

The Effect Of Price And Product Quality On Purchasing Decisions Of Toy Products At The Brid Store Toy Store In Bogor

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Abstract

The purpose of this study is to find out and analyze whether price and product quality have a significant effect on consumer purchasing decisions at the Brid Store toy store. The population used in this study are all consumers who have shopped at the Brid Store toy store. The sampling technique uses the Slovin formula. Data analysis techniques in this study using quantitative. The research variables are price and product quality. The research was conducted at the Brid Store toy store located in Kalisuren Bogor Regency. The results of this study indicate that there is an effect to price and product quality on purchasing decisions at the Brid Store toy store. The magnitude of the influence of price and product quality is 75.3% which influences purchasing decisions at the Brid Store Bogor toy store.

Keywords : Price, Product Quality, Purchase Decisions

Introduction

The retail business is currently occupied by many people. When Indonesia was hit by the monetary crisis in 1997, the Indonesia economy was helped a lot by the retail trade sector, or better known as retail business. In today's business competition, business people must think about what strategy will be carried out so that the business can compete. Very important factors that can influence consumers in determining or making purchasing decisions are price and product quality according to Tjiptono in Gunarsih (2021:2) purchasing decisions are where consumers make purchases based on an interest in the products offered to buy them after they search for information about product, brands and the benefits of these products to meet their needs. According to Ketler in Shahidin Et.al (2022:3) Price is the amount of money issued to be exchanged for a product quality is the ability of a product or service to meet consumer needs, Kotler in Akrtim(2015:4). The Brid Store is the first store to open on jalan Kalisuren , Bogor. Sells various kinds of children toys ranging from local and imported product. In the past year, the Brid Store store has experienced a decline in sales, many factors have been the cause, one of which is the many counterfeit products that are sold freely in the market at prices far from the average on the market. This can be seen from the sales graph below. Sales decline occurred in February 2022, April 2022, August 2022 and September 2022. This proves that there are consumers who do not purchase Brid Store stores. Based on previous research, Agung Et.al (2017) states that product quality has a positive and significant effect on purchasing decisions. The research results of Andres Et.al (2019) Suggest that price has a significant effect on purchasing decisions. This is also consistent with the results research by Kasanti (2019) that price and product quality have a positive and significant effect on purchasing decisions. Based on the background above, the author is interested in conducting research at the Brid Store store as a final project with the title "Influence of price and product quality on decision to purchase toy products at the Brid Store in Bogor"

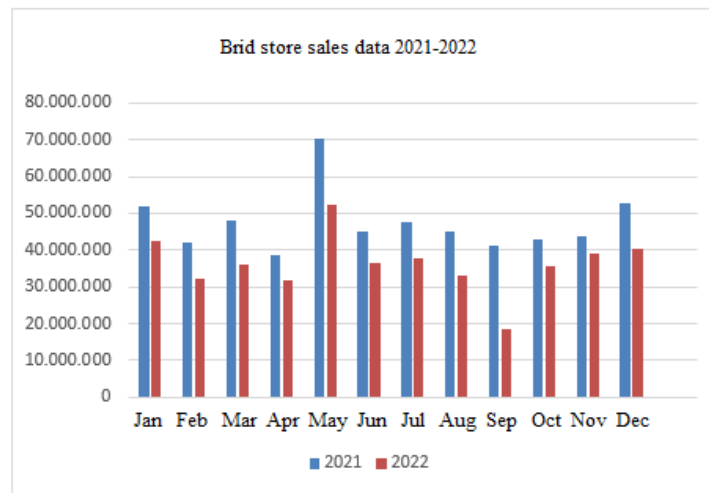


Figure 1. Brid Store in Bogor

Source of the Kalisuren Brid Store yoy store 2021-2022

Research Methods

This study used quantitative methods. Data collection techniques used questionnaires and library research. The Research also used types and sources of data, namely:

Data type

1. Quantitative data, namely research that focuses on testing theory by measuring research variables with numbers and analyzing data using statistical methods, Ratna Wijayanti (2015:6)
2. Qualitative data, is research data based on the philosophy of knowledge used to research natural objects, Sugiono in Umrati (2020:8)

Data Source

1. Primary data, data obtained by the author from the field in the form of answers from respondents about price and Product quality on purchasing decisions.
2. Secondary data, data obtained by the author from related business owners regarding research objects such as sales data on the history of the stores organizational structure and store activities.

Research variables namely

1. The Independent variable consists of Price (X1), Product quality (X2)
2. The Dependent Variable, namely the purchase decisions (Y)

The population used in this study was 100 people taken from consumer data who shopped at Brid Store that could still be contacted. The sampling technique uses the slovin formula so that the sample used becomes 80 people.

