



Influence of Product Quality and Price on Purchase Decision (Case Study on Consumers in Bumi Rempah Padalarang UMKM, West Bandung District)

Natasya Fadilla Rahmatunnisa^{1*}, Ayi Muhiban²

Universitas Nasional Pasim

Corresponding Author: Natasya Fadilla Rahmatunnisa

natasyafadilla.xpmb.pol@gmail.com

ARTICLE INFO

Keywords: Product Quality, Price, Purchase Decision

Received : 7 March

Revised : 18 April

Accepted: 19 May

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ABSTRACT

This study was conducted on consumers in the Bumi Rempah UMKM, Padalarang, West Bandung Regency. The purpose of this study is to find out how much the influence of product quality and price contributes on purchasing decisions both partially and simultaneously at Bumi Rempah UMKM. The research method used in this research is descriptive, and associative method. The unit of analysis in this study is the individual, namely consumers in Bumi Rempah UMKM. This study's sample size was 64 respondents. Multiple linear regression analysis was employed as the analytical method, and the validity and reliability of the research instruments were also tested. Based on the study's results, the independent variables (product quality and price) have a considerable influence on the dependent variable (buying choice) both partially and simultaneously. The implication of this study is that Bumi Rempah owners must review the packaging used to make it safer and easier for consumers, adjust prices with the benefits that consumers get so that consumers feel more satisfied, review the factors that contribute to low purchasing decisions on the ShopeeFood app, so that product quality can be enhanced and improved by always using fresh raw ingredients and a consistent taste

INTRODUCTION

The improvement of UMKM in Indonesia is now growing, consistent with records from the valuable Bureau of Statistics (BPS) furnished at the internet site kemenkopukm.move.identity, there have been fifty nine,267,759 UMKM throughout Indonesia in 2015, and sixty five,471,134 UMKM gadgets scattered over Indonesia in 2019.

West Java has also visible the boom of UMKM organizations within the food and beverage zone. based totally at the records received from West Java Open records, there has been a 21.35% growth in UMKM units inside the food and beverage sector in West Java Province from 2017 to 2021.

With the enlargement of the culinary enterprise, which is now greater various, there may be elevated opposition. This needs dealers becoming more touchy, crucial, and innovative in order to plot techniques to maintain their commercial enterprise from fading or going out of enterprise. The conditions that a business ought to meet as a way to be successful in competition are striving to reach the objective of creating and keeping purchasers, and so as to attain these desires, the seller should try and expand and supply items at affordable expenses and of high pleasant.

Product quality includes characteristics such as performance as a direct description of a product, dependability, simplicity of use, attractiveness, and so on. Quality, in a strategic sense, is anything that can meet consumer wants in accordance with what customers want. (Tjiptono, 2015)

Price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits, ownership or use of products or services. (Kotler dan Armstrong, 2016)

Primarily based on the description above approximately the importance of product fine and charge in purchaser shopping choices, researchers conducted a pre-survey in February 2023 the use of questionnaires disbursed to customers who conduct transactions at Bumi Rempah Padalarang UMKM, with a total of 20 respondents.

The following are the consequences of a pre-survey related to the Product first-class variable, the researcher determined numerous phenomena from Product exceptional as follows: The flavor of the foods at Bumi Rempah is scrumptious, however the survey effects aren't favorable, with 60% disagreeing and forty% agreeing. The flavor of the meals at Bumi Rempah is consistent, with poll effects which can be bad, with 70% disagreeing and 30% agreeing. The food of Bumi Rempah has its very own capabilities, and the survey findings had been no longer favorable, with fifty five% disagreeing and 45% agreeing.

Consistent with the results of the pre-survey carried out by way of the researchers above, there are nevertheless clients who disagree with the statements made. This shows that there is still a loss of Product high-quality, rate, and buying selections. in keeping with research, the significance of product best and fee, based on the standards described, can affect purchaser purchase choices in Bumi Rempah.

The researcher attracts on previous studies to aid this have a look at. in line with the examine "The impact of Product best and fee on buy choices on the

Genteng Besar Seafood Grill Fish" carried out by using Prihatini and Edwar (2016), product quality and rate have a high quality and vast effect on purchaser purchasing choices on the Warung Ikan Bakar Seafood Genteng Besar.

Another study conducted by Erpurini, et al (2022) entitled "The Effect of Price Slogans and Free Shipping on Purchase Decisions at Shopee E-commerce (Study on Alumni of SMAN 13 Bandung)" concluded that price had a positive and significant effect on purchasing decisions.

