

## The Influence of Product Quality and Prices on Government Brand Products (Foodstation) on Purchasing Decisions at Jakmart Pasar Jaya Cikini

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### ABSTRACT

This research aims to determine the influence of product quality and price on FS brand government products on purchasing decisions at Jakmart Pasar Jaya Cikini." This type of research was quantitative research with an associative nature used data collection techniques through distributing questionnaires to 90 respondents. The method used to test and analyze the influence partially and simultaneously was by used regression analysis, correlation coefficient, coefficient of determination, t test and f test. Testing the product quality hypothesis (X1) obtained a t value of 8.793 > t table 1.987 and a significant level of 0.000 < 0.05, thus Ho was rejected and Ha was accepted, meaning that partially the product quality variable had a significant effect on purchasing decisions. Testing the price hypothesis (X2) obtained a t value of 15.483 > t table 1.987 and a significant level of 0.000 < 0.05, thus Ho was rejected and Ha was accepted, meaning that partially there was a significant influence of the price variable on purchasing decisions. Simultaneous test results for all variables show an Fcount value of 126.780 with a significance level of 0.000 while the Ftable is 3.100. Thus Fcount 126.780 > Ftable 3.100 and significance 0.000 < 0.05. Thus, Ha was accepted and Ho was rejected. This means that the hypothesis states that the product quality and price variables together (simultaneously) have a significant influence on purchasing decisions.

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## **INTRODUCTION**

### ***Research Background***

Facing increasingly fierce competition in the business world today, requires companies to be able to act quickly and precisely in facing competition in a business environment that is very dynamic and full of uncertainty. Therefore, every company is required to compete competitively to create and retain its customers.

To survive, develop and be able to compete, every company is required to create a strong and capable competitive strategy increase customer satisfaction. Competition is the key to a company's success or failure. The intensity of competition makes a company must always pay attention to every customer's needs and desires and demands to remain customer oriented. Thus, only quality companies that survive and dominate the market.

At this time, many businesses have emerged, both small companies as well as large competing companies, especially competition originating from similar companies. This causes companies to implement the concept Marketing is required to always pay attention to consumer behavior and what factors influence customer satisfaction in the marketing efforts a product carries out. This is because in the marketing concept, one way to achieve company goals is to know what the needs and desires of consumers or target markets are and provide the expected satisfaction more effectively and efficiently than competitors.

### ***Formulation of the problem***

Based on the background stated above, the author provides the following problem formulation:

1. Are there any The Influence of Product Quality on Purchasing Decisions Partially Exists in FoodStataion government brand products at Jakmart Cikini?
2. Is there a partial influence of price on purchasing decisions for government brand FoodStataion products at Jakmart Cikini?
3. Is there simultaneous product quality and price in purchasing decisions for government brand FoodStataion products at Jakmart Cikini?

## **LITERATURE REVIEW**

### ***Management***

#### ***Understanding Management***

Definition of management according to Ramdan, T., & Sufyani, MA (2019:20) Management is a science that studies the management of organizational resources effectively and efficiently within the framework of objectives through the processes of planning, organizing, directing and supervising.

### ***Marketing Management***

#### ***Understanding Marketing Management***

According to Kotlet and Armstrong (2016: 29), "marketing management is a series of processes carried out by companies to create value for customers and build strong relationships by predicting the creation of value from these customers."

## ***Product Quality***

### ***Product Definition***

According to Bilson Simamora (2017: 139), "A product is an offer from a company that satisfies or fulfills a need." According to Zimmerer and Scarborough (2017: 166) "Products are goods or services that are used to satisfy consumer needs". According to Phillip Kotler and Armstrong (2017: 17) "A product is something that can be offered to the market for attention, ownership, use or consumption that can satisfy wants and needs."

### ***Product Quality Indicators***

#### a. Performance (*Performance*)

Product performance is the most basic indicator of the product. Customers will be disappointed if the product's performance cannot meet their expectations.

#### b. Durability \_

Product quality dimensions that indicate how long or how old the product in question lasts before the product must be replaced. The greater the frequency of consumer use of the product, the greater the product's durability.

