Consumer Perceptions Analysis of the Influence of Product Quality, Price, Service Quality, and Social Media Promotion on the Purchase Decision of Device Accessories Using Multiple Linear Regression Method
(Case Study: Dazzle Yogyakarta)

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Abstract

In winning business competition, consumer purchasing decisions can be used as a competitive advantage for the retail company. Purchase decision is an important aspect of consumer behavior to determine whether to buy a product or not. Product quality, price, service quality, and social media promotion can be a good weapon to win from existing competitors or competitors. This study aims to test the hypothesis of the effect of product quality, price, service quality, and social media promotion on purchasing decisions for gadget accessories at Dazzle Yogyakarta store and compare which variables are more important in terms of consumer perceptions of Dazzle Yogyakarta using Multiple Linear Regression analysis. The population in this study were users of gadget accessories in Yogyakarta. While the samples in this study were consumers who had purchased gadget accessories at Dazzle Yogyakarta directly at least once. The sampling technique used purposive sampling method with a total sample of 210 respondents. The results showed that: 1) partially there was a positive but not significant effect on product quality on purchasing decisions. 2) Partially there is a positive and significant effect of price on purchasing decisions. 3) Partially there is a positive and significant effect of service quality on purchasing decisions. 4) Partially there is a positive and significant effect of social media promotion on purchasing decisions. 5) While product quality, price, service quality, and social media promotion simultaneously influence the decision to purchase gadget accessories at Dazzle Yogyakarta. The results of calculation show the consumer's perception of the rank of level of importance factors that influences the purchase decision of gadget accessories is price (0.645), social media promotion (0.366), service quality (0.291) and lastly product quality (0.085).

Keywords
Perception; Product Quality; Price; Service Quality; Social Media Promotion; Purchase Decision

1. Introduction
Based on the digital marketing research institute, E-marketers in Indonesia until the end of 2019 reached 92 million smartphone users. The E-marketer research institute predicts that by 2025, there will be 167 million smartphone users in Indonesia or 89% of the total population. According to *DBS Group Research* (2014) shows that the use of digital technology in the business world is increasingly significant and important. The large number of people's interest in owning a smartphone causes high demand for smartphones in the market. The increasing demand for gadgets will certainly have an impact on the increasing demand for gadget accessories. According to Heryanto (2015) the competition to get customer potential and retaining customers is a challenge faced by companies to promote products.

According to Ernawati (2019) it is not easy to understand consumer's purchase decision-making process, the consumers consider a lot of factors such as design, color, size, packaging, price, service, and quality when selecting a product.

According to Kotler & Armstrong (2007) better product quality allows companies to survive rapid developments, and companies need to consider consumer needs when releasing products for sale. According to Hoffmann et al. (2013) price is an indicator of quality that must be created both as a sales instrument as well as a decisive instrument of competition. According to Tjiptono (2014) service quality is also used to assess how well the services provided by the company or organization are able to match the expectations of customers. Social media promotion is also a key factor in marketing strategies in purchasing decisions. In a previous study by Judge & Pramudana (2017) shows that service quality and social media promotion have a positive and significant influence on purchasing decision variables. It is also strengthened by research conducted by Dewi & Fatchur (2018) which suggests that product quality, price, and service quality all have a positive and significant influence on the purchasing decision variables. This can be described as strong empirical evidence that the variables of product quality, price, service quality, and social media promotion influence purchasing decisions, but need to be re-examined to determine the effect of product quality, price, service quality, and social media promotion variables in particular on decision to purchase gadget accessories at Dazzle Yogyakarta.

Responding to this trend, especially in the Yogyakarta area, Dazzle strives to meet consumer needs by selling gadget accessories in the form of soft cases, hard cases, data cables, headsets, battery stones, keypads, tempered glass, flash drives, selfie sticks, mice and other supporting accessories. By looking at the possible market conditions in the Yogyakarta area, of course, many competitors are trying to enter or existing competitors to compete and retain customers. Currently, Dazzle has 351,000 followers on the @promodazzle Instagram account. Dazzle has 4 (four) stores in Yogyakarta. Based on reviews taken from Google, the problems found at Dazzle Cellular Yogyakarta are customer complaints, such as unfriendly employee service, consumer complaints related to product quality, for example tempered glass products break and crack quickly, many promos but in fact not available in all stores, some of the prices listed on the label are inconsistent and not in accordance with listed on social media, the promotion found on social media are not always appropriate, and the price is relatively cheap but the quality is not good.

