

The Influence of Product Quality and Price On Consumer Purchasing Decisions CV Tunas Mandiri

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ARTICLE INFO

Article History:

Received Sep 30, 2023

Revised Oct 02, 2023

Accepted Oct 20, 2023

Keywords:

Product Quality,
Price,
Purchase Decision

ABSTRACT

Factors that can influence purchasing decisions are product quality and price. This study aims to examine the effect of product quality and price on consumer purchasing decisions. This research begins with a preliminary survey of 10 stores as a sample of respondents who are consumers of CV. Tunas Mandiri. The population in this study was 60 building stores. The sample is determined by taking the entire population as a sample (census). Data collection techniques were carried out by distributing questionnaires to 60 respondents and conducting unstructured interviews. This type of research is descriptive quantitative. The analysis technique used is multiple linear regression using SPSS version 29. The results of the analysis show that product quality partially has a positive effect on purchasing decisions ($\text{prob} = 0.001 < 0.05$), while price has no effect on purchasing decisions ($0.080 > 0.05$). Product quality and price simultaneously have a positive effect on purchasing decisions ($\text{prob} = 0.001 < 0.05$).

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1. INTRODUCTION

Currently, business competition in the industrial sector in Indonesia is growing rapidly. The larger and growing population increases people's purchasing power. Currently, various types of house roofs are developing, one of which is the alkan roof. Alkan roof is a general term for aluminum stucco embossing / aluminum wave roof. Aluminum stucco embossed / alkan is a roof, wall, and lisplank covering for industrial, commercial, and home canopy buildings. The advantage of aluminum stucco embossing is that it is easy to install, does not take a long time to cover the entire top of the house with an uncomplicated frame structure. In the event of a large wind, alkan roofs tend to be safer than using roof tiles because alkan roofs can reduce the risk of collapsing roof parts. The alkan roof is divided into two, namely the eternal wave alkan roof and the single wave alkan roof. The eternal wave alkan roof is characterized by many wave arches, while the single wave is characterized by few wave arches.

Currently there are various types of building roofs such as aluminum roofs, asbestos roofs, awnings, galvalume, cast concrete roofs, bamboo roofs, bitumen roofs, onduvilla roofs, canopies,

concrete deck roofs, membrane roofs, asphalt roof tiles, concrete tiles, glass tiles, ceramic tiles, metal tile, clay tile, palm fiber roof, thatched roof, tarpaulin roof, ironwood roof, metal deck roof, onduline roof, polycarbonate, PVC roof, thatched roof, zinc roof, shingle roof, slate roof, ceramic tile roof, UPVC roof and zinalume/spandek roof. The most popular roof in Indonesia is aluminum roofing due to its advantages of being resistant to termites and insects, affordable maintenance costs, and high durability. In Palembang City, many companies sell the same products as CV. Tunas Mandiri, such as PKS, CIA, and many other companies. Purchasing decisions are choices that have been determined by a buyer to buy a desired good or service through certain considerations such as product quality, price, location, promotion, and service. According to Tjiptono (2020), purchasing decisions are one part of consumer behavior in the form of actions that are directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions.

According to (Anam et al., 2020) one of the things that influences purchasing decisions is product quality. Product quality is the ability of a product to meet customer needs and carry out its functions in the form of reliability, durability, and convenience (S. Yuliana & Maskur, 2022). Product quality is the most important concept in creating a product. A quality product is a product that can be accepted by consumers according to customer needs and desires. In general, products are goods or services that can be traded or offered to the market because of a demand. Apart from product quality, price can also influence purchasing decisions. According to (A. E. Nasution et al., 2019), price is the amount of money or value exchanged by consumers to obtain or use a product or service. According to (Anam et al., 2020), price is the main strategy in running a business.

CV. Tunas Mandiri is an industrial company engaged in the manufacture / printing and sale of alkan roof and steel frame. This company is starting to be recognized and has competed with other companies engaged in the same field in Palembang city. The tight business competition in the industrial sector, especially alkan, makes CV. Tunas Mandiri must fight to maintain its business. In the three years running the company's sales are still far from the company's sales target. The target that must be achieved by CV. Tunas Mandiri every month is Rp. 400,000,000. So, it can be identified that the purchasing decisions of CV customers. Tunas Mandiri is still low, so many customers are reluctant to buy products from CV. Tunas Mandiri. In the process of making purchasing decisions, there are many factors that influence customers such as the marketing mix and service quality. To find out the factors that cause low purchasing decisions, a preliminary survey was conducted on 10 stores as a sample of respondents who are consumers of CV. Tunas Mandiri.

