Analysis of the Use of E-Commerce on Consumer Decisions in Buying Baby Food Products

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Abstract

This study aims to analyze the use of e-commerce on consumer decisions in buying baby food products. This research is quantitative. The object of this research is the consumer of Nindita – Happy baby porridge through the Grabfood application. The data collection technique used in this study was a questionnaire. This research was conducted by using the Non-Probability Sampling technique through Accidental Sampling with a sample size of 100 respondents. The results of the research on product quality and price have a positive and significant effect on purchasing decisions, both simultaneously and partially with statistical results using SPPS version 23. Hypothesis testing obtained t-count > t-table or (4,130 > 1,984) and Sig. 0.000 <0.05 Ho is rejected. Ha is accepted with a beta value of 0.242, which means that product quality has a positive and significant impact on purchasing decisions. Hypothesis testing obtained t-count > t-table or (6.338 > 1.984) and Sig. 0.000 <0.05 Ho is rejected. Ha is accepted with a beta value of 0.496, meaning that the price has a positive and significant effect on purchasing decisions. Hypothesis testing obtained F-count > F-table or (96.135 > 3.09) and Sig.0.000 > 0.05 with a beta value of 1.162 meaning that product quality and price have a positive and significant effect on purchasing decisions. Based on the results of the research that has been explained, it is concluded that partially product quality has a positive and significant effect on purchasing decisions for consumers of nindita baby porridge - happy through the Grabfood Application, the price partially has a positive and significant effect on purchasing decisions for nindita baby porridge – happy through the Grabfood Application, and simultaneously product quality and price have a positive and significant impact on the purchase decision of nindita baby porridge - happy through the Grabfood Application.

I. Introduction

The development of technology and information is currently growing rapidly, it can be seen from the many innovations that have emerged, especially in utilizing internet facilities. The internet has an important role in supporting the development of e-commerce in conducting online transactions. GrabFood is one of the providers of online food delivery services that are in great demand by consumers today. With the many types of food businesses that have sprung up, it is one of the businesses that can help the community's economy, because it can generate profits, another supporting factor is because food is a basic

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need for every individual. Therefore, the existence of the food business through e-commerce can lead to increased business competitive competition and make every business actor take strategic steps to win the competition with competitors to maintain existence and also maintain and increase sales profits. In this case, with the increasingly fierce competition in the baby porridge business homemade, consumers will compare in terms of product quality and price. The advantages of Nindita - Happy Baby Porridge products are of good quality, hygienic, and healthy with attractive designs, safe packaging, and have a variety of different menu variants every day.

In attracting consumers to make purchasing decisions, Nindita Baby Porridge pays attention to the quality of its products. According to Habibah & Sumiati, (2016) product quality is an important thing that must be considered by every company if you want the products produced to compete in the market to satisfy the needs and desires of consumers. Quality is the main requirement for the acceptance of a product in the market. Product quality is a very important factor in influencing purchasing decisions. The better the quality of a product, will improve consumer purchasing decisions. The product is said to be of high quality if the product has been able to meet and satisfy the wants and needs of consumers.

In addition, the price also plays an important role in the main determinants of consumers in making purchases, because consumers will decide whether the price of a product is following the quality of the product. According to Kotler, (2007) price is the amount of money charged for a service or product. Price is one of the non-product variable elements that are very sensitive in the eyes of consumers as a consideration in buying a product. Consumers want to get quality and useful products at a set price.

In Nindita Baby Porridge – Happiness has prices on its products starting from 2500 to 10,000 with a shop rating on Grabfood of 4.9. It can be said that the price offered by Nindita Baby Porridge has an affordable price with good product quality and benefits.

Based on the explanation that has been described, the authors are interested in researching with the title "Analysis of the Use of E-Commerce on Consumer Decisions in Buying Baby Food Products".

II. Review of Literature

2.1. Product Quality
According to Kotler & Armstrong, (2012) product quality is the ability of a product to carry out its functions which include power, reliability, accuracy, ease of product repair, and other attributes. Based on researchers (Habibah & Sumiati, 2016) product quality is the overall goods and services related to consumer desires which in terms of product excellence are worthy of being sold according to the expectations of customers so that product quality must be considered by business actors in issuing their products because this is related to decisions consumers in making purchases.

