The Influence of Product Quality, Price, Brand Image, Personal Selling, and Income on Purchasing Decisions of Hpai Products in Kotabaru

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Abstract
This study aims to determine and understand the influence of product quality, price, brand image, personal selling, and income on purchasing decisions of HPAI products in Kotabaru. This type of correlational research, namely to determine the relationship between independent variables, namely product quality, price, brand image, personal selling and income on the dependent variable of purchasing decisions. The research method used is multiple linear regression analysis to determine the influence of each independent variable on the dependent variable. The research sample consisted of 60 people using the Slovin method. The results show that partially both product quality, price, brand image, personal selling, and income influence purchasing decisions, while simultaneously product quality, price, brand image, personal selling, and income significantly influence the purchasing decision variable of HPAI products in Kotabaru.

Keywords: product quality, price, brand image, personal selling, income, purchasing decision

1. Introduction
In today's rapidly evolving era, businesses face intense competition, both in products and services, exacerbated by the complexity of the current economic system. To navigate this competitiveness and sustain or enhance profits, companies must implement strategies to remain viable. This competition is characterized by the emergence of new products entering the market, each catering to different consumer behaviors and preferences. Understanding consumer behavior is crucial for companies to effectively market their products. Economic development significantly influences modern lifestyles, leading to increased demand for desired goods and services and consequently raising consumer purchasing decisions.

The rise of herbal medicines reflects a growing awareness of the dangers of chemical drugs, driving increased demand for various herbal products and intensifying competition within the herbal product industry. Proper targeted marketing is crucial for influencing buyers' decisions, and companies must adapt to consumers' preferences as they play a central role in purchasing decisions. Regarding product purchasing decisions, consumers are faced with numerous choices. Therefore, product quality and price are crucial factors in their decision-making process. Companies strive to differentiate their products to avoid commoditization and maintain

competitiveness. Quality assurance is essential for companies to ensure their products stand out among competitors.

Product quality is influenced by expected and perceived quality, with companies like HPAI boasting various advantages such as Sharia compliance, halal certification, and a focus on natural, scientific, and divine principles. Price remains a significant consideration for consumers, with HPAI offering a range of affordable products to appeal to the general public. Promotion, particularly personal selling, plays a vital role in introducing products and highlighting their benefits to consumers. HPAI utilizes personal selling strategies to engage potential customers directly, ensuring they receive the necessary product information (Tjipno, 2011). Additionally, income levels significantly affect consumer demand, with higher incomes typically correlating with increased purchasing power. In Kotabaru, where fast food consumption is high and exercise is minimal, there is a heightened need for trustworthy health products, particularly among health-conscious Muslim consumers prioritizing halal and high-quality goods. The researcher's choice of HPAI products stems from the rising trend of halal lifestyle adoption and HPAI's reputation for offering quality products with affordable pricing and MUI halal certification, making them appealing to Kotabaru residents (Sadono, 2015).

Based on the existing phenomenon and issues, the research question related to The Influence of Product Quality, Price, Brand Image, Personal Selling, and Income on Purchasing Decisions of HPAI Products in Kotabaru, is:

1. Does income significantly influence purchasing decisions for HPAI products in Kotabaru simultaneously?
2. Do Product Quality, Price, Brand Image, Personal Selling, and Income significantly influence purchasing decisions for HPAI products in Kotabaru partially?
3. Which variable has the dominant influence on purchasing decisions for HPAI products in Kotabaru?

2. Literature Review

2.1 Marketing

Marketing is one of the primary activities of a company that directly interacts with consumers. A company is considered successful in its efforts if it successfully markets its products to the public. Budiharja (2016). The American Marketing Association (AMA) states that "marketing is an organizational function and a series of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders" (Kotler and Keller, 2008:5).

According to Kotler and Keller (2008:5), the essence of marketing is identifying and fulfilling human needs, and social marketing is a business activity system intended to reach target markets and achieve a company's objectives by planning, setting prices, promoting, and distributing goods and services that can satisfy desires and reach markets and the company's goals (Priangani 2013). Marketing is a societal process in which individuals and groups obtain what they need and want by creating, offering, and freely exchanging valuable products and services with others (Kotler and Keller, 2008:5).