The previous description serves as the foundation for researchers at Bumi Rempah Padalarang UMKM to adopt study in the field of advertising control to investigate product satisfactory and pricing on shopping choices. This have a look at is essential for expertise the elements that have an impact on client purchase decisions, and it may be used as an evaluation tool to determine what needs to be advanced and superior. moreover, it is envisaged that the findings of this look at will benefit UMKM, specifically Bumi Rempah Padalarang.

THEORETICAL FRAMEWORK

Effect of Product Quality on Purchasing Decisions

Product quality is a critical consideration while making purchasing decisions. Because consumers select high-quality products, they accept as true with these merchandise will higher match their necessities and possibilities. Keller and Kotler (2016).

Previous study by Prihatini dan Edwar (2016) of their journal entitled "The Influence of Product Quality and Price on Purchase Decisions at Genteng Besar Seafood Grills" be discovered that product quality and price have a positive and significant impact on customer purchasing decisions at Genteng Besar Seafood Grills. This evidenced by the F test analysis data, using a F test value of 282.498 and a significance level of $0,000 < 0,05$ These findings point that H_1 is accepted and H_0 is rejected, implying that there is a positive and significant relationship between public service quality and community satisfaction.

Another study published in the journal "The Influence of Product Quality and Price on Consumer Purchase Decisions for Terang Bulan-Martabak 93" by Joshua and Padmalia (2016) found that product quality influences purchasing decisions in Terang Bulan-Martabak 93 partially and simultaneously. he partial test (t test) results show that the T_count value of product quality (X_1) is 6,856 > 2,651 indicating that H_0 is rejected and H_1 is accepted.

Expert opinions and prior study findings revealed that there is a link between product quality and purchase decisions. This means that when product quality improves, so will purchase decisions.

H_1 : There is an influence of product quality on consumer purchasing decisions in UMKM Bumi Rempah Padalarang

Effect of Price on Purchasing Decisions

Other elements, further to product quality, may impact purchasing decisions. Any other consideration is price. Due to the fact price is a medium of exchange in transactions, it is a crucial aspect of the buying and selling process. The purchasing choice is influenced by price. If the price offered is in line with the value (benefit/quality) received by the consumer, the consumer will make a

purchasing decision; if the price offered is greater than the value (benefit/quality), the consumer will not make a purchase decision. (Kotler and Armstrong, 2018)

Erpurini et al. (2022) concluded in their article "The Effect of Price and Free Shipping Tagline on Purchase Decision at Shopee E-Commerce (Study on Alumni of SMAN 13 Bandung)" that price has a favorable and substantial effect on purchasing decisions. This is supported by the t test findings, which show that $T_count\ 7,471 > T_table\ 1,979$. The price variable has a 49.7% influence on the purchasing decision.

Another study was conducted by Gunarsih, et al (2021) in his journal entitled "The Effect of Price on Consumer Purchase Decisions at the Pelita Jaya Buyungon Amurang Store concluded that price has a significant impact on purchasing decisions. Price has a 96.2% influence on purchase decisions.

Expert opinions and prior study findings revealed that there is a relationship between pricing and purchase decisions. This indicates that if the price is reasonable in relation to the consumer's purchasing power and the quality of the goods acquired, the purchase choice will be more likely.

H₂ : There is a price effect on consumer purchasing decisions in Bumi Rempah Padalarang UMKM

Effect of Product Quality and Price on Purchasing Decisions

Product quality is a critical consideration while making purchasing decisions. Because consumers choose high-quality products, they believe these products will better suit their requirements and preferences. However, product quality has an effect on the perceived value of the price offered. Consumers will prefer cheaper products with inferior quality if the product price is too high in comparison to its quality. As a result, companies must pay close attention to the quality of their products and the prices they give in order to match consumer expectations and keep their market share. (Kotler dan Keller, 2016)

Previous research, published in the journal "The Influence of Product Quality and Price on Purchase Decisions at MSGLOW Skincare" by Luthfia and Maya (2022), concluded that product quality and price have a simultaneous and significant effect on purchasing decisions. This is demonstrated by the test results of the coefficient of determination of 66.4%, which reveals the influence of product quality and price on purchase decisions at the same time.

Widjaja and Rahmat (2017) concluded in their journal "The Influence of Product Quality and Price on Purchasing Decisions at Kampoeng Sawah Restaurant, Bandung Regency" that there was a partial and simultaneous effect of price on purchasing decisions. This is demonstrated by the partial test (t test) results on variable X₁ obtaining $T_count\ 5,169 > T_table\ 1,660$ with a significance level of 0,000 and the partial test (t test) results on variable X₂ obtaining $T_count\ 4,514 > T_table\ 1,660$ with a significance level of 0,000. And the F test findings showed that the computed F value was 44,876 with a significance of $0,000 < 0,05$, indicating that there was a concurrent influence of product quality and price on purchase decisions at Kampoeng Sawah Restaurant in Bandung Regency. Quality and price have a 48.1% influence on purchasing decisions.