#### c. Features \_

Product characteristics designed to enhance product functions or add basic functions, related to product choices and development. So, it will increase the consumer or customer's connection to the product.

#### d. Reliability (*Reliability*)

That is the probability that the product will work satisfactorily or not within a certain time period. The smaller the possibility of damage, the more reliable the product is. This dimension of product quality is important because it is related to consumer satisfaction.

#### e. Aesthetics (*Aesthetics*)

These are subjective characteristics regarding aesthetic values which are related to the personal judgment and preferences of each individual. This can be in the form of the product's appearance, which can be seen from the appearance, taste, smell and shape of the product, or the product's appeal to the five senses. For example, the attractive physical shape of the car, artistic design or model, color, and so on.

## ***Price***

### ***Understanding Price***

Price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place. Deliyanti Oentoro, in Sudaryono (2016:216)

### ***Price indicators***

a. Price affordability, consumers can reach the prices set by the company.

b. Matching price with quality, consumers will see the price offered with the quality offered with existing products.

c. Price competitiveness, consumers will look at the price offered and compare it with similar products.

- d. Matching price and benefits, the benefits of the product must be in accordance with the price given by the company for their product

### ***Buying Decision***

#### ***Understanding Purchasing Decisions***

According to Kotler & Armstrong (2017: 177) "Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires."

#### ***Purchase Decision Indicators***

- a. Product selection (*Product choice*)

Consumers can make decisions to buy a product or use their money for other purposes. In this case the company must satisfy the attention of people who are interested in buying a product and the alternatives they are considering.

- b. Brand choice (*Brand choice*)

Consumers must make decisions about which brand to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand

- c. Selection of purchasing channels (*Dealer Choice*)

Consumers must make decisions about which channels to visit. Each consumer is different in terms of choosing a dealer, this can be due to close location, low prices, complete inventory, convenience in shopping, space and so on.

- d. Number of purchases (*Purchase Quantity*)

Consumers can make decisions about how much product to spend at any one time. In this case the company must prepare many products according to different desires.

- e. Determining purchase timing (*Purchase Timing*)

Consumer decisions in choosing when to buy can be different, for example some buy every day, once a week, once a month and so on.

- f. Payment method

generally divided into 2 cash and non-cash payments, which are direct payments made by one party and another

H 1: Product quality has a positive effect on purchasing decisions at Jakmart Cikini.

H 2: Price has a positive effect on purchasing decisions at Jakmart Cikini

H3: Product quality and price have a positive effect on purchasing decisions at Jakmart Cikini

## **METHODOLOGY**

### ***Types of Research***

This research uses an associative type of quantitative research. Quantitative research methods are research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, quantitative/statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2019: 16).

According to Sugiyono (2016:92), "associative research is research that asks about the relationship between two or more variables," thus research entitled the influence of product quality and price can be carried out with the aim of revealing the influence of product quality and price on purchasing decisions at Jakmart. Cikini Pd. Jaya Market.

### **Population**

The population is all of the research subjects. According to Sugiyono (2019: 126) "population is the whole element that will be used as a generalization area consisting of: objects that have certain quantities and characteristics that are determined and conclusions are drawn"

### **Sample**

According to Sugiyono (2021: 127) "a sample is part of the number and characteristics of the population". If the population is large, and the researcher has the energy and time, the researcher can use samples taken from that population.

### **Normality test**

According to Ghozali (2012: 160), the normality test is used to see whether the residual values are normally distributed or not. A good regression model has residual values that are normally distributed. So the normality test is not carried out on each variable but on the residual value. To detect whether the residuals are normally distributed or not, you can look at *the normal probability plot* which compares the cumulative distribution of the normal distribution. Normality can be detected by looking at the intersections and (points) on the diagonal axis of the graph. If there are (dots) spread and (dots) on the diagonal axis of the graph. If there are (dots) spread around the diagonal line, it shows a normal distribution pattern, which indicates that the regression model meets normal assumptions. The primary data used for this research is the result of directly distributing questionnaires that the researcher carried out.

