



The Effect Of Product Quality On Buying Decision at PT. San Miquel Pure Foods Indonesia

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Abstract: This research aims to determine the effect of product quality on buying decisions at PT. San Miquel Pure Foods Indonesia. The method used is explanatory research with a sample of 60 respondents. The analysis technique uses statistical analysis with regression testing, correlation, determination and hypothesis testing. The results of this research variable product quality obtained an average score of 3,740 with good criteria. The buying decision variable obtained an average score of 3.785 with good criteria. Product quality has a positive and significant effect on buying decisions with the regression equation $Y = 11.936 + 0.693X$, and a correlation coefficient value of 0.791 or has a strong level of relationship with a determination value of 62.6%. Hypothesis testing obtained a significance of $0.000 < 0.05$.

Keywords: Product Quality, Buying Decisions.

INTRODUCTION

1. Background

Business development in the global market is increasing, making competition among business actors even tighter. On the one hand, with the global market expanding the product market; On the contrary, this situation has created increasingly sharp competition, with advances in information and communication technology that are increasingly sophisticated generating awareness for producers to be able to take advantage of potential business opportunities for companies.

Building and developing a galvanized steel business has complex challenges and a high level of competition compared to other businesses. Besides the majority of the raw materials used are 40% local and 60% must be imported, which makes product quality, service quality and service quality crucial, as well as a shift in the need for materials for

the housing sector, many have switched to using materials. steel for roofs, walls and roof trusses.

In line with the government's goal of realizing Indonesia as a strong industrialized country by 2025, and referring to the three main missions of the national industry, namely 1) economic growth above 7%, 2) increasing investment attractiveness and competitiveness of the nation, and 3) creating fields work and poverty reduction, there are 10 industrial clusters that will be developed according to their roles. The automotive industry and automotive components (Indonesian Chamber of Commerce and Industry 2010) are one of the leading industrial clusters that play a role in boosting economic growth above 7%. The development of the automotive industry is very strategic (Ministry of Industry 2010) because of several things, namely having a broad linkage with other economic sectors, absorbing a large number of workers, being able to drive the development of small and medium industries, and using simple technology to high technology. The basis for the development of the automotive industry in Indonesia in the future is quite good (Ministry of Industry 2010), due to several things, namely the large domestic market potential, already having an export base to several countries in the world, and experience in the production process which is quite long, namely for more than 30 years. According to Media Data (2010), the development of the motor vehicle industry in the country is still not fully supported by the component industry. This is evident from the high import components, especially from the respective technology owners or principal countries.

Since the implementation of the deletion program, the domestic component industry has continued to develop (Media Data 2010) to meet the needs of original equipment manufacturing (OEM) components in the domestic assembly industry as well as for replacement components. The automotive component industry in Indonesia has developed since the existence of a government policy regarding the provisions for the use of local components (1976).

Nevertheless, until now, dependence on imported components is still high. Media Data (2010) states that the component industry in the country provides a sizable contribution. This can be seen from the production, which is mostly used to meet the replacement market and enter the export market to earn foreign exchange.

PT San Miquel Pure Foods Indonesia is a company engaged in manufacturing, especially producing sausages. In maintaining product qualification standards, it must be based on standards determined by the government. All products have been tested through qualified laboratories to be able to compete. The management of PT San Miquel Pure Foods Indonesia, it is important to utilize and strengthen the quality of the products produced so that there will be differences between the products on the market, customer preferences and satisfaction which can lead to greater changes in market share.

In the Shrimp Law Number 5 of 1984 which regulates the manufacturing industry, industry is an economic activity that processes raw materials, raw materials, semi-finished goods into finished goods with a higher value. Then on a national scale the Presidential Regulation of the Republic of Indonesia Number: 28 of 2008 concerning national industrial policy was issued where the development of the national industry aims to increase industrial competitiveness, have a healthy competitive structure, have good performance and be able to strengthen the resilience of the national industry. In this effort, the government is very likely to make a clear national industrial policy (Deperindag, 2016).