Expert opinions and prior study findings suggested that there is a relationship between product quality and pricing and purchase decisions. This indicates that if product quality improves and prices are in line with customer purchasing power and product quality, consumer purchasing decisions will improve.

H3 : Product quality and price have an impact on purchasing decisions in Bumi Rempah Padalarang UMKM

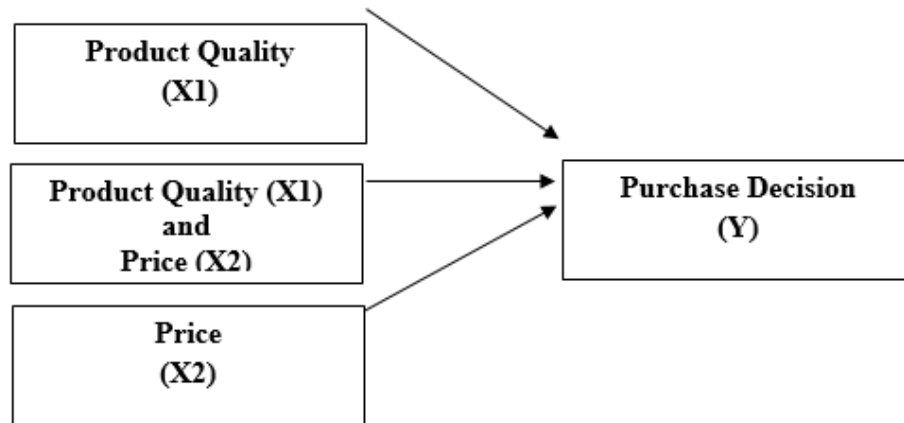


Figure 1. Research Paradigm

METHODOLOGY

Research Design

The research method used in this research is descriptive and associative method.

A. Descriptive Method

The descriptive method is a study this is carried out to discover the value of an independent variable, both or more variables, without drawing comparisons or connecting with other variables (Soedibjo, 2013).

B. Associative Method

The associative method is a method for determining the association between two or more variables (Soedibjo, 2013).

Population and Sampling Techniques

Population

Population is a grouping of subjects from the situation under investigation. The researchers sampled 180 buyers from Bumi Rempah Padalarang UMKM, with an average buyer in the last three months.

Sample

The sample is a subset of the population in terms of size and characteristics (Sugiyono, 2017). In this study, the authors used the slovin formula with a 10% allowance to limit the population to 180 people since the sample calculation using the slovin formula was able to reflect the population (Patarianto, 2015). The Slovin equation is as follows:

$$n = \frac{N}{1 + Ne^2} = \frac{180}{1 + 180(0,1)^2} = 64,2 = 64$$

- n = Sample Size
- N = Population Size
- e = Allowance of 10%

Based on the preceding calculations, the sample size is 64 consumers. In this study, a simple random sampling technique was adopted, namely the technique of randomly selecting sample members from the population independent of strata (Sugiyono, 2018).

Operationalization of Research Variables

For more details, the table below presents the operationalization of the variables as follows:

Table 1. Variable Operationalization

Variable	Definition	Dimention	Indicator	Skala	Item
Product Quality (Variable X1)	According to Tjiptono (2015, p. 105), the traditional definition of product quality includes performance as a direct description of a product, reliability, simplicity of use, aesthetics, and so on. Quality, in a strategic sense, is anything that can meet consumer wants in accordance with what	1. Performance	Delicious food taste of Bumi Rempah	Ordinal	1
			The product of Bumi Rempah is satisfying	Ordinal	2
		2. Features	Bumi Rempah has a varied menu	Ordinal	3
			The taste of Bumi Rempah is different from the others	Ordinal	4
		3. Reliability	The taste of Bumi Rempah food is now consistently delicious	Ordinal	5
			Bumi Rempah products are the go-to choice for	Ordinal	6

Variable	Definition	Dimention	Indicator	Skala	Item
	customers want.		when you're hungry		
		4. Conformance to Specification	Bumi Rempah products presented just like the description on the menu	Ordinal	7
			The taste and menu of Bumi Rempah is to my liking		8
		5. Durability	Bumi Rempah products are always in a condition suitable for consumption	Ordinal	9
			Bumi Rempah product packaging is not easily dented and torn.	Ordinal	10
		6. Serviceability	The service in Bumi Rempah is satisfying	Ordinal	11
			If there is a product delivery error, the admin is quick to	Ordinal	12

