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THE EFFECT OF PRICE AND PRODUCT QUALITY ON PURCHASING DECISIONS FOR DHARMASAN 100 ML AT PT PERUSAHAAN PERDAGANGAN INDONESIA

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ABSTRACT
This research aims to analyze the influence of price and product quality on purchasing decisions for the 100 ml Dharmasan product at PT PPI (Persero) Semarang branch. The data collection method in this research used observation and questionnaires. The sampling technique used purposive sampling of 55 respondents. The independent variables of this research are price and product quality. The dependent variable of this research is purchasing decisions. This study uses a quantitative approach. The analytical methods used are validity test, reliability test, descriptive analysis of respondents, classical assumption test, multiple linear regression method, t-test, F test, and coefficient of determination. Multiple linear regression coefficients were used to analyze the data. Based on calculations using SPSS version 25, the research results show that the regression equation is Y = 0.555 + 0.412X1 + 0.490X2 + e, which can be interpreted as that price (X_1) and product quality (X_2) have a positive effect on purchasing decisions (Y). Ho was rejected based on the t-test results for price and quality, and Ha was accepted because each variable had a calculated t-value greater than the t-table. The F test results show that Ho is rejected and Ha is accepted because the f-count is greater than the f-table. Based on the analysis of the coefficient of determination, the Adjusted R square value is 0.848, meaning that the price and product quality variables contribute to purchasing decisions by 84.8%. In comparison, the remaining 15.2% is determined by other variables not examined in this research.

Keywords: Price, Product Quality, Purchasing Decisions.

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INTRODUCTION

Competition for potential customers and retaining existing customers is an increasingly significant challenge companies must face in marketing their products (Heryanto, 2015). The rapidly developing business world makes marketing an essential factor for company progress. Remember that marketing is an activity that generates income for the company to keep it alive. Companies are required to work hard and innovate in the products, services and goods they offer. Sales activities are essential because a company's success in achieving its goals is greatly influenced by its ability to market its products (Lubis, 2015).

To understand the level of consumer involvement in a product or service, a marketer at a company must identify things that cause consumers to feel involved or not in the decision to purchase a product. (Kotler & Armstrong, 2016) defines "the decisions of individuals, groups, and organizations to choose, buy, use, and how goods, services, ideas, or experiences to satisfy their needs and wants" (Kotler & Keller, 2002). Companies that want to attract consumers' interest in buying their products need marketing. An integrated marketing program design can provide superior value for customers. Marketing programs in the form of a marketing mix consisting of product, price,

place and promotion are considered by consumers in purchasing decisions. According to (Tjiptono, 2019), "Marketing mix is a series of controlled activities used by companies to respond to the desires of the target market." Suppose companies can respond appropriately to their target market. In that case, they can certainly increase sales volume, and consumers will feel satisfied because their desires are fulfilled.

Products and prices are fragments of the marketing mix. They are considerations for consumers before making a purchasing decision on a product. This statement is supported by research conducted by (Gain et al., 2017), which concluded that product quality and price positively and significantly affect purchasing decisions.

According to Kotler et al. (2018:51), "Price is the amount of money that customers have to pay for the product" (Maulana, 2016). Price is the product's value, so consumers must spend a certain amount of money to get the product (KABANJAHE, 2021). Most consumers will be price-sensitive, depending on individual characteristics and backgrounds. According to (Habibah and Sumiati, 2016), "Price is an important component of a product because it will affect the producer's profits." Price is also one of the determinants of a company's success because price determines how much the company profits from selling its products, whether in the form of goods or services. Setting a price that is too high will cause sales to decrease, but if the price is too low, it will reduce the company's profits.

The definition of a product, according to (Tjiptono, 2019), is "everything that can be offered to consumers to satisfy consumer needs or desires". Product quality is part of the actual product, namely the physical product or delivered service that provides product benefits. Product quality is a characteristic of products and services that depends on their ability to satisfy stated or implemented customer needs (Kotler & Armstrong, 2008). The product quality variable is related to efforts to develop the right product for the targeted market. Product quality is one of the leading marketing positioning tools, Kotler et al. (2018:238). A company's marketing activities can run smoothly if it offers quality products, goods, and services. With good product quality and appropriate prices, the company can maintain its business and compete with its competitors. Product quality can be maintained if it needs to be improved further to provide more satisfaction to consumers so that they can make purchasing decisions on the products offered, automatically increasing the company's revenue.

