



Purchasing Decisions are Based on Product Quality and Price

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ABSTRACT

The decisions consumers make before making a purchase are the main components that influence the achievement of company goals. Product quality and price are things that influence consumer purchasing decisions, so it is appropriate for companies to pay attention to these matters so that consumers are interested in making purchases so that the company's goals will be achieved. The aim of this research is to understand and investigate the extent of the impact of product quality and cost on purchasing choices. Multiple linear regression analysis was chosen as the research methodology. This research was obtained through an accidental sampling method combined with non-probability as a sampling strategy. This research proves that the quality of goods and price have a large and profitable impact on consumers' purchasing decisions.

INTRODUCTION

Tidiness is the work of caring for a room that is useful for promoting a healthy life through natural control of things that can be detrimental to society. To create a clean environment is the obligation of every individual, where in carrying out this, cleaning aids are needed. The community's need for cleaning tools can be used as a business opportunity for entrepreneurs to develop their businesses. With this business opportunity, the broom company produces cleaning tools, namely coconut brooms and plastic brooms. Coconut brooms are made from aren tree fibers or coconut fibers. While plastic brooms are made from synthetic nylon string coconut fibers. To reach and influence consumers in purchasing decisions. One strategy that can be done by the company is to increase the quality of the product, compete by providing affordable prices to attract consumers' attention and influence consumers to make purchasing decisions.

Based on broom company data, the revenue target set in 2022 was not achieved. This indicates that the expected number of purchases was not achieved. In this regard, the purchasing decision indicator, especially the number of broom purchases by consumers, was not achieved. In other words, consumer purchasing decisions for brooms are not good. Product quality and price are believed to have an impact on the problem.

Based on the company's return data regarding product quality, the number of products returned during the 2022 period was 14 brooms per month, above the standard tolerance for returned products of 10 brooms per month. The possibility of losses for the firm exists if the quantity of returned items keeps rising. To minimize losses, the company must repair the products returned by consumers so that they can be resold.

Meanwhile, the response to the price, from the results of the pre-price survey, shows that price of the company's palm broom products is higher than the price of the competitor's palm broom products. Likewise, the price of the company's plastic broom products is higher than the price of the competitor's plastic broom goods. Pre-survey data shows that 53% of respondents considered that the prices set were not in line with people's expectations, especially if the prices were set according to the capabilities and product quality based on capabilities.

Previous research conducted by Nurlisna et.al, (2023), Ainun et.al, (2023), Rianti (2023), Jessisca and Hamdan (2022), and Haque (2020) shows that product quality and price have a beneficial influence and large impact on purchasing decisions, both partially and simultaneously. However, the findings of several studies by Farhanah & Marzuqi (2021) and Sutrisno et.al, (2023) show that product quality has an insignificant impact on purchasing decisions. According to research by Ridho et.al, (2023), Suwu et.al, (2022), and Destarini & Prambudi (2020), price has a negative and insignificant influence on consumer purchasing decisions. Based on the explanation above, it shows that this research is important to determine and evaluate the relative influence of product quality and price on purchasing decisions.

LITERATURE REVIEW

Product Quality

According to Wijaya (2019:11), defines product quality as the extent to which the product can meet customer demands and preferences. Meanwhile, the factors that influence product quality according to Assauri (2018:123) are the function of a product, its external form, and the cost of the product concerned. The indicators of product quality are (1) performance; (2) beauty; (3) ease of maintenance; (4) special characteristics; (5) dependency; (6) quality of conformity; and (7) appropriate use (Wijaya, 2019:13).

Price

According to Kotler and Armstrong (2016:324), a product's price is the amount of money a customer pays to enjoy its benefits. Meanwhile, according to Swastha (2016:211) the factors that influence prices are economic conditions, demand and supply, elasticity of demand, competition and costs. The price indicators are (1) affordability; (2) ability to pay; (3) appropriateness of pricing to product quality; (4) suitability of costs to benefits (Kotler and Armstrong, 2016:78).

Buying Decision

According to Kotler and Keller (2018:188), buying choices are about how consumers form preferences between brands in choosing, buying and using and the product can meet consumer needs. Meanwhile, elements that influence the decision to buy according to Mulyono (2021:17), namely (1) cost; (2) item quality; (3) brand picture; (4) location. The indicators of (1) selection of goods; (2) selection of brand; (3) selection of distributor; (4) purchase period; (5) selection of purchase amount and; (6) mode of payment (Kotler and Keller, 2018:188).