2.2 Buying Decision

According to Sutisna (2002) in (Subianto 2007), purchasing decision is the act of consumers making a choice to differentiate a product, initiated by awareness of fulfilling needs and desires. The concept of decision-making encompasses the decision to purchase and use products or services, as well as making appropriate decisions among various available alternatives. After evaluating how effective each option is in achieving the decision-maker's goals. Purchasing decision is the action taken by consumers when they buy a product (Harahap 2015). According to Kotler (2008:190), purchasing decision is a stage in the decision-making process where consumers actually buy the product.

2.3 Product Quality

Kotler and Keller (2008:143) state that product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. The quality of a product is its ability to perform its function, which is a combination of durability, reliability, accuracy, convenience, maintenance, and other features (Anwar 2015). According to Wiajaya (2011) cited in Ibrahim and Thawil (2019), product quality is the combination of all product characteristics produced by marketing, engineering, and production maintenance parts so that the goods (products) can be used according to consumer needs.

According to Kotler (2012), product quality is the ability of a product to perform its function. This includes general durability, reliability, accuracy, ease of use, product repairs, and other product characteristics. Product quality is one of the determining factors in purchasing decisions because good product quality creates, maintains, and strengthens consumer loyalty.

2.4 Price

According to Tandjung (2004:78) cited in Marendra (2018), price can simply be defined as the amount of money (monetary unit) or other elements (non-monetary) that contain certain utility or usefulness needed to obtain a service. Utility is an attribute or component that can fulfill specific needs and desires. Price also indicates how much consumers have to pay to obtain a product. According to Amilia (2017), price is one of the important factors that influence product marketing. Consumers always pay attention to the high or low price when looking for products. According to Kotler and Armstrong (2006:430) cited in Vanessa and Arifin (2017), they define price as the total value paid by consumers to benefit from owning or using a good or service. Price is an essential component in a company because with the existence of price, the company will gain profits to survive. Price is also a tool used by consumers to exchange goods or services (Riyono and Budiharja, 2016).

Based on the explanation above, price can be defined as the amount of money or other elements that contain certain utility or usefulness needed to obtain a service. Price also indicates how much consumers have to pay to obtain a product. Consumers always pay attention to the high or low price when looking for products.

2.5 Brand Image

According to Kotler and Keller (2008:272), image is how society perceives them actually. Brand is the perception that customers have about how a particular brand differs from other brands,

such as symbols, letters, or specific colors (Vanessa and Arifin, 2017). According to Evita (2017), Brand is a means to communicate products with customers. Branding is essential for a company to distinguish itself from competitors. Additionally, a brand is the identity of a product within its business. Branding is one of the main product strategies. Brands can be in the form of names, logos, themes, or combinations of other elements. According to Kotler and Keller (2009), brand image is the perception and beliefs of consumers embedded in their memories, which they will always remember first when they hear a slogan from a company (Kurniawati 2014).

Based on the explanation above, it can be concluded that image is the view or impression of society towards a company. Meanwhile, a brand is the perception of society about a particular brand, including symbols or logos, names, or specific colors. It is important as a differentiator from competitors. Brand image is the perception and beliefs of society about a particular product formed from their own experiences when using a product or indirectly hearing from others, and they will always remember when hearing or seeing a slogan from a company of that product.

2.6 Personal Salling
Companies currently rely on salespersons or salespeople to target and identify potential buyers, convert them into customers, and subsequently develop business. According to Churchill (2010: 582), personal selling is an interpersonal communication process to identify and satisfy customer needs while considering the long-term interests of both parties.

According to Tjiptono (2012: 376), personal selling is an integral part of integrated marketing communication and does not replace other elements of the advertising mix. Tjiptono (2008: 224) defines personal selling as direct (face-to-face) communication between salespeople and potential customers to introduce products, enhance their understanding of the products, and attempt to sell them. Personal selling involves oral presentations conducted in conversation with one or more prospective buyers with the aim of obtaining sales. Personal selling is the verbal presentation of a business to one or more prospective buyers with the goal of selling the offered goods or services. In personal selling, there is direct personal contact between the seller and the buyer, allowing for two-way communication between the buyer and the seller. Personal selling also takes into account buyer complaints and suggestions and provides feedback to the company (Assauri 2013: 202).

