

The Influence of Product Quality on Purchasing Decisions at PT Mega Anugerah Sukses Medan

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Abstract

The purpose of this research is to find out whether there is a partial influence of product quality purchasing decisions at PT. Mega Anugerah Sukses. This type of research is quantitative research. The population in this study was 349 consumers who made purchases in 2022 and using the Slovin formula obtained a sample of 78 respondents. Based on the results of research through the coefficient of determination test, the Adjusted R Square value obtained is 0.462, meaning that the Purchasing Decision variable can be explained by the Product Quality variable of 46.2% while the remaining 54.8% is influenced by other factors originating from outside the model such as customer satisfaction, segmentation marketing and customer trust. Based on the partial test, it is concluded that product quality influences purchasing decisions.

Keyword: Product Quality, Purchasing Decision

1. INTRODUCTION

PT. Mega Anugerah Sukses, Medan is in a very competitive industry, where competition between companies to attract consumer interest is very high. Therefore, PT. Mega Anugerah Sukses, Medan needs to be able to differentiate itself from its competitors in order to win market competition and increase its market share. One way to achieve this is by improving product quality and promotions. Product quality is the main factor that can attract customers to purchase the products offered (Gunawan et al., 2022). The ability of product quality to demonstrate various functions including durability, reliability, precision and ease of use (Kesuma & Ciamas, 2022). Product quality is a factor found in a product that causes the product to be valuable according to the purpose for which the product was produced (Jung et al., 2023).

People are now starting to be more selective and careful in choosing a product. In fact, it is not uncommon for those who dare to spend more to get the quality goods they want (Evelyn et al., 2022). Product quality is the factors contained in an item or result that cause the item or result to be in accordance with the purpose for which the item was produced (Geredis et al., 2022). Every consumer definitely hopes that the goods or services used are quality products. Quality is a component that can become capital and a powerful tool for any organization so that it can survive and even excel in competition in any era (Yessyka & Utama, 2022).

However, before being able to improve product quality, PT. Mega Anugerah Sukses, Medan needs to understand more deeply the influence of product quality on consumer purchasing decisions. Do consumers prefer high quality products? How do these two factors influence consumer purchasing decisions? Therefore, research on the influence of product quality on purchasing decisions at PT. Mega Anugerah Sukses, Medan is very important to help companies develop appropriate marketing strategies to increase sales and market share.

In this context, this research can provide a significant contribution to PT. Mega Anugerah Sukses, Medan and the industry as a whole to better understand consumer preferences and develop more effective marketing strategies.

Product Quality

According to (Aldini et al., 2021) stated that product quality has a very close relationship with consumer attitudes, where product quality provides an encouragement to consumers to establish strong ties with the company.

According to (Harjadi & Arraniri, n.d.) there are several indicators that can be used to assess the quality of a product, namely as follows:

1. Performance, is the main operating characteristic of the core product and can be defined as the appearance of a real product. The performance of a product is a reflection of how a product is presented or displayed to customers. The level of performance measurement basically refers to the level of basic characteristics the product operates at. A product is said to have good performance if it meets expectations. For each product/service, the performance dimensions can be different, depending on the functional value promised by the company. For the food business, the performance dimension is good taste.
2. Reliability, is the level of difficulty of a product or the consistency of a product's reliability in its operational process in the eyes of consumers. The reliability of a product is also a measure of the probability that a product will not be damaged or fail within a certain period of time. A product is said to have high reliability if it can attract consumer trust regarding the quality and reliability of a product. The dimensions of performance and reliability are almost the same at first glance but have clear differences. Reliability shows the probability of the product carrying out its function.

3. Features, additional features (features) are secondary or complementary characteristics and can be defined as the level of completeness of the attributes of a product.
4. Conformance, is the extent to which design and operating characteristics meet previously established standards and can be defined as the degree to which all units produced are identical and meet the promised target specifications. The definition above can be explained that the level of conformance of a product is said to be accurate if the products marketed by the manufacturer are in accordance with the company's plans, which means they are the products that the majority of customers want.
5. Durability, is related to how long the product can continue to be used and can be defined as a measure of the expected operating life of the product under normal and/or severe conditions. Durability is the age at which food can still be consumed by consumers. This age measure for products is usually stated on the product by writing the product's expiration date.
6. Service Ability includes speed, competence, comfort, easy repair, and satisfactory complaint handling and can be defined as a measure of the ease of repairing a damaged or failed product. This means that if a product is damaged or fails, the readiness to repair the product can be relied upon, so that consumers do not feel disadvantaged.
7. Aesthetics, is the beauty of a product to the five senses and can be defined as the attributes attached to a product, such as color, model or design, shape, taste, aroma and so on. Basically, aesthetics are elements that complement the basic function of a product so that the performance of a product will be better in front of customers.