Improving the quality of production and the welfare of society based on Law No. 20 of 2008 on SMEs requires collaboration between universities, industry, and government known as the triple helix models. The triple helix is the key to innovation in improving the knowledge of society. Such as discovery, dissemination, and use of science in industry and government (Fitriana in Susanti, 2020)

2.2. Product Quality Indicators

Consumers have their assessment of products that have good quality and bring benefits to these consumers. The following are some dimensions of product quality according to (Kotler & Armstrong, 2016):

1. Product Form
2. Product Features
3. Product performance
4. Conformity of the product with the specifications desired by consumers
5. Product durability
6. There is the ease of product repair
7. Product design

2.3. Price

According to Kotler and Keller in Styaningrum, (2019) price is one element of the marketing mix that generates revenue, the other elements generate costs. Meanwhile, according to Tjiptono, (2012) price is a monetary unit or another measure (products and services) that are exchanged to obtain ownership rights for products and services. The price of a product or service is a determining factor in market demand and price is a determining factor in consumers making purchasing decisions.

2.4. Price Indicators

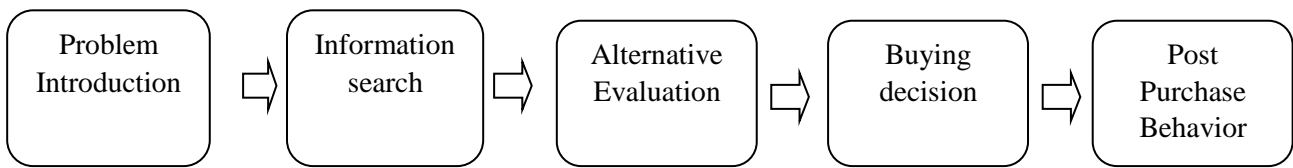According to Kotler & Keller, (2009) price indicators are as follows:

1. Affordable prices
   Price affordability is consumers' expectations before making a purchase. Consumers will look for products whose prices they can afford.
2. Price compatibility with product quality
   For certain products, consumers generally do not mind if they have to buy at relatively high prices as long as the product quality is good. Consumers prefer cheaper products with good quality too.
3. Price competitiveness
   a company determines the selling price of the product by considering the price of the product sold by its competitors so that its products can compete in the market.
4. Price compatibility with benefits
   Consumers sometimes ignore the price of a product but prioritize the benefits of the product.

2.5. Purchasing Decisions Purchasing

Decisions are the final stage in determining a decision where consumers are interested or not in the products offered, this decision-making is based on an awareness of the wants and needs of consumers. According to Schiffman and Kanuk inRasyidi, (2019) a decision is the selection of an action from two or more alternative product choices. A consumer who wants to make a choice then he must have a choice in making a purchase decision.

2.6. Purchasing Decision Process

According to Kotler (2008) (Rasyid & Indah, 2018) generally, consumers make purchasing decisions based on 5 stages, namely problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior.

2.7. Purchasing Decision Indicators

According to Kotler & Keller, (2009) purchasing decision indicators are as follows:

1. Stability in a product

   Good Quality will build consumer confidence to make purchasing decisions.

2. Habits in buying products

   Habit is the repetition of something continuously in purchasing the same product.

3. Provide recommendations to others

   Give to someone or more than something that can be trusted, can also recommend or suggest, invite, or join.

4. Make repeat purchases

   the situation where consumers are satisfied with previous transactions so that they intend to always make transactions in the future.