Panjaitan & Hutapea (2022) find that two key factors, product quality and price, influence farmers' purchasing decisions regarding pesticide products. In addition, Ratnasari & Suswardji (2016) research demonstrates that product quality is a significant factor in farmers' decision-making when purchasing pesticides, which aligns with the findings of Magdalena & Winardi's (2020) study. According to Ratnasari & Suswardji (2016) research demonstrates that the price of fungicides has a significant impact on customers' purchasing decisions. The implementation of price reductions has a favourable influence on consumers' attitudes towards purchasing pesticides (Gamage et al., 2022). Meanwhile, price did not have a significant impact on the choice to buy pesticides on Riamawahyu’s (2011) study.

PT Perusahaan Dagang Indonesia is a state-owned enterprise (BUMN) in domestic and foreign trade. PT Perusahaan Dagang Indonesia (Persero) Semarang branch sells five kinds of commodities

with various types of each commodity. The products traded by PT Perusahaan Dagang Indonesia (Persero) Semarang branch in 2021 are as follows:

1. Pesticide
2. Non-Subsidized Fertilizer
3. Pharmacy
4. Consumption
5. Chemical material

Pesticide products are the product of the PT Perusahaan Usaha Indonesia factory, which operates in Gresik, East Java and has been operating since 1982. The types of pesticide products offered are expected to help farmers control, reject or eradicate plant pest organisms. The use of each pesticide product can be seen in Table 1.

Table 1. Pesticide Specifications Pt Indonesian Trading Company

Product name	Product Specifications
Dharmabas	Carbamate insecticide controls plant pests (OPT), especially plant hopper pests on rice, shallots, chillies and sugar cane.
Dharmasan	Organophosphate insecticides work as contact poisons to control caterpillar pests on onions, chillies, peppers, sugar cane, cotton, soybeans and tobacco. This type of insecticide can also be used to poison milkfish pond parasites.
Dharmafur	Carbamate insecticide is used to prevent and control pests and prevent root rot/red root disease.
Dharmapara	After-contact herbicides, which are effective for controlling weeds, are usually used by farmers by spraying them on the fields before planting rice.

Source: Processed Secondary Data, 2021.

This research focuses on the Dharmasan 100 ml product because of sales fluctuations, and it is a pesticide product with the highest profit. Knowing the influence of price and product quality on purchasing decisions for Dharmasan 100 ml will likely increase product sales and automatically increase the company's income. Data on sales volume and sales turnover of Dharmasan 100 ml PT Perusahaan Dagang Indonesia (Persero) Semarang branch for 2020-2021 can be seen in Table 2:

Table 2. Volume and sales turnover of Dharmasan 100 ml
PT PPI (Persero) Semarang branch in 2020-2021

Month	Sales Volume (Bottle)	Sales Turnover (Rp)
September	3,235	IDR 77,640,000
October	5,250	IDR 126,000,000
November	2,800	IDR 67,200,000
December	4,513	IDR 108,312,000
January	8,100	IDR 194,400,000
February	3,114	IDR 74,736,000
March	5,050	IDR 121,200,000
April	2,987	IDR 71,688,000
May	8,950	IDR 214,800,000
Total	**43,999**	**IDR 1,055,976,000**

Source: Processed Secondary Data, 2021

Based on the data in Table 2, it can be described as follows:

1. There were sales fluctuations from September 2020 to May 2021.
2. The most significant decrease in sales volume occurred in February 2021, amounting to 4,986 bottles, with a decrease in turnover of IDR 119,664,000
3. The most significant increase in sales volume occurred in May 2021, namely 5,963 bottles with an increase in turnover of IDR 143,112,000

Based on Table 2, the sales volume of Dharmasan 100 ml of the Indonesian Trading Company, Semarang branch, can be depicted as a line graph in Figure 1.