According to Wahyudi and Wijaksana (2016: 2021), personal selling is face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

2.7 Income
According to Sadono (2006: 47), income is the money received and given to economic subjects based on the achievements delivered, namely income from one's own profession or individual business and income from wealth. The amount of income a person receives depends on the type of work they do. According to FASB (Financial Accounting Standard Board) as stated by Harahap (2009: 113), "income is the inflow or increase in the value of assets of an entity or the discharge of liabilities of an entity or both during a certain period originating from the delivery or production of goods, provision of services for other activities which are the main activities of the ongoing company."

According to Harahap (2015: 58), income is the result of sales of goods or purchases of services charged to subscribers, sellers, or those who receive services. Meanwhile, according to Mardiasmo, income, with a broader definition, is any additional economic ability received or acquired by taxpayers, whether from domestic or foreign sources, which can be used for consumption or adding to the wealth of the taxpayer concerned in any name or form.

From the various definitions mentioned above, we can conclude that income is an amount received by a company for the services it provides. This may involve the sale of products and services produced during a company's operations to increase asset value and reduce liabilities arising from the provision of goods and services.
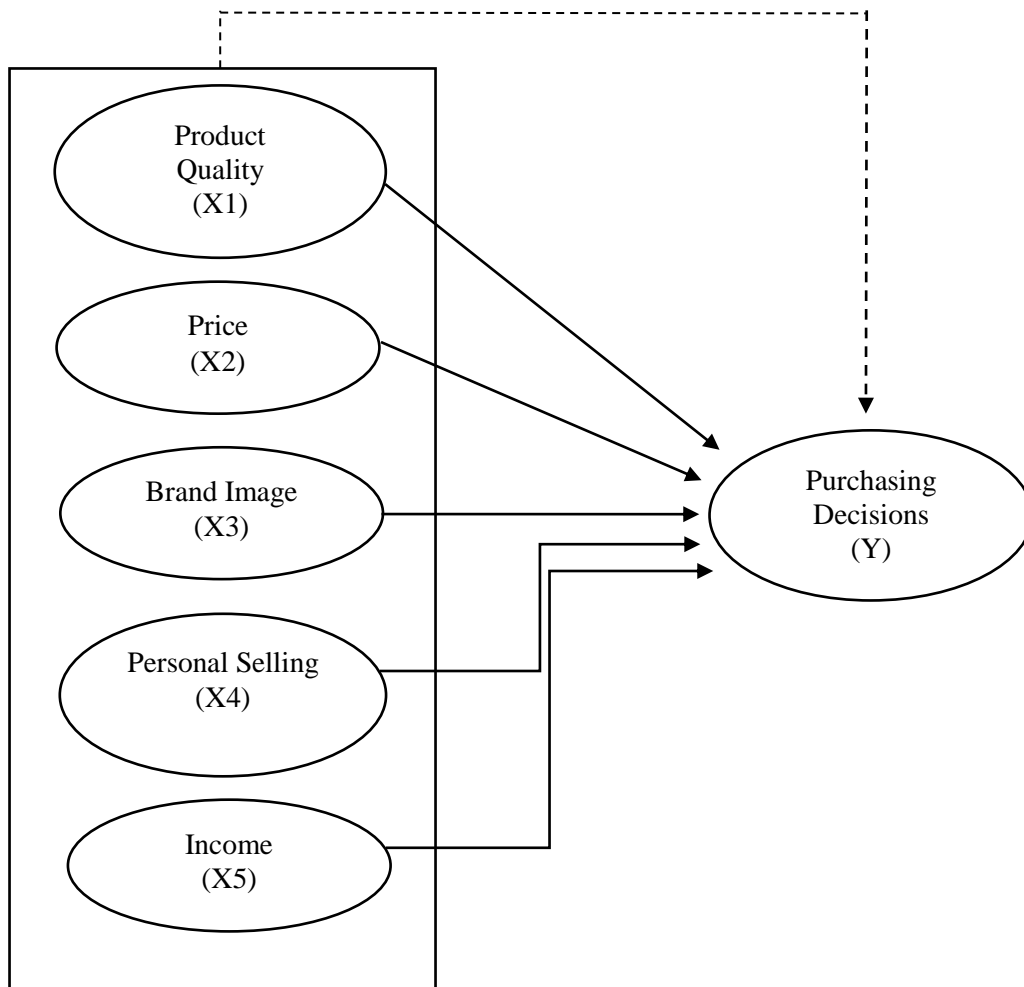
2.8 Conceptual Framework and Research Hypothesis

Figure 1. Conceptual Framework

H$_1$: Product Quality, Price, Brand Image, Personal Selling, and Income significantly influence Purchasing Decisions for HPAI Products in Kotabaru simultaneously.