2.8. Thinking Framework

The framework of thought is created to explain the relationship between the variables to be studied. In this study, researchers wanted to see the effect of promotion and price on purchasing decisions. Then the framework can be described as follows:
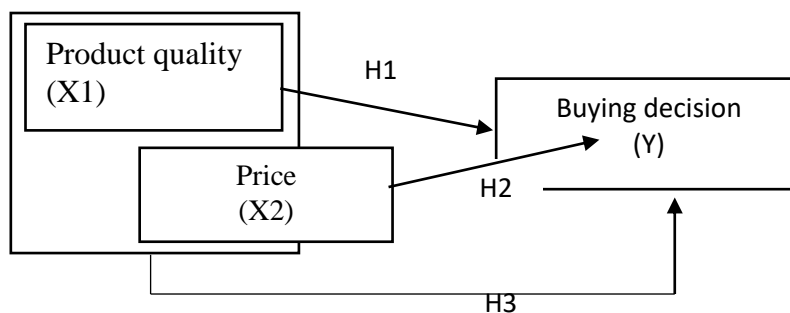
Figure 1. Thinking Framework

Ho1: Suspected no positive and significant influence between Quality Products to Purchase Decision

Ha1: Presumably there is a positive and significant correlation between Quality Products to Purchase Decision

Ho2: Suspected no positive and significant influence between the price of the Purchase Decision

Ha2: It is suspected that there is a positive and significant influence between Prices on Purchase Decisions

Ho3: It is suspected that there is no positive and significant influence between Product Quality and Price on Purchase Decisions

Ha3: It is suspected that there is a positive and significant influence between Product Quality and Price on Purchase Decisions

III. Research Methods

Research this research uses a quantitative research approach. This quantitative research is collected in the form of numbers or data numerically. Data in the form of numbers is a must because it relates to data analysis using statistical-based methods. The population is the total number consisting of an object or subject that has certain characteristics and qualities. The population in this study were consumers of Nindita Baby Porridge – Happy Through the Grabfood Application. The sample is part of the number of characteristics possessed by the population. The sample can also be said to be part or representative of the population under study. Sampling in this study used a non-probability sampling technique with the method, accidental sampling which is a technique based on chance, anyone who coincidentally meets a researcher can be used as a sample if the person who happened to be met is the researcher suitable as a data source (Sujarweni, 2014). The sample taken in this study amounted to 100 consumers.

Instrument test:
a. Validity test
b. Reliability test

Classical assumption test:
a. Normality test
b. Multicollinearity test
c. Heteroscedasticity test

Hypothesis test:
a. Partial test (t)
b. Simultaneous test (f)
c. Coefficient of determination test

IV. Results and Discussion

4.1. Research Analysis Results

Results of the research analysis can be clarified with a description of the characteristics of the respondents because each respondent has different characteristics from one another. The following are the characteristics of respondents based on gender, occupation, type of porridge purchased, and length of subscription.

Table 1. Characteristics of Respondents Based on Gender

Gender	Total	Percentage
Male	13	13%
Femalex	87	87%
Total	100	100%

Source: Data processed

Table 2. Characteristics of Respondents Based on Profession

Profession	Total	Percentage
Private employees	34	34%
entrepreneur	8	8%
civil servant	6	6%
Housewife	21	21%
Others	31	31%
Total	100	100%

Source: Data processed

Table 3. Characteristics of Respondents by type of Porridge Purchased

Type of Porridge Purchased	Total	Percentage
Coarse Porridge	44	44%
Smooth Porridge	56	56%
Total	100	100%

Source: Data processed

Table 4. Characteristics of Respondents Based on Length of Subscription

Length of Subscription	Total	Percentage
1-3 months	47	47%
4-6 months	38	38%
7-9 months	6	6%
> 9 months	9	9%
Total	100	100%

Source: Data processed

a. Validity Test

A test is used to measure whether or not the items of the questionnaire are valid. A questionnaire statement item is declared valid if it can reveal something that will be measured by the questionnaire (Sujarweni, 2019). The statement item is declared valid if r count r table and vice versa if r count r table then the question item is declared invalid

Table 5. Product Quality Validity Test Results (X1)

Item Statement	r- count	r-tabel	Conclusion
Statement 1	0,696	0,1966	Valid
Statement 2	0,343	0,1966	Valid
Statement 3	0,753	0,1966	Valid
Statement 4	0,703	0,1966	Valid
Statement 5	0,741	0,1966	Valid
Statement 6	0,753	0,1966	Valid
Statement 7	0,621	0,1966	Valid

Source: Processed Data

Based on Table 5, it can be seen that the r-count value obtained from each variable statement has an r-count value that is greater than the r-table which has a value of 0.1966, so it can be concluded that 7 (seven) items in the statement product quality variable are declared valid.

