



Role of Products in Determining Decisions of Purchasing

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ABSTRACT

This study aims to find a correlation between the effects of the product both in terms of Variations in size or shape of the product, product quality, type of product, product utilization and product durability to the consumer's decision to buy the product. This research is a quantitative study in which to process research data using SPSS 23. This research was conducted in Kuansing Regency, Riau Province. The number of samples in this study were 210 with census sampling technique. The results of data processing obtained that the hypothesis testing with the t test there is an existence of t-value of 25.904 means $t\text{-value} = 25.904 > t\text{-table} = 1.996$ which means the product has a significant effect on consumer buying decisions. The value of the determinant coefficient (R²) is 0.910.

Keywords: Product, quality, service, Purchase Decision

1. Introduction

Many companies are trying to win the competition by taking advantage of existing business opportunities and trying to implement the right marketing strategy in order to dominate the market. One of the company's goals is to maintain the existence of its performance to achieve a certain growth rate. The company will try to dominate market share with various marketing and service strategies with the ultimate goal of obtaining maximum profits with optimal performance efficiency levels. In other words, marketing is one of the activities carried out by companies in an effort to maintain survival in increasingly fierce business competition and to develop their business (Iskamto et al., 2019; Mohammed & Woodside, 2015).

Products are anything that can be offered to meet needs and desires. While conceptually the product is a manufacturer's subjective understanding of something that can be offered in an effort to achieve organizational goals, through fulfilling the needs and desires of consumers in accordance with the competence and capacity of the organization and market purchasing power. Something product must have a competitive edge to attract consumers. By providing diverse and varied products, it is hoped that it can meet the needs and desires of consumers. Maintained consumer loyalty is expected to increase the intensity of consumer purchases from time to time (Iskamto, 2015; Wang & Hazen, 2016).

A quality product has the possibility to influence the buying behavior of a product, so having a product that is perceived as being of high quality means that the consumer's opportunity to choose is also higher. Quality products are produced from quality raw materials and quality employees. Based on the above

background, the authors are interested in discussing it further as outlined in the form of a thesis with the title Effect of Products on Consumer Purchasing Decisions.

This research was conducted at CV. Syempana Mandiri is a printing company located in Teluk Kuantan, Riau Province. It receives orders for printing benner, calendar, business cards, banners, screen printing, baleho, various forms of blank and others. There are 13 types of printed materials produced. Besides that, CV. Syempana Mandiri also doubles books, exam questions, exam answer sheets and others. The company faces stiff competition with many companies engaged in similar fields.

To be able to maintain its existence, companies must carefully consider all their decisions and actions in the field of production, especially the products they produce. CV sales data. Syempana Madiri shows a fluctuate trend, namely in 2009 as many as 185 people in 2010 fell to 176 people (-5%), in 2011 it increased to 223 people (+27%), in 2012 it increased to 238 people (+7%), in 2013 it decreased to 210 people decreased (-12%).

From the interview results, it is known that many factors caused the decline in sales, including printing results not in accordance with the order, unclean duplication results, misprinted products, wrong cut products, wrong in arrangement and others.

The product or service offered will affect the purchase where if the consumer is satisfied, he will return to buy the product at the company at a later date, but on the other hand, if the quality of the product produced by the company is lacking,

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the consumer will not buy back in the future (Angelova & Zekiri, 2011; Iskamto, 2017).

In addition, the products sold will be able to meet consumer desires and the availability of complete and varied goods will make consumers make decisions to buy and make consumers make repeat purchases (Ramadonna et al., 2019). A quality product has the possibility to be able to influence the intensity of buying behavior of a product, so that having a product that is perceived to be of high quality means that the opportunity to be chosen by consumers is also higher. Quality products are produced from quality raw materials as well as qualified employees. This research has several important things compared to other similar studies; namely, the research location is MSMEs that have never been conducted before. It supports the government's program to empower MSMEs.

