

The Influence of Product Quality and Prices on Fruit Purchase Decisions at Pekanbaru Fruit Market

Librina Tria Putri¹, Azhari²

^{1,2}*Sekolah Tinggi Ilmu Ekonomi Bangkinang, Indonesia*

Corresponding Author ✉ librinatria@gmail.com

ABSTRACT

ARTICLE INFO

Article history:

Received
January 03, 2022
Revised
March 05, 2022
Accepted
March 23, 2022

The article aims to analyze the effect of product quality and price simultaneously and partially on fruit purchasing decisions at the Pekanbaru Fruit market. This study uses multiple linear regression analysis with a sample of 100 respondents. Based on the results of the study, it shows that there is a positive and significant relationship between product quality and price variables simultaneously on purchasing decisions. Likewise, partially, product quality and price variables have a positive and significant relationship with fruit purchasing decisions at the Pekanbaru Fruit market. Product quality and price have a very strong relationship with purchasing decisions and have a contribution of 79.80%. While the remaining 20.20% is influenced or explained by other variables that are not included in this research model.

Keywords: *Product Quality, Influence Product Quality, Purchase Decision*

How to cite

Putri, L., & Azhar., (2022). The Influence of Product Quality and Prices on Fruit Purchase Decisions at Pekanbaru Fruit Market. *Attractive : Innovative Education Journal*, 4(1).219-230.

Journal Homepage

<https://www.attractivejournal.com/index.php/aj/>

This is an open access article under the CC BY SA license

<https://creativecommons.org/licenses/by-sa/4.0/>

Published by

CV. Creative Tugu Pena

PENDAHULUAN

Fruit trade is growing almost throughout the province with a sizable supply of fruit located in Berastagi, Indramayu, Wonosobo and others. However, the problem experienced by business owners is the problem of many suppliers of imported fruits which makes the lack of sales of local fruits which tend to be much in demand by consumers who like local fruits such as Oranges, Salak Pondoh Mangga and so on.

The need for fruits for now continues to increase because this business provides consumers' needs for fresh fruits of the highest quality of course. This situation makes fruit traders compete to produce quality fruit products according to the wishes of consumers at affordable prices and compete in the market.

Fruit is currently very good for consumption, especially in the midst of the current Covid-19 pandemic conditions, because the source of vitamins contained in the fruit is an example of vitamin C needs, a source of water and nutrients, and also as a source of antioxidants that are good for body health and good for preventing certain diseases.

In the current conditions, fruit is a staple food for consumers due to weather factors that make the demand for fruits very much plus for now fruits are very much on the market at prices that tend to get cheaper and cheaper depending on the season

or the capital spent, so it's no wonder that fruits can be a dessert and include part of the 4 healthy 5 perfect.

One of the business entities that sell fruits in Pekanbaru city is PT. Dinamika Buah Nusantara or known as Pasar Buah Pekanbaru which was established in 1993 is located at Jl. Jendral Sudirman Pekanbaru. Pasar Buah Pekanbaru sells local and imported fresh fruit with fruit quality that is no less competitive than fruits in several other fruit shops. At this time, Pasar Buah Pekanbaru sales are experiencing fluctuations caused by the Covid-19 pandemic, where during this pandemic people are limited to activities outside the home. However, the Pasar Buah Pekanbaru provides services for delivery for consumers who want to shop at the Pasar Buah Pekanbaru.

Purchasing decision is an activity of buying a number of goods and services, which is selected based on the information obtained about the product, and immediately when needs and desires arise, and this activity becomes information for subsequent purchases (Putri & Irfandi, 2019). For marketers this stage of purchasing decisions is a very important stage to understand because it will be related to the success of a marketing program. In particular, marketing should identify who made the purchase decision, the types of purchasing decisions, and the steps in the purchase process.

Purchasing decisions are a concept in purchasing behavior where consumers decide to act or do something and in this case make a purchase or take advantage of certain products or services (Balawera, 2018). Consumer decision-making is essentially a problem-solving process. Researchers use this purchase decision variable because the study of purchasing decisions is still worth researching considering the increasing number of products in circulation resulting in the need for various considerations for the public in making purchase decisions.

Most consumers, both individual consumers and organizational buyers go through almost the same mental process of deciding what products and brands to buy (Yulindo, 2019). Consumer purchase decisions can be made if the product is in accordance with what consumers want and need (Putri, 2016).

The factors that influence the purchase decision are product quality and price. Product quality is an important thing that every company must strive for if they want the products produced to compete in the market. Product quality is how the product has value that can provide satisfaction in deciding to buy a product. Product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations.

