



THE EFFECT OF PRODUCT QUALITY AND PRICE ON CONSUMER PURCHASE DECISIONS FOR CHOA BOUQUET IN VIKTOR, SOUTH TANGERANG CITY

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ABSTRACT

The purpose of this study was to determine the effect of product quality and price on consumer purchasing decisions at Choe Bouquet in Viktor, South Tangerang City. This type of research uses associative research, with a quantitative approach. The population in this study was 4,252 consumers and the sample in this study was 98 respondents. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis test. The results of this study indicate that Product Quality (X1) and Price (X2) have a positive and significant effect on consumer purchasing decisions (Y) with the regression equation $Y = 8.115 + 0.493 X1 + 0.291 X2$. The correlation coefficient value or level of influence between the independent variable and the dependent variable is obtained at 0.706, meaning that the product quality variables (X1) and price (X2) have a very strong relationship to consumer purchasing decisions (Y). The coefficient of determination or contribution of simultaneous influence is 49.9%, while the remaining 50.1% is influenced by other factors not studied. Hypothesis test obtained $F_{count} > F_{table}$ or $(47.245 > 3.090)$, this is also strengthened by $p \text{ value} < \text{Sig.} 0.05$ or $(0.000 < 0.05)$. Thus H_0 is rejected and H_3 is accepted. This means that there is a significant simultaneous influence between product quality (X1) and price (X2) on consumer purchasing decisions (Y) Choe Bouquet in Viktor, South Tangerang City.

Keywords: Product Quality, Price, Purchasing Decision.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh kualitas produk dan harga terhadap keputusan pembelian konsumen pada Choe Bouquet di Viktor Kota Tangerang Selatan. Jenis penelitian ini menggunakan penelitian asosiatif, dengan pendekatan kuantitatif. Populasi dalam penelitian ini sebanyak 4.252 konsumen dan sampel dalam penelitian ini sebanyak 98 responden. Analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi, analisis koefisien korelasi, analisis koefisien determinasi dan uji hipotesis. Hasil penelitian ini menunjukkan bahwa Kualitas Produk (X1) dan Harga (X2) berpengaruh positif dan signifikan terhadap keputusan pembelian konsumen (Y) dengan persamaan regresi $Y = 8,115 + 0,493 X1 + 0,291 X2$. Nilai koefisien korelasi atau tingkat pengaruh antara variabel bebas dengan variabel terikat diperoleh sebesar 0,706, artinya variabel kualitas produk (X1) dan harga (X2) mempunyai hubungan yang sangat kuat terhadap keputusan pembelian konsumen (Y). Koefisien determinasi atau



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sumbangan pengaruh secara simultan sebesar 49,9%, sedangkan sisanya sebesar 50,1% dipengaruhi oleh faktor lain yang tidak diteliti. Uji hipotesis diperoleh $F_{hitung} > F_{tabel}$ atau $(47,245 > 3,090)$, hal ini juga diperkuat dengan nilai $p < \text{Sig.}0,05$ atau $(0,000 < 0,05)$. Dengan demikian H_0 ditolak dan H_3 diterima. Artinya terdapat pengaruh simultan yang signifikan antara kualitas produk (X1) dan harga (X2) terhadap keputusan pembelian konsumen (Y) Choae Bouquet di Viktor Kota Tangerang Selatan.

Kata Kunci: Kualitas Produk, Harga, Keputusan Pembelian

1. INTRODUCTION

In the current era of globalization, the business world is developing very rapidly, making companies have to be able to follow the changing trends that occur in society so that the goals of each company can be met. The business world is always experiencing changes such as technology, lifestyle, and consumer preferences. Many companies compete to control the existing market share, namely by making good marketing plans in order to get a positive image in the minds of consumers. Business development can also be seen from the large number of brands and products competing in the market so that consumers have a variety of choices and alternative products that can meet their needs and have the right to choose according to what consumers want. With the competition that occurs, this requires business actors to bring out all their abilities in order to compete in the market. According to Setiawan et al. (2020: 153), Purchasing decisions in the context of online marketplaces are influenced by consumer reviews and product ratings. These factors give potential buyers confidence in making decisions to buy certain products. Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes so as to form an attitude in consumers to process all information and draw conclusions in the form of responses that arise what products are purchased. The following are the results of consumer data for Choae Bouquet purchases from 2021, 2022, and 2023:

Table 1
Consumer Data Choae Bouquet In Viktor South Tangerang City
Year 2021-2023

Year	Target Number of Consumers	Realization of Number of Consumers	Achievement	Status
2021	7000	6921	98,9%	Not achieved
2022	8000	7091	88,6%	Not achieved
2023	9000	4252	47,2%	Not achieved

Source: Data form Choae Bouquet 2021-2023



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Based on table 1.1 related to consumer data interacting with Choae Bouquet Di Viktor, there has been an increase and decrease. It can be seen from the table that the achievement in 2021 was only 98.9%, but increased in 2022 by 88.6%, then decreased in 2023 by 47.2%. This is due to several aspects in purchasing decisions that must be considered by the owner or manager of the bouquet shop. This can be seen from the aspect of choosing a bouquet, where consumers tend to consider product quality, product variants, product prices, the number of product contents for the type of food bouquet products on social media before buying or ordering a bouquet.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS (IF ANY)

The Influence of Product Quality on Purchasing Decisions

Product quality refers to the level of excellence or standard possessed by a product. It covers various aspects that affect the user experience, including reliability, durability, performance, features, aesthetics, and the product's ability to meet or exceed consumer expectations. In general, product quality reflects the extent to which the product meets or exceeds the standards expected by customers in terms of value and satisfaction. A product that has good quality tends to provide a satisfying experience for consumers and builds trust and loyalty to the brand or company that produces it.

Product quality, according to Akrani, is a combination of features that can satisfy customer needs and desires while perfecting the product and being free from deficiencies. It can also refer to product features that customers need and want in return for financial compensation. Because product quality is one of the keys to competitiveness between business actors supplied to customers, a product must have advantages over other goods, one of which is in terms of the quality of the product offered. (Budi & Yasa, 2023 p. 16)

According to previous researchers studied by Alimatuts Satdiah, Elmira Siska, Natal Indra (2023:35) stated that product quality has a positive and significant effect on purchasing decisions at the De'lucent Paint paint store. Likewise, research conducted by (M. Amir 2019:59) partially product quality has a positive and significant effect on consumer purchasing decisions to buy medical devices at PT. Dyza Sejahtera Medan.

From the explanation given, it can be concluded that several studies show that product quality has a positive and significant effect on purchasing decisions in various types of stores and products, such as the De'lucnet Paint paint store and medical devices at PT. Dyza Sejahtera Medan. Products that have good quality tend to increase consumer satisfaction and influence them to make repeat purchases. However, there are also studies that show different results, such as studies that state that product quality does not have a significant effect or even has a negative effect on purchasing decisions. Therefore, it is important to pay attention to the context and characteristics of different products and markets in analyzing the impact of product quality on purchasing decisions.

Influence of Price on Purchasing Decisions

Price refers to the amount of money or other exchange value that consumers must pay to obtain a product or service. Price is an important factor in the purchasing process because it influences consumer decisions, including whether they will buy the product, how often they will buy it, and how much they will buy. Price also plays a role in the perception of a product's value, where higher prices are often associated with better quality or higher status, while lower prices may be perceived as better or more affordable value.



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Based on previous research conducted, price has a positive and significant effect on Lazada consumer purchasing decisions (Iwan Sahara et al. 2020). Likewise, research conducted (M. Amir 2019:59) Partially, price has a positive and significant effect on consumer purchasing decisions to buy medical devices at PT. Dyza Sejahtera Medan. However, in contrast to (Destarini and Prambudi 2020:122) The results of the study showed that price has a negative and insignificant effect on purchasing decisions, which means that price is not a determining factor in purchasing decisions. From the explanation given, it can be concluded that previous studies have provided mixed results regarding the effect of price on purchasing decisions. Several studies have shown that price has a positive and significant effect on purchasing decisions. On the other hand, there is research that shows that price has a negative and significant impact on purchasing decisions, such as at 212 Mart Condet Batu Ampar. However, there is also a note that if the price can be adjusted to good product quality, this can influence consumers to buy.