H$_2$: Product Quality, Price, Brand Image, Personal Selling, and Income significantly influence Purchasing Decisions for HPAI Products in Kotabaru partially.

H$_3$: Price has a dominant influence on Purchasing Decisions for HPAI Products in Kotabaru.

3. Research methods

This type of research is correlational research, which is conducted by collecting a set of data to examine whether there is a relationship between independent variables, namely Product Quality (X1), Price (X2), Brand Image (X3), Personal Selling (X4), and Income (X5), with the dependent variable, namely Purchase Decision (Y). Thus, a significant or non-significant relationship between the independent variables and the dependent variable can be obtained. The analysis used in this research utilizes SPSS version 26 application with the method of multiple linear regression analysis. The population in this research is the consumers of Halalmart HNI in the last 3 months from July to September 2023, which is around 150 people. To determine the sample size from the population, the Slovin method can be used with a critical value of 10%, resulting in a sample size of 60 respondents. The data analysis technique in this research is multiple linear regression analysis by formulating each appropriate equation model with the assistance of the SPSS program. $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$. Hypothesis testing is conducted using the F-test and t-test.

3.1 Variable Operational Definitions
Product Quality (X$_1$) is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Indicators of product quality in this study consist of Performance, Features, Reliability, Conformance to specifications, Durability, Esthetics, and Perceived quality.

Price (X$_2$) is the total value paid by consumers to obtain benefits from owning or using a product or service (). Price indicators in this study consist of Affordability, Price-Quality Ratio, Price Competitiveness, and Price-Benefit Suitability.

Brand (X$_3$) is the perception that customers have about how a particular brand differs from other brands, such as symbols, letters, or specific colors (Vannesa and Arifin, 2017). The indicators of brand image are Corporation Image, User Image, and Product Image.

Personal selling (X$_4$) is direct communication (face-to-face) between sales personnel and prospective customers to introduce products to prospective customers, enhance their understanding of the products, and attempt to persuade them to purchase. The indicators of personal selling are Face-to-face interaction with customers, Being friendly towards customers, Providing explanations about products, Addressing customer objections, Asking for customer orders.

Income (X$_5$) is the result of selling goods or purchasing services charged to subscribers, sellers, or those who receive services. The indicators of income are Monthly income received, Occupation, Family financial burden.

Purchase decision (Y) is the action taken by consumers when they purchase a product (Harahap, 2015). Indicators of purchase decision variable consist of Confidence in a Product, Buying Habits, Recommending to Others, Repeat Purchases.

4. Research Result

4.1 Validity Test

Table 1 Validity Test Result

Variable	Question code	Validity		Decision
		Correlation (R)	sig (p)	
Product Quality (X_1)	$X_{1.1}$	0,756	0,210	valid
	$X_{1.2}$	0,789	0,210	valid
	$X_{1.3}$	0,785	0,210	valid
	$X_{1.4}$	0,800	0,210	valid
	$X_{1.5}$	0,792	0,210	valid
	$X_{1.6}$	0,652	0,210	valid
	$X_{1.7}$	0,844	0,210	valid
	$X_{1.8}$	0,783	0,210	valid
	$X_{1.9}$	0,749	0,210	valid
Price (X_2)	$X_{2.1}$	0,652	0,210	valid
	$X_{2.2}$	0,744	0,210	valid
	$X_{2.3}$	0,643	0,210	valid
	$X_{2.4}$	0,748	0,210	valid
	$X_{2.5}$	0,690	0,210	valid
	$X_{2.6}$	0,735	0,210	valid
Brand Image (X_3)	$X_{3.1}$	0,534	0,210	valid
	$X_{3.2}$	0,762	0,210	valid
	$X_{3.3}$	0,714	0,210	valid
	$X_{3.4}$	0,742	0,210	valid
	$X_{3.5}$	0,851	0,210	valid
	$X_{3.6}$	0,832	0,210	valid
Personal Selling (X_4)	$X_{4.1}$	0,832	0,210	valid
	$X_{4.2}$	0,823	0,210	valid
	$X_{4.3}$	0,868	0,210	valid
	$X_{4.4}$	0,649	0,210	valid
	$X_{4.5}$	0,792	0,210	valid
Income (X_5)	$X_{5.1}$	0,637	0,210	valid
	$X_{5.1}$	0,825	0,210	valid
	$X_{5.1}$	0,778	0,210	valid
Puchasing Decision (Y)	$Y_{.1}$	0,697	0,210	valid
	$Y_{.2}$	0,895	0,210	valid
	$Y_{.3}$	0,665	0,210	valid
	$Y_{.4}$	0,864	0,210	valid