2. Literature Review

2.1 Marketing

According to Kotler and Keller (2009: 5), marketing is a social process where individuals and groups get what they need and want by creating, offering and freely exchanging valuable products and services with others. Marketing according to Abdullah and Tantri (2013: 2), is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and services both to current and potential consumers. Furthermore marketing according to Hermawan Kertajaya in Buchari Alma (2011: 3) is a strategic business discipline that directs the process of creating, offering and changing values from one initiator to its stakeholders.

Another understanding of marketing is the overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of existing and potential buyers (Basu Swasta, 2009: 10).

Meanwhile, according to the American Marketing Association (AMA) in Assauri (2011: 4), marketing is defined as the result of work performance business activities that are directly related to the flow of goods or services from producers to consumers. From the above understanding it can be concluded that marketing is a process of business activities that plan products, set prices, promote and distribute to be able to satisfy consumers. The concept of marketing according to Swasta (2009: 17) is a business philosophy which states that satisfying the needs of consumers is an economic and social condition for the survival of the company. Meanwhile according to Tjiptono (2008: 23), the marketing concept holds that the key to realizing organizational goals lies in the organization's ability to create, deliver, and communicate customer value to its target market more effectively than to competitors.

Meanwhile, according to Assauri (2011: 77), the marketing concept is a management orientation that emphasizes that the key to achieving organizational goals consists of the ability of the company / organization to determine the needs and desires of the target market (target) and the ability of the company / organization to fulfill it with desired satisfaction more effective and efficient from competitors. Furthermore, the marketing system according to Basu Private and Irawan (2008: 12) is a collection of institutions that carry out marketing tasks, goods, services, ideas, people and environmental factors that influence each other, and shape and influence the company's relationship with its market. In the marketing system there are several factors that influence each other depending on each other, namely:

(1) Organization in marketing, (2) Something that is being marketed, (3) The intended market, (4) Intermediaries (swords, agents), (5) Environmental factors can be in the form of demographics, economic conditions, social and cultural factors, political and legal forces, technology and competition (Mursid, 2010).

Marketing activities are often also referred to as marketing functions. In accordance with Dr. Panglaykim and Drs Hazil in Buchari Alma (2011: 23), there are 9 marketing functions, namely: *Merchandisin, Buying, Selling, Grading* and standardization, Storage and Warehousing, Transportation (transportation), Spending (financing), Communication and .Risk taking.

Meanwhile, according to Basu Private and Ibnu Sukatjo (2007: 186), there are eight main marketing functions that can be put into three types of functions, namely: (1) Exchange function Includes: buying and selling, (2) Physical supply function Includes: transportation and storage, (3) Supporting function Includes: expenditure, risk management, standardization and grading, and gathering market information.

According to Mursid (2010: 8), the analysis of marketing systems has to do with the main institutional elements in an organisation's environment that are interconnected and influence influences to produce a market outcome. Marketing system analysis consists of exchange system analysis (exchange system analysis), organization marketing analysis (organizational marketing analysis), macroenvironment analysis (macro environmental analysis).

2.2 Element of Product

According to Irawan (2001: 84), a product is something that is offered and can satisfy the wants and needs of consumers. Meanwhile, according to Abdullah and Tantri (2013: 153), if broadly defined, the product includes physical objects, services, people, places, organizations, ideas, or a mixture of all the above forms.

Likewise with Basu Private and Ibnu Sukotjo (2007: 194), goods / products are a complex

property both tangible and intangible, including packaging, color, price, company and retailer pretensions, company and retailer services, received by the buyer to satisfy his wants or needs. Furthermore, according to Alma (2011: 205), the product is the central point of marketing activities. This product can be in the form of goods or can also be in the form of services. According to Assauri (2011: 200), the production strategy that can be carried out includes decisions on product mix, product trademarks, product packaging, product quality, and service levels. (service) provided. Furthermore according to Kotler and Amtrong (2008: 266), a product is defined as everything that can be offered to the market in order to attract attention, acquaintance, use, or consumption that can satisfy an activity or need. According to Irawan (2001: 84), there are three types of product levels, namely: (1) The core products are services and benefits. For example red medicine to treat wounds. (2) Product form in the form of quality, model, characteristics, packaging, and brand name. An example is betadine. (3) Additional products in the form of installation, delivery and guaranteed credit / guarantees, and after sales services. An example is a computer.