#### **a. T test**

To test the truth of the hypothesis (temporary guess) testing is required. To test this, it is done by comparing **the  $t_{table}$**  and  **$t_{count}$** . The conditions in this test are:

$H_0$  is accepted if  $t = 0$  with a significance level  $< 0.05$

$H_a$  is accepted if  $t_{is\ calculated} \neq 0$  with a significance level  $< 0.05$

#### **b. F test**

To find the relationship between two or more variables, you can do this by calculating the correlation between the variables whose relationship you want to look for. Correlation is a number that shows the direction and strength of the relationship between two or more variables.

1. If  $F_{count} > F_{table}$ , then the independent variable has a significant effect simultaneously on the dependent variable.
2. If  $F_{count} < F_{table}$ , then the independent variable has no significant effect simultaneously on the dependent variable.

**RESEARCH RESULT**

*Normality Test*

**Table 1. Kolmogorov-Smirnov Normality Test Results**

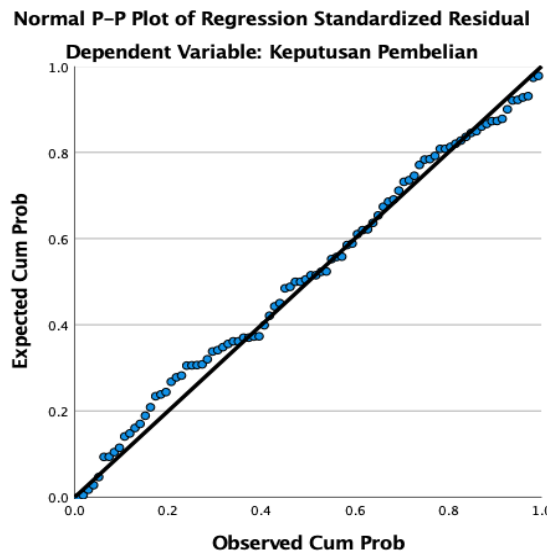
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		90	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	4.81895887	
Most Extreme Differences	Absolute	.070	
	Positive	.045	
	Negative	-.070	
Test Statistic		.070	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.332	
	99% Confidence Interval	Lower Bound	.320
		Upper Bound	.344

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.
- e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

From the table above it can be seen that the significance value (*Asymp.sig 2-tailed*) is 0.200. Because the significance value is > 0.05, it can be concluded that the residual value is normally distributed.

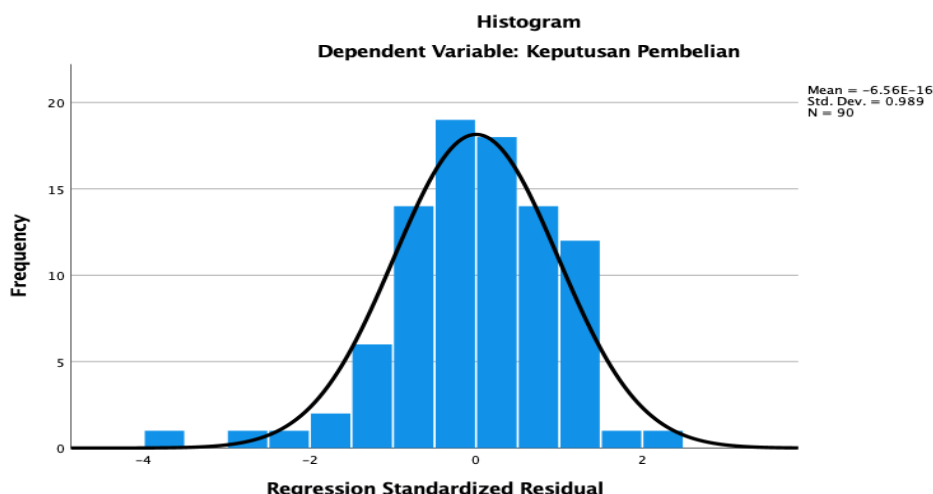
*Graphic Method*



**Figure 1. P-Plot Normality**

Based on the image above and the criteria in the P-Plot normality test, it is known that the data is spread around the diagonal line and follows the direction of the diagonal line, so the regression model meets normality, meaning that in a regression model, the dependent and independent variables, or both, have a normal distribution.