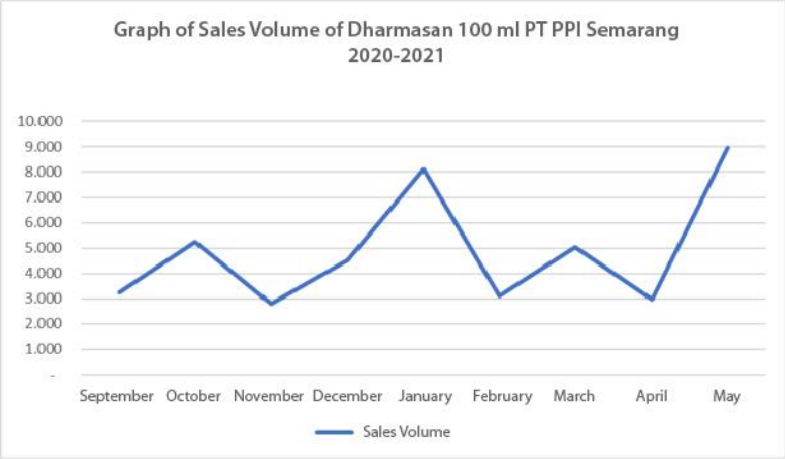

Figure 1. Graph of Sales Volume of Dharma 100 ml PT PII Semarang 2020-2021

Source: Secondary Data from PT PPI (Persero) Semarang Branch Office, 2021

Based on Figure 1, the total sales volume of Dharmasan is 100 ml, presented as a table and line graph of PT Perusahaan Dagang Indonesia Semarang branch in 2021, which saw an increase and decrease in sales. The decline in sales of Dharmasan 100 ml at the Semarang branch of the Indonesian Trading Company (Persero) is a reality that must be resolved immediately, and the cause must be found. This research aims to determine how the price and quality of the product Dharmasan 100 ml PT Perusahaan Dagang Indonesia Semarang branch influences. It is hoped that the company can know and understand the reasons for consumers' needs or even desires so that it can influence their purchasing decisions. If consumers decide to purchase company products, the company's turnover will increase.

Several researchers with various research objectives have studied purchasing decisions influenced by price fragments and product quality (KABANJAHE, 2021). The results of the research analysis show that the product's price and quality have a significant and positive effect on purchasing decisions. Based on other research conducted by (Kumala and Anwar, 2020), the results show that product price and quality partially and simultaneously influence purchasing decisions. Research also conducted by (Gain et al., 2017), partial and simultaneous research results show a significant and positive influence between price and product quality on purchasing decisions.

Based on the background above, this research aims to determine and analyze the influence of price and product quality on purchasing Dharmasan 100 ml at the Semarang branch of PT Perusahaan Dagang Indonesia (Persero). Hopefully, this research will increase knowledge and insight

regarding the influence of price and product quality on purchasing Dharmasan 100 ml at PT Perusahaan Dagang Indonesia (Persero) Semarang branch. It is also hoped that this research can provide additional information regarding the influence of the price and quality of the 100 ml Dharmasan product on the Semarang branch of PT Perusahaan Dagang Indonesia (Persero) so that it can be used as input for the company in improving consumer product purchasing decisions.

METHOD

This research uses a quantitative type of research. The population in this study were direct users (end users) who purchased Dharmasan 100 ml at PT. PT Indonesian Trading Company Semarang Branch in 2021, totaling 120 people. The sample used was 55 respondents who were consumers of Dharmasan 100 ml PT PPI (Persero) Semarang branch. The data collection methods used were observation and questionnaires. The type of data used is primary data. Primary data in this research was obtained by filling out a questionnaire from an assessment of price, product quality, and purchasing decisions. Secondary data was obtained from PT. Indonesian Trading Company Semarang branch regarding brief history, product knowledge, sales volume, organizational structure, consumer data, job description, and other data that supports research reports. The data analysis used is instrument testing, descriptive analysis, classical assumption testing, and multiple linear regression analysis.

RESULTS AND DISCUSSION

Validity test

The results of the validity test of the questionnaire, which was tested on 30 respondents, can be seen in Table 3.

Table 3. Validity Test Results

Variable	Indicator	r count	r Table	Information
Price (X_1)	Affordability ($X_{1.1}$)	0.793	0.3610	Valid
	Price compliance with product quality ($X_{1.2}$)	0.757	0.3610	Valid
	Price competitiveness ($X_{1.3}$)	0.913	0.3610	Valid
	Price match with benefits ($X_{1.4}$)	0.702	0.3610	Valid
Product Quality (X_2)	Performance ($X_{2.1}$)	0.721	0.3610	Valid
	Additional features (Features) ($X_{2.2}$)	0.913	0.3610	Valid
	Reliability ($X_{2.3}$)	0.688	0.3610	Valid
	Conformance to Specifications ($X_{2.4}$)	0.845	0.3610	Valid
Buying decision (Y)	Steadiness in a product ($Y_{.1}$)	0.943	0.3610	Valid
	Easy purchasing procedure ($Y_{.2}$)	0.937	0.3610	Valid
	Purchase decision ($Y_{.3}$)	0.926	0.3610	Valid
	Post-purchase behavior ($Y_{.4}$)	0.933	0.3610	Valid

Based on Table 3, the validity test results showed that the calculated $r_{value} > r_{table}$, so it can be concluded that all the questionnaire questions in this study are declared valid.