Table 6. Price Validity Test Results (X2)

Item Statement	r-count	r-tablex	Conclusion
Statement 1	0,749	0,1966	Valid
Statement 2	0,878	0,1966	Valid
Statement 3	0,880	0,1966	Valid
Statement 4	0,779	0,1966	Valid

Source: Data Processed

Based on Table 6, it can be seen that the r-count value obtained by each price variable statement has an r-count value greater than the r-table which has a value of 0.1966, it can be concluded that 4 (four) statements which are in the price variable are declared valid.

Table 7. Results of Purchase Decision Validity (Y)

Item Statement	r-count	r-table	Conclusion
Statement 1	0,747	0,1966	Valid
Statement 2	0,773	0,1966	Valid
Statement 3	0,868	0,1966	Valid
Statement 4	0,842	0,1966	Valid

Source: Data Processed

Based on Table 7 above, it can be seen that the r-count value obtained by each statement of the purchasing decision variable has an r-count value greater than the r-table which has a value of 0.1966, it can be concluded that 4 (four) the statement items in the purchasing decision variables are declared valid.

b. Reliability Test

The reliability test was carried out on the questions that were declared valid. This test is used to measure a questionnaire which is an indicator of a variable. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable from time to time (Sujarweni, 2019). The criteria on reliability testing that if the value of Cronbach's Alpha ≥ 0.60, then the data is tested otherwise reliable.

Table 8. Reliability Test Results

No	Variabel	Cronbach's Alpha	Criteria	Description
1	Quality Products	0,772	0,600	Reliable
2	Prices	0,847	0,600	Reliable
3	Purchase Decision	0,823	0,600	Reliable

Source: Data Processed

Based on table 8 shows that the value of Cronbach's Alpha on the promotion variable is 0.772, the price is 0.847, and the purchase decision is 0.823. Thus, it can be concluded that the three instruments are said to be reliable or meet the requirements because the value of Cronbach's Alpha Is > 0.600.

4.2 Classical Assumption Test
a. Results of Normality Test

According to Sujarweni, (2019) this test aims to test whether the regression model, confounding variable or residual, has a normal distribution. This study uses the Kolmogorov-Smirnov (KS) test, with the criteria of the Asymp value. Sig > 0.05 then the data is normally distributed.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.51061089
Most Extreme Differences	Absolute	.058
	Positive	.043
	Negative	-.058
Test Statistic		.058
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Processed data

Based on the normality test of product quality, price, and purchasing decisions on the results of the test Kolmogorov - Smirnov, it can be seen that the residual Asymp. Sig (2-tailed) data is 0.200> 0.05, this proves that the data that has been tested can be declared normally distributed.

b. Multicollinearity Test Results

This test aims to determine whether in the regression model there is a correlation between the independent variables. The similarity between independent variables will result in a very strong correlation (Sujarweni, 2019). testing is seen from the amount of VIF Multicollinearity(Variance Inflation Factor and Tolerance, with the criteria of passing the multicollinearity test if the value tolerance > 0.1 and the VIF value < 10 then there is no multicollinearity.

Table 9. Multicollinearity Test Results

| Independent Variables	Calculation		Information
	Tolerance	VIF	
Product quality	0,492	2,034	No multicollinearity
Price	0,492	2,034	No multicollinearity

Source: Data processed

Based on the results of table 9, it can be seen that the tolerance value obtained for each Promotion and price variable is 0.492 and the VIF value is 2.034. Based on the test results, it can be concluded that the promotion and price variables have values tolerance > 0.1 and VIF < 10, which means they do not experience multicollinearity.

c. Heteroscedasticity Test

According to Sujarweni, (2019) the heteroscedasticity test aims to test the occurrence of differences in residual variance from one observation period to another observation. One way to determine the occurrence of heteroscedasticity is done by looking at the presence or absence of such data points that form a certain pattern, this can indicate that there has been heteroscedasticity.
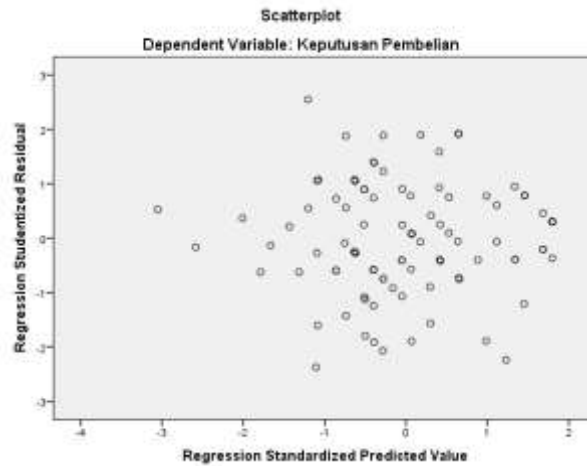
Figure 2. *Heteroscedasticity Test Results*

Based on the second picture, shows that the points spread randomly and are well spread above and below the number 0 on the Y-axis, and the points are randomly distributed without forming a certain pattern, meaning that there is no heteroscedasticity in the regression model.

d. Multiple Linear Regressions

Analysis this multiple linear regression analysis is to test and determine the effect of independent variables on the dependent variable. The following is the formula for the multiple linear regression equation (Sujarweni, 2019), namely:

$$Y = a + b_1.X_1 + b_2.X_2 + b_3.X_3 + e$$

Table 10. Results of Linear Regression

Variable	Unstandardized Coefficients
(Constant)	1,162
Product quality	0,242
Price	0,496

Source: Data processed

Based on table 10, the results of multiple linear regression processing are obtained, the following regression equation is obtained: Y = 1.162 + 0.242 X1 + 0.496 X2. In the equation model, the interpretation of the coefficients of each variable is as follows:

1. Constant = 1,162

   In this regression model, the constant value is 1.162, which means that if the Product Quality and Price variables in the model are assumed to have a value of 0, then the Purchase Decision has a value of 1.162.

2. Product Quality Coefficient (X_1)

   The regression coefficient value of Product Quality (X_1) is 0.242. It can be said that every increase in Product Quality by 1, will be followed by an increase in Purchase Decisions by 0.242.

3. Price Coefficient (X_2)

The value of the price regression coefficient (X_2) is 0.496. It can be said that if there is an increase of 1 price value, it will also be followed by an increase in the Purchase Decision of 0.496.

4.3 Hypothesis
a. Test Partial Test (t)

The t-test is a test carried out to determine the effect of the independent variable on the dependent variable partially. The test is carried out using a significant level of 0.05% (5%) (Sujarweni, 2019). The criteria for this t-test are if t-count > t-table.

Table 11. Partial Test Results (t)

Variable	t-count	t-table	Sig.
Product Quality	4,130	1,984	0,000
Price	6,338	1,984	0,000

Source: Processed data

1. Product quality has a count value of 4.130 > 1.984 t table and a significant level of 0.000 < 0.05 or a significance value less than 0.05. In this case, Ho is rejected, Ha is accepted, which means that partially Promotion has a significant effect on Purchase Decision (Y)
2. The price has the at-count value of 6.338 > 1.984 t-table and a significance level of 0.000 <0.05 or a significance value less than 0.05. In this case, Ho is rejected, Ha is accepted, which means that partially the price has a significant effect on the Purchase Decision (Y).

b. Simultaneous Test (f)

Simultaneous test to determine the effect of the independent variable on the dependent variable. The results of the simultaneous test (f test) are also used to see simultaneously whether the independent variables jointly affect the dependent variable. The criteria for this f test are if F count > F table.

Table 12. Simultaneous test results (f)

F- count	F-table	Sig.
96,135	3,09	0,000

Source: Processed data

From the results of table 12 above, it can be seen if the calculated F value is 96.135> 3.09 (F table) with a significance value of 0.000 <0.05 or a significance value of less than 0.05. Therefore, Ho is rejected, Ha is accepted, which means that simultaneously product quality and price have a significant effect on purchasing decisions.

c. Coefficient of Determination

The coefficient of determination (R^2) aims to determine how much the ability of the independent variable to explain the dependent variable.

Table 13. Results of the Coefficient of Determination

R	R Square	Information
0,815	0,665	Percentage of influence 68,0%

Source: Processed data

Based on table 13 above, the value is R Square 0.680 or 68.0%. This shows that the dependent variable of purchasing decisions can be explained by the independent variables (Product Quality and Price) of 68.0%, while 32.0% is influenced by other variables outside of this study.

4.2 Discussion of Research Results
a. The Influence of Product Quality on Purchase Decisions

Quality is something that must be considered by business actors in issuing a product, products that have good quality will attract consumers' hearts in making purchasing decisions.Based on the test results and data analysis, the results of the partial test calculation show that the value of 4.130 (t-count) is greater than 1.984 (t-table) with a significance of 0.000 less than 0.05. so it can be said that if Ho is rejected, Ha is accepted. The beta value obtained on the product quality variable is 0.242, which means that the higher the quality coefficient of a product, the more often consumers will make purchasing decisions. It can be concluded that the Product Quality variable partially has a positive and significant effect on Purchase Decisions on Consumers of Baby Nindita Porridge – Happy. The results of this study are appropriate and supported by research conducted by Mulyati & Jaya, (2020) which states that product quality variables have a positive and significant effect on purchasing decisions. Good product quality will bring satisfaction to consumers.

b. Influence of Price on Purchasing Decisions

Price is the amount of money charged for a product or service to get the benefits of a product or service. The price set must be considered carefully because the price involves consumers in making purchasing decisions. Consumers want the price offered to have an affordable price with good quality and benefits. Based on the test results and data analysis, the results of the partial test calculation show that the value of 6.338 (t-count) is greater than 1.984 (t-table) with a significance of 0.000 less than 0.05. So it can be said that if Ho is rejected, Ha is accepted. The beta value obtained on the price variable is 0.496, which means that the higher the price coefficient of a product, the more often consumers will make purchasing decisions. It can be concluded that the price variable partially has a positive and significant effect on purchasing decisions on consumers of Nindita Baby Porridge – Happy. The results of this study are appropriate and supported by research conducted by Nasution & Lesmana, (2018) which states that the price variable has a positive and significant effect on purchasing decisions.

c. The Influence of Product Quality and Price on Purchase Decisions

Based on the test results and data analysis, the results of the simultaneous test calculation show that the calculated F value is 96.135 greater than F table 3.09 with a significance of 0.000 less than 0.05. So it can be said that if Ho is rejected, Ha is accepted. It can be concluded that the price variable simultaneously has a positive and significant effect on purchasing decisions on consumers of Nindita Baby Porridge – Happy. The results of this study also show the value of the regression equation Y = 1.162 + 0.242 X1 + 0.496 X2. The results of this regression analysis show that the coefficients of each variable are positive, meaning that the better the quality of the product and the price offered, the better consumers will make purchasing decisions. The results of this study are appropriate and supported by researchers Prasetiyo & Widiartanto, (2020) stating that product quality and price variables have a positive and significant effect on purchasing decisions.

V. Conclusion

Based on the research and discussion described above, the following conclusions can be drawn:

1. Partially, the product quality variable has a positive and significant effect on purchasing decisions, it can be seen from the results of hypothesis testing t-count > t-table (4.130 > 1.984) and sig 0.000 <0.05.
2. Partially, the price variable has a positive and significant effect on purchasing decisions, it can be seen from the results of hypothesis testing t-count > t-table (6.338 > 1.984) and sig 0.000 <0.05.
3. Simultaneously, the variables of product quality and price have a positive and significant effect on purchasing decisions, it can be seen from the results of hypothesis testing F-count > F-table 96.135 > 3.09 and sig value 0.000 <0.05.

Suggestion

Advice given to the baby food business should be:

1. Nindita's baby porridge food business - Happy should maintain product quality or improve product quality so that consumers can feel satisfied. Consumer satisfaction with a product will make consumers make purchasing decisions and make consumers loyal.
2. The price is given by the baby food business, Nindita - Happy, has an affordable price for consumers. Therefore, the price that has been set must be maintained by paying attention to the quality of the product so that consumers can continue to make purchases.
3. Purchase decisions occur because of the consumer's desire to buy the product. And purchasing decisions occur influenced by several factors, including product quality and price. If these two things are implemented properly, consumers will make purchasing decisions.

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