Analysis Of The Effect Of Product Quality on Consumer Purchase Decisions

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Abstract

The purpose of this study was to determine the effect of product quality on consumer purchase decisions at PT. Karya Mandiri Pratama Plasindo Tanjung Morawa.The method used in this research is quantitative method. The type of research is quantitative data.The data collection technique used a questionnaires. The research population that will be used in this study is all customers who made purchases in the company total 239 consumers. Due to the total population used was 239 consumers, and using the Slovin formula obtained 150 respondents as samples. The analytical technique used is simple linear regression analysis and statistical tests, namely t-test (partial) using SPSS software (statistical package for the social sciences).The test results show that partially the product quality variable have a positive and significant effect on purchasing decisions where the influence given is 28.5%.The conclusion of this study is that partially, the product quality variable have a positive and significant effect on consumer purchase decisions at PT. Karya Mandiri Pratama Plasindo Tanjung Morawa.

Keywords
Product Quality, Purchase Decision

1. Introduction

At This times, The implementation of product marketing activities is increasingly becoming an important factor and a very mandatory thing for every company to be able to continue to maintain the company's survival and for the company's future development. The current economic conditions and

situation alsogive a lot of challenges for company, both those that produce products and services. This challenge is the most felt by every marketer from a company who has to work very hard to attract customers so that they can make purchases on various products or services offered.

Purchase decision is problem-solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and are considered the most appropriate action in buying by first going through the stages of the decision-making process (Firmansyah, 2018:27). The purchase decision is an activity of consumers who directly involved in obtaining and using the goods offered by the company. Consumer purchasing decisions usually go through various processes and stages as evaluation activities before making a choice on one of the products that attracts their attention. Every consumer will definitely go through various stages in the decision process to buy a product, starting from the emergence of the need to the post-purchase action. The decision makingis not a single decision that comes from the consumer. Rather, understanding the whole process is important because marketers can influence each of these stages with various marketing stimuli and predict the response given by consumers.

PT. Karya Mandiri Pratama Plasindo is a company engaged in producing plastics products with the address at Jalan Raya Medan – Lubuk Pakam KM 22.5 Tanjung Morawa. The increasingly fierce competition that occurs today makes it increasingly difficult for companies to attract the attention of consumers to make purchases on the company's products. This is also because there are many alternatives for consumers to buy products because there are many companies engaged in similar fields offering their products with their best strategies in attracting the attention of consumers to want to make purchases on the products offered by them.

According to Andriani (2019:156), product quality is one of the factors that influence consumer perceptions. Consumers prefer products of good quality so that improving the quality of certain products is very important in increasing a consumer's purchase. Based on the initial observations made, the decline in purchasing decisions is thought to be due to the influence of product quality. Product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes (Riyadi, 2018:101). Product quality is an understanding that the product offered by the seller has more selling value than competing products. Therefore, the company tries to focus on the quality of the product and compare it with the products offered by competing companies. The product quality problem faced by the company is the large number of returns from consumers because the products are damaged, either directly damaged or damaged in the packaging during delivery, such as jute which is torn so that it cannot be used anymore. In addition, not a few consumers also complain that the plastic cannot be used because many are easily broken at the bottom of the plastic so that consumer goods often fall. There are also some doubts that arise from consumers regarding the quality of the products offered because they are very thin and soft.

So based on the background of the problems described above, researchers are interested in conducting research with the title "**Analysis of the Effect of Product Quality on Consumer Purchase Decisions at PT. Karya Mandiri Pratama Plasindo Tanjung Morawa**."

2. Literature Review

According to Damiati, et all (2018:184), Product Quality is the overall consumer evaluation of the superior performance of product or service. Meanwhile, according to Firmansyah (2018:8), product quality is an understanding that the products offered by the seller have more selling value that competing products do not have.

There are 7 indicators used to assess product quality, which are:
1. Performance
   The absolute level of performance of goods or services on function attributes identified by consumers.
2. Employee Interaction
   Courtesy, friendly attitude and empathy shown by staff who deliver goods or services. This includes the overall credibility of employees, namely consumer confidence in employees and their perception of their expertise.
3. Reliability
   That is the consistency of the performance of goods, services or shops.
4. Durability
   Namely the period of use of the product and its strength or sturdiness.
5. Timelines and Convinience
   How quickly the product is delivered or repaired, how quickly the information or service is provided.
6. Aesthetics
   The appearance or physical appearance of the store goods, the attractiveness of the service presentation, the pleasant environment or atmosphere when the service is provided, the design or appearance of the product that is visible.
7. Brand Equity
   The additional impact both positive and negative on the quality perceived by consumers has so far been had by the brand.

According to Firmansyah (2018:27), Purchasing Decisions are problem solving activities carried out by individuals in selecting appropriate behavioral alternatives from two or more behavioral alternatives and is considered the most appropriate action in buying by first going through the stages of the decision-making process.

There are indicators of purchase decision, which are:
1. Problem Recognition
   The consumer buying process begins when the buyer recognizes a need or problem. These needs can be generated by internal or external stimuli.
2. Information Search
   Once the consumer's needs are aroused, the consumer will be motivated to seek more information. People are more sensitive to product information. Information search can be active or passive, internal or external, active information search can be in the form of visits to several stores to make comparisons, while passive search is only reading advertisements in magazines or newspapers without having a purpose about the desired product description.
3. Alternative Evaluation
   After searching for as much information as possible about many things, the customer must then make an assessment of several available alternatives and determine the next step.
4. Purchase Decision
   After the stages are done, it is time for the buyer to make a decision whether to buy or not.
5. Post-Purchase Behavior
   Marketers must pay attention to customers after making a product purchase. After purchasing a product, the customer will experience some level of satisfaction or no satisfaction. It is possible that buyers have dissatisfaction after buying.

3. Methods

The method used in this research is quantitative methods. The type of research is quantitative data and statistical analysis.Quantitative research methods are research methods based on the philosophy of

positivism, used to examine certain populations or samples. Sampling technique are generally using simple random sampling. The research test methods from statistical using analysis simple linear regression, hypothesis test used a Partial (t test), and the coefficient of determination (R2).

4. Data Collection

The data collection technique used a questionnaires. The research population that will be used in this study is all customers who made purchases in the company total 239 consumers. Due to the total population used was 239 consumers, and using the Slovin formula obtained 150 respondents as samples. The analytical technique used is simple linear regression analysis and statistical tests, namely t-test (partial) using SPSS software (statistical package for the social sciences). Collecting data through a questionnaire is done by asking questions to parties related to the problem. To assess respondents' response using the Likert scale measurementwhich uses several question items to measure individual behavior by responding to 5 choice points on each question item.

5. Results and Discussion

5.1 Numerical Results

The results of the Kolmogorov-Smirnov One Sample statistical test can be seen in the table below:

Table. 1. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.39957694
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.049
Kolmogorov-Smirnov Z		.791
Asymp. Sig. (2-tailed)		.558

a. Test distribution is Normal.
b. Calculated from data.

In table above, it can be seen that the results of the Kolmogorov-Smirnov normality test prove that the resulting significant level value is greater than 0.05, so it can be concluded that the statistical test of normality is classified as normally distributed.

The results for testing simple linear regression analysis can be seen in the following table:

Table. 2 SimpleLinear Regression

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	23.700	1.726	
Product Quality	.523	.068	.534

Dependent Variabel : Purchase Decision

Constant (α) = 23,700 indicates a constant value, if the value of the independent variable (X) namely product quality is 0, then the purchase decision is fixed at 23,700. The coefficient of X(b) = 0.523 indicates that the product quality variable (X) has a positive effect on purchasing decisions of 0.523. This means that every increase in product quality (X) by 1 unit, then the purchase decision will increase by 0.523.

The following are the results of hypothesis testing using the t-test can be seen in the table below:

Table. 3. Partial Test

Model		t	Sig.
1 (Constant)		13.727	.000
Product Quality		7.677	.000

Dependent Variable: Purchase Decision

Based on the table above, it can be seen that the value of hypothesis test using the t-test obtained a significance value that is smaller than 0.05. In addition, the value of t-count (7.677) also has a value greater than ttable (1.976) so that it can be concluded that product quality has a significant influence on consumer purchasing decisions.

The results of testing the coefficient of determination can be seen in the table below as follows:

Tabel 4. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534[a]	.285	.280	3.411

a. Predictors: (Constant), Product Quality

b. Dependent Variable: Purchase Decision

Based on the table of determinant coefficient test results above, it can be seen that the value of R Square (R2) or the coefficient of determination obtained is 0.285, meaning that the purchasing decision variable can be explained by the product quality variable of 28.5% while the remaining 71.5% is influenced by other factors. from outside this research model such as price, location, promotion and various other variables.

6. Conclusion

After discussing the problem of the effect between product quality and purchasing decisions at PT. Karya Mandiri Pratama Plasindo, it can be concluded that:

1) The value of hypothesis testing using the t-test obtained a significance value smaller than 0.05. In addition, the value of tcount (7.677) also has a value greater than ttable (1.976) so that it can be concluded that product quality has a significant influence on customer purchasing decisions.

2) The value of simple linear regression analysis shows that the product quality variable (X) has a positive effect on purchasing decisions of 0.523. This means that every increase in product quality (X) by 1 unit, the purchase decision will increase by 52.3%.

3) The value of R Square (R2) or the coefficient of determination obtained is 0.285, meaning that the purchasing decision variable can be explained by the product quality variable of 28.5% while the remaining 71.5% is influenced by other factors originating from outside this research model such as price, location, promotion and various other variables.

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Biography

Alvionita Tandani is a Student of Politeknik Cendana, Medan in Management Major who has graduated with a DiplomaIII degree at Politeknik Cendana, Medan. In this year (2022) will graduated with a Bachelor's Degree.

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