Companies engaged in the industrial sector are directed at strengthening, deepening and growing clusters of priority industrial groups, namely the basis of the manufacturing industry which consists of automotive industry industrial groups.

Still in the Presidential Regulation of the Republic of Indonesia Number: 28 of 2008 concerning national industrial policy in explanation (d) regarding industrial

competitiveness where the government promotes production cost efficiency programs in all cost components, both direct and indirect, distribution costs and standardization, including in regulation / bureaucracy and infrastructure, quality improvement movements and marketing aggressiveness so that people have affordable buying power.

In distributing its products, PT San Miquel Pure Foods uses one stage, namely the zero-level distribution channel (A Zero Levels Channel) where the distribution of its products is directly intermediary. PT San Miquel Pure Foods distributes its products directly to outlets or authorized stores under company management, so there is no other distribution than under the distribution organization that PT San Miquel Pure Foods runs.

In order to improve product quality, the government through the Regulation of the Minister of Industry of the Republic of Indonesia Number: 02 / M-IND / PER / 2009 made a regulation on the enforcement of mandatory Indonesian National Standard (SNI) for rubber products from OEM and REM for automotive and industry. Thus, the automotive market in Indonesia is quite open to provide opportunities for similar industries to compete competitively to maintain existing markets and open new market opportunities.

Data Table of Production Condition of PT. San Miquel Pure Foods Indonesia
Based on the Product Class Output

Period	Total Production	Output Grouping Product Quality			Percentage Prime Class
		Prime Class	Second Class	Second Class	
2013	160.000	150.250	1750	8.000	93.91%
2014	162.500	151.200	1780	9.520	93.05%
2015	158.750	151.450	1715	5585	95.40%
2016	152.800	150.100	1730	970	98.23%
2017	163.200	146.600	1800	14.800	89.83%
Average	160.350	149.920	1755	7.775	94.08%

Source: PT San Miquel Pure Foods Indonesia, 2018.

Based on the data in the table above, it can be seen that not all products produced have a good (prime) quality output. In 2013, the number of products produced was 160,000 packs with prime quality as much as 150,250 and second quality as many as 1,750 packs and with reject quality as many as 8,000 packs. Overall average production of 160,350 packs with prime class output of 149,920, second class of 1,755 and reject 7,775 with an average percentage of prime only 94.08%

As a company that applies the concept of good quality, second-quality products cannot be used and recycled. Until the end of 2017, production showed fluctuating developments, there was a tendency for the number of second and rejects to increase

Referring to the results of the production output above, the company is actually still able to make various improvements so that the quality produced actually has a better quality and suppresses the level of products that do not comply with the applicable standards. Kotler (2012: 22) states that "product quality is anything that can be offered to the market to get attention, buy, use, or consume that can satisfy customer wants or needs". Thus, conceptually the product is a subjective understanding of the producer of something that can be offered in an effort to achieve organizational goals through meeting customer needs and activities, in accordance with the competence and capacity of the organization as well as market purchasing power.

The service quality strategy is an element of the marketing mix. Service quality is considered as one of the determining factors for the company but service quality strategy is not the only way to solve various problems in the company, but every company should carefully consider every decision in service quality issues.

A good company will study buyer behavior in order to understand why buyers are willing to buy company products and know the factors that influence buying decisions, companies will know new opportunities that come from unfulfilled consumer needs. The factors that influence the buying decision vary for each buyer, in addition to the product purchased and the time of purchase. Kotler (2004: 208) states that the following two factors can be between buying intention and buying decision: the first factor is the attitude of others, the extent to which the other person's attitude reduces the alternative that someone likes will depend on two things, (a) the intensity of the negative attitude or positive others towards alternatives that consumers like, and consumer motivation to comply with the wishes of others. The second factor is the factor of unanticipated situations that can arise and change buying intentions.