The following is a description of the thinking framework model used in this study:

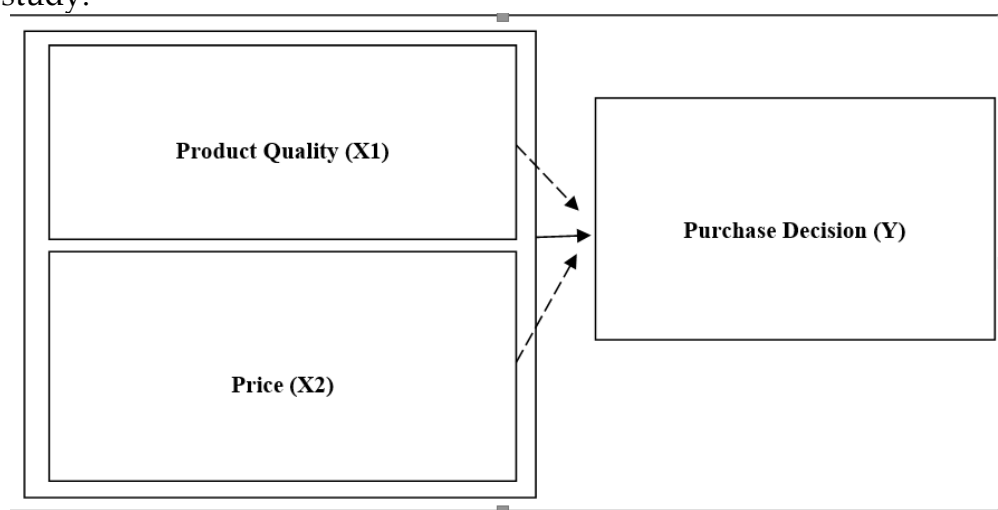


Figure 1. Framework of Thought

Information:

-----> : Partial influence
 -----> : Simultaneous influence

METHODOLOGY

This research uses descriptive and verification methods. The population is 6,740 people. The sampling technique used a non-probability sampling approach with an accidental sampling method assisted by the Taro Yamane formula with calculation results of 100 respondents.

The data source used in this research is primary data obtained directly through questionnaires given to respondents, namely consumers of broom companies. Then secondary data was obtained from the broom company, namely income data, organizational structure, and human resource aspects. Data collection techniques were obtained through literature studies and field studies. The instrument testing method uses validity, reliability and classical assumption tests, using IBM SPSS 20.

RESULTS AND DISCUSSION

Validity Test

Each statement item in this research was declared valid based on the findings of the validity test.

Reliability Test

All reliability testing was declared reliable with the results:

Table 1. Reliability Test Results

Variables	<i>Cronbach's Alpha</i>	Provision (α)	Information
Product Quality (X1)	0.872	0.6	Reliable
Price (X2)	0.848	0.6	Reliable
Purchase Decision (Y)	0.906	0.6	Reliable

Source: Primary Data, Processed 2023

Normality Test

This test has a normal distribution

Table 2. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

	<i>Unstandardized Residuals</i>
N	100
Asymp. Sig. (2-tailed)	,250

Source: Primary Data, Processed 2023

Multicollinearity Test

The description of the multicollinearity test is:

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics		Decision
	Tolerance	VIF	
Product Quality (X1)	0.716	1,397	Multicollinearity Free
Price (X2)	0.716	1,397	Multicollinearity Free

Table 3 explains that there are no signs of multicollinearity because the tolerance value is greater 0.05 and the VIF value is below 5.

Heteroscedasticity Test

The results show there is no problem:

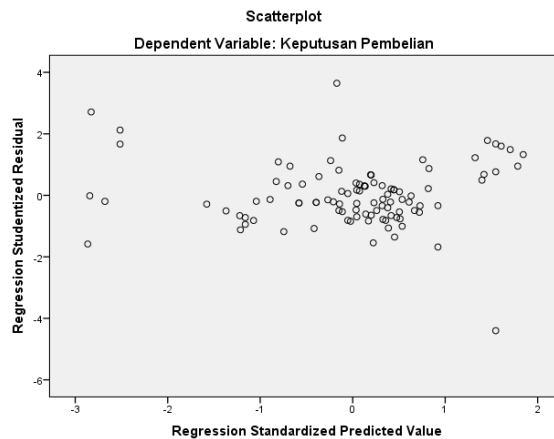


Figure 2. Scatterplot graph

Source: Primary Data, Processed 2023

Multiple Linear Regression Analysis

The table below displays the regression findings.

Table 4. Results of Multiple Linear Regression Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	14,811	3,092		4,790	,000
1 Product Quality	,146	,064	,187	2,287	,024
Price	,765	,102	,614	7,503	,000

a. Dependent Variable: Purchase Decision

Source: Primary Data, Processed 2023

$$Y = 14,811 + 0.146X_1 + 0.765X_2 + \varepsilon$$

Multiple Correlation Analysis

Table 5. Results of Multiple Correlation Analysis

<i>Model Summary</i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731a	.535	.525	4,616

a. Predictors: (Constant), Price, Product Quality

b. Dependent Variable: Purchase Decision

Correlation analysis shows that there is a strong relationship between product quality, price and purchasing decisions with a value of 0.731

Determination Coefficient Analysis

The calculation result of the R square value is 0.535 or 53.5%. This shows that the percentage contribution of product quality and price to purchasing decisions is 53.5%. Meanwhile, 46.5% was caused by other variables that were not researched.

F test

Table 6. F Test Results

<i>ANOVAa</i>				
Model	Sum of Squares	Df	Mean Square	F
Regression	2375.844	2	1187.922	55,743
Residual	2067.146	97	21,311	
Total	4442.990	99		

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Product Quality

Source: Primary Data, Processed 2023

The F Test findings explain that product quality and price together have a big influence on consumer purchasing decisions.

t Test

The t test provides the following explanation:

Table 7. Partial Hypothesis Testing

No	Variable	Tcount	Sig.	Conclusion
1.	Product Quality	2,287	.024	Positive and significant influence
2.	Price	7,503	.000	Positive and significant influence

Source: Primary Data, Processed 2023

Cause of price is more dominant than product quality at 7.503. Therefore, companies must be careful in setting prices. Because price changes can greatly influence consumers' decisions in purchasing company products. The research

results are in line with by Nurlisna et.al, (2023) quality of the product and the price itself have a good and big influence on consumer purchasing decisions. Based on Nugraha et.al, (2024) product quality has a significant and positive effect on consumer purchasing decisions. Meanwhile, according to research Masayu et.al, (2023), Rifki et.al, (2023) the price factor alone has a favorable and large impact on customer purchasing decisions.

The Influence of Product Quality and Price on Purchasing Decisions

The F test results show that product quality and price have a positive and significant effect simultaneously on purchasing decisions. To increase sales, companies must make continuous improvements to product quality according to market needs. Apart from that, companies must also consider the selling price of the product. This research is strengthened by previous conducted by Ihsan et.al, (2022), Hidayat, et.al, (2022) and Sopandi et.al, (2023) which shows that product quality and price together have an influence on consumers' decisions to buy.

The Influence of Product Quality on Purchasing Decisions

The F test results show that product quality has a positive and significant effect on purchasing decisions. To improve product quality, companies need to redesign brooms, starting from size, color, to raw materials. Then it is tested to achieve the specified quality standards. This research is reinforced by Yulianingsih et.al, (2023) and Anggraini et.al, (2022) who discuss that product quality has a significant influence on consumers' decisions to buy.

The Influence of Price on Purchasing Decisions

F test results indicate that price has a positive and significant effect on purchasing decisions. To improve cost, companies can provide attractive promotions for palm fiber and plastic broom products. The results of this research are in line with research by Aisyah et.al, (2023), Zannubha et.al, (2023) and Asmin et.al, (2024) which shows prices are significantly influenced by consumer decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings obtained, it can be said that there is a positive and significant relationship between product quality and price simultaneously and partially on purchasing decisions. Therefore, increasing purchasing decisions can be done through product quality and price. Companies need to promote products through social media so that consumers make purchases, create products that are different from other products and provide prices that are affordable for consumers.

FURTHER STUDY

For further research regarding marketing management, especially purchasing decisions, other factors such as brand picture and place need to be studied in more depth.

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