Tunas Mandiri is the quality of the products offered. Of the ten respondents, 80% stated that the quality of the products offered by CV. Tunas Mandiri is unsatisfactory because the hardness structure of the alkan sold is not the same as other factories. A good alkan structure has a hard structure, has an accurate thickness of 0.35 MM and 0.45 MM. But some consumers from CV Tunas Mandiri complained because the alkan structure that was sold was not hard. When measured using a thickness gauge / Dial Thickness Gauge the thickness of the alkan sold is not accurate (not up to 0.35 and 0.45). Of the 10 respondents, 60% stated that the price offered by CV. Tunas Mandiri is less competitive because the price given by CV. Tunas Mandiri is still high compared to prices at other factories. For a thickness of 0.35, CV. Tunas Mandiri sells alkan at a price of 54,000 / M, while other factories sell alkan at a price of 52,500 / M. For a thickness of 0.45, CV Tunas Mandiri sells alkan at a price of 73,000, while other factories sell alkan at a price of 71,000. Of the 10 respondents, 60% stated that the promotion carried out by CV. Tunas Mandiri is adequate. The ability of sales to establish good relationships with customers, 100% stated that sales have established good relationships with customers. Of the 10 respondents, 100% stated that the physical environment at CV. Tunas Mandiri is strategic enough.

From the preliminary survey data addressed to the management of the CV. Tunas Mandiri assesses that the quality of the products offered is still considered unsatisfactory so that customers prefer products from other competitors that have better quality. Three out of five respondents from the management of the CV. Tunas Mandiri assessed that the price offered by CV. Tunas Mandiri is considered not competitive so that customers prefer prices at other competitors that are more competitive. Three out of five respondents who are the management of the CV. Tunas Mandiri stated that the promotion carried out by CV. Tunas Mandiri is quite adequate. All respondents who are the

management of the CV. Tunas Mandiri considered that sales were good at establishing relationships with stores and should be maintained. All respondents who are the management of the company consider that the physical environment of CV. Tunas Mandiri is strategic enough and does not need to be moved.

The results of the preliminary survey are the similarities between the assessment of CV customers. Tunas Mandiri with the assessment of company management regarding the factors that influence the low level of purchasing decisions of CV customers. Tunas Mandiri. The factors that influence the low level of purchasing decisions are unsatisfactory product quality and uncompetitive prices. Based on the results of several previous studies, it shows that there are several differences in research results (Research Gap). Based on research conducted by (Alamsyah, 2023) that product quality decisions have a positive and significant effect on consumer purchasing decisions, while according to ((Issalillah & Khan Khayru, 2021) that product quality has no effect on consumer purchasing decisions. Research conducted (Ade Irawan, 2021) that price has a significant effect on consumer purchasing decisions, while according to (Wenda Rumondor et al., 2017) price has no effect on consumer purchasing decisions.

The purpose of this study was to analyze the effect of product quality and price on consumer purchasing decisions of Cv Tunas Mandiri.

2. RESEARCH METHOD

The type of research the author uses is quantitative research. The research that will be conducted by the author is located on Jalan Noerdin Pandji, Sedapat river alley, Palembang city, namely a company called CV. Tunas Mandiri. The research will be carried out from March to June 2023, and the data to be studied during the study is to determine the effect of product quality and price on consumer purchasing decisions. The scope of this type of research is quantitative research by looking for associative relationships that are causal in nature. According to (Sugiyono, 2017), associative research is a formulation of research problems that asks about the relationship between two or more variables. While the causal relationship is a causal relationship.

In this study, there are independent variables (variables that influence) and dependent variables (influenced). To analyze the independent variables consisting of product quality (X_1) and price (X_2) on the dependent variable, namely purchasing decisions (Y), this study used multiple linear regression analysis techniques. By using this technique, the hypothesis can be tested which states that there is a partial influence and simultaneous influence between the independent variables (X) in the form of product quality (X_1) and price (X_2) on the dependent variable (Y) in the form of consumer purchasing decisions.