Variable	Definition	Dimention	Indicator	Skala	Item
			respond to the problem		
		7. Aesthetics	The display of Bumi Rempah products are attractive	Ordinal	13
			The aroma of Bumi Rempah product is appetizing	Ordinal	14
		8. Perceived Quality	Satisfied with Bumi Rempah products	Ordinal	15
			Bumi Rempah packaging is attractive	Ordinal	16
Price (Variable X2)	Price, according to Kotler and Armstrong (2016, p. 324), is the amount of money paid for a product or service, or the amount of value traded by consumers in exchange for	1. Price Affordability	The price of Bumi Rempah products is affordable	Ordinal	1
			The price of Bumi Rempah products is affordable for all people to buy	Ordinal	2
			Bumi Rempah products is linear with purchasing power	Ordinal	3

Variable	Definition	Dimension	Indicator	Skala	Item
	benefits, ownership, or usage of items or services.		Agree with the price offered by Bumi Rempah	Ordinal	4
		2. Conformity of price with product quality	The price of Bumi Rempah s in accordance with the portion served	Ordinal	5
			The price of Bumi Rempah is in accordance with the quality	Ordinal	6
		3. Price competitiveness	Bumi Rempah price is competitive	Ordinal	7
			The price of Bumi Rempah is in accordance to ability	Ordinal	8
			I love the discount program at Bumi Rempah	Ordinal	9
		4. Price suitability with benefits	Prices in Bumi Rempah fits with the product	Ordinal	10

Variable	Definition	Dimension	Indicator	Skala	Item
			The benefits of Bumi Rempah is more than others	Ordinal	11
			If you buy a large quantity of Bumi Rempah products, you will get discounts	Ordinal	12
Purchase Decision (Variable Y)	According	1. Product Choices	Decided to purchase because of the various menu choices	Ordinal	1
			Purchased because it suits your needs	Ordinal	2
		2. Brand Choice	Purchased because you believe the quality Bumi Rempah products is good	Ordinal	3
			Bought because the reviews/ratings on the Gofood/ Shopeefood/ Grabfood apps were good	Ordinal	4

Variable	Definition	Dimention	Indicator	Skala	Item
	to Kotler (2016), purchasing decisions are influenced by how consumers perceive pricing and the current actual prices that they are contemplating, rather than market prices..	3. Reseller Choice	Recommend d Bumi Rempah to the relatives	Ordinal	5
			Bought because of the location is nearby	Ordinal	6
			Buy because the price is in accordance with purchasing power	Ordinal	7
			Bought because it's easy to get	Ordinal	8
			Likes to buy online via the Shopeefood app	Ordinal	9
		4. Time of Purchase	Purchased Bumi Rempah products repeatedly (more than 2 times)	Ordinal	10
			Bought Bumi Rempah products for lunch	Ordinal	11

Variable	Definition	Dimension	Indicator	Skala	Item
		5. Purchase Amount	Bought Bumi Rempah products with more than 1 type of menu	Ordinal	12

Source : Created by Researchers, 2023

RESULTS

Research Result

Product Quality Descriptive in Bumi Rempah Padalarang UMKM

In step with the findings of the observe completed on sixty four respondents thru questionnaire distribution, and based totally on the frequency distribution in addition to the weighting of every indication on the product exceptional variable, the subsequent records is known :

Table 2. Assesment Category

Total Score Value	Category
64 - 114	Very Bad
115 - 165	Bad
166 - 216	Decent
217 - 267	Good
268 - 319	Very Good

Source : Process Data, 2023

Tabel 3. Recapitulation of Quality Product

Statement	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Performance Outcome Dimension												
The taste of food at Bumi Rempah is satisfying	27	135	29	116	6	18	2	2	0	0	271	Very Good
Bumi Rempah products are satisfying	24	120	27	108	11	33	2	4	0	0	265	Good
Features Dimension or Additional Distinction												
Bumi Rempah has	29	145	25	100	8	24	1	2	1	1	272	Very Good

a varied menu													
The taste of Bumi Rempah's food is different from the others	21	105	28	112	13	39	2	4	0	0	260	Good	
Reliability Dimension													
The taste of Bumi Rempah's food is now consistently delicious	25	125	25	100	10	30	3	6	1	1	262	Good	
Bumi Rempah products are my choice when I'm hungry	17	86	25	100	18	54	3	6	1	1	246	Good	
Compliance Dimension with Specifications													
The products presented correspond to the descriptions on the menu	27	135	28	112	8	24	1	2	0	0	273	Very Good	
The taste of the Bumi Rempah menu is to my liking	19	95	30	120	13	39	2	4	0	0	258	Good	
Endurance Dimension													
Bumi Rempah products in a condition suitable for consumption (fresh)	23	115	34	136	5	15	2	4	0	0	270	Very Good	
Bumi Rempah product	13	65	25	100	23	69	3	6	0	0	240	Good	

