

The Influence of Product Quality on Purchasing Decisions at PT Solusi Bangun Andalas Medan

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Abstract

PT Solusi Bangun Andalas is one of the cement producers in Indonesia with a current production capacity of 1.6 million tons per year. The purpose of this research is to find out whether there is a partial influence of product quality purchasing decisions at PT. Andalas Building Solutions Medan. This type of research is quantitative research. The population in this study was 101 consumers who made purchases in March 2023 and using the Slovin formula obtained a sample of 50 respondents. Based on the results of research through the coefficient of determination test, the Adjusted R Square value obtained is 0.402, meaning that the Purchasing Decision variable can be explained by the Product Quality variable of 40.2% while the remaining 59.8% is influenced by other factors originating from outside the model this research such as brand image and service quality. Based on the partial test, it is concluded that product quality influences purchasing decisions.

Keyword: Product Quality, Purchasing Decision

1. INTRODUCTION

Business competition in the current era of globalization is very tight, where every company must try to meet consumer needs, create products with advantages and differentiate them from their competitors. One good marketing strategy that can be used by a company is a marketing mix strategy. Companies that apply the marketing mix concept need to know the factors that influence consumer behavior and purchasing decisions. The marketing mix strategy consisting of price, product, location, promotion, and process plays an important role in meeting company goals. One of the roles of the marketing mix is that companies can find consumer needs and desires, target markets and provide satisfaction to consumers. Consumers will feel satisfaction with the product in terms of quality and price and will create a determination and intention to make repeat purchases (Jung et al., 2023).

In general, product quality is the level of suitability or adequacy of a product in meeting the needs and expectations of customers or users. Product quality is the conformity between product performance and customer expectations (Kotler, 2019). Product quality is a condition related to products, human services and the environment to meet consumer expectations (Sandra et al., 2023). Good product quality must meet certain standards and pay attention to customer needs and desires. Good product quality will usually meet customer expectations and provide high satisfaction, so that it can improve the product's image and reputation and help increase customer trust and loyalty. Meanwhile, poor product quality can cause customer disappointment, damage the product image, and have a negative impact on sales and company reputation (Wiyatri & Wijaksana, 2023). Therefore, it is important for companies to ensure that the quality of the products produced always meets established standards and meets customer needs and expectations. Every consumer definitely hopes that the goods or services used are quality products (Yessyka & Utama, 2022).

The problem faced by PT Solusi Bangun Andalas always lies in purchasing decisions where there are actually obstacles for consumers who want to buy in small quantities. Because PT Solusi Bangun Andalas has a minimum purchase of 2,500 bags, and that is a relatively large amount for consumers who want to buy retail. Making the next purchase is also a problem in the company because when purchasing, consumers have to purchase at least 5,000 bags and this affects repeat purchases, because the stock purchased by consumers is quite large so it takes quite a long time for the next purchase. The price of the product in question is an obstacle because purchasing Andalas products apart from having an expensive price due to the premium quality of the cement, the price of the delivery service is also borne by the buyer, so it can be concluded that it is cheaper, effective and less efficient, because it is also taken in large quantities at one time.

2. RESEARCH METHODS

2.1 Theoretical Framework

Product Quality

Product quality is the value of a good or service that can increase the customer's positive or negative views in determining a purchase (Sunaryo & Tuti, 2023).

Indicator of product such as (Asyani, 2020):

1. Function of a product.
2. External form.
3. Relevant costs.

Purchasing Decision

According to (Agung et al., 2023), A purchasing decision is defined as a process or decision chosen by a consumer whether he will buy or not a product based on several considerations.

According to (Buchari, 2019) There are several indicators in purchasing decisions, including:

- 1.Purpose in purchasing the product.
- 2.Information process to brand selection.
- 3.Product stability.
- 4.Recommendations to others.
- 5.Repeat Purchase.