Reliability Test

The results of the reliability test, which were tested on 30 respondents, can be seen in Table 4.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha (α) Count	Cronbach's Alpha (α) Standard	Information
Price (X_1)	0.806	0.70	Reliable
Product Quality (X_2)	0.803	0.70	Reliable
Purchase Decision (Y)	0.952	0.70	Reliable

Based on Table 4, Cronbach's Alpha n value of each variable processed using SPSS version 25 software is more significant than 0.70, so it can be concluded that the questionnaire questions indicators of each variable are declared reliable or reliable.

Classic assumption test

Multicollinearity Test

The results of the multicollinearity test in this study can be seen in Table 5.

Table 5. Multicollinearity Test Results

Collinearity Statistics	
Tolerance	**VIF**
0.230	4,351
0.230	4,351

Source: Processed primary data, 2021

Based on Table 5, the results of the multicollinearity test from SPSS version 25 of this study on the price variable obtained a VIF (Variance Inflation Factor) value of less than 10 (VIF < 10) and a tolerance value of more than 0.10 (0.230 > 0.10), while on the variable Product quality obtained a VIF (Variance Inflation Factor) value of less than 10 (VIF < 10) and a tolerance value of more than 0.10 (0.230> 0.10) so that it can be concluded that there is no multicollinearity in the regression model.

Autocorrelation Test

Table 6. Autocorrelation Test Results

Unstandardized Residuals	
Asymp. Sign. (2-tailed)	0.135

Source: Processed primary data, 2021

Based on Table 6, the results of the autocorrelation test using the run test show that the asymptomatic significance value is 0.135, which is greater than the significance level of 0.05 (0.135 > 0.05), so it can be concluded that the regression equation is free from autocorrelation.

Heteroscedasticity Test

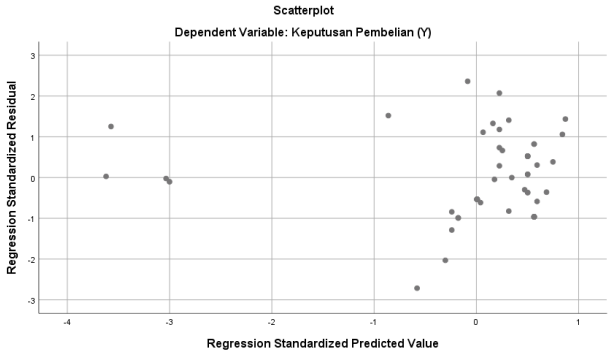

Figure 2. Scatterplot graph
Source: Processed primary data, 2021

Based on Figure 2, in the form of a Scatterplot graph of the results by SPSS version 25, it can be seen that there is no clear pattern. The points are spread above and below the number 0 on the Y-axis, so the regression model does not have heteroscedasticity. The classic heteroscedasticity assumption test results were processed using SPSS version 25.

Normality test

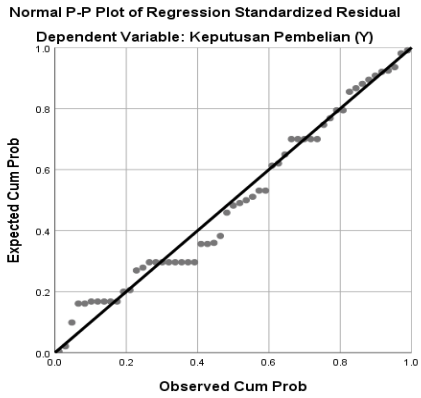

Figure 3. Standard PP Plot of Regression Standardized Residual
Source: Processed primary data, 2021

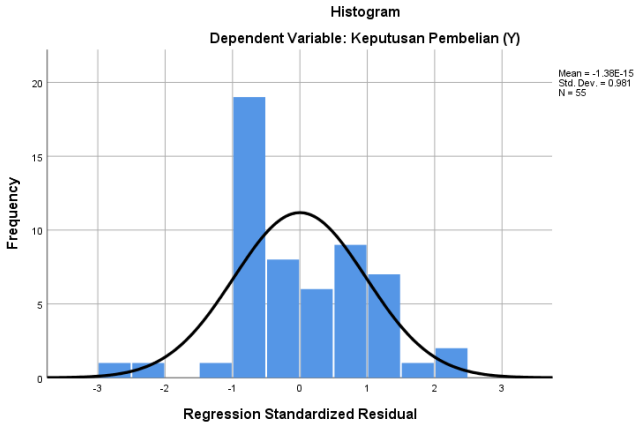

Figure 4. Histogram
Source: Processed primary data, 2021

Based on Figure 3, the histogram graph and Figure 4, the average plot graph of the SPSS version 25 results, it can be seen that in the standard plot graph, the data is spread around the diagonal line and follows the direction of the diagonal line and the histogram graph shows a typical distribution pattern. Hence, the regression model fulfils the assumption of normality.