Data analysis method :

1. Validity test according to H.Rifai Abubakar (2011:138) Validity test is a scale that shows the level of truth of a study, the correct instrument has high validity otherwise the incorrect instrument has low validity. The test is carried out by matching from score value. R count with r table. Degree of freedom (df) = $n - 1$ with Alpha 0.05. If r count is greater than r table and t is positive then the questions in the questionnaire are valid.
2. Reliability test according to Notoatmojo in Sugiono (2020:1) the Reliability test is an indicator of the extent to which a measuring instrument can be trusted and relied upon which shows how consistent the measurement results are when carried out with the same symptoms with the same measuring instrument.
3. Correlation Analysis Partial Correlation analysis, according to Kurniawan & Yuniarto (2016:47) that correlation analysis is a linear relationship between changes in variable (Y) and one of the variables (X) in the regression model.
4. Multiple correlation according to Nurzam (2020) it is necessary to determine the close relationship between price and product quality simultaneously on purchasing decisions.
5. Multiple linear regression test used to measure the effect of more than one predictor variable (independent) Price (X1) and Product quality (X2) on the dependent variable purchase decision (Y)..

6. Hypotesis testing

- a. T test , according to Telusa ET.al (2013) T test is a test used to look for the influence or relationship of the independent variable with the dependent variable with a calculated t value greater than t table. Testing criteria:
 - 1. If t count < t table then Ho is accepted and Ha is accepted. This means that there is an influence on price and product quality on purchasing decisions at the Brid Store store.
 - 2. T count > t table is rejected Ha is accepted, meaning that there is not effect on price and product quality on purchasing decisions at the Brid Store.
- b. Test F, According to Anggreni (2020) the F test is directing all the independent variabel that are entered simultaneosuly to the dependent variable. Test criteria:
 - 1. If the probability value > degree of error / alpha (5%) Ho is accepted or rejected, it means that the independent variables jointly affect the dependent variable significantly.
 - 2. If the probability value < degree of error /alpha (5%) Ho is rejected and Ha is accepted, means that the independent variables jointly affect the dependent variable significantly.
- 5. Test of the Coefficient of determination (R2) according to Yuliara in Sudrajat (2022) determination test to find out how much influence (X1) and (X2) have on (Y). Determination has the symbol (R2) with the formula $KD = R2 \times 100\%$

Results

Validity test

Table 1 Validitas

Variable	NO	r- count	r- table	information
Price (X1)	PX1.1	.787**	0,3120	Valid
	PX1.2	,616**	0,3120	Valid
	PX1.3	,809**	0,3120	Valid
	PX1.4	,616**	0,3120	Valid
Product quality(X2)	PX2.1	,812**	0,3120	Valid
	PX2.2	,736**	0,3120	Valid
	PX2.3	,834**	0,3120	Valid
	PX2.4	,723**	0,3120	Valid
	PX2.5	,742**	0,3120	Valid
Buying decision(Y)	Y1	,705**	0,3120	Valid
	Y2	,844**	0,3120	Valid
	Y3	,846**	0,3120	Valid
	Y4	,841**	0,3120	Valid
	Y5	,857**	0,3120	Valid

Based on table 1 above, it can be seen that for each Price question (X1), Product quality (X2) and Purchase decision (Y) all the answers are valid from 14 question.

Reliability Test

Table 2 Reliability

NO	Variable	Cronbach Alpha Value	Standard Value	Information
1	Price (X1)	0,866	0,600	Reliable
2	Product Quality(X2)	0,903	0,600	Reliable
3	Buying Decision (Y)	0,923	0,600	Reliable

Based on the results of table 2 data all variables are declared reliable the Cronbach Alpha Value is greater than the standard value, so it can be trusted to conduct further research.

Correlation Analysis

Partial Correlation Analysis

Table 3 Partial Correlation Test X1 to Y

Summary Models

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.458	.451	3.23761

a. Predictors: (Constant), Price X1

Source :SPSS data results 2023

The results of table 3 show that the correlation between Price (X1) and Purchasing decisions (Y) is 0.677, positive value, meaning that the higher the Price given, the higher the consumer purchase decision. The correlation value of 0.677 indicates a strong relationship in the class interval 0.60 – 079.

Table 4 Partial Correlation Test X2 to Y

Summary Models

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.856 ^a	.733	.729	2.27327

a. Predictors: (Constant),Product quality X2

Source :SPSS data results 2023

Based on the results of table 4 data that between product quality (X2) and purchasing decisions (Y) with a value of 0.856 is a positive value meaning. That the higher the quality of the product provided, the higher the consumers decision to buy, a correlation value of 0.856 indicates the categoryship at class intervals from 0.800 -1000

Multiple Correlation Analysis

Table 5 Multiple Correlation

Summary Models

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.868 ^a	.753	.747	2.19831	.753	117.607	2	77	.000

a. Predictors: (Constant), TOTALX1
 b. Dependent variable : Purchase Decision
 Source : Result of 2023 SPSS

The table 5 results of the correlation between Price (X1) and product quality (X2) on purchasing decisions (Y) with a positive value of 0.868, which means that the higher the price and quality of the product provided, the higher the the consumers decision to purchase. Correlation 0.868 is included in the category of a very strong relationship in the class interval 0.800 – 1000

Multiple Linear Regression test

Table 6 Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.954	1.350		.707	.482
	TOTALX1	.222	.088	.192	2.532	.013
	TOTALX2	.801	.083	.728	9.601	.000

a. Dependent Variable: TOTALLY
 Source: Result of 2023 SPSS

Based on Table 6 the constant value is 0.954. Coefficient value X1 = 0.222, coefficient X2 = 0.801. The regression equation in this study is

$$Y = 0.954 + 0.222 X1 + 0.801 X2$$

1. The constant is 0.954 which means that if there is a change in Price and Product quality is 0 then the Purchase decisions at the Brid Store is 0.954
2. The Value of the Price coefficient (X1) is 0.222, which means that the Price is Positive with a constant of 0, so the purchase decision at the Brid Store is positive 0.222
3. The value of the product quality coefficient (X2) is 0.801, which means that product quality increases with the price estimate with a constant of 0 the purchase decision at the Brid Store is positive 0.801

Hypothesis Testing

Partial test (T test)

Table 7 Price T test (X1) on Purchasing decisions Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.537	1.613		5.293	.000
	TOTALX1	.784	.097	.677	8.120	.000

a. Dependent Variable: TOTALLY
 Source: Result of SPSS 2023

Based on table 7 value of price significance (X1) $0.000 < 0.05$ and t count $8.120 > t$ table 1.991 then H_0 is rejected and H_1 is accepted. The conclusion is that there is a positive and significant effect between price on purchasing decisions partially accepted.



**Table 8 Product quality T test on consumer Purchasing Decisions (Y)
Coefficients^a**

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.639	1.368		1.198	.234
	TOTALX2	.941	.064	.856	14.628	.000

a. Dependent Variable: TOTALLY

Source: Result of SPSS 2023

Based on table 8 it can be seen that the significant value of product quality is $0.000 < 0.05$ and t count $14.628 > t$ table 1.991. Meaning that H_0 is rejected and H_1 is accepted. It can be concluded that there is a positive and significant influence between product quality on purchasing decisions partially accepted.

Simultaneous test (F test)

Table 9 test F

Model		ANOVA ^a				Sig.
		Sum of Squares	df	Mean Square	F	
1	Regression	1136.692	2	568.346	117.607	.000 ^b
	Residual	372.108	77	4.833		
	Total	1508.800	79			

a. Dependent Variable: TOTALLY

b. Predictors: (Constant), TOTALX2, TOTALX1

Source: Result of SPSS 2023

The results of the data in table 9 obtained F count $117.607 > f$ table 3.12 and a significance level of $0.000 < 0.05$ then H_0 is rejected and H_3 is accepted so it can be concluded that the price variable (X1) and Product quality (X2) influence the purchase the purchase decision (Y) at the Brid Store.

Determination test

**Table 10 Test Determination
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.753	.747	2.19831

a. Predictors: (Constant), Quality, Price

Source: Result of SPSS 2023

The results of the table 10 show that the coefficient of Determination for R Square is 0.753 meaning that the independent variable has the 75.3% ability to explain the dependent variable while 24.7% is influenced by other variables not explained in this study.

Conclusion

The conclusion in this study is: 1. There is a positive and significant influence between Price (X1) on purchasing decisions (Y) partially accepted. This is evidenced by the calculated T value of $8.120 > t$ table 1.991. With a significant value of $0.000 < 0.05$, the conclusion is that H_0 is rejected and H_1 is accepted. 2. There is a positive and significant influence between product quality (X2) on purchasing decisions (Y) partially. T count results $14.628 > t$ table 1.991 with a significant value of $0.000 < 0.05$, means H_0 is rejected and H_1 is accepted. 3. Price (X1) and Product quality (X2) have an effect on purchasing decisions (Y) this is in accordance with that shown by the correlation value of 0.677 included in a strong relationship in the class interval 0.60 – 0.79. F test results count $117.607 > f$ table 3.12 with a significant

value of $0.000 < 0.05$ it can be concluded that H_0 is rejected and H_3 is accepted. 4. The Determination test in this study shows that the independent variabel price ((X1) and Product quality (X2) influences the dependent variable on purchasing decisions (Y) with a value of 0.753 or 75.3%, while 24.7% is influenced by other variables not discussed in this study.

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