase decisions. This shows that the better and more positive the product innovation developed by the company, the higher the effect of consumer purchases on Cimory product purchase decisions. For further research, it is necessary to conduct research to explore several variables regarding purchase decision variables. In addition, for further research, several other variables can be used which are expected to enrich research analysis regarding purchase decisions, such as consumer pleasure and brand love [28].

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