**Histogram Normality Results**



**Figure 2. Histogram Normality**

Based on the image above and the criteria in the histogram normality test, it is known that the graph spreads around the diagonal line and follows the direction of the diagonal line, so the regression model meets normality, meaning that in a regression model, the dependent and independent variables, or both, have a normal distribution.

**Coefficient of Determination Test**

**Simple Determination Test Product Quality (X1) Purchasing Decision (Y)**

**Table 2. Results of Simple Determination of Product Quality (X1) on Purchasing Decisions**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.684 <sup>a</sup>	.468	.462	3.07597

a. Predictors: (Constant), Kualitas Produk

b. Dependent Variable: Keputusan Pembelian

Model Summary table above, it can be seen that the determination value R square = 0, 468 or 46.8 % (0.468 x 100%). So, it can be concluded that product quality (X1) contributes or contributes to purchasing decisions (Y) by 46 % and the remaining 54 % is influenced by other factors.

**Simple Determination Test Price (X2) Purchase Decision (Y)**

**Table 3. Results of Simple Determination of Price (X2) on Purchasing Decisions**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.855 <sup>a</sup>	.731	.728	2.185

a. Predictors: (Constant), Harga

b. Dependent Variable: keputusan Pembelian

Model Summary table above, it can be seen that the determination value R square = 0.731 or 73.1 % (0.731 x 100%). So it can be concluded that product quality (X1) contributes or contributes to purchasing decisions (Y) by 73 % and the remaining 27 % is influenced by other factors.

**Simple Determination Test of Product Quality (X1) and Price (X2) Purchasing Decisions (Y)**

**Table 4. Results of Simple Determination of Product Quality (X1) and Price (X2) on Purchasing Decisions (Y)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 <sup>a</sup>	.745	.739	2.143

a. Predictors: (Constant), Harga, Kualitas Produk  
 b. Dependent Variable: keputusan Pembelian

Model Summary table above, it can be seen that the determination value R square = 0, 745 or 74.5% (0.745 x 100%). So, it can be concluded that product quality (X1) contributes or contributes to purchasing decisions (Y) by 74% and the remaining 14% is influenced by other factors.

**T test**

**Table 5. Partial Hypothesis Results Between Product Quality (X1) and Purchasing Decisions (Y)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.609	3.522		2.728	.008		
	Kualitas Produk	.751	.085	.684	8.793	.000	1.000	1.000

a. Dependent Variable: Keputusan Pembelian

Coefficients table above, it can be seen that the calculated t value is 8.793 > t table 1.987 and/ or the Sig value is 0.000 < 0.05, so H0 is rejected and Haa is accepted. So, it can be concluded that there is an influence of product quality on purchasing decisions for government Fs products.

a. Results of partial hypothesis testing between Price (X2) on purchasing decisions (Y) on Government Fs products.

In this research, the hypothesis formulation created is as follows:

Ho1:  $\rho_1 = 0$  There is no partial significant influence between Price (X2) on Purchasing Decisions (Y) on Government Fs products.

Ha1:  $\rho_1 \neq 0$  There is a partially significant effect of Price (X2) on decision purchases (Y) on Government Fs Products.

**Table 6. Partial Hypothesis Results Between Price (X2) and Purchasing Decisions (Y) Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.339	2.343		1.852	.067
	Harga	.886	.057	.855	15.483	.000

a. Dependent Variable: keputusan Pembelian

Coefficients table above, it can be seen that the calculated t value is 15,483 > t table 1.987 and/ or the Sig value is 0.000 < 0.05, then H<sub>0</sub> is rejected and H<sub>aa</sub> is accepted. So, it can be concluded that there is an influence of price on purchasing decisions for Government Foodstation Products.

### F test

**Table 7. Simultaneous Hypothesis Results Between Product Quality (X1) and Price (X2) on Purchasing Decisions (Y)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1164.623	2	582.312	126.780	.000 <sup>b</sup>
	Residual	399.599	87	4.593		
	Total	1564.222	89			

a. Dependent Variable: keputusan Pembelian

b. Predictors: (Constant), Harga, Kualitas Produk

Based on the *Anova table*, the test results in the table above obtained a calculated F value of 126,780 > F table 3.100 or a significant value of 0.000 < 0.05, then H<sub>0</sub> is rejected and H<sub>a</sub> is accepted. So, it can be concluded that there is a significant simultaneous influence between Product Quality and Price on purchasing decisions.