The object of this research is consumers at CV. Tunas Mandiri, namely a building shop that distributes to someone who needs the product. The time in this research will be carried out since the issuance of the research letter, starting from February 2023 to June 2023. Research on every building shop that buys products at CV. Tunas Mandiri which is located on Jl. Noerdin Pandji Lorong Sungai Sedapat, Sukajaya Village, Sukarami, Palembang City, South Sumatra.

Primary data is the type and source of authenticity of data obtained directly from the source (without intermediaries), be it in the form of individuals or groups. In particular, primary data can be used to answer questions in research. The survey method is a method of collecting primary data through oral and written questions. The author distributes questionnaires or questionnaires to consumers of CV. Tunas Mandiri, besides that the researcher also conducted unstructured interviews with selected consumers to obtain the required data or information. The ordinal scale is a medium in the measurement of the collected questionnaire data. Secondary data is a data source obtained through intermediary media. Whether it is obtained or recorded by a third party, it can indirectly be said to be secondary data.

At the quantitative data collection stage, the author will distribute questionnaires or questionnaires that have been prepared to consumers from CV. Tunas Mandiri Palembang. This data collection stage will be carried out offline. Quantitative data collection using questionnaires that have been made on paper and distributed to all CV consumers. Tunas Mandiri. In addition, researchers also conducted interviews with selected respondents recommended by the leadership of CV. Tunas Mandiri Palembang to get more in-depth information.

The population in this study were all consumers of CV. Tunas Mandiri which amounted to 60 stores. The sample is part of the number and characteristics possessed by the population, the sample used in this study is the entire existing population. The quantitative data collected will be analyzed using statistical methods in the SPSS V29 application.

Research framework

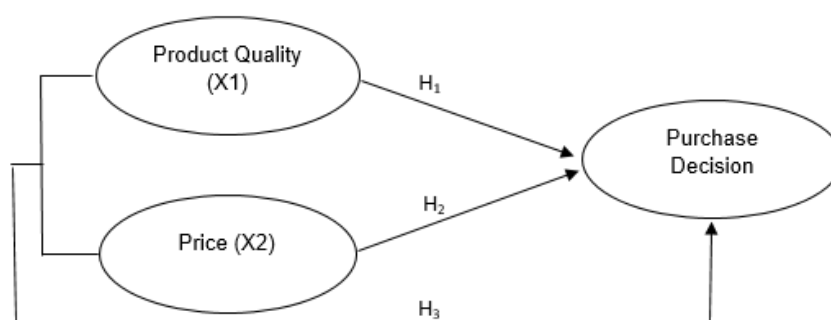


Figure 1. Framework

Research Hypothesis

The effect of product quality on purchasing decisions

(I. Yuliana et al., 2022) revealed that product quality has an influence on purchasing decisions. (Sabita & Mardalis, 2023) reveal that product quality has a positive effect on halal products. (Octhaviani & Jonathan Sibarani, 2021) reveal that product quality has a significant effect on purchasing decisions for coffee beverage products. When consumers will make purchasing decisions, the product is the most important consideration because the product is the main goal for consumers to meet their needs. If the product meets the quality that consumers want, then it is likely that consumers will make the decision to buy the product on an ongoing basis. Based on the description above, the hypotheses that can be proposed in this study are as follows:

H_1 = It is suspected that product quality affects consumer purchasing decisions.

The effect of price on purchasing decisions

(Iqnata, 2022) revealed that there is a partial impact of price on purchasing decisions for Hijab purchase at Rabbani Store, Bandung Branch. (Ernawati, 2021) revealed that price has a positive effect on purchasing decisions for on the Zalora E-commerce Site. (S. Yuliana & Maskur, 2022) reveal that price perceptions have an effect on purchasing decisions. Price is one of the important factors that influence purchases. Usually, in buying a product, consumers will compare the price of a product with other products. If the price offered is more affordable, consumers tend to think and compare products with each other before buying. The more affordable the product, the more the purchasing power of the product increases. Based on the description above, the hypothesis proposed in this study is as follows:

H_2 = It is suspected that price has an effect on consumer purchasing decisions.

The effect of product quality and price simultaneously on purchasing decisions

(Anam et al., 2020) revealed a significant influence between product quality, price perception and brand image together on purchasing decisions for Produk Hand and Body Lotion Merek Citra. (Dewantoro, 2020) reveal that there is an effect of product quality and price on consumer purchasing decisions E-commerce Tokopedia. (Permatasari & Hidayat, 2023) reveals that product quality and price simultaneously have a strong relationship to purchasing decisions. Before making a decision to buy a product or service, consumers will compare product quality and price. If a desired product has good product quality and is balanced with an affordable price, consumers will make the decision to buy the product.

