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The Influence of Product Quality and Price on Hebel Purchase Decision

Matdio Siahaan[1*], Gilbert Rely[2]
[1] Faculty of Economics and Business, Bhayangkara University, Bekasi, Indonesia, matdio.siahaan@dsn.ubharajaya.ac.id
[2] Faculty of Economics and Business, Bhayangkara University, Bekasi, Indonesia, gilbertrely@gmail.com

[*]Correspondent: matdio.siahaan@dsn.ubharajaya.ac.id

Abstract: We often see the use of Hebel as a building wall, 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, 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 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 Sinar Mega, this can be seen from the significant t value equal to 0.00 < 0.05, while simultaneously product quality and price have a significant influence on consumer satisfaction. This can be seen from the significant F value of 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.

LITERATURE REVIEW

Product quality consists of nine dimensions, namely shape, features, performance quality, accuracy quality, durability, reliability, ease of repair, style, customization. Customers may have a view of unacceptable quality or poor quality when the price value is lower than a threshold, and also consider it not worth the money spent and too excessive when the price is higher than that threshold (Kotler and Keller, 2016: 487).

Kotler and Armstrong (2012:319), dimensions of price are listed price, discounts, special discounts, payment periods, credit terms. Kotler and Keller (2016: 198) say, in general, when it comes to the purchasing decision stage, five sub-decisions can be made by consumers, including brand, dealer, quantity, timing, payment method. (payment method).

Research on product quality and its influence on purchasing decisions has been carried out by several researchers, namely Ackaradejruangsri (2012), Ridwan (2013), Nugraha (2016), and Hendra and Lusiah (2017) who stated that product quality influences purchasing decisions.

Research on price and its influence on purchasing decisions has been carried out by several researchers, namely Assihiddieqi (2012), Alfred (2013) and Zhafira et al (2013) who stated that price influences purchasing decisions. Research on the influence of product quality and price on purchasing decisions was conducted by Arief (2014), Utami (2016) and Susanto (2016) who stated that product quality and price influence positively and simultaneously on consumer purchasing decisions.

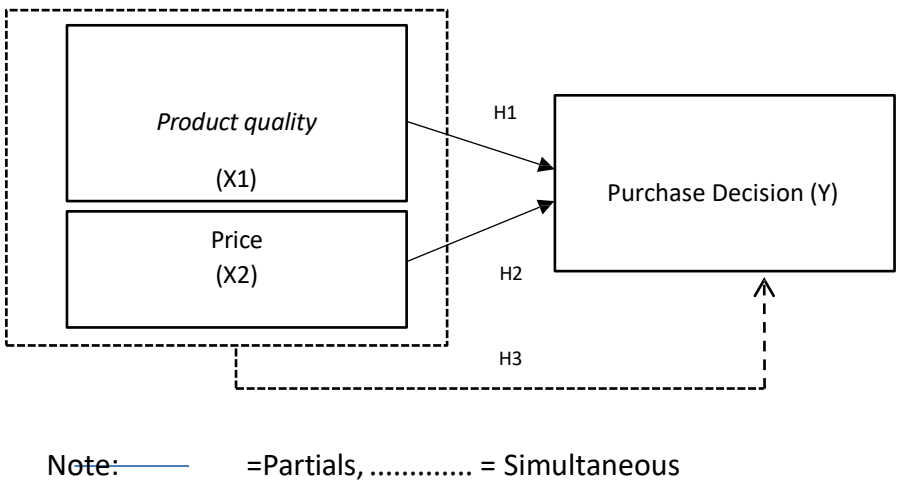


Figure 1. Research Rational Framework

METHOD

The type of research used in this research uses quantitative methods. According to (Sugiyono, 2017, p. 8), quantitative research can be interpreted as a research method based on the philosophy of positivism, used to research certain populations or samples, data collection

using research instruments, quantitative/statistical data analysis, with the aim of test the established hypothesis.

1. Method of collecting data

The technique or method used by the author to collect data which will later be used by the author to collect data which will later be used by the author to obtain material, information and information related to this researcher.

Sugiyono, 2017, p. 137, that data collection can be carried out using 2 sources, namely primary data and secondary data, namely:

a). Primary data

This is data obtained directly from the results of interviews, observations and questionnaires distributed to a number of sample respondents in accordance with the target audience and is considered to represent the entire population in this study, namely consumers in TB Sinar Mega, South Tambun, Bekasi, West Java.

b). Secondary Data

This is data obtained from other parties indirectly, which is related to research conducted in the form of company history, company scope, organizational structure, books, literature, articles and sites on the internet.