2.2 Population and Sample

Population according to (Ghozali, 2021) is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population is not only humans but also other natural objects and objects. The research population that will be used in this research is all consumers who make purchases from the company, totaling 419 consumers.

According to (Ghozali, 2021), a sample is part of a number of characteristics possessed by the population used for research." Because the entire population of only 101 consumers will be used as a sample, the sampling technique that will be used is the Slovin technique with a confidence level of 90% and an error rate of 10% where the Slovin formula used is:

$$n = \frac{101}{1+101(10\%^2)} = \frac{101}{1+101(0.01)} = \frac{101}{1+1.09} = \frac{101}{2.09} = 50$$

The sampling technique in this research is accidental sampling. accidental sampling is accidental sampling by taking respondents who happen to be in a place that suits the research context (Jaya, 2019:15).

2.3 Data Analysis

Data analysis in this research consists of:

- 1.Normality Test, According to Ghozali (Ghozali, 2021) Normality test is a test carried out with the aim of assessing the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not.
- 2.Simple Regression analysis, According to (Ghozali, 2021) Simple linear regression analysis is a linear relationship between an independent variable (X) and a dependent variable (Y)
- 3.Coefficien Determination, According to Ghozali (Ghozali, 2021) The coefficient of determination (R2) is a number to express or be used to determine the contribution or contributions made by one or more variables X (independent) to variable Y (dependent).
- 4.T Test, According to Ghozali (Ghozali, 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		50
Normal Parameters ^{a,b}	Mean	25,6400000
	Std. Deviation	8,36846052
Most Extreme Differences	Absolute	,122
	Positive	,122
	Negative	-,104
Test Statistic		,122
Asymp. Sig. (2-tailed)		,059 ^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

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-31,002	10,206		-3,038	0,004
	Product Quality	2,235	0,393	0,634	5,686	0,000

a. Dependent Variable: Purchase Decision

Source: Processed data (2023)

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

$$\text{Purchase Decision} = -31,002 + 2,235 \text{ Product Quality} + e$$

So, it can be explained as follows:

- 1.Constant (α) = -31.002 shows a constant value, if the value of the independent variable (Product Quality) has a value of 0, then the Purchase Decision is fixed at -31.002.
- 2.The coefficient $X_1(b_1) = 2,235$ This means that for every increase in Product Quality by 1 unit, Purchasing Decisions will increase by 2,235.

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	.634 ^a	.402	.390	7.675

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 0.402, meaning that the Purchasing Decision variable can be explained by the Product Quality variable of 40.2% while the remaining 59.8% is influenced by other factors originating from outside the model this research such as brand image and service quality.

3.3.2 T Test

The results of t test such as:

Table 4. t test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-31,002	10,206		-3,038	0,004
	Product Quality	2,235	0,393	0,634	5,686	0,000

b. Dependent Variable: Purchase Decision

Source: Processed data (2023)

Based on the table above, show that Product Quality have value of $t_{count} (5.686) > t_{table} (2.011)$ with a significant level of $0.000 < 0.05$ so it can be concluded that Product Quality have influence on Purchasing Decisions at PT. Andalas Building Solutions.

4. CONCLUSION

Based on the research results above, it is concluded that Product Quality have influence on Purchasing Decisions at PT. Andalas Building Solutions. Based on the coefficient of determination test, it can be seen that the R Square value obtained is 0.402, meaning that the Purchasing Decision variable can be explained by the Product Quality variable of 40.2% while the remaining 59.8% is influenced by other factors originating from outside the model this research such as brand image and service quality.

Recommendation in this research is the author advises companies to maintain product quality. According to Kotler (2018), product quality is the conformity between product performance and customer expectations. Good product quality must meet certain standards and pay attention to customer needs and desires. Good product quality will usually meet customer expectations and provide high satisfaction, so that it can improve the product's image and reputation and help increase customer trust and loyalty. Meanwhile, poor product quality can cause customer disappointment, damage the product image, and have a negative impact on sales and company reputation

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