H_3 = It is suspected that product quality and price simultaneously affect purchasing decisions.

3. RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test Analysis Results on Testing Instruments for Each Variable

Variable	Indicator	r-count	r-table	Results
Product Quality	X _{1.01}	0,773	0,250	Valid
	X _{1.02}	0,415	0,250	Valid
	X _{1.03}	0,729	0,250	Valid
	X _{1.04}	0,703	0,250	Valid
	X _{1.05}	0,537	0,250	Valid
	X _{1.06}	0,528	0,250	Valid
	X _{1.07}	0,617	0,250	Valid
	X _{1.08}	0,257	0,250	Valid
	X _{1.09}	0,582	0,250	Valid
	X _{1.10}	0,496	0,250	Valid
	X _{1.11}	0,431	0,250	Valid
	X _{1.12}	0,802	0,250	Valid
Price	X _{2.01}	0,938	0,250	Valid
	X _{2.02}	0,940	0,250	Valid
	X _{2.03}	0,705	0,250	Valid
	X _{2.04}	0,898	0,250	Valid
Purchase Decision	Y.01	0,673	0,250	Valid
	Y.02	0,621	0,250	Valid
	Y.03	0,757	0,250	Valid
	Y.04	0,716	0,250	Valid
	Y.05	0,612	0,250	Valid

Source: Data Processed SPSS V29 (2023)

Reliability Test

Reliability is carried out by researchers to see the consistency of a measuring instrument to measure the variables to be measured (Ghozali, 2019). In this study, the reliability test was carried out using the Cronbach's Alpha technique, this technique is used if the instrument has more than one answer, for example an essay, questionnaire, and questionnaire. The following is a table of reliability test results.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Critical Point	Results
Product Quality (X1)	0,788	0,6	Reliable
Price (X2)	0,887	0,6	Reliable
Purchase Decision (Y)	0,646	0,6	Reliable

Source: Data Processed SPSS V29 (2023)

Based on the reliability test results above, it can be concluded that all variables of product quality, price, and purchasing decisions have a Cronbach's Alpha value greater than 0.60. So, it can be concluded that all variables in this study are declared reliable (accepted).

Classical Assumption Testing

Normality Test

The test used next is the Kolmogorov Smirnov test, this test is used in order to understand the normal distribution or not of some data. The following are the results of the Kolmogorov Smirnov test.

Table 3. Normality Test Results

	Unstandardized Residual
N	60
Mean	0,0000000
Standar Deviation	2,26803488
Absolute	0,094
Positive	0,094
Negative	-0,058
Test Statistic	0,094
Asymp. Sig. (2-tailed) ^c	0,200 ^d
Sig.	0,205
Lower Bound	0,195
Upper Bound	0,216

Source: Data Processed SPSS V29 (2023)

Based on the results of the normality test, it is known that the significance value is 0.216 > 0.05. So, it can be concluded that the residual value is normally distributed.

Multicollinearity Test

The purpose of the multicollinearity test is to test whether there is a correlation between the independent variables in the regression model. The presence or absence of multicollinearity can be known from the correlation coefficient of each independent variable.

In order to find the presence or absence of multicollinearity in the regression model, it can be seen from the tolerance value and the Variance Inflation Factor (VIF) value. Variables can be said not to occur multicollinearity if the VIF value < 10 or tolerance value > 0.01. In addition, if the correlation coefficient of each independent variable > 0.8 then multicollinearity occurs (Ghozali, 2019). Below are the results of the multicollinearity test on the data that has been collected.

Table 4. Multicollinearity Test Results

	B	Std. Error	Beta	T	Sig	Tolerance	VIF
(Constant)	3,520	2.919		1,206	233		
X ₁	0,261	0,067	0,456	3,922	< 0,001	0,889	1,124
X ₂	0,177	0,099	0,207	1,781	0,080	0,889	1,124

Source: Data Processed SPSS V29 (2023)

Based on Table 4, it can be concluded that the product quality and price variables provide tolerance > 0.1 and VIF values < 10. So, it can be concluded that the regression model on average is under the assumption of reasonable multicollinearity, making it easier to continue the next testing steps.