Source: SPSS data output 26, 2024

Based on the table above, it can be concluded that all items in the questionnaire for the performance, training, and work experience variables can be considered valid. This can be observed from the r value of each questionnaire item, which is greater than 0.210.

4.2 Reliability Test

<div align="center">Table 2 Reliability Test Result</div>

Variable	Cronbach's Alpha	Decision
Product Quality (X_1)	0,919	Reliable
Price (X_2)	0,865	Reliable
Brand Image (X_3)	0,847	Reliable
Personal Selling (X_4)	0,840	Reliable
Income (X_5)	0,603	Reliable
Purchasing Decision (Y)	0,783	Reliable

Source: SPSS data output, 2024

Based on the table above, it can be concluded that all variables in this study can be considered reliable. This can be observed from the coefficient of reliability (Cronbach's alpha) of each variable, which is greater than 0.60.

4.3 Multiple Linear Regression

<div align="center">Table 3 Coefficients Results</div>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,661	2,346		-,708	,482
Product Quality	,080	,027	,267	2,899	,005
Price	,163	,059	,253	2,784	,007
Brand Image	,142	,068	,211	2,098	,041
Personal Selling	,178	,077	,228	2,324	,024
Income	,388	,153	,289	2,543	,014
a. Dependent Variabel: Purchasing Decision					

Source: SPSS data output 26, 2024

Based on Table 3, the multiple linear regression equation is Y= -1,661 + 0,080X_1 + 0,163X_2 + 0,142X_3 + 0,178X_4 + 0,388X_5 + ε

The regression equation can be explained as follows:

a. The constant value of -1.661 implies that if the quality of the product, price, brand image, personal selling, and income values are all 0, then the purchase decision value will remain at -1.661.

b. The regression coefficient value for product quality (X1) of 0.080 means that for each one-unit increase in the X1 variable, the purchase decision variable will increase by 0.080, assuming the other independent variables remain constant. When the quality of a product improves or increases, the purchase decision tends to increase as well because consumers tend to prefer products perceived to have higher quality.

c. The regression coefficient value for price (X2) of 0.163 means that for each one-unit increase in the X2 variable, the purchase decision variable will increase by 0.163, assuming the other independent variables remain constant. This can happen when consumers believe that the benefits or value they receive from a product are equivalent to or exceed the price they pay, so they tend to buy the product even if the price increases.

d. The regression coefficient value for brand image (X3) of 0.142 means that for each one-unit increase in the X3 variable, the purchase decision variable will increase by 0.142, assuming the other independent variables remain constant. A positive brand image increases consumer trust in a product and helps enhance the credibility of a product, thus increasing purchase decisions.

e. The regression coefficient value for personal selling (X4) of 0.178 means that for each one-unit increase in the X4 variable, the purchase decision variable will increase by 0.178, assuming the other independent variables remain constant. The interpersonal relationship between potential buyers and sellers in personal selling can increase trust and comfort for potential buyers, and sellers have the opportunity to persuade potential buyers to purchase their products, thus increasing purchase decisions.

f. The regression coefficient value for income (X5) quality of 0.388 means that for each one-unit increase in the X5 variable, the purchase decision variable will increase by 0.388, assuming the other independent variables remain constant. This occurs when the income of potential buyers increases, allowing them to have more money to purchase a product, thus increasing purchase decisions.

4.4 F test (simultaneous)

Table 4. F Test Results

ANOVAa					
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	143,230	2	71,615	74,833	.000b
	Residual	66,990	70	,957		
	Total	210,219	72			
a. Dependent Variable: Purchasing Decision					
b. Predictors: (Constant), Income, Price, Product Quality, Personal Selling, Brand Image					

Source: SPSS data output 26, 2024

Based on table 4 given the F-table value of 2.386, it is explained that if the F-table > F-calculated (2.386 > 15.778), then H0 is rejected and Ha is accepted. This indicates that there is a positive and significant influence of the variables product quality (X1), price (X2), brand image (X3), personal selling (X4), and income (X5) simultaneously affecting the purchase decision variable (Y) for HPAI products in Kotabaru.

4.5 t test (partial)

Table 5. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,661	2,346		-,708	,482
Product Quality	,080	,027	,267	2,899	,005
Price	,163	,059	,253	2,784	,007
Brand Image	,142	,068	,211	2,098	,041
Personal Selling	,178	,077	,228	2,324	,024
Income	,388	,153	,289	2,543	,014
a. Dependent Variabel: Purchasing Decision					

Source: SPSS data output 26, 2024

Based on Table 5, the results of the t-test can be explained as follows:

1. The influence of product quality variable (X1) individually or partially on the purchase decision of HPAI products in Kotabaru. From the coefficients table, the calculated t-value for the price variable is 2.899 against the purchase decision (Y), which means that the calculated t-value of 2.899 > the tabulated t-value of 2.0048, thus rejecting H0 and accepting H1. This indicates a positive and significant influence of product quality (X1) on the purchase decision (Y).

2. The influence of price variable (X2) individually or partially on the purchase decision of HPAI products in Kotabaru. From the coefficients table, the calculated t-value for the product quality variable is 2.784 against the purchase decision (Y), which means that the calculated t-value of 2.784 > the tabulated t-value of 2.0048, thus rejecting H0 and accepting H2. This indicates a positive and significant influence of price (X2) on the purchase decision (Y).

3. The influence of brand image variable (X3) individually or partially on the purchase decision of HPAI products in Kotabaru. From the coefficients table, the calculated t-value for the brand image variable is 2.098 against the purchase decision (Y), which means that the calculated t-value of 2.098 > the tabulated t-value of 2.0048, thus rejecting H0 and accepting H3. This indicates a positive and significant influence of brand image (X3) on the purchase decision (Y).

4. The influence of personal selling variable (X4) individually or partially on the purchase decision of HPAI products in Kotabaru. From the coefficients table, the calculated t-value for the personal selling variable is 2.324 against the purchase decision (Y), which means that the calculated t-value of 2.324 > the tabulated t-value of 2.0048, thus rejecting H0 and accepting H3. This indicates a positive and significant influence of personal selling (X4) on the purchase decision (Y).

5. The influence of income variable (X5) individually or partially on the purchase decision of HPAI products in Kotabaru. From the coefficients table, the calculated t-value for the income variable is 2.543 against the purchase decision (Y), which means that the calculated t-value of 2.543 > the tabulated t-value of 2.0048, thus rejecting H0 and accepting H3. This indicates a positive and significant influence of income (X1) on the purchase decision (Y).

Based on table 5, the magnitude of the beta coefficient for each independent variable on the dependent variable can be determined. By looking at the Standardized Coefficients box, the largest beta coefficient value represents the independent variable that has the greatest or dominant influence on the dependent variable. The largest beta coefficient value is found in income (X5) at 0.289. It can be concluded that income (X5) has the greatest or dominant influence on the purchase decision (Y) compared to other independent variables. Thus, H0 is accepted and Ha is rejected because price (X2) is not the most dominant variable in the purchase decision (Y) of HPAI products.

5. Discussion

The Influence of Product Quality, Price, Brand Image, Personal Selling, and Income Simultaneously.

Based on the function of the multiple linear regression equation $Y = -1.661 + 0.080x_1 + 0.163x_2 + 0.142x_3 + 0.178x_4 + 0.388x_5 + e$, the coefficient values obtained for product quality are 0.080, price 0.163, brand image 0.142, personal selling 0.178, and income 0.388. It can be concluded that these 5 independent variables have a positive effect on the purchase decision of HPAI products in Kotabaru.

The results of the hypothesis test simultaneously with a confidence level of 95% in Table 4.18 prove that there is an influence of Product Quality, Price, Brand Image, Income, Personal Selling, and Income on the Purchase Decision of HPAI Products. This is also evidenced by the F-test with a calculated F value of 15.778 > F table 2.386, and strengthened by the significance level. It can be concluded that H0 is rejected and Ha is accepted, meaning that Product Quality, Price, Brand Image, Income, Personal Selling, and Income are interrelated and simultaneously contribute to influencing purchasing decisions. Superior product quality, affordable prices, and effective personal selling from sellers will increase consumer purchasing decisions in buying HPAI products. Consumer income and brand image can also influence purchasing decisions, as when consumer income increases and with a good brand image of HPAI, it will also increase consumer purchasing decisions for the product.