Quality is something that is decided by the customer. That is, quality is based on the actual experience of the customer or consumer of the product or service as measured by those requirements. The definition of product quality according to Kotler & Keller, (2016) product quality is the ability of the product to carry out its duties which include durability, reliability, progress, and repair of products and other characteristics. Quality products so that they are able to meet consumer desires, it is necessary to recognize them, it is necessary to recognize the dimensions of quality.

Product quality is how the product has a value that can satisfy the consumer both physically and psychologically pointing to the attributes or properties contained in an item or result. Product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations (Tjiptono, 2015).

In addition to product quality, which is also the goal of the purchase decision, namely price. Price is one of the main components in the decision to buy a product. In

this study, price is defined as a person's ability to assess an item with a unit of rupiah measuring instrument to be able to buy the product offered. Meanwhile, according to Kotler & Armstrong, (2016) price is a certain amount of value that is burdened on a product, or the amount of value that consumers exchange for the benefits of owning or using the product. Pricing should be directed towards achieving the company's goals.

Sourced from the above, the author carried out research in the Pasar Buah Pekanbaru with the formulation of the problem of whether product quality and price have a simultaneous and partial effect on the decision to buy fruits in the Pasar Buah Pekanbaru. The purpose of this study is to determine the influence of product quality and price affects simultaneously and partially on the decision to buy fruits in the Pasar Buah Pekanbaru.

METHOD

This research was conducted at the Pasar Buah Pekanbaru for 2 months, namely September to October 2021. The type of data used in this study is qualitative data, which is data that is stated in qualitative form (words, explanations of an object, phenomena and other information and quantitative data, that is, the data obtained from research is qualitative, then the data is given a scale so that it becomes quantitative data.

The scale used is an ordinal scale, that is, data obtained by means of categorization or classification, but among such data there is a relationship. With an ordinal scale, the variables to be measured are described into variable indicators. The data source used in the study is primary data, which is data collected directly from the first source. Data collection was carried out using questionnaires to be made with a closed model that has provided answer choices to respondents and secondary data, namely data obtained from the Pasar Buah Pekanbaru related to this study.

The sample is part of the number and characteristics possessed by the population (Sugiyono, 2018). Because the number of populations and samples cannot be counted, the authors set the total population at 100 people. This is in accordance with the opinion of (Elvinaro, 2014) who states that if the population is infinite then the number can be determined by the researcher.

The data analysis tool used is a multiple linear regression model with the equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$ where, Y = purchase decision, α = constant as a cut-off point, β_1 , β_2 = regression coefficient, X_1 = product quality, X_2 = price, and ε = error term with hypothesis testing carried out with F test and t test at α 5% (0.5).

RESULT AND DISCUSSION

1. Multiple Linear Regression

Table 1. Multiple Linear Regression Result

Model		Coefficients ^a	
		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	11,175	3,711
	Product Quality	0,633	0,051
	Price	0,781	0,069

a. Dependent Variable: Keputusan Pembelian

Source : Processed Data, 2021

Based on the table above can also be presented in the equation :

$$Y = 11.175 + 0.633X_1 + 0.781X_2$$

The value of the constant (a) is a positive value of 11.175 meaning that if the product quality and price are worth 0 (zero), then the purchase decision will remain in the amount of 11.175 units. The value of the regression coefficient of the product quality variable (b1) is positive, which is 0.633, meaning that each increase in the product quality variable by 1 unit will increase the purchase decision by 0.633 units assuming other variables are of fixed value. The value of the price variable regression coefficient (b2) is positive, which is 0.781, meaning that each increase in the price variable by 1 unit will increase the purchase decision by 0.781 units assuming other variables are of fixed value.

2. Simultaneous Test (F Test)

The results of simultaneous hypothesis testing can be seen in the following table.

Table 2. Simultaneous Test Result (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1826,738	2	913,369	65,421	0,000 ^b
	Residual	1354,252	97	13,961		
	Total	3180,990	99			
a. Dependent Variable: Purchasing Decision						
b. Predictors: (Constant), Price, Product Quality						

Source : Processed Data, 2021

Based on the table above, a significance value of $0.000 \leq 0.05$ is obtained. So it can be said that there is a simultaneous significant positive influence of product quality and price variables on fruit purchase decisions in the Pasar Buah Pekanbaru.

3. Partial Test (T test)

Based on the results of data processing, the results of hypothesis testing are partially obtained as in the following table.