2. Population

Sugiyono, 2017, p. 80, Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study in June 2023 was 81 consumers who purchased products at TB Sinar Mega, Tambun Selatan, Bekasi, West Java. Sample

Sugiyono, 2017, p. 81, The sample is part of the number and characteristics of the population. If the population is large, and researchers cannot possibly study everything in the population. For this reason, samples taken from the population must be truly representative.

Researchers used nonprobability sampling, namely saturated sampling in sampling. According to (Sugiyono, 2017, p. 85) saturated sampling is a sampling technique when all members of the population are used as samples. This is often done when the population is relatively small, less than 30 people, or another term for a saturated sample is a census, where all members of the population are sampled.

Determination of the sample size is taken using a saturated sample, where all members of the population are sampled. The sample from this research was 81 respondents with the following characteristics:

Table 1. characteristics of respondents in terms of gender

Gender	Amount	Percentage
Man	81	100%
Total	81	100%

Source: Processed data, 2023

Table 2. characteristics of respondents in terms of age

Age	Amount	Percentage
20-30	5	6%
30-40	28	35%
40-50	32	40%
50-60	16	20%

Amount	81	100%

Source: Processed data, 2023

3. Data analysis method

1. Likert Scale

Sugiyono, 2017, p. 93, The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by research, which is hereinafter referred to as research.

Table 3. Respondents' Answer Scores

Scale	Category
1	Strongly agree
2	Agree
3	Don't agree
4	Strongly Disagree

Source: Processed data, 2023

2. Validity test

Sugiyono, 2017, p. 125, shows the degree of consistency between the data that actually occurs on the object and the data collected by the researcher. Validity test

This is done to measure whether the data obtained after the research is valid data or not, using the measuring instrument used (questionnaire).

This validity test was carried out using the SPSS 25 program with the following criteria:

1. If r count > r table then the statement is declared valid.
2. If r count > r table then the statement is declared invalid.
3. The calculated r value can be seen in the corrected item total correlation column.
4. Reliability Test

According to (Sugiyono, 2017, p. 130) states that reliability testing is the extent to which measurement results using the same object will produce the same data. This reliability test uses the SPSS 25 program, variables are declared reliable with the following criteria:

1. If r-alpha is positive and greater than r-table then the statement is reliable.
2. If r-alpha is negative and smaller than r-table then the statement is not reliable.

1) If the Ctonbach's Alpha value is > 0.05 then it is reliable
2) If the Ctonbach's Alpha value is <0.05 then it is not reliable

3. Normality test

Donimika, 2018, the normality test in this research is used to determine whether the data distribution is normal or not. Testing will be carried out on the variables product quality (X1), price (X2), and purchasing decisions (Y). This research uses the Kolmogrow Smirnov Goodness of Fit Test to determine whether the data is normally distributed or not. This data is also compared using the Normality Probability Plot.

The criteria for this normality test are:

1) Sig number. Kolmogrow-Smirnov test > 0.05 so it is normally distributed.
2) Sig number. Kolmogrow-Smirnov test < 0.05 then the distribution is not normal.

4. Multicollinearity Test

Priyanto (2010:62) in (Donimika, 2018) is a test where between two or more independent variables in the regression model a perfect or near perfect linear relationship occurs. The multicollinearity test was carried out to see whether there was a perfect relationship between the independent variables in the multiple linear regression model. The statistics in this test are to determine multicollinearity interference with the variable inflation factor (VIF). A variable is said to be significant if VIF < 10 or (Sign.<a=5% or 1%)

5. Heteroscedasticity Test

Donimika, 2018, a test that assesses whether there is unequal variance in the residuals for all observations in the liear regression model. The heteroscedasticity test is used to determine whether or not the classical assumptions are stored. This test is used if an error (ei) occurs in the regression or some of the X values change. It can be seen through a graphic image regarding the error variance or not between Y and the Y residue. By displaying a scatter plot of the ZPRED value (X-axis predicted value) and SRESID (Y residual value). Another test is seen from the Spearman Rank correlation value between the independent variable and its residual, it is said to be significant if a > 5% or there is no heteroscedasticity, otherwise there is heteroscedasticity.

6. Multiple Regression Test

Donimika, 2018, multiple regression is a regression or prediction model that involves more than one independent variable or predictor. The term multiple regression can also be called multiple regression or more than one variable. Multiple regression analysis serves a combination of two basic objectives:

a. Predicting the dependent variable based on the independent variable.
b. Understand the relationship between dependent variables and independent variables.

7. T test (partial)

Donimika, 2018, the t test was carried out to test whether the independent variable had a partial influence on the dependent variable.

Basis for decision making:

1. If probability (significant) > 0.05 or t_{count} < ttable means the hypothesis is not proven then H0 is accepted Ha is rejected, if the test is carried out partially.
2. If probability (significant) < 0.05 or t_{count} > ttable means the hypothesis is proven then H0 is rejected Ha is accepted, if the test is carried out partially

8. F test (simultaneous)

Priyanto (2010:83-84) in (Donimika, 2018) the F test was carried out to test the influence of the independent variables together on the dependent variable.

Based on decision making:

1. If probability (significant) < 0.05 or F_{count} > Ftable means the hypothesis is proven then H0 is rejected and Ha is accepted.
2. If probability (significant) > 0.05 or F_{count} < Ftable means hypothesisis not proven then H0 is accepted and Ha is rejected.

9. Coefficient of Determination

Priyanto (2010:83) in (Donimika, 2018) the coefficient of determination or R2 analysis (R Square) is used to determine the percentage contribution of the influence of the independent variables together on the dependent variable. Those that are influenced

by other variables are the remainder not included in the research model because the analysis used is multiple linear analysis, so what must be used is Adjusted R Square.

RESULTS AND DISCUSSION

Validity test

Table 4. Validity Test

Items	Correlation Value (Person Correlation)	Correlation Probability [sig.(2- tailed)]	Information
Product quality			
Items X1.1	0.911	0.00	Valid
Item X1.2	0.956	0.00	Valid
Items X1.3	0.917	0.00	Valid
Items X1.4	0.929	0.00	Valid
Price			
Item X2.1	0.886	0.00	Valid
Item X2.2	0.950	0.00	Valid
Items X2.3	0.940	0.00	Valid
Item X2.4	0.892	0.00	Valid
Buying decision			
Item Y.1	0.804	0.00	Valid
Items Y.2	0.862	0.00	Valid
Item Y.3	0.980	0.00	Valid
Item Y.4	0.961	0.00	Valid

Source: Processed data, 2023

From the results of table 4 of the validity test, it can be concluded that all variable items of product quality (X1), price (X2) and purchasing decisions (Y) are declared valid.

Reliability Test

Table 5. Validity Test

No.	Variable	*Alpha Cronbach*	Provision	Information
1.	Quality Product	0.846	Alpha Value >0.60	*Reliable*
2.	Price	0.843		*Reliable*
3.	Buying decision	0.838		*Reliable*

Source: Processed data, 2023

From the results of table 5 of the reliability test, it can be concluded that all product quality variable items (X1) have a value of 0.846. The reliability value of the Price variable (X2) has a value of 0.843, and the reliability value of the Purchase Decision variable (Y) has a value of 0.838. With the results, it can be concluded that all the questionnaire data from all variables have a good level of reliability value.

Normality test

Table 6. Normality Test

One Sample Kolmoforov-Smirnov Test	
Asymp Sig value. (2-tailed)	**Information**
0.234	Normal

Source: Processed data, 2023

Based on table 6 of the normality test results, the Asymp Sig value is obtained. (2-tailed) of 0.234 is greater than 0.05. So it can be stated that the tests carried out are normally distributed.

Multicollinearity Test

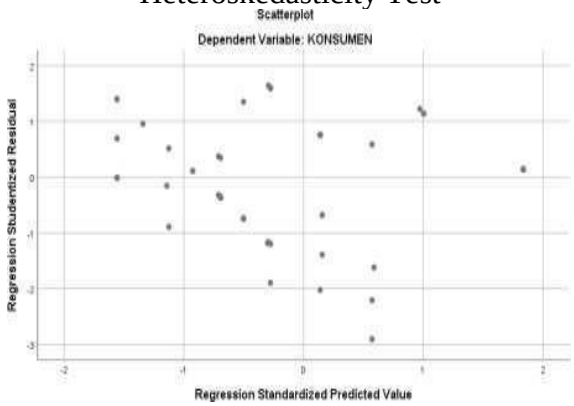
Table 7 Multicollinearity Test

Research variable	*Tolerance*	VIF	Information
Product quality	0.506	1,975	Multi-linearity free
Price	0.506	1,975	Multi-linearity free

Source: Processed data, 2023

Based on table 7 of the multicollinearity test results, it can be concluded that the Tolerance value of the product quality variable is 0.506. The price variable value is 0.506, each variable has a Tolerance value > 0.10 so that overall it is stated that the data used is good or that the entire variable data is free of symptoms of multicollinearity. so that the data used in the regression model can be trusted and objective.

Heteroskedasticity Test



Source: Processed data, 2023

Figure 2. Heteroskedasticity test

Based on Figure 2 the results of the heteroscedasticity test, it can be explained that the points in the data above are spread evenly above below the zero line and do not form a definite pattern, so it can be concluded that this regression test does not show a heteroscedasticity problem.

Multiple Regression Test

Table 8. Multiple Regression Test

Variable	B	Qcountg	Sig.T	Information
Product quality	0.624	7,006	0,000	Ha: accepted
Price	0.600	6,715	0,000	Ha: accepted

Sig rate			0.05
Constant (a)			-3771
Fcount	158,298	0,000	Ha: accepted
R square	0.802		

Source: Processed data, 2023

Based on table 4.13, the results of multiple linear regression tests between variables, it can be explained the influence of each independent variable on the dependent variable as follows:

$$Y = a+b1x1+b2x2$$

$$Y = -3.771+0.624x1+0.600x2$$

1. Constant Value (a) = -3.771
   From these results, it can be concluded that if the independent variables which include product quality and price are zero (0), then the dependent variable, namely purchasing decisions, has a value of -3,771. This means that without being influenced by the independent variables product quality and price, the size of the Purchase Decision at TB Sinar Mega Tambun Selatan, Bekasi is - 3771 units.
2. b1 = 0.624 This is the regression coefficient value of the product quality variable (X1) on the Purchasing Decision variable (Y), meaning that if the product quality variable increases by one unit, then the purchasing decision will increase by 0.624 units. The coefficient is positive, meaning it has a positive relationship, an increase in product quality results in an increase in purchasing decisions.
3. b2 = 0.600 This is the regression coefficient value of the price variable (X2) on the Purchasing Decision variable (Y), meaning that if the price variable increases by one unit, then the purchasing decision will increase by 0.600 units. The coefficient is positive, meaning it has a positive relationship, an increase in price results in an increase in purchasing decisions.

T test (partial)

Table 9. T test (partial)

Hypothesis	Data Analysis Resultst	Information
Alleged Quality Product (X1), Price (X2) influential simultaneous to the Decision Purchases (Y)	Count as big as 7,000 significance t of 0.00 sig. 0.05. tcalculate by 6,715 significance t of 0.00 sig. 0.05. ttable of 1.664362 significance t of 0.00 sig. 0.05.	Ha: Accepted Ho: Rejected Ha: Accepted Ha: Accepted Ho: Rejected

Source: Processed data, 2023

The calculation results of table 9 of the t test (partial), show that product quality has a significant value of <0.5, namely 0.000. It can be seen that tcount 7,000 > ttable 1.664362. The test results concluded that Ho was rejected and Ha was accepted, so it can be concluded that the product quality variable has a significant effect on the partial purchasing decision variable and price, which has a significant value of <0.5, namely 0.000. It can be seen that tcount 6.715 > ttable 1.664362. The test results concluded that Ho was rejected and Ha was accepted, so it can be concluded that the price variable has a significant effect on the purchasing decision variable partially

F test (simultaneous)

Table 10. F Test (simultaneous)

Hypothesis	Analysis Results Data	Information
Alleged Quality Product (X1), Price (X2) influential simultaneous to the Decision Purchases (Y)	Fcount as big as 158,298 significanceF as big as 0.00 sig. 0.05. Ftable as big as 2.72 significanceF as big as 0.00 sig. 0.05	Ha: Accepted Ho: Rejected Ha: Accepted Ho: Rejected

Source: Processed data, 2023

The calculation results of table 10 of the F test (simultaneous), show that product quality and price have a significant value of < 0.5, namely 0.000. It can be seen that Fcount 158.298 > Ftable 2.72. The test results concluded that Ho was rejected and Ha was accepted, so it can be concluded that the product quality and price variables have a significant effect on the purchasing decision variable simultaneously.

Determinant Coefficient Test

Table 11. Determinant Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.896	0.802	0.797	1,449

Source: Processed data, 2023

Based on table 11 of the determinant coefficient test results above, it can be explained that the results of calculating the determinant coefficient are 0.802, which means that the influence of Product Quality (X1) and Price (X2) on Purchasing Decisions (Y) is 80.2%. Meanwhile, the remaining 19.8% was influenced by other variables not examined by this researcher, namely promotion variables, facilities, location, brand image and trust.

CONCLUSION

Based on the results of research studies and discussions in the previous chapters, it can be concluded as follows:

1. Product quality has a significant positive influence on purchasing decisions at TB Sinar Mega, in Tambun Selatan, Bekasi. This can be seen from the significant t value of 0.00 < 0.05.
2. Price has a significant positive influence on purchasing decisions at TB Sinar Mega, in Tambun Selatan, Bekasi. This can be seen from the significant t value of 0.00 < 0.05.
3. Simultaneously, product quality and price have a significant influence on Purchase Decision at TB Sinar Mega, in Tambun Selatan, Bekasi. This can be seen from the significance value of F of 0.00 < 0.05.

Judging from the questionnaire validity test, the product quality variable is declared valid with a figure of 0.956, while the price variable is declared valid with a figure of 0.950. Then, from the results of the reliability test, the product quality variable questionnaire was 0.846, while the price variable questionnaire was 0.843. So it can be concluded that product quality dominates purchasing decisions.

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