## DISCUSSION

### *Influence of Product Quality (X1) on Purchasing Decisions (Y)*

Based on the test results, the regression equation value  $Y = 9.609 + 0.751(X1)$ , the correlation coefficient value was obtained at 0.684, meaning that the product quality and price variables have a very strong relationship with purchasing decisions. and the coefficient of determination value is 0.468 or 46% while the remaining 54% is influenced by other factors carried out by research, and the hypothesis value is obtained t count > t table or (8,793 > 1.987) Thus, H<sub>0</sub> is rejected and H<sub>1</sub> is accepted, this shows that there is a significant influence between product quality on purchasing decisions,

### *Effect of Price (X2) on Purchasing Decisions*

Based on the test results, the regression equation value  $Y = 4.339 + 0.886(X2)$ , the correlation coefficient value was obtained at 0.855, meaning that the variables have a very strong level of relationship to purchasing decisions. and the coefficient of determination value is 0.731 or 73% while the remaining 27% is influenced by other factors carried out by research, and the hypothesis value is obtained t count > t table or (15,483 > 1.987) thus H<sub>0</sub> is rejected and H<sub>2</sub> is

accepted, this shows that there is an influence significant relationship between product quality and purchasing decisions,

### ***The Influence of Product Quality (X1) and Price (X2) on Purchasing Decisions***

Based on the research results, it shows that product quality (X1) and price (X2) have a significant effect on purchasing decisions (Y) with the regression equation  $Y = 1.969 + 0.171 (X1) + 0.771 (X2)$ . X. The value of the correlation coefficient or simultaneous influence contribution is 0.863, meaning it has a very strong relationship. The value of the coefficient of determination or contribution of simultaneous influence is 74%, while the remaining 14% is influenced by other factors. Hypothesis testing obtained a calculated F value > F table or (126,780 > 3100). Thus, Ho is rejected and H3 is accepted, this shows that there is a significant simultaneous influence between product quality and price on purchasing decisions.

## **CONCLUSIONS AND RECOMMENDATIONS**

From the results of research and discussions conducted by researchers regarding the influence of product quality and price on purchasing decisions at Jakmart Cikini, the following conclusions can be drawn:

1. Product quality has a significant effect on purchasing decisions with the hypothesis value obtained  $t \text{ count} > t \text{ table}$  or (8,793 > 1987) thus Ho is rejected and H1 is accepted, this shows that there is a significant influence between product quality on purchasing decisions. As for the Y regression equation =  $9.609 + 0.751 (X1)$ , the correlation coefficient value obtained is 0.684, meaning that the product quality and price variables have a very strong relationship with purchasing decisions. and the coefficient of determination value is 0.468 or 46% while the remaining 54% is influenced by other factors carried out by research.
2. Price has a significant effect on purchasing decisions with the hypothesis value obtained  $t \text{ count} > t \text{ table}$  or (15,483 > 1987) thus Ho is rejected and H2 is accepted, this shows that there is a significant influence between price on purchasing decisions. The regression equation  $Y = 4.339 + 0.886 (X2)$ , the correlation coefficient value obtained is 0.885, meaning that the variable has a very strong level of relationship to purchasing decisions. and the coefficient of determination value is 0.731 or 73% while the remaining 27% is influenced by other factors carried out by research.
3. Product quality and price simultaneously have a significant effect on purchasing decisions. Hypothesis testing obtained a calculated F value > F table or (126,780 > 3100). Thus, Ho is rejected and H3 is accepted, this shows that there is a significant simultaneous influence between product quality and price on purchasing decisions. As for the regression equation  $Y = 1.969 + 0.171 (X1) + 0.771 (X2)$ . The correlation coefficient value or simultaneous influence contribution is 0.863, meaning it has a very strong relationship. The coefficient of determination or contribution of simultaneous influence is 74%, while the remaining 14% is influenced by other factors.

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