From the background of the problem, this research aims to analyze further about the effect of product quality, price, quality, service, and social media promotion on purchasing decisions from consumer perceptions.

1.1 Purpose
This study aims to analyze the effect of product quality, price, service quality, and social media promotion partially (alone) or simultaneously (together) on purchasing decisions at Dazzle Yogyakarta based on consumer perceptions.

2. Literature Review
According to Thamrin & Francis (2016) marketing involves activities such as observing and understanding what customers want, planning and developing a product, then determining the optimal pricing strategy, then advertising and distributing the product. Marketing mix by Kotler & Armstrong (2007), is a set of marketing instruments to fulfill its marketing objectives in the target market from time to time. The 4Ps covering product, price, place, and promotion are aspects that the company controls when creating an integrated marketing mix. The company plans, implements, and controls marketing studies to determine the optimal marketing strategy and mix. This study focuses on purchasing decisions on the effect of product quality, price, service quality, and social media promotion variables. Therefore, the relevant methodological literature has been reviewed in this section.

According to Kotler & Armstrong (2013) product quality indicates the reliability of a product in carrying out its functions, including reliability, ease of operation, durability, accuracy, and repairability. Product quality refers to the ability of a product to perform user-defined functions. According to Tjiptono (2010)**,** product quality indicators include; Performance, Features, Reliability, Conformance to Specifications, Durability, and Aesthetics. According to Tjiptono (2012)**,** price is the seller's estimate of the usefulness of the product, product quality, image generated from advertising, product availability, and product services. According to Kotler & Keller (2012), indicators that characterize the price include: price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits. According to Tileng et al. (2013)**,** service quality is the desired level of efficiency and the level of efficiency that is managed to meet customer needs in the company. Parasuraman et al. (1988) found

that the five main dimensions of service quality were as follows: Tangible (direct evidence), Reliability, Responsiveness, Assurance (guarantee), and Empathy. Adrian (2008) defines promotion as an action aimed at increasing sales. According to Indriyani & Suri (2020), the purpose of visual communication can be achieved by doing promotions on social networks to encourage consumers to make decisions and obtain valuable products or services. According to Kotler & Armstrong (2007), indicators of promotion through social media, namely: the reach of the promotion, the quantity of updates on social media, and the quality of the message.

In terms of consumer behavior, there are many influences that influence a person's decision to buy a product such as promotions, discounts, peer influence, and other triggers such as economic and technological considerations. Consumer purchasing decisions are defined Tjiptono (2010) explains: "information about the benefits of a product is adjusted to create a feeling of pleasure and comfort that can influence a person's thoughts about making a purchase leading to a purchase decision". Meanwhile, according to Loudon & Bitta (2010) the definition of purchasing decisions is: "Decisions resulting from the existence of incentives that can strengthen past experiences in the process of seeking information from consumers' past experiences to strengthen or weaken consumer decisions". In the opinion of some of these experts, consumer purchasing decisions are influenced by willingness to buy because of various influencing aspects such as family income, desired price, and the benefits obtained from the product in question. According to Kotler & Keller (2012) the buying decision process consists of five stages, namely: problem recognition, information search, evaluation of alternatives, purchase decisions in the evaluation stage, and post-purchase behavior.