packaging is not easily dented and torn													
Serviceability Dimension													
The service at Bumi Rempah is satisfying	25	125	31	124	7	21	1	2	0	0	272	Very Good	
If a product delivery error occurs, the admin is quick to respond to the problem	21	105	36	144	6	18	1	2	0	0	269	Very Good	
Aesthetic Dimension													
The display of Bumi Rempah products is attractive	19	95	32	128	11	33	1	2	1	1	259	Good	
The aroma of Bumi Rempah products is appetizing	28	140	22	88	13	39	1	2	0	0	269	Very Good	
Perceived Quality Dimensions													
I am satisfied with Bumi Rempah products	22	110	33	132	8	24	0	0	1	1	267	Good	
The packaging of Bumi Rempah is attractive	21	105	23	92	19	57	1	2	0	0	256	Good	
Product quality variable average											263	Good	

Source: Processed by the Researcher, March 2023

Based totally at the previous recapitulation table, it could be concluded that the product quality variable consists of 16 indications with an average actual weight value of 263, and this value is included in the good category because it is within the range of 217 - 267. The findings above demonstrate that the statement "The packaging of Bumi Rempah products is not easily dented and torn" has the

lowest actual weight value of 240. With an actual weight value of 273, the statement "Products presented are in accordance with the description on the menu" has the highest actual weight value.

Descriptive of Price at Bumi Rempah Padalarang UMKM

Table 4. Price Variable Recapitulation

Actual Weight	Alternative Answers, Frequency and Actual Weight										Category	
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Price Affordability Dimension												
260	23	115	25	100	13	39	3	6	0	0		Good
The price of Bumi Rempah products is affordable for all people to buy	17	85	30	120	14	42	3	6	0	0	253	Good
Bumi Rempah products are in accordance with my purchasing power	17	85	39	156	6	18	2	4	0	0	263	Good
I agree with the price offered by Bumi Rempah	17	85	32	128	12	36	2	4	1	1	254	Good
Conformity Dimension of Price with Quality												
The price of Bumi Rempah products is in accordance with the portion served	18	90	31	124	13	39	2	4	0	0	257	Good
The price of Bumi	22	110	34	136	7	21	1	2	0	0	269	Very Good

Rempah products is in accordance with its quality													
Price Competitiveness Dimension													
The price of Bumi Rempah products is competitive	15	75	33	132	14	42	1	2	1	1	252	Good	
The price of Bumi Rempah products is according to ability	17	85	37	148	8	24	2	4	0	0	261	Good	
I love the discount program at Bumi Rempah	23	115	32	128	8	24	1	2	0	0	269	Very Good	
Price-Benefit Dimension													
The price in Bumi Rempah is according to the product	15	75	39	156	9	27	1	3	0	0	261	Good	
The benefits of Bumi Rempah products are more than the others	11	55	33	132	18	54	1	2	1	1	244	Good	
If you buy a large quantity of Bumi Rempah products, you will	13	65	40	160	8	24	3	6	0	0	255	Good	

get discounts													
Average variable price											257	Good	

Source: Processed by the Researcher, March 2023

Based totally at the price variable recapitulation table above, it is possible to conclude that the price variable consists of 12 indicators with an average actual weight value of 257, which is in the good category because it falls within the range of 217 - 267. With an actual weight value of 244, the preceding findings demonstrate the lowest actual weight value in the statement "The benefits of Bumi Rempah products are more than the others." The statement "The price of Bumi Rempah products is in accordance with its quality " has the highest real weight value of 269, whereas the statement "I like the discount program at Bumi Rempah" has the lowest actual weight value of 269.

Descriptive of Purchasing Decisions at Bumi Rempah Padalarang UMKM

Table 5. Recapitulation of Purchasing Decisions at Bumi Rempah Padalarang UMKM

Statements	Alternative Answers, Frequency and Actual Weight										Actual Weight	Category
	SS (5)		S (4)		C (3)		TS (2)		STS (1)			
	F	B	F	B	F	B	F	B	F	B		
Product Selection Dimension												
I decided to buy for due to the various menu choices	12	50	39	156	9	27	3	6	1	1	240	Good
I decided to buy because Bumi Rempah's products fit my needs	11	55	35	140	18	54	0	0	0	0	249	Good
Brand Choice Dimension												
I bought because I was sure that the quality of Bumi Rempah's products was good	19	95	35	140	9	27	1	2	0	0	264	Good
I bought it because I saw good reviews/ratings on the Gofood/Shopeefood/Grabfood apps	12	60	39	156	8	24	5	10	0	0	250	Good
I recommended Bumi Rempah to my relatives	15	75	35	140	13	39	0	0	1	1	255	Good
Reseller Choice Dimension												
I decided to buy because the location is close to my location	13	65	22	88	17	51	11	22	1	1	227	Good
I bought because the price matched my purchasing power	15	75	40	160	6	18	3	6	0	0	259	Good