Heteroscedasticity Test

According to (Ghozali, 2019), the heteroscedasticity test aims to test whether in a regression model there is an unequal variance of residual variance between one observation to another. If the variance of the residuals from one observation to another is constant, it is called homoscedasticity and if it is different it will be called heteroscedasticity. One way to detect heteroscedasticity is by using a scatterplot with the following decision making.

1. If there is a certain pattern on the scatterplot such as points that form a regular pattern such as wavy, narrowing, or widening, then heteroscedasticity occurs.
2. If the data spreads over the four quadrants so that the data is homogeneous, then there is no heteroscedasticity deviation. The following is a scatter plot graph on the heteroscedasticity test.

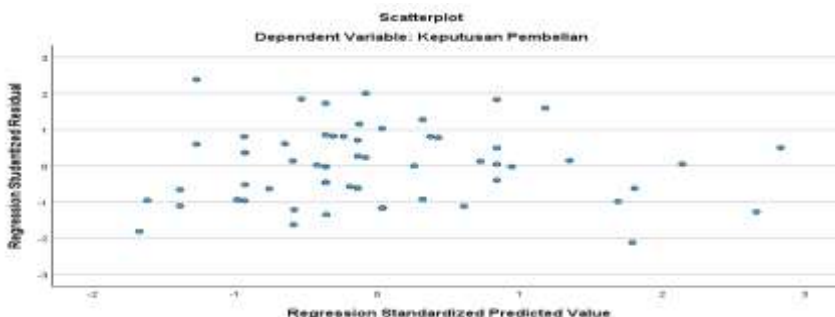


Figure 2. Scatterplot Pattern in Heteroscedasticity Testing

It can be seen in the picture above that the scatterplot pattern spreads well, the picture shows that there is no heteroscedasticity deviation.

Multiple Linear Regression Analysis

The results of multiple regression analysis using SPSS V29 in this study can be seen in the following table.

Table 5. Multiple Linear Regression Test Results

	B	Std. Error	Beta	T	Sig	Tolerance	VIF
(Constant)	3,520	2.919		1,206	233		
X ₁	0,261	0,067	0,456	3,922	< 0,001	0,889	1,124
X ₂	0,177	0,099	0,207	1,781	0,080	0,889	1,124

Source: Data Processed SPSS V29 (2023)

Based on Table 5, the regression coefficient on each variable is obtained, namely the constant value (constant) of 3.520, the regression coefficient of the product quality variable (X1) of 0.261 and the regression coefficient of the price variable (X2) of 0.177 so that a regression equation can be formed, namely as follows:

$$Y=3,520 + 0,261 X_1 + 0,177 X_2 + e$$

The constant value (a) is 3.520, which means that if the variable product quality (X1) and price (X2) are equal to 0, the product purchase decision at CV. Tunas Mandiri is 3.520. The regression coefficient value of the product quality variable (X1) is 0.261 (26.1%), which means that the contribution of product quality (X1) to purchasing decisions (Y) is 26.1%, if product quality increases by 100%, it will be followed by an increase in purchasing decisions at CV. Tunas mandiri by 26.1%. Vice versa, if the product quality decreases by 100%, it will be followed by a decrease in purchasing decisions (Y) at CV. Tunas Mandiri by 26.1%.

The regression coefficient value of the price variable (X2) is 0.177 (17.7%), which means that the contribution of price (X2) to purchasing decisions (Y) is 17.7%, so that if the price (X2) increases by 100%, it will be followed by an increase in purchasing decisions at CV. Tunas Mandiri by 17.7%. Conversely, if the price (X2) decreases by 100%, it will be followed by a decrease in purchasing decisions (Y) at CV. Tunas Mandiri by 17.7%.

**Hypothesis Test
Test t (Partial)**

The purpose of the t test is to test the hypothesis of a study related to the effect of each independent variable partially on the dependent variable. The hypothesis tested is the t test, which is a test to determine the significance of the effect of the independent variables (product quality and price) partially or individually explaining the dependent variable (purchase decision). The following are the results of the t test from processing a data.

Table 6. The result of t test (Partial)

	B	Std. Error	Beta	T	Sig	Tolerance	VIF
(Constant)	3,520	2,919		1,206	233		
X ₁	0,261	0,067	0,456	3,922	< 0,001	0,889	1,124
X ₂	0,177	0,099	0,207	1,781	0,080	0,889	1,124

Source: Data Processed SPSS V29 (2023)

It can be seen in Table 6, the significance value = 0.001 (X₁) < 0.05, it can be concluded that product quality partially affects purchasing decisions and the coefficient is positive.

It is suspected that product quality has an effect on consumer purchasing decisions (H1)

If the probability level of significance for each variable < 0.05 then H1 is accepted. Based on the measurement results in the table above using SPSS V29, it shows that the significance figure is 0.001 (X₁) < 0.05 (alpha). If the t-count result on the product quality variable (3.922) is compared to the t-table. Then, the t-count on the product quality variable (3.922) > t-table (2.002). From these measurements it can be concluded that in the first hypothesis, namely allegedly product quality affects consumer purchasing decisions. Accepted.

It is suspected that price has an effect on consumer purchasing decisions (H2)

If the probability level of significance for each variable is < 0.05 then H2 is accepted. Based on the measurement results in the table above using SPSS V29, it shows that the significance number is 0.080 (X₁) > 0.05 (alpha). If the t-count result on the product quality variable (1.781) is compared to the t-table. Then, the t-count on the price variable (1.781) < t-table (2.002). From these measurements it can be concluded that the second hypothesis, namely price has an effect on consumer purchasing decisions, is not accepted.

Uji F

The F test is used to test whether there is an influence of the independent variables (product quality and price) on the dependent variable (purchase decision). The F test results can be seen in the table below.

Table 7. F Test Results (Simultaneous)

	Sum Of Squares	df	Mean Square	F	Sig.
Regression	138,905	2	69,453	13,044	< 0,001 ^b
Residual	303,495	57	5,324		
Total	442,400	59			

Source: Data Processed SPSS V29 (2023)

It can be seen in Table 6 that the magnitude of the significance number is 0.001 < 0.05. If the F-count result on the price variable (13.044) is compared to the F-table. Judging from the f-table distribution data table at a significance of 0.05, it will produce an F-table of 3.16. When compared to the F-count, the F-count (13.044) > F-table (3.16). It can be concluded that it is proven that in the third hypothesis, namely product quality and price simultaneously influence consumer purchasing decisions.

Coefficient of Determination (R²)

The coefficient of determination can be interpreted as a measurement between variable relationships and their level of closeness. The amount of closeness between variables is called determination. The following is a processing table containing the coefficient of determination (R²).

Table 8. Coefficient of Determination Results

R	R Square	Adjust R Square	Std. Error of The Estimate
0,560 ^a	0,314	0,290	2,307

Source: Data Processed SPSS V29 (2023)

Based on Table 8, it is known that the R value is 0.560 which means that 0.560 is located between 0.40 and 0.599 there is a moderate positive relationship between the variables of product quality (X1), price (X2) and purchasing decisions (Y).

Based on the output above, it is known that the R Square value is 0.314 which means that the effect of product quality and price variables simultaneously on purchasing decision variables is 31.4% and 68.6% is influenced by other variables.

The Effect of Product Quality on Consumer Purchasing Decisions

Partially based on the calculations obtained, with the criteria that if the research significance level is <0.05 then H_a is accepted, otherwise if the significance level is > 0.05 then H_a is rejected, and if $t\text{-count} > t\text{-table}$ it can be stated that there is an influence between each variable X1 and Y. Based on the calculation in the t test, the sig value = 0.001 <0.05 and the t-count on the product quality variable (3.922) $> t\text{-table}$ (2.002). So, it is proven that there is a positive and significant influence of the product quality variable on consumer purchasing decisions.

The results of this study are in line with research by (S. L. Nasution et al., 2020) which found a positive and significant relationship between product quality and purchasing decisions. Then, another study conducted by (Alifia, 2018), stated that there is a positive and significant relationship between product quality and consumer purchasing decisions. In addition, research was also conducted by (Ade Irawan, 2021), stating that product quality has a positive effect on purchasing decisions.

From the discussion above, it can be concluded that product quality has a positive and significant effect on consumer purchasing decisions. Therefore, companies must be able to maintain the quality of products provided to consumers so that consumers are satisfied with the products sold by the CV company. Tunas Mandiri. But some consumers from CV. Tunas Mandiri revealed that the quality of the products provided by the company still does not meet the applicable standards. However, the need for company awareness of the quality provided and positive support from the company will help the company itself to make consumers feel comfortable and satisfied with the products they have purchased.