The statistical test used to test normality is the Kolmogorov-Smimov non-parametric statistical test because the data used is more than 50. The results of the normality statistical test from SPSS version 25 can be seen in Table 7.

Table 7. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residuals
N	55
Kolmogorov-Smirnov Z	,795
Asymp. Sig. (2-tailed)	,552

Source: Processed primary data, 2021

Based on Table 7, the normality test results show a significance value of 0.552, which is more excellent than 0.05 (0.552 > 0.05), indicating that the data is usually distributed. The results of the classical assumption of normality test were processed using SPSS version 25.

Linearity Test

The results of the linearity test in the research can be seen in Table 8.

Table 8. Linearity Test Results

		Sig
Price (X1)	Deviation from Linearity	0.063
Product Quality (X2)	Deviation from Linearity	0.266

Source: Processed primary data, 202 1

From Table 8, the results of the linearity test processed with SPSS version 25 show that the significance value of the price variable is 0.063, which is greater than 0.05 (0.063 > 0.05), and the significance value of the product quality variable is 0.266 which is more significant than 0.05 (0.266 > 0 .05) so it can be concluded that the relationship between variables is linear. The results of the classical assumption of linearity test were processed using SPSS version 25.

Multiple Linear Regression Analysis

Table 9. Results of Multiple Linear Regression Analysis

Model		**Unstandardized Coefficients**		**Standardized Coefficients**
		B	**Std. Error**	**Beta**
1	(Constant)	,555	1,816	
	Price (X1)	,412	,097	,470
	Product Quality (X2)	,490	,112	,483

Source: Processed primary data, 202 1

Based on Table 9, the multiple linear regression equation is obtained as follows:

Y = 0.555 + 0.412X1 + 0.490X2 + e

The explanation of the multiple linear regression equation is as follows:

1. The constant (α) of 0.555 states that if there is no change in the value of Price (X_1) and Product Quality (X_2) or it is equal to 0, then the Purchase Decision (Y) value is 0.555 units (constant).

2. The Price regression coefficient (X_1) of 0.412 states that every addition or increase in price by 1 value will increase the number of Purchasing Decisions by 0.412 units, assuming the Product Quality variable remains unchanged.
3. The Product Quality regression coefficient of 0.490 states that every addition or increase in Product Quality by 1 value will increase the number of Purchasing Decisions by 0.490 units, assuming the Price variable remains unchanged.

Partial Significance Test (t-Test)

Table 10. Results of Partial Significance Test (t-Test)

Variable	t_{count}	t_{table}	Sig.
Price (X_1)	4,250	1.67303	,000
Product Quality (X_2)	4,364	1.67303	,000

Source: Processed primary data, 2021

Based on Table 10, the tests in this research can be described in the form of a null hypothesis (Ho) and an alternative hypothesis (Ha) with the following hypothesis:

1. Test the hypothesis of the influence of price on purchasing decisions
   Ho1: there is no significant influence between price variables and purchasing decisions.
   Ho1:b1 = 0
   Ha1: There is a significant influence between price variables and purchasing decisions.
   Ha1:b1≠0

   From the SPSS version 25 output results, the significance value of the price variable is 0.000, which is smaller than the value of α = 0.025 because it was tested in 2 directions (0.000<0.025) and at degrees of freedom (df) = nk = 55-3 = 52, the t table is 2. .00665 (the t table can be seen in Appendix 12) meaning that the calculated t value is greater than the t table (4.250>2.00665). Thus, Ho1 is rejected, and Ha1 is accepted, so the price variable significantly affects the decision to purchase Dharmasan 100 ml at PT. Indonesian Trading Company (Persero) Semarang branch.
2. Test the hypothesis of the influence of product quality on purchasing decisions.
   Ho2: there is no significant influence between product quality variables and purchasing decisions.
   Ho2:b2 = 0
   Ha2: there is a significant influence between product quality variables and purchasing decisions.
   Ha2:b2≠0

   From the SPSS version 25 output results, it is obtained that the significance value of the product quality variable is 0.000, which is smaller than the value of α = 0.025 because it was tested in 2 directions (0.000<0.025) and at degrees of freedom (df) = nk = 55-3 = 52, the t table is obtained at 2.00665 means that the calculated t_{value} is greater than the t_{table} (4.364>2.00665). Thus, Ho2 is rejected, and Ha2 is accepted, so the product quality variable significantly and positively affects the decision to purchase Dharmasan 100 ml at PT. Indonesian Trading Company (Persero) Semarang branch.