From products commonly purchased by consumers, products can be classified or classified. According to Danang Sunyoto (2013: 73), the durability products are classified into three groups, namely: (1) Durable goods, Durable goods are real goods that usually serve uses, such as clothing, refrigerators and so on. (2) Items that are not durable, Non-durable goods are real goods that are usually for one or several uses. For example toothpaste, culinary and so on. (3) Services, Services are activities, benefits, or uses offered for sale, for example motorbike repair shops, computer and television repairs, laundry and so on.

Meanwhile, according to Abdullah and Tantri (2013: 155), based on the type of consumers who use them, products are divided into two types namely: (1) Consumer Products, Consumer products are what end consumers buy for private consumers. Consumer products include: Daily products, Shopping products, Special Products, Product not searched, Industri Products

Industrial products are goods that are purchased for further processing or for use in running a business.

There are three groups of industrial products namely: Material and spare parts, Capital goods, and Equipment and services

According to Assauri (2011: 221), the product business cycle consists of four stages: (1) Introduction stage, At this stage the product has just been introduced to the market, so that no significant profit or company has yet to lose, because there are still a lot of expenses or costs for introductory promotions. (2) Stages of growth, At this stage the product has begun to be recognized and accepted by the market quickly, so that there is an increase in the increase in

profits continuously from time to time. (3) Maturity, At this stage the development is slow, because even though the product is already well known and accepted by almost all potential buyers, there are competing products entering the market, so that the peak of profit is exceeded. (4) Decline, at this stage sales continue to decline and profits tend not to be obtained anymore, so that faced losses.

In order to always attract the attention of consumers, the application of product strategy needs to be always considered by the company. In retail businesses, product strategies can be applied through (Danang Sunyoto, 2013: 75): (1) Variation, By providing variations on similar products that replace one another, can provide a choice for consumers. And by making a decision to choose, consumers will not be forced to make a decision to buy (2) Diversity, The many types of goods on offer, will be able to meet the needs and desires of consumers. With the diversity of products provided, it will be able to capture a wider market. (3) Availability of Goods, the availability of goods is a very important strategy to do. Because it's useless an outlet that provides a complete and varied product, but does not have enough goods to sell. With the availability of goods that are maintained, will be able to make consumers to make decisions to buy and can also make consumers to make repeat purchases.

Then according to Irawan and Wijaya (2001: 40) product indicators which are the concept of consumer assessment before deciding to buy are (a) Product size or shape variations Good product design will produce attractive style, better performance. Varied product sizes make consumers have many choices. (b) Product quality, Product quality focuses on product quality must be adjusted to the position of the product in the market and be able to compete with competing products. (c) Types of products, Variation The types of products offered make consumers have many choices and can meet all the needs of consumers. (d) Product Utilization, Utilization of the product is more focused on services, namely activities, benefits or satisfaction provided by one party to another party. (e) Product Durability, It is a product endurance to be used longer so that the product needs to use technology that can make the product have good durability.

Meanwhile, according to Kotler and Amtrong (2008: 272), important decisions in product development and product targeting related to buying decisions consist of five indicators, namely: (1) Product attribute, Development of a product involves defining the benefits that the product will offer. Product attributes focus decisions about product quality, features, and product style and design. (2) Brand Designation It is a name, term, sign, symbol or design or a combination of all that shows the identity of the maker or seller of the product or service. (3) The

packaging, Packaging (packaging) involves the design and production of containers or packaging for a product whose main function is to store and protect the product. (4) Labeling, Labels range from simple markers attached to products to complex letters that form part of the package. (5) Supporting services, Support services in the form of customer service which is an element in the product strategy consisting of several supporting services that can be a small part or a large part of the overall product offering.

