DETERMINANTS OF PRICE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF CAR GLASS FILM

Muhammad Ras Muis [1], Slamet Rianto [2]
Universitas Muhammadiyah Sumatera Utara
muhammad.ras@umsu.ac.id

Abstract

The purpose of this research is to find out and analyze the effect of price and product quality on the purchase decision of car window film at PT RVM Window Film - Medan, this study was 100 respondents. Test for 10 targeted 10 people / day the number of sampling in this study was 100 respondents. The data collection techniques in this study were questionnaire (questionnaire), interview (interview) and documentation study. The data analysis technique used is multiple linear regression by first testing the assumptions of kasik, t test, F test and the coefficient of determination. The results of the study show that the price significantly influences the purchase decision of car window film at PT RVM Window Film - Medan. Product quality significantly influences the purchase decision of car window film at PT RVM Window Film - Medan.

Keywords: Price, Product Quality and Purchasing Decisions

1. INTRODUCTION

Consumer decision making is the process of choosing a series or course of action between two (or more) alternatives in order to achieve a particular problem solving. In making a purchase decision, the factors in decision making must be considered by the consumer. In making a decision to buy a product, consumers always consider many factors, where these factors influence consumer behavior in their decisions.

In addition to the influence from within humans, the environment around humans will greatly affect human actions. This should be a concern for marketers, especially in understanding consumer behavior. Understanding the influence of factors that exist within and outside the consumer will be very important for the right strategy to influence consumers.

In improving purchasing decisions, a marketing strategy is needed, one of which is using the marketing mix. The marketing mix is the variables that can be controlled by the company, which consists of product, price, location and promotion. (Anoraga, 2009, p. 220)

The importance of the marketing mix is very influential on a person's decision to buy tinted window. The importance of various stimuli will affect consumer buying interest in buying. The products offered are expected to be able to influence consumer buying interest to make purchases both in the long and short term for the products offered.

Based on the research, several problems were found, including the emergence of many brands of window film so that companies must pay more attention to the quality of their products in offering window films to consumers. In line with the development of the population in Indonesia, especially the population in the city of Medan and also followed by the development of production increasingly competitive and innovative cars, these developments automatically create an increase in demand for window film products, this can be seen from almost all segments of society that do not escape the target of window film products.

A company engaged in the marketing of window films. In this case, the efforts made by the company in growing consumer purchasing decisions to buy the products offered include relatively affordable product prices, various types of product variations.

Price is the amount of value (in currency) that consumers must pay to buy or enjoy the goods or services offered. (Kasmir, 2011, p.191). A company must be able to provide prices that can compete with competitors to attract potential customers. Price is very influential on purchasing decisions and good quality, these can all affect increased sales.

2. RESEARCH METHODS

Research Approach

This study uses an associative approach, namely a research approach that aims to determine the relationship or influence between one variable and another by using quantitative data in the form of numbers that can be counted. According to Sugiyono (2012, p.13) states that "Quantitative research methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative. /statistics with the aim of testing the established hypothesis.

Operational Definition

Operational definitions are put forward to find out the understanding of the variables studied in the company so as to facilitate and direct the problems under study. From this research, operational definitions can be taken in tabular form as follows:

Table 1.
Definition of Operational Research

No	Variable	Definition	Indicator
1	Price (X1)	Price is the amount of money one has to pay to get the right to use the product	1. Conformity with personal values. 2. Benefits and utility prices. 3. Comparison with alternative products. (Tjiptono, 2008, p.152)
2	Product Quality (X2)	Quality is the overall features and characteristics of a product or service that support the ability to satisfy customers either directly or indirectly.	1) Shape 2) Privileges (Features) 3) performance quality, 4) conformity quality, 5) Endurance (Durability) , 6) Reliability (Reliability), 7) Easy to fix 8) Style (Kotler, 2009, pp. 350-353)
3	Purchase Decision (Y)	The purchase decision is to buy the most preferred brand, but two factors can be between the purchase intention and the purchase decision, namely the attitude of others and unexpected situational factors.	1) Featured Products 2) Preferred Brand 3) Determination of the Time of Purchase (Kotler, 2009, p. 135)

Population by Sanusi (2011, p.87) Population is the entire collection of elements that show certain characteristics that can be used to draw conclusions. The population in this study are all consumers who buy window film at PT RVM Window Film - Medan.