I bought Bumi Rempah products because they are easy to get	16	80	35	140	12	26	1	2	0	0	248	Good
I like to buy Bumi Rempah products online through Shopeefood app.	8	40	27	108	15	45	13	26	1	1	220	Good
Purchase Time Dimension												
I bought Bumi Rempah products many times (more than 2 times)	16	80	29	116	14	42	5	10	0	0	248	Good
I bought Bumi Rempah products for lunch	8	40	23	92	23	69	9	18	1	1	220	Good
I bought Bumi Rempah products for more than 1 type of menu	15	75	25	100	21	63	3	6	0	0	244	Good
Product Quality Variable Average											244	Good

Source: Processed by the Researcher, March 2023

Based totally at the purchase decision variable recapitulation table above, it is possible to conclude that the purchase decision variable consists of 12 indicators with an actual average weight value of 244, which falls into the good category because it falls within the range of 217 - 267. The findings above reveal that the statement "I like to buy Bumi Rempah products online through the Shopeefood application" has the lowest actual weight value of 220. The statement "I bought because I was sure that the quality of Bumi Rempah's products was good" has the highest real weight value of 264.

The Influence of Product Quality and Price on Purchasing Decisions in Bumi Rempah Padalarang UMKM (Partially)

This investigation was tested utilizing multiple linear regression analysis. There are two independent factors in this study, namely product quality and price, and one dependent variable, namely purchase decisions. The model output below shows the significance of the effect of product quality and price on purchase decisions:

Table 6. Multiple Linear Regression Analysis

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	5.633	3.298		.093
	KUALITAS PRODUK	.324	.108	.467	.004
	HARGA	.392	.152	.401	.012

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Source: Data Processed by SPSS, 2023

Based on the results of the analysis from the table above, the coefficients of the regression equation can be explained as follows:

$$\beta = 5.633$$

$$X_1 = 0.324$$

$$X_2 = 0.392$$

The multiple linear regression equation in this study is:

$$Y = 5.633 + 0.324 X_1 + 0.392 X_2$$

From these equations, it can be explained as follows:

Constant value $\beta_0 = 5.633$ means that it shows the magnitude of the purchasing decision variable that is not influenced by product quality or can be interpreted when the product quality value is equal to zero (0) or does not change, the purchase decision value is 5.633

The regression coefficient for the Product Quality variable (X_1) is 0.324 meaning that product quality has a positive or direct relationship with purchasing decisions.

In addition, following the results of multiple linear regression analysis of the Price variable (X_2), the coefficients of the regression equation are as follows:

$$\beta = 5.633$$

$$X_1 = 0.324$$

$$X_2 = 0.392$$

So the multiple linear regression equation in this study is:

$$Y = 5.633 + 0.324 X_1 + 0.392 X_2$$

From these equations, it can be explained as follows:

Constant value $\beta_0 = 5.633$ means that it shows the magnitude of the purchasing decision variable that is not influenced by product quality or can be interpreted when the product quality value is equal to zero (0) or does not change, the purchase decision value is 5.633

The regression coefficient for the Product Quality variable X_2 is 0.392 meaning that product quality has a positive or direct relationship with purchasing decisions.

Partial test (t-test) was conducted to determine whether product quality and price partially affect purchasing decisions or not. The results of the t test in this study are as follows:

Table 7. T-Test (Partial Test)

Model	t	Sig.
(Constant)	1.708	.093
Tampilan Produk (X_1)	3.003	.004
Harga (X_2)	2.576	.012

Source: Data Processed by SPSS, 2023

T Test with level $\alpha=5\%$ or 0,05. It is known that $n=64$, $k=2$, with $df=n-k-1$ ($64-2-1= 61$) the number 61 is df, hence the t table obtained is 1.999. The effect of product quality on purchasing decisions obtained $t_{count} 3.003 > t_{table} 1.999$ with a significance probability of $<0,05$, so H_0 is rejected and H_1 is accepted, indicating that product quality partially has a significant effect on consumer purchasing decisions at Bumi Rempah UMKM. This means that if the product's quality improves, the purchase decision will improve as well.

T test with a level of $\alpha=5\%$ or 0,05. It is known that $n = 64$, $k = 2$, and $df = n-k-1$ ($64-2-1 = 61$), hence the t table obtained is 1,999. The effect of price on

purchasing decisions is obtained by $t_{count} 2.576 > t_{table} 1.999$ with a significance probability of $<0,05$, so H_0 is rejected and H_1 is accepted, which means that prices partially have a significant effect on consumer purchasing decisions at Bumi Rempah UMKM. This means that if the price is more in accordance with consumer purchasing power and the benefits provided, the purchase decision will also increase.

The Influence of Product Quality and Price on Purchasing Decisions in Bumi Rempah Padalarang UMKM

After the multiple linear conventional assumptions, the subsequent level is to test the impact of product quality and price simultaneously on purchasing decisions at Bumi Rempah Padalarang UMKM

Table 8. F Test (Simultaneous Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2344.029	2	1172.015	77.063	.000 ^b
	Residual	927.721	61	15.209		
	Total	3271.750	63			

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

Source : Data Processed by SPSS, 2023

Based on the analysis from the table above, the F_{count} is 77.063 whereas the F_{table} value is at the real level (α) 5% with degrees of freedom $V_1= k ; V_2= n-k-1 = 64-2-1$, resulting in a F_{table} of 3.15.

Table 9. Conclusion of Simultaneous Testing

F_{count} Value	F_{table} Value	Conclusion
77.063	3.15	Significant

Source: Processed by the Researcher, 2023

Based on the table above, it is possible to deduce that statistical calculations showed $F_{count} 77.063 > F_{table} 3.15$. With a significance value of $0.000 < 0,05$, H_0 is rejected and H_3 is accepted, indicating that in the case studies of consumers in Bumi Rempah Padalarang UMKM, product quality and price both have a significant effect on purchase decisions.

Coefficient of Determination

The coefficient of determination indicates how changes inside the value of the dependent variable are affected by changes in the value of the independent variable. In other words, the coefficient of determination measures how properly the independent variable explains the dependent variable. The coefficient of determination outcomes on this research are as follows:

Table 10. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.716	.707	3.900
a. Predictors: (Constant), Price (X ₂), Product Quality (X ₂) b. Dependent Variable : Purchase Decision (Y)				

Source: Data Processed by SPSS, 2023

Based on the table above, it indicates that the correlation coefficient that supports the relationship between product quality (X₁) and price (X₂) simultaneously on purchasing decisions (Y) is 0,846.

And from the desk above, it can be seen the results of the coefficient of determination 0,716, it means that the magnitude of the influence of product quality and price on purchasing decisions is equal to ($R^2 \times 100\%$) 71.6% is explained by other factors not examined in this study.

To discover the have an impact on of each independent variable on the dependent variable, calculations are executed using the system of Beta x Zero Order x 100%. Beta is the standardized regression coefficient, while Zero Order is the partial correlation of each independent variable to the dependent variable. By using SPSS, the Beta and Zero Order values are obtained as follows:

Table 11. Partial Coefficient of Determination (R^2) Coefficients^a

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	Product Quality (X ₁)	0.467	0.828
	Price (X ₂)	0.401	0.821

a. Dependent Variabel : Purchase Decisions (Y)

Based on the table above, the partial influence of each variable can be estimated as follows:

Product Quality (X₁) : $0.467 \times 0.828 \times 100\% = 38.7\%$

Price (X₂) : $0.401 \times 0.821 \times 100\% = 32.9\%$

Based on the calculation above, the product quality variable (X₁) has the highest effect with a contribution of 38.7%, while the price variable (X₂) has a contribution of 32.9%.

DISCUSSION

The Influence of Product Quality on Purchasing Decisions in Bumi Rempah Padalarang UMKM

Based on the results of the partial test (t test) for product quality (X_1) a t_{count} value of $3.003 > t_{table} 1.999$ is obtained with a significance probability at $0.004 < 0.05$ in-line with the criteria if the significance value is < 0.05 , then H_0 is rejected and H_1 is accepted, meaning that product quality has a significant effect on purchasing decisions at Bumi Rempah Padalarang UMKM. Product quality variable has an influence on purchasing decisions by 38.7%

Product quality is a totally crucial thing in making a purchase decision. Due to the fact customers pick out high-quality products, they trust these products will preferable suit their requirements and options. But, product quality has an impact at the perceived value of the price offered. Customers will choose inexpensive products with inferior quality if the product price is just too excessive in comparison to its quality. As a result, companies must pay close attention to the quality of their products and the prices they give in order to match consumer expectations and keep their market share. (Kotler dan Keller, 2016)

This study is in line with study conducted by Luthfia and Maya (2022) in their journal entitled "The Influence of Product Quality and Price on Purchase Decisions at MSGLOW Skincare" which states product quality and price have a simultaneous and significant effect on purchasing decisions.