Table 3. Partial Test Result (T test)

Coefficients ^a					
Variable		T	Sig.	A	Information
	Product quality	10,465	0,001	0,05	Influential
	Price	11,294	0,000	0,05	Influential

a. Dependent Variable: Purchasing Decision

Source : Processed Data, 2021

Obtained t calculate the product quality variable of 10.465 with a significance of 0.001. When compared to $\alpha=0.05$ the product quality variable is smaller than $\alpha=0.05$ ($0.000 < 0.05$). So it can be concluded that there is a significant influence of product quality variables on the decision to buy fruits in the Pasar Buah Pekanbaru. Variable Price (X2) obtained t count of 11.294 with a significance of 0.000. When compared to $\alpha=0.05$ variables the price is smaller than $\alpha=0.05$ ($0.000 \leq 0.05$). So it can be concluded that there is a significant influence of price variables on the decision to buy fruits in the

Pasar Buah Pekanbaru. The more the value of the price variable increases, the value of the purchase decision variable will also increase.

4. Correlation coefficient (R) and Coefficient of Determination (R²)

Table 4. Correlation coefficient (R) and Coefficient of Determination (R²) Result

Model Summary^b

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.893a	0.798	0.791	1.705

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

b. Dependent Variable: Purchasing Decision

Source : Processed Data, 2021

Based on the table above, it can be seen that the correlation coefficient (R) obtained is 0.893, which is at the coefficient interval (0.800 - 1.00), meaning that between the variables of product quality and price there is a very strong relationship with the decision to buy fruits in the Pasar Buah Pekanbaru. The coefficient of determination of product quality and price variables for fruit purchase decisions in the Pasar Buah Pekanbaru with an R Square of 0.798 which is $0.798 \times 100\% = 79.80\%$, meaning that the purchase decision is determined by the variables of product quality and price, while the remaining 20.20% is determined by other variables outside the model.

Based on the results of research that has been carried out, it is known that simultaneously product quality and price have a positive and significant effect on the decision to buy fruits in the Pasar Buah Pekanbaru. The statement that has the highest average by respondents is the statement "Consumers have got the fruit as they wish". These results show that consumers can find fruit that suits their wishes, while in other fruit stores sometimes the fruit does not match consumer expectations.

While the statement that has the lowest average is the statement "Consumers shop for fruit every day". The results show that consumers do not buy fruit on a daily basis, meaning that consumers buy fruit at certain times only and most of the behavior of fruit consumers is shopping when the fruit stock in their homes runs out.

A decision is a process of combining or knowledge to evaluate two or more and choose one. According to Kotler dan Keller, (2017) a purchasing decision is a person's act of studying, buying, and using products and services, as well as experiences found according to what is desired and needed.

From the above definition, it can be concluded that a purchase decision is a decision that is actually influenced by several factors by making everything happen and the consumer will buy. In relation to the world of tourism, the purchase decision is assumed to be a visiting decision so that the theories regarding the purchase decision.

Partial product quality variables in this study show valid results which means that product quality affects purchasing decisions. The statement that has the highest average by respondents is the statement "Consumers feel that the fruits have been purchased to have conformity in freshness". These results show that the fruits offered by the Pasar Buah Pekanbaru are fresh fruits and very high quality fruits.

While the statement that has the lowest average is the statement "The fruits offered are not easily spoiled". Such results show that not all fruits can last a long time without being stored under excessive temperatures such as overheating temperatures. Therefore, the fruits are laid out in a room where the temperature is maintained.

Product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. This is relevant to the

opinion according to (Nugroho et al., 2020), product quality is the conformity between the needs and desires of the product into the specifications of the product produced.

Another definition of product quality is the degree achieved by the characteristics relating to meeting the requirements (Brama Kumbara, 2021). Furthermore, according to (Ashari et al., 2020), product quality is the ability of a product to satisfy the needs or desires of customers. Quality is often considered as a relative measure of the goodness of a product or service consisting of design quality and conformity quality.

The direct impact of product performance, which is related to value and consumer decision. Product quality is an important thing that every company must strive for if it wants the products produced to be able to compete in the market. Product quality is how the product has a value that can satisfy the consumer both physically and psychologically pointing to the attributes or properties contained in an item or result.

The partial price variable in this study showed valid results which means that price affects purchasing decisions. Price is an amount of money that consumers must pay to get a product or service. In business life, price is one of the important factors affecting the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product. So that the price offered becomes a special consideration, before they decide to buy goods or use a service.