The sample according to Sugiyono (2012, p.116) The sample is part of the number and characteristics possessed by the population. Sampling was done by incidental sampling technique. Incidental Sampling is a sampling technique based on chance, that is, anyone who coincidentally/incidentally meets a researcher can be used as a sample (Sugiyono, 2012, p.122).In this study, the author uses Quota sampling. Quota sampling is to determine the sample within certain limits in accordance with the needs and adequacy of the analysis (Juliandi, 2013, p. 61).

The sample in this study was 100 respondents. The test was targeted at 10 people/day. The number of sampling in this study was 100 respondents.

Data collection techniques in this study were carried out in the following way:

Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2012, p.199). This questionnaire was given to customers at PT RVM Window Film - Medan directly. The scale used is the Likert scale in the form of a checklist. The Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2012, p. 132).

3. RESULTS AND DISCUSSION

Results

Classic assumption test

Multiple linear regression is known as some classical multiple regression assumptions or also known as BLUE (Best Linear Unbias Estimation). Classical assumption test simply aims to identify whether the regression is a good model or not. There are several tests of these classical assumptions, namely:

a. Normality

The normality test of the data was carried out to see whether in the regression model, the dependent and independent variables had a normal distribution or not. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfills the assumption of normality.

Normal P-P Plot of Regression Standardized Residual

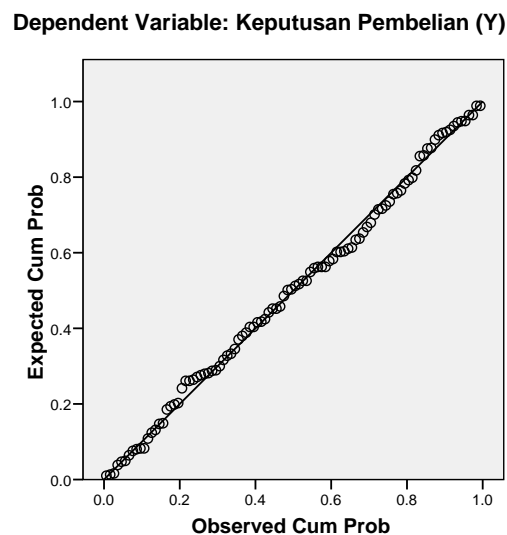**Dependent Variable: Keputusan Pembelian (Y)**

Figure 1. Normality

The picture above identifies that the regression model has met the assumptions previously stated, so the data in the regression model of this study tend to be normal.

b. Multicollinearity.

Multicollinearity was used to test whether the regression model found a strong correlation between the independent variables. The method used to assess it is by looking at the value of the Variance Inflation Factor (VIF), which does not exceed 4 or 5

Table 2. Multicolinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.102	2.355		3.440	.001		
	Harga (X1)	.383	.089	.379	4.312	.000	.869	1.151
	Kualitas Produk (X2)	.109	.029	.335	3.811	.000	.869	1.151

a. Dependent Variable: Keputusan Pembelian (Y)

The two independent variables, namely X1 and X2, have a VIF value within a predetermined tolerance limit (not exceeding 4 or 5), so that it does not become multicollinearity in the independent variables of this study.

    c.   Heteroscedasticity

Heteroscedasticity is used to test whether in the regression model, there is an inequality of variance from another observation. If the residual variation from one observation to another is constant, it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity.

The basis for making the decision is: if a certain pattern, such as the existing points forms a certain regular pattern, then heteroscedasticity occurs. If there is no clear pattern, and the points (points) spread below 0 on the y-axis, there is no heteroscedasticity.