Consumer behavior in the buying decision-making process includes activities consisting of the stage of making requests for services and the stage of delivering services from producers to consumers. A consumer in consuming service products will be influenced by several factors. The factors that influence consumers to consume service products include the need for the desired service product, and the belief to obtain the desired service product. Besides that, there are external elements, for example the factors of service quality and service quality from service producers, which also determine the consumer's decision to consume the service products offered (Fandy Tjiptono, 2002: 19). In principle, promotion focuses on efforts to meet customer needs and wants, to balance customer expectations, therefore corporate image is very important in most services.

The following is data on the number of customers (distributors and retail) collected in 2013-2017 with the following table:

Table 1.4
Number of Customers of PT. San Miquel Pure Foods Indonesia
2013-2017 period

Period	Number of Customers (Retail)	Development	
		Difference	Percentage (%)
2013	72	0	0
2014	68	-4	-5.6%
2015	71	3	4.4%
2016	65	-6	-8.5%
2017	60	-5	-7.7%
Average	67.2	-2.4	-3.5%

Source: Data of PT San Miquel Pure Foods Indonesia, 2017.

Based on the data above, the number of customers in this case are distributors and retail for the period 2013-2017 illustrates that the number of customers has decreased from year to year with an average decline rate of -3.5%.

Based on what has been described above, it is clear that the level of development of the number of customers (distributors and retail) at PT San Miquel Pure Foods Indonesia has decreased from year to year, this will threaten the company if it does not get serious attention. Loyal customers are an asset for the company, without satisfied customers, the company's business growth will not go well.

Satisfaction has an important role in maintaining and improving company performance. survival of the company. According to Griffin (2005: 31) "A satisfied customer is a person who makes repeated purchases regularly / between product lines, referring to other people who show immunity to competitors' products."

The management of PT San Miquel Pure Foods Indonesia is important to increase customer satisfaction so as to be able to bring differences between the products / services offered to customers, thereby increasing customer satisfaction. PT San Miquel Pure Foods Indonesia as one of the manufacturing industries has a vision to be part of a world-class auto parts supplier and as a partner of choice in Indonesia with excellent competence. Must be able to develop a strong and competitive automotive component industry and become a strategic partner for domestic and regional industry players and become a responsible company that makes a positive contribution to stakeholders.

The number of variables that play an important role in marketing activities as described in the background and the problems that arise and the expert's opinion, the authors are interested in conducting research activities with the title The Effect of Product Quality on Buying Decision at PT San Miquel Pure Foods Indonesia.

2. Formulation of The Problem

- a. How is the product quality at PT. San Miquel Pure Foods Indonesia?.
- b. How are the purchasing decisions at PT. San Miquel Pure Foods Indonesia?.
- c. Is there any influence between product quality on purchasing decisions at PT. San Miquel Pure Foods Indonesia?.

3. Research Purposes

- a. To determine the condition of product quality at PT. San Miquel Pure Foods Indonesia.
- b. To find out the conditions of the purchase decision at PT. San Miquel Pure Foods Indonesia.
- c. To determine the effect of product quality on purchasing decisions at PT. San Miquel Pure Foods Indonesia.

METHODS

1. Population

The population in this research amounted to 60 respondents PT. San Miquel Pure Foods Indonesia

2. Sample

The sampling technique in this study was saturated samples, where all members of the population were used as samples. Thus the sample in this research the sample used was 60 respondents.

3. Types of Research

The type of research used is associative, where the goal is to find out or find the relationship between the independent variable and the dependent variable.

4. Data Analysis Method

In analyzing the data used validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing.

RESULT AND DISCUSSION

1. Descriptive Analysis

In this analysis, it is used to determine the highest minimum and maximum score, the rating score and the standard deviation of each variable. The results are as follows:

Table 1. Descriptive Statistics Result

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Product Quality (X1)	60	29	49	37.40	4.756
Buying Decision (Y)	60	29	48	37.85	4.165
Valid N (listwise)	60				

The product quality obtained a minimum variance of 29 and a maximum variance of 49 with a rating score of 3,740 with a standard deviation of 4,756. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

The purchase decision obtained a minimum variance of 29 and a maximum variance of 48 with a rating score of 3.785 with a standard deviation of 4.165. This score is included in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Verification Analysis