The Partial Influence of Product Quality, Price, Brand Image, Personal Selling, and Income

The Influence of Product Quality on the Purchase Decision of HPAI Products
The research results indicate that product quality (X1) has a positive and significant partial effect on the purchase decision (Y). Therefore, the second hypothesis H2 is accepted, and H02 is rejected. Product quality is an important factor for consumers. This indicates that the higher the product quality, the greater its influence on the purchase decision of HPAI products, meaning that the presence of high-quality products that meet the needs and desires of consumers drives the purchase. The quality of a product is one of the considerations for consumers in making purchasing decisions.

The Influence of Price on the Purchase Decision of HPAI Products
The research findings indicate that price (X2) has a positive and significant partial effect on the purchase decision (Y). Therefore, the second hypothesis H2 is accepted, and H02 is rejected. This means that the more the offered price aligns with the purchasing power of consumers, the better the influence on their purchase decision. When the price of the product matches consumer preferences and is affordable within their purchasing capacity, the purchase decision of the product will improve significantly.

Furthermore, the research results also demonstrate the success of HPAI in setting prices that align with consumers' purchasing power, and the benefits obtained also meet consumer preferences.

The Influence of Brand Image on the Purchase Decision of HPAI Products
The research findings indicate that brand image (X3) has a positive and significant partial effect on the purchase decision (Y). Therefore, the second hypothesis H2 is accepted, and H02 is rejected.

This demonstrates that brand image is crucial for consumers, where a positive brand image will also provide a favorable perception and ensure that the product remains memorable to consumers. In other words, a good and positive brand image increases the likelihood of consumers choosing a product compared to other brands with less favorable or negative images. Additionally, based on the questionnaire results, consumers perceive that the brand image held by HPAI aligns with their desires and expectations.

The Influence of Personal Selling on the Purchase Decision of HPAI Products
The research findings indicate that personal selling (X4) has a positive and significant partial effect on the purchase decision (Y). Therefore, H02 is rejected, and Ha2 is accepted. This demonstrates that direct communication between the seller and the consumer through effective personal selling significantly impacts consumer attitudes and behaviors in making purchasing decisions. In other words, if the seller can provide information, explain the benefits of the product, and build a good relationship with the consumer, it will enhance the decision to purchase the product.

The Influence of Income on the Purchase Decision of HPAI Products
The research findings indicate that income (X5) has a positive and significant partial effect on the purchase decision (Y). Therefore, H02 is rejected, and Ha2 is accepted. This means that an

individual's income level affects their ability to purchase a product. Consumers with higher incomes will have more choices and tend to purchase higher-priced and higher-quality products, while consumers with lower incomes tend to choose products with lower prices.

These research findings support Kotler's theory that trust in income outcomes influences a consumer's purchasing decision, making trust in income outcomes an important reason for making purchasing decisions.

The Influence of Dominant Variables
The research findings indicate that income (X5) has the most dominant influence on the purchase decision (Y) compared to other variables. From the beta test results, the highest standardized coefficient beta value is found in income, thus rejecting the third hypothesis stating that price is the most dominant variable.

This occurs because a consumer's income level has a greater influence on their ability to purchase HPAI products compared to the price of HPAI products. Higher income levels will increase consumers' purchasing power, so they will buy HPAI products even if the prices offered are high. Conversely, when consumers' income levels are low, their decision to purchase HPAI products will also be low or decrease, even if the prices offered are very affordable.

6. Conclusion
Based on the research results and discussion of the simultaneous, partial and dominant influence of training and work experience variables on the performance of firefighters at the Banjar Regency Fire Department, it can be concluded:

1. The research results indicate that Product Quality (X1), Price (X2), Brand Image (X3), Personal Selling (X4), and Income (X5) significantly influence the purchasing decision of HPAI products in Kotabaru simultaneously.
2. The research results indicate that Product Quality (X1), Price (X2), Brand Image (X3), Personal Selling (X4), and Income (X5) significantly influence the purchasing decision of HPAI products in Kotabaru partially.
3. The research results indicate that the Income variable (X5) has a dominant influence on the purchasing decision of HPAI products in Kotabaru.

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