Scatterplot

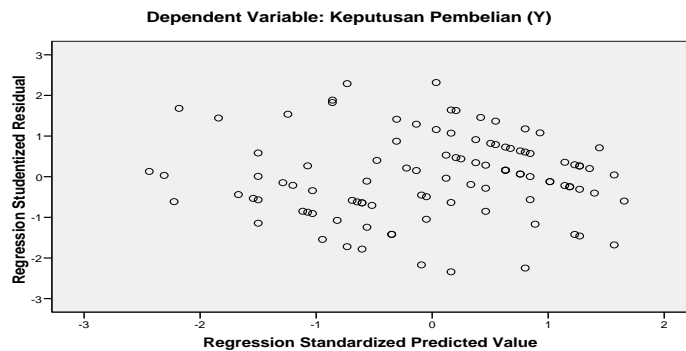**Dependent Variable: Keputusan Pembelian (Y)**

Figure 2. Heteroscedasticity

The picture above shows the points spread randomly, do not form a clear/regular pattern, and are spread both above and below the number 0 on the Y axis. Thus, "heteroscedasticity does not occur" in the regression model.

Multiple Regression Analysis

The multiple regression equation can be seen from the value of the B coefficient in the following table:

Table 3. Regression Coefficient

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.102	2.355		3.440	.001
	Harga (X1)	.383	.089	.379	4.312	.000
	Kualitas Produk (X2)	.109	.029	.335	3.811	.000

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Research Data (Processed)

From the calculations using a computer program using SPSS (Statistical Program For Social Schedule) Version 15.0, we get:

$$a = 8.102$$
$$b_1 = 0.383$$
$$b_2 = 0.109$$

So the linear multiple regression equations for the two predictors (price and product quality) are:

$$Y = 8.102 + 0.383 \, X1 + 0.109 \, X2$$

The equation above shows that all independent variables (price and product quality) have a positive bi coefficient so that it can be interpreted that if the price and product quality are increased it will increase purchasing decisions, or all independent variables have a direct influence on the Y variable (purchase decisions). The price variable (X1) has the largest relative contribution between the two independent variables on purchasing decisions.

Hypothesis test
Partial Test

Testing the effect of independent variables (X) on the dependent variable (Y) can be seen in the following table:

Table 4. t test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.102	2.355		3.440	.001
	Harga (X1)	.383	.089	.379	4.312	.000
	Kualitas Produk (X2)	.109	.029	.335	3.811	.000

a. Dependent Variable: Keputusan Pembelian (Y)

1) Effect of Price on Purchase Decision

From table IV-10, Based on the results of the t-test above, it can be seen that the significance value (0.000) < (less than) 0.05 and the tcount value (4.312) > ttable 1.987. It can be explained that the price variable (X1) partially has a significant influence on purchasing decisions (Y). This means that if the price is adjusted, the level of the purchase decision will be high.

2) Effect of product quality on purchasing decisions

From table IV-10, Based on the results of the t-test above, it can be seen that the significance value (0.000) < (less than) 0.05 and the tcount value (3.811) > ttable 1.987. It can be explained that the product quality variable (X1) partially has a significant influence on purchasing decisions (Y). This means that if the quality of the product is further improved, the level of employee purchasing decisions will be high.

Simultaneous Testing

Substantial hypotheses in this study are: price (X1), and product quality (X2) affect the Y variable (purchase decision). In order to carry out statistical testing, the substantial hypothesis is converted into a statistical hypothesis as follows:

Ho : = = = 0 → {price(X_1) and product quality (X2) have no significant effect on purchasing decisions (Y)}

Ha : One of □ ≠ 0 {price (X1) and product quality (X2) have a significant effect on purchasing decisions (Y)}

The condition is, if the probability value of F (Sig) in the Anova Table $<\alpha_{0.05}$, then Ho is rejected, but if the probability value Sig $>\alpha_{0.05}$, then Ho is accepted. The data needed to test the above hypothesis are as follows:

Table 5. F test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.086	2	81.543	25.925	.000^a
	Residual	305.104	97	3.145		
	Total	468.190	99			

a. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

b. Dependent Variable: Keputusan Pembelian (Y)

Source: Research Data (Processed)

The F value in table IV-11 above is 25.925 with sig $0.000 < \alpha_{0.05}$ or Fcount > Ftable which is 25.925 > 3.09, indicating Hodi rejected and Ha is accepted, meaning that price (X1) and product quality (X2) significantly influence purchasing decisions (Y) at the level of $\alpha_{0.05.}$

UTo find out the degree of closeness of the price effect and product quality Double correlation is used for purchasing decisions and by looking at the R-Square it will be known how the actual value of the contribution of the two independent variables to the dependent variable is:

Table 6.. Multiple Correlation Value

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590^a	.348	.335	1.77353

a. Predictors: (Constant), Kualitas Produk (X2), Harga (X1)

Source: Research Data (Processed)

Through the table above, it can be seen that the value of Rcount is 0.590, rtable with α= 95% of 0.195, so rcount > rtable. There seems to be a price effect and product qualityon the decision to purchase car window film at PT RVM Window Film - Medan. The R2 value of 0.348 means that 34.8% of the factors that make the decision to purchase Car window film at PT RVM Window Film - Medan can be explained by the price and product quality, while the remaining 65.2% can be explained from factors not examined in this study. this research.

Discussion

From the test results, it can be seen that all independent variables (price and product quality) have an influence on the Y variable (purchase decisions). In more detail the results of the analysis and testing can be explained as follows:

Influence of Price on Purchase Decision

Product quality is an important thing that every company must strive for if it wants its products to compete in the market to satisfy the needs and desires of consumers.
and trusted, consumers will always remember the product.

This is in accordance with previous research by Nasution, Prayogi, & Nasution (2017)product quality and has an influence on the sales of a product.Lubis, (2015) From the results of data processing, it was found that there was a positive effect of the X1 variable (price) on the Y variable (purchase decision) of car window film at PT RVM Window Film - Medan.

This study supports previous research proposed by Tjiptono (2008, p.151) stating that the price level set affects the quantity sold. According to Suryana (2013, p.210) states that the right price is the price that is affordable and most efficient for consumers . Purwati (2012), in her research entitled The Influence of Price on Purchase Decisions for Honda Matic Beat Motorcycles (Case Study at PT. Nusantara Solar Sakti) concluded that price influences purchasing decisions for Honda Beat motorcycles.

Thus it can be said that the price has an effect on increasing purchasing decisions at the Medan Class I Port Health Office, meaning that if prices are always given to employees, purchasing decisions will also increase.

Effect of product quality on purchasing decisions

From the results of data processing, it was found that there was a positive effect of variable X2 (product quality) on variable Y (purchase decision) Car window film at PT RVM Window Film - Medan.

This study accepts research conducted by Abdullah and Tantri (2012, p.159) which states that when developing a product, marketers must first choose a quality level that supports the product's position in the target market. This is also in accordance with previous research by Irvan (2010), product quality has a positive effect on consumer purchasing decisions so that it can be accepted.

Thus, it can be said that product quality has an effect on increasing purchasing decisions for car window films at PT RVM Window Film - Medan, meaning that if the quality of employee products is carried out well, purchasing decisions will also increase.

The Influence of Price and Product Quality on Purchase Decisions

Purchase decision is an act of a consumer to buy a product. Every producer must carry out a strategy so that consumers decide to buy their products.(Arianty, 2016)Purchase decisions are influenced by several factors, including price and product quality. From the results of data processing, it was found that there was a positive influence of price and product quality on car window film purchasing decisions at PT RVM Window Film - Medan.

This study accepts the hypothesis, namely that there is an effect of price and product quality on the purchasing decision of car window film at PT RVM Window Film - Medan and the effect is significant at the level of $\alpha_{0.05}$. A significant influence means that the results of this study are said to be positive which is a general description of all members of the population.

So it can be said that the price and quality of the product have an effect on increasing the purchasing decision of car window film at PT RVM Window Film - Medan, meaning that if the price and quality of the product are done well, the purchasing decision will also increase.