Furthermore according to Assauri (2011: 200), product indicators that can influence consumer decisions are: Quality / product quality, Product appearance, Existing options (Option), Style, Brand (brand names), Packaging, Size, Type (Product line), Kind (product item), Warranties (warrantis) and Services

2.3 Buying decision

According to Alma (2011: 97), the purchase decision is the process of formulating various alternatives to make choices on one particular alternative to make a purchase. Meanwhile, according to Kotler & Armstrong (2008: 181) the decision to buy is the stage in the decision making process of buyers where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Furthermore, according to Assauri (2011: 143), a buying decision is a series of decisions regarding the type of product, product form, brand, seller, quality, time of purchase and how to pay.

Meanwhile, according to Angipora (2010), states that a purchasing decision is a decision that can only be made after the evaluation stage of various brands and characteristics that have been arranged according to rankings that will form the purchase intention of the most preferred brand. According to Nugroho (2013) and Iskamto (2018), consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

Based on the above understanding, it can be concluded that the buying decision is a decision making process carried out by the buyer to make a purchase after evaluating. The buyer decision process according to Kotler & Armstrong (2008: 179) consists of five stages, namely: (a) Introduction of needs

The buyer is aware of a problem or need. Needs can be triggered by internal stimulation when one of a person's normal needs arises at a level high enough to be an impulse. (b) Information search Interested consumers may search for more information or may not. If the consumer's drive is strong and a satisfying product is near that consumer, the consumer might buy it later. If not, the consumer can store those needs in his memory or search for information related to the needs. (c) Alternative evaluation When it has seen the way consumers

use information to arrive at a number of final brand choices. How do consumers choose between these alternative brands. How consumers process information to arrive at brand choices. (d) Buying decision

Consumer purchasing decisions are the most preferred buying brand, but two bias factors lie between purchase intentions and purchasing decisions. (e) Post-purchase behavior, Post-purchase behavior is the behavior of consumers after making a purchase related to satisfaction and repurchase to become a regular customer and recommend to others.

The consumer's purchase decision is to buy the most preferred brand, but two factors can be between the purchase intention and the purchase decision. The first factor is the attitude of others. If someone who is important to you thinks that you should buy the cheapest car, then your chances of buying a more expensive car will decrease. The second factor is unexpected situational factors. Consumers may form purchase intentions based on factors such as income, price, and expected product benefits. However, unexpected events can change purchase intentions (Kotler & Armstrong, 2008: 181).

Buyers have purchase motives that encourage them to make a purchase. Regarding buying motives, there are three types according to Buchari Alma (2011: 97), (1) *Primery buying motives*, Namely the motive for buying an amount for example, if someone wants to eat he will look for rice. (2) *Selective buying motive*, Namely the selection of goods, this is based on the ratio for example, is there any advantage when buying a ticket. (3) *Patronage buying motive* Is a selective buying motive aimed at a particular place or store. This election can arise because the service is satisfactory, the place is close, there is enough inventory, there is a parking lot, big people like to shop there, etc. Buying decisions made by consumers according to Buchari Alma (2011: 97) are influenced by: (1) Culture, Culture is very influential on the values and patterns of behavior of a particular member of the culture. This culture is inherited from one generation to the next. Thus the taste of an individual will follow the pattern of tastes carried out by his ancestors, for example there are differences in the typical food ethnic groups in Indonesia. (2) Social class, Is a group of people who have a certain level, which has values and attitudes that are different from other level groups. Classification of a person included in a particular social class can be seen from: the prestige of his position, his appearance within his own group, ownership and orientation of the values they hold. (3) Family, The family is the closest environment to an individual and greatly influences one's values and behavior in consuming certain goods. (3) Clubs (group reference), Individuals often receive advice, direction, thoughts from members of one another.