The Effect of Price on Consumer Purchasing Decisions

Based on the calculations obtained, partially obtained the result of a significance of 0.080. With the criteria that if the research significance level is <0.05 then H_a is proven or accepted, and vice versa if the significance level is > 0.05 then H_a is not accepted or not proven, besides that if $t\text{-count} > t\text{-table}$ it is stated that there is an influence between each variable X and variable Y. Based on the calculation in the t test (partial) obtained sig = 0.080 > 0.05 and t-count on the price variable (1.781) $< t\text{-table}$ (2.002) which indicates that there is no effect of the price variable on purchasing decisions.

The results of this study have in common with research conducted by (Rozjiqin & Ridwan, 2022), which states that price has no influence on purchasing decisions, then other research conducted by (Iqnata, 2022), which states that price has no significant effect on purchasing decisions. In addition, research conducted also by (Setyo Hendriyanto & Saputro, 2023) states that price has no positive and insignificant effect on consumer purchasing decisions.

From the explanation above, it can be concluded that price has no influence on purchasing decisions. Even though the price of alkan in the company is more expensive than other companies, consumers still buy alkan at the CV company. Tunas mandiri. This happens because CV. Tunas Mandiri has a longer maturity period compared to other companies, which means that CV consumers. Tunas Mandiri can pay receivables longer to the CV. Tunas Mandiri compared to other companies.

Effect of Product Quality and Price on Purchasing Decisions

Based on the calculations obtained in the f test, simultaneously the sig value = 0.001 < 0.05 and f-count (13.044) > f-table (3.16). This means that simultaneously the product quality and price variables affect the purchasing decision variable. The product quality and price provided by the company can increase consumer purchasing decisions but the company has not been able to do it optimally.

The results of this study have in common with (I. Yuliana et al., 2022) which states that together the independent variables, namely product quality and price, have a significant influence on purchasing decisions. In addition, according to (Alamsyah, 2023), together the independent variables consisting of product quality and price have a significant effect on purchasing decision variables.

So, it can be concluded that if the quality of the products provided by the company meets the standards and the prices provided by the company are lower than other companies, consumer purchasing decisions will increase.

3. CONCLUSION AND DISCUSSION

Based on the results of research and discussion obtained from quantitative data in the form of distributing questionnaires to consumers and qualitative data in the form of interviews with several consumers of CV. Tunas Mandiri which has been explained in chapter IV, it can be concluded that among other things, product quality has a positive and significant effect on consumer purchasing decisions of CV. Tunas Mandiri. Price has no effect on consumer purchasing decisions CV. Tunas Mandiri. Product quality and price simultaneously affect consumer purchasing decisions of CV. Tunas Mandiri, seen from the F-table distribution data table at a significance of 0.05, it will produce an F-table of 3.16. When compared to the F-count, the F-count (13.044) > F-table (3.16). The R value is 0.560 which indicates the meaning that 0.560 is located between 0.40 and 0.599 there is a moderate positive relationship between the variables of product quality (X1), price (X2) and purchasing decisions (Y). The coefficient of determination (R^2) value of 0.314 which shows the meaning that the effect of product quality and price variables simultaneously on purchasing decision variables is 31.4%, while 68.6% is influenced by other variables such as brand image and packaging.

DISCUSSION

Based on the conclusions obtained from the research results and also the discussion, the authors submit several suggestions to the CV. Tunas Mandiri and to further researchers.

For companies, it is highly desirable to pay attention and maintain the quality of products provided to consumers, especially in the structure of the hardness of the alkan and the printing of the wave indentation on the alkan. A hard alkan structure and perfect indentation printing will have a direct impact on customer satisfaction. For this reason, the company should always carry out regular product checks, and from these checks the company can select materials that do not meet the standards so that they should not be used. In addition, it is hoped that the company will always pay attention to the price of products provided by competitors to consumers who are subscribing. This is because affordable prices make consumers feel satisfied with the products provided.

For future researchers, it is hoped that they will develop and expand on the research I wrote, for example by adding other independent variables such as brand image, packaging, purchasing power, product completeness, innovation influence, leftover printing goods and so on. And can add to the dependent variables such as service quality, customer satisfaction, total sales and others.

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