According to David (2010) regression analysis is the study of the relationship between one variable as the explained variable and one or two explaining variables. Calculation analysis includes several statistical calculations to support the results of regression analysis, such as t-test, f-test, use of ANOVA, and hypothesis estimation. The results of the regression analysis are in the form of a regression equation, which is a predictive function from one variable to another. Regression analysis with two or more independent variables is known as multiple linear regression analysis, with the formulation in this study (Sugiyono, 2015):

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \tag{1}$$

Information:
Y = Purchasing Decision
a = Constant
b_1 = Regression coefficient of product quality variable (X_1)
b_2 = Regression coefficient of price variable (X_2)
b_3 = Regression coefficient of service quality variable (X_3)
b_4 = Regression coefficient of social media promotion variable (X_4)
X_1 = Product quality
X_2 = Price
X_3 = Service quality
X_4 = Social media promotion
e = Residual / error

Research Hypothesis
The hypothesis is temporary to the problem formulation that has been stated in the form of a question sentence. According to Sugiyono (2015), because what is offered is only based on the right theory, not empirical facts collected through data collection. Based on the results of research from Dewi & Fatchur (2018), shows that product quality has a positive effect on consumer purchasing decisions for Nelongso fried chicken. Furthermore, the results of research from Bimantara (2021), shows that price has a positive effect on purchasing decisions for recording services at Demores Music House. Based on research results Goddess & Invoice (2018) shows that service quality has a positive effect on purchasing decisions on Nelongso Fried Chicken consumers. The results of research from Judge & Pramudana (2017), shows that the social media promotion variable has a positive and significant effect on customer purchasing decisions at PT. Banyumas Denpasar.

From several previous research results, it can be seen that product quality, price, service quality, and social media promotion have a positive and significant effect on purchasing decisions. So, the hypothesis in this study is as follows:

H1	:	Product quality has a positive effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta.
H2	:	Price has a positive effect on purchasing the decision of gadget accessories at Dazzle Yogyakarta.
H3	:	Service quality has a positive effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta.
H4	:	Social media promotion has a positive effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta.
H5	:	Product quality, price, service quality, and social media promotion have a positive effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta.

3. Method
Types and Techniques of Data Collection
This study uses two data sources, primary and secondary data. Primary data collection techniques were carried out by direct observation and through the Dazzle web site, interviews (with consumers, employees, and management), distributing questionnaires to consumers (using a Likert scale). While secondary data is obtained by collecting information from scientific journals and previous research that is relevant to the research topic or literature study.

Population and Sample
The population in this study were users of gadget accessories in Yogyakarta. Sampling in this study with nonprobability sampling method using purposive sampling. According to Sugiyono (2015) purposive sampling is a sampling technique that is carried out by carefully determining the target of the population elements that are estimated to be the most relevant for data collection. The sample criteria used in this study are consumers who have directly purchased gadget accessories at Dazzle Yogyakarta at least once. In this study, the sample size was taken using the Hair formula. The Hair formula is used because the population size is uncertain or unknown. Hair et al. (2010) suggest a suitable sample size is between 100 and 200 respondents, with the sample size determined by multiplying the number of questions by the number 5-10. To facilitate this, the number of indicators in this study is multiplied by 5. The number of questions in this study are 42 question items, so the number of samples in this study are 210, as follows:
n = number of questions x 5
n = 42 x 5
n = 210 samples
Information:
n = number of samples

Data analysis method
This study uses multiple linear regression analysis with SPSS software. To test the research instrument using validity and reliability tests. Classical assumption test used is normality test, multicollinearity test, linearity test, and heteroscedasticity test. Meanwhile, hypothesis testing is done by t-test, f-test, and coefficient of determination test.

4. Results and Discussion
4.1 Characteristics of Respondents
The results of the distribution of 210 questionnaires via google form were obtained with the following characteristics of the respondents can be seen in Table 1.

Table 1. Composition of Majority of Respondents

Characteristics	Majority of Respondents	Number	Percentage
Gender	Woman	128	61%
Age	20-40 years	145	69 %
Last education	High school	110	52.4 %
Work	Student	105	50 %
Monthly Income	< IDR 500,000	78	37.1 %
How many times have you shopped at Dazzle Yogyakarta	3 times or more	126	60 %
How often do you shop at Dazzle Yogyakarta	Sometimes	118	56.2%

Source: Primary data processed (2022)

The majority of respondents who are potential consumers are women (61%), with the majority aged 20-40 years, with the latest education of high school, with a student occupation, with a monthly income of < Rp 500,000, with 3 or more times shopping at Dazzle Yogyakarta, and occasionally shopping at Dazzle Yogyakarta.