2.3 Effect of Products on Buying Decisions

According to Irawan (2001: 40), certain basic concepts help to elaborate the process of assessing consumers of new products before making a buying decision, namely variations in product size or shape, product quality, product type, product utilization and product endurance. Meanwhile according to Abdullah and Tantri (2013: 128), wise companies examine the purchasing decision process that involves the categories of products that influence. Consumers differ in deciding to buy a product affecting consumers in making purchasing decisions.

Furthermore according to Nugroho (2013: 17), the benefits of product are one of the factors that influence consumer decisions in buying products. The amount of product benefits that are felt by consumers and others will influence consumers to re-decide their next purchase.

2.4 Hypothesis

Based on the literature review, the hypothesis as follows:

H0; there is a significant influence between the product and consumer buying decisions

H1: there is no significant influence between the product and consumer buying decisions

3. Methods

This research uses quantitative method. Quantitative method according to Sugiyono (2008: 8) is research based on data that can be calculated to produce robust estimates. This research was conducted at CV. Syempena Mandiri Kuantan Bay located in Kuantan Singingi Regency, Riau Province, which sells and produces office equipment products.

3.1 Population and Sample

Sample in this research 210 buyer The population in this study were customers of the Company of Syempena Mandiri. In this study, researchers used a census sampling technique. According to Sugiyono (2008), a census sample is a sampling technique when all population members are used as samples. This means that the sample used as the object of research is 210 customers. Because the population is 210 customers.

3.2 Analysis tools

In this study as an analysis tool, namely:

1. Test instrument

a. Validity test

According to Danang Sunyoto (2011: 69), validity is a measure that shows the levels of validity or validity of an instrument. If the instrument is valid, then the criteria used are to compare the r-value and r-table value, if the r-value > r-table then the instrument is valid, but if r-value < r-table then the instrument is invalid.

b. Reliability Test

According to Danang Sunyoto (2011: 69), Reliability shows in one sense that an instrument can be trusted enough to be used as a data collection tool because the instrument is good. The questionnaire item is said to be reliable (feasible) if the Cronbach Alpha value is > 0.60 and it is said to be unreliable if the Cronbach Alpha value is < 0.60.

2. Hypotheses test

a. t- test

The t-test is a test to determine the significance of the influence of the independent variable on the dependent variable individually and to consider the other dependent variables constant. The significance of this effect can be estimated by comparing the t-table value with the t-value. If the value of t-value > t-table, the independent variable individually affects the dependent variable, on the other hand, if the value of t-value < t-table, the independent variable individually does not affect the dependent variable (J. Supranto, 2009: 335).

b. Coefficient of Determination (R²)

The coefficient of determination is a statistical value that can be used to determine whether there is an influence between two variables. The coefficient of determination which is usually given the symbol R² shows the relationship between the influence of the independent variable and the dependent variable from the results of certain calculations (J. Supranto, 2009: 336).

3. Normality test

According to Umar (2011: 181), this test aims to test whether the regression model, the dependent variable and the independent variable have a normal data distribution.

Scatter Plot, it from the normal probability plot that forms a straight diagonal line, and plotting the data to be compared with the diagonal line. If the data spreads around the diagonal line and follows the direction of the diagonal line / histogram graph it shows a normal distribution pattern. If the data is far from the diagonal line and or does not follow the direction of the diagonal line / histogram graph, it shows an abnormal distribution pattern.

Kolmogorov-Smirnova normality test, the basis for decision making in the Kolmogorov-Smirnova Normality Test:

1. If the significance value (Sig.) Is greater than 0.05, the research data is normally distributed.

2. If the significance value (Sig.) Is less than 0.05, the research data is normally distributed.

c. Autocorrelation Test

According to Umar (2011: 182), the autocorrelation test is carried out to determine whether in a linear regression model there is a strong positive or negative relationship between the data on the selected variables. Correlation model is good if there is no autocorrelation. To determine whether there is good autocorrelation, it is done using the Durbin Watson value.