In this analysis, it is used to determine the highest minimum and maximum score, the rating score and the standard deviation of each variable. The results are as follows:

a. Simple Linear Regression Analysis

This regression test is intended to determine changes in the dependent variable if the independent variable changes. The analysis results are as follows:

Table 2. Simple Linear Regression Analysis Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.936	2.652		4.501	.000
Product Quality (X)	.693	.070	.791	9.850	.000

Based on the test results in the table above, the regression equation $Y = 11.936 + 0.693X$ is obtained. From this equation it is explained as follows:

a. A constant of 11,936 means that if the quality of the product is not there, then there is a purchase decision value of 11,936 points.

b. The product quality regression coefficient is 0.693, this number is positive, meaning that every time there is an increase in product quality of 0.693 points, the purchase decision will also increase by 0.693 points.

b. Correlation Coefficient Analysis

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable. The analysis results are as follows:

Table 3. Correlation Coefficient Analysis Results of Product Quality on Buying Decision.

		Product Quality (X1)	Buying Decision (Y)
Product Quality (X1)	Pearson Correlation	1	.791**
	Sig. (2-tailed)		.000
Buying Decision (Y)	Pearson Correlation	.791**	1
	Sig. (2-tailed)	.000	

Based on the test results obtained a correlation value of 0.791, meaning that product quality has a strong relationship with purchasing decisions.

c. Coefficient of Determination Analysis

Coefficient of determination analysis is intended to determine the percentage of influence of the independent variable on the dependent variable. The analysis results are as follows:

Table 4. Coefficient of Determination Analysis Results of Product Quality on Buying Decision

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.791 ^a	.626	.619	2.570

Based on the test results, it was found that the determination value was 0.626, meaning that the product quality had a 62.6% contribution to the purchasing decision, while the remaining 37.4% was influenced by other factors that were not carried out by the research.

d. Hypothesis Testing

Hypothesis testing with the t test is used to determine which hypothesis is accepted.

Hypothesis formulation: There is a significant effect.

Table 5. Hypothesis Test Results of Product Quality on Buying Decision

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.936	2.652		4.501	.000
	Product Quality (X)	.693	.070	.791	9.850	.000

Based on the test results in the table above, the value of t count > t table or 11.936 > 2.002) is obtained, thus the hypothesis that there is a significant influence between product quality on purchasing decisions is accepted.

DISCUSSION OF RESEARCH RESULTS

1. Condition of Respondents' Answers Variable of Product Quality

Based on the respondents' answers, the variable product quality obtained a rating score of 3,740 in the scale range from 3.40 to 4.19 with good or agree criteria.

2. Condition of Respondents' Answers Variable of Buying Decision

Based on the respondents' answers, the purchasing decision variable obtained a rating score of 3.785 in the scale range from 3.40 to 4.19 with good or agree criteria.

3. The Effect of Product Quality on Buying Decision

Product quality has a significant effect on purchasing decisions with the regression equation $Y = 11.936 + 0.693X$, the correlation value is 0.791 or has a strong relationship with the influence contribution of 62.6%. Hypothesis testing obtained t value > t table or 11.936 > 2.002). Thus the hypothesis proposed that there is a significant effect between product quality on purchasing decisions is accepted.

CONCLUSIONS

1. Conclusions

- a. The product quality variable obtained a rating score of 3,740 in the scale range from 3.40 to 4.19 with good or agree criteria.
- b. The purchase decision variable obtained a rating score of 3,785 in the scale range from 3.40 to 4.19 with good or agree criteria.
- c. Product quality has a significant effect on purchasing decisions with the regression equation $Y = 11.936 + 0.693X$, the correlation value is 0.791 or strong and the influence contribution is 62.6% while the remaining 37.4% is influenced by other factors. Hypothesis test obtained $t \text{ value} > t \text{ table}$ or $11.936 > 2.002$.

2. Suggestions

- a. Companies must update their innovations and ensure product quality that is in demand by target markets.
- b. Companies should consider even more competitive pricing formulations.

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