Validity and Reliability Test Results
The validity of instrument can be known by comparing r_{count} and r_{table}, namely the number of 210 respondents and a significance level of 5%. This research instrument has $r_{count} > r_{table}$ and a significance value <0.05 so it can be concluded that all question items are declared valid. The results of the validity test are shown in the Table 2.

Table 2. Validity Test Results

Variable	No	Question	r count	r table	Result
Product Quality	1	X1_1	0.843	0.135	Valid
	2	X1_2	0.688	0.135	Valid
	3	X1_3	0.771	0.135	Valid
	4	X1_4	0.708	0.135	Valid
	5	X1_5	0.827	0.135	Valid
	6	X1_6	0.853	0.135	Valid
	7	X1_7	0.711	0.135	Valid
	8	X1_8	0.804	0.135	Valid
Price	9	X2_1	0.791	0.135	Valid
	10	X2_2	0.857	0.135	Valid
	11	X2_3	0.737	0.135	Valid
	12	X2_4	0.782	0.135	Valid
	13	X2_5	0.777	0.135	Valid
Service Quality	14	X3_1	0.813	0.135	Valid
	15	X3_2	0.841	0.135	Valid
	16	X3_3	0.831	0.135	Valid
	17	X3_4	0.842	0.135	Valid
	18	X3_5	0.754	0.135	Valid
	19	X3_6	0.848	0.135	Valid

Variable	No	Question	r count	r table	Result
	20	X3_7	0.841	0.135	Valid
	21	X3_8	0.837	0.135	Valid
	22	X3_9	0.838	0.135	Valid
	23	X3_10	0.893	0.135	Valid
	24	X3_11	0.645	0.135	Valid
	25	X3_12	0.737	0.135	Valid
Social Media Promotion	26	X4_1	0.753	0.135	Valid
	27	X4_2	0.844	0.135	Valid
	28	X4_3	0.790	0.135	Valid
	29	X4_4	0.821	0.135	Valid
	30	X4_5	0.848	0.135	Valid
	31	X4_6	0.835	0.135	Valid
Purchasing Decision	32	Y_1	0.672	0.135	Valid
	33	Y_2	0.600	0.135	Valid
	34	Y_3	0.669	0.135	Valid
	35	Y_4	0.617	0.135	Valid
	36	Y_5	0.621	0.135	Valid
	37	Y_6	0.790	0.135	Valid
	38	Y_7	0.680	0.135	Valid
	39	Y_8	0.712	0.135	Valid
	40	Y_9	0.765	0.135	Valid
	41	Y_10	0.781	0.135	Valid
	42	Y_11	0.709	0.135	Valid

Source: Primary data processed (2022)

According to Now (1992)**,** if Cronbach's Alpha value is less than 0.6 it is not good, while 0.7 is acceptable, and good if it is above 0.8. The instrument in this study has a Cronbach's Alpha value above 0.8 so it can be concluded that the question items are reliable and can be used for research. The results of reliability testing are shown in the Table 3.

Table 3. Reliability Test Results

Variable	N	Cronbach's Alpha	Cronbach's Alpha Coefficient Value	Result
Product Quality (X1)	8	0.904	0.80	Reliable
Price (X2)	5	0.844	0.80	Reliable
Quality of Service (X3)	12	0.951	0.80	Reliable
Social Media Promotion (X4)	6	0.899	0.80	Reliable
Purchase Decision (X5)	11	0.891	0.80	Reliable

Source: Processed data (2022)

Classic Assumption Test Results
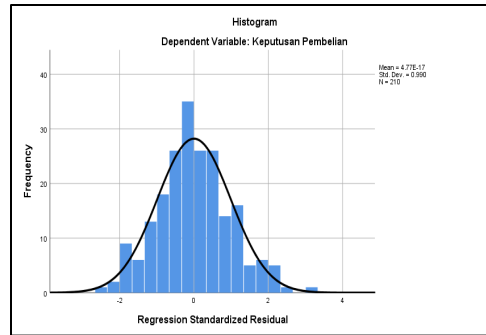a.   Normality test