The Influence of Product Quality and Price on Purchasing Decisions

A purchasing decision refers to the mental process that consumers go through when choosing a product or service to purchase. It involves a series of complex steps, including identifying needs or wants, evaluating various product options, comparing features and prices, and finally making a decision to buy or not to buy. Purchasing decisions are influenced by various factors, such as personal preferences, price, product quality, promotions, and previous experiences. In addition, external factors such as recommendations from friends or family, online reviews, and market trends can also influence purchasing decisions.

A purchasing decision is an action that goes through a decision-making process to choose a product that is believed to be the best among several choices based on certain interests by choosing the one that is considered the most profitable. (Romadon, et al., 2023 p. 676)

According to previous research conducted by Alimatuts Satdiah, Elmira Siska, Natal Indra (2023:35) stated that product quality and price have a simultaneous and significant effect on purchasing decisions at the De'lucent Paint paint store. (M. Amir 2019:59) Simultaneously, price and product quality together have a positive and significant effect on consumer purchasing decisions to buy medical devices at PT. Dyza Sejahtera Medan.

3. RESEARCH METHOD

The sampling method uses the Slovin formula with an error rate of 10%. The analysis techniques used include Data quality testing (validity and reliability) to ensure that the data collection instrument is reliable and measures what it should measure. Classical assumption tests (normality, heteroscedasticity, multicollinearity, and autocorrelation) are used to check whether the data meets the requirements for proper regression analysis. Finally, hypothesis testing (t-test and F-test) is used to test for significant relationships between the variables studied and to check the feasibility of the overall regression model.

4. DATA ANALYSIS AND DISCUSSION

Analysis of the results of this research will be in the form of outlines below:



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Validity Test

The test results for the product quality, price and purchasing decision variables are as shown in Table 1 below:

Table 1 : Output of Validity Test

Variabel	Item	Rhitung	Rtable	Status
Product Quality (X1)	X1.1	0,522	0,199	VALID
	X1.2	0,451	0,199	VALID
	X1.3	0,510	0,199	VALID
	X1.4	0,578	0,199	VALID
	X1.5	0,529	0,199	VALID
	X1.6	0,529	0,199	VALID
	X1.7	0,521	0,199	VALID
	X1.8	0,551	0,199	VALID
	X1.9	0,450	0,199	VALID
	X1.10	0,471	0,199	VALID
	X1.11	0,586	0,199	VALID
	X1.12	0,420	0,199	VALID
Price (X2)	X2.1	0,592	0,199	VALID
	X2.2	0,281	0,199	VALID
	X2.3	0,505	0,199	VALID
	X2.4	0,608	0,199	VALID
	X2.5	0,372	0,199	VALID
	X2.6	0,565	0,199	VALID
	X2.7	0,369	0,199	VALID
	X2.8	0,431	0,199	VALID
	X2.9	0,475	0,199	VALID
	X2.10	0,487	0,199	VALID
	X2.11	0,565	0,199	VALID
	X2.12	0,425	0,199	VALID
Purchasing Decisions (Y)	Y.1	0,460	0,199	VALID
	Y.2	0,602	0,199	VALID



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	Y.3	0,456	0,199	VALID
	Y.4	0,465	0,199	VALID
	Y.5	0,348	0,199	VALID
	Y.6	0,310	0,199	VALID
	Y.7	0,296	0,199	VALID
	Y.8	0,510	0,199	VALID
	Y.9	0,457	0,199	VALID
	Y.10	0,439	0,199	VALID
	Y.11	0,279	0,199	VALID
	Y.12	0,531	0,199	VALID

Source : Output SPSS

Based on the data in the table above, the variables of Product quality, price and Consumer Purchasing Decision (Y) obtained a calculated r value $> r$ table (0.199), thus all questionnaire items are declared valid. Therefore, the questionnaire used is suitable to be processed as research data..

Reliability Test

The test results for the product quality, price and purchasing decision variables are as shown in Table 1 below

Table 2 : Output of Reliability Test

No	Variabel	Koefisien Cronbach Alpha	Standar Cronbach Alpha	Keterangan
1	Product Quality (X1)	0,737	$> 0,60$	Reliabel
2	Price (X2)	0,681	$> 0,60$	Reliabel
3	Purchasing Decisions (Y)	0,591	$> 0,60$	Reliabel

Source : output SPSS

Based on the data above, it shows that the coefficient (r) alpha calculated for all variables is greater than the required criteria of 0.60. So it can be said that all variables are in a reliable state or are reliable to be used as a measuring tool.