According to (Harjadi & Arraniri, 2021) there are several indicators that can be used to assess the quality of a product, namely as follows: (1) The function of a product, namely the function for which the product is used or intended; (2) External form, namely the external form factors contained in a product are not only visible from the shape but also the color and packaging; (3) The cost of the product concerned is the cost of acquiring an item, for example the price of the item and the cost of the item reaching the buyer.

Purchasing Decision

According to (Tjiptono, 2020) purchasing decisions are one part of consumer behavior in the form of actions that are directly involved in efforts to obtain, determine products and services, including the decision-making process that precedes and follows these actions. According to (Indrasari, 2019) the indicators for purchasing decisions are as follows:

1. Product choice, consumers can make decisions to buy a product or use their money for other purposes. In this case the company must focus its attention on the people who are interested in buying a product and the alternatives they are considering. For example: the need for a product, the diversity of product variants and product quality.
2. Brand choice, buyers have to make a decision about which brand to buy. Each brand has its own differences. In this case, companies must know how consumers choose a brand. For example: brand trust and popularity.
3. Choice of dealer, the buyer must make a decision which dealer to visit. Each buyer has different considerations when choosing a dealer, this could be due to close location, low prices, complete inventory and so on. For example: ease of getting products and product availability.
4. Time of purchase, consumer decisions in choosing when to buy can be different, for example: some buy once a month, once every three months, once every six months or once a year.
5. Purchase amount, consumers can make decisions about how much of a product they will buy at any one time. In this case, the company must prepare a large number of products according to the different desires of buyers. For example: the need for a product.

According to (Indrasari, 2019) it consists of five stages carried out by a consumer before arriving at a purchasing decision and then post-purchase. This shows that the buying process carried out by consumers begins long before the act of buying is carried out and has consequences after the purchase is made.

1. Recognition of Needs, the purchasing process begins when the buyer recognizes a problem or need. These needs can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need.
2. Information Search, Consumers who are aroused by their needs will be encouraged to seek more information.
3. Evaluation of Alternatives, In the evaluation stage, consumers form preferences for the brands in the choice set. Consumers may also form intentions to purchase the most preferred products.
4. Purchase Decision, In carrying out purchasing intentions, consumers can make five sub-purchase decisions, namely brand decisions, supplier decisions.
5. Post-Purchase Behavior, After purchasing a product, consumers will experience a certain level of satisfaction or dissatisfaction.

2. RESEARCH METHODS

The research method in this research is quantitative research. According to (Sugiyono, 2019) Quantitative research is research conducted to answer questions using a structured design, in accordance with scientific research systems. According to (Paramita et al., 2021), Population is a combination of all elements in the form of events, things or people who have similar characteristics which are the center of attention of a researcher because it is seen as a research universe. The research population that will be used in the research is consumers from PT. Mega Anugerah Sukses, Medan in June 2023 as many as 349 consumers. According to (Paramita et al., 2021) A sample is a subset of the population, consisting of several members of the population. This subset is taken because in many cases it is impossible for researchers to study the entire population. Because the population used is 349 consumers, the Slovin formula will be used and obtained 78 sample The sampling method for this research uses accidental sampling technique. According to (Elvina et al., 2022) Incidental sampling is a technique for determining samples based on chance, that is, anyone who coincidentally/incidentally meets the researcher can be used as a sample if it is deemed that the person they happen to meet is suitable as a data source.

Data analysis in this research consists of: Normality Test, according to (Paramita et al., 2021) The normality test aims to determine the distribution of data in the variables that will be used in the research. Simple Regression analysis, According (Paramita et al., 2021) Simple linear regression analysis is a linear relationship between an independent variable (X) and a dependent variable (Y). Coefficient Determination, according to (Paramita et al., 2021) The coefficient of determination, denoted by adjusted R², is an important measure in regression. Determination (R²) is an important measure in regression. T Test, according to (Paramita et al., 2021) The t test is used to determine whether the regression coefficient is significant or not for each independent variable (X) on the dependent variable (Y).