4 Research variable.

Variable is the object of research or what is the point of attention of a study (Suhasimi Arikunto, 2010; 161).

In this study, the research variables were:

1. Product (X), Consists of indicators:

- a. Variation in product size or shape
- b. Product quality
- c. Types of products
- d. Product utilization
- e. Product durability

2. Buying Decision (Y), Consists of indicators:

- a. Introduction of needs
- b. Information search
- c. Alternative evaluation
- d. Buying decision
- e. Post purchase behavior

4. Research Results and Discussion Demographics of Respondents

theoretically the age factor will affect someone in making a decision. Likewise, in determining choices, age levels have an effect. The higher the age level, the decision to be taken will be better because the age level will give effect to one's maturity in thinking. The age level of respondents in this study can be seen in Table 1 below:

Table 1 Classification of Respondents

Item	Data	amount	Percentage
Gender	Male	66	44
	Female	117	56
Aged	20-29	67	32
	30 - 39	80	38
	40 - 49	44	21
	50 - 59	19	9

Source: Processed Data, 2018

From table 1 above, it can be explained in the table above that the majority of respondents in this study were female with a total of 38 people (56%), while respondents were male with a total of 30 people (44%). explained that the number of respondents aged 20-29 years as many as 22 people (32%), ages between 30-39 years amounted to 26 people (38%), aged 40 - 49 years amounted to 14 people (21%) and aged 50 - 59 6 years (9%). So it can be concluded that the most respondents aged 30-39 years. **Discussion**

Validity test

Validity test is a measure that shows the validity or validity of the questioner statement items answered by respondents. The criterion used to determine the validity is to compare between r-value and r-table where if r-value > r-table then the statement item is valid but if r-value < r-table then the statement item is not valid. The r value is obtained from the r test table at the 95% significance level. The following is the calculated value and r-table for the product variable (X).

Table 2 Product Variable Validity (X)

Item	r-table	r-value	info
1	0.239	0.710	Valid
2	0.239	0.728	Valid
3	0.239	0.690	Valid
4	0.239	0.433	Valid
5	0.239	0.650	Valid
6	0.239	0.680	Valid
7	0.239	0.390	Valid
8	0.239	.358	Valid
9	0.239	0.313	Valid
10	0.239	.388	Valid

Source: 2014 Processed Data

From table 2. it can be seen that all statement items used to measure indicators on product variables (X) have rtable for a sample of 68 respondents in df N-2 with a significant level of 95% (0.05) or r (0.05, 68 -2) which is 0.239. R value > r-table. Furthermore, the calculated value and rtable for buying decisions (Y).

Table 3. Validity Test Buying Decision (Y)

Item	r-table	r-value	Information
1	0.239	0.554	Valid
2	0.239	0.593	Valid
3	0.239	0.634	Valid
4	0.239	0.473	Valid
5	0.239	0.347	Valid
6	0.239	0.301	Valid
7	0.239	0.45	Valid
8	0.239	0.36	Valid
9	0.239	0.67	Valid
10	0.239	0.588	Valid

Source: Processed Data, 2018

From the above table 3. it can be seen that all statement items used to measure indicators on the buying decision variable (Y) have rtable for a sample of 68 respondents on df N-2 with a significant level of 95% (0.05) or r (0.05 , 68-2) which is 0.239. R value > r-table.

Reliability Test

Reliability is a measure that indicates whether the item questioner statement answered by the respondent can be trusted or reliable. To determine whether or not a reliable item statement can be seen from the comparison of values Cronbach Alphawith a provision value of 0.6 where if Cronbach Alpha > 0.60 the statement items are reliable or reliable whereas if Cronbach Alpha < 0.60 then the statement items are not reliable or reliable. In this study the results of

reliability testing for each statement item are seen in table 4 below:

Table 4. Variable Reliability Testing Results

Variable	Cronbach's Alpha	Reliability Value	Ket
Product (X)	0.720	0.60	
Buying Decision (Y)	0.668	0.60	Reliable

Source: Processed Data, 2018

From the table 4. above, the two variables have alpha coefficients that are large enough, above 0.60, for the product variable (X) = 0.720, and the purchasing decision variable (Y) = 0.668 so that it can be said that all the measurement concepts of each variable from the questionnaire are reliable. means that the questionnaire used in this study has a reliable questionnaire.

