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Adalah benar sebagai Presenter dalam kegiatan Bhayangkara Multidisciplinary International Conference (BMIC) 2024 dengan tema "*The Influence of Product Quality and Price on Purchasing Decisions Hebel*" yang diadakan oleh Universitas Bhayangkara Jakarta Raya, pada tanggal 25 April 2024.

Demikian surat keterangan ini dibuat, agar dapat dipergunakan sebagaimana mestinya.

Jakarta, 30 April 2024

DEKAN FAKULTAS EKONOMI DAN BISNIS

  
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Tembusan:  
- Arsip.



## LETTER OF ACCEPTANCE

Number : BMIC/LoA/22/III/2024/UBJ  
Matter : Letter of Acceptance

First of all, thank you for interest in Bhayangkara Multidisciplinary International Conference (BMIC 2024) and for submitted by:

Name : Gilbert Rely, Matdio Siahaan  
Institutional : Universitas Bhayangkara Jakarta Raya  
By Title : ***The Influence of Product Quality and Price on Purchasing Decisions Hebel***

The abstract you sent to us was evaluated. **Congratulation**, we are pleased to inform you that the abstract was declared **ACCEPTED** for present in **Bhayangkara Multidisciplinary International Conference (BMIC 2024)** on April 25, 2024.

Please make payment and upload proof of payment via the link: <https://s.id/confirmpaymentbmic> Then, submit the full paper by April 10 2024 via the link: <https://s.id/submitbmic2024>

For participants from Ubhara Jaya, simply send full paper and proof of payment via this link: <https://s.id/pendaftaranbmic>

Thus this information is conveyed and for your attention, thank you

Jakarta, March 30, 2024

Head of Committee

Dr. Zahara Tussoleha Rony, S.Pd., MM.



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# The Influence of Product Quality and Price on Hebel Purchase Decision

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## ABSTRACT

We often see the use of Hebel as a material for building walls, especially nowadays, because it is large and light, so the building can be completed more quickly. So product quality is a very important point in making consumer purchasing decisions, because if the product offered is of good quality it can build consumer confidence regarding the product purchased. Another factor that can increase purchasing decisions is price. This research aims to determine the level of quality of Hebel products and prices on purchasing decisions at the Sinar Mega Tambun Selatan Building Store, Bekasi. This research uses a non-probability sampling method, namely a saturated sample with a sample of 81 respondents and also uses the help of the SPSS application program. The analysis techniques used are validity test instruments, reliability tests, classical assumption tests, multiple regression tests, t tests, F tests, coefficient of determination tests. Partial results on consumer satisfaction at the Sinar Mega Tambun Selatan Building Store, Bekasi, this can be seen from the significant t value of  $0.00 < 0.05$  and price has a partially significant positive influence on purchasing decisions at the Sinar Mega Tambun Building Store Selatan, Bekasi, this can be seen from the significant t value of  $0.00 < 0.05$ , while simultaneously product quality and price have a significant influence on consumer satisfaction at the Sinar Mega Building Store Tambun Selatan, Bekasi. This can be seen from the significant value F is  $0.00 < 0.05$ .

**Keywords: Product Quality, Price, Purchasing Decisions**

## INTRODUCTION

Competition in the trading world is currently very tight. Moreover, globalization has led to the emergence of free trade which makes the world seem without borders. Many producers of goods and services from one country compete with producers from other countries to attract consumer interest in international trade. Business competition is increasingly fierce in this modern era, which ultimately makes companies compete in providing innovative services to attract consumer purchases. in the product.

The use of Hebel as a material for constructing building walls has recently become more popular than red brick and brick. Hebel is currently the people's main choice, because its quality is good and environmentally friendly. If you compare the process with Red Brick which requires wood as fuel, it is likely to cause air pollution, while Hebel is simpler and does not cause pollution. The hebel is wider so installation is quicker and has been tested for strength and is easier to find in building shops and is very popular for building walls of houses. Sinar Mega Building Store is a company that operates in the field of trading building equipment such as Concrete Iron, Water Pipes, Wood, Paint, Electrical Equipment, Plywood, Sand, River Stone, Split and HEBEL/Light Brick, etc.

Nitisusastro (2017) is the purchase decision "the selection of an option from two or alternative choices". So, a purchasing decision is a person's decision where he chooses one of several alternative options available.