Simultaneous Significance Test (F Test)

Table 11. Simultaneous Significance Test Results (F Test)

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	1522,389	2	761,195	151,575	,000 [b]
	Residual	261.138	52	5,022		
	Total	1783,527	54			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Product Quality (X_2), Price (X_1)

Source: Processed primary data, 2021

Based on the calculation results in Table 11, the significance value of 0.000 is smaller than the value of α = 0.025 because it was tested in 2 directions (0.000 < 0.025). The value of the f Table is at a significance level of 5% and df (1) = k-1 = (3-1 = 2), df (2) =nk =(55-3=52), the f table value is 3.18 (the F table can be seen in Appendix 13) meaning the calculated f is greater than the f table (151.575 > 3.18). Thus, Ho3 is rejected, and Ha3 is accepted, so the price and quality of the product together (simultaneously) affect the decision to purchase Dharmasan 100 ml at PT Perusahaan Dagang Indonesia (Persero) Semarang branch.

Analysis of the Coefficient of Determination (R2)

Table 12. Determination Coefficient Test Results

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	,924 [a]	,854	,848	2,241

a. Predictors: (Constant), Product Quality (X_2), Price (X_1)

Source: Processed primary data, 2021

Based on Table 12, it can be concluded that the Adjusted R square value is 0.848. This means that the price and product quality variables contribute to purchasing decisions by 84.8%. In comparison, the remaining 15.2% (100%-84.8%) is determined by other variables not examined in this research.

Implications of Research Results

Based on the results of this research, price and product quality significantly influence purchasing decisions for the 100 ml Dharmasan product at PT Perusahaan Dagang Indonesia (Persero) Semarang branch. The results of this research strengthen research by (Gain et al., 2017) and (Kumala and Anwar, 2020), which revealed that price and product quality variables can partially and simultaneously positively influence purchasing decisions.

Based on the results of data analysis and discussion regarding the influence of price and product quality on the decision to purchase Dharmasan 100 ml at PT Perusahaan Dagang Indonesia (Persero) Semarang branch, the results of the regression equation can be obtained as follows:

Based on the results of the multiple linear regression equation, it can be seen that all independent variables consisting of price (X_1) and product quality (X_2) have a positive effect on purchasing decisions (Y).

The product quality variable (X_2) influences purchasing decisions with a regression coefficient value of 0.490, meaning that every addition or increase in product quality by one value will increase the number of purchasing decisions by 0.490 units assuming the price variable remains unchanged.

The price variable (X_1) with a regression coefficient value of 0.412 means that every addition or increase of one value will increase purchasing decisions by 0.412 units, assuming the product quality variable remains unchanged.

The product quality variable (X_2) consists of performance indicators, additional features, reliability, and conformity to specifications. The reliability indicator has the most significant index value based on the results of respondents' responses, with a value of 47.9%. The price variable (X_1) consists of price affordability, price suitability to quality, price competitiveness, and price suitability to benefits. The price match indicator with benefits has the most significant index value based on the results of respondents' responses, with a value of 48.6%.

CONCLUSION

The study investigates the influence of price and product quality on purchasing decisions for Dharmasan 100 ml at PT Perusahaan Dagang Indonesia (Persero) Semarang branch. The questionnaire's validity and reliability tests indicate that all variables are valid and reliable. The majority of respondents were male, aged 37-46, with a high school/high school education and working as a farmer. The descriptive analysis of respondents showed high scores for price suitability to benefits, affordability, product quality, and purchasing decision. The classical assumption test revealed a linear relationship between variables, and the multiple linear regression equation showed that price and product quality had a positive effect on purchasing decisions. The partial significance test and simultaneous significance test also showed significant influences on purchasing decisions. The Adjusted R square value of 0.848 indicates that price and product quality variables contribute to purchasing decisions by 84.8%, while the remaining 15.2% is determined by other variables not examined in the research.

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