Based totally on the outcomes of the study above, it is able to be concluded that product quality partial has a significant impact on purchasing decisions at Bumi Rempah Padalarang UMKM. As product quality improves, so will purchase decisions.

The Influence of Price on Purchasing Decisions in Bumi Rempah Padalarang UMKM

Based on the results of the partial test (t test) for product quality (X_2) a t_{count} value of $2.576 > t_{table} 1.999$ is obtained with a significance probability at $0.004 < 0.05$. In-line with the criteria if the significance value is < 0.05 then H_0 is rejected and H_1 is accepted, meaning that product quality has a significant effect on purchasing decisions at Bumi Rempah Padalarang UMKM. The price variable influences the purchase decision by 32.9%

Price is an important part of the buying and selling process, because it is a medium of exchange in transactions. Price affects the purchase decision. If the price offered is in accordance with the value (benefit/quality) received by the consumer then a consumer purchase decision will occur, and if the price offered is higher than the value (benefit/quality) then the consumer will not make a purchase decision. (Kotler dan Armstrong, 2018)

This study is in line with study conducted by Erpurini, et al (2022) in their journal entitled "The Effect of Price and Free Shipping Tagline on Purchase Decision at E-Commerce Shopee (Study on Alumni of SMAN 13 Bandung)" concluded that price has a positive effect and significant to the purchase decision. Based totally on the outcomes of the studies above, it could be concluded that prices partially have a significant impact on purchasing decisions at Bumi Rempah Padalarang UMKM. If the price is according with customer purchasing

strength and the quality of the product purchased, then the purchase decision will growth.

The Influence of Product Quality and Price on Purchasing Decisions in Bumi Rempah Padalarang UMKM

Based on the results of simultaneous testing (F test) product quality (X_1) and price (X_2) obtained an F_{count} value of $77.063 > F_{\text{table}} 3.15$ with a significance probability at $0.000 < 0.05$. In-line with the criteria if the significance value is < 0.05 then H_0 is rejected and H_3 is accepted, meaning that product quality and price have a significant effect on purchasing decisions at Bumi Rempah Padalarang UMKM. Product quality and price variables influence purchasing decisions by 71.6%

Product quality is a very important factor in making a purchase decision. Because consumers choose high-quality products, they believe these products will better suit their requirements and preferences. However, product quality has an effect on the perceived value of the price offered. Consumers will prefer cheaper products with inferior quality if the product price is too high in comparison to its quality. As a result, companies must pay close attention to the quality of their products and the prices they give in order to match consumer expectations and keep their market share. (Kotler dan Keller, 2016)

This study is in line with study conducted by Luthfia and Maya (2022) in their journal entitled "The Influence of Product Quality and Price on Purchase Decisions at MSGLOW Skincare" concluded that product quality and price have a simultaneous and significant effect on purchasing decisions. This is evidenced by the test results of the coefficient of determination of 66.4% which indicates the influence of product quality and price simultaneously on purchasing decisions. Based totally on the outcomes of the studies above, it can be concluded that product quality and price simultaneously have a significant effect on purchasing decisions at Bumi Rempah Padalarang UMKM. If the quality of the product increases, the price is in accordance with the purchasing power of consumers and the quality of the product purchased, then the purchase decision will also growth.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the data obtained and the results of data processing in this study, the following conclusions can be drawn:

1. Product quality partially has a significant positive effect on consumer purchasing decisions at Bumi Rempah Padalarang UMKM
2. Price partially has a significant positive effect on consumer purchasing decisions at Bumi Rempah Padalarang UMKM
3. Product quality and price partially have a significant positive effect on consumer purchasing decisions at Bumi Rempah Padalarang UMKM

Recommendations

Based on the conclusions above, there are several suggestions that can be given with the results or analysis and discussion in this study;

1. The owner of Bumi Rempah is expected to be able to maintain or improve product quality by always using fresh raw materials, providing a delicious and consistent taste, products presented are in accordance with the descriptions listed, using attractive and easy-to-use packaging.
2. The owner of Bumi Rempah is expected to maintain the price offered to consumers.
3. The owner of Bumi Rempah should maintain product quality and price, because these two things affect consumer purchasing decisions.

FURTHER STUDY

This take a look at has many flaws, which includes different variables that could need to be added, and the populace size is hard to decide, so additional studies on the topic have an effect on of Product quality and price on purchasing decisions at Bumi Rempah Padalarang UMKM is needed.

ACKNOWLEDGMENT

The researcher would like to thank those who have helped a lot in completing this study.

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