Correlatin dan Determination

In the study, the Correlation Coefficient value was obtained as much as 0.706 where the value is in the interval of 0.600 - 0.799, meaning that the Product Quality variable (X1) and the Price variable (X2) simultaneously have a strong relationship level to the Purchase Decision variable (Y). The determination coefficient value obtained was 0.471, so it can be concluded that the Product Quality variable influences the Purchase Decision variable by 47.1% while the remaining 52.9% is influenced by other factors not examined in this study.

Hypothesis Testing

Based on the results of simple regression analysis, for Product Quality the regression equation $Y = 11.307 + 0.705 X1$ was obtained, the correlation coefficient was 0.686, meaning that the two variables have a strong relationship. The determination value or contribution of the influence of Product Quality (X1) on Purchasing Decisions (Y) is 0.471 or 47.1% while the remaining 52.9% is influenced by other factors not examined in this study. The hypothesis test obtained a positive value of $t_{count} > t_{table}$ or $(9.238 > 1.985)$. This is also reinforced by a significance value of $0.000 < 0.05$. Thus, H_0 is rejected and H_1 is accepted, this indicates that there is a significant influence between Product Quality on Consumer Purchasing Decisions Choae Bouquet In Viktor Tangerang Selatan.

Then price variable, Based on the results of simple regression analysis, the regression equation $Y = 11,430 + 0.700 X2$, the correlation coefficient of 0.638 means that the two variables have a strong relationship. The determination value or contribution of the influence of Price (X2) on Purchasing Decisions (Y) is 0.408 or 40.8% while the remaining 59.2% is influenced by other factors not examined in this study. Hypothesis testing obtained a calculated t value $> t_{table}$ or $(8.126 > 1.985)$. This is also reinforced by a significance value of $0.000 < 0.05$. Thus, H_0 is rejected and H_2 is accepted, this shows that there is a significant influence between Price on Consumer Purchasing Decisions Choae Bouquet In Viktor Tangerang Selatan.

Simultaneously based on the results of the study, it shows that Product Quality (X1) and Price (X2) have a positive effect on Purchasing Decisions (Y) with the regression equation $Y = 8.115 + 0.493 X1 + 0.291 X2$. The correlation coefficient value or level of influence between the independent variable and the dependent variable is obtained at 0.706, meaning that the variables Product Quality (X1) and Price (X2) have a strong relationship to Purchasing Decisions (Y). The value of the determination coefficient or contribution of influence simultaneously is 0.499 or 49.9% while the remaining 50.1% is influenced by other factors not examined in this study. Hypothesis Testing obtained the calculated F value $> F_{table}$ or $(47,245 > 3.090)$. This is also reinforced by a significance value of $0.000 < 0.05$. Thus it can be concluded that Product Quality and Price together or simultaneously have a positive and significant effect on Consumer Purchasing Decisions Choae Bouquet In Viktor Tangerang.

5. CONCLUSION & SUGGESTION

This study aimed to analyze the effect of product quality and price on consumer purchasing decisions at Choae Bouquet in Viktor, South Tangerang City. The results of the

study can be summarized as follows: The data collection instruments used for measuring Product Quality, Price, and Purchasing Decisions were valid and reliable, with all items meeting the necessary criteria for validity and reliability. Product Quality significantly influences consumer purchasing decisions, contributing 47.1% to the decision-making process. The regression analysis showed a strong positive relationship, confirmed by a significant t-test ($9.238 > 1.985$) and a p-value less than 0.05. Price also significantly influences purchasing decisions, contributing 40.8% to the overall decision. The regression analysis showed a strong positive relationship, confirmed by a significant t-test ($8.126 > 1.985$) and a p-value less than 0.05. When considered together, Product Quality and Price account for 49.9% of the influence on consumer purchasing decisions. The combined regression model shows a strong relationship between the two variables and purchasing decisions, with the remaining 50.1% influenced by other factors not examined in this study. Overall, both product quality and price play significant roles in shaping consumer purchasing decisions, with product quality having a slightly higher influence.

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