3. RESULT AND DISCUSSION

3.1 Normality Test

The results of the normality test are as follows:

Table 1. Normality Test

| | | Unstandardized Residual | |
|----------------------------------|----------------|-------------------------|-------------------|
| N | | | 78 |
| Normal Parameters ^{a,b} | Mean | | 41,3589744 |
| | Std. Deviation | | 1,80644631 |
| Most Extreme Differences | Absolute | | ,097 |
| | Positive | | ,054 |
| | Negative | | -,097 |
| Test Statistic | | | ,097 |
| Asymp. Sig. (2-tailed) | | | ,067 ^c |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed data (2023)

Based on table 1 above, all variables have a significant value greater than 0.05 so it can be concluded that the data is normally distributed.

3.2 Simple Regression analysis

The results of the Simple Regression analysis are as follows:

Table 2. Simple Regression analysis

| Model | Unstandardized Coefficients | | | Standardized Coefficients | | t | Sig. |
|-------|-----------------------------|------------|-------|---------------------------|--|-------|-------|
| | B | Std. Error | | Beta | | | |
| 1 | (Constant) | 25,019 | 3,621 | | | 6,909 | 0,000 |
| | Product Quality | 0,283 | 0,062 | 0,462 | | 4,540 | 0,000 |

a. Dependent Variable: Purchase Decision

Source: Processed data (2023)

The following are the results of the simple linear regression analysis test

$$\text{Purchase Decision} = 25,019 + 0,283 \text{ Product Quality} + e$$

So, it can be explained as follows:

1.Constant (α) = 25.019 shows a constant value, if the value of the Product Quality has a value of 0, then the Purchase Decision is fixed at 25.019.

2.The coefficient $X_1(b_1) = 0,283$ This means that for every increase in Product Quality by 1 unit, Purchasing Decisions will increase by 0,283.

3.3 Hypothesis Test

3.3.1 Coefficient of Determination

The results of the coefficient Determination are as follows:

Table 3. Coefficient Determination

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .462 ^a | 0,213 | 0,203 | 3,492 |

a. Predictors: (Constant), Product Quality
Source: Processed data (2023)

Based on Table 3, the results of the determinant coefficient test above, it can be seen that the R Square value obtained is 0.462, meaning that the Purchasing Decision variable can be explained by the Product Quality variable of 46.2% while the remaining 54.8% is influenced by other factors originating from outside the model this research such as customer satisfaction, segmentation marketing and customer trust.

3.3.2 T Test

The results of t test such as:

Table 4. t test Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | t | Sig. |
|-------|-----------------|-----------------------------|------------|---------------------------|--|-------|-------|
| | | B | Std. Error | Beta | | | |
| 1 | (Constant) | 25,019 | 3,621 | | | 6,909 | 0,000 |
| | Product Quality | 0,283 | 0,062 | 0,462 | | 4,540 | 0,000 |

b. Dependent Variable: Purchase Decision

Source: Processed data (2023)

Based on the table above, show that Product Quality have value of $t_{count} (5.686) > t_{table} (1.991)$ with a significant level of $0.000 < 0.05$ so it can be concluded that Product Quality have influence on Purchasing Decisions at PT. Mega Anugerah Sukses Medan.

3.4 The Influence of Product Quality on Purchasing Decisions

Based on the results of hypothesis testing using the t test, it is known that the Product Quality have value of $t_{count} (5.686) > t_{table} (1.991)$ with a significant level of $0.000 < 0.05$ so it can be concluded that Product Quality have influence on Purchasing Decisions at PT. Mega Anugerah Sukses Medan.

The results of this research are in line with previous research conducted by (Triwidyati et al., 2023) and (Lisa et al., 2022) where the research results show that the Product Quality variable has a positive and significant effect on Purchasing Decisions.

4. CONCLUSION

Based on the research results above, it is concluded that Product Quality have influence on Purchasing Decisions at PT. Mega Anugerah Sukses Medan. Based on the coefficient of determination test, it can be seen that the R Square value obtained is 0.462, meaning that the Purchasing Decision variable can be explained by the Product Quality variable of 46.2% while the remaining 54.8% is influenced by other factors originating from outside the model this research such as customer satisfaction, segmentation marketing and customer trust. Suggestions that can be given to companies are as follows: There were respondents who answered that they disagreed with statement number 2 of the product quality variable which stated "Products from PT. Megah Anugerah Sukses has the functions and qualities that meet my needs." Therefore, it is hoped that the product that will be sold will be re-checked so that it is proven to have the function and quality that meets your needs. It is hoped that promotions will be carried out more frequently in order to increase purchasing decisions. This can be done by conducting promotions on social media or endorsing a program to introduce products from PT. Mega Anugerah Sukses. It is hoped that we will pay more attention to the quality of existing products, such as re-checking products that will be sold so that when consumers buy them, the products will not be damaged before they are used.

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