4. CONCLUSION

Conclusion

From the results of the analysis that have been discussed previously, the following conclusions can be drawn:
1. Price has a significant effect on the decision to purchase car window film at PT RVM Window Film - Medan.
2. Product quality has a significant effect on purchasing decisions for car window film at PT RVM Window Film - Medan.
3. Price and product quality significantly influence the decision to purchase car window film at PT RVM Window Film - Medan.

Suggestion
1. To improve purchasing decisions, companies should pay attention to the price and quality of their products, besides that it is expected that every company understands the quality of products that customers want so that customers still decide to keep printing at the company.
2. Given the quality of the product has an influence on purchasing decisions, then the quality of the product should really be considered, thus it is expected that purchasing decisions will increase.
3. In improving purchasing decisions, companies should be able to set prices according to market prices, so that there are no price differences against other companies, which can result in customers not wanting to make a purchase decision at this company.

REFERENCES

Arianty, N. (2016). Pengaruh Promosi dan Merek terhadap Keputusan Pembelian. *Prosiding Dies Natalis Fakultas Ekonomi Dan Bisnis*, *2(1)*, 69–76.

Cannon, J. P., Perreault, J. W. D., & Carthy, E. J. M. (2009). *Pemasaran Dasar* (Edisi 16:). Jakarta: Salemba Empa.

Daulay, R., & Putri, R. E. (2018). Analisis Faktor-Faktor Psikologis Terhadap Keputusan Pembelian Kosmetik Wardah Di Kota Medan. *Prosiding Konferensi Nasional Ke- 8*, 1–6. Medan: Asosiasi Program Pascasarjana Perguruan Tinggi Muhammadiyah' Aisyiah (APPPTMA).

Durianto, D. (2013). *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT. Gramedia Pustaka Utama.

Juliandi, A., & Irfan. (2013). *Metodologi Penelitian Kuantitatif untuk Ilmu-Ilmu Bisnis*. Bandung: Citapustaka Media Perintis.

Kasmir. (2011). *Kewirausahaan*. Jakarta: RajaGrafindo Persada.

Kotler, P. (2013). *Manajemen Pemasaran*. Jakarta: Prenhallindo.

Kotler, P., & Armstrong, G. (2013). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2011). *Manajemen Pemasaran* (Edisi 12). Jakarta: Index.

Lee, M., & Johnson, C. (2011). *Prinsip - prinsip Pokok Periklanan Dalam Perspektif Global*. Jakarta: Kencana.

Lubis, A. A. (2015). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Surat Kabar Pada PT. Suara Barisan Hijau Harian Orbit Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, *16(02)*, 1–11.

Morissan. (2010). *Periklanan, Komunikasi Pemasaran Terpadu*. Jakarta: Kencana Pernada Media Group.

Nasution, M. I., Prayogi, M. A., & Nasution, S. M. A. (2017). Pengaruh Kualitas Produk, Promosi Terhadap Penjualan Pada Usaha Mikro Pengrajin Sepatu Di Kecamatan Medan Denai. *Prosiding Seminar NasionalPenelitian Dan PKM Sosial, Ekonomi Dan Humaniora*, *7(1)*, 60–70.

Sanusi, A. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.

Sarwono, J. (2007). *Analisis Jalur untuk Riset Bisnis dengan SPSS*. Yogyakarta: Andi Offset.

Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif & RND*. Bandung: Alfabeta.

Supranto, J., & Limakrisna, N. H. (2007). *Perilaku Konsumen dan Strategi Pemasaran: Untuk Memenangkan Bisnis*. Jakarta: Mitra Wacana Media.

Suryana. (2013). *Kewirausahaan: Kiat dan Proses Menuju Sukses* (Edisi 4). Jakarta: Salemba Empat.

Thamrin, A., & Tantri, F. (2014). *Manajemen Pemasaran*. Jakarta: PT Raja Grafindo Persada.

Tjiptono, F. (2012). *Strategi Pemasaran* (Edisi Keti). Jakarta: Andi Offset.

Tjiptono, F., & Chandra, G. (2012). *Pemasaran Strategik* (Edisi 2). Yogyakarta: Andi Offset.