Figure 1. Normality Test Histogram Graph
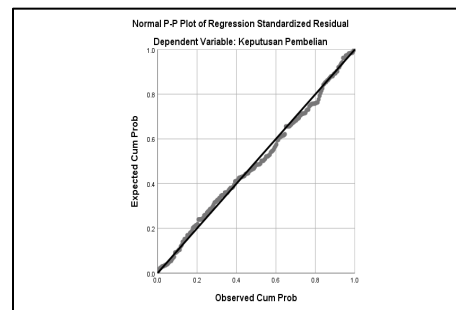Source: Processed data (2022)

Figure 2. Normality Test Plot Probability Graph
Source: Processed data (2022)

Table 4. Kolmogrov-Smirnov Test Normality Test

One-Sample Kolmogorov-Smirnov Test		Unstandardiz ed Residual
N		210
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.08461907
Most Extreme Differences	Absolute	.040
	Positive	.040
	Negative	-.036
Test Statistic		.040
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed data (2022)

A good regression model is one that has normally distributed values. The technique used to test the normality of the data, among others, is the histogram graph, the Normal PP Plot of Regression Standardized Residual graph, and the Kolmogorov-Smirnov (KS) test. Based on the histogram graph, the distribution pattern of the data spreads around the diagonal line and follows the direction of the diagonal line, as shown in Figure 1 and Figure 2. Based on the Normal PP Plot of Regression Standardized Residual, it can be seen that the points follow and spread closer to the diagonal line. Based on the Kolmogorov-Smirnov (KS) test, the significance value is more than 0.05 as shown in Table 4. Based on the three normality tests that have been carried out, it can be concluded that the data is normally distributed so that it can be continued to the next stage or a linearity test is carried out.

b.   Linearity Test

Table 5. Linearity Test

			Sum of Squares	df	Mean Square	F	Sig.
ANOVA Table							
Unstandardized Residual * Unstandardized Predicted Value	Between Groups	(Combined)	2528.337	193	13.100	3.208	.005
		Linearity	.000	1	.000	.000	1.000
		Deviation from Linearity	2528.337	192	13.168	3.225	.005
	Within Groups		65.333	16	4.083		
	Total		2593.670	209			

Source: Processed data (2022)

This test is conducted to determine the relationship between the independent variable and the dependent variable is linear or not. Based on the tests that have been carried out, the results of the four independent variables (product quality, price, service quality, and social media promotion) have a linear relationship to the dependent variable (purchase decision variable) as shown in table 5. So, it can be concluded that the linearity test has been met and can be continued to the next stage or multicollinearity test.

c. Multicollinearity Test

Table 6. Multicollinearity Test

			Coefficientsᵃ				
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	5.619	2.234		2.515	.013		
	Kualitas Produk	.085	.110	.068	.775	.439	.263	3.807
	Harga	.645	.136	.312	4.753	.000	.466	2.146
	Kualitas Layanan	.291	.063	.397	4.633	.000	.273	3.669
	Promosi Media Sosial	.366	.114	.218	3.198	.002	.431	2.322
a. Dependent Variable: Keputusan Pembelian								

Source: Processed data (2022)

This test was conducted to determine whether there was an intercorrelation (strong relationship) between the independent (independent) variables. A good regression model is characterized by no intercorrelation between independent variables (no multicollinearity symptoms). Based on the results of this test, as shown in Table 6, all variables have a VIF value < 10 and the tolerance value for all variables has a tolerance value > 0.1, so it can be concluded that the data or regression model in this study does not occur multicollinearity. So, it can be continued to the next stage, namely heteroscedasticity test.
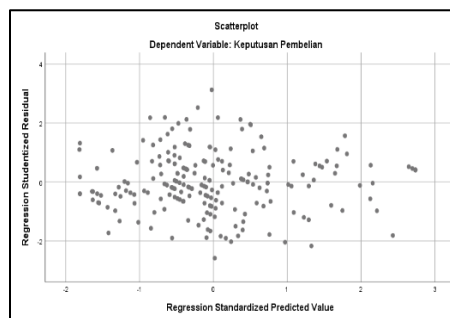
d. Heteroscedasticity Test