Price is the only element of the marketing mix that generates sales receipts, while the other element is only an element of cost. Although pricing is an important issue, there are still many companies that are not perfect in dealing with these pricing problems. Because it generates sales receipts, the price affects the level of sales, the level of profit and market share that can be achieved by the company

Traditionally, price is one of the main components in the decision to buy a product. In this study, price is defined as a person's ability to assess an item with a unit of rupiah measuring instrument to be able to buy the product offered. This is relevant to (Ardista & Wulandari, 2020) price is the amount of money (plus some products if possible) needed to obtain a number of combinations of its products and services. Meanwhile, according to (Lisa, 2017) price is a certain amount of value charged for a product, or the amount of value that consumers exchange for the benefits of owning or using the product. Pricing should be directed towards achieving the company's goals.

CONCLUSION

Based on the results of the study, it can be concluded that product quality and price have a simultaneous and partial effect on the decision to buy fruits in the Pasar Buah Pekanbaru. This is due to the Pasar Buah Pekanbaru selling a variety of fruit variants with excellent quality and at appropriate prices. It is hoped that researchers can then conduct research on the same object by using other variables in measuring purchasing decisions in the Pasar Buah Pekanbaru.

ACKNOWLEDGMENTS

Thank you to all parties who have helped in the completion of this research and hopefully this research can be useful for the advancement of educational science.

AUTHOR CONTRIBUTIONS STATEMENT

All authors have worked in accordance with the division of tasks in the refinement of this study. this research was conducted together and there was no conflict in managing the research.

REFERENCES

All references must follow the APA 6th Edition as far as possible. It is suggested the use of a reference manager, such as Zotero

REFERENCES

- Ardista, R., & Wulandari, A. (2020). Analisis Pengaruh Harga, Lokasi Dan Gaya Hidup Terhadap Keputusan Pembelian. *Jurnal Manajemen Dan Akuntansi Volume*, 15.
- Ashari, A. P., Hardiyono, H., & Aswar, N. F. (2020). Analisis Pengaruh Citra Merk, Kualitas Produk, Harga Dan Promosi Terhadap Keputusan Pembelian Smartphone Samsung Di *Development and Applied*
- Balawera, A. (2018). Green Marketing Dan Corporate Social Responsibility Pengaruhnya Terhadap Keputusan Pembelian Konsumen Melalui Minat Membeli Produk Organik Di Freshmart Kota Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 1(4).
- Brama Kumbara, V. (2021). Determinasi Nilai Pelanggan Dan Keputusan Pembelian: Analisis Kualitas Produk, Desain Produk Dan Endorse. *Jurnal Ilmu Manajemen Terapan*, 2(5), 604–630. <https://doi.org/10.31933/jimt.v2i5.568>
- Elvinaro, A. (2014). Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif. In CV. *Simbiosis Rekatama Media*.
- Kotler dan Keller. (2017). *Manajemen Pemasaran*, Edisi 12, Jilid 1, PT.Indeks,. Jakarta. In e - *Jurnal Riset Manajemen*.
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (11 ed.). In *New York: Pearson International*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*, 15e édition. *New Jersey: Pearson Education*.
- Lisa, W. (2017). *Pengaruh suasana toko, harga, lokasi, dan kualitas layanan terhadap keputusan pembelian konsumen pada distro tangkelek di kota padang*. 1–7.
- Nugroho, R. W., Triyani, D., & Prapti N.S.S, L. (2020). Pengaruh Kualitas Produk, Persepsi Harga Dan Lokasi Terhadap Keputusan Pembelian Konsumen Cafe Riilfians And Bistro Pati. *Solusi*, 18(2). <https://doi.org/10.26623/slsi.v18i2.2303>
- Putri, L. T. (2016). Analisis peranan usaha rumahan (bisnis online) dalam peningkatan pendapatan masyarakat Kota Bangkinang Kabupaten Kampar Provinsi Riau. *Journal of Business Studies*, 2(1).
- Putri, L. T., & Irfandi, N. (2019). Analisis Daya Tarik Wisata Kuliner Malam (WKM) terhadap Kunjungan Wisatawan di Kota Pekanbaru. *Ikraith Ekonomika*, 2(2).
- Sugiyono. (2018). *Metode Penelitian Kualitatif dan R&D*. Bandung: Alfabeta. In *Metode Penelitian Kualitatif dan R & D*. Bandung: Alfabeta.
- Tjiptono, F. (2015). *Strategi Pemasaran*, edisi keempat. In *Edisi I. Yogyakarta: Andi*.
- Yulindo, K. P. (2019). Pengaruh Atribut-Atribut Produk Terhadap Keputusan Pembelian Green Product Cosmetics Sariayu Martha Tilaar di Kota Padang. *Journal of Chemical Information and Modeling*, 53(9).

Copyright Holder :

© Putri, L., & Azhar., (2022).

First Publication Right :

© Attractive : Innovative Education Journal

This article is under:

