



The Influence Of Consumer Perceptions About Price, Product Quality And Service Quality Towards Purchasing Decisions (at Janji Jiwa Bengkalis)

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ABSTRACT

This study aims to determine the relationship and influence of price variables, product quality, service quality on purchasing decisions at the Janji Jiwa cafe in Bengkalis partially and simultaneously, to determine the magnitude of the influence of the price variable, product quality, and service quality on purchasing decisions. This type of research is associative. From the test results using partial and simultaneous tests that the variable price, product quality and service quality have a relationship and influence on purchasing decisions. The test results of the coefficient of determination variable price, product quality and service quality affect purchasing decisions with a value of price (22.8%), product quality (44.5%) and service quality (36.7%). This shows that the influence of price, product quality and service quality variables affect purchasing decisions by 60.8%. While the remaining 39.2% (100% - 60.8%) is explained by other causes.

Keywords: Price, Product Quality, Service Quality, Purchase Decision

1. Introduction

Along with the development of business today, there are various kinds of competition in all fields. Seeing this condition, business people are increasingly required to have the right strategy in meeting the sales volume target to quickly and accurately act so as not to lose to compete with other companies.

According to Kotler and Armstrong (2008) in the journal Istiqomah, Zainul Hidayat and Ainun Jariah (2019)^[1] consumer purchasing decisions are to buy the most preferred brand from various alternatives, but two factors can be between purchase intention and purchase decision. The first factor is the attitude of other people and the second factor is the situational factor.

The purchase decision is an important thing to pay attention to, because this will certainly be a consideration of how a marketing strategy will be carried out by the company. Purchasing decisions are the actions of consumers to want to buy a product or not. According to Kotler and Armstrong (2007) product quality is a potential strategic weapon to beat competitors. Product quality is a determining factor for the level of satisfaction that consumers get after purchasing and using a product. So that business managers are required to create a product that is tailored to the needs or tastes of consumers. Concluded that service quality is an expectation as the desire of customers rather than services that may be provided by the 3 company. Service quality is a level of ability of the company to provide everything that consumers expect in fulfilling their needs. One of the existing coffee shops is the "Kopi Janji Jiwa" coffee shop. Kopi Janji Jiwa is one of the coffee shops in Indonesia. This shop opened for the first time in 2018 at ITC Kuningan, South Jakarta.

Purpose of the Study is to find out the magnitude of the influence of the price variable on the purchasing decision variable at Coffee Janji Jiwa Bengkalis. To find out the magnitude of the influence of the Product Quality variable on the purchasing decision variable at Coffee Janji Jiwa Bengkalis. To find out the magnitude of the influence of the Service Quality variable on the purchasing decision variable at Coffee Janji Jiwa Bengkalis. To find out the magnitude of the influence of the price variable, Product Quality and Service Quality on the purchasing decision variable at Coffee Janji Jiwa Bengkalis.

According to Kotler and Keller (2009: 179) in the journal Prasetyo, Fauzi and Sanawiri (2018)^[2] consumer perception is a process in which we choose, organize, and translate input information to create a meaningful world picture. According to Tjiptono (2011: 31) In the journal Poluakan, Tewel and Tawas (2017: 2315)^[3]. Saying that the price is a price mix with regard to strategies and tactics such as price levels, discount structures, payment terms, and levels of price discrimination among various groups of customers. According to Kotler and Armstrong (2008) in the journal Suri Amilia and Oloan Asmara (2017: 663)^[4], quality is the product's ability to carry out its functions, this capability includes durability, reliability, accuracy produced, ease of operation and repair and other attributes. valuable on the product as a whole.

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According to Kotler and Keller (2012: 274) in the journal Lagautu (2019: 760)^[5] states that service quality must start from customer needs and end with customer perceptions, where customer perceptions of service quality are a comprehensive assessment of the excellence of a service. According to Solomon (2013: 319) in the journal Prasetyo, Fauzi & Sanawiri (2018)^[2] "consumer decision making is a central part of consumer behavior, but the way we evaluate and choose products (and the amount of thought we put into these choices) varies. widely, depending on such dimensions as the degree of novelty or risk in the decision.

2. Research Method

The research location was held in the cafe Janji Jiwa, Jl. Ahmad Yani, Bengkalis, Riau Province. The study period is 3 months from October to January 2020. The type of data used in conducting this research includes data qualitative and quantitative data. This type of research is associative research. Research with the object of the consumer of Janji Jiwa coffee products, especially the customer of Janji Jiwa cafe in Bengkalis. Sources of data are those related to the object of research, namely primary data and secondary data. The target population is consumers of cafe Janji Jiwa Bengkalis. To produce data that is more representative and reduce errors in the data, a number of 100 respondents. Data Collection Technique interviews and questionnaire. The application that uses data processing is the SPSS version 2.0 application. The regression test used is multiple regression test, T test, R square test and Testing the Coefficient of Determination (R²).

3. Result and discussion

3.1. Partial Test (T Test)

The parametric test (parametric test) is a statistical instrument used to examine how often the results of observations can occur solely because of chance. The T test is used to determine whether or not it has a significant effect on the dependent variable. From the distributed data, it turns out that there is an influence between Price, Product Quality, and Service Quality on Purchasing Decisions.

Table 1. Partial Test

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.657	1.545		1.720	.089
	Price	.201	.046	.295	4.415	.000
	Product Quality	.500	.086	.444	5.789	.000
	Service Quality	.328	.090	.281	3.625	.000

a. Dependent Variable: Purchase Decision.

Source: SPSS data processing result,2020

If T count > T table, then H₀ is rejected as in the table above for price is 4,415> 1.98, Product Quality 5,789> 1.98, and Service Quality 3,625> 1,98 states H₀ is rejected and it means that there is an influence between price, quality product, and service quality to purchasing decisions. Based on the significance value if the significance <0.05 then H₀ is rejected, and if the significance > 0.05 then H₀ is accepted, so it can be concluded that 0.000 <0.05 then H₀ is rejected, which states that there is an influence between price, product quality, and service quality on purchasing decisions.

3.2. Simultaneous Test (Test F)

Simultaneous test (F test) is used to test jointly whether or not the influence of independent variables on the dependent variable can be determined using the F test. Guidelines are used if the significance probability > 0.05, then there is no significant effect and if the significance probability <0.05, then there is a significant effect or H₀ is accepted.

Table 2. Simultaneous Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	218.989	3	72.996	49.629	.000 ^b
	Residual	141.201	96	1.471		
	Total	360.190	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Pelayanan, Harga, Kualitas Produk

Source: SPSS data processing result,2020.

From the results of the output table 4.32 above shows that the significance value if significance < 0.05 then H_0 is rejected, and if the significance > 0.05 then H_0 is accepted, so it can be concluded that $0.000 < 0.05$ then H_0 is rejected, which states that there is an influence between price and quality. product, and service quality to purchasing decisions. Based on these results it is known that the value of $f = 49.629 > 2,696$ states that H_0 is rejected and it means that there is an influence between price, product quality and service quality on purchasing decisions.

3.3. Testing the Coefficient of Determination (R²)

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable. The coefficient of determination is determined by the R square value.

Table 3. Test Results of the Determination Coefficient (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.608	.596	1.213

a. Predictors: (Constant), Price, Product Quality and Service Quality

b. Dependent Variable: Purchasing Decisions

Source: SPSS data processing result, 2020

The results of the regression calculations in table 3.36 explain that it is known that the value of $R = 0.780$ and the coefficient of determination (RSquare) is 0.608 (is the square of the correlation coefficient, or $0.780 \times 0.780 = 0.608$). This indicates that changes in Price (X1), Product Quality (X2) and Service Quality (X3) in purchasing decisions (Y) are influenced by 60.8%. While the remaining 39.2% (100% - 60.8%) are explained by other causes.

4. Conclusion

Based on the results of the analysis and discussion that have been stated in the previous chapter, the following conclusions can be drawn. There is a positive and significant influence on consumer perceptions of price (X1) on purchasing decisions at the cafe Janji Jiwa Bengkalis which is influenced by 22.8%. There is a positive and significant influence on consumer perceptions of Service Quality (X2) on purchasing decisions at the cafe Janji Jiwa Bengkalis which is influenced by 44.5%. There is a positive and significant influence on consumer perceptions of Service Quality (X2) on purchasing decisions at the cafe Janji Jiwa Bengkalis which is influenced by 36.7%. There is a positive and significant influence on consumer perceptions about Price (X1), Product Quality (X2) and Service Quality (X3) on purchasing decisions (Y) influenced by 60.8%.

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