Figure 3. Heteroscedasticity Test Scatterplot Draft
Source: Processed data (2022)

Heteroscedasticity test was conducted to determine whether there was a similarity of variance of the residual values for all observations in the regression model. A good regression model is characterized by the absence of heteroscedasticity symptoms. Based on the scatterplot graph, as shown in Figure 3, the points spread randomly below and above the number 0 on the Y axis, and have an irregular pattern. So, it can be concluded that there is no heteroscedasticity or homoscedasticity in the regression model, so the regression model in this study is suitable for predicting and researchers can continue the next test, namely linear regression analysis.

Multiple Linear Regression Results

Table 7. Multiple Linear Regression Results

		Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	5.619	2.234		2.515	.013		
	Kualitas Produk	.085	.110	.068	.775	.439	.263	3.807
	Harga	.645	.136	.312	4.753	.000	.466	2.146
	Kualitas Layanan	.291	.063	.397	4.633	.000	.273	3.669
	Promosi Media Sosial	.366	.114	.218	3.198	.002	.431	2.322
a. Dependent Variable: Keputusan Pembelian								

Source: Processed data (2022)

The Table 7 shows the results of multiple linear regression. So, the regression equation is obtained as follows:

$$Y = 5,619 + 0,085X_1 + 0,645X_2 + 0,291X_3 + 0,366X_4 + e$$

From the results of the analysis and multiple linear regression equations, it can be concluded as follows:
a. The constant value is 5.619, which means that if the product quality, price, service quality, and social media promotion are 0, then the purchase decision will be 5.619.
b. The regression coefficient of Product Quality (X1) has a positive value of 0.085, which means that if the product quality variable increases by 1 unit, it will increase purchasing decisions by 0.085 assuming other variables remain.
c. The price regression coefficient (X2) has a positive value of 0.645, which means that if the price variable increases by 1 unit, it will increase purchasing decisions by 0.645 assuming other variables remain.
d. The service quality regression coefficient (X3) has a positive value of 0.291, which means that if the service quality variable increases by 1 unit, it will increase purchasing decisions by 0.291 assuming other variables remain.
e. The regression coefficient for social media promotion (X4) has a positive value of 0.366, which means that if the social media promotion variable increases by 1 unit, it will increase purchasing decisions by 0.366 assuming other variables remain.

Hypothesis Test Results
t test (Partial)

Table 8. T-Test Results (Partial)

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.619	2.234		2.515	.013
	Kualitas Produk	.085	.110	.068	.775	.439
	Harga	.645	.136	.312	4.753	.000
	Kualitas Layanan	.291	.063	.397	4.633	.000
	Promosi Media Sosial	.366	.114	.218	3.198	.002
a. Dependent Variable: Keputusan Pembelian						

Source: Processed data (2022)

F Test (Simultaneous)

Table 9. F Test Results (Simultaneous)

	ANOVAᵃ				
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3727.211	4	931.803	73.648	.000ᵇ
Residual	2593.670	205	12.652		
Total	6320.881	209			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Promosi Media Sosial, Kualitas Layanan, Harga, Kualitas Produk

Source: Processed data (2022)

Determinant Coefficient (R2)

Table 10 Determinant Coefficient (R2)

	Model Summary			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768ᵃ	.590	.582	3.557

a. Predictors: (Constant), Promosi Media Sosial, Kualitas Layanan, Harga, Kualitas Produk

Source: Processed data (2022)

Based on the table 10 above, it is known that the R square value of 0.590 or 59% means that the independent variables (product quality, price, service quality, and social media promotion) can affect the dependent variable (purchase decisions) while the remaining 41% is influenced by other variables not examined in this study. this research.

Summary of t-test (partial) and F-test (simultaneous)

Based on the tests that have been carried out, as shown in Table 8 and Table 9, the results of the t-test (partial) and F-test (simultaneous) regarding the effect of product quality, price, service quality, and social media promotion on the decision to purchase gadget accessories at Dazzle Yogyakarta can be summarized in the Table 11 as follows:

Table 11. Summary of t test and F test

Variable	Result of t test (Partial)	Result of F Test (Simultaneous)
Product quality	Positive but not significant effect on purchasing decision	Taken together, the variables of product quality, price, service quality, and social media promotion have a positive and significant effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta.
Price	Positive and significant effect on purchasing decision	
Service Quality	Positive and significant effect on purchasing decision	
Social Media Promotion	Positive and significant effect on purchasing decision	

Source: Processed data (2022)

The t-test (partial) can have a positive and significant effect if it has a $t_{count} > t_{table}$ which means the hypothesis is accepted, and the significance value $< \alpha$ then the hypothesis is accepted (significant regression coefficient). The F test (simultaneous) has a positive and significant effect if F count > F table and the significance value $< \alpha$ then the hypothesis is accepted. In this study, the significance value (α) of 0.01 ($\alpha= 1\%$); 0.05 ($\alpha= 5\%$); and 0.1 ($\alpha= 10\%$).

Consumer Perception Results

The following discusses the comparison of the level of importance of the variables that influence the decision to purchase gadget accessories at Dazzle Yogyakarta. The first is seen from consumer perceptions, seen from the following regression equation:

$$Y = 5,619 + 0,085X_1 + 0,645X_2 + 0,291X_3 + 0,366X_4 + e$$

From the results of the analysis and multiple linear regression equations, it can be concluded based on the level of importance as follows:

Table 12. Level of Importance of Variables from Consumer Perception

Factor/Variable	Level of Importance	Order
Price (X_2)	0.645	1
Social Media Promotion (X_4)	0.366	2
Service Quality (X_3)	0.291	3
Product quality (X_1)	0.085	4

Source: Processed data (2022)

Based on Table 12 above, seen from consumer perceptions, it is stated that the order of importance that influences the decision to purchase gadget accessories at Dazzle Yogyakarta is price, social media promotion, service quality and lastly product quality.

4.2 Proposed Improvements
The suggestions given by researchers to the management of Dazzle Yogyakarta are as follows:
a. With no significant effect of product quality when viewed from the t test (partial) on the decision to purchase gadget accessories at Dazzle Yogyakarta, the company can make new innovations and improve the quality of the products offered to consumers so that they can compete with competing products that have been circulating. on the market.
b. For the price variable, the company first adjusts the prices circulating in the market and provides new innovations for gadget accessories products so that consumers prefer to buy gadget accessories at Dazzle Yogyakarta compared to other places.
c. For service quality variables, it is better to improve the comfort, cleanliness, neatness of the employees or the shop so that customers feel at home and will buy gadget accessories at Dazzle Yogyakarta compared to other places.
d. For social media promotion variables, it is better to improve the quality of posts and the truth of the contents of the posts, if there are no promos, it is better to delete the posts so as not to confuse readers or customers who will make purchases at Dazzle Yogyakarta.
e. The management must pay more attention and consider the voices of consumers who state that prices and promotions of social media greatly affect consumer purchasing decisions, therefore the management further enhances better social media promotions, increases promos, and provides appropriate prices so that can compete with other companies so as to attract consumers while still paying attention to the quality of service and product quality.

5. Conclusion
Based on the results and discussion, it can be concluded that:
1. Partially, product quality has a positive but not significant effect on purchasing decisions, while price, service quality, and social media promotions have a positive and significant effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta. Simultaneously (together) product quality, price, service quality, and social media promotion together have a positive effect on purchasing decisions for gadget accessories at Dazzle Yogyakarta.
2. From the result of perceptions analysis, the order of the level of importance of the variables that influence the decision to purchase gadget accessories at Dazzle Yogyakarta is as follows:
   Based on consumer perceptions, it is stated that the order of importance that influences the decision to purchase gadget accessories at Dazzle Yogyakarta is:
   1) Price
   2) Social media promotion
   3) Service quality
   4) Product quality

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Biography / Biographies

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