Normality test

This test aims to test whether in the regression model, the dependent variable and independent variables have normal or near normal data distribution. We can see it from the normal probability plot that forms a diagonal straight line, and plotting data that will be compared with the diagonal line. If the data spreads around the diagonal line and follows the direction of the diagonal line / histogram chart, it shows a normal distribution pattern. If the data is far from the diagonal line and or does not follow the direction of the diagonal line / histogram graph, it shows an abnormal distribution pattern. The following tests for normality in the image below:

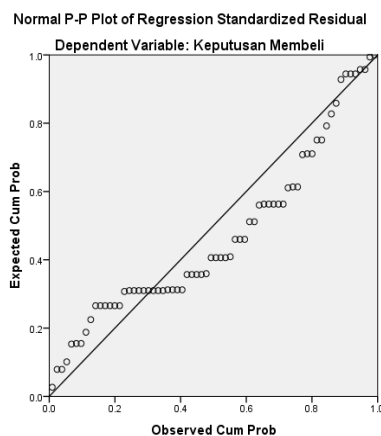


Image 1. P-p plot of regression standardized residual

This research includes showing normal distribution patterns because the spread of data approaches diagonal lines.

Kolmogorov-Smirnova Normality Test

This test is part of the normality test which is used to test whether the data is normally distributed or not, it can be seen in the table below:

Table 4. Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Stat.	df	Sig.	Stat.	df	Sig.
Product	.128	210	.200*	.965	210	.56
Buying decision	.056	210	.200*	.978	210	.265

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Based on the above test, it can be seen that the value of the Kolmogorov-Smirnova test is stated to be normally distributed if the significance value > 0.05. The significance value (p) in the Kolmogorov-Smirnov test is 0.2 for both variables (p> 0.05), so based on the normality test for the Kolmogorov-Smirnov data, the data is normally distributed.

t-test

t-test is a test to determine whether or not the variable X or dependent variable is to know by comparing the value of t table with the value of t-value. If t-value > t-table then X variable influences Y variable and vice versa if t-value < t-table value X variable does not affect Y variable. Next for t-table value is obtained from table t where at 95% significance level and the number of respondents 68 then obtained t-table value for t (95%, n-1) = t (0.05,68-1) = 1,996. While the value of t-value can be seen in table below.

Table 5. t-tests Coefficients^a

Model	Unstd. Coef. B	Std. Coef. Beta	t	Sig.
1 (Constant)	0.566	1.337	4.913	.000
Product	.876	.034	.954	25.904 .000

a. Dependent Variable: Buying Decision

The results of data processing are obtained that testing the hypothesis with the t test there is a t-value of 25,904 means t-value 25,904 > t-table = 1.996 which means the product has a significant effect on consumer buying decisions.

Determination Coefficient Test (R²)

The coefficient of determination is one of the statistical values that can be used to determine the effect of variable X on variable Y which can be seen in the large R-square value done with 100%. In this research, the value of R Square can be seen in the table below.

Table 6. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954a	.910	.909	.95756

a. Predictors: (Constant), Products

b. Dependent Variable: Buying Decisions

The value of the determinant coefficient (R Square) of 0.910. This means that the influence of the product on buying decisions is 91% while the rest of (100% - 91%) = 9% is influenced by other variables outside this product variable.

5. Conclusion

Based on the results of research that has been done regarding Effect of Products on Consumer Buying Decisions, The value of the determinant coefficient (R^2) is 0.910. This means that the influence of the product on buying decisions is 91% while the remaining 9% is influenced by other variables outside product variable.

It is recommended for subsequent researchers who conduct the same research